



## Debt Consolidation Leads

DWA's Credit Card Debt leads maximize your ROI by delivering consumers who require debt settlement services to help them with their high levels of unsecured debt. You'll get to customers moments after they fill out a form or immediately when they pick up the phone and call.

### We Get You Interested Customers

We'll get your message in front of consumers with intent – they are aware of your product/service offering and are actively interested. It is our goal to understand your business process in order to optimize our telemarketing efforts for you.

### Quick Accurate Response To Your Requests

Let us know how many leads you need, how and when you want them. Our reps will make sure your orders are filled accurately and on time.

#### Sample Credit Card Debt Lead

First Name	Last Name
Email	Address
City	State
Zip	Phone
Date	Time Stamp
Total Unsecured Debt?	Months Behind

**We can target any state for your credit card debt marketing leads.  
We have limited room in our call center schedule  
so call today to get started.**

#### Questions Asked by Telemarketers

- What is your total amount of unsecured debt?
- How many credit cards do you have and how many are behind?
- Number of Payments behind? (Minimum 1)
- When was the last payment made?
- What is the best way we can help you?

### No Long Term Commitments or Large Prepayments

We understand that choosing a lead provider is a decision that is based on trust and value. Start small, our leads will speak for themselves and we know that you will come back time and time again for the quality we provide. There are no long term contracts or large prepayments needed to get started.

### DWA Provides Profitable Leads

What you pay for a lead and what your close ratio is determines the real cost of the lead. Our leads are designed to minimize your efforts and maximize your closing ratio.

Incoming Exclusive Call-Ins	Purchase	Cost Per Lead	24 Hour Internet Leads	Purchase	Cost Per Lead
120 Lead Minimum (3 days @ 40 leads per day)	120-249	45.00	(Sold to 1 or 2 companies, if purchased within 24hrs they are exclusive to buyer as a 24hr lead)	100-249	10.00
	250+	40.00		250-499	8.00
Real Time Exclusive leads	Purchase	Cost Per Lead		500-999	6.50
	250-499	30.00		1000+	6.00
	500+	25.00			
Real Time Semi-exclusive leads (shared with 1 or 2 other companies)	Purchase	Cost Per Lead	Vintage Leads	Purchase	Cost Per Lead
	250-499	18.00	(Previous months leads)	500-999	1.00
	500-999	15.00		1000+	.75
	1000+	13.00			