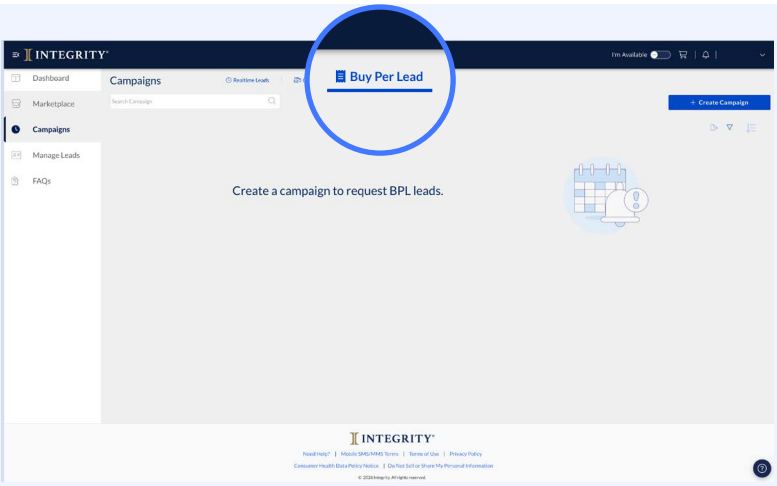
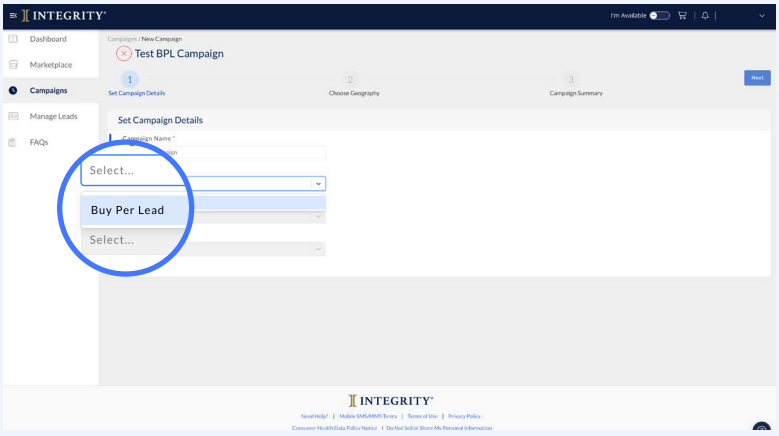
INTEGRITY CONNECT

How to Create a Buy Per Lead Campaign

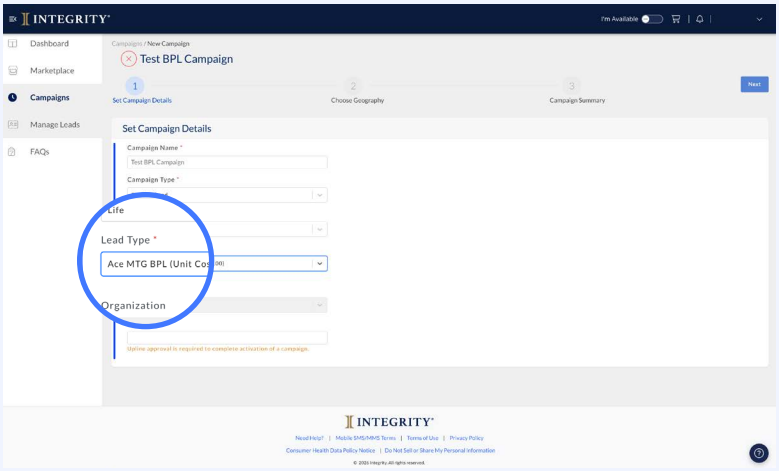
1. **Log in to IntegrityCONNECT Leads.**
2. Navigate to **Campaigns**.
3. Select “Buy Per Lead” at the top of the page and create a campaign.

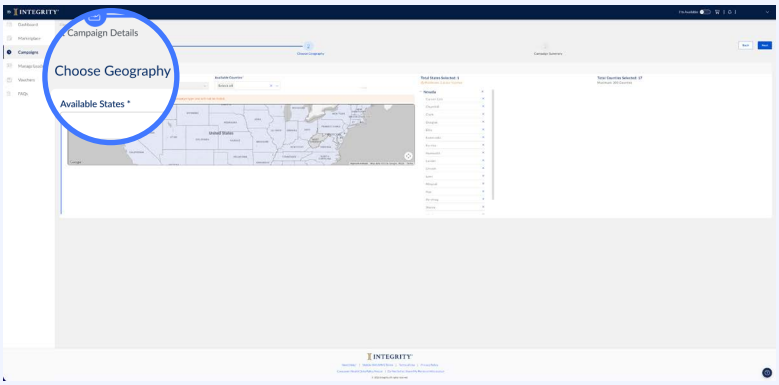


4. Choose **Buy Per Lead (BPL)** as your campaign type.



5. Select your desired lead type(s), geography, and targeting preferences.





6. Activate your campaign.
7. Keep your campaign active through the qualifying period to remain eligible.