

What is LeadiD?

LeadiD allows lead sellers to prove that they're selling quality leads, and lead buyers to know what they're buying. LeadiD is free and easy to implement, and your proprietary information will always be protected. To learn more, visit LeadiD.com, or contact Grantham@LeadiD.com.

Grantham University Partnership with LeadiD

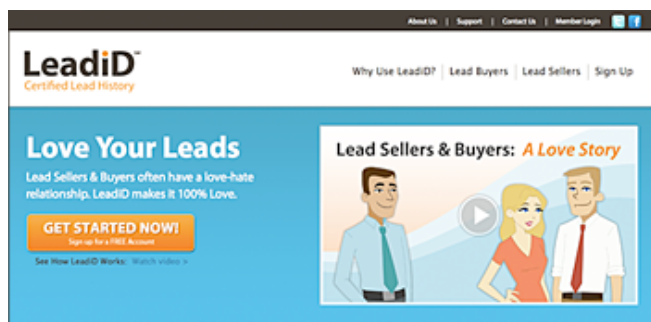
Grantham University has always had a key focus on seeking the highest quality leads for its inquiry program. Because of our continued focus on quality, Grantham University has partnered with LeadiD to enhance lead quality and certify all leads as they are sent for processing. Grantham University is requesting, and strongly recommending, that its lead selling partners use LeadiD to help continue our drive for quality leads. We appreciate your support in this effort.

Implement LeadiD

To get started with using LeadiD, follow these four simple steps:

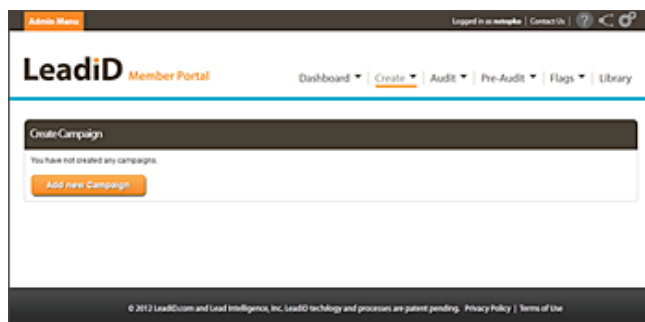
Step 1: Sign Up

Go to LeadiD.com. Click on the 'Get Started Now' button displayed on the homepage. Create an account.



Step 2: Create

Once logged into the LeadiD Member Portal, go to: Create > My Campaigns > Add New Campaign. Follow the instructions.



Step 3: Test and Audit (Optional)

Contact Testing@LeadiD.com to certify your implementation.

You can Pre-Audit your LeadiDs against Grantham University audits/rules in real-time via API (Optional Pre-Audit Service). You can Audit your own LeadiDs in real-time via API (Optional Audit Service).

Step 4: Post

When posting the lead to LeadWatchLive (our LMS), use this parameter:
`hdnUniversal_LeadID=<LeadiD value here>`