

GETTING STARTED GUIDE

Jornaya's campaign code is free and easy to implement. To get started and create LeadiD tokens on the properties you own and operate, follow these three simple steps. If you are already live with the Jornaya campaign code and creating LeadiD tokens, go to Step 3 to find our specific posting details.

Step 1: Sign Up

Go to: signup.leadid.com and create an account.



Step 2: Create LeadiDs

To generate LeadiD tokens for leads originated on your properties, log into the [Jornaya Member Portal](#) and go to *Campaigns > My Campaigns > Add New Campaign*.

- A. Establish a Campaign
- B. Click 'Get code'
- C. Follow the instructions

TCPA Labels: Be sure to follow the instructions all the way through to the TCPA label implementation steps.

Test: Follow the Self-Test Instructions in our Help Center Article [here](#).



Step 3: Post

In your post to **Edufficient** include the LeadiD token as **UniversalLeadiD** .

FREQUENTLY ASKED QUESTIONS

Below you will find some of the most frequently asked questions about Jornaya and what it means to implement the Jornaya code on your sites.

What is a LeadiD?

Lead generators and aggregators place Jornaya's JavaScript on their properties in order to create LeadiD's for every lead event that occurs on their site. A LeadiD is a 36-character global unique identifier (GUID) that is generated by Jornaya and enables us to act as an independent and neutral eyewitness to the original lead event.

How does the LeadiD work?

Lead generators place Jornaya's JavaScript on each page of their lead funnel. When a consumer lands on a site, or is contacted by a call center, the LeadiD is automatically generated and attached to that lead event for you to store and post along with the lead to a buyer. Lead generators simply send the additional field to buyers that have requested LeadiDs as part of the posting. Lead buyers make the request to lead generators to send LeadiDs, and can access an additional dataset about the origin and history of each lead with Jornaya.

What if the leads I sell are aggregated?

The affiliates that you work with will need to implement the Jornaya JavaScript on their lead forms and pass the LeadiD token to you with each lead you purchase. You will then post this LeadiD token to your client. Provide this document to your affiliates so that they can begin the implementation to create and pass LeadiD tokens. **Please do NOT pass your Jornaya JavaScript to your affiliate as this will cause your leads to appear fraudulent.**

How much does it cost?

Creating LeadiDs is free for all firms. If you wish to access additional insights or compliance checks about the leads Jornaya offers paid solutions accessible via real-time API.

How many lead generators does Jornaya work with?

Over 200 million LeadiD's are generated per month by more than 500 public and private firms across a variety of industries and verticals. Jornaya has worked with each of them to help implement our JavaScript and continues to drive adoption of LeadiD's with our clients.