

NEXTGEN LEADS

Maximizing Your
Sales With
Quality Leads



ABOUT US

Founded in 2014

Seasoned Marketers &
Insurance Agents

Sophisticated Development
Team

Experts in Medicare &
Health Insurance

San Diego Based

100+ Employees

US Based Call Center

Dedicated Customer
Support

Internal Lead Generation

Company Owned &
Operated websites

Optimized Source Mix

True Transparency

Technology that makes your life easier.



NEXTGEN LEADS Lead Generation



LEAD GENERATION

Step 1

Users under 65 years old are sent to our Health dedicated funnel



Step 2

Users over 65 years old are sent to our Medicare dedicated funnel



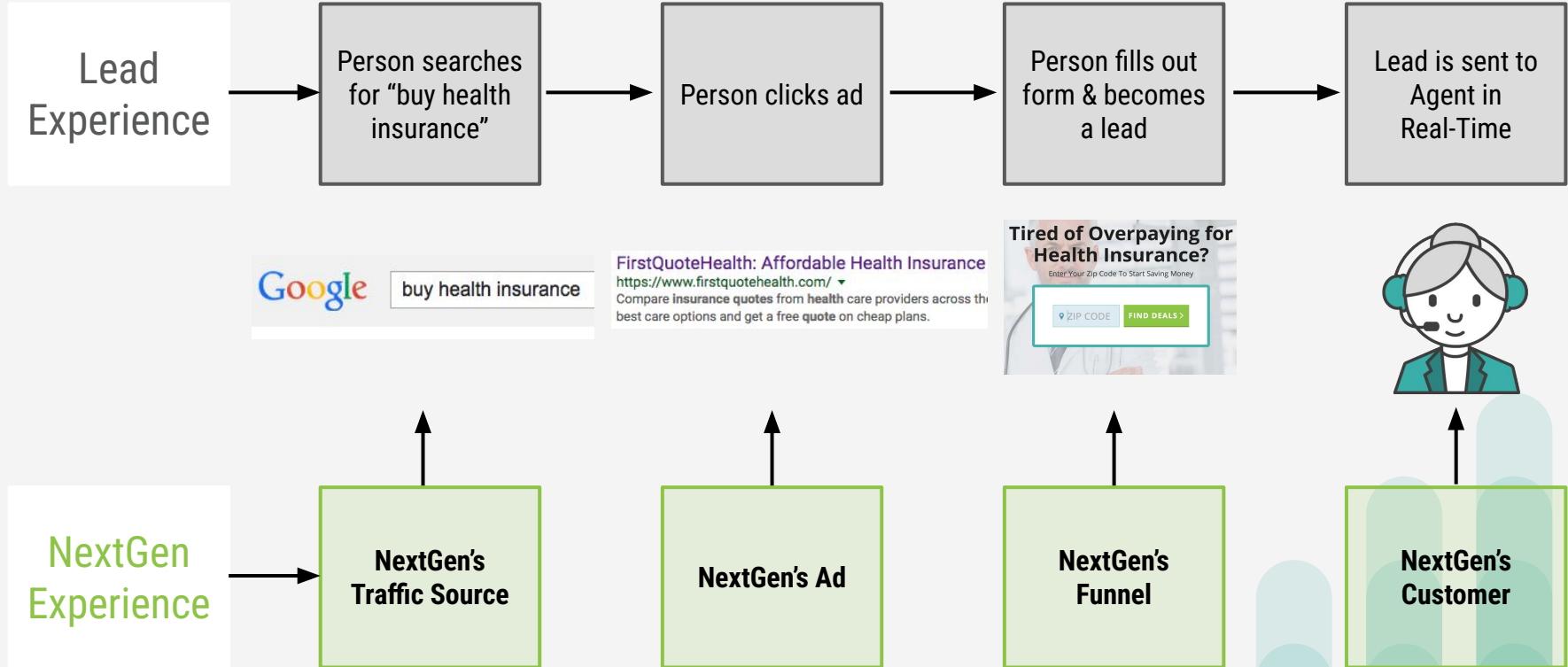
Step 3

Lead generated

NextGen Leads are generated primarily through our company-owned and operated websites. We have a specific lead funnel for each vertical we offer leads for: Health Insurance & Medicare.



Lead Generation Process



NextGen Lead Types

Shared Data



Health - \$3.50

Medicare - \$3

Maximum shares: 4

Exclusive Leads



Health - \$10

Medicare - \$8

Maximum shares: 1

Live Transfers

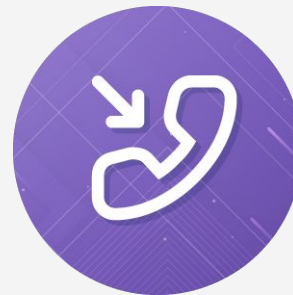


Health - \$35

Medicare - \$50

*Prequalified Warm
Transfer*

Calls



Health - \$35

Medicare - \$45

Billed on a duration



NEXTGEN LEADS Our Technology



NextGen Lead Types - Add Ons

Premium Listings

PLs are an add-on option for exclusive data leads. They've proven to increase lead conversion rate by 200%

Premium Listing Pricing

Health - \$5+ Per Lead

Medicare - \$3+ Per Lead

**We've matched you
with an agent!**

FirstQuoteHealth 

FirstQuote Health | [\(903\) 253-9226](tel:(903)253-9226)

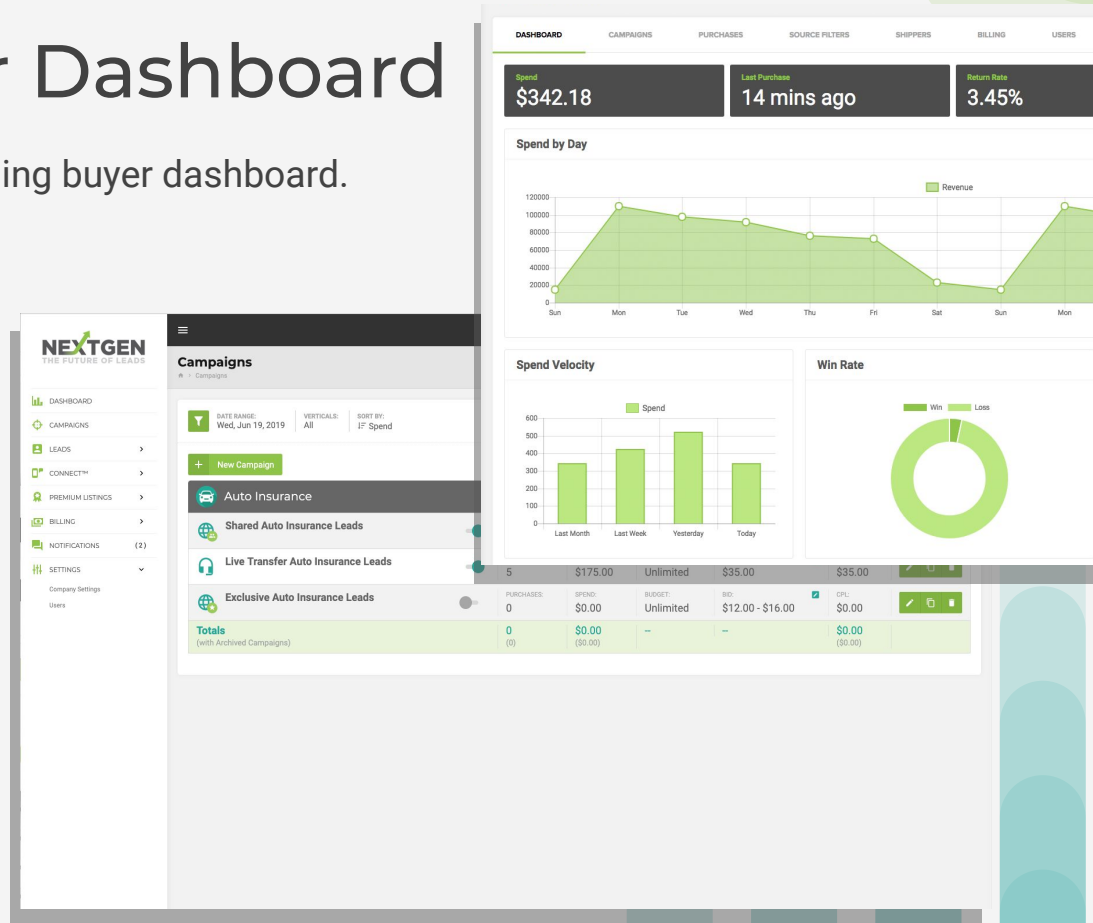
Your new quote is ready now! Click
Connect Now and get your new rate.

Connect Now

User Friendly Buyer Dashboard

Manage your leads through our industry leading buyer dashboard.

- ✓ Access your leads 24/7
- ✓ Pause/Activate lead campaigns
- ✓ Return Leads
- ✓ Update lead filters
- ✓ Add funds - no account minimums!



Targeting Your Ideal Prospect - Health

NextGen offers a variety of lead filters to help you target your ideal prospect. Consider the plan types you want to focus on selling.

Target Plan Types Such As:

- Short Term Medical
- Limited Medical
- Dental
- Critical Illness
- Accident
- ACA

The screenshot displays the NextGen lead filter interface, which is organized into three distinct sections, each with a toggle switch and a title. The first section, 'Filter by age range', includes a text prompt 'Only bid on leads that fall within the following age range (inclusive):' and a horizontal slider with teal circular handles set at 26 and 65. The second section, 'Filter by medical conditions', features the instruction 'Check the medical conditions that you DO NOT want to bid on:' followed by a grid of checkboxes. The third section, 'Filter by annual income', shows a horizontal slider with teal circular handles set at '\$24,000.00' and 'No max'.

☒ Filter by age range

Only bid on leads that fall within the following age range (inclusive):

26 65

☒ Filter by medical conditions

Check the medical conditions that you **DO NOT** want to bid on:

<input checked="" type="checkbox"/> AIDS / HIV	<input checked="" type="checkbox"/> Heart Attack
<input checked="" type="checkbox"/> Cancer	<input checked="" type="checkbox"/> Pulmonary Disease
<input type="checkbox"/> Diabetes	<input checked="" type="checkbox"/> Stroke

☒ Filter by annual income

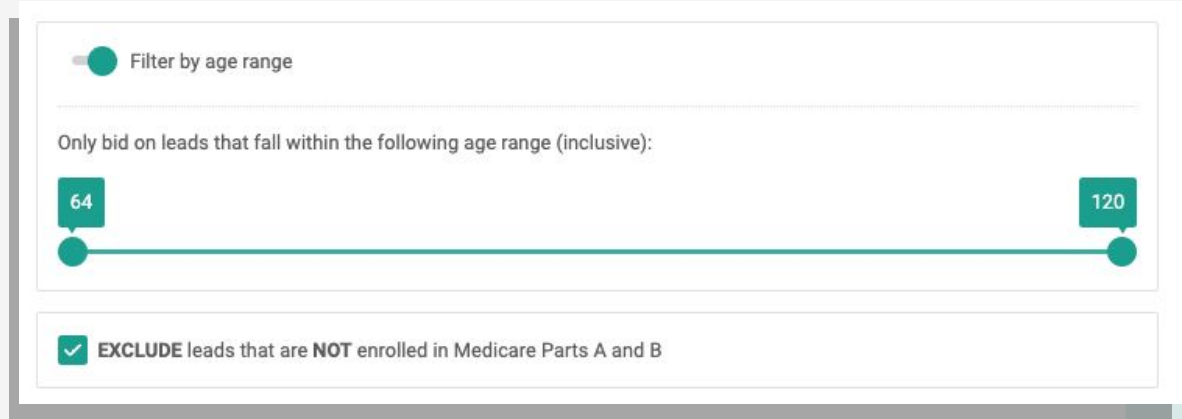
\$24,000.00 No max

Targeting Your Ideal Prospect - Medicare

NextGen markets for generic Medicare leads, but offers lead filters to help you target specific plan types.

Target Plan Types Such As:

- Medicare Supplement
- Medicare Advantage
- Dual-Eligibility



The screenshot shows a user interface for filtering leads. At the top, there is a toggle switch labeled "Filter by age range" which is turned on. Below this, a text label reads "Only bid on leads that fall within the following age range (inclusive):". A horizontal slider is positioned below the text, with a teal line and circular handles. The left handle is labeled "64" and the right handle is labeled "120". At the bottom of the interface, there is a checkbox that is checked, followed by the text "EXCLUDE leads that are NOT enrolled in Medicare Parts A and B".

☒ Filter by age range

Only bid on leads that fall within the following age range (inclusive):

64 120

☒ EXCLUDE leads that are NOT enrolled in Medicare Parts A and B

THANK YOU!

 **NEXTGEN LEADS**

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