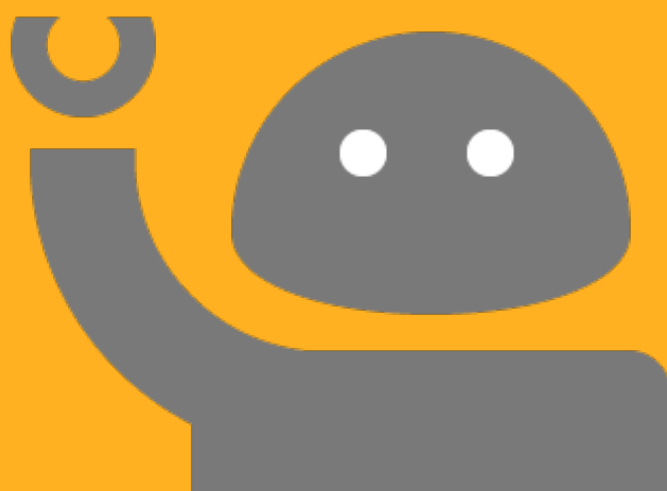


Getting started with Jumplead



A simple 7 step guide to get you moving with Jumplead.

Fully updated for Version2

Jumplead

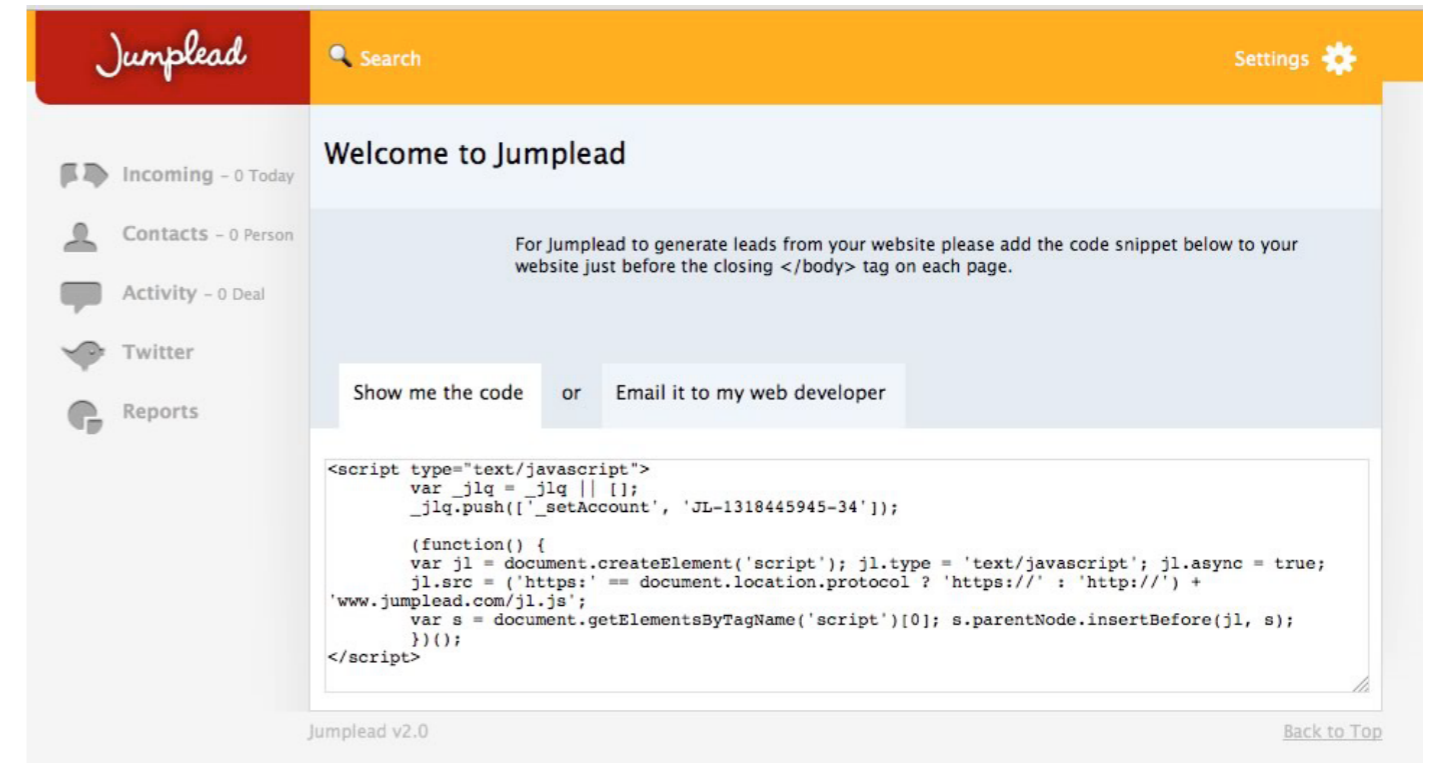
Welcome to Jumplead

This guide is designed to get you up and running with Jumplead as quickly as possible. We'll get your tracking code installed, identify some leads and talk you through how to manage them.

In order to access Jumplead you'll need a computer with an Internet connection and at least Internet Explorer 7, better still something like Safari, Chrome or Firefox.

In this guide you'll learn to:

1. Add the tracking code.
2. Add LinkedIn and Twitter integration.
3. Identify incoming leads and visitors.
4. Verify a business match.
5. Manage Active leads.
6. Identify Twitter leads.
7. Set up lead Alerts.



The screenshot shows the Jumplead dashboard interface. At the top, there is a navigation bar with the Jumplead logo, a search bar, and a settings icon. On the left side, there is a sidebar menu with icons for Incoming (0 Today), Contacts (0 Person), Activity (0 Deal), Twitter, and Reports. The main content area displays a 'Welcome to Jumplead' message, followed by instructions to add a code snippet to the website. Below the instructions are two buttons: 'Show me the code' and 'Email it to my web developer'. A text area contains the following JavaScript code snippet:

```
<script type="text/javascript">
var _jlg = _jlg || {};
_jlg.push(['_setAccount', 'JL-1318445945-34']);

(function() {
var jl = document.createElement('script'); jl.type = 'text/javascript'; jl.async = true;
jl.src = ('https:' == document.location.protocol ? 'https://' : 'http://') +
'www.jumplead.com/jl.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(jl, s);
})();
</script>
```

At the bottom of the dashboard, there is a version number 'Jumplead v2.0' and a 'Back to Top' link.

1 Add the tracking code

Jumplead will work as an easy to use lead management system without the tracking code installed, but why would you want to do that when by simply adding the tracking code to your website's source code (just before the closing body tag) you get real-time leads every day.

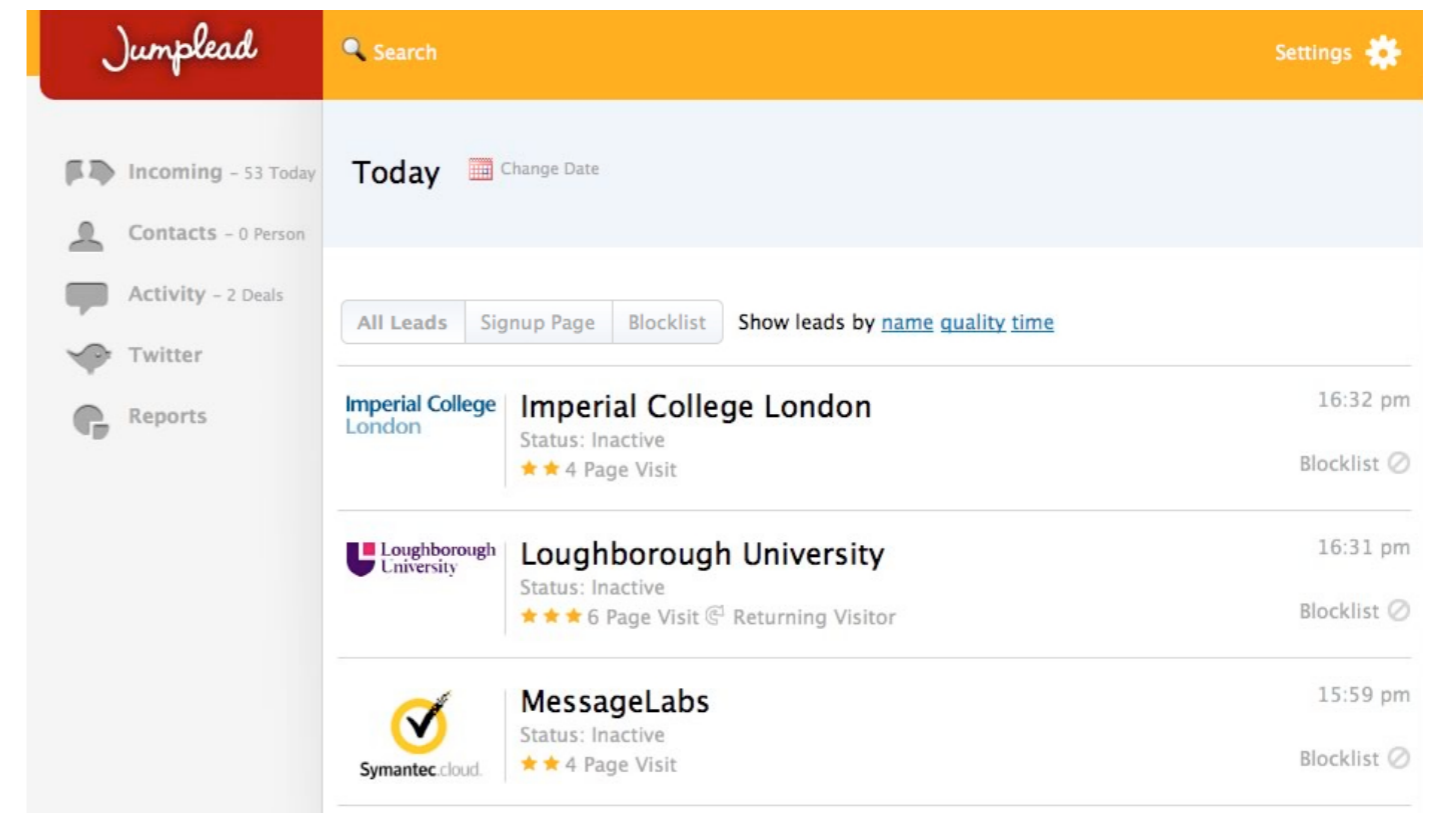
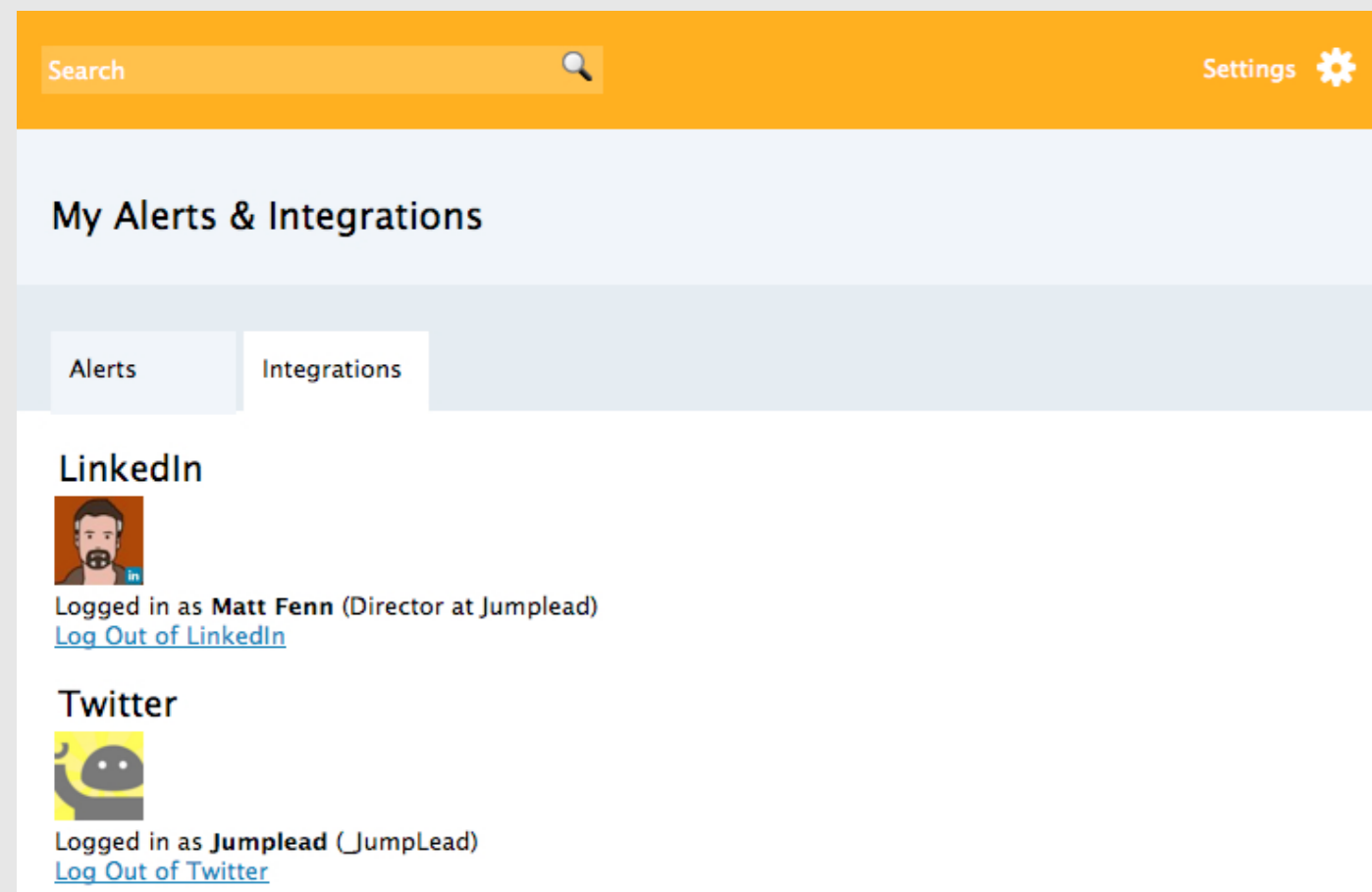
When you first login to Jumplead you will find your unique tracking code and you have the option of copying it and adding it yourself or you can email it to your web developer straight from Jumplead.

Add LinkedIn and Twitter integration

When you add your LinkedIn credentials, Jumplead is able to show your network connections within the organisations identified as leads, we are also able to include the LinkedIn company information as part of our matching process. Bingo!

Adding Twitter credentials gives you the option of replying to tweets directly from inside Jumplead.

To add your social media credentials to Jumplead go to: Settings > My Alerts & Integrations > Integrations



Identify incoming leads

The main navigation option 'Incoming' toggles between Groups of visitors. By default these are 'All Leads' and 'Blocklist' (for visitors such as known ISP's). You can create your own Groups to filter leads by region or even manually assign leads to your own Groups to control who has access to which leads.

All Leads

Leads are the organisations that have visited your website and have been profiled by Jumplead based upon their web address as being of potential interest. There is an 'add to blocklist' option to screen out organisations that you'd rather not see listed here in future (you can re-instate them later in your account preferences if you need to).

Blocklist

Blocklist shows a list of traffic that includes Internet Service Provider (ISP) traffic. Eg British Telecom (BT), Verizon etc. These are generally visitors from smaller businesses and people at home. We made these available because the page by page activity can still be of interest even though the visitor isn't from a profiled business connection.

Incoming - 53 Today
Contacts - 0 Person
Activity - 2 Deals
Twitter
Reports

Loughborough University
 Loughborough, Leicestershire, United Kingdom
 Add tag

Find out more about Loughborough University with

We've matched Loughborough University to Loughborough University. If this isn't correct you can [review the match options](#)

Organisation Name...

Loughborough University	IPSol Energy Ltd London, United Kingdom	Liz Lomax art + illustration United States of America
davidt digital London, UK, United Kingdom	Progressive Sports Technologies Loughborough, United Kingdom	Oliver Mantle United Kingdom

4 Verify a business match

We search for each organisation across a number of databases, and aim to identify each and every one.

When our auto match doesn't quite get it right you can click on 'review match options' to take a look at the other top results yourself then pick the correct one if it's there. If it's not in the search results you can click on the Google search button to do some fact finding yourself, then either update the search or even simply add the contact details yourself.

5 Manage Active leads

As soon as you begin to work with an incoming lead it becomes active and available via the 'Active' navigation option. Here you will see an overview of all active leads, with the latest activity update listed for each lead. Click on a lead and you will get the leads detail page along with current and historic activity.

Jumplead Search Settings

Incoming - 5 Today
Contacts - 14 People
Activity - 17 Deals
Twitter
Reports

Activity Add a lead

Active Inactive List activity by [name due](#)

IMICO	Catch up on trial Timico Newark Core LAN 7th October 2011 05:42 PM by Matt Fenn	Overdue
MSresearch	call today. IMS Research 13th October 2011 03:04 PM by Matt Fenn	Overdue
VEDA	chase NOVEDA TECHNOLOGIES 11th October 2011 04:39 PM by Matt Fenn	Today
	Catch up on how they liked Jumplead MCR Systems 28th September 2011 12:04 AM by Matt Fenn	Today

Identify Twitter leads

As well as identifying leads generated by your website, Jumplead allows you to maintain an ongoing Twitter search filter that is constantly searching tweets for 'intent' searches, containing words like 'recommendation' 'looking for' etc. Customise your search to include all of the phrases you want to find and create a single stream of leads.

The screenshot shows the Jumplead interface with a search filter applied to Twitter. The left sidebar shows navigation options: Incoming (5 Today), Contacts (14 People), Activity (17 Deals), Twitter, and Reports. The main content area displays a list of tweets from users like PegFitzpatrick, Hokuboku, and LeeSiahChong. On the right, there are search filters for 'Search terms' (business leads, jumplead, lead generation) and 'Excluded terms' (Mlm, multi level marketing, Odesk, Seo). There is also a section for 'Intent terms'.

The screenshot shows the 'My Alerts & Integrations' settings page. The left sidebar shows navigation options: Incoming (3 Today), Contacts (20 People), Activity (2 Deals), Twitter, and Reports. The main content area has tabs for 'Alerts' and 'Integrations'. Below the tabs is a table with columns for 'Alert Type', 'None', 'Instant', 'Daily', and 'Weekly'. The table has two rows: 'Leads Summary' and 'Signup Page'. A 'Save Alerts' button is located below the table.

Alert Type	None	Instant	Daily	Weekly
Leads Summary	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Signup Page	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Set up lead alerts

If you'd like to be alerted when an important page on your website is visited, you can set up an alert in Settings > Alert pages & Goals. Then choose when you'd like to be alerted on the 'Alerts & Notifications' page. You can also give different users different alerts!

Well done, you're now a Jumplead ninja!

