



**LEADS**

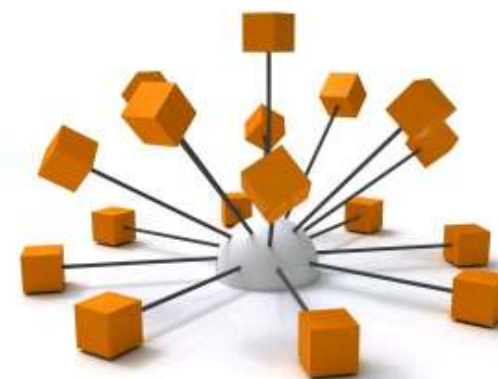
ЖИЗНЬ ЗАМЕЧАТЕЛЬНЫХ ЛИДОВ

# LEADS.SU

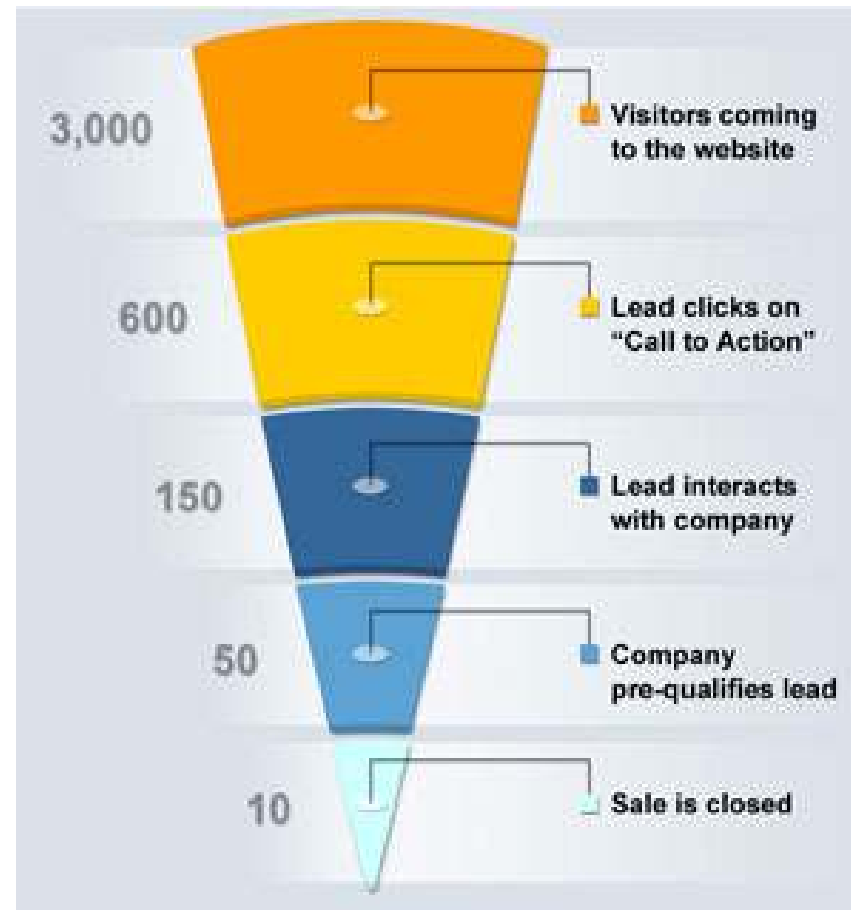
Founded 2010

RUSSIAN MARKET LEADER IN  
LEAD AGGREGATION  
IN BANKING SPHERE

Moscow 2012



# What is CPA?

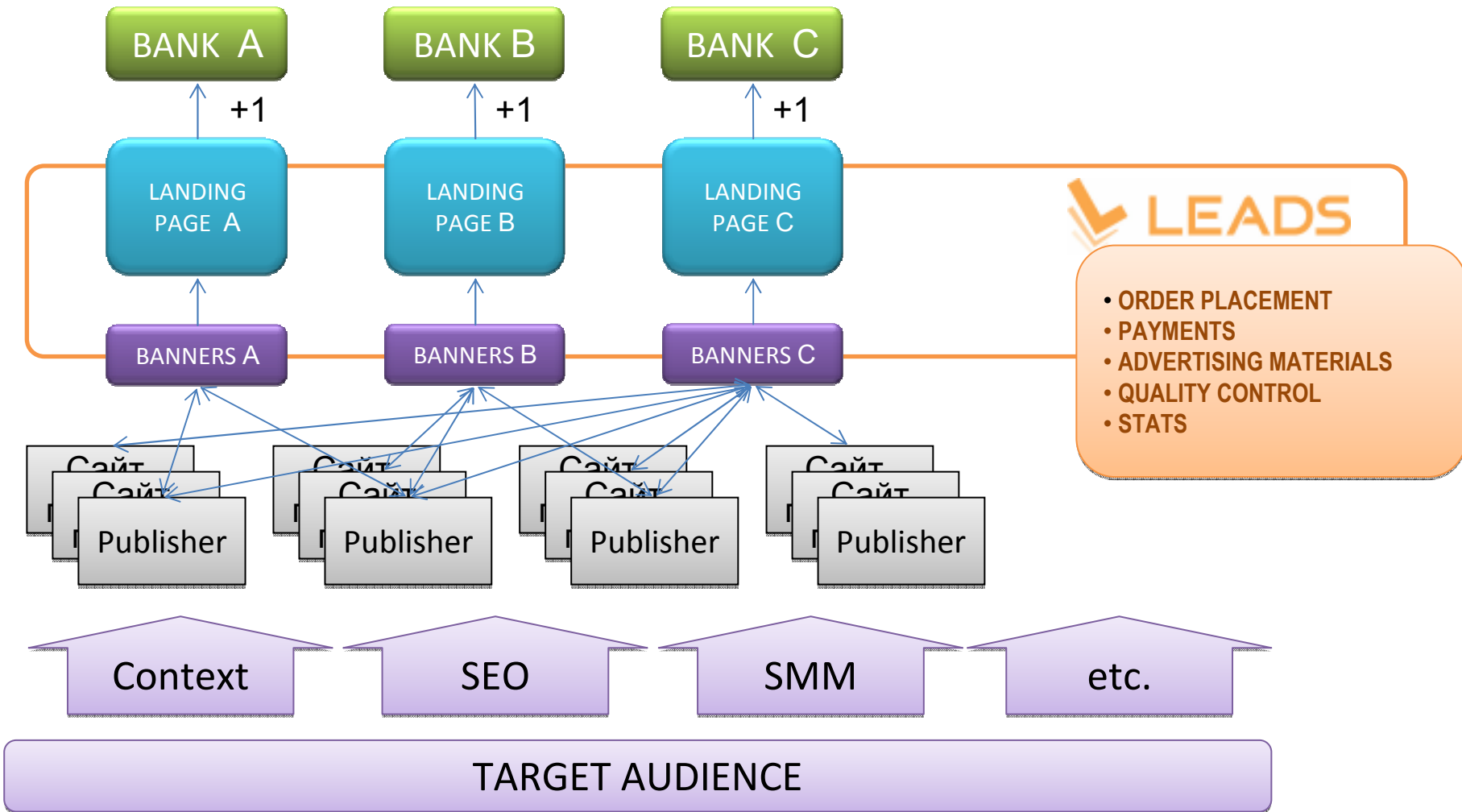


# Portfolio



- Promsvyazbank
- Banca Intesa
- Deltacredit
- Binbank
- Trust
- GE Money bank
- Tinkoff Credit systems
- Probusinessbank
- Mig Credit
- Russian Standard
- Credit Moscow
- Bank24.ru
- Sovietsky bank
- My bank
- SMP bank
- Nomos bank
- Home Credit

# Affiliate Network



# “Cost Per Action” in insurance - Compared to banking



## PROBLEMS / PERSPECTIVES

- Obtaining client contact information
- Contact details validation
- Post Lead Execution
- Customer Relationship Management quality
- Legislative base
- Online products availability

# Q&A



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