



Lead theft is a reality, are you protected?

Whether you self-generate leads or buy them from other sources, you probably spend hundreds or thousands of dollars each week on leads. Don't let your valuable prospects get into the hands of your competition!

Start using **LeadGuardian™** from [Leads360](#), the leading provider of web-based [lead management](#) and tracking software. LeadGuardian is the only lead theft detection and deterrent system on the market; and it is exclusively available for Leads360 customers.

LeadGuardian detects and deters lead theft

LeadGuardian is a telephone and web-based lead "honeypot" system that catches lead thieves in the act and provides the evidence you need to catch and prosecute the theft of your expensive leads.

You set the bait in the form of highly attractive and seemingly real leads (all leads have dedicated unique phone numbers and 24/7 voicemail). Automatically assign and monitor activity using Leads360's powerful [lead tracking software](#). Having an effective theft-detection system acts as a strong deterrent to the theft of leads.

How does LeadGuardian work?

LeadGuardian allows you to automatically insert attractive "honeypot" leads into your Leads360 software application. Each of these leads is randomly generated using a special algorithm designed to be most attractive to your users. You can even customize several parameters for the leads, including loan amounts and credit profiles.

Each lead contains a unique and exclusive telephone number that remains active for the life of the lead. This phone number can be selected from any geographical area of your choice. After several rings at this number, the call is sent to a standard voicemail environment with a customized greeting for the lead.

Each lead also contains a unique and exclusive email address. Any and all emails sent to this address are stored for your review.

If the user calls from your office, we will [record the call](#) date and time, and allow you to listen to the voicemail that they left. You can use this information for [training and effectiveness](#) and to spot-check their logs in your Leads360 [lead management software](#) to verify that they are actually making phone calls.

If the user does not call or email the lead from within your office, we will notify you immediately of suspicious activity. You will also receive a copy of the voicemail or email so that you can follow up and verify if leads were stolen.

Contact Us:
(888) 508-4462
sales@leads360.com

"There are two kinds of companies; those who have had leads stolen and know it, and those that have had leads stolen and don't. Get the security and peace of mind you need; get LeadGuardian."

- [Jeff Solomon](#), Leads360 CEO

