



7 questions for your next lead-vendor call

If you are buying motor vehicle accident leads, your vendor's ads may be running under your firm's name. Copy these questions into your next call. If a vendor cannot answer 1 through 3 within a business day, you have your answer.

01 Show me every creative currently running to generate my leads.

02 Produce the timestamped consent record for a lead I select.

03 What exact disclosure language appears at the point of capture?

04 Are these leads exclusive? If shared, how many firms receive them?

05 How many ad accounts have you had disabled in the last twelve months?

06 Is your fee a flat advertising fee, with nothing contingent on case outcomes?

07 Which state's advertising rules was this creative built against?

Want someone to build and run compliant creative for you, and answer all seven without flinching? Book a 20-minute call.

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