

✓ Lead Price Comparison

Cost per lead / Minimum Order Quantity

Price list updated on 04/01/2024

facebook

FACEBOOK LEAD

LEAD TYPE	RETAIL PRICE	MEMBERSHIP	OWN SYSTEM
Term Life	<u>\$60/15</u>	<u>\$35/25</u>	<u>\$35/25</u>
Whole Life	<u>\$60/15</u>	<u>\$35/25</u>	<u>\$35/25</u>
Universal Life	NA	NA	<u>\$60/15</u>
Simplified Life	<u>\$50/20</u>	<u>\$30/25</u>	<u>\$30/25</u>
Final Expense Life	<u>\$40/20</u>	<u>\$25/25</u>	<u>\$25/25</u>
Critical Illness	<u>\$60/15</u>	<u>\$35/20</u>	<u>\$35/20</u>
Disability	<u>\$60/15</u>	<u>\$35/20</u>	<u>\$35/20</u>
Investments	NA	NA	<u>\$100/10</u>

YouTube

YOUTUBE+ LEAD

LEAD TYPE	RETAIL PRICE	MEMBERSHIP	OWN SYSTEM
Term Life	<u>\$70/20</u>	<u>\$40/20</u>	<u>\$40/20</u>
Whole Life	<u>\$70/20</u>	<u>\$40/20</u>	<u>\$40/20</u>
Universal Life	NA	NA	<u>\$70/10</u>
Simplified Life	NA	NA	<u>\$40/20</u>
Final Expense Life	NA	NA	<u>\$40/20</u>
Critical Illness	NA	NA	<u>\$45/20</u>
Disability	NA	NA	<u>\$45/20</u>
Investments	NA	NA	<u>\$120/10</u>

Google

GOOGLE LEAD

LEAD TYPE	RETAIL PRICE	MEMBERSHIP	OWN SYSTEM
Term Life	<u>\$90/10</u>	<u>\$70/10</u>	<u>\$70/10</u>
Whole Life	<u>\$90/10</u>	<u>\$70/10</u>	<u>\$70/10</u>
Universal Life	NA	NA	<u>\$80/10</u>
Simplified Life	NA	NA	<u>\$60/10</u>
Final Expense Life	NA	NA	<u>\$50/10</u>
Critical Illness	<u>\$90/10</u>	<u>\$70/10</u>	<u>\$70/10</u>
Disability	<u>\$90/10</u>	<u>\$70/10</u>	<u>\$70/10</u>
Investments	NA	NA	<u>\$150/10</u>