Campaign Code Implementation for Online Leads

LeadiD Creation Instructions:
The steps below show you how to create, store, and share a unique LeadiD for each lead that you generate.

PLEASE NOTE: By installing and implementing the Jornaya campaign script, you acknowledge and grant permission for Jornaya to provide Visual Playback of lead events captured on your website(s) to mutual clients that audit your LeadiD tokens, upon written request from a mutual client to Jornaya. If applicable, you are solely responsible for securing prior written permissions from any company you may work with who is the original creator of the lead; and your grant of permission hereunder constitutes such party's or parties' permission(s) as well. We will provide you written notice of requests for Visual Playback for leads with a LeadiD token which you provide to a mutual client. Visual Playback provides a virtual rendering of the actual event data captured by Jornaya at the time of the original lead event, for the purpose of providing facts about the content that was or was not rendered on the web page (for example, a visual rendering of a disclosure or other content), as well as the consumer actions exhibited during the lead event (for example, what type of consent was obtained, if any). The use of Visual Playback is subject to our Privacy Policy posted on our Site.

If you have any questions, please contact support@jornaya.com.

Step 1: Database

Create an additional field in your database to store a LeadiD token with each lead that you generate. LeadiD tokens are in the form of a globally unique identifier with 36 total characters.

The code will look like this:

```
4XYZ78B9-0CDC-43A7-98EA-2B680A5313A2
```

Step 2: Form

Add a new hidden input field to each of your lead generation forms with "leadid_token" as the id attribute. This hidden field must have the id attribute: "leadid_token." **Jornaya will populate this new hidden field in real-time with a unique LeadiD token each time your form renders.**

The form field should look like this:

```
<form>
  ...
  <input id="leadid_token" name="universal_leadid" type="hidden"
value=""/>
  ...
</form>
```

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Step 3: Script

The script should be placed after the **</form>** tag and immediately before the end of the **</body>** tag. If your forms have multiple steps / follow a funnel, then this script should be placed on every page in the funnel.

CODE:

```
</form>
  ...
```

Code

```
<script id="LeadiDscript" type="text/javascript">// <!--(function() {var s =
document.createElement('script');s.id = 'LeadiDscript_campaign'; s.type =
'text/javascript'; s.async = true; s.src = '//{your-code-snippet-here}.js?
snippet_version=2'; var LeadiDscript = document.getElementById('LeadiDscript');
LeadiDscript.parentNode.insertBefore(s, LeadiDscript);})();// --></script>
<noscript><img src='//{your-code-snippet-here}&snippet_version=2'/></noscript>
(example only, do not copy)
```

Copy

```
</body>
```

Advanced: Dynamic Fields

If your funnel dynamically adds or removes form fields or changes form field values (including adding new TCPA disclosures), you need to call an additional function after each new field or group of fields is added or changed. This will allow Jornaya to witness the consumer interactions with these newly added or updated fields.

The code will look like this:

```
LeadiD.formcapture.init();
```

Step 4: Test and Post

Contact testing@jornaya.com to certify your implementation. Refer to the Getting Started Guide of your lead buyer(s) for specific instructions to update your post to add the LeadiD field. You will continue to deliver your leads directly to your buyers as you currently do.

TCPA Disclosure Labels

The TCPA Disclosure label should be placed around the disclosure text displayed on your forms. We offer several implementation options to support Creators' different user experiences.

PLEASE NOTE: By implementing the TCPA disclosure label, you are granting permission for Jornaya to provide a copy of the disclosure displayed on the form to companies that audit your LeadiD tokens.

Below are code samples for each of the implementation types we support. **If you are adding or changing disclosures dynamically, you will need to call LeadiD.formcapture.init(); after those changes take place in the DOM.**

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TCPA Disclosure: Checkbox

CODE:

Code

```
<label><input type="checkbox" id="leadid_tcpa_disclosure"/>
[ENTER DESIRED OR SPECIFIED DISCLOSURE TEXT HERE]</label>
```

OR

Code

```
<input type="checkbox" id="leadid_tcpa_disclosure" /><label
for="leadid_tcpa_disclosure">[ENTER DESIRED OR SPECIFIED
DISCLOSURE TEXT HERE]</label>
```

```
</form>
  ...
</body>
```

TCPA Disclosure: No Interaction

CODE:

Code

```
<label><input type="hidden" id="leadid_tcpa_disclosure"/>[ENTER
DESIRED OR SPECIFIED DISCLOSURE TEXT HERE]</label>
```

OR

Code

```
<input type="hidden" id="leadid_tcpa_disclosure" /><label
for="leadid_tcpa_disclosure">[ENTER DESIRED OR SPECIFIED
DISCLOSURE TEXT HERE]</label>
```

```
  </form>
  ...

</body>
```

TCPA Disclosure: Radio Buttons

The consent radio button label must include the text of the disclosure while the other radio button indicates a decline or lack of consent.

CODE:

Code

```
<label><input type="radio" id="leadid_tcpa_disclosure"/>[ENTER
DESIRED OR SPECIFIED DISCLOSURE TEXT HERE]</label>
```

OR

Code

```
<label for="leadid_tcpa_disclosure">[ENTER DESIRED OR SPECIFIED
DISCLOSURE TEXT HERE]</label><input type="radio"
id="leadid_tcpa_disclosure"/>
```

```
</form>
  ...
</body>
```

TCPA Disclosure: Yes/No Menu

For Yes/No drop down menu implementations, the visible values of the drop down menu must be yes or sí and no.

CODE:

Code

```
<label>[ENTER DESIRED OR SPECIFIED DISCLOSURE TEXT HERE]
<select id="leadid_tcpa_disclosure">
  <option value="Any_Value_You_Want">Yes</option>
  <option value="Any_Value_You_Want">No</option>
</select>
</label>
```

OR

Code

```
<label for="leadid_tcpa_disclosure">[ENTER DESIRED OR SPECIFIED
DISCLOSURE TEXT HERE]</label>
<select id="leadid_tcpa_disclosure">
  <option value="Any_Value_You_Want">Yes</option>
  <option value="Any_Value_You_Want">No</option>
</select>
```

```
  </form>
  ...

</body>
```

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