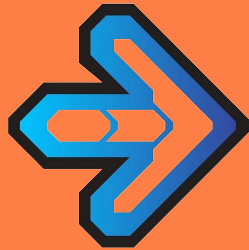
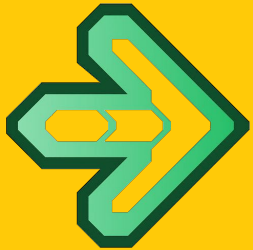
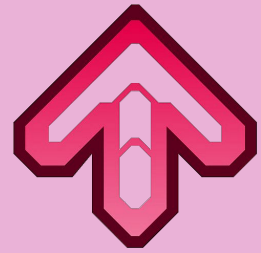


FCC 1:1

A Practical Guide to
Implementation

Greg Dobak



Standard
Information

00

What is Changing



- “Seller” aka the Lead Buyer must get consent
- Prior to Contact
- With a single action per Lead Buyer (1:1)

What has changed

Old vs New

Old

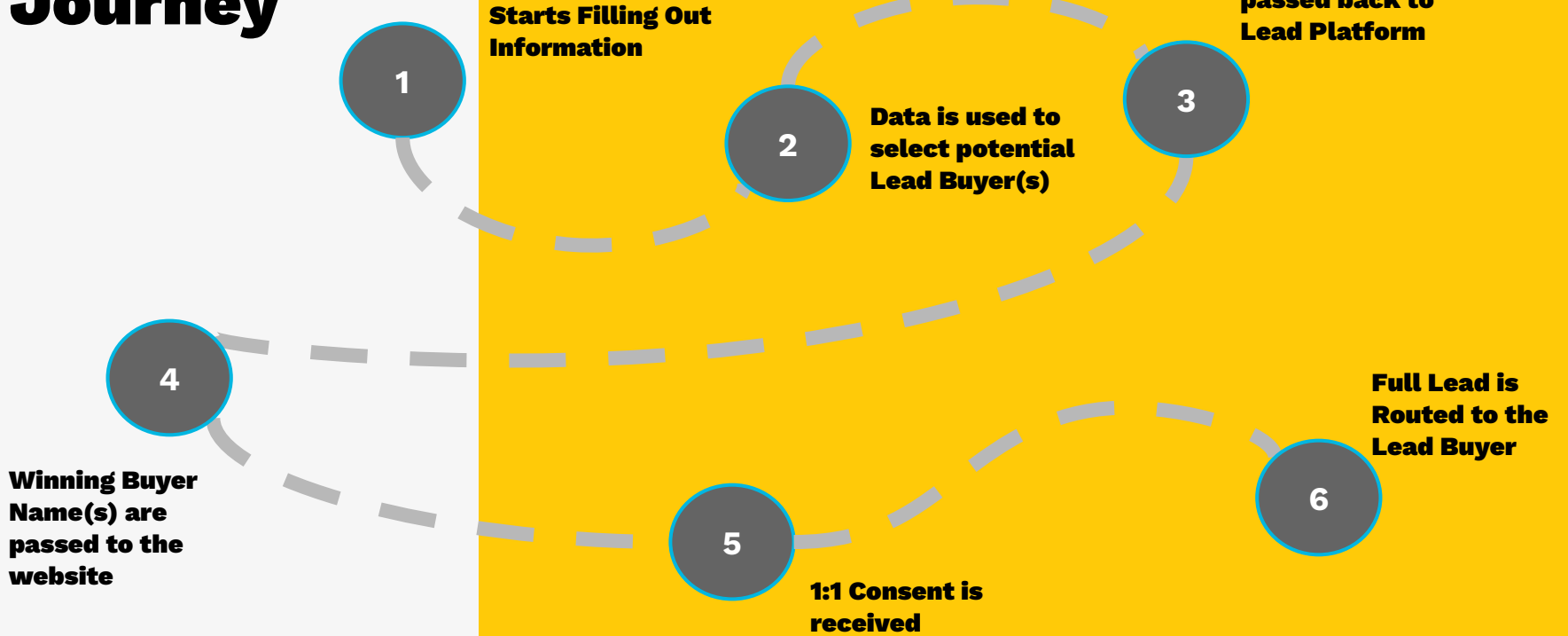
- **Website > Platform > Lead Buyer**

New

- **Website > Platform > Lead Buyer > Platform > Website > Platform > Lead Buyer**

Overview in a Practical Sense

Lead Journey

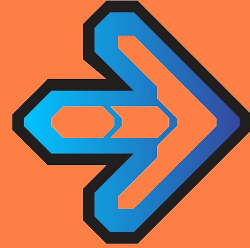


Evaluating Your Solutions
DDR



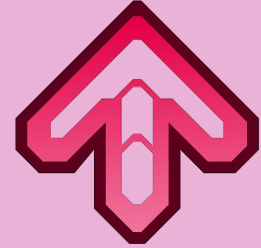
Delay

Limiting Delay in the consumer flow



Display

Displaying & Getting Consent for the correct Buyer



Routing

Routing the Lead to the correct Lead Buyer

01

Delay

Limiting Delay in the consumer flow

- Selecting the Lead Buyer Takes Time
- 2-10+ Seconds
- The Fix: Ping Early, Strict Timeouts, Website Initiated

02

Display

Displaying & Getting Consent for the correct Buyer

- Displaying the correct name is challenging
- Duplicates, Shared Leads, Long Lists
- The Fix: Robust Dedupe, Two + Step, Best First

03

Routing

Routing the lead to the correct Lead Buyer

- Who gets consent changes the routing
- Lead Routing must adapt after lead submission
- The Fix: Multiple Consent Options, Re-Post Option

Options & Solutions

See full list of pros and cons:
<https://standardinformation.com/company/resources/guide-to-fcc-one-to-one-compliance-solutions>

Commercial Platforms

- Offer Full or Partial Solution
- Open Source or Proprietary Systems
- Drawbacks: Not in house

Widgets

- Offer easy to use solution
- Usually Proprietary & after the form
- Drawbacks: Complicated, Buyer Specific, Delays

Dedicated Pages

- Easiest Solution
- New Page for Every Buyer
- Drawbacks: Does not scale, Lost Leads

Custom Platforms

- Most Tailored Approach
- Open Source (sit-bac.com) or Custom built
- Drawbacks: Expensive, Complicated, Operational risk

Best Practice Deployment

BestService.com

Enter Your Zip Code

10002

Looking for

New...

When?

Right Now

Page 1

- Use your Existing Form
- Start With Non-PII Questions
- Send Ping (i.e. start your buyer matching) mid form

Best Practice Deployment

BestService.com

Name

Freddy

Address

123 Main
Street

Email

fred@gmail.com

Page 2

- Use form fill time to finish matching
- 2-10 Second buffer
- Rank & Dedupe

Best Practice Deployment

BestService.com

Best Phone to Reach You

867-5309

I clicking Submit I give my express written consent to **Alpha Co.** to contact me via phone or sms....

Submit

Page 3

- List should be ready & Website should request ranked list
- List First Place Winner in TCPA text
- No change to your current form

Best Practice Deployment

BestService.com

In case we can't connect you with Alpha Co., please authorize additional service Providers who can fulfill your request

Bravo Co.

Charlie Co.

Delta Co.

I clicking Authorize I give my express written consent to each individually selected company to contact me via phone or sms....

Authorize

Page 4

- Additional Page allows for back up 1:1 consent
- Does not hurt page conversion
- Lead Submits after “Authorize” or 20 second delay

Summary

Make it Happen

FCC 1:1 A Practical Guide to Implementation

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Lots of Solutions

Use DDR to find yours

Slides & Additional Resources

