I Love Leasing provides sophisticated programming options for blended lead attribution models; it can incorporate dynamic number insertion and referral scripts that track multiple ad sources.

**I Love Leasing Identifies Both Primary and Secondary Sources**

**Example A**
Order of Submission

Prospect A submits first request through Ad Source 1. (e.g. Zillow.com)

Prospect A submits second request through Ad Source 2. (e.g. ApartmentGuide.com)

Prospect A = PRIMARY SOURCE
Submitted first

Prospect A = SECONDARY SOURCE
Submitted second

**Example B**
Referral

Prospect B visits an Ad Source (e.g. Zillow.com) clicks a link that redirects them to the Main Website.

Prospect B then submits a request from the Main Website.

Prospect B = PRIMARY SOURCE
Redirects traffic

Main Website = SECONDARY SOURCE
Where traffic is directed

**Example C**
Third Party Tracking

Prospect C contacts a 3rd Party call center via Ad Source's phone number.

The Call Center submits the request on Ad Source's behalf.

Prospect C = PRIMARY SOURCE
Source initiating request

Call Center = SECONDARY SOURCE
Source submitting request

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* DNI lead attribution feature available with the PhoneKast Plug-in.