

Active Lead Codes 3/25/25	When to use it:	Marketing	Creative	Service	New Constructi	Additional Notes
Acquisition Owner	Person responds to an active program that a new acquisition is still running	X				
Active Proposal/Online Sales	Person has an active proposal and purchases the service using the online sales portal	X				
Angie's List	Person references they found us on Angi.com or Angie's List	X				
Ankur DFW	Person references the print ad in Ankur in Dallas, TX (should only be used by Dallas, TX service centers)	X				
Birdeye	Person says they found us on the Birdeye website (this is our reputation management software)	X				
Blog Post	Person submits a form through a posted blog on our website	X				
Building	Person states they have seen our service center(s)	X				
Camping World Stadium	Person has seen our signs at Camping World Stadium in Orlando,	X				
Cold Call	Sales Inspector or Technician generates a lead calling someone who has NOT contacted Massey		X	X		
Current Customer Option 1*	Customer contacts us to schedule an inspection on an additional service, without being contacted by Massey about the service. Ex. John Doe has GU. He contacts Massey about Pest Prevention services.	X				*When a current customer contacts us about an additional service, we should ask how they heard about the additional service. Was it through the
Current Customer Option 2**	Customer contacts us to schedule an inspection as a result of Sales Inspector or Technician/Specialist identifying an issue on their property and informing them of our other services		X	X		**When a current customer contacts us about an additional service, they should say "My technician "Paul" recommended it." - That is a service
Customer Care Cross-Sell	Customer Care generates a lead from a current customer when they call in about something else (pay a bill; request a service; etc.) This code cannot be used if the customer called in on a		X			
Customer Care Outbound	Customer Care generates a lead when making outbound calls to customers to follow up on a program		X			
Customer Employee Discount Poster	Person states their company has Massey and they saw the poster with discounts on the wall	X				
Direct Mail - XSELL or NONC - PRIMARY OPTION (Marketing)	We have various programs throughout the year for direct mail. They will be labeled by service type (GU, Irr, Term, Pest) with XSELL or NONC. Person calls the unique Direct Mail phone number or the unique form fill on the landing page - calls and	X				

Direct Mail - XSELL or NONC - SECONDARY OPTION (Creative)	We have various programs throughout the year for direct mail. They will be labeled by service type (GU, Irr, Term, Pest) with XSELL or NONC. For all XSELL programs, the list of customers that received the mail is provided to each service center. If a Sales Inspector uses the list to follow up with customers and creates a lead, use the specific direct mail code for the program list.		X			
Doorhanger	Person calls and says they had a doorhanger on their door. PLEASE NOTE: If the caller states the name of an Inspector was written on the doorhanger, this is a creative lead. If no name is	X	X	X		
EPT	Current termite customer is at the end of their term and needs reapplication to reinitiate protection (liquid or pretreat only)		X	X		
Free Inspection - Google My Business	Person calls the local service center and states they found us on Google	X				
Google Ads	Person sees Massey ad on a Google page (G-Mail; YouTube, Maps; etc.); Person calls the unique Google Ads phone number or the unique form fill on the landing page - calls and forms only go	X				
Google Local Services	Person sees ad on Google Local Services and calls the unique Google Local Services phone number - calls only go to Customer	X				
GOSC	Person states they know of Massey through Greater Orlando Sports Commission; or they received an email from Greater Orlando Sports with Massey ad	X				
GU XSELL, GU NONC	See Direct Mail	X				
HOA	Person states they know of Massey through their Homeowner's	X	X			
Home Page Offer (HPO) - Pest, Termite, Lawn, Mosquito, or Irrigation by current month	Person completes the unique the form fill for Home Page Offer (HPO) - leads will only go to Customer Care	X				
Internet Advertising	Person sees Massey ad on the Internet; Person calls the unique Internet Advertising phone number or the unique form fill on the landing page - calls and forms only go to Customer Care	X				
IRR XSELL	See Direct Mail	X				
Irrigation Sticker	Person states they know of Massey because of the Irrigation sticker on their timer box at their home (most likely a homeowner who just moved into the home)	X				
Lawn Sign	Person states they are calling because they saw the Massey lawn sign from the street	X				

LGHT AD HOME MAG	Person calls the unique Outdoor Lighting Home Magazine print ad phone number or the unique form fill on the landing page - calls and forms only go to Customer Care	X				
LGHT XSELL EMAIL	See Direct Mail	X				
Lighting Brochure - Option 1	Person calls the unique Outdoor Lighting brochure phone number or the unique form fill on the landing page - calls and forms only go to Customer Care	X				
Lighting Brochure - Option 2	Person calls the unique Outdoor Lighting brochure phone number or the unique form fill on the landing page and states a Sales Inspector wrote their name on the brochure		X			
Lighting Door Hanger	Person calls the unique Lighting Doorhanger phone number or the unique form fill on the landing page - calls and forms only go to Customer Care. PLEASE NOTE: If the caller states the name of an Inspector was written on the doorhanger, this is a creative lead. If no name is mentioned, this is a Marketing lead.	X	X	X		
Magnet	Person states they received a Massey magnet or saw a Massey	X				
Massey Solutions	Rental properties book appointment and send to service center; service center then runs appointment		X			
Massey Vehicle	Person states they are calling because they see our Massey vehicles on the road	X				
Moving Lead	Current customer is moving; we add to Lead Log to follow up with new homeowner when they move in. (See SPP703 for more)		X	X		
Multi-Family Mosquito Flyer	Person calls and references the Multi-Family mosquito sheet they received	X	X			
New Construction^ SEE NOTE!	New homeowner who moved into a home with a Massey termite pre-treat and they are intersted in another service but did not receive any other marketing material (mailers)				X	^This customer should already be entered in the Lead Log under New Construction. Do not re-enter as a new lead. This person may have seen our
New Homeowner 3-Month	Person call the unique New Homeowner 3-Month phone number or completed the form fill on the unique landing page - calls and form fills only go to Customer Care	X				
New Homeowner 6-Month	Person call the unique New Homeowner 6-Month phone number or completed the form fill on the unique landing page - calls and form fills only go to Customer Care	X				

New Homeowner 9-Month	Person call the unique New Homeowner 9-Month phone number or completed the form fill on the unique landing page - calls and form fills only go to Customer Care	X				
New Homeowner Handout LGI	Person calls the unique New Homeowner LGI phone number to schedule inspection or take advantage of free services - calls only go to Customer Care	X				
New Homeowner Program	New homeowner who moved into a home with a Massey termite pre-treat and they are intersted in another service and received a	X				
New Homeowner Program Register^^ - SEE NOTE	New homeowner who moved into a home with a Massey termite pre-treat - they visit our website to register their protection with Massey and state they are interested in other services. Form Fills	X				^^This code is only used by Customer Care. Do not use this lead code unless you are in Customer Care.
Nextdoor Ad	Person sees Massey ad on the Nextdoor social app and calls the unique Nextdoor phone number or the unique form fill on the landing page - calls and forms only go to Customer Care	X				
Online Sales	Person purchases a service using the online sales portal	X				
Orlando Magic	Person states they know of Massey through their Orlando Magic sponsorship or saw our name at the Kia Center in Orlando	X				
OTT - Streaming	Person call the unique OTT - Streaming phone number - calls only go to Customer Care	X				
Pandora	Person states they heard us while listening to Pandora or they called the unique phone number or clicked on the unique ad and	X				
Pass It On (See also notes on Referral for how to code properly)	Person contacts us using the Pass It On referral program (Target Card)	X	X	X		
Pass It On - TN	Person contacts us using the Pass It On referral program (Massey Discount)	X	X	X		
Pass It On Digital	Person submits a Pass It On lead through the unique landing page - form fills only go to Customer Care	X				
Pay Per Click Irrigation	Person calls the unique PPC Irrigation phone number or completes the form fill on the unique landing page - calls only go	X				
Pay Per Click Lawn	Person calls the unique PPC Lawn phone number or completes the form fill on the unique landing page - calls only go to	X				
Pay Per Click Lighting	Person calls the unique PPC Lighting phone number or completes the form fill on the unique landing page - calls only go to	X				
Pay Per Click Massey	Person calls the unique PPC Massey Brand phone number or completes the form fill on the unique landing page - calls only go	X				

Pay Per Click MOSQ	Person calls the unique PPC Mosquito phone number or completes the form fill on the unique landing page - calls only go	X				
Pay Per Click Pest	Person calls the unique PPC Pest phone number or completes the form fill on the unique landing page - calls only go to Customer	X				
Pay Per Click PPC CUST INQUIRY	Person calls the unique PPC Customer Inquiry phone number or completes the form fill on the unique landing page - calls only go	X				
Pay Per Click Termite	Person calls the unique PPC Termite phone number or completes the form fill on the unique landing page - calls only go to	X				
PEST XSELL or NONC	See Direct Mail	X				
Previous Customer Option 1 (Marketing)	Person calls Customer Care or Service Center and states they want to purchase service and states they had previously been a Massey or other company acquisition customer	X				
Previous Customer Option 2 (Creative)	Sales Inspector follows up with former customer to sell services to them again		X			
Price Increase Letters	Customer calls Customer Care or Service Center and states they received the price increase letter and they are interested in purchasing another service	X				
Programmatic Display	Person sees Massey ad on the Internet; Person calls the unique Programmatic Display phone number or the unique form fill on the landing page - calls and forms only go to Customer Care	X				
Radio	Person states they heard Massey on the radio and are interested in purchasing services	X				
Real Estate Professional Option 1 (Marketing)	Person contacts Massey because they were referred to us by their realtor; or realtor contacts Massey to set up a termite inspection	X				
Real Estate Professional Option 2 (Creative)	Realtor has relationship with inspector and tells them about upcoming moves		X			
Referral Option 1 (Marketing)	Person calls to schedule an inspection and states they were referred by someone else	X				
Referral Option 2 (Creative)	Sales Inspector tells customer about our referral program and they refer a friend or family member		X			
Referral Option 3 (Service)	Technician tells customer about our referral program and they refer a friend or family member			X		
Reinspection - Option 1 (Marketing)	Person states they are interested in other services while scheduling their reinspection	X				
Reinspection - Option 2 (Service)	Person states their reinspector told them about other services available during their reinspection			X		

Reinspection - Option 3 (Creative)	Customer Care schedules a free inspection for an additional service when a customer contacts us to schedule their		X			
Social Media \$100 Three, Four or Five Services	Person sees Massey ad on Social Media; Person calls the unique Social Media phone number or the unique form fill on the landing page - calls and forms only go to Customer Care	X				
Social Media - Facebook, Twitter, Instagram	Person sees Massey activity on Social Media; contacts us to schedule a free inspection	X				
Spotify	Person states they heard Massey on Spotify and are interested in purchasing services	X				
Statement Stuffer	Current customer states they received insert with their bill and they are interested in another service	X				
Surveys	Current customer takes a survey that is sent out from Marketing and contacts us for an additional service	X				
TAMPA BAY BUCS	Person states they know of Massey through their Tampa Bay Bucs sponsorship or saw our name at Raymond James Stadium in	X				
Team Up Mailer	Person contacts us on unique phone number and shares another company that provides service at their home recommended Massey (think mowing company or something similar)	X				
Television	Person states they saw Massey on TV and are interested in purchasing services	X				
Television - Spanish	Person call the unique Television - Spanish phone number - calls only to Customer Care - or they tell us they saw our ad in Spanish	X				
Termite Recap Option 1	Person calls the unique Termite Recapture phone number or the unique form fill on the landing page - calls and forms only go to Customer Care; or state they received a notice in the mail that said they could renew their canceled termite protection at the	X				
Termite Recap Option 2	Sales Inspector follows up with customers on the Termite Recapture list that was provided to them as part of the program. SI collects customer renewal		X			
TERMITE XSELL or NONC	See Direct Mail	X				
TMH Colleague Program	Special discount placed on Tallahassee Memorial Hospital's website (should only be used by Tallahassee service centers)	X				
Tradeshow/Networking Events Option 1	Person states that they spoke to Massey at a tradeshow or event and are interested in purchasing services	X	X			
Tradeshow/Networking Events Option 2	Person schedules a free inspection while at a tradeshow or event speaking to a sales inspector or other Massey team member		X			

Turf Talk	Customer contacts us after receiving our Landscape Turf Talk email and is interested in purchasing an additional service	X				
Villages Classified	Person calls the unique Villages Classified phone number - calls only go to Customer Care	X				
Villages Newcomer	Person calls the unique Villages Newcomer phone number or the unique form fill on the landing page - calls and forms only go to	X				
Villages Print	Person calls the unique Villages Print phone number or the unique form fill on the landing page - calls and forms only go to	X				
Web Chat	Person uses our the online chat option on our website and tells Customer Care they are interested in our services	X				
Web Site	Person submits a form off our website that does not have a unique code assigned to it; OR they call and say they visited our website and want to schedule an inspection	X				
Yellow Pages	Person calls unique tracking number tied to a yellow page book OR calls the service center phone number directly and says they found us in the yellow pages	X				
Yellow Pages Online	Person calls the service center phone number and says they found us online on the Yellow Pages website	X				
Yelp	Person states they learned about Massey from Yelp	X				
You Tube	Person calls the unique You Tube phone number or the unique form fill on the landing page - calls and forms only go to Customer	X				