ADTECHLO

CLIENT FAQ & SUPPORT GUIDE

What to expect, how leads are handled

and how we work together after onboarding.

CLIENT RESOURCE • 2026

1. Getting started

This guide answers the most common questions about working with Adtechlo after onboarding. Campaign details, commercial terms and responsibilities are ultimately governed by the signed client agreement and the campaign plan agreed with your team.

What happens after I submit the onboarding form?

We review your business, offer, ideal customer, sales process and required account access. We then use that information to prepare the funnel, tracking setup, campaign assets and launch plan.

When will my campaign go live?

Launch timing depends on how quickly we receive the required information, approvals and account access. We will confirm the launch plan once the setup can be tested end to end.

Do I need to provide advertising-account access?

Usually yes when paid advertising is part of the campaign. We will tell you which specific accounts and permissions are required. Use official user or partner invitations rather than sharing passwords.

Who pays the advertising spend?

Advertising spend and payment responsibility should follow the signed client agreement. Any media budget should be confirmed before campaigns are activated.

2. Leads & lead quality

What is a qualified lead?

A qualified lead is a prospect that meets the qualification criteria agreed for your campaign. Those criteria may include location, service need, budget, timing, decision-making authority or other business-specific requirements.

Are all leads guaranteed to become customers?

No. Lead generation creates sales opportunities, not guaranteed purchases. Conversion depends on factors including the offer, pricing, market demand, speed of follow-up and the client's sales process.

What should I do when a new lead arrives?

Contact the lead as quickly as practical, record the contact attempt and keep the lead status updated in the agreed tracking system. Fast and consistent follow-up is important for converting inbound demand.

What if a lead is a duplicate or already in our database?

Flag it promptly in the agreed tracking system and provide a dated record showing the prior relationship or active opportunity. This allows attribution to be reviewed using evidence rather than assumptions.

What if a lead is not relevant?

Record the lead as Lost or Disqualified and select or add a clear reason. Repeated patterns help Adtechlo refine targeting, qualification questions and campaign messaging.

3. Sales follow-up & tracking

Why do I need to update lead statuses?

Adtechlo's performance-based model depends on transparent sales outcomes. Status updates show which leads were contacted, qualified, quoted, won or lost and allow campaign performance to be evaluated correctly.

Which statuses should we use?

A simple structure is New, Contacted, Qualified, Appointment / Proposal, Closed - Won and Closed - Lost. Your CRM can use different labels as long as both teams agree on the meaning.

When is a deal considered Closed - Won?

The exact trigger should be defined in the signed client agreement. Depending on your business, it may be a signed contract, accepted proposal, confirmed order or received customer payment.

How is Adtechlo's commission calculated?

Where your signed agreement specifies a 20% success commission, the commission is calculated using the commissionable deal value defined in that agreement. For example, a $10,000 commissionable deal value at 20% equals $2,000.

How often should sales outcomes be updated?

For active campaigns, we recommend keeping the CRM current and reviewing outcomes at least weekly. Closed deals should include the closing date and applicable deal value.

4. Campaign optimization

What does Adtechlo optimize?

Depending on the campaign, we may optimize targeting, ads, creative, landing-page messaging, forms, qualification flow and conversion tracking using the performance data available.

Why might you ask us for sales feedback?

Advertising metrics only show part of the picture. Sales feedback tells us whether the leads are commercially relevant and helps us distinguish a traffic problem from a qualification or sales-process problem.

Can the offer or targeting change after launch?

Yes. Campaigns may be adjusted when data or sales feedback indicates that a different message, audience, service, location or qualification rule is likely to improve results. Material changes should be agreed with the client.

5. Support & communication

Situation	What to do
New lead issue	Record the issue and lead ID in the agreed tracking system, then notify Adtechlo if action is required.
Tracking problem	Send the page / campaign involved and a short description of what you observed. Do not send passwords or 2FA codes.
Account-access issue	Tell us which platform is affected. We will confirm the exact account or permission required.
Campaign / offer change	Send the requested change and any relevant new pricing, locations, availability or sales conditions.
Urgent business change	Notify Adtechlo promptly if a service becomes unavailable, capacity changes materially or campaigns should be paused.

6. Client best practices

• Respond to new leads quickly and consistently.

• Keep the agreed CRM or lead tracker up to date.

• Give clear reasons when opportunities are lost or disqualified.

• Tell Adtechlo when pricing, availability, service areas or offers change.

• Use official account invitations and never send passwords or security codes.

• Review campaign and sales performance using the same agreed source of truth.

• Raise attribution or tracking questions early while the underlying records are still available.

The strongest results come from a shared feedback loop: Adtechlo generates and optimizes demand; your sales team follows up quickly and records what happens. The better the sales feedback, the better we can understand and improve lead quality.

7. Related client resources

Client Onboarding Guide — overview of the onboarding and launch process.

Lead & Deal Tracking Guide — attribution, sales statuses, deal values and commission tracking.

Account Access Guide — secure access to advertising, analytics, website and CRM systems.

ADTECHLO
Performance-based lead generation.

For campaign-specific questions, use the communication channel agreed during onboarding so your request can be connected to the correct client account and campaign.