Zero-tech Kickstart for Buyers

All you need to get started with LeadTune Rescue is a list of the email addresses and dates for each of your lead prospects. That's it.

Here's what your list might look like:

```
email,created_at
markus@torp.us,6/24/11
jack.shepherd@cedars-sinai.edu,6/24/11
braces10234@hotmail.com,6/24/11
average_joe@yahoo.com,6/23/11
tortoise42@gmail.com,6/23/11
speedracer9@easymail.com,6/23/11
```

Notice the column headings email and created_at. You'll need to include those in your list. email is, well, the email address for your prospect, while created_at is the date when you accepted the lead.

Which prospects should go in this list? When you are first getting started with Rescue, you'll want to upload what we call your historical data. This is a list of all of the prospects that fall within your standard period of activity and haven't expired. A typical time period is 90 days[1]. Don't worry if you can't easily weed out prospects that have expired — we can do the work of separating these out.

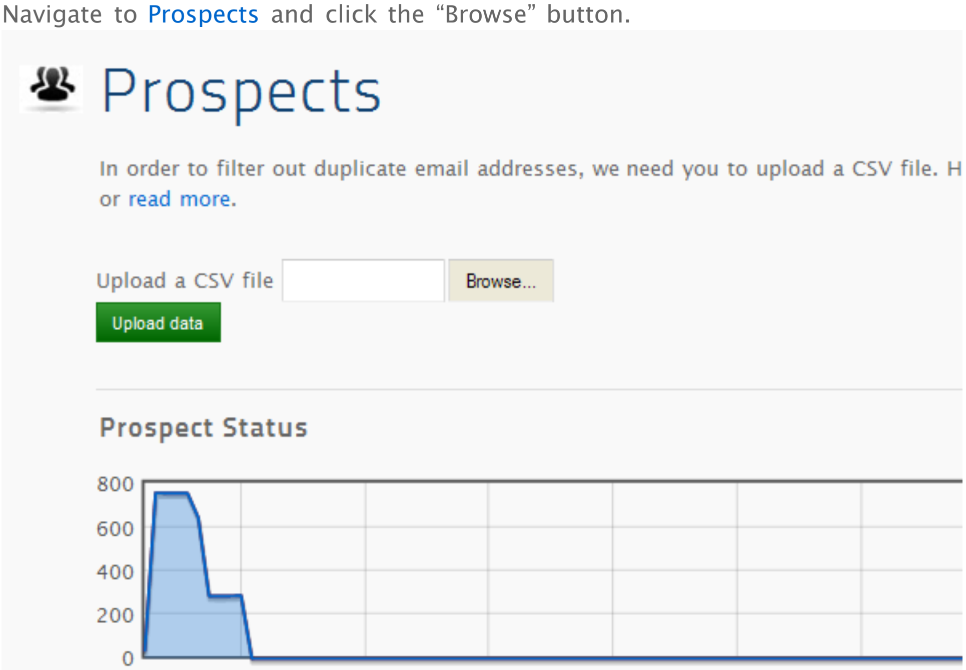
Later on, you'll need lists of **new** prospects — prospects that you've added in since you gathered your historical data. Be sure to keep this in mind.

Anyway, you'll likely have a list of your historical data available to you as an Excel file. Excel will fortunately let you save your data in the comma-separated value (CSV) format that we use[2]. Once you have this data on hand, delete all columns except email and created_at, make sure that you have the right column names (email and created_at, remember?), and save the file as a CSV file.

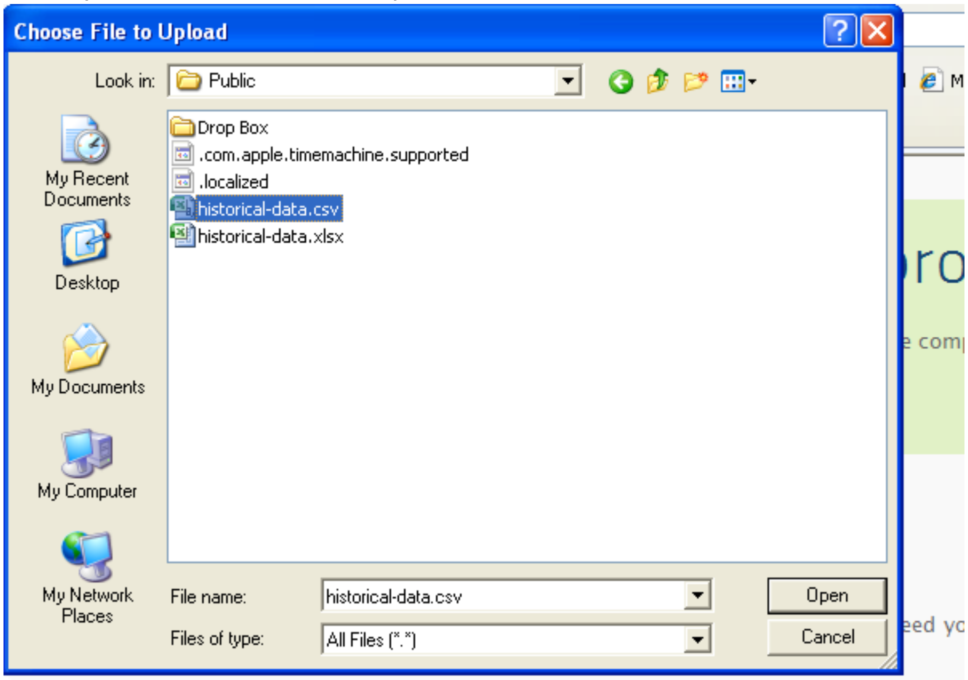
Creating a CSV file is as easy as going to Excel's "File" menu, clicking the "Save As" option, and then selecting "CSV (Comma delimited)" from the "Save As Type" dialog. Detailed step-by-step instruction for Excel 2007 and 2010 can be found here, while instructions for other versions can be found here.

Great. You have a CSV file now. All you need to do now is upload that file and you should be ready for Rescue!

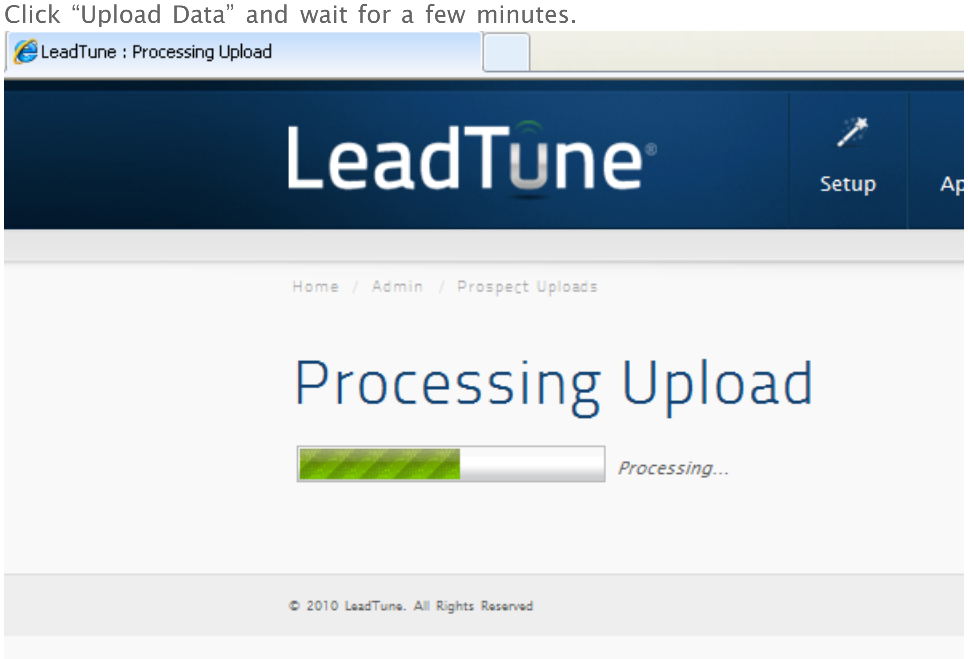
1. Navigate to Prospects and click the "Browse" button.



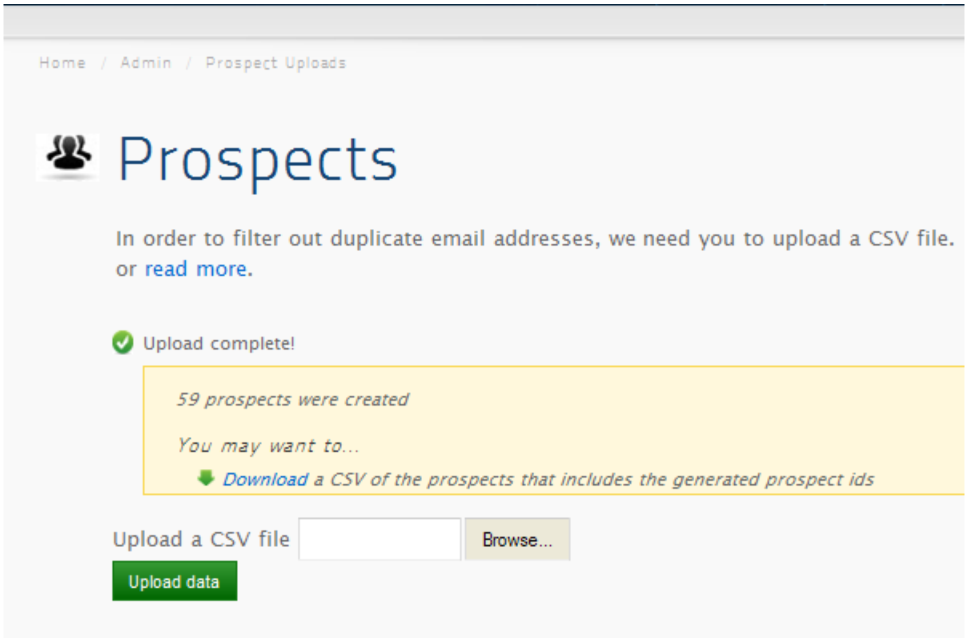
2. Select your CSV file and click “Open”.



3. Click “Upload Data” and wait for a few minutes.



4. Your download is done!



OK. You should be all set. We'll want to look over your account and make sure everything is good to go. Email us at support@leadtune.com and we will take care of this for you.

After you've uploaded your historical data, you'll want to feed new prospects in every week or at least twice a month until your tech team has had the chance to spend a couple hours integrating with the LeadTune API. Rescue is most effective when it is using fresh, up-to-date lists of prospects, so you'll want to make sure that you are sending your data in through the API sooner than later.

- Uh oh, did you get stuck anywhere? Let us know at support@leadtune.com.
- Can't get to this right away? Send us a file of your prospects and we will take care of setting you up. Send us the file at support@leadtune.com. If it's too big to email, let us know and we will help you get it to us.

[1] LeadTune will remove a prospect 90 days after the created_at date, or after whatever active period was set by your organization.

[2] We plan on adding support for Excel files in the near future to make getting started with Rescue even easier.