

DECIBEL
ADVERTISING

Operations Guide

Streamlining procedures for excellence and efficiency

2025

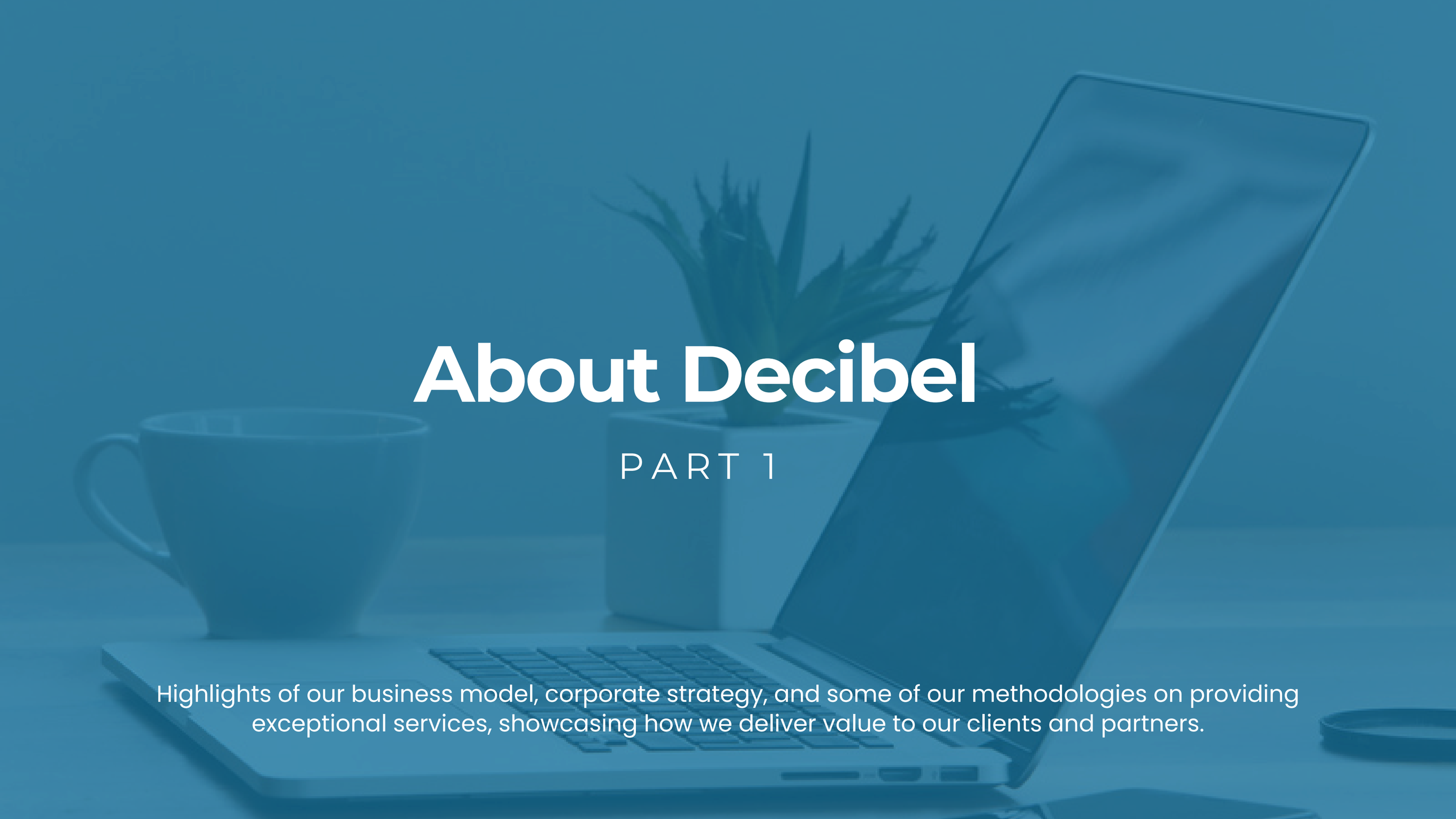
Operations Guide

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About Decibel

PART 1

Highlights of our business model, corporate strategy, and some of our methodologies on providing exceptional services, showcasing how we deliver value to our clients and partners.

Quick Introduction

Decibel Advertising provides Mass Tort and First-Party Cases to U.S.-based law firms. Our services include digital and traditional media lead generation and a fully staffed intake team

Decibel Delivers Ethically-Obtained and Deficiency-Free Cases At Scale

Decibel's marketing and intake team are managed in-house. This gives us full control and allows us to bridge the gap between marketing and intake. The constant communication, training, and optimization of all KPIs allow us to achieve lower CPAs while delivering higher quality fully vetted cases.



Our Mission

Decibel Advertising will strive to become the industry profit leader in marketing strategies for law firms and continue to grow our market share to substantial levels within the industry.

We believe in an “Open Door” Policy, where all suggestions, feedback, questions, and concerns are heard and acknowledged. Communication and collaboration is how we grow not only the business, but as a family.

Decibel will continue our commitment to training and education of our staff, which will result, not only in growth, but also the very highest levels of client satisfaction.



Our Methodologies

Our business methodologies are focused on delivering client-centered solutions through structured processes, innovative tools, and continuous improvement.

QUALITY ASSURANCE

Consistently delivering deficiency-free leads and preventing fraudulent claims for our personal injury law firm clients means ensuring accuracy, integrity, and quality in every case we handle.

It builds trust, enhances the firm's efficiency, and safeguards its reputation.

By meticulously verifying claim details and maintaining compliance with legal and ethical standards, we help our clients focus on advocating for their claimants while minimizing unnecessary delays, risks, or losses.

This commitment to excellence drives stronger partnerships and more successful outcomes.



PILLARS OF SUCCESS

The "Pillars of Success" represent the core principles and strategies that serve as our foundation. When we focus on the following areas, we achieve sustainable growth, excellence, and meaningful accomplishments:

- Q - Quality
- R - Reporting
- S - Security
- C - Connections
- C - Communications

When we focus on the "Pillars of Success," we create a clear path toward our clients' goals, enhance our decision-making, and build resilience against challenges.



GET W/ MARKO

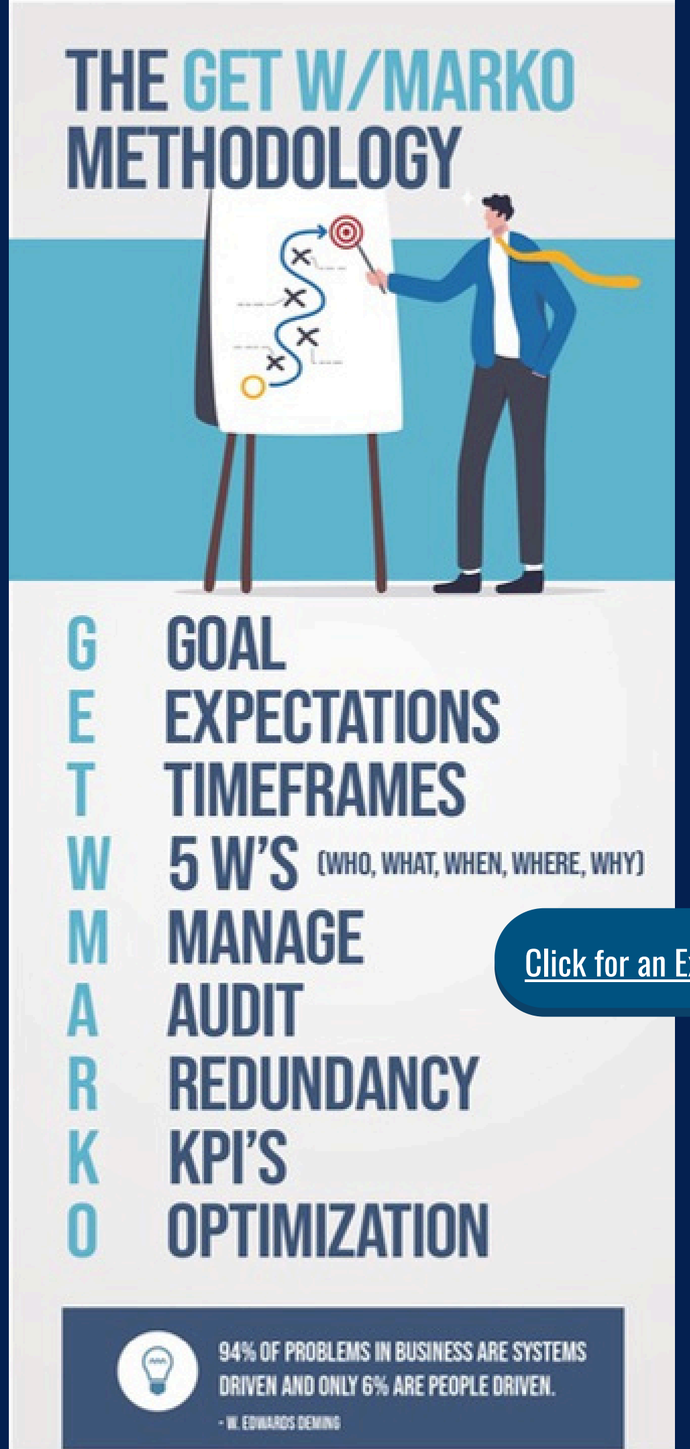
The GET W/ MARKO methodology provides a strategic framework for rethinking and optimizing current processes and hidden opportunities. We use this approach to plan our projects by mapping out the following:

- G - Goals
- E - Expectations
- T - Tools
- W - The 5W's - Who, What, When, Where, Why
- M - Management
- A - Audits
- R - Redundancy/Right Person, Right Seat
- K - KPIs
- O - Optimization

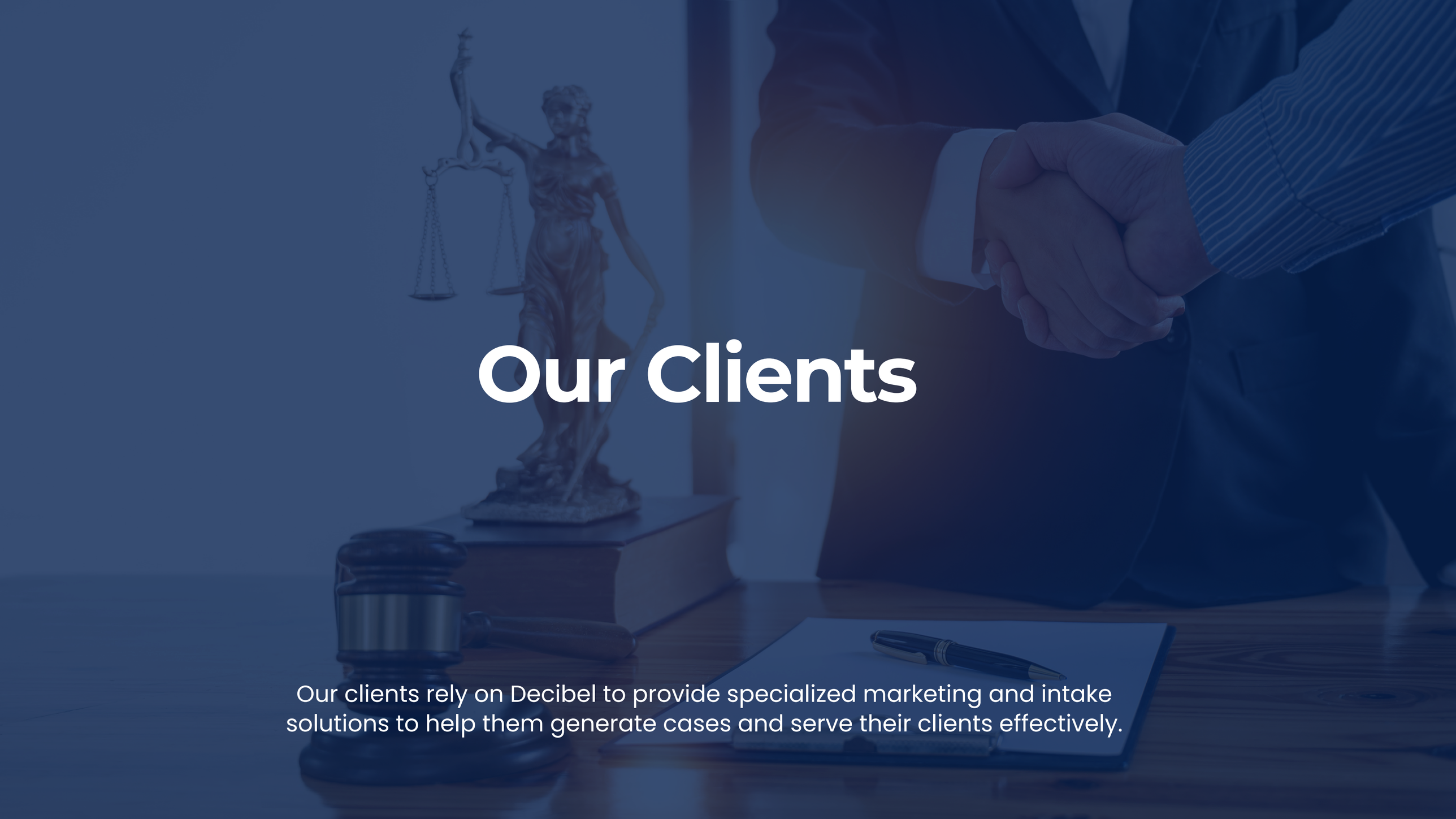
This methodology also sets the stage for visualization to identify potential bottlenecks and being proactive vs. reactive.

QUICK TIPS

Planning isn't just a step; it's the foundation of any successful project. By taking the time to map out objectives, resources, and timelines, you anticipate potential challenges and allocate resources effectively. Use the GET W/ MARKO approach to minimize wasted effort, keep your team aligned, and ensure you can adapt when unexpected hurdles arise.



Click for an Example



Our Clients

Our clients rely on Decibel to provide specialized marketing and intake solutions to help them generate cases and serve their clients effectively.

Our Valued Clients

Decibel Advertising has proudly collaborated with some of the nation's top personal injury firms in a variety of campaigns geared towards first-party insurance claims, pi, and mass torts.

Partnering with Industry Leaders

Through targeted campaigns and strategic planning, we've generated hundreds of thousands of high-quality leads and converted tens of thousands into signed cases for our clients.

Our partners are renowned leaders in legal advocacy, trusted for their expertise, professionalism, and success in securing justice and compensation for their clients. These firms set the gold standard in the industry, earning trust and recognition in their respective areas of law.

GALINDOLAW

K|K Krause & Kinsman Law Firm

NLG Nachawati Law Group

Turnbull Law Firm, PC

Broussard|Dove

Houghtaling Law Firm

AKD Law

Whyte PLLC

Moore Law Firm

Our Unique Promise to our Clients

Our value proposition and why our clients choose us over our competitors

High-Quality Leads

1

Our goal at Decibel is to consistently deliver deficiency-free leads to our clients

Fraud Prevention

2

We leverage a proprietary anti-fraud system to ensure the utmost integrity and quality

Client Retention

3

We assist our clients in mitigating losses and enhancing their client retention ratio

Speed

4

When a single event happens, its a race to get the message in front of victims. We're prepared there first

Volume

5

Whether its 100 claims or thousands per month, Decibel can scale as needed

The Decibel Difference

The Decibel Difference is an innovative and comprehensive approach that has been meticulously designed to address five critical areas identified by law firms as their primary challenges in client acquisition and retention.

The five areas that comprise the Decibel Difference are **high-quality leads, fraud prevention, retention, speed, and volume.**



Our Marketers

First-class advertising professionals specializing in sourcing and delivering potential customer contacts using targeted strategies.

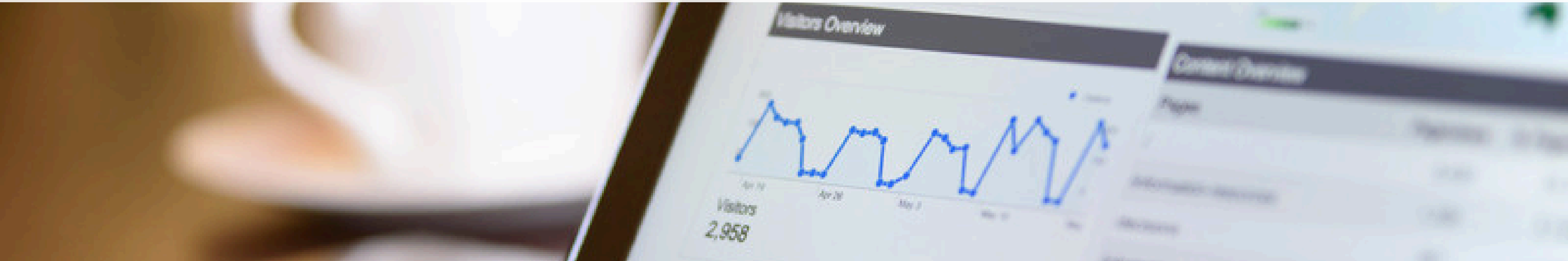
Trusted Collaborators

Our international marketers are recognized as leaders in the digital advertising industry, bringing exceptional expertise and innovative strategies to the table.

Our Marketers Have Unparalleled Expertise in Digital Advertising and Beyond

With a deep understanding of legal markets and emerging trends, they craft data-driven campaigns that drive impactful results.

Their cutting-edge approach, combined with a proven track record of success, positions them at the forefront of the digital advertising landscape, ensuring our clients receive the highest level of service and performance in every campaign.



Marketing Experts

Our marketers consistently position at the forefront of the digital advertising industry, mastering innovative strategies with a commitment to data-driven results.

Our marketer's insights have been featured in:

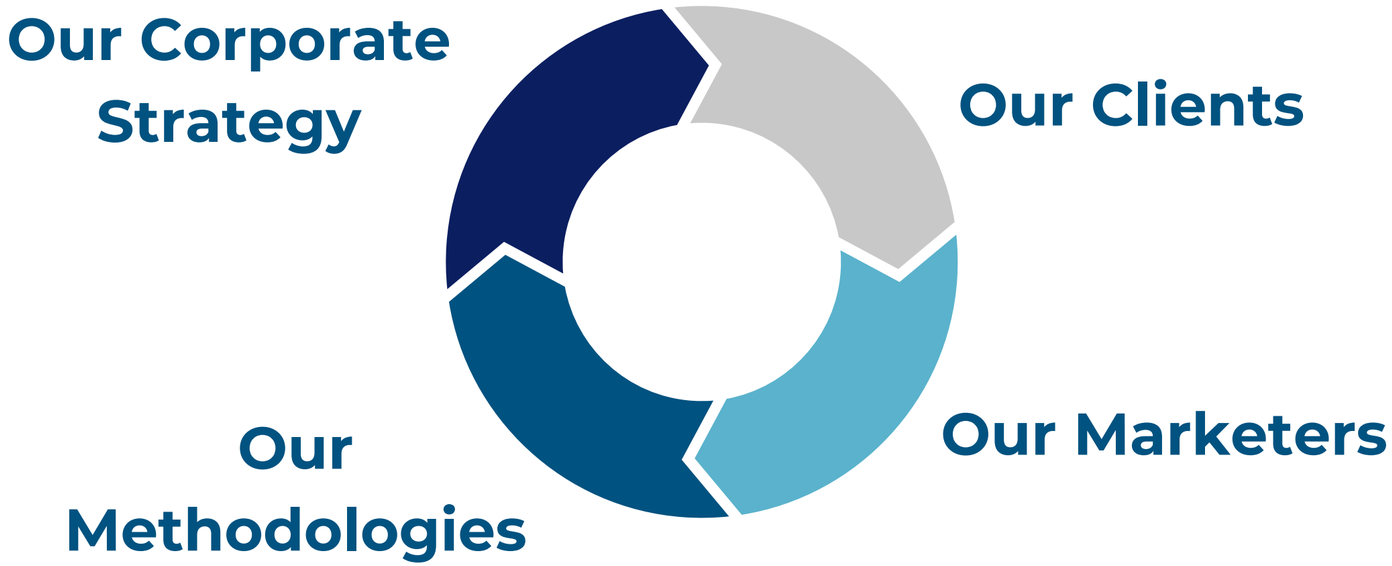
Inc. Magazine, Entrepreneur Magazine, FORTUNE Small Business Magazine, The New York Times, The Washington Post, The Chicago Daily Herald, NBC News, MSNBC.com, CNN.com, Money Magazine, Yahoo Finance, and have been published in various industry-specific publications and business blogs.

Our copywriters have written for:

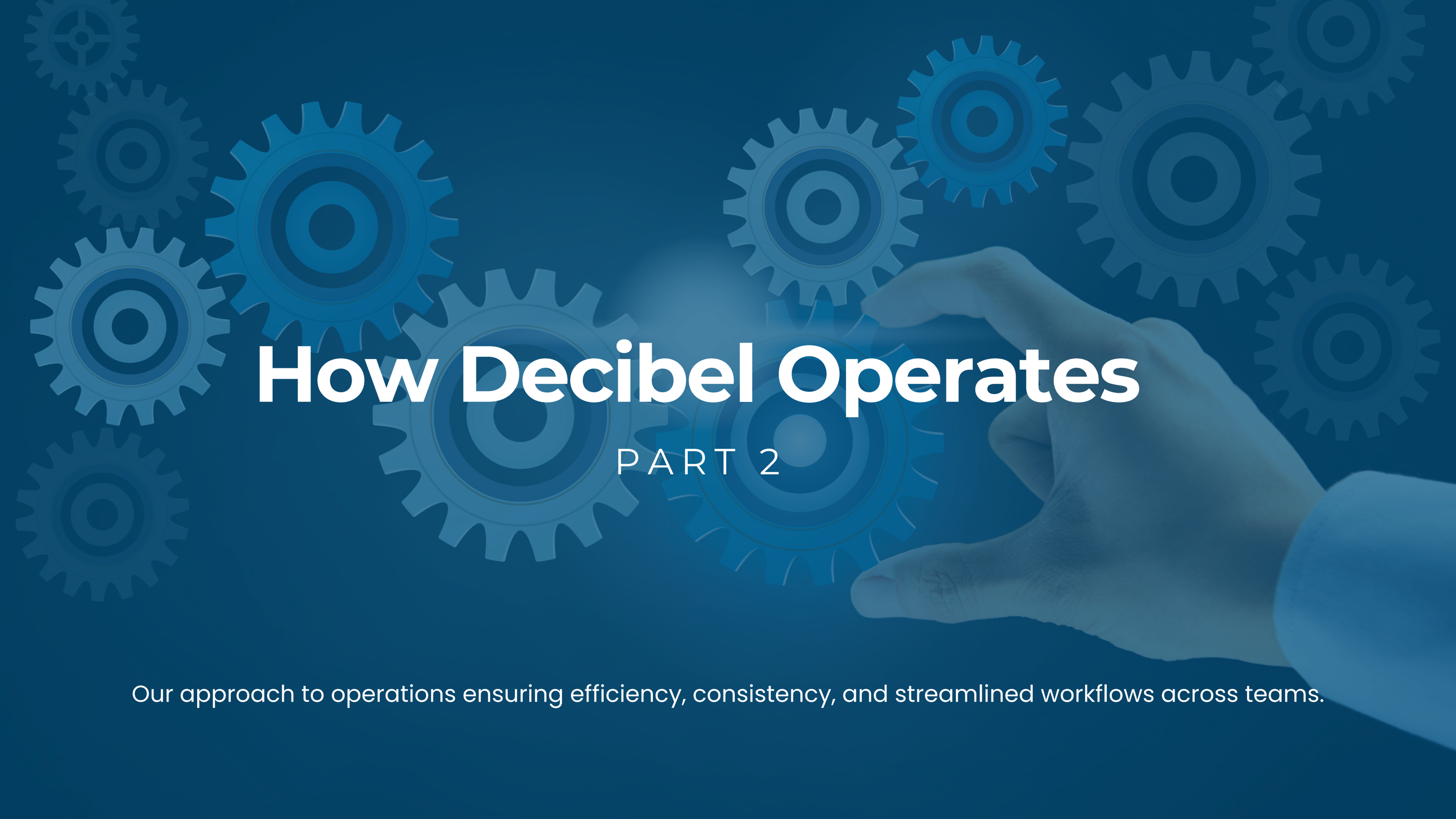
Walt Disney World, Princess Cruises, British Airways, Wal-Mart, LG, Samsung, Sara Lee, Lowe's, Red Lobster, Pitney Bowes, CIGNA, GE Casualty, BellSouth, Sea-Doo, Panasonic, Cox Communications, Jiffy Lube, The Ritz-Carlton, AAA Travel, Cheap Tickets, Air France, Wells Fargo, Citibank, AT&T, Celebrity Cruises, MetLife, and many more.



Q: So why is all of this important?



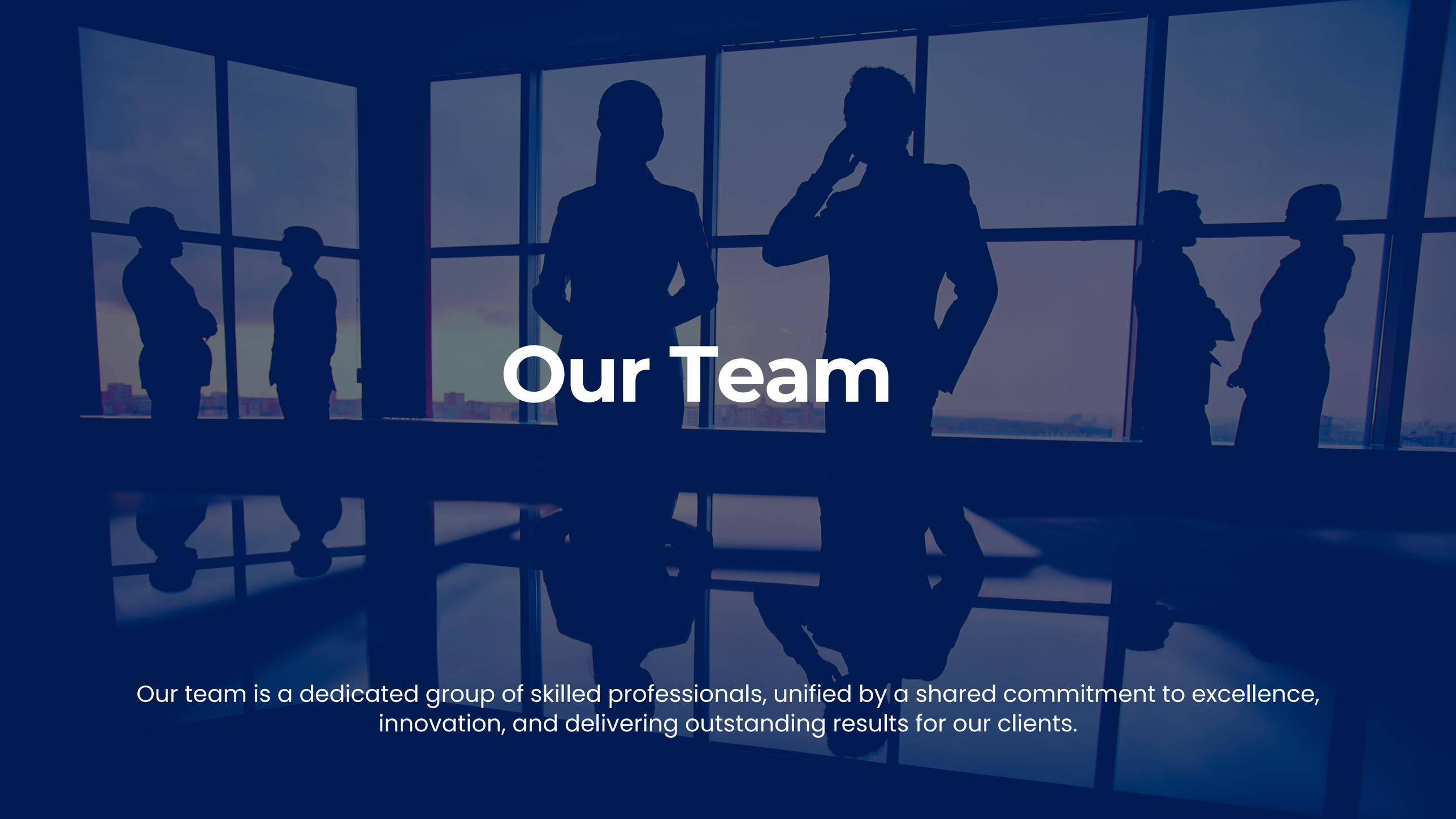
A: It all matters. This just gives you a glimpse into our ecosystem and our attempts to streamline our operations into a cohesive strategy.



How Decibel Operates

PART 2

Our approach to operations ensuring efficiency, consistency, and streamlined workflows across teams.



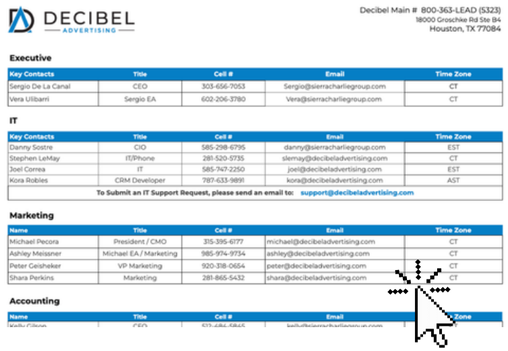
Our Team

Our team is a dedicated group of skilled professionals, unified by a shared commitment to excellence, innovation, and delivering outstanding results for our clients.

Our Organization

Get the company contact list or see a visual on the structure of Decibel and our international call center.

Click to View our Company Org Chart or the Company Contact List



DECIBEL ADVERTISING

Decibel Main # 800-363-LEAD (5323)
18000 Groschke Rd Ste B4
Houston, TX 77084

Executive

Key Contacts	Title	Cell #	Email	Time Zone
Sergio De La Canal	CEO	303-656-7053	Sergio@sierracharliegroup.com	CT
Vera Ulibarri	Sergio EA	602-206-3780	Vera@sierracharliegroup.com	CT

IT

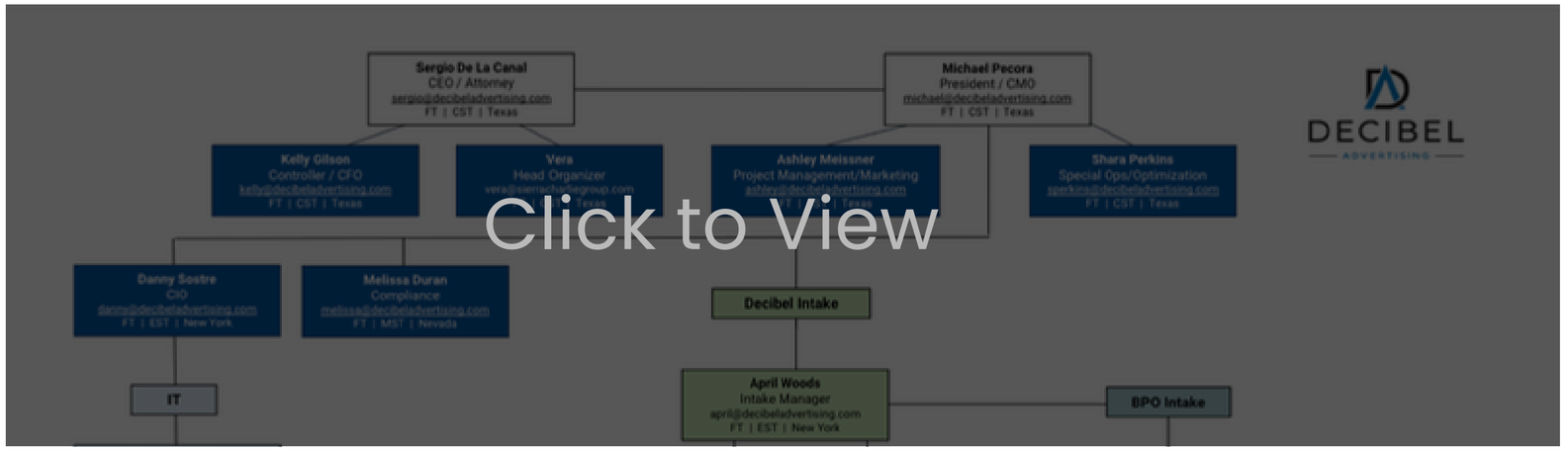
Key Contacts	Title	Cell #	Email	Time Zone
Danny Sostre	CIO	585-298-6795	danny@sierracharliegroup.com	EST
Stephen LeMay	IT/Phone	281-520-5735	slemay@decibeladvertising.com	CT
Joel Correa	IT	585-747-2250	joel@decibeladvertising.com	EST
Kora Robles	CRM Developer	787-633-9891	kora@decibeladvertising.com	AST
To Submit an IT Support Request, please send an email to: support@decibeladvertising.com				

Marketing

Name	Title	Cell #	Email	Time Zone
Michael Pecora	President / CMO	315-395-6177	michael@decibeladvertising.com	CT
Ashley Meissner	Michael EA / Marketing	985-974-9754	ashley@decibeladvertising.com	CT
Peter Ceisheker	VP Marketing	920-338-0654	peter@decibeladvertising.com	CT
Shara Perkins	Marketing	281-865-5432	shara@decibeladvertising.com	CT

Accounting

Name	Title	Cell #	Email	Time Zone



Click to View

Click to View Org Chart

Our Departments

Our departments serve as the backbone of our organization, each contributing unique expertise, skills, and resources to propel our collective success forward. Through collaboration, innovation, and seamless coordination, they ensure our operations run smoothly, goals are met efficiently, and our vision is realized with precision and excellence



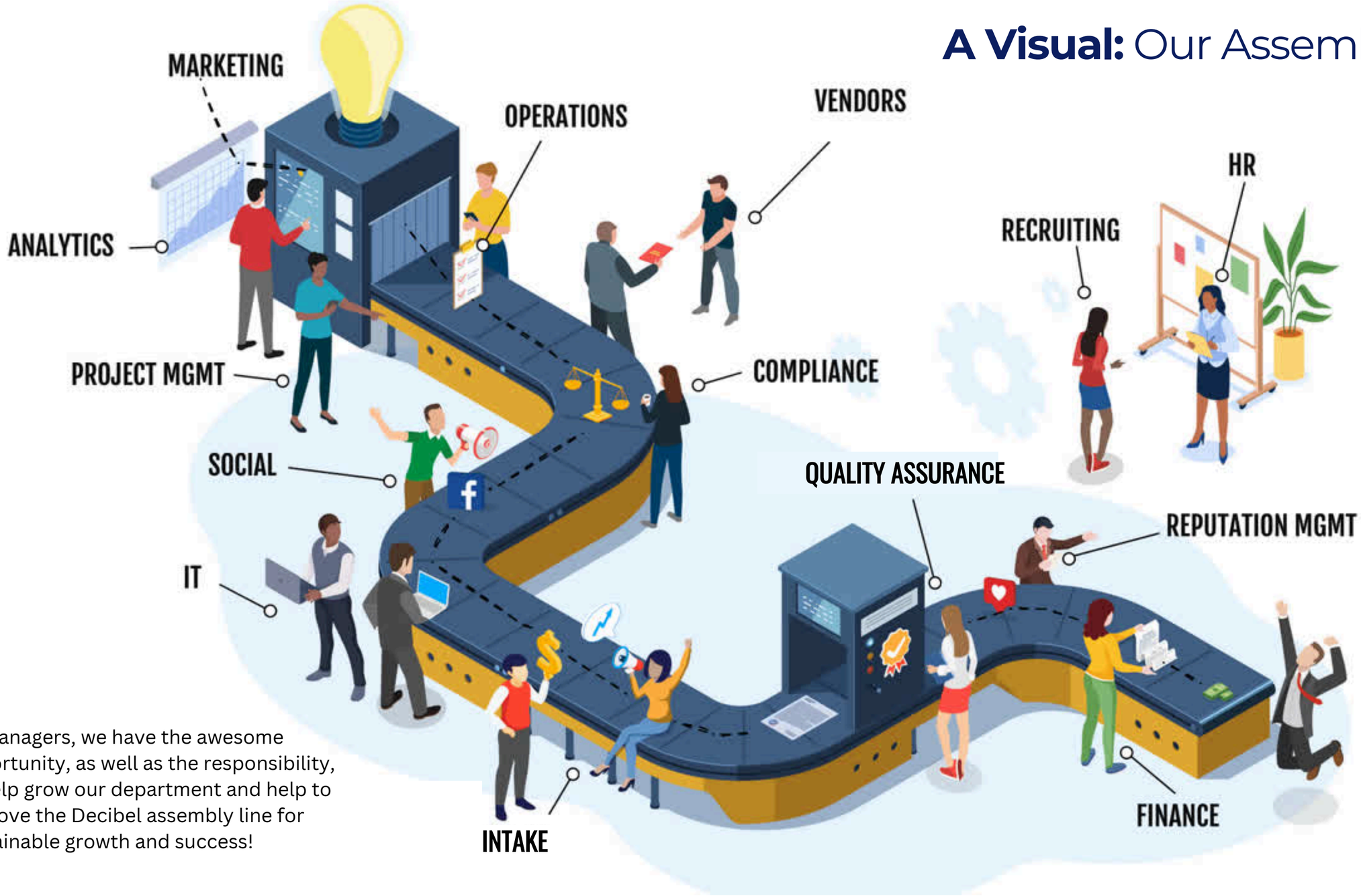
The Decibel Assembly Line

Our assembly line is the way in which we work together in our Departments, and as Managers, to operate as efficiently and effectively as possible. Following systems and processes, holding each other accountable, improving communication and sequencing workflows will help us to streamline operations and grow the company together...and in a big way!

We've all heard the old saying, "there's no I in Team"...and it never stops being true. Working together to create goals, overcome challenges, and collaborate towards objectives will continuously propel Decibel to new levels.



A Visual: Our Assembly Line



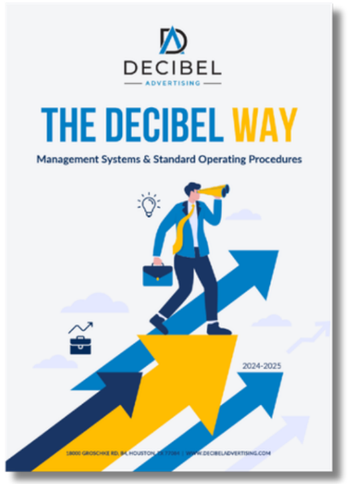
As Managers, we have the awesome opportunity, as well as the responsibility, to help grow our department and help to improve the Decibel assembly line for sustainable growth and success!

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Our Management System

The Decibel Way, our management system, ensures consistency, efficiency, and accountability across all operations, enabling us to deliver reliable results and maintain the highest standards of excellence.

Click to View the Video or PDF Guide



LEARN MORE

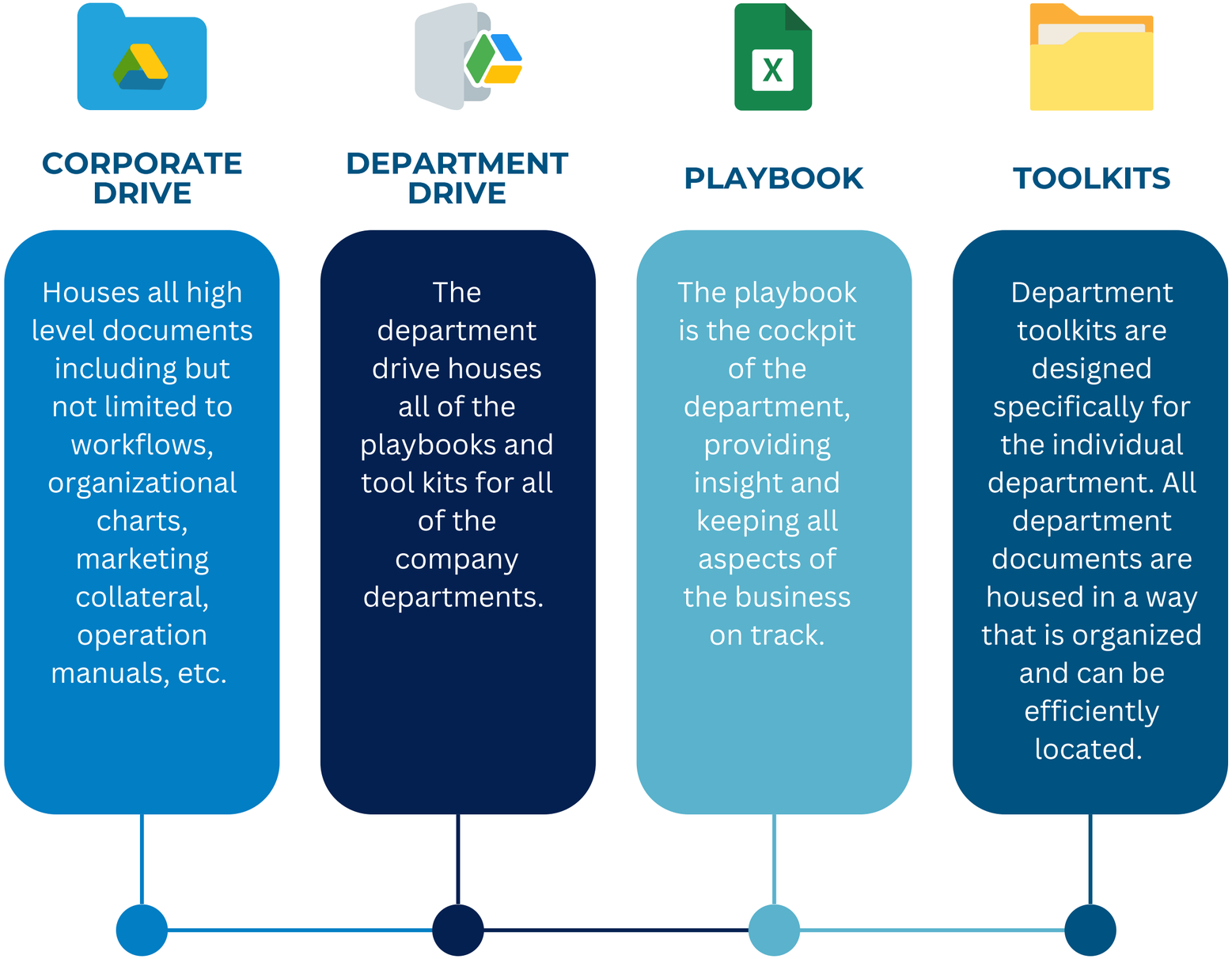


Video Time 8:45

Mgmt System Breakdown

Maintaining an accurate and up-to-date management system is essential for effective decision-making, resource allocation, and cross-departmental collaboration.

The following visual shows the structure of how we locate our department information and the playbook, ans well as where we store the tools and resources needed for our departments.



The Playbooks

Here’s a breakdown on some of the key elements found in the playbooks that help managers run their departments.

MATRIX

The Decibel Intake Corporate Matrix is a comprehensive document for departmental management, containing crucial details such as workdays, business functions, technology requirements, and risk management.

CHECKLISTS

The management checklists, crucial for departmental success, include pre-flight, mid-day, end-of-day, weekly, and monthly tasks. . Immediate action is expected upon checklist completion. Managers must submit daily screenshots of completed checklists to the "Manager Nightly Checklist Screenshot" Whatsapp group

GOALS

The goal-tracking system enables weekly monitoring of employee performance, ensuring prompt identification and resolution of deficits.Real-time insights empower managers to address challenges promptly, fostering a culture of accountability and transparency. Clear expectations and regular feedback motivate employees to consistently perform at their best.

TRAINING SCHEDULE

Decibel Advertising prioritizes employee excellence through ongoing training. . The eight-week training program covers diverse topics to enhance technical skills and cultivate leadership, enabling each individual to contribute optimally to Decibel Advertising's success.

EOW / EOM REPORTS

The weekly and monthly reports from the department provide detailed insights into employee performance. These reports allow timely adjustments and offer the executive team a comprehensive overview for informed decision-making. They also pinpoint trends and areas for improvement, helping identify strengths and areas needing support or training.

HUMAN RESOURCE

The Human Resource tab streamlines employee schedule management and attendance tracking. It centralizes scheduling, monitors attendance, and records absences or late arrivals. Benefits include transparency, accountability, data-driven decisions, and operational efficiency.

Decibel Academy

We believe there are always opportunities for developing personal skills, professional growth, as well as for team or department improvements

Decibel continues training every week, typically on Wednesdays *(coined as "Wisen-Up Wednesdays")*

Each week, our curriculum centers around a specific and relevant training topic to bolster individual and collective skills



Technology Basics

Our technology is intended to streamline communication, enhance efficiency, and provide seamless support through advanced tools and integrated systems.



Marketing Tech

(MarTech)

Leveraging cutting-edge tools and data-driven analytics to optimize campaign performance, streamline processes, and deliver highly targeted, impactful advertising strategies.

Lead Costs

Leads generated into the system come at a great expense to the company, and typically have premium fees associated with them.

- Marketing prepares detailed forecasting for all lead campaigns monthly, and they work closely with Accounting to prepare budgets for the coming month.
- The Marketing team provides Sales Managers expectations and benchmarks based on the goals they want to reach by estimating a Cost Per Acquisition (CPA).
- The CPA is determined by dividing the number of converted leads (signed) by the total cost of that campaign, which ultimately tells the story of the success or demise of any campaign.
- CPA is reviewed daily, weekly, monthly, quarterly and even annually, along with closing percentages which will be discussed in the following section.



Benchmarks & Closing Percentages

Intake Managers and Marketing have to examine closing percentages based on individual agent and team performances on every campaign.

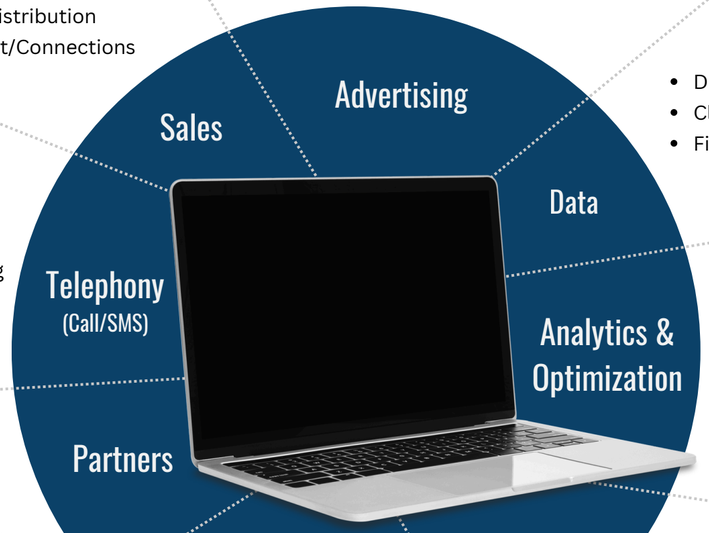
Analytics are Critical to the Success of the Company

IWe have to take a hard look daily, if not hourly at most times, to check the progress, activity, performance, and often feedback, of the agents receiving the leads. Decisions have to be made often on course corrections, whether individual or team performances are affecting one or more campaigns.



MarTech Requirements

A visual on some of the essential areas of marketing technology needed to drive, automate, and optimize



- Team/Agent Management
- IT Support
- Lead Distribution
- Contact/Connections

- Display & Programmatic Advertising
- Search Engine Marketing
- A/B Testing

- Data Warehouse
- Cloud Storage
- Filtering, Validation, Fraud, Compliance

- Outbound Dialing
- Powerdialing
- Inbound Configurations
- SMS/MMS Messaging
- Call Cadences & Scheduling
- Compliance & Legal
- Reputation Monitoring

- Performance Metrics
- Optimization Tactics
- Conversion Rate Optimization (CRO)
- Search Engine Optimization (SEO)
- Ask Engine Optimization (AEO)

- Client Management
- Vendor Management
- Third-Party Integrations

- Digital Asset Management (DAM)
- Website & Landing Pages
- Compliance & Legal

- Lead Management
- E-Sign
- CRM Management
- Social Media Management



Our Call Center Tech

Our call center technology integrates systems with strategy, enabling efficient call management, real-time tracking, and enhanced communication to deliver leads and optimize conversions.

Lead Strategies

Our call center handles two main types of lead strategies when it comes to calls:

1. Inbound

Inbound leads come in via phone call into our call center from a person that is directly calling one of our marketing phone numbers. This could be from sources such as radio advertisements, tv commercials, podcasts, landing pages or any other media channels where we use a phone number that feeds into our call center.

Every phone number we advertise from is routed, tracked and reported on separately.

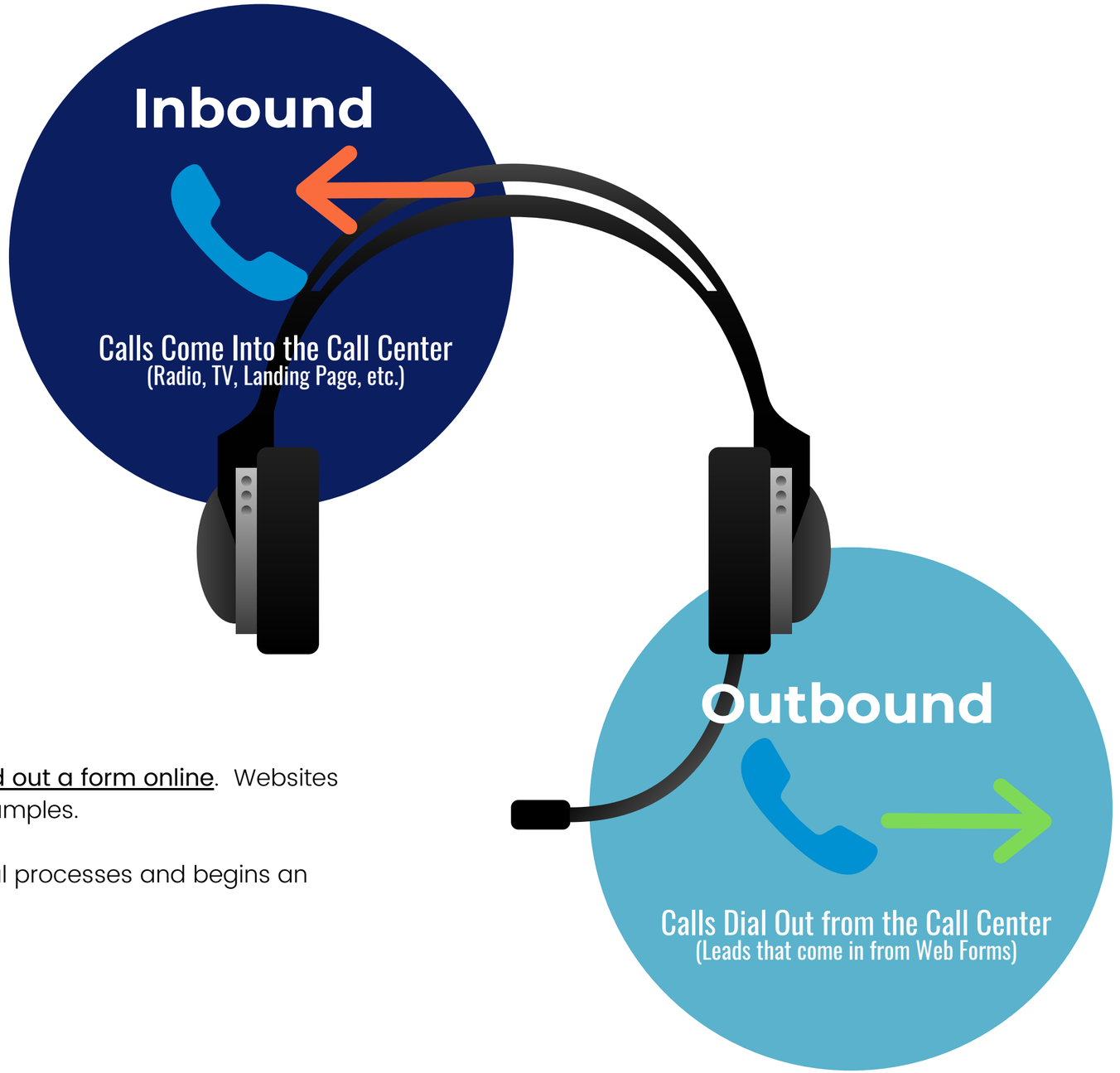
2. Outbound

Outbound leads come into our system from a person that has filled out a form online. Websites & landing page forms, facebook or google lead forms are good examples.

Once a lead form has been filled out, our system automates several processes and begins an outbound dialing cadence for our agents.

DID YOU KNOW?

All of our leads are OPT-INs only!



Cadences

We use call and text cadences which are scheduled automations in the phone system for our outbound dialing strategies. The following tables are just a couple of examples as cadences can evolve and change based on new tactics.

Sample Call Cadence

DAY	ATTEMPTS
0-2	2-3 calls/texts
Day 6	1-2 calls/texts
Day 13	1-2 calls/texts
Day 29	1 call/text (final attempt)

Sample Text Cadence

ATTEMPT	MESSAGE
1st Attempt	Hi this is [agent name], I'm following up on your recent inquiry about getting the most in compensation for your storm damages. Please call or text me back at this number, I look forward to talking with you.
2nd Attempt	Hi this is [agent name], again, just making sure I reach back out to you regarding your inquiry for storm damages. If your property was affected, I'd love to share the ways we're helping people maximize their insurance claims and get their homes repaired. Give me a call or send a text when you have a moment. Thanks and look forward to talking with you.
3rd Attempt	Hi this is [agent name], if you have time, please call me to learn more about your rights & options for your insurance claim. Look forward to talking with you.



Outbound Calls

Key Factors we Consider for Outbound Call Strategies

Call Lists/Queues

Calling lists should always be based on the created date & time, call cadence, and last attempt. The calling queues should be scheduled to call the newest lead first then flow to the next older lead and so on based on the call cadence provided. Inbound calls or scheduled callbacks would take priority over outbound calling lists based on agent availability.

Spam Monitoring

Combatting spam/scam likely and increasing connection rates between carriers

Call Cadences

New leads should be dialed within the first 5 minutes of them entering the system as a new lead. There is typically 2-3 attempts per day for the first few days.



Power Dialing

Lead distribution during call routing utilizing Availability Round Robin (ARR) or similar technique. Setting priorities, skills, or group designations based on available agents and returning leads back to a “pool” if unassigned.

Callbacks

Agents should have the ability to schedule a callback after speaking to a PNC. There should also be direct numbers available for each agent that they can provide to a PNC to get directly to their line or voicemail.

Quality Assurance

Intake manager, team leader, and quality assurance members ability to listen to call recordings and collaborate with agents. Listening to live calls, private messaging, and whispering would be a major plus.

Real-Time Monitoring

Intake manager and team leader dashboards and analytics to monitor campaign performance and agent activity in real-time to make daily course corrections as required.

Inbound Calls

Key Factors we Consider for Inbound Call Strategies

Phonexa & Marketing Setups

Decibel utilizes Phonexa.com as a mandatory filtering system for all incoming leads and inbound calls. All vendors connect via Phonexa where API or DID numbers are provided for their sources, then appropriately routed as needed. Phonexa.com provides comprehensive marketing reporting and connects directly with our CRM. Also has litigator scrubbing, IP/Email/Phone Verification features

IVR & Call Routing

Working hours and after hours IVR scripts will need to be recorded in our legal files. Also need to discuss hold music, spanish and on-hold callback options. Basic Call Routing utilizing Phonexa and how the call flows between call centers.

Lead Distribution

Lead distribution during call routing utilizing Availability Round Robin (ARR) or similar technique. Setting priorities, skills, or group designations based on available agents and returning leads back to a “pool” if unassigned.

Quality Assurance

Intake manager, team leader, and quality assurance members ability to listen to call recordings and collaborate with agents. Listening to live calls, private messaging, and whispering would be a major plus.

Real-Time Monitoring

Intake manager and team leader dashboards and analytics to monitor campaign performance and agent activity in real-time to make daily course corrections as required.

Call Cadences

Call cadences for follow-up dispositions, abandons, agent or system call errors, and missed calls.

Inbound Takes Priority

Inbound calls take priority over any outbound dialing

Call Center Tech Requirements

How we set technology standards for excellence in our call center operations

CRM Integration

Comprehensive Phone/CRM Integrations to Process Data, Inbound Calls, Leads Generated, and More

Call Recordings & Call Logs

Backups of All Call Recordings, Record Accessibility, and Call Log Activity

(Call To, Related To, Call Type, Call Status, Start Time, Duration, Agent, Caller ID, Dialed Number, Number of Times Called, etc.)

Remote & On-Site Access

User functionality, accessibility and high performance capability for both U.S. and international agents

On-Call Features

Hot/Warm/Cold Call Transferring to 3rd Parties, Call Listening, Scheduled Callbacks, and More.



Rapid Tech Turnaround

Dedicated and Fast Turnaround Times for New Clients, Campaigns, Lead Sources, Users, Reporting, or Systems

Cadences & Nurturing

Agent Availability Distribution, Call & SMS Cadences & Schedules, Lead Reassignments, Nurturing Programs

Compliance & Anti-Fraud Tools

Call Center Compliance with Federal and State Laws & Regulations, TCPA, HIPAA, DNC Registry

Reporting & Analytics

Lead, Agent, team, QA, and Campaign Performance & Activity Report Accessibility, Real-Time Dashboards



Workflows

An introduction to our operations through step-by-step visual workflows that help us identify bottlenecks and process improvements.

Our Corporate Strategy

Our corporate strategy outlines the core objectives, actionable initiatives, and guiding principles that align our efforts to drive sustained growth, operational excellence, and unparalleled client success.

STEP 01 — THE VISION

- Create the vision / 3 year goal
- Executive leadership has a townhall to share their vision that includes how this will benefit the employees



STEP 02 — THE DEPTS & PEOPLE

- Outline the departments
- What's the employees "why?"
- Right person, right seat?
- Do they have the tools & support they need?



STEP 03 — SWOT ANALYISIS

- By the company AND the departments, define the following:
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats

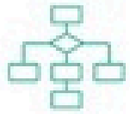


STEP 04 — GET W/ MARKO

- Write the Plan by company AND the departments:
  - **G** oals
  - **E** xpections
  - **T** ools & Training
  - **W**/ ho, what, when, where, why
  - **M** anagement
  - **A** udits
  - **R** edundancy
  - **K** PIs
  - **O** ptimize

STEP 05 — WORK FLOWS

- Create a visual assembly line
- Identify each station on the assembly line
- Employees position on the assembly line



STEP 06 — JOB DESCRIPTIONS

- Define employee roles and duties
- Provide detailed job descriptions
- Employee buy-in



STEP 07 — THE PLAYBOOKS

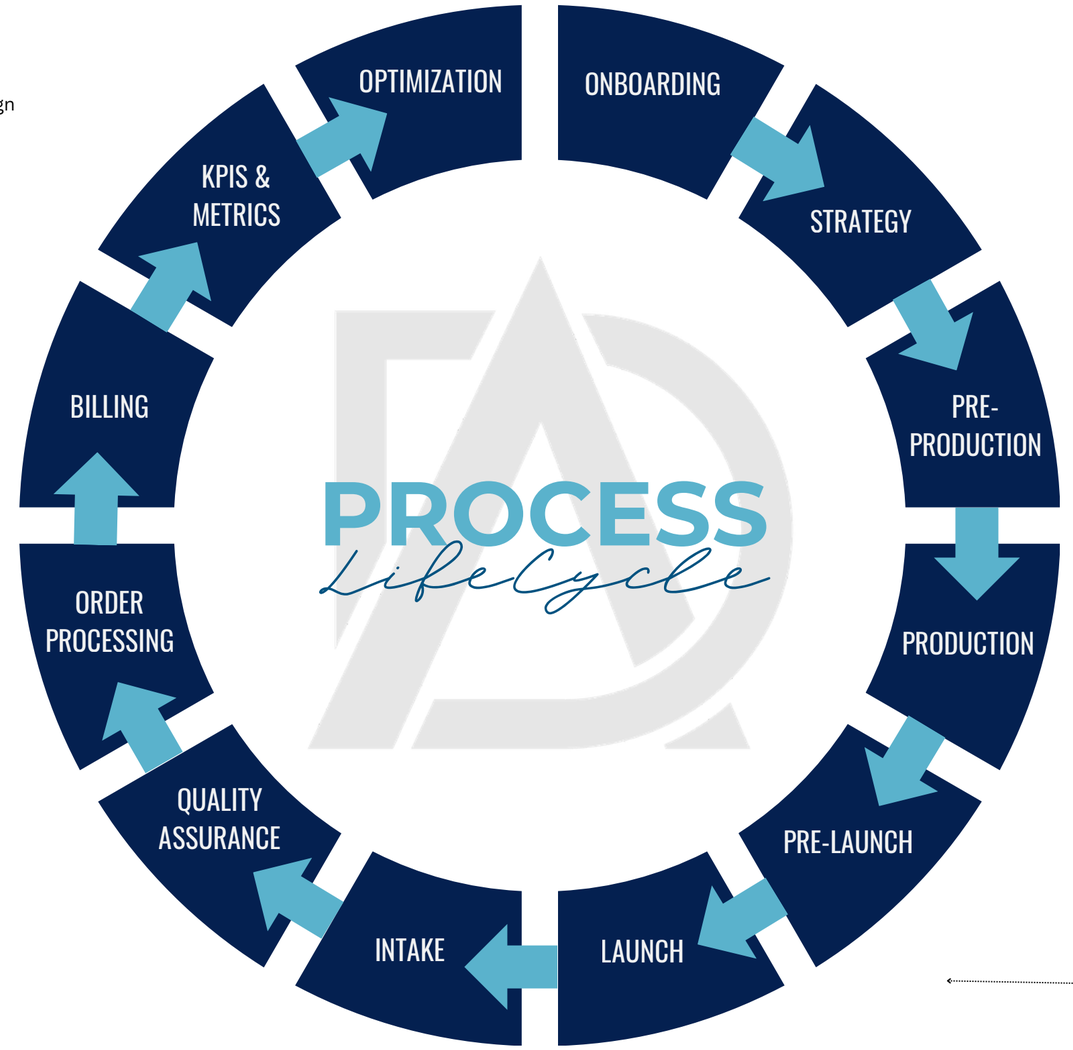
- Create a standardized playbook for each department which defines
  - Staff scheduling
  - Checklists
  - KPIs & Benchmarks
  - Course Corrections w/ Manager



STEP 08 — IDENTIFY BOTTLENECKS

STEP 09 — SIGN OFF & TRAIN

Decibel's Process Life Cycle



1 Onboarding

- **IT/Ops** - High-level discussions with stakeholders
- **Project Mgmt** - Client project outlined
- **Project Mgmt** - Phase 0 begins
- **IT/Ops** - Client interview

2 Strategy

- **Marketing** - Market research & est. CPAs
- **Marketing** - Forecast
- **Marketing/Finance** - Budgets
- **IT/Ops** - Technology strategy outlined

3 Pre-Production

- **Marketing** - Vendors assigned
- **Marketing** - Process for vendor approvals provided
- **Project Mgmt** - Firm deliverables assigned
- **Project Mgmt** - Production tasks assigned

4 Production

- **IT** - Technology setups & integrations
- **IT/Ops** - Metrics & reporting established
- **Compliance** - Asset approvals
- **Intake** - Training & scripts created

5 Pre-Launch

- **Project Mgmt** - Approval meetings completed & notifications sent
  - IT/Ops
  - Vendors
  - Intake
  - Client

6 Launch

- Campaign launch-ready
- Lead generation begins

7 Intake

- **IT/Intake** - Lead distribution to agents
- **IT/Intake** - Call cadences until final disposition
- **Intake** - Vetting & qualification of potential new clients
- **Intake** - E-Sign completed

8 Quality Assurance

- **IT/Intake** - Agent & technology-assisted QA
- Optional QA inspections when client orders
- **IT** - Automated process of e-Sign to order processing
- **IT** - Call recording & transcriptions

9 Order Processing

- **IT** - Order line created
- **IT** - Order lines processed into daily order
- **IT** - Data transmitted to law firm
- **IT/Finance** - Orders added to monthly invoicing schedule

10 Billing

- **IT/Finance** - Month-end closing process
- **IT/Finance** - Orders processed into invoices
- **IT/Intake/Finance** - Agent Commission & Bonus tracking
- **Marketing/Finance** - Budgets reviewed

11 KPIs & Metrics

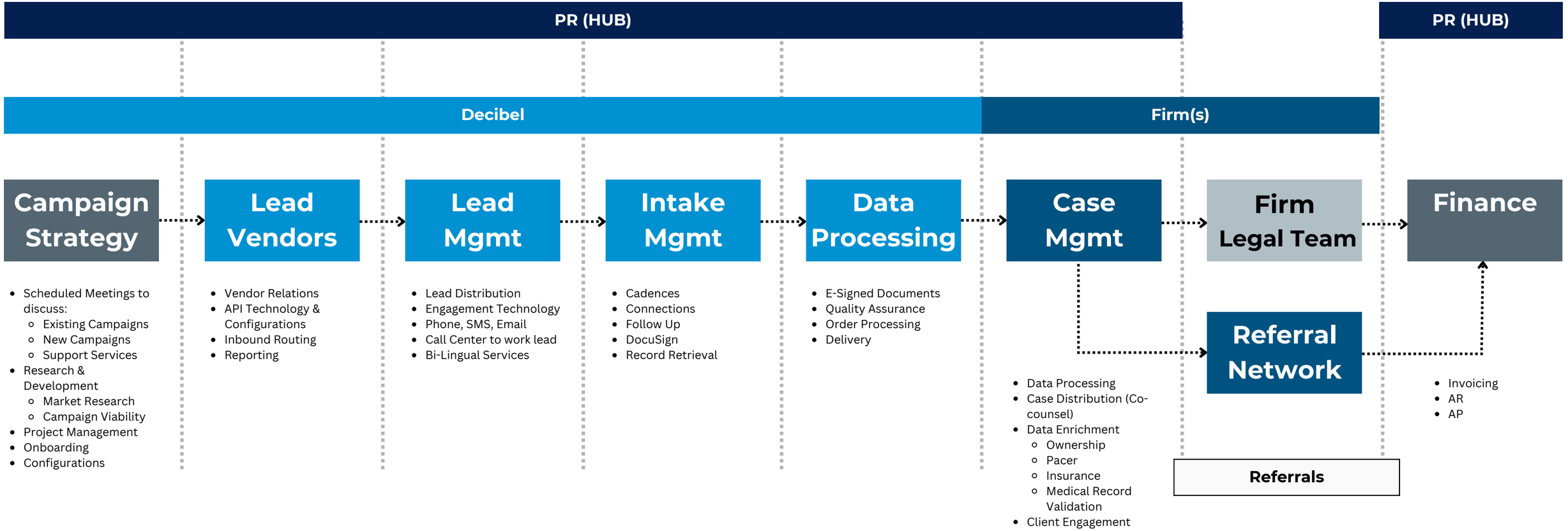
- Daily, monthly, quarterly, & ongoing reporting until campaign end
  - Lead (Vendor) performance
  - CPL & CPAs
  - Agent performance
  - Cadence tracking & activity

12 Optimization

- **Marketing/Intake** - Daily analysis & course-corrections
- **IT/Ops** - Technology & process reviews
- **All Depts** - Playbooks monitored weekly for improvements & goals

The Flow of Information

The Hub manages the flow of data from Decibel to the firm(s) and referral partners. The following is a visual on the flow of information through the system.



We’re excited to embark on this journey together and look forward to achieving great things as a team!

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