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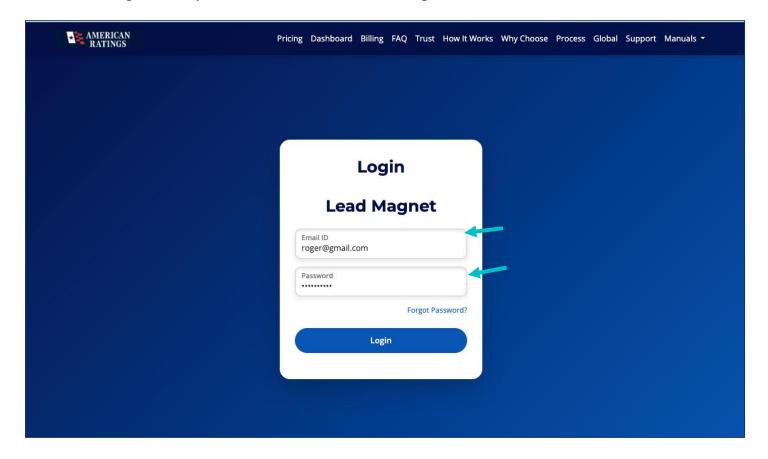
➤ Screen 1 – Login Page

Purpose: Securely access the Lead Magnet Partner Portal using your registered credentials.

Steps (Refer to Screen 1 below):

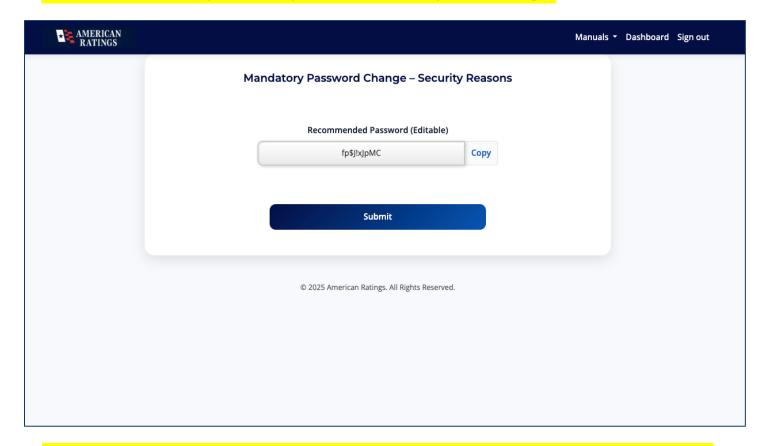
- 1. Visit the website https://abn.us.com/leadmagnet/login and click on Login
- 2. Enter your registered email and auto-generated password shared by the Channel Partner (Screen 1.2 below)
- 3. Click Login to access your account and change your Password with dashboard access. (Screen 1.3 below)

 Note Auto generated password used for the first-time login

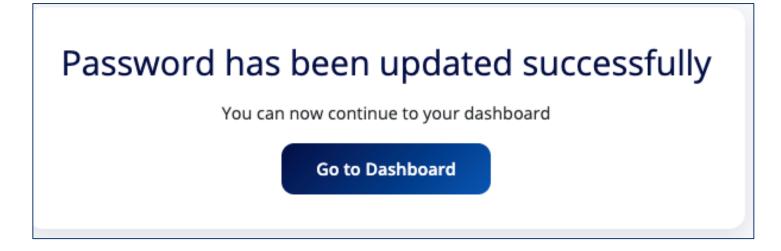




Screen 1.3 – Enter a new password of your choice for security and future logins



Screen 1.3 - After creating a new password, the following screen will appear, allowing you to access the dashboard.

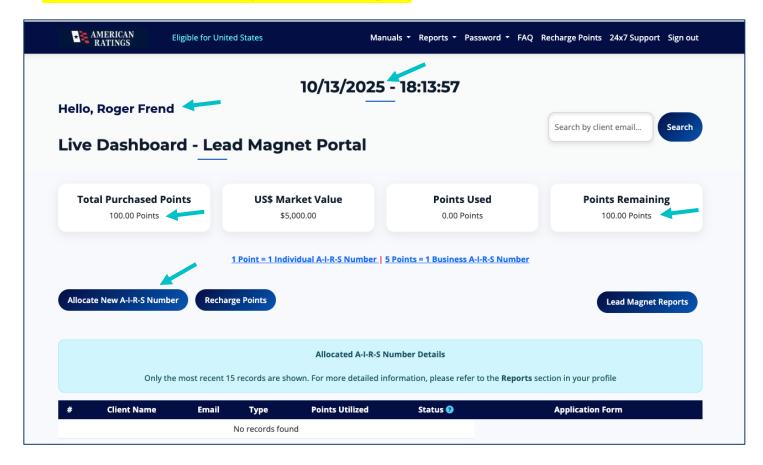




→ Screen 2 – Dashboard Access

Purpose: To understand the functionality and operation of the Lead Magnet Portal dashboard

You can view details such as Name, Total Points Purchased, Remaining Points, and Date & Time and Allocation New A-I-R-S Number (For Illustration Purpose)





→ Screen 3 – Allocate New A-I-R-S Number

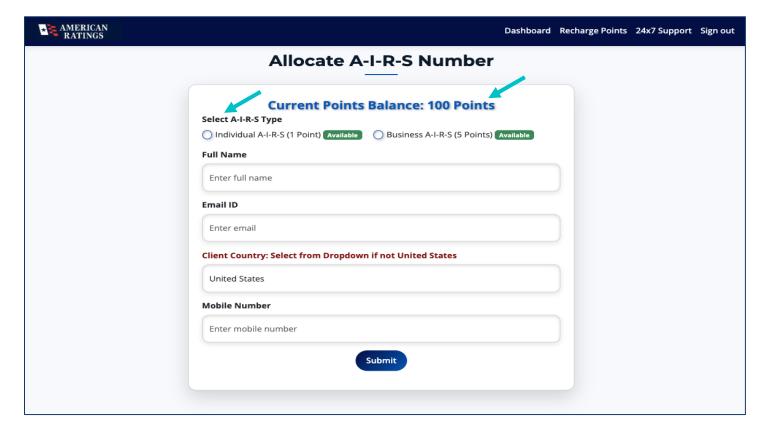
Purpose: Allocate A-I-R-S Numbers directly to clients by filling the details

Steps (Refer to Screen 3.1 to 3.2 below):

- 1. Choose the **Certificate Type** with total points—Individual or Business. (Screen 3.1 below)
- 2. Enter all required details accurately. (Screen 3.2 below)
- 3. The available points appear automatically. (Screen 3.2 below)
- 4. Click Submit.

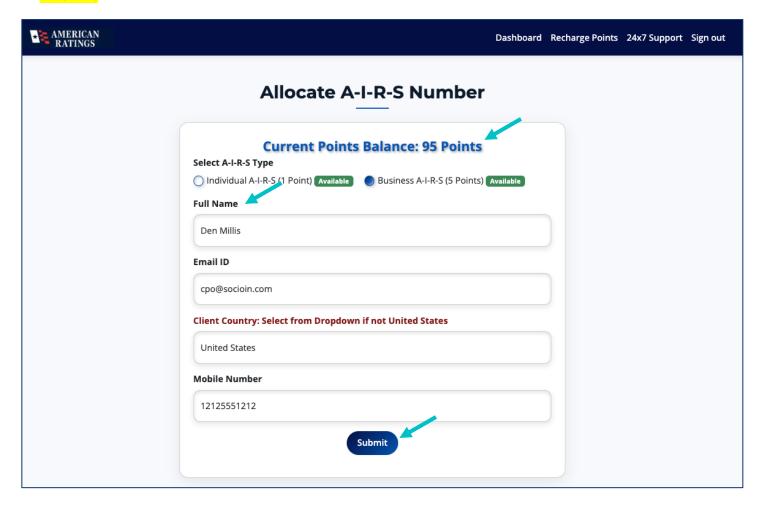
The client automatically receives an **email** and **WhatsApp message** with next-step instructions. (Refer to Screen 4 below)

Screen 3.1 – A-I-R-S Number Allocation (For Illustration Purpose)





Screen 3.2 – All required details accurately with available points post selection of certificate (For Illustration Purpose)





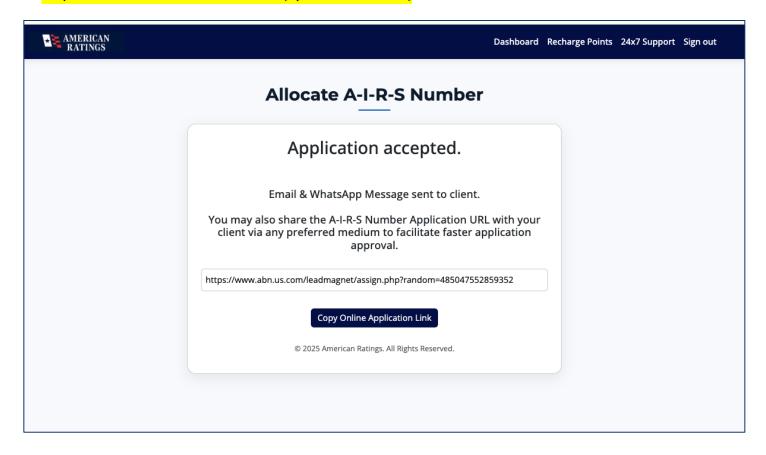
Screen 4 - A-I-R-S Number Allocation – Post Submission Process

Purpose: Understand what happens after the A-I-R-S application is allotted.

Once the internal staff fills in and submits the applicant's details, the following process takes place:

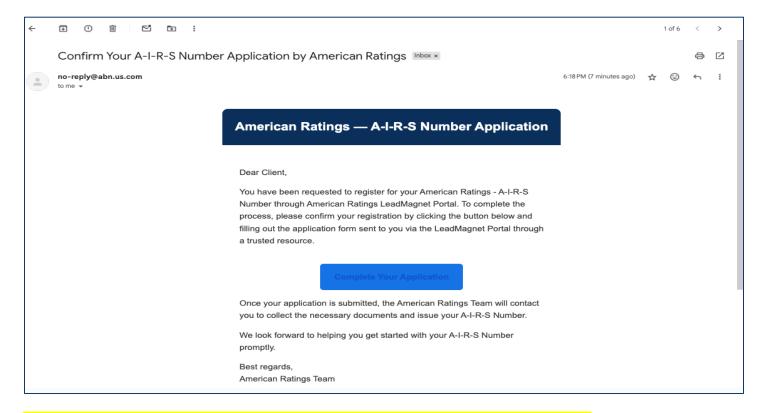
- **Step 1** A confirmation screen appears stating "Application Accepted". Means the application details are sent to the client.
- **Step 2** An email and WhatsApp message containing the A-I-R-S Number application link are automatically sent to the applicant.
- **Step 3** The applicant must open the shared link and complete the required details in the online form.
- **Step 4** Upon successful submission, the applicant's A-I-R-S Number status changes from Pending to Processing status and is updated in the system.
- **Step 5** After the status changes to "Processing," the American Ratings Operation Team takes over the application review and verification process

Step 1 – Allocator Screen Dashboard (System Generated)

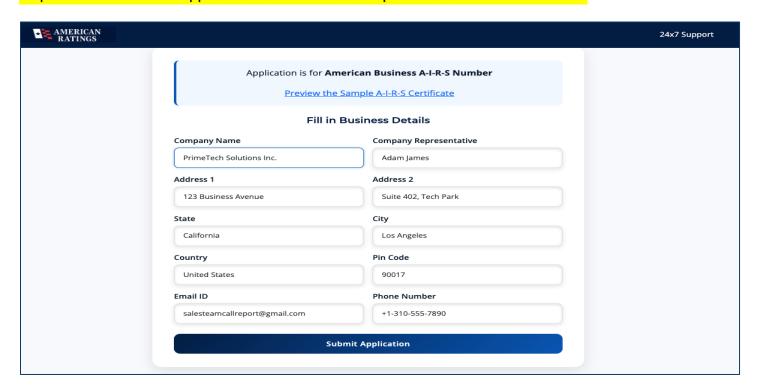




Step 2 – A-I-R-S Number Application Receiver Screen containing the A-I-R-S Number application link (System Generated)

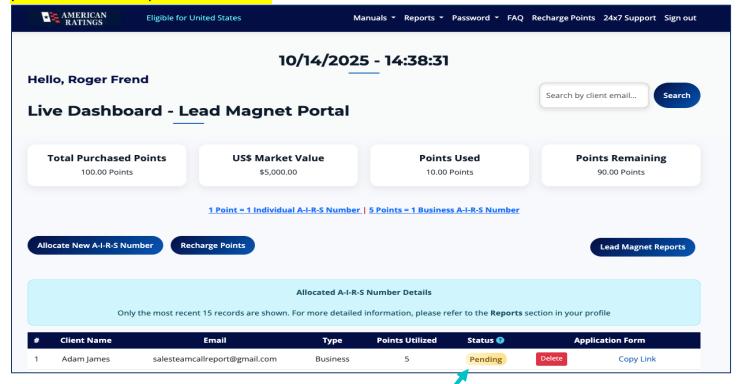


Step 3 – A-I-R-S Number Application Receiver Screen required details in the online form



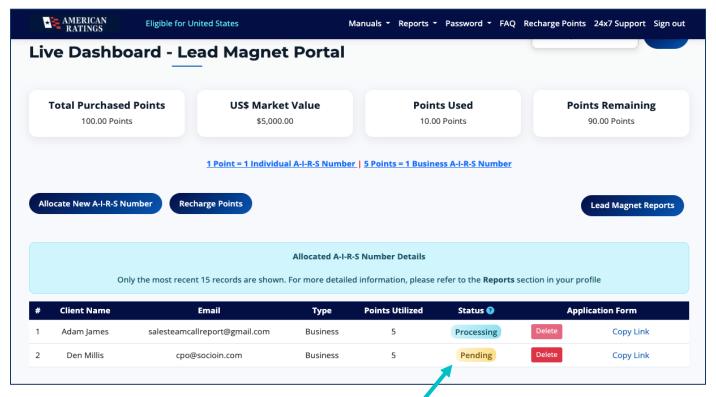


Step 4 – Allocator Screen Dashboard: The application status is Pending, indicating that the applicant has not yet submitted the required form details.





Step 5 – The Allocator Screen Dashboard displays a 'PROCESSING' status, indicating that the client has completed and submitted the application for their A-I-R-S number.



Note:

- Case 1: When the client fills in all the required details, the status changes to "Processing."
- Case 2: When the client does not fill in the required details, the status remains "Pending."



Screen 5 – A-I-R-S Application Status

Purpose: Track each application's current stage.

Status Types (Refer to Screen 5 below):

1. Pending - Application Sent

The application for the selected A-I-R-S Number has been successfully sent and is awaiting the client to complete and submit the form.

2. Processing - App Accepted

The application for A-I-R-S Number has been accepted.

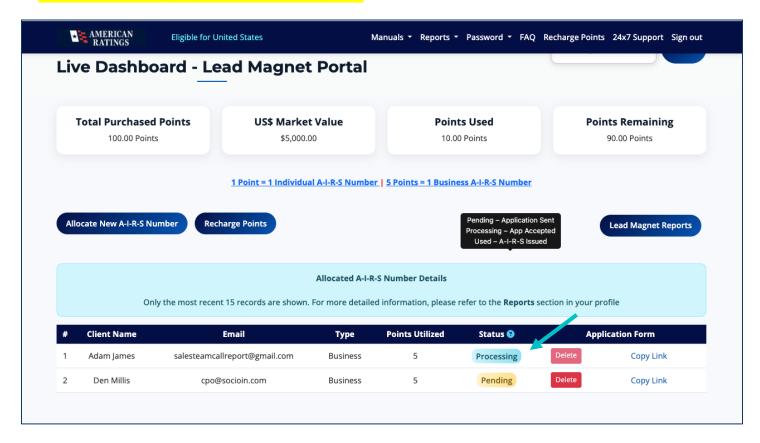
At this stage, the American Ratings Internal Operation Team reviews and processes the application. Within 6 working days, the respective A-I-R-S Number will be assigned.

3. Used - A-I-R-S Issued

The respective A-I-R-S Number has been issued and activated for business use.

The status on the dashboard has also been updated to reflect this completion.

Screen 5 – Status Types (For Illustration Purposes)





Screen 6 – Reports Summary (A-I-R-S Number Allocation Report)

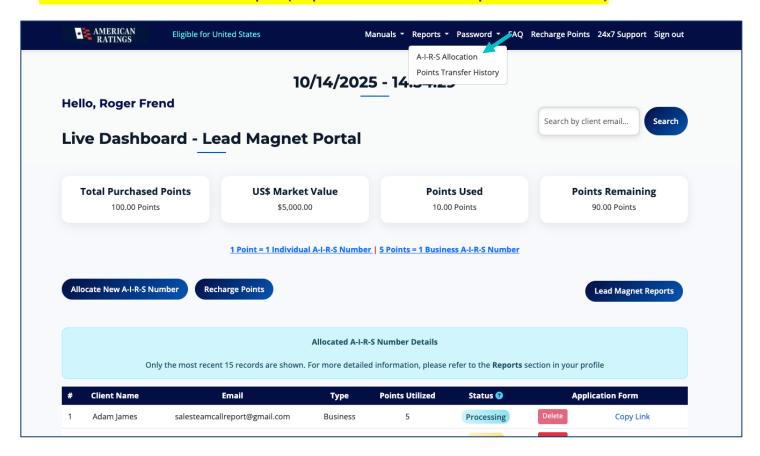
Purpose: To understand the functionality and operation of the Lead Magnet Portal Report Category.

Path: Dashboard \rightarrow Reports Dropdown \rightarrow A-I-R-S Allocation

Steps (Refer to Screen 6.1 to 6.3 below):

- 1. Click on Report and select A-I-R-S Allocation. (Step 1 on Screen 6.1 below)
- 2. The Report Screen will appear. Enter the required details, such as Select User / Channel Partner, Status, Start Date, and End Date, then click Generate Report (Step 2 on Screen 6.2 below)
- 3. The system will generate the report in **PDF format** based on the provided inputs (Step 3 on Screen 6.3 below)

Screen 6.1 – A-I-R-S Allocation Report (Steps shown below to correspond to this screen)



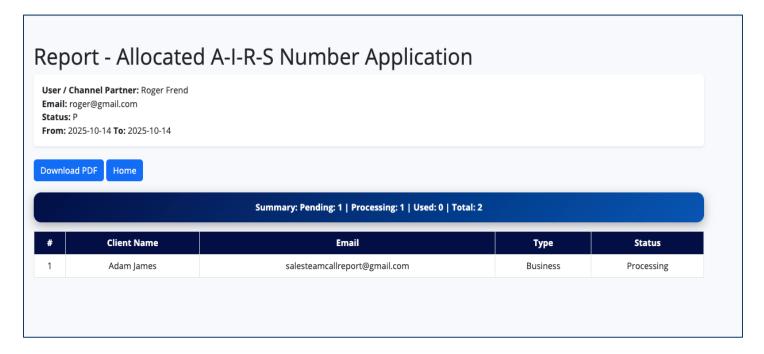


Screen 6.2 – A-I-R-S Allocation Report fields are displayed based on the respective user credentials. (Steps shown below to correspond to this screen)

Note – The given credentials are for **illustration purposes only**. You can select the required fields based on your specific requirements.



Screen 6.3 - The report will be generated and can be downloaded in PDF format for internal use.





Screen 7 – Reports Summary (Lead Magnet Points Transfer History Report)

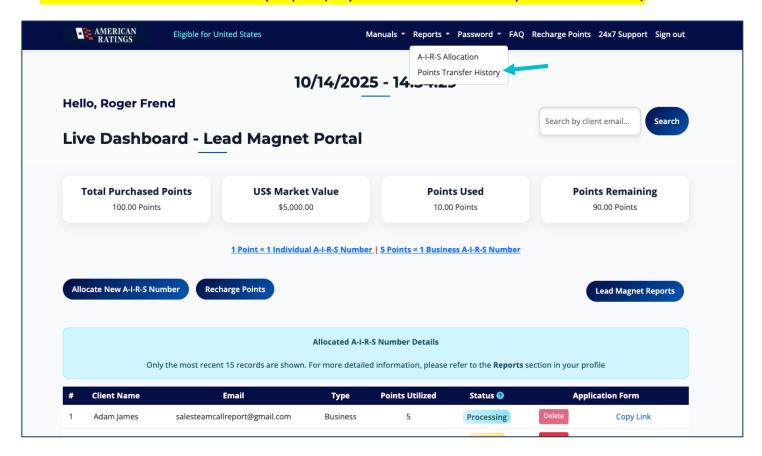
Purpose: To understand the functionality and operation of the Lead Magnet Points Transfer Report.

Path: Dashboard → Reports Dropdown → Points Transfer History

Steps (Refer to Screen 7.1 to 7.3 below):

- Click on Report and select Lead Magnet Points Transfer History. (Step 1 on Screen 7.1 below)
- 2. The Report Screen will appear. Enter the required details such as User / Channel Partner, Transaction Type (Credit/Debit), Start Date, and End Date, then click Generate Report. (Step 2 on Screen 7.2 below)
- 3. The system will generate the Points Transfer History Report based on the provided inputs, which can be downloaded in PDF format for internal use. (Step 3 on Screen 7.3 below)

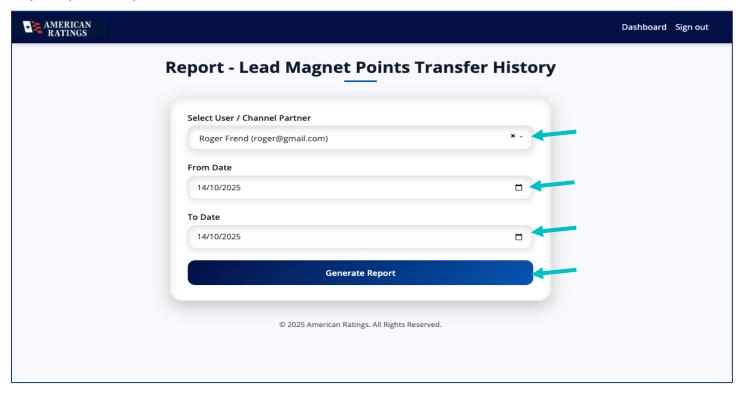
Screen 7.1 – Points Transfer History Report (Steps shown below to correspond to this screen)





Screen 7.2 – Points Transfer History screen is displayed based on the respective user credentials. (The steps shown below correspond to this screen.)

Note – The given credentials are for **illustration purposes only**. You can select the required fields based on your specific requirements.



Screen 7.3 - The report will be generated and can be downloaded in PDF format for internal use.





Understanding the A-I-R-S Allocation Report (Screen 6)

The A-I-R-S Allocation Report provides a detailed overview of how applications are allocated to users or channel partners within the Lead Magnet Portal.

It helps administrators and team members track submission progress, monitor status updates, and verify which user or partner is handling a specific application.

Key Highlights:

- Enables real-time tracking of application allocations and statuses.
- Helps in monitoring performance across users or partners.
- Assists management in ensuring transparency and accountability in the allocation process.
- Can be used for internal review and record-keeping through downloadable PDF reports.

Understanding the Points Transfer History Report (Screen 7)

The Points Transfer History Report displays all transactions related to the transfer of points between users and channel partners.

It provides a transparent view of credit and debit entries, helping in managing and auditing incentive programs efficiently.

Key Highlights:

- Shows complete transaction history, including points credited and current balance.
- Supports filtering by date, user, and transaction type for focused analysis.
- Allows administrators to verify reward activities and prevent discrepancies.
- The report can be exported in PDF format for internal tracking and compliance.

Screen 8 – General Navigation Guide

Purpose: Navigate key menu options within the Lead Magnet Portal.

Menu Option	Purpose
Password	Change or reset your login password.
FAQ	Access frequently asked questions.
Recharge Points	Add new Lead Magnet Points to your account.
24x7 Support	Contact support team anytime.
Sign Out	Securely exit the portal.

Note: Always log out after completing your session to maintain data security.