

Each band below is one table; each small card is one column in it; stages run left to right inside a band. **Thick orange lines are rows being handed from one table to the next.** The bright orange trace follows a single lead the whole way down.

Ask Google for every business in town.

A city and a business type become our search phrase. The four pages of Google Places results. That raw list of businesses is the only thing this whole machine does with.

11 COLUMNS • 8 STAGES

TABLE A - COMPANY LIST & DOMAIN DEVELOPER

Turn a listing into a company worth contacting.

Both being a website is relevant to us. Their domain and checked for a live site. Anything that doesn't have a territory or a phone number contacted for is cut here. Before a card report. What survives gets scored on its, and then City goes looking for the people owners and founders, partners and executives, operations roles, and the other target management roles in the IPO.

10 COLUMNS • 8 STAGES

TABLE B - PEOPLE & TERRITORY

Keep only the people who are actually nearby.

LinkedIn profiles come back with one lead of a name and one state at a location. Then get split apart, matched back to the company that produced them, and anyone outside the target territory is dropped before the expensive email work starts.

11 COLUMNS • 8 STAGES

TABLE C - EMAIL GENERATION & VALIDATION

Find the named person's address – and prove it.

The job title is cleaned and scored for seniority. The LinkedIn profile is confirmed to be for the right person, and their both work and personal addresses are hunted across several providers. Every candidate is run through deliverability and bounce checks until one address is actually proven. Companies without a named contact are handed to the second rule.

17 COLUMNS • 7 STAGES

TABLE D - ADDRESS PROFILE REFINING, COPY BUILDING

No name? Go to the company itself.

This is the second rule, not the copy lane. Companies handed down by the personal rule end here, and the site itself is scraped based by page and near for addresses. Only when scraping comes back empty does the past tooling fire, so the cheap route always runs first. Six deliverability passes and two bounce checks narrow the candidates to one survivor. A first and last name are now back.

The emails themselves are not written here — that happens one level down.

16 COLUMNS • 7 STAGES

TABLE E - EMAIL PROFILE REFINING, COPY BUILDING

Write the email, then decide who gets it.

Both Rules enter into this one register. Anyone already getting in a targeted security context, out of office, or on a blocked domain is suppressed, duplicated and over-confirmed domains are killed, and the address is given one real test time. What is left gets enriched and scored, from within groupings, open lists, claims, first emails, follow-ups and opt-in variables for every audience.

10 COLUMNS • 8 STAGES

TABLE F - PERSONALIZED MAIL MERGERS, COPY BUILDING

One pass fail gate, then the upload.

SIX DIFFERENT EXPRESSIONS

Table A: Company List & Domain Developer
Table B: People & Territory
Table C: Email Generation & Validation
Table D: Address Profile Refining, Copy Building
Table E: Email Profile Refining, Copy Building
Table F: Personalized Mail Mergers, Copy Building