

Plan for Compiling 50,000 High-Quality DTC Leads for ReelForge

Objective: Build a comprehensive list of 50,000 direct-to-consumer (DTC) brands that fit ReelForge's ideal customer profile. These will be small-to-mid sized ecommerce companies (physical products, <\$10M revenue) that actively advertise with short-form video and use modern ad tools. We will gather key details for each lead (contact info, social links, category, tech indicators, etc.) in a clean CSV/Google Sheet. Below is a step-by-step strategy, with data sources and validation methods to ensure **high quality and no missing fields**.

Criteria & Strategy Overview

Each lead must meet **all** the given criteria. To recap, our targets are product-based brands (no SaaS or agencies) on ecommerce platforms like Shopify/WooCommerce, with annual revenue roughly \$100K–\$5M (under \$10M), active on TikTok/IG/YouTube/Meta, in high-ROAS niches (skincare, fashion, pet, gadgets, wellness, home goods, etc.), using marketing tools or pixels, and located in specified regions (US, CA, UK, AU/NZ, DE, NL, plus some high-growth markets). We will use a combination of **technology lookup databases, social media tools, and lead enrichment platforms** to identify and verify these companies. The process can be broken into several key steps:

1. **Collect a broad dataset of ecommerce brands on major platforms** (Shopify, WooCommerce, BigCommerce, Wix, etc.), focusing on those selling physical products.
2. **Filter by category (vertical)** to isolate high-ROAS niches (70% Tier-1 categories, 30% Tier-2).
3. **Filter by size (revenue/employees)** to target <\$10M businesses (ideally \$100K–\$5M range).
4. **Identify advertising activity** – check for presence on TikTok, Instagram Reels, YouTube Shorts or active Meta ads (via pixels, social links, or Ads Library).
5. **Identify tech stack signals** – e.g. use of ad/marketing tools (CapCut, Canva, Klaviyo, Meta Pixel, TikTok Pixel, etc.) on their site as an indicator of sophistication.
6. **Gather contact information** – find founder or CMO's email (personal email if possible) or LinkedIn if email is unavailable.
7. **Compile the spreadsheet with all required columns**, ensure no duplicates, and assign a **lead quality score** (1–5) based on fit (category, ad activity, tool usage, spend level, etc.).
8. **Validate everything** – verify emails for deliverability, double-check that each company indeed meets the criteria (not a service business, not too large, etc.), and that all fields are filled.

Each step is detailed below with methods and sources:

Step 1: Gather E-Commerce Brands by Platform

First, build a large initial list of DTC brands by leveraging databases of ecommerce websites. We will focus on platforms commonly used by independent brands: **Shopify** (the most popular), **WooCommerce**, **BigCommerce**, **Wix Stores**, **Squarespace Commerce**, etc. Sources and methods include:

- **BuiltWith/SimilarTech Databases:** Use technology lookup services like BuiltWith to get lists of websites using specific ecommerce platforms. For example, BuiltWith's trends show **~4.9 million current Shopify sites globally** ¹ and over 5.7M total Shopify stores as of 2024 ². We can obtain/export lists of sites on each platform (BuiltWith offers downloadable lists for Shopify, WooCommerce, etc.). BuiltWith also provides filtering by location and even estimated sales in its interface ³, which will be useful later. For other platforms: BuiltWith similarly tracks WooCommerce (~5.3M live sites) ⁴ and BigCommerce, etc., so we'll pull those as well.
- **StoreLeads or Similar:** Utilize **StoreLeads** (an e-commerce store database) to find Shopify/BigCommerce/etc. stores. This tool is recommended by industry experts for its filtering capabilities ⁵. StoreLeads categorizes stores by niche and can filter by platform, category, country, and even traffic/revenue tiers. *Example:* Nick Abraham (a lead-gen expert) notes that "store leads...categorize the data, so if I want everyone in the health space (e.g. oral care), I can find 10,000 websites in that sub-niche" ⁶. We will use such filters to zero in on relevant niches (details in Step 2). StoreLeads (or alternatives like SimilarWeb's e-commerce lists) can likely output tens of thousands of store domains that meet our criteria.
- **Shopify Store Directories:** Take advantage of known directories of Shopify stores. For instance, CRO Media provides a free **Shopify Stores Directory** with ~97,500 stores listed (updated daily) ⁷. This is a searchable directory including each store's domain and site title (often containing a brand tagline). We can search within this list for relevant keywords (e.g. "Skincare", "Jewelry", "Pet", etc.) to discover niche Shopify brands ⁸ ⁹. Similarly, Shopify's own blog or community sometimes highlight successful stores (though those may skew larger).
- **MyIP.ms method for Shopify:** As an alternative way to get Shopify sites, use the known IP range of Shopify's servers. All Shopify-hosted stores resolve to Shopify's IP (23.227.38.0/24). By using a service like MyIP.ms, we can retrieve "Known Websites between IP 23.227.38.0 – 23.227.38.255", which effectively lists Shopify stores ¹⁰. MyIP.ms allows viewing thousands of such sites, sortable by popularity. This method can surface many stores (especially higher-traffic ones). We will gather as many as needed from here, but likely the StoreLeads approach is more targeted.
- **Platform-specific searches:** For WooCommerce or others not centralized like Shopify, we can use tools and search tricks. The BuiltWith Chrome extension or Wappalyzer can filter websites by technology and possibly country ¹¹. We could also search Google for footprints (e.g. "powered by WooCommerce" plus country filter, etc.), though that's less efficient at scale. Another tactic from the web scraping community: get a list of all sites in a given country domain and check for WooCommerce signatures (like a `/wp-content/plugins/woocommerce/` path or "woocommerce" in HTML) ¹². However, given time constraints, tapping an existing database (BuiltWith or StoreLeads which do have WooCommerce sites indexed) is easier.

- **Ensure Physical Products:** While collecting these domains, we'll already eliminate any obvious non-product businesses. For example, Shopify hosts some service sites, but we can skip those by ignoring sites whose titles suggest SaaS, consulting, digital services, etc. The focus is on actual online stores. We will cross-check that each site has a product catalog or shopping cart. (If using StoreLeads, we can filter by "Shopping" categories, excluding categories like "Business Services".)

This step will yield a *master list of candidate ecommerce brands* (likely tens of thousands of domains). Next, we'll narrow it down by the specified criteria.

Step 2: Filter by Category (High-ROAS Verticals)

From the master list, filter companies by **product category** to focus on the high-return-on-ad-spend (ROAS) verticals ReelForge cares about. We will enforce approximately a 70/30 split between Tier-1 and Tier-2 categories:

- **Tier 1 (~70% of leads):** Skincare/beauty, Fashion/Apparel & Jewelry, Pet products, Gadgets/Consumer Electronics, Wellness/Fitness & Supplements. These are the niches known for strong performance with short-form video ads (viral potential and broad appeal). In fact, data on TikTok Pixel usage shows *"Style & Fashion" as the most popular main category and Beauty as the top subcategory among websites using the TikTok Pixel* ¹³ – confirming that fashion and beauty brands heavily invest in these ad channels.
- **Tier 2 (~30% of leads):** Home goods/Decor, Stationery/Art/Custom Gifts, and similar. These are secondary but still profitable DTC areas where short video ads can work (think DIY crafts, unique gift items, etc.).

How to filter by category: Using the data sources from Step 1, we leverage categorization or keywords: - **StoreLeads filtering:** StoreLeads allows filtering by industry/category tags. We will select relevant categories for Tier1 and Tier2. For example, we can choose *Beauty > Skincare, Apparel & Accessories, Pets, Consumer Electronics, Health & Wellness*, etc., and separately *Home & Garden, Art & Gifts*. We can run separate queries for each category to gather enough leads in each bucket. (Nick Abraham highlighted this capability: e.g., filtering storeleads to find thousands of sites in a sub-niche like dental care ⁶.) We will similarly retrieve lists for each target niche. - **Keyword search in directories:** For sources like the CRO Media Shopify list (which lists store name and tagline), we can search for category keywords. For instance, find entries where the title or description contains "Skincare", "Beauty", "Makeup", "Jewelry", "Pet", "Dog", "Fitness", "Yoga", "Supplements", "Home decor", "Gifts", etc. Each match can be extracted (domain and name). This helps supplement our list, especially for Shopify stores. - **Exclude irrelevant categories:** We will exclude any stores that fall outside our focus (e.g., if a few technology platform stores or B2B wholesalers slipped in). Since we started with product e-commerce, this should be minimal. But we'll specifically drop any "coaching", "course", or "agency" keywords that indicate a non-DTC-service. The end result is that **every lead is clearly a brand selling physical consumer products** in our desired sectors.

By the end of this step, we'll have the list segmented by category. We should aim for roughly 35k leads from Tier 1 categories and 15k from Tier 2, to maintain the 70/30 ratio. This ensures the final spreadsheet is weighted towards niches most likely to benefit from ReelForge.

(Note: During this filtering, we'll also make sure the brands are indeed DTC and not third-party retailers or marketplaces. The presence of a standalone site suggests DTC, but if we see any that are just resellers or Amazon stores, we will remove them.)

Step 3: Filter by Revenue and Company Size

Next, narrow down the list to those brands with **estimated annual revenue under \$10M**, ideally in the \$100K–\$5M range. This is crucial to target companies that are big enough to advertise actively but small enough to need a solution like ReelForge (and not have giant in-house teams). We'll use a combination of data-driven filters and proxy indicators to estimate revenue/size:

- **Use revenue filters in databases:** Some tools let us filter by revenue directly. For instance, *SimplyTrends* (as mentioned in a Shopify tips article) has a filter for stores by **monthly revenue** ¹⁴. We could use such a tool to get, say, all Shopify stores in the US with at least \$8k/month (\approx \$100k/year) and at most \sim \$833k/month (\approx \$10M/year). In fact, the article gives an example link for “active Shopify stores in the US with \geq \$100K monthly revenue” ¹⁵. We would adjust that to also impose an upper bound if possible, or else manually exclude the obvious outliers later. This ensures we capture brands above a minimum threshold of success but below the \$10M mark.
- **BuiltWith “Sales Revenue” estimates:** BuiltWith often provides an estimated sales range for sites (likely monthly sales) based on traffic patterns. For example, on a Shopify list, we might see entries like \$611k+ or \$71k+ next to a site ³. We can use these as rough indicators – e.g. exclude sites showing \$1b+, \$50m+, etc. and focus on those in the \$10k–\$500k+ range (which likely correspond to our annual revenue sweet spot). BuiltWith also has an “Employees” and “Traffic” column for some sites ¹⁶; a medium traffic and small employee count usually correlate to a smaller business.
- **Employee count via LinkedIn/Apollo:** Another approach is filtering by employee count, since a company with <50 employees is often under \$10M revenue. Apollo.io or LinkedIn Sales Navigator can find companies by headcount and industry. For example, one could filter to *Industry: Retail or Consumer Goods, Employee count: 1–10 or 11–50*, and locations US/UK/etc., to find many small DTC brands. In a Reddit discussion, a user noted that in Apollo there were \sim 1.2 million contacts for founders/owners of 1–20 employee companies in US/Canada ¹⁷ – which shows the pool of small businesses is huge. We can use such filters to cross-check that our list companies are generally in the 1–50 staff range (which aligns with sub-\$10M revenue in most cases).
- **Cross-reference known funding or press:** If any brand on the list is known to have significant VC funding or appears in “top DTC brands” lists (like Warby Parker, Gymshark, etc.), they're likely above our revenue cap. We will remove those. (Our sources are mostly smaller names, but this is a sanity check.) Tools like Crunchbase can be used in bulk to see if any of these companies have >\$10M funding or very high estimated revenue, and those can be pruned out.

After applying revenue/size filters, we'll have a refined list of \sim 50k or somewhat more candidates that are in the right growth stage. **This step ensures we exclude both micro-hobby stores (<\$100k) and large enterprises (>\$10M).** We may initially gather, say, \sim 70k and then trim down further by the next criteria.

(If we find we have too many, we'll tighten the criteria; if too few, we can relax slightly (e.g. include a few with \$10-12M if they fit everything else) but 50k is our target.)

Step 4: Identify Active Advertising on TikTok/Meta/YouTube

Now, ensure each remaining lead is **actively advertising or publishing on short-form video platforms** (TikTok, Instagram Reels, YouTube Shorts, or running Meta ads). We'll use several signals to verify this:

- **Pixel Tracking on Website:** Check if the brand's website has any advertising pixels installed – specifically **TikTok Pixel, Facebook/Meta Pixel, or Google Ads/Analytics tags**. The presence of these trackers strongly indicates the brand is running ads or at least retargeting. For example, merchants that use TikTok's 1-click integration will have a TikTok Pixel on their Shopify site ¹⁸, and similarly many will have a Meta (Facebook) Pixel. We can programmatically scan the HTML of each site for keywords like `TikTok` (TikTok Pixel code), `Facebook Pixel ID` or `fbq()` (Facebook Pixel), `gtag()` (Google Ads/Analytics), etc. Those with none of these might not be doing any paid ads – we would likely drop such cases. (However, given our focus on growth-oriented brands, most will have at least one pixel.)
- It's worth noting that **77% of sites with TikTok Pixel also use Facebook Pixel** ¹⁹ ²⁰, showing that serious advertisers usually have both. So if we find TikTok Pixel, that's a great sign; if we find Facebook Pixel alone, they are at least doing Meta ads. We expect a high overlap here.
- **Social Media Presence Links:** We will check each brand's site for links to Instagram, TikTok, YouTube, or Facebook. Most DTC brands link their socials in the header or footer. For example, a skincare store might have icons linking to their IG, TikTok, and YouTube pages (as Satya Organic does on their site, linking to all major social platforms) ²¹. If a brand has an official TikTok account or regularly posts Reels/Shots, that indicates they invest in short-form content. We will flag any brand *without* any social links or with only static social presence as lower priority (or exclude if we need to narrow the list).
- **Manual spot-check via Ads Library or TikTok:** For higher accuracy, we can sample a subset of the list and verify activity:
- Use the **Facebook/Meta Ads Library**: search for the brand's Facebook Page and see if they have active ads on Facebook/Instagram. The Ads Library is a free tool where we can input the brand name and view their currently running ads (if any) ²² ²³. If a brand has dozens of active ads, it's clearly advertising heavily (good lead). If none, and no pixel, they might not be a fit. (We probably won't check all 50k individually this way, but we can check borderline cases or use an API/script to query the Ads Library in bulk if feasible.)
- **TikTok:** We can search TikTok's app or TikTok web for the brand. Many DTC brands have TikTok Shop or at least an account posting videos. TikTok's Creative Center or the TikTok Shop top-products list might highlight some brands in our categories. For instance, trending TikTok Shop products in 2025 include skincare, beauty, gadgets, pet supplies, etc. ²⁴ ²⁵. If any of our leads appear in TikTok Shop rankings or viral product lists, we'll definitely keep them (they're clearly active on TikTok).

- **Instagram/YouTube:** Similarly, check if the brand's Instagram has Reels or if their YouTube has Shorts or influencer UGC videos. Even a quick look at their Instagram profile (if public) for recent posts can indicate if they use Reels frequently.
- **Active Content Creators:** Another heuristic: brands using **user-generated content (UGC)** or frequent video posts. If the brand's site or socials feature influencer videos or TikTok-style content, they are likely primed for a tool like ReelForge.

In practice, most filtering here will rely on the pixel scan and social link presence (which are automatable). We will filter out any brand that shows *no* evidence of activity on these platforms. After this step, every lead should be one that *at least* has a Facebook or TikTok pixel and/or an active social profile on one of the short-form channels.

(Note: It's possible a few small brands haven't installed their pixel despite advertising on social (e.g. running basic boosted posts without proper tracking). If we come across a great-looking brand lacking a pixel, we might still include them if their social is evidently active – they could still benefit from ReelForge.)

Step 5: Identify Tech Stack & Pixel/Tool Usage

Now, for each lead, we will compile the **"Tool Stack" column** and further validate quality by looking at what marketing/ad tools they use. This also contributes to our lead scoring (a brand already using advanced tools or pixels is a strong prospect).

- **Tech Stack Detection:** Use BuiltWith or similar to identify technologies on each website. Specifically, look for:
- **Email/Marketing tools:** e.g. **Klaviyo** (an email/SMS platform popular with DTC brands). Over 480k websites use Klaviyo ²⁶, particularly Shopify stores ²⁷; if our brand uses Klaviyo, it shows they invest in marketing automation. Other common ones: Mailchimp, Attentive (SMS), etc. If found, we'll list them.
- **Analytics/Pixels:** We already check for **Meta Pixel, TikTok Pixel, Google Analytics, Google Ads (gtag)**. In the Tool Stack field, we can note which of these were detected (e.g. "FB Pixel, TikTok Pixel, GA"). The more pixels, generally the more advertising-savvy the brand is. (Recall that TikTok Pixel adoption is still relatively smaller – about 0.37% of all sites ²⁸ – so if present, it's a great signal.)
- **Advertising Creative tools:** Direct detection of tools like CapCut, Canva, Pencil, AdCreative.ai might be tricky since these are mostly off-site content creation tools (they don't necessarily leave a snippet on the website). However, if the brand's site has, say, **Pencil** or **AdCreative.ai** scripts (some might if they integrate via scripts, though not sure if those have on-site components), we will capture that. **Creatify** likely not detectable via site. **CapCut** is just a video editor, so no code on site; we might infer CapCut usage indirectly if their video filenames or styles match CapCut templates (this is a stretch, so we won't rely on it heavily).
- **Ecommerce apps:** Tools like **Klaviyo** (mentioned), **Yotpo reviews**, **Loox (UGC reviews)**, **Hotjar**, etc., while not ad tools per se, indicate a sophisticated stack. Also, if a brand uses **Triple Whale** (analytics platform for ecom), that means they care about ad attribution; Triple Whale's "Triple Pixel" script could be detected by looking for "TriplePixel" object or script on site (Triple Whale's docs show it's a snippet in the header) – if present, we'll note "Triple Whale" in the stack ²⁹.

- **Tracking/Attribution tools:** Presence of **UTM parameters** or mentions of **Google Tag Manager** could also be noted.
- **Active Pixels:** We will explicitly record in the Tool Stack whether **Meta Pixel** (often called “Facebook Pixel”) is active, and whether **TikTok Pixel** is active, since those are directly relevant to short-form ad activity. For example: *Tool Stack: Shopify, Klaviyo, Facebook Pixel, TikTok Pixel, Google Analytics*. This immediately tells us the brand is already advertising on FB and TikTok (so ReelForge could plug in to help with creatives).
- **Ecommerce Platform:** We will also indicate the platform (Shopify, WooCommerce, etc.) in its own column, but it also effectively is part of their tech stack. This we already know from how we gathered the data. (Shopify will dominate our list, given it powers ~30% of US ecom sites ³⁰ ³¹ and is especially common for < \$10M DTC brands.)

By documenting the stack, we add value to the sheet (salespeople can reference it) and double-check fit. A brand **showing multiple ad tech signals (pixels, Klaviyo, etc.) will be scored higher**, as it indicates they are proactive with digital marketing (and thus likely receptive to a better ad creation tool).

Step 6: Find Founder/CMO Contact Info (Email or LinkedIn)

With a vetted list of companies, the next critical step is to **append accurate contact information** for each – specifically the **Founder’s or CMO’s email address**, as requested. We will ensure *no generic info@ emails*; we want personal business emails or at least a direct LinkedIn profile if email truly cannot be found.

Approaches to get contacts:

- **Apollo.io Enrichment:** We will leverage Apollo’s database of 200M+ contacts. The plan is to take our list of company domains and use Apollo’s *bulk search by domain* feature. As Nick Abraham demonstrates, one can feed a list of domains into Apollo’s Company search and then retrieve all people with certain titles at those companies ³². We’ll look for roles like *Founder, CEO, Owner, Co-Founder, Chief Marketing Officer, Head of Growth*, etc. for each company. Apollo can then provide emails (usually work emails) for those individuals. We’ll target the top decision-maker (Founder/CEO) or the top marketing lead (CMO/Head of Marketing) if available. Using Apollo (or a similar B2B contact tool like Lusha, ZoomInfo, etc.) is efficient for large-scale lead building; as one Reddit user suggested, *“Scrape StoreLeads data and enrich through Apollo.”* ³³ – which is exactly our approach.
- **Hunter.io / VoilaNorbert:** For any domains where Apollo doesn’t return a result (perhaps very new or small brands), we can use email finder tools. These tools guess common email patterns (like `firstname@brand.com`) and check them. Often, startup founders use a first name or first.last email at their domain. We can try those patterns and verify via SMTP. Another source is the website itself – sometimes the “About” or press page lists a contact person’s email.
- **LinkedIn Sales Navigator:** If email lookup fails, LinkedIn can be used to identify the founder/owner. Many small brand founders are listed on LinkedIn. We can then include their LinkedIn profile URL. The instruction is to include LinkedIn profiles if emails are not available, so *no lead will be left without a contact*. We might add a column for “LinkedIn Profile” (or we can put the URL in the email column

as a last resort, but a separate column is cleaner). For example, we find that **Satya Organic's founder is Patrice Mousseau** ³⁴ ; if we couldn't find her email, we'd use her LinkedIn profile (Patrice Mousseau on LinkedIn) as the contact.

- **Validation of emails:** Once we obtain emails (from Apollo or other means), **verify each email** to ensure it's valid and not going to bounce. This can be done with an email verification service such as MillionVerifier, ZeroBounce, etc. Nick's process specifically mentions using *MillionVerifier to validate all emails*, removing any invalid ones ²⁹ . We will do the same, so that the final list has **only valid, deliverable email addresses**, minimizing bounces. If an email comes back invalid and we have a LinkedIn for that person, we'll rely on the LinkedIn instead or attempt another contact at the company.
- **No missing values:** For every company, we must have **either a verified personal email or a LinkedIn profile** for a key person. This means if one method fails, we try another until we fill that cell. In the rare event neither an email nor LinkedIn can be found (very stealthy founder), we might use a generic but that's highly discouraged – instead, we could choose a different contact (perhaps the Head of Marketing instead of founder). The goal is to avoid any blanks in the "Founder/CMO Email" column.

This contact enrichment step will likely produce a list of names and emails. We should double-check that titles are correct (e.g. ensure the person is indeed with that company and in a leadership role). Apollo data can sometimes include outdated contacts, so we'll pay attention to any bounce-backs from verification and replace those.

(Quality note: A community expert advised against relying solely on generic lead databases – "Buying generic leads from tools like Apollo isn't effective. You need to make your own custom lead list via a custom scraper." ³⁵ . Our approach aligns with that advice: we are building a custom list (Steps 1–5) and only using Apollo to enrich contacts for those specific companies, rather than pulling a premade list. This should yield much more targeted results.)

Step 7: Compile Final Spreadsheet & Scoring

At this stage, we have all pieces of data for each lead. Now we'll assemble the spreadsheet with the required columns and ensure it's **clean, deduplicated, and well-formatted**:

Proposed Columns (as per requirements):

- **Brand Name:** The name of the company/brand. (We have this from StoreLeads or the site title/metadata. We will use the proper brand name capitalization as found on their site.)
- **Website:** The homepage URL of the brand (ensure it's the primary domain, not a myshopify subdomain unless they truly only use that).
- **Founder/CMO Email:** The validated email of the founder or CMO (personal business email, not a catch-all). If email was unavailable, this will be the LinkedIn URL of the founder/CMO (and we might add a note "(LinkedIn)" so it's clear). Alternatively, we can have a separate **LinkedIn** column to avoid confusion.

- **Instagram Link** (or handle), **TikTok Link**, **YouTube Link**: Direct links to the brand's profiles on these platforms. Many brands have all three; if one is missing, we'll still include whatever is present (e.g. some may not have YouTube). We already got these from the website or quick search. For uniformity, we'll provide full URLs (e.g. <https://www.instagram.com/brandname>).
- **Product Category**: The niche/category of the main product line (e.g. *Skincare, Women's Fashion, Pet Toys, Fitness Supplements, Home Decor*, etc.). This can be one of the Tier categories or a short description. We will use a standardized set of categories (probably the Tier names or subcategory names from StoreLeads). This helps quickly segment the leads.
- **Country, City**: The country (and city if available) where the business is based. Often the site's "Contact" or "About" page or footer will list a business address or at least a headquarters. We can also use the domain's WHOIS info or LinkedIn company profile for location. We'll ensure to include at least country for each (focused on US, CA, UK, AU, NZ, DE, NL predominantly). City adds more personalization (and helps avoid multiple offices confusion if any).
- **Ad Spend Estimate (Tier)**: An estimate of their advertising spend level, labeled as *low, mid, or high*:
 - *Low* – roughly <\$5k/month on ads,
 - *Mid* – ~\$5k–\$20k/month,
 - *High* – \$20k+/month.

We will infer this from various clues: the number of ads we saw in Meta Library, the presence of expensive tools (e.g. Triple Whale implies they spend enough to care about advanced attribution), their traffic volume (higher traffic often correlates with higher spend), and our revenue estimates. For example, a brand doing \$2M/year (~\$166k/mo in sales) might be spending \$10-20k in ads (mid tier). If we saw a brand running 50 active Facebook ads, they're likely high tier. We'll make an educated classification for each. This column helps prioritize leads (e.g. ReelForge might first approach high spenders). We will not leave it blank – if unsure, we err on a mid or low classification based on size.

- **Ecomm Platform**: Shopify, WooCommerce, BigCommerce, Wix, etc. (Already known per lead). If it's Shopify Plus or standard, we can just say Shopify. This info is straightforward from our initial data.

- **Tool Stack**: A brief list of notable marketing/ad tech used by the brand. As gathered in Step 5, e.g. "Shopify, Klaviyo, Facebook Pixel, TikTok Pixel, Google Analytics". We'll include whatever we found – pixels, email platform, maybe reviews/UCG platform if relevant, and any specific tools like "Klaviyo, Yotpo, etc.". This gives a snapshot of their maturity. We keep this concise and comma-separated.

- **1-line Brand Description**: A single sentence describing what the brand sells or its value prop. We can extract this from the brand's homepage or meta description. Many sites have a tagline we can repurpose. For example, if the brand is "Maguire Shoes – Quality Women's Leather Shoes and Accessories" ³⁶, we might write "Designer-quality women's leather footwear and accessories." The idea is to have a quick context line for each lead. We'll ensure this is in plain text (no line breaks) and under ~150 characters. This is optional in the sense the user didn't explicitly request it, but it's often useful context. (The user did list "1-line Brand Description" as a required column.)

- **Link to a recent short-form ad/video (optional)**: If easily obtainable, we will include a URL to a recent TikTok, Reel, or YouTube Short by the brand. This can add a lot of value by showing their current creative. We may not be able to get 50k video links (that's huge), so we might fill this for a subset or leave it blank when not available. The user said "optional but valuable", so we'll include it where possible, e.g. maybe for the top leads. We could find this by grabbing the URL of their latest TikTok video (if we have access) or a recent Instagram Reel link. If not, linking their TikTok profile (already in social links) might suffice. We must ensure any video link works and is recent.

- **Lead Quality Score (1-5)**: Finally, assign a score of 1 (lowest) to 5 (highest) indicating how strong a prospect the brand is for ReelForge. We'll base this score on how well they meet the criteria and signals:

- **Score 5**: Ideal fit – in a Tier-1 category **and** clearly spending a lot on short-form ads (multiple channels active, high spend tier, multiple tools in stack). Likely have pain points that ReelForge solves (lots of video content needs).

- Score **4**: Good fit – meets all criteria, maybe medium spend or only one channel heavily used, or in Tier-2 category but otherwise very active.
- Score **3**: Moderate fit – meets core criteria but perhaps lower ad activity (e.g. only Facebook ads, not much TikTok yet) or on the lower end of revenue. Still a valid lead but might need more selling on the value.
- Score **2**: Marginal – they fit the profile but have some weaknesses (maybe very niche Tier-2, or very low current spend, or just started with video ads). We might include few of these if we needed to reach 50k, but ideally focus higher.
- Score **1**: Just meets minimum – we would likely exclude such low-quality leads, but if included, it would be a company barely meeting criteria (perhaps just started ecom, minimal marketing presence). Ideally our filtering prevents any score-1 from making the final cut.

We will have an internal formula for scoring based on things like: Category match (Tier1 = +1 point), Pixel usage (+1 each for TikTok/Meta pixel), Social presence (+1 if active on 2+ short-form platforms), Ad spend tier (High = +2, Mid = +1, Low = 0), Tool stack sophistication (+1 if using advanced tools like Klaviyo/TriplesWhale), etc. Summing those can guide the 1-5. Every lead on the final list should probably score at least 3, with many 4's and 5's – truly “high-probability” prospects for ReelForge.

- **Deduplication**: We will ensure no duplicates in the list. We'll use the website domain or brand name as a unique key. Any overlap from different sources will be merged. (For instance, if the same brand came from Shopify list and WooCommerce list due to platform change or a duplicate entry, we catch that.) We'll also make sure if a brand has multiple websites or sub-brands, they appear only once unless they are distinct brands.
- **Formatting**: The final CSV/Google Sheet will be clean: each of the above columns filled, consistent naming (no commas in fields that would break CSV structure, etc.), and probably sorted alphabetically or by score. We might sort by Score descending, so the best leads are at top. Or we could sort by category then score, to cluster similar ones. In any case, it will be easy to filter/sort as needed by the user.

Finally, **validate everything one more time**: do a quick scan for any blank cells or obvious errors. Every row should have all required info. If any piece is missing, we fill it (e.g. if a city wasn't found, maybe just use country; if no TikTok link, ensure Instagram link is there, etc.).

The outcome is a **50,000-row spreadsheet** ready to be imported or used by the ReelForge team, containing high-propensity DTC brand leads complete with context and contacts.

Step 8: Ongoing Updates and Verification (Post-build)

(Though not explicitly asked, it's worth noting): We should treat the list as a living document. Given the fast-paced nature of DTC, some companies may pivot or change contacts. We might periodically verify a random sample of leads by visiting their site or social to ensure they're still active and meeting criteria. Also, before outreach, one could double-check the contact's current role on LinkedIn (in case of turnover). But initially, our thorough filtering and validation should yield an accurate, up-to-date list as of mid-2025.

Sources & Tools Used: We gathered data using e-commerce databases like BuiltWith and StoreLeads ⁵ ¹ ³ ¹⁶, public directories of Shopify stores ⁷ ¹⁴ ⁶, and filters for revenue and category ¹⁴ ⁶. We identified advertising activity via pixel detection and industry research (noting that fashion/beauty dominate TikTok advertising) ¹³. Lead contact info was enriched through Apollo and verified for accuracy ³² ²⁹. We followed best practices from B2B outreach communities, emphasizing custom-tailored lead lists over generic data ³⁵. By combining these methods, we ensure the final lead list is both **comprehensive and laser-targeted** to ReelForge's ideal customer profile.

¹ ³ ¹⁶ Websites using Shopify

<https://trends.builtwith.com/websitelist/Shopify>

² ³⁰ ³¹ Verified Shopify Statistics for 2025: The Most Accurate Shopify Stats Online

<https://www.chargeflow.io/blog/shopify-statistics>

⁴ WooCommerce Usage Statistics - BuiltWith Trends

<https://trends.builtwith.com/shop/WooCommerce>

⁵ ⁶ ²⁹ ³² How to build a lead list of 15,000 ecom decision-makers in 10 minutes for... | Nick Abraham | 34 comments

https://www.linkedin.com/posts/nick-abraham_how-to-build-a-lead-list-of-15000-ecom-decision-makers-activity-7258092978815066113-lr--

⁷ ⁸ ⁹ ³⁶ All Shopify Stores List - 97,500+ Shopify Stores

<https://cro.media/all-shopify-stores/>

¹⁰ ¹⁴ ¹⁵ [2025] How To Find The 300K Shopify Stores List - MyShopKit

<https://myshopkit.app/shopify-stores-list/>

¹¹ ¹² Find Woocommerce Stores : r/webscraping

https://www.reddit.com/r/webscraping/comments/1ixt3f/find_woocommerce_stores/

¹³ ¹⁹ ²⁰ ²⁸ TikTok Pixel - Websites using TikTok Pixel / are built with it. Other data includes market share, most frequent verticals, AI recommendations and more, May 2025

<https://www.alpha-quantum.com/technologies/websites-using-TikTok%20Pixel>

¹⁷ ³³ ³⁵ E-commerce leads : r/coldemail

https://www.reddit.com/r/coldemail/comments/1fw0x06/ecommerce_leads/

¹⁸ With Shopify partnership, DTC brands are bullish on TikTok

<https://www.modernretail.co/retailers/with-a-new-shopify-partnership-dtc-brands-are-bullish-on-tiktok-once-again/>

²¹ Satya Organic USA | Simply Natural Skincare for Eczema & Dry Skin

https://satyaorganics.com?ref=cro.media&utm_source=cro.media&utm_medium=referral&utm_campaign=shopify-cro-agency

²² How to Use Facebook Ad Library | Marketing - Panoramata

<https://www.panoramata.co/benchmark-marketing/how-to-use-facebook-ad-library>

²³ Search the Meta Ad Library - Facebook

<https://www.facebook.com/ads/library>

²⁴ Best-Seller TikTok Shop Products In 2025 - Analyzify

<https://analyzify.com/hub/tiktok-shop-products>

25 TikTok Shop Product Categories That Sell Best - Eva.guru

<https://eva.guru/blog/tiktok-shop-product-categories-that-sell-best/>

26 Websites using Klaviyo - BuiltWith Trends

<https://trends.builtwith.com/websitelist/Klaviyo>

27 How to find out which Shopify stores use Klaviyo - Quora

<https://www.quora.com/How-can-I-find-out-which-Shopify-stores-use-Klaviyo>

34 Patrice Mousseau Went from Journalist to Organic-Skincare Leader

<https://canadianbusiness.com/people/patrice-mousseau-skincare-satya-organics/>