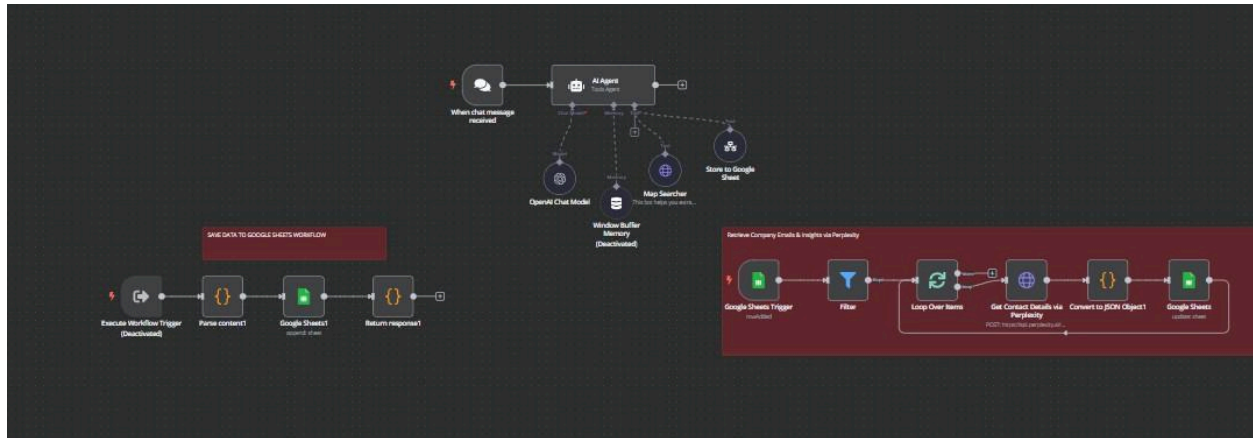


# Lead Gen Agent Perplexity Sonar API & Google Maps



This AI Agent streamlines lead generation by intelligently sourcing contact details from Google Maps, then enriching that data with company insights via Perplexity's Sonar API.

## What This AI Agent Does:

- 1. Receives User Queries:**
  - Starts automatically when a chat message is received.
- 2. Searches Google Maps:**
  - Retrieves targeted local business information (name, address, website, rating, hours, phone, etc.) using the Google Maps API (via Serper).
- 3. Saves Leads into Google Sheets:**
  - Organizes and stores extracted business data directly into a Google Sheet for easy tracking and management.
- 4. Enriches Leads Using Perplexity Sonar API:**
  - Automatically fetches deeper insights like email addresses and company backgrounds.
  - Updates your Google Sheets database with this additional information.

## 5. Cleans & Structures Data:

- Utilizes AI to ensure consistent formatting, clearly structured for sales outreach and further marketing efforts.

## ⚙️ **Key Tools Used:**

- **Perplexity Sonar API:** Retrieves detailed company insights.
- **Google Maps API (via Serper):** Gathers local business information.
- **OpenAI (GPT-4):** Summarizes, structures, and refines data.
- **Google Sheets:** Central storage for structured leads.