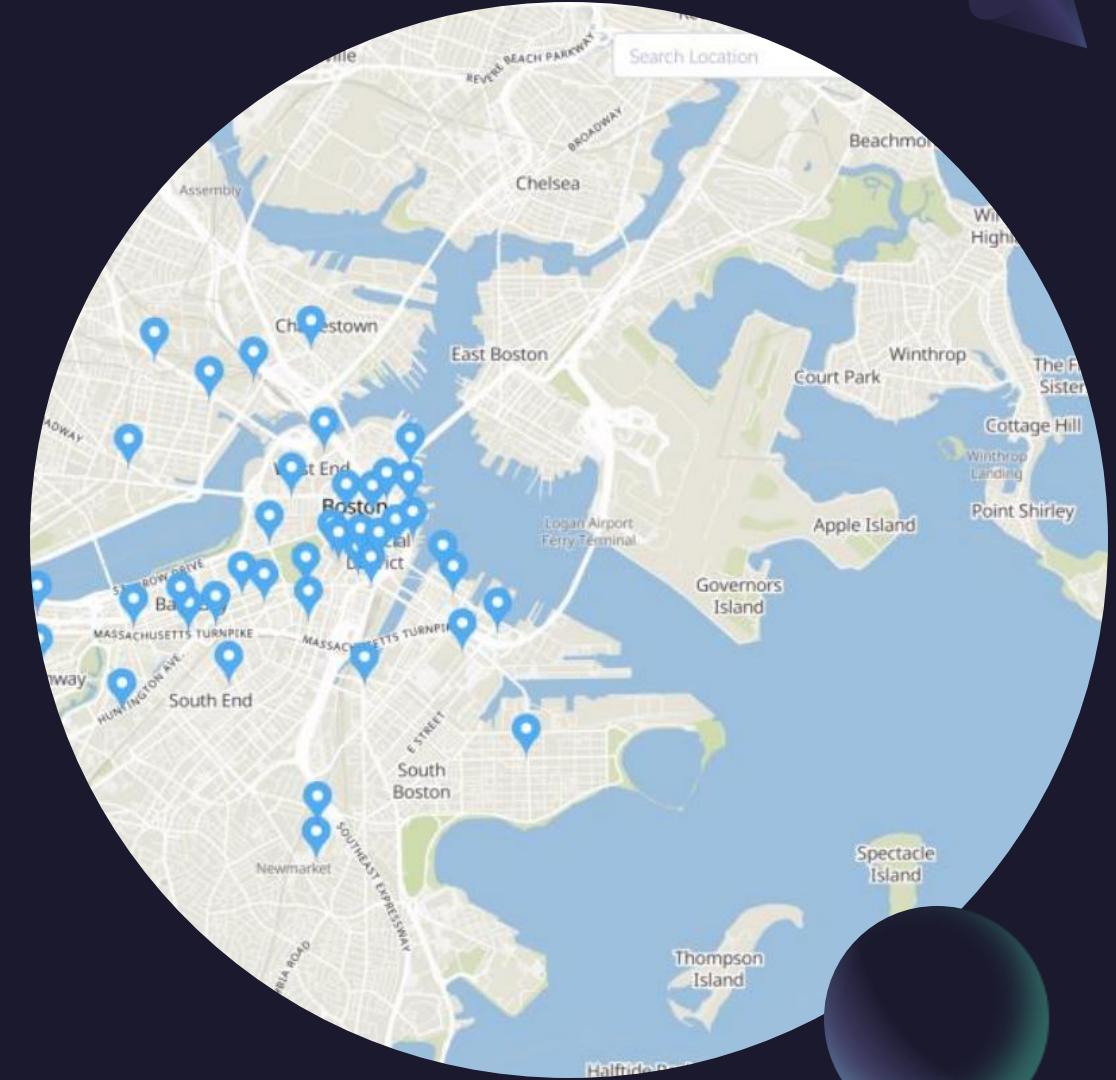


# Lead Finder Application

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**Objective:** Develop a centralized platform to enhance lead generation processes for IMEX Cargo using Zoho Creator.

### **Key Features:**

Customizable search criteria  
Real-time updates  
Comprehensive data visualization  
Seamless integration with Zoho CRM



## Mapping the Solution to Sponsor Needs

### **Efficient Lead Generation**

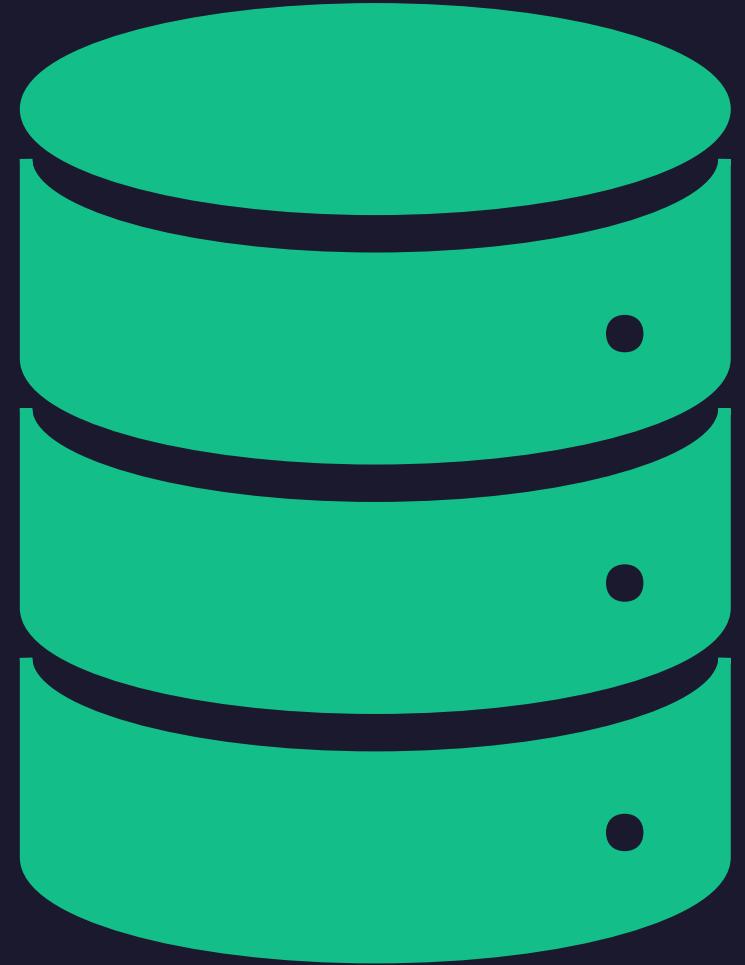
Customizable search engine with detailed criteria  
Real-time updates for actionable data

### **Data Management and Visualization**

Centralized platform for data management  
Advanced visualization tools for better decision-making

### **Integration and Usability**

Seamless integration with existing Zoho CRM  
User-friendly interface for easy access and use



## Solution Highlights:

### Zoho Creator Platform

Low-code environment for rapid deployment

Built-in services for CRM and map integrations

### Real-Time Data Updates

Ensures current and actionable leads

### Customizable Reports

Export options in CSV and Excel formats for further analysis



# Artifacts



# Lead Search

**Lead Finder**

- Dashboard
- Search Lead**
- Add Lead
- Sales Leads
- Lead Map

Sakshi Bankar

## Search Lead

Section

Term \*

Location \*

Section

Radius  Meters up to 40,000

New Search \*  Yes  No

**Submit** **Reset**

# Add New Lead

Lead Finder

- Dashboard
- Search Lead
- Add Lead**
- Sales Leads
- Lead Map

Sakshi Bankar

## Add Lead

---

### Lead Information

Company	<input type="text"/>	Status	<input type="text"/>
Website	<input type="text"/>	Review Count	<input type="text"/>
Industry	-Select-	Rating	<input type="text"/>
Phone	+1 201-555-0123	Price	<input type="text"/>
Latitude	<input type="text"/>	Longitude	<input type="text"/>

---

### Address Information

Address	<input type="text"/>
Street	<input type="text"/>
Address Line 2	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Postal Code	-Select-
Country	<input type="text"/>

---

**Submit** **Reset**

# Sales Leads

Lead Finder

- Dashboard
- Search Lead
- Add Lead
- Sales Leads**
- Lead Map

Sales Leads

Company	Address	Industry	Phone	Review C...	Rating	Price
Starbucks	874 Commonwealth Ave, Boston, MA, 02215, US	Coffee & Tea	+16177343691	25	3.3	\$
Starbucks	749 E Broadway, South Boston, MA, 02127, US	Coffee & Tea	+18573375110	20	2.4	\$\$
Starbucks	14 McGrath Hwy, Somerville, MA, 02143, US	Coffee & Tea	+16176254070	4	2.3	
Starbucks	775 Commonwealth Ave, Campus Dining Services, Boston, MA, 02215, US	Coffee & Tea	+16173532991	9	3.2	\$
Starbucks	1 Thompson St, Charlestown, MA, 02129, US	Coffee & Tea	+18572894125	27	3.2	\$
Starbucks	300 Longwood Ave, Boston, MA, 02115, US	Coffee & Tea	+16173555539	5	4.4	\$\$
Starbucks	364 Brookline Ave, Boston, MA, 02215, US	Coffee & Tea	+16172772350	28	3.2	
Starbucks	283 Longwood Ave, Boston, MA, 02115, US	Coffee & Tea	+16172775202	61	2.4	\$\$
Starbucks	450 Water St, Cambridge, MA, 02141, US	Coffee & Tea		3	3.7	
STARBUCKS COFFEE	700 Commonwealth Ave, Boston, MA, 02215, US	Coffee & Tea	+16173585450	20	1.8	\$
Starbucks	606 Congress St, Boston, MA, 02210, US	Coffee & Tea	+16173384111	16	2.8	\$
Starbucks	36 District Ave, Dorchester, MA, 02125, US	Coffee & Tea	+16174362408	34	2.2	
Starbucks	11 First St, Cambridge, MA, 02141, US	Coffee & Tea	+16179419022	6	3.5	
Starbucks	142-148 Brookline Ave, Trilogy, Boston, MA, 02215, US	Coffee & Tea	+16178676545	51	3.5	\$\$

Showing 50 of 50

Sakshi Bankar

# Leads Map

Lead Finder

- Dashboard
- Search Lead
- Add Lead
- Sales Leads
- Lead Map

Sakshi Bankar

Lead Map

The map displays the following locations: Lexington, West Medford, Medford, Edgeworth, Malden, Glendale, Everett, Revere, Chelsea, Somerville, Cambridge, Allston, Fenway, South Boston, Roxbury, Brookline, Chestnut Hill, Newtonville, Newton, Newton Lower Falls, Waban, Newton Highlands, Grantville, Jamaica Plain, Dorchester, West Roxbury, and various islands like Little Brewster Island, Fort Warren, and Bumpkin Island. The map also shows the Southeast Expressway and the Atlantic Ocean.

Search Location

© OpenStreetMap | Zoho Maps Attributions

Search X

Company

Contains ▼

- Is
- Is Not
- Is Empty
- Is Not Empty
- Starts With
- Ends With

Price

Search

Search X

Company

Contains ▼

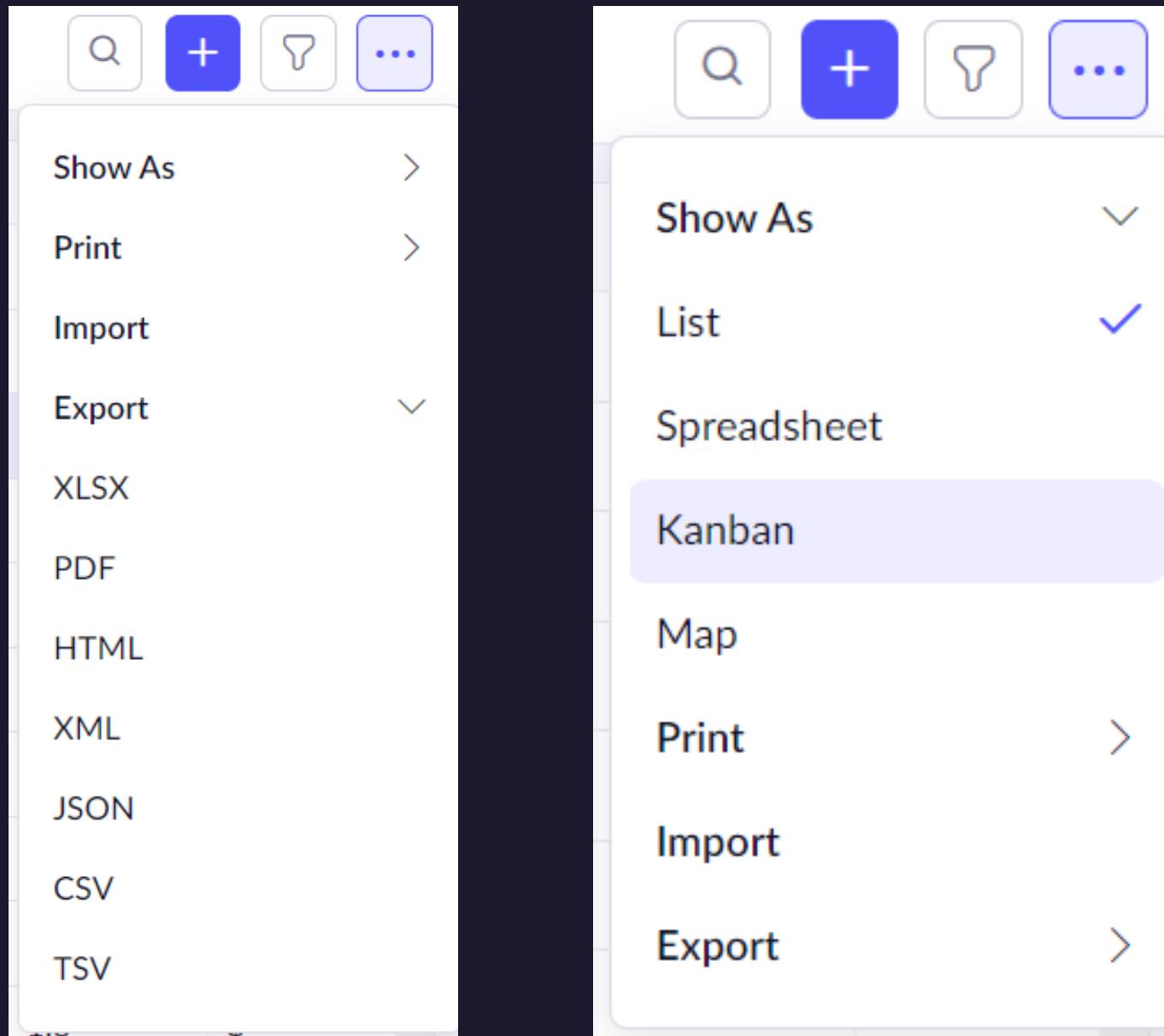
- Address
- Industry
- Phone
- Review Count
- Rating
- Price

Search



# Search filter with different categories and keywords conditions covering all complex search filters





**Multiple Viewing options, Print, Import and Export in different file formats**

# Recommendations



Create detailed user manuals and video tutorials for all application features.



Organize training sessions and webinars to ensure users are fully equipped to utilize the application.



Develop a plan to ensure the application can accommodate growing data and user demands.



Explore and integrate APIs from LinkedIn, Google Places or industry-specific databases.



Integrate advanced analytics tools for deeper insights into lead behavior.