

Work Trial: Lead Enrichment Layer

Type: Paid one-week trial - final stage of hiring process

Deadline: 26th Feb

Tools: Clay + pipe0 (complementary - see Technical Context)

Objective

Design and implement a lead enrichment layer that takes raw leads from a campaign and outputs enriched, structured data ready for outreach or CRM ingestion. The goal is to demonstrate how you think about data quality, pipeline design, and tradeoffs and ship production code.

Deliverables

1. GitHub Repo + Pull Request

- Full enrichment pipeline implementation
- Must run against **real leads** for a given campaign (not mock/synthetic data)
- PR description should explain your approach, architecture decisions, and any known limitations
- Code should be readable and structured - comments where non-obvious decisions were made

2. 5-Minute Loom Demo

Cover all of the following:

- **Process** - how you approached the problem, what you built first
- **Tradeoffs** - e.g. coverage vs. accuracy, speed vs. cost, tool A vs. tool B
- **Key decisions** - why you structured the pipeline the way you did

- **Edge cases** - what breaks, under what conditions
- **Failure modes** - how the system degrades, what you'd handle differently with more time

Evaluation Criteria

You will be assessed on:

Criteria	What they're looking for
Architecture	Is the pipeline logical, modular, and scalable in principle?
Judgement	Did you make sensible tradeoffs given the time constraint?
Self-awareness	Do you clearly articulate what's missing or fragile?
Output quality	Does the enriched data actually look useful for a campaign?

Technical Context

The enrichment layer needs to serve an **AI SDR agent** - meaning it must be fully programmatic and callable at runtime, not a manual workflow.

Existing Stack

- **Apollo** - already in use for primary lead data (contact info, company data, basic firmographics). Do not replicate what Apollo already covers.

What pipe0 Adds

- **pipe0** - API-first enrichment platform. Use it to fill gaps Apollo doesn't cover, e.g. deeper intent signals, tech stack data, LinkedIn activity, funding events, or news triggers. Callable via API so the SDR agent can enrich a lead on demand before generating outreach.

Architecture Pattern

```
Lead enters pipeline
|
Apollo (existing) - contact + firmographic data
```

```
|  
pipe0 - supplementary enrichment (signals Apollo misses)  
|  
Enriched lead object - ready for SDR agent to act on
```

Clay may be used for prototyping and testing the enrichment logic visually, but the final implementation must be API-driven via pipe0 so it integrates with the SDR agent.

Key Design Considerations

- **Avoid duplication** - map what Apollo already returns before adding pipe0 enrichments
- **Latency** - SDR agents are often real-time or near-real-time; enrichment calls need to be fast or run async
- **Fallback handling** - what happens when pipe0 returns no data for a signal?
- **Cost per lead** - each enrichment call has a cost; be deliberate about which signals are worth it

Suggested Enrichment Signals (pipe0 layer)

- Tech stack (tools/platforms the company uses)
- Recent funding events or headcount growth
- Job postings (signals hiring intent and budget)
- LinkedIn activity / recent posts (for personalisation hooks)
- News and trigger events (new leadership, product launches, etc.)

Access & Onboarding

Before starting:

- Platform onboarding session
 - Backend API credentials and documentation
 - Campaign lead data via Aturiya API
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