

Lead Generation Challenge — Design Summary

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Approach Chosen:  Option A — *Quality First*

Also Implemented: Select tools from Option B — *Quantity Expansion*

Tools Built

Tool Name	Description
Hunter-Lite	Predicts professional emails from names + domains, validates via MX + SMTP
Lead Scorer	Assigns smart scores to leads using title relevance, domain context, and email validity
Domain Finder	Crawls DuckDuckGo to extract real domains from company names
Lead Formatter	Normalizes name, email, and job title formats from raw lead CSVs

Design Rationale

I focused on **enhancing signal quality early** in the lead funnel — domain resolution and email prediction — as this drives the **success of downstream steps** (scoring, contact, conversion). These tools reduce manual guesswork and prioritize verified, high-intent leads.

For scale, I added lightweight batch processing and CLI usability, enabling sales or data teams to adopt the scripts immediately.

Real-World Use Case Alignment

Problem	Solution Provided
Repetitive guessing of emails	Hunter-Lite + Verification
Inconsistent raw lead files	Lead Formatter
Weak prioritization in outreach lists	Scoring based on titles, domains, emails
No clear domain for new companies	DuckDuckGo-powered Domain Finder