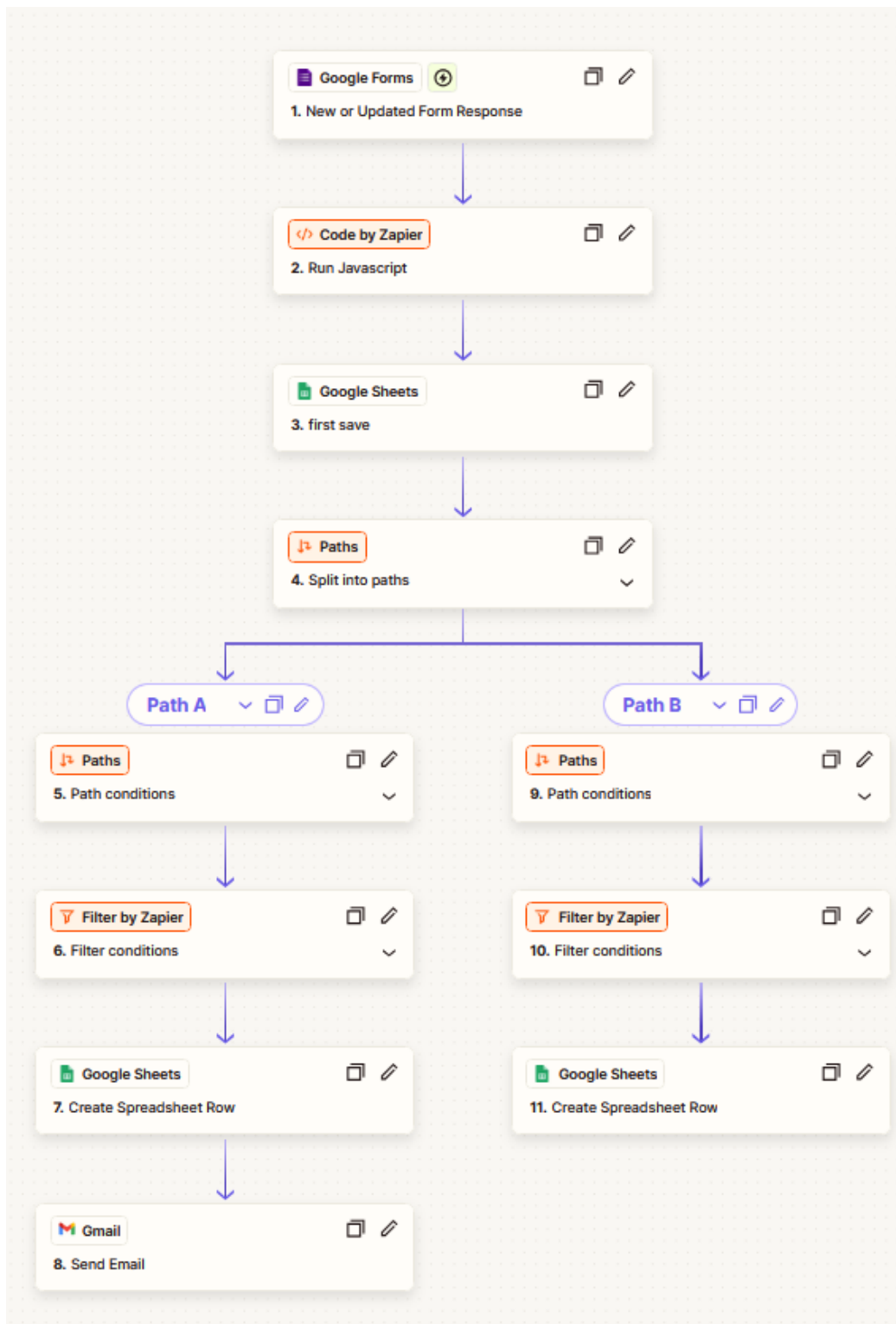


# TechNova: Lead Management Workflow Challenge

## Task 1: Basic Lead Capture and Scoring

### Workflow-ZAPIER



## Explanation:

### 1. Google Forms: New or Updated Form Response

- Captures new or updated form responses submitted by users via Google Forms.

### 2. Code by Zapier: Run JavaScript

- Running the JavaScript code to calculate the lead score.

### 3. Google Sheets: First Save (unfiltered leads)

- Saves the raw o data into a Google Sheet for initial storage and backup.

#### Path A:

- **Filter by Zapier: Filter Conditions**
  - Checks the lead score is greater than 70
- **Google Sheets: Create Spreadsheet Row**
  - Saves filtered data into another Google Sheet
- **Gmail: Send Email**
  - Send the welcome mail to the responder whose lead score is greater than 70.

#### Path B:

- **Filter by Zapier: Filter Conditions**
  - Checks the lead score lesser than 70.
- **Google Sheets: Create Spreadsheet Row**
  - Saves the data in to the nurturing campaigns google sheet.