

HADES

Lead Generation Platform

ZoomInfo-powered pipeline for vending services sales

Prepared for: Damione

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Confidential

What Is HADES?

HADES is a web-based tool that finds potential customers for our vending services business. It connects to ZoomInfo (a massive business contact database) to search for the right people at the right companies - then scores, organizes, and exports those leads so our sales team can start calling.

Think of it as a smart funnel: millions of businesses go in, and only the contacts most likely to buy vending services come out.

The Home Screen

The screenshot shows the HADES dashboard interface. On the left is a sidebar with navigation links: app, Intent Workflow, Geography Workflow, Operators, CSV Export, Usage Dashboard, Executive Summary, Pipeline Test, Score Calibration, API Discovery, Automation, and Pipeline Health. The main area has a title "HADES" and a subtitle "ZoomInfo lead pipeline with ICP filtering and scoring". It features three cards: "Intent Search" (Companies showing buying signals), "Geography Search" (Contacts in a service territory), and "Export Leads" (Download VanillaSoft CSV). Below these are sections for "Connected" (Database, Intent, Geography, Leads staged), "METRICS" (Weekly Credits: 40, Leads Found: 102, Operators: 3,041), and "RECENT RUNS" (a table with four rows showing timestamp, workflow, leads, exported, and status).

TIME	WORKFLOW	LEADS	EXPORTED	STATUS
2026-02-18 17:35	Intent	4	0	Not exported
2026-02-17 21:18	Intent	4	0	Not exported
2026-02-17 21:15	Intent	4	0	Not exported
2026-02-17 20:53	Geography	30	0	Not exported

HADES Dashboard - status, metrics, and recent activity at a glance

This is the dashboard you see when you open HADES. At a glance you can see:

- Quick-action cards - Jump straight to Intent Search, Geography Search, or Export
- System status - Database connection, last run times, and whether leads are staged for export
- Key metrics - Weekly API credits used, total leads found, and number of operators in the system
- Recent runs - A log of every search run with timestamps, lead counts, and export status

Two Ways to Find Leads

HADES has two distinct search workflows, each designed for a different sales strategy.

1. Intent Search - "Who's actively looking for vending?"

The screenshot shows the HADES platform interface for the Intent Workflow. On the left, a sidebar lists various workflow options: app, Intent Workflow (selected), Geography Workflow, Operators, CSV Export, Usage Dashboard, Executive Summary, Pipeline Test, Score Calibration, API Discovery, Automation, and Pipeline Health. The main area is titled "Intent" and describes finding contacts at companies showing intent signals. It shows a recent run from 16 hours ago that found 4 leads. There are tabs for Autopilot (selected) and Manual Review, and a "Test Mode" toggle switch. Below these are three numbered steps: 1. Search, 2. Find Contacts, 3. Results. Step 1 is labeled "STEP 1: SEARCH INTENT COMPANIES". Under "TOPICS", there is a search bar containing "Vending Machines" with an "x" icon and a dropdown menu. Under "SIGNAL STRENGTH", there is another search bar containing "High" with an "x" icon and a dropdown menu. A "Filters" button is also present. At the bottom, a section titled "TARGET COMPANIES" shows a count of 25 with a minus and plus button, and a blue "Search Companies" button. A note below specifies: "Topics: Vending Machines · Signal: High (score >= 90) · Employees: 50-5,000 · Industries: 25 SIC codes".

Intent Workflow - find companies researching vending topics

This workflow finds companies that are currently researching vending machines or breakroom solutions online. ZoomInfo tracks this "buying intent" - when a company's employees visit vending-related websites, read industry articles, or search for related terms.

How it works:

- Pick topics (e.g., "Vending Machines") and signal strength (High/Medium)
- Set a target number of companies (default: 25)
- Hit Search Companies - HADES queries ZoomInfo's Intent API
- The system automatically finds the best contact at each company (managers, facility directors)

Why it matters: These are warm leads - companies already thinking about vending. The weekly credit budget (500 credits) keeps costs controlled, and the system runs automatically every weekday morning at 7 AM.

2. Geography Search - "Who's in this operator's territory?"

The screenshot shows the HADES platform interface for the Geography Workflow. On the left, a sidebar lists various workflow options: app, Intent Workflow, Geography Workflow (which is selected and highlighted in blue), Operators, CSV Export, Usage Dashboard, Executive Summary, Pipeline Test, Score Calibration, API Discovery, Automation, and Pipeline Health. The main area is titled 'Geography' and has a sub-instruction 'Find contacts within an operator's service territory'. It displays a message 'Last run: 13h ago · 30 leads · Geography'. Below this are three numbered steps: 1 Select Operator, 2 Configure & Search, and 3 Results. Step 1 has two buttons: Autopilot (selected) and Manual Review. A callout box over the Autopilot button explains: 'Autopilot: Search → Auto-select best per company → Enrich → Export (uses credits)'. Step 2 has a 'Test Mode' toggle switch. Step 3 is currently empty. At the bottom, there's a dropdown menu labeled 'Choose an operator...' with a note 'Select the vending company operator for this territory search · 3,041 available'. The top right corner shows '30 credits', 'This week', and a 'Deploy' button.

Geography Workflow - search by operator territory and ZIP radius

This workflow finds contacts near a specific operator's service area using ZIP code radius searches. Unlike Intent, Geography searches have no credit cap - search as much as you need.

How it works:

- Select an operator from the database (3,041 available)
- Enter a center ZIP code and radius (or paste a manual list of ZIP codes)
- HADES calculates all ZIP codes within that radius and queries ZoomInfo
- Contacts are filtered by industry, company size, and job title
- If the initial search doesn't hit the target count, the system automatically expands - adding management levels, broadening employee ranges, or increasing radius

Operators - Your Sales Territory Database

The screenshot shows the HADES Operators dashboard. On the left is a sidebar with various menu items: app, Intent Workflow, Geography Workflow, Operators (which is selected and highlighted in blue), CSV Export, Usage Dashboard, Executive Summary, Pipeline Test, Score Calibration, API Discovery, Automation, and Pipeline Health. The main area has a title "Operators" and a subtitle "Manage operators for lead assignment". It displays a count of "3041" operators and a note "3,041 operators". There is a "Sync from Zoho CRM" button with a dropdown arrow. Below is a search bar with placeholder text "Search by name, business, phone, email, ZIP, or website...". A "Add operator" button is present. The list of operators includes:

Operator Name	Contact Information	Actions
Aaron & Carolee Peterson	(612) 720-0593 · info@hereandnowvending.com · 55445	Edit Delete
Aaron Muoho	(540) 209-7910 · big5vending@outlook.com · 03063	Edit Delete
Aaron Solomon	(727) 3855416 · aadsolome@hotmail.com · 33625	Edit Delete
Aaron von Flatern	(512) 431-7769 · aaron@fylawfirm.com · 78756	Edit Delete

At the bottom, a footer message reads "Operator management - 3,041 vending companies with contact details".

Operators are vending company owners - your potential customers or existing partners. HADES stores over 3,000 operators with their name, business name, phone, email, ZIP code (used as the center point for Geography searches), and team assignment.

You can search, add, edit, or delete operators. The database syncs from Zoho CRM.

Export - Getting Leads to the Sales Team

The screenshot shows the 'Export' page of the HADES platform. On the left, a sidebar menu includes 'app', 'Intent Workflow', 'Geography Workflow', 'Operators', 'CSV Export' (which is highlighted), 'Usage Dashboard', 'Executive Summary', 'Pipeline Test', 'Score Calibration', 'API Discovery', 'Automation', and 'Pipeline Health'. The main content area is titled 'Export' and has a sub-header 'Push leads to VanillaSoft or download CSV'. It displays a table of previous export runs:

TIME	WORKFLOW	LEADS	STATUS
2026-02-17 21:20	Intent	3	Staged
2026-02-17 20:53	Geography	30	Staged
2026-02-16 20:42	Geography	35	Staged

Below the table are three buttons: 'Intent - 3 leads', 'Geography - 30 leads', and 'Geography - 35 leads'. At the bottom are two search buttons: 'Run Intent Search' and 'Run Geography Search'. In the top right corner of the main content area, there are 'Deploy' and three-dot menu icons.

Export page - staged batches ready for VanillaSoft or CSV download

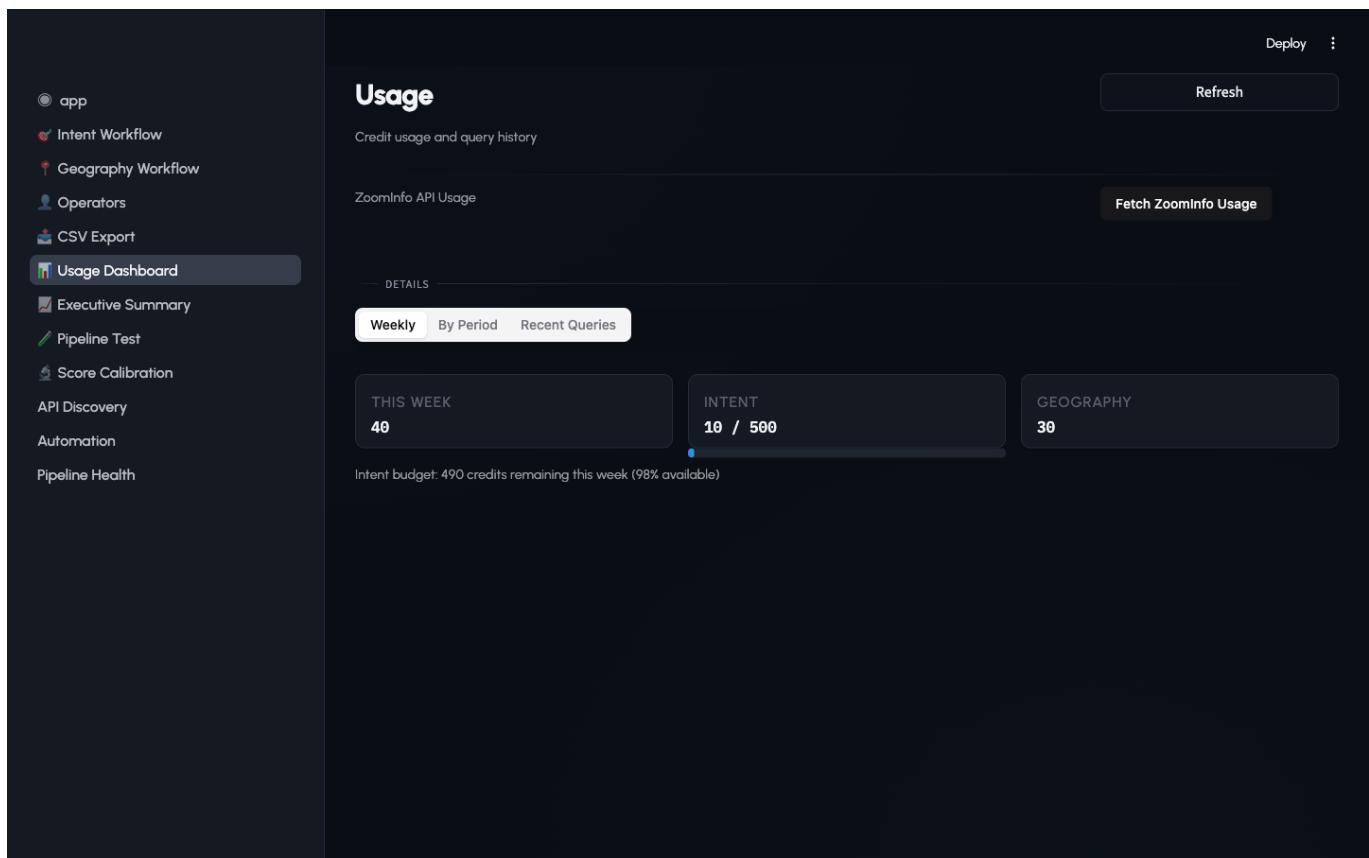
Once leads are found and scored, they need to get into VanillaSoft (our call center software). The Export page shows all staged batches with lead counts and workflow type.

Two export options:

- Push to VanillaSoft - Sends leads directly into VanillaSoft's queue via their API. One click, leads appear in the dialer.
- Download CSV - Generates a formatted CSV file with all 31 VanillaSoft fields for manual import.

Each export can be tagged with an operator to track which territory the leads belong to.

Usage Dashboard - Budget at a Glance



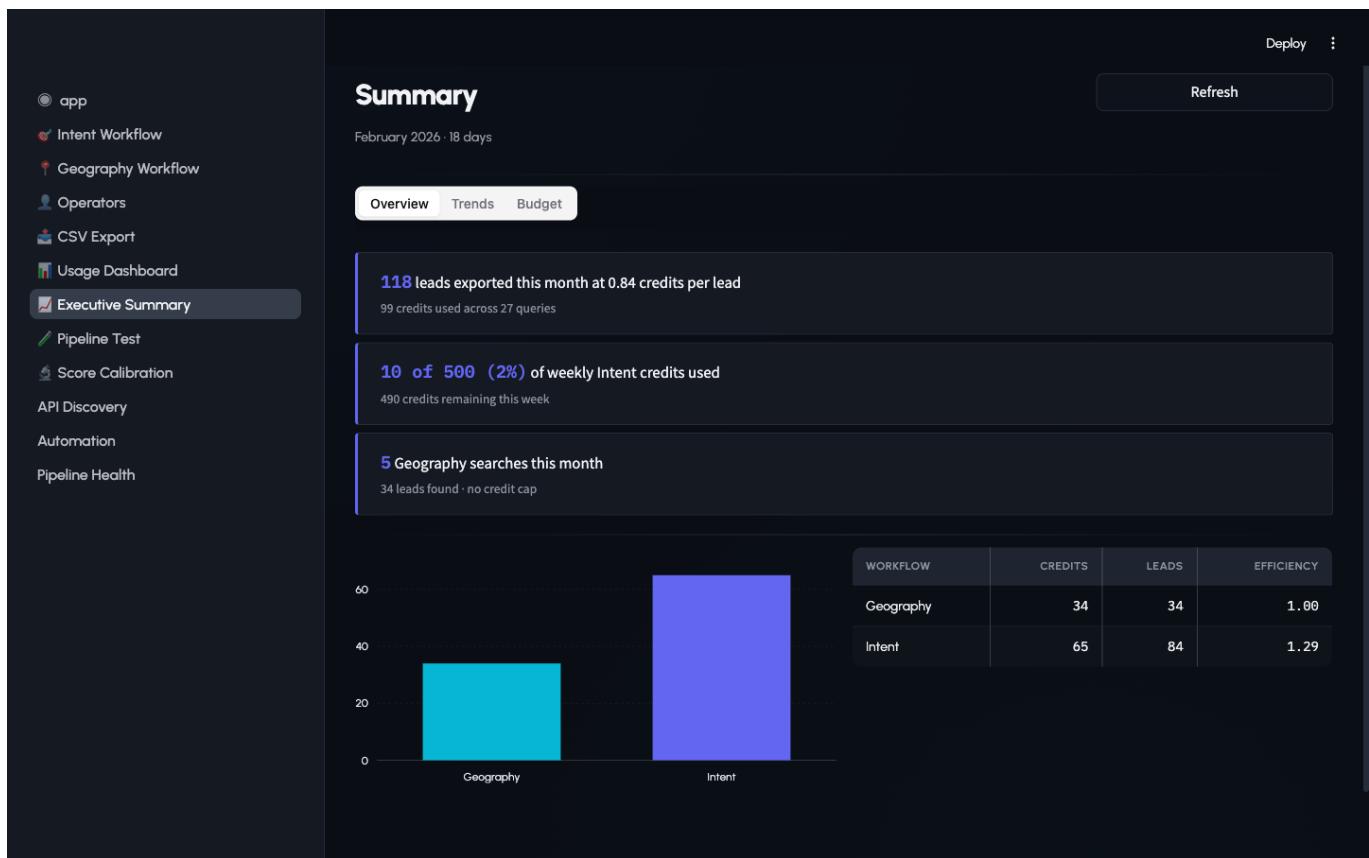
Usage tracking - weekly credit consumption with budget controls

ZoomInfo charges per API credit, so we track every penny. The Usage Dashboard shows:

- This week's total credits used across both workflows
- Intent budget - credits used out of the 500 weekly cap, with a visual progress bar
- Geography credits - tracked separately (unlimited)
- Tabs for Weekly breakdown, By Period analysis, and Recent Query history

The weekly cap and alert thresholds (50%, 80%, 95%) prevent accidental overspending.

Executive Summary - The Big Picture



Executive Summary - month-to-date performance metrics and charts

This is the page you'd show in a meeting. It answers "how is lead generation going this month?"

- 118 leads exported this month at 0.84 credits per lead - that's efficiency
- Credit usage - 10 of 500 weekly intent credits used
- Geography activity - 5 searches, 34 leads found (no credit cap)
- Workflow comparison chart - Bar graph showing Geography vs. Intent volume
- Efficiency table - Credits per lead by workflow type

Automation - Hands-Free Lead Generation

The screenshot shows the HADES Lead Generation Platform's Automation dashboard. On the left, a sidebar lists various features: app, Intent Workflow, Geography Workflow, Operators, CSV Export, Usage Dashboard, Executive Summary, Pipeline Test, Score Calibration, API Discovery, Automation (which is selected), and Pipeline Health. The main content area has a dark background with white text and features several cards:

- Automation**: Daily intent polling · Mon–Fri 7:00 AM ET.
- NEXT RUN**: Success, Thu Feb 19 17h 48m.
- LAST RUN**: Success, 2026-02-18 12:34.
- WEEKLY CREDITS**: 10 / 500 (2%).
- RUN NOW**: A button to trigger an immediate run.
- RUN HISTORY**: Shows three runs:
 - Scheduled (Success) 2026-02-18 12:34:23: 2 leads · 2 credits
 - Manual (Success) 2026-02-17 16:27:51: 3 leads · 3 credits
 - Manual (Failed) 2026-02-17 16:26:58: unhashable type: 'list' 0 leads · 0 credits
- Run details (3 shown)**: A dropdown menu showing the details of the three runs listed above.
- CONFIGURATION**: Read-only — edit config/icp.yaml to change.
- TOPICS**: Vending Machines, Breakroom.
- TARGET COMPANIES**: 25.
- SIGNAL STRENGTHS**: High, Medium.

At the bottom of the dashboard, the text "Automation dashboard - scheduled runs, history, and configuration" is displayed.

The Intent pipeline runs automatically on a schedule - Monday through Friday at 7:00 AM Eastern. No one needs to log in and click buttons.

This page shows:

- Next scheduled run with countdown timer
- Last run results - status, timestamp, leads found
- Run History - Success/Failed badges with credit consumption
- Run Now button - Trigger an immediate run if you don't want to wait
- Configuration - Read-only view of the current search settings

Pipeline Health - Is Everything Working?

The screenshot shows the Pipeline Health dashboard. On the left, a sidebar lists various system components: app, Intent Workflow, Geography Workflow, Operators, CSV Export, Usage Dashboard, Executive Summary, Pipeline Test, Score Calibration, API Discovery, Automation, and Pipeline Health (which is selected). The main area is titled "Pipeline Health" and describes it as "System status and diagnostics". It contains four cards with green indicators: "Last Query" (Intent - 4 leads returned Just now, Healthy), "Cache" (1 active / 1 total entries Latest: 12h ago, Healthy), "Database" (Turso connection active, Healthy), and "ZoomInfo API" (Authenticated with valid token, Healthy). Below these is a section titled "Recent Pipeline Runs" with a table:

TIME	WORKFLOW	TRIGGER	STATUS	DETAIL
2026-02-18 12:33	Intent	Scheduled	Success	2 leads exported
2026-02-17 16:27	Intent	Manual	Success	3 leads exported
2026-02-17 16:26	Intent	Manual	Failed	unhashable type: 'list'

A note at the bottom states "1 failed run(s) in recent history".

Pipeline Health - system diagnostics with green/yellow/red indicators

This is the system diagnostics page. Four health indicators show green/yellow/red status for:

- Last Query - When was the last successful search?
- Cache - Are cached results fresh?
- Database - Is the Turso cloud database connected?
- ZoomInfo API - Is authentication valid?

Below that, a Recent Pipeline Runs table shows every automated and manual run with timestamps, triggers, status badges, and details. If something breaks, this is where you look first.

Summary

Capability	What It Does
Intent Search	Finds companies actively researching vending - warm leads
Geography Search	Finds contacts near an operator's territory - territory coverage
Scoring Engine	Ranks leads by signal strength, proximity, and data freshness
Operators	3,000+ vending company database with CRM sync
Export	Push directly to VanillaSoft or download CSV
Automation	Daily scheduled searches with budget controls
Usage Tracking	Credit monitoring with weekly caps and alerts
Health Monitoring	Real-time status for database, API, and cache

HADES turns a manual, time-consuming lead research process into an automated pipeline. The sales team gets scored, territory-assigned leads in VanillaSoft every morning without anyone touching the app.

Security

The app is password-protected when deployed. Users must enter a password to access any page. Locally, it runs without a password for development convenience.