**Qualified Leads - Smart Custom Audience Builder** [**documentation**](https://docs.google.com/document/d/1nuQipiIASGClyC2w4C2vYp59VniqE2cb0TfzI1zS5YE/edit?usp=sharing)  
We’ve already built a basic tool that helps us format and export customer lists for Meta, Google, and TikTok Custom Audiences. It works but now we want to make it smarter, more automated, and optimized for real marketing workflows We’re looking for someone who understands performance marketing, not just code someone who can think like an ad ops manager and build tools that help us move faster, run smarter tests, and scale winning campaigns

**Core Features (Already Working):**

- Upload lead list Instant Form, CRM export, etc

- Clean up emails, phones, names

- Export to Meta [template](https://docs.google.com/spreadsheets/d/1scA3e5cIi91ThrH4L44H2qQ7Wb9aepxijcD7_exH-d0/edit?usp=sharing) / Google [template](https://docs.google.com/spreadsheets/d/1BUwzLiMqh33fElwp_-cT7roZ6n1YGgF4dnnoXVlZLH4/edit?usp=sharing) / TikTok [template](https://docs.google.com/spreadsheets/d/1nBrkVwIF5eUvZvH05a8fpysxskvlwBzUvlF9sJwk52g/edit?usp=sharing)

**What We Want You To Add or Improve**

1. Smart Field Detection & Autofill

- Automatically generate missing fields:

- Derive first/last name from email e.g. alexa.brown@

- Detect gender from first name via dictionary or AI

- Fill missing state/ZIP from city

- Approximate age range from date of birth

- Optional autofill: if name/gender/ZIP is missing, user can choose to auto-complete

**2. ZIP Code Enrichment (US/Canada and optional for other countries)**  
- If ZIP code is missing, allow user to autofill based on selected city  
- Pull top 20–50 most active ZIP codes from an open ZIP database better official some government sources  
- Add one of the ZIPs randomly to each user row or rotate through top ZIPs. This will help increase match rate for Meta and Google

**3. Optional Hashing for Meta**  
Meta requires SHA-256 hashing of fields like email and phone Add a checkbox: ✅ Hash fields before export When disabled, raw data is exported. When enabled, data is hashed Meta-compliant

**4. Leadgen ID UID Support**  
We get UIDs like l:1510899789932711 from Instant Form  
Store this value in a Meta\_Lead\_ID field for reference  
Optional column: source\_campaign we’ll manually tag campaigns like Columbus, NYC, etc

**5. Audience Segmentation & Tagging**  
- Tag by topic SignUp, InstantPage, Custom, Some Our name   
- Segment by location, interest, or any field  
- Add manual or auto tags for campaign name, funnel stage, etc  
- Support 50/50 splits for A/B testing

**6. Multi-platform Export**  
- Export for:  
 - Meta Custom Audiences

- Google Ads Customer Match

- TikTok Custom Audiences

- Format must follow each platform’s spec

- Allow toggling off columns if TikTok doesn’t need ZIP

- File export Name **CountyCode\_City\_Type\_Data\_other stuff**

**7. User Interface Improvements**

- Drag & drop file import

- Visual field mapping

- Preview of cleaned file: number of rows, fields detected, duplicates, missing data

- Download button for final file (per platform)  
  
[InstantForm export data example](https://docs.google.com/spreadsheets/d/1dPWa3mvVTvbCneniAeck-_VuPYklALklDekmDjPtCro/edit?usp=sharing); SignUp example; Other example