Lead Generation Process Summary for

CypherHunter Web3 Companies

Objective:

Create a lead list of potential paid users from Web3 companies listed on CypherHunter.

Data Collection Approach:

Using web scrapping, we can extract key information from the CypherHunter Web3 companies' directory, focusing on data points that help access the company's potential interest in a paid platform.

Data Collected:

Company Name (essential identifier for each company), Category (relevant tags like DeFi, NFT, etc., to help segment leads), Description (summary of each company's focus within Web3), Number of Likes (number of likes can attract the user to continue their account), Website (direct link for contacts)

Tools and Methodology:

- Python Libraries: Used requests and BeautifulSoup to extract HTML data, and pandas to structure and store it in a CSV format.
- Process Overview:
  - Data Retrieval: Access the CyperHunter page and retrieve the HTML content.
  - Parsing and Extraction: Identify and extract key details like company name, category, and website from HTML tags.
  - Data Cleaning: Remove duplicates and validate that each company entry has accurate, relevant information.
  - Export: Saved as a CSV for review in Excel/Google Sheets.