

Automated Campaign Submission Filtering

Product Intern Assignment

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Problem :

Student campaigns were plagued with fake engagement. Many participants submitted low-effort responses or tried to game the system by submitting multiple times from the same IP just to meet the minimum criteria. This led to manually cleaning of data by the team that costs a lot of time and low ROI & fewer genuine active users

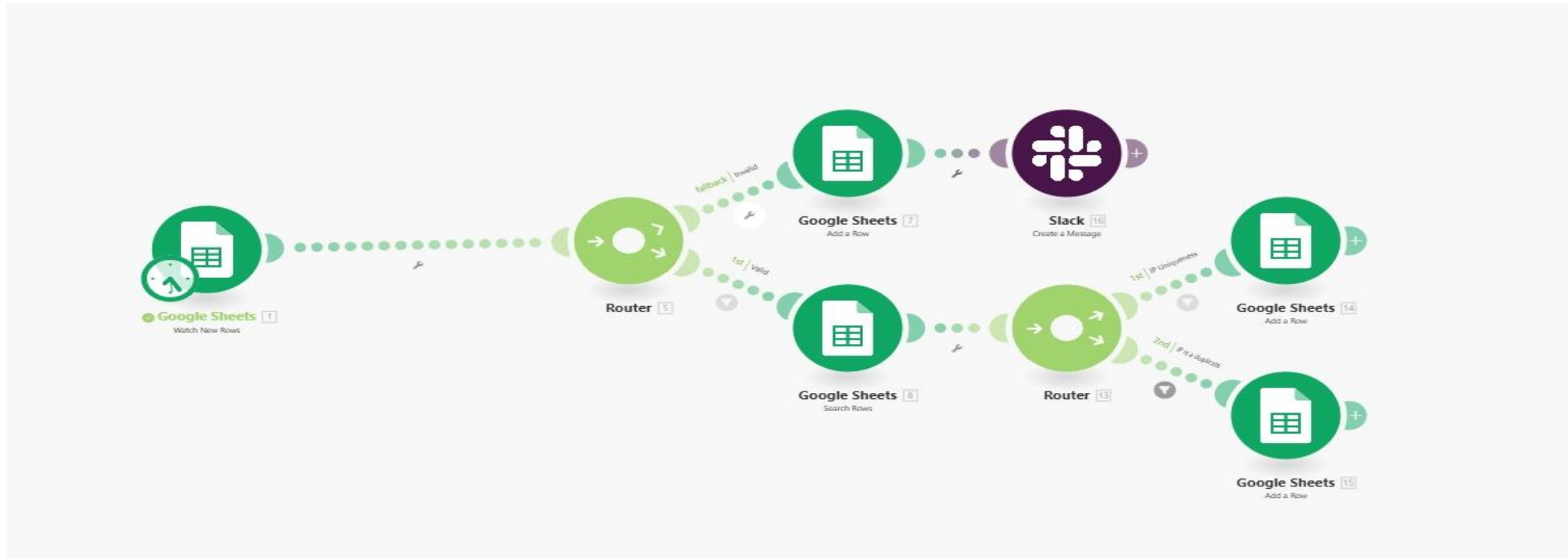
Goal :

- Build a scalable automation system
- Filter spam & duplicate entries automatically
- Flag suspicious activity in real time
- Deliver a clean dataset for ROI tracking

Design Approach :

- Used Make.com + Google Sheets + Slack
- Built 2-stage filtering pipeline:
 - 1- Quality Check - filter out low-effort comments + check time ≥ 20 sec
 - 2-IP Check - allow only 2 entries per IP, else invalid
- Sent alerts to Slack for visibility

Workflow Snapshot :



Google Sheets -- Source + Valid + Invalid sheets

Router -- split valid / invalid flows

Slack -- instant notification of invalid entries

Outcomes :

- Valid Submissions dataset created
- Spam reduced (no more “ok/done”)
- Duplicate IP detection ensured fairness
- Slack alerts = real-time monitoring

Measurable Impact :

- Saved dozens of manual hours/week
- Increased trust in campaign data
- Focus shifted to quality engagement, not cleanup
- Provided company with true ROI insights
- Engagement of more active users

THANK YOU