






Data Enrichment

[ [Company Properties](#)] [[1\) Key-Fields](#)] [[2\) Demographics](#)] [[3\) Growth Signals & Media Presence](#)] [[3.15%](#)] [[34.82%](#)] [[33.75%](#)] [[0.19%](#)] [ [Company Signals](#)] [ [Contact Properties](#)] [[Enrichment Framework](#)] [[TBD](#)]

Object	Enrichment Property	HubSpot Property	Overwrite Rule
Contact	First Name	First Name	Fill empty values only
Contact	Last Name	Last Name	Fill empty values only
Contact	Employment Role	Employment Role	Fill empty values only
Contact	Employment Sub Role	Employment Sub Role	Fill empty values only
Contact	Employment Seniority	Employment Seniority	Fill empty values only
Contact	City	City	Fill empty values only
Contact	State/Region Code	State/Region Code	Fill empty values only
Contact	Country/Region Code	Country/Region Code	Fill empty values only
Contact	LinkedIn URL	LinkedIn URL	Fill empty values only
Contact	State/Region	State/Region	Fill empty values only
Contact	Country/Region	Country/Region	Fill empty values only
Contact	Job Title	Job Title	Fill empty values only
Company	Company name	Company name	Fill empty values only
Company	Description	Description	Fill empty values only
Company	Phone Number	Phone Number	Fill empty values only
Company	Street Address	Street Address	Fill empty values only
Company	City	City	Fill empty values only
Company	State/Region	State/Region	Fill empty values only
Company	State/Region Code	State/Region Code	Fill empty values only
Company	Postal Code	Postal Code	Fill empty values only

Company	Country/Region	Country/Region	Fill empty values only
Company	Country/Region Code	Country/Region Code	Fill empty values only
Company	Year Founded	Year Founded	Fill empty values only
Company	Is Public	Is Public	Fill empty values only
Company	Total Money Raised	Total Money Raised	Fill empty values only
Company	Industry group	Industry group	Fill empty values only
Company	Web Technologies	Web Technologies	Fill empty values only
Company	Company Keywords	Company Keywords	Fill empty values only
Company	Employee range	Employee range	Fill empty values only
Company	Number of Employees	Number of Employees	Fill empty values only
Company	Annual Revenue	Annual Revenue	Fill empty values only
Company	Revenue range	Revenue range	Fill empty values only
Company	Twitter Handle	Twitter Handle	Fill empty values only
Company	Facebook Company Page	Facebook Company Page	Fill empty values only
Company	Linkedin handle (out of use)	Linkedin handle (out of use)	Fill empty values only
Company	LinkedIn Company Page	LinkedIn Company Page	Fill empty values only
Company	Website URL	Website URL	Fill empty values only
Company	Industry	Industry	Fill empty values only
Company	Logo URL	Logo URL	Fill empty values only
Company	Company Domain Name	Company Domain Name	Fill empty values only

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Company Properties




Profile: demographics (35 points)


- Members/Audience Size: 10 pts
- Annual Revenue: 10 pts
- Team size: 5 pts
- Number of locations: 5 pts
- Revenue Model: 5 pts

Intent: signals (75 points)

- Distribution Channels: 10 pts
- Annual Budget Range: 10 pts
- Competitor's solution in use: 10 pts
- Donor tools: 10 pts
- Timeline for a solution: 10 pts
- Growth Intent: 5 pts
- Content Production Volume: 5 pts
- Instagram followers range: 5 pts
- Ad spend: 5 pts
- Tech Steck: 5 pts
- Recent hiring: 5 pts
- International intent: 5 pts

1) Key-Fields

Enrichment	Connected Properties	Notes
 Company Domain	 Domain Validator	If unavailable, use the person's LinkedIn profile URL
 Company Name		

 LinkedIn URL		If unavailable, use the person's LinkedIn profile URL
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2) Demographics

Enrichment	Connected Properties	Notes
Country	country	Example: United States
State/Region	state	Example: South Carolina / state code: SC
City	city	Example: Winneconne
Company Type		Clay options: Church, Parachurch organization, Media Ministry, Podcast, Nonprofit, Agency, Broadcasting platform, Media Channel, Social Network, Other
Annual Revenue		Clay Range:
Description	→ Company Description	Based on the Company Domain
Revenue Model	→ Company Revenue Model	
Team Size		Clay Range:
Number of locations	ICP Tier, Profile Fit	
Church Denomination		
Facebook URL		

Youtube URL		
Instagram URL		
Giving Page URL		
RSS feed URL		
Apple Podcast Link		
Podcast Title		
Podcast Host Name		
Artist Type		
Podcast Themes		
Podcast Description		

3) Growth Signals & Media Presence

Enrichment	Connected Properties	Notes
Church size		
Instagram followers		
Donor tools		
Content Production		
Distribution Channels		
Ad spend		
International intent		
Recent hiring		
Competitor's tools		

Field	Options	Notes
Company Type (AI Calculated)	<ul style="list-style-type: none"> • Church • Digital-Only Ministry • Podcaster • Parachurch Organization • Christian Media Agency • Ads Agency • Competitor • Media Channel • Social Network 	3.15% Enriched Demographics
Company Type	<ul style="list-style-type: none"> • Church • Parachurch organization • Media Ministry • Podcast • Nonprofit • Agency • Competitor • Media Channel • Social Network • Network Ads Agency • Other 	34.82% Type
AI Org Classification Category	Single-line text	33.75% Enriched Demographics
Creator type (Use case drill-down) (old)		Out of use
Type of company (old)		Out of use
Annual Operating Budget	<ul style="list-style-type: none"> • Under \$500K • \$500K–\$1M • \$1M–\$3M 	0.19%

	<ul style="list-style-type: none"> • \$3M+ • Not sure/Need to discuss 	
Prospect Type (old)		Out of use

Company Signals



The company signals that it assigns points to companies and prioritizes based on the final score.

Attribute	Signal	Score
Donor Tools	Uses or evaluates systems like Tithe.ly, Pushpay, Planning Center Giving, Kindrid, Breeze, or DonorPerfect.	40
Content & Engagement	Active Content Creation, recently posted content on YouTube, Spotify, or has a Public RSS Feed	50
Audience Reach	The number of Instagram Followers or YouTube Subscribers is over 50K	30
Leadership Changes	New Executive Pastors, Development Directors, or Marketing Heads	30
Recent Growth	Hiring digital ministry, communications, or development staff.	30
Campaign Activity	Launching paid ad campaigns	20
Funding or Grant Wins	Recent grants or partnerships from foundations (e.g., Lilly Endowment, Barna Group)	20
Website Platform	Often built on WordPress, Squarespace, or Subsplash with donation or prayer widgets.	10

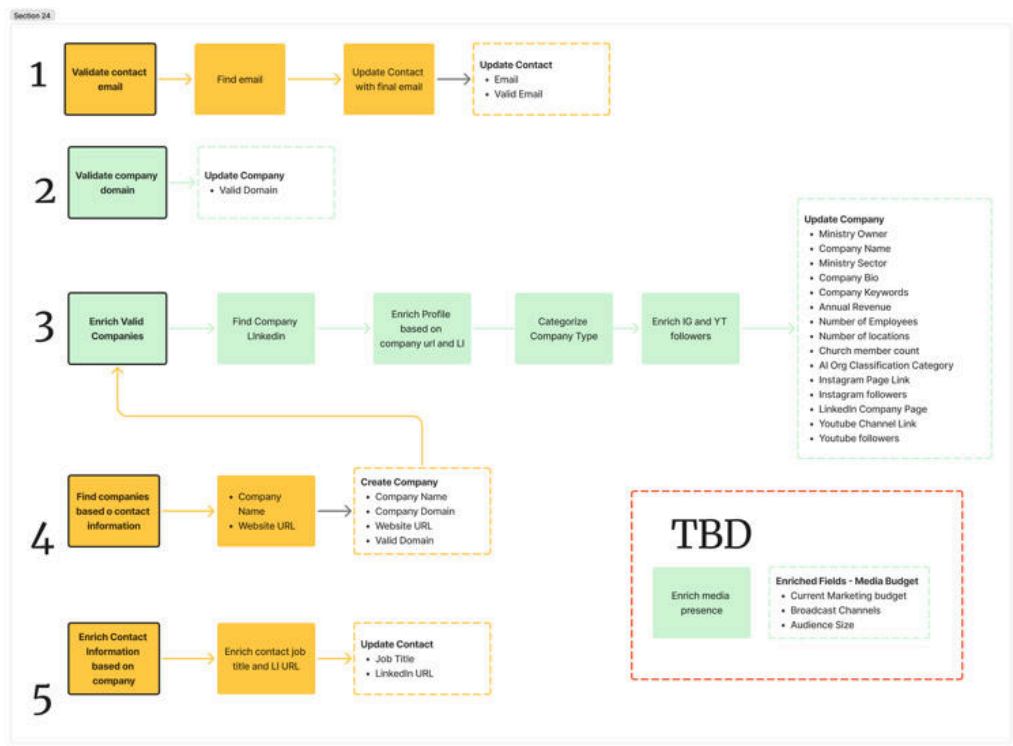
CRM/Communication Tools	May already use HubSpot, Mailchimp, Constant Contact, or Faithlife for email or automation.	10
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Contact Properties

Company properties that need enrichment to trigger workflows on HubSpot and classify accounts

Property	Notes	Connected property
 Full Name	Not enriched	
 Personal LinkedIn URL	Use the company domain and full name to enrich	Job Title, Company Name, and Domain
Job Title	Use the LinkedIn profile URL to enrich and match the answer	Job Title (dropdown), Decision Authority, Persona
Email		LinkedIn URL
Mobile Phone Number		

Enrichment Framework



TBD

Media Adoption Profile

Traditional Media Migrator
Digital-First Ministry
International Ministry
Growth-Stage or Digital-First

Broadcast Channels	Clayagent to scrape company name, domain, LinkedIn, and toggle channel list	ICP Tier, Profile Fit, Current Audience Size
Current Audience Size	Based on broadcast channels, calculate the audience size	ICP Tier, Profile Fit
Current Marketing budget		ICP Tier, Profile Fit

Opportunity Signals

Opportunity Signals- TBD	Outdated giving forms, poor mobile UX, or fragmented engagement channels (e.g., separate systems for giving, prayer, and content). These gaps signal readiness for better solutions.
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