

I worked for a company as an affiliate marketer. When I sourced a lead, in order to receive credit, I needed to submit the lead's contact information by filling out a lead submission form.

The ad copy I used contained a link to a survey tool called Typeform. I used Typeform because, not only does it look great on mobile devices (which is where 80% of the traffic came from), but it has conditional logic that allows one to easily screen out anyone who doesn't meet qualifying criteria.

A person who visits the survey needed to indicate whether they met the criteria to qualify for a certain program, provide their first and last name, email address, and phone number. Once they hit 'Submit' several events were triggered:

1. They saw a page that concisely detailed next steps.
2. I received an email notification that a new submission was received.
3. A Google sheet document was appended to with all their information.

Initially, I would post the ad on social media, wait for submissions, and then copy the submission information from Typeform and paste it into the lead submission form.

Eventually, I automated the task of submitting the lead with a Python script. It works like this:

- A new lead completes the Typeform survey and clicks *Submit*.
- Their answers were then appended to the end of a Google sheet document.
- The Google sheet document is saved as a CSV and the values stored in some columns (name, phone, email, program) are saved as separate Python lists.
- For each submission, there is a unique token value in the CSV file. The last person whose information was submitted (the last time the script was executed) has the token value associated with their name stored in a text document. The token value saved in this text document is compared to the last token value in the newly downloaded CSV file. If the index for the last token value in the new CSV file is greater than the index for the token value saved in the text document – then this indicates that at least one new submission has been received.
- If new submissions have been received, then a function is called, and all lists created from the CSV are sent to the function. This function uses Selenium to open a web browser, login to Outlook with my credentials, and fills out a form with the new submission information. The form is filled and submitted for **each** new submission received.
- Once the last lead has been submitted, the token value for the last entry is written to the text document. This overwrites the previous token value.
- The browser closes.