Lead Generation Using Gotowebinar

APISERO

Team Members

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Problem Statement

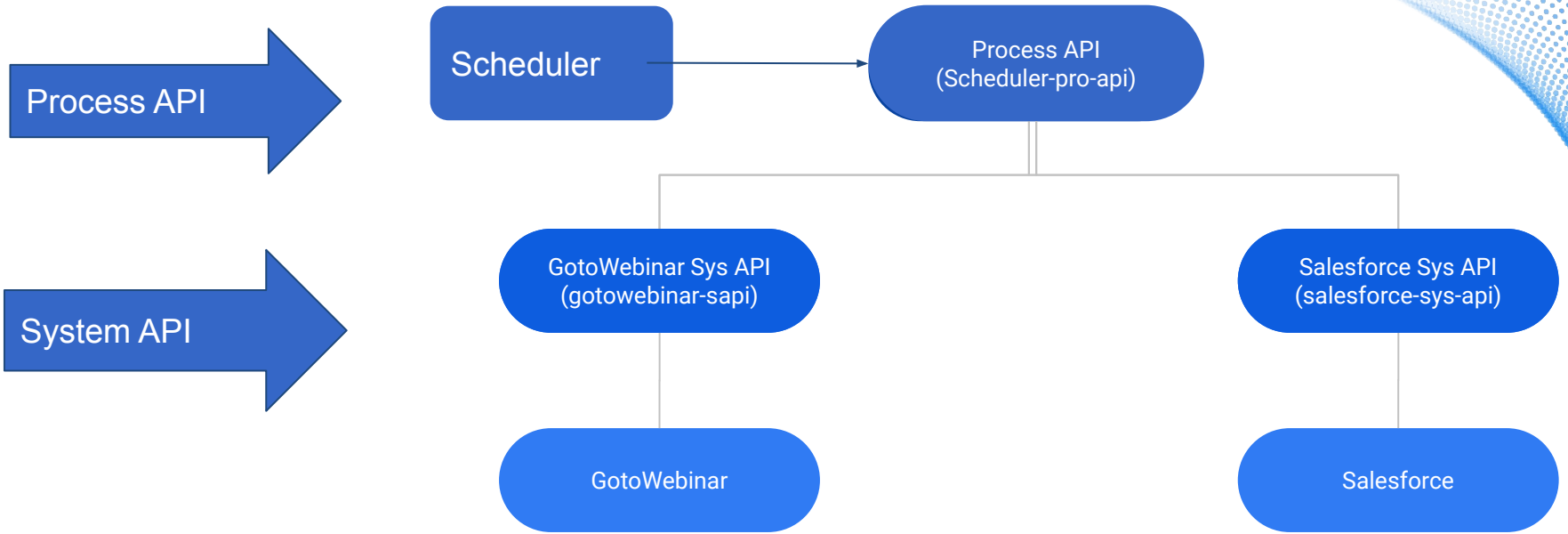
Apply Board conducts the webinar and generates the leads based on people/students who have registered for the webinar. Currently lead generation in manual and they want to automate it. And Client is looking for an automated solution to get leads from all the students who have registered for the all webinar sessions which were held one day earlier.

Solution Approach

We divided our project into two layers using **API LED Connectivity** approach :

1. **SYSTEM LAYER** (GOTOWEBINAR, SALESFORCE) :
   - gotowebinar-sapi
   - salesforce-sapi
2. **PROCESS LAYER**
   - scheduler-pro-api

FLOW DIAGRAM

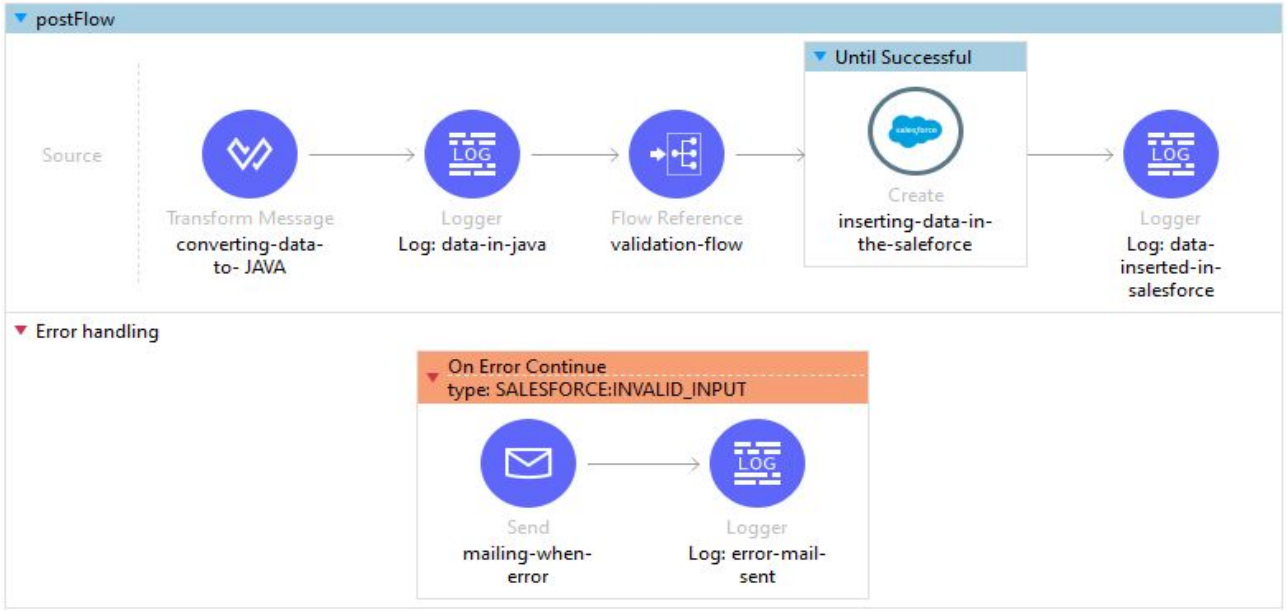


System API

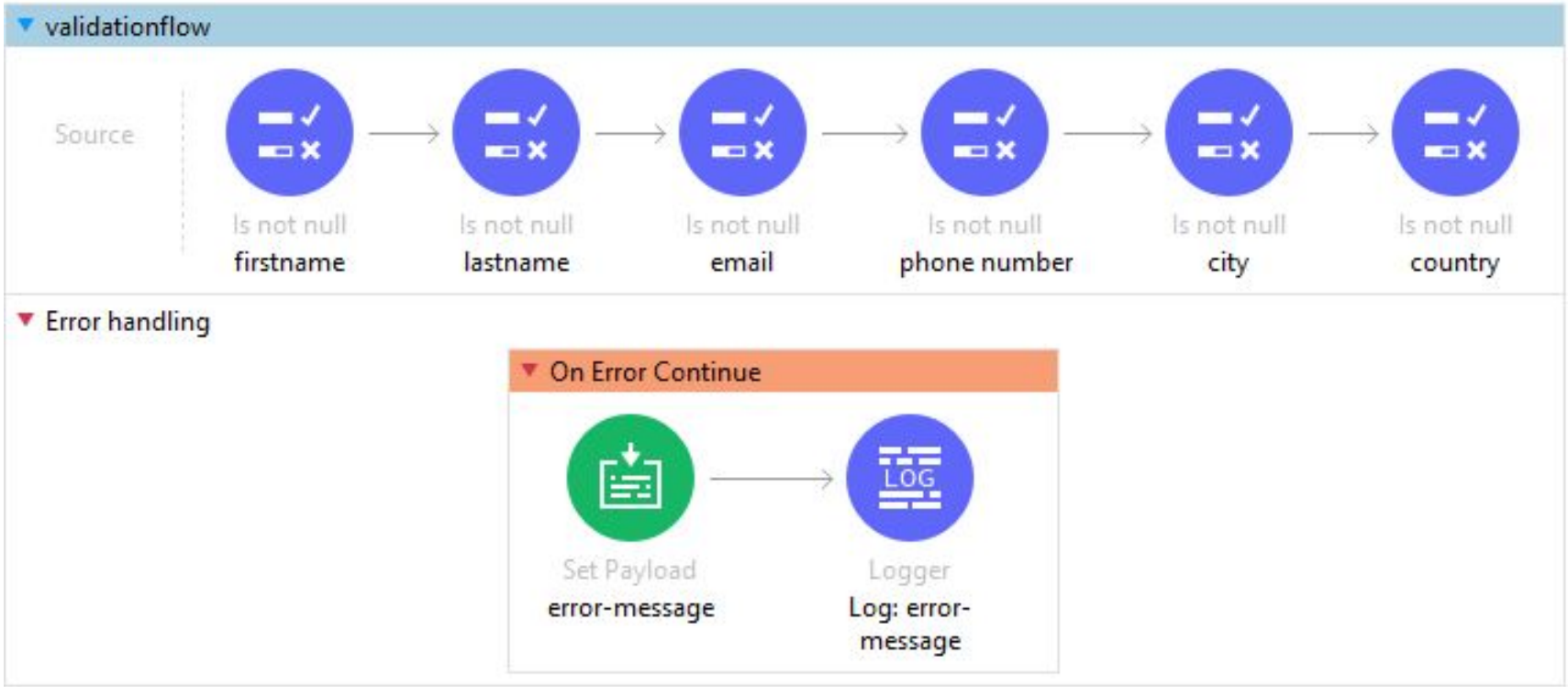
We have divided our System layer into two parts :

System api for Salesforce (Created Lead Object in Salesforce)

- **post_Flow (**This flow is created to insert data to Salesforce Lead)



- **validationFlow** (This flow checks the payload and validate accordingly before inserting into Salesforce)

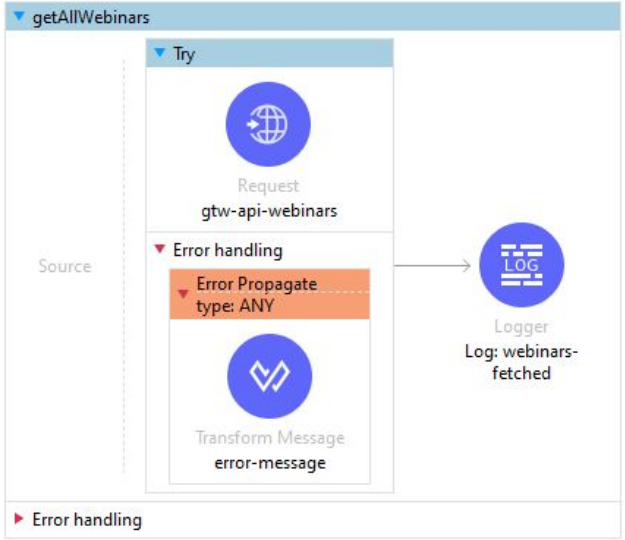


System API

We have divided our System layer into two parts :

System api for GoTowebinar (Created Webinars over GoToWebinar)

- **getAllWebinars (**This Flow Request all the webinar details from the GoToWebinar created by an account)



System Api for Salesforce

1. We created Lead Object in Salesforce named GTW_Lead.
2. Worked on RAML file for Salesforce-sys-api
3. Inserting Data to GTW_Lead
4. Strategies to remove redundancy

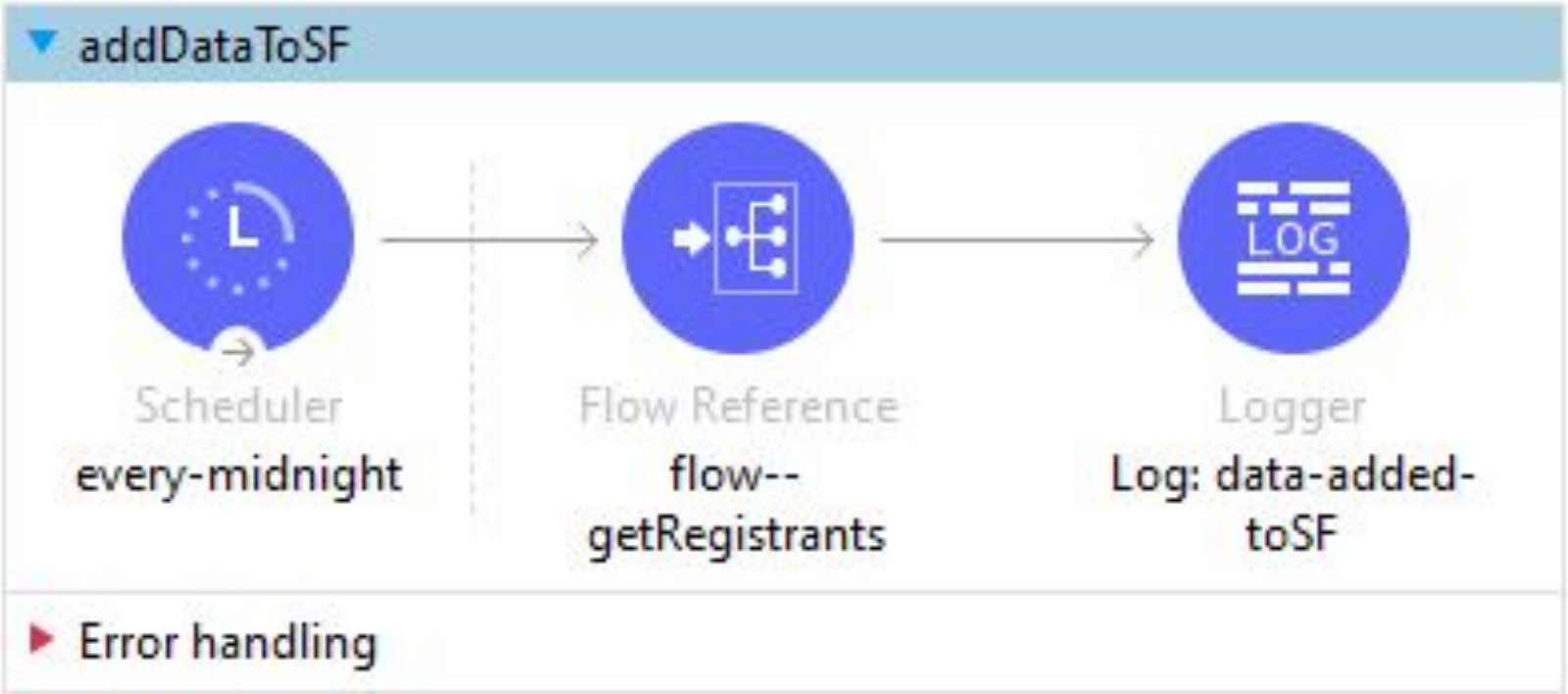
System Api for GoToWebinar

1. Created Account and Webinars associated with Account.
2. Worked on RAML file for Webinar-sys-api.
3. Fetching data of webinars.
4. Fetching Data of registrants of webinars.

Process API

1. This layer is connected to the system layer (both GotoWebinar and Salesforce) using the request component.
2. Unique Email extracted from the System layer(GoToWebinar) is pushed to the Salesforce Lead.
3. The Interaction of both System API (Salesforce and GoToWebinar).

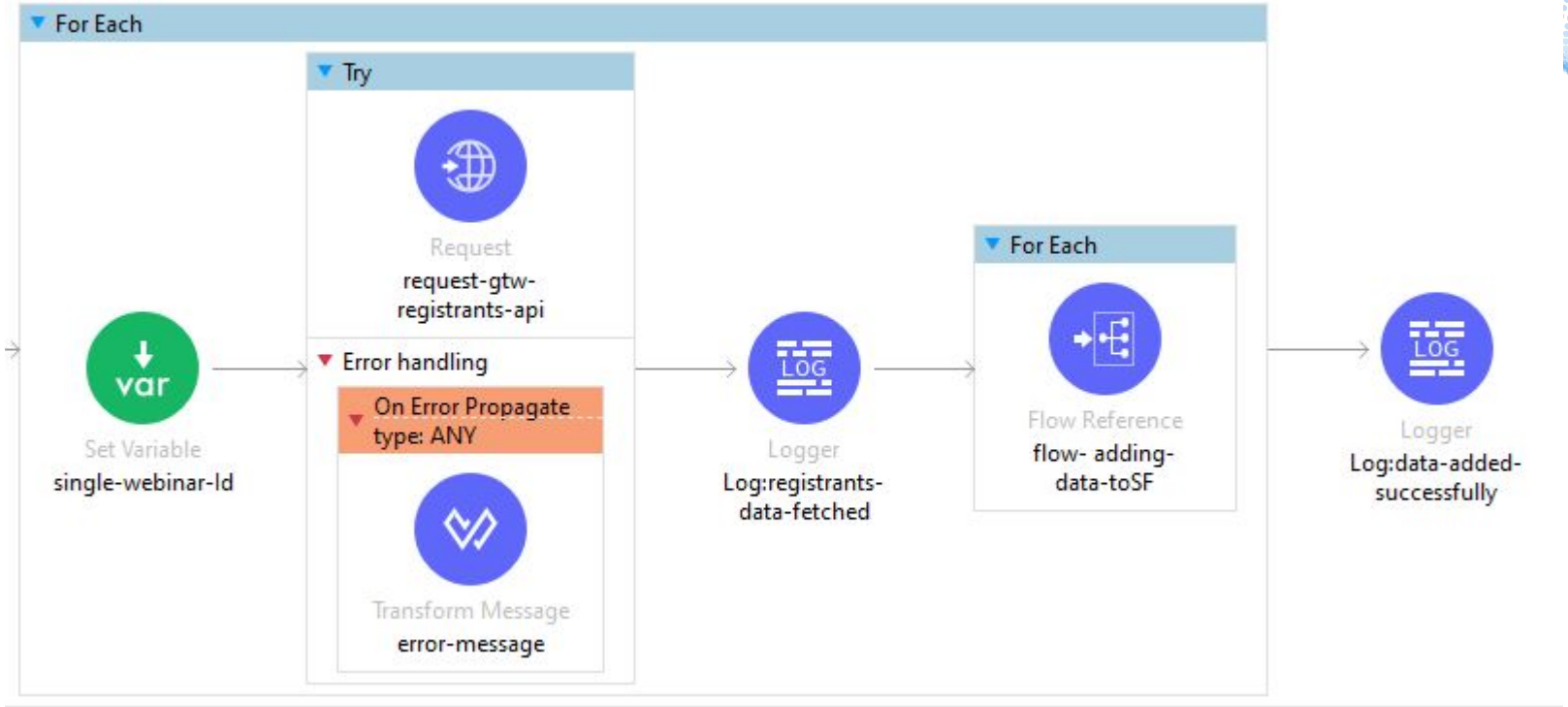
- **addDataToSF** (get leads from all the registrants who have attended the all webinar sessions which were held one day earlier.)



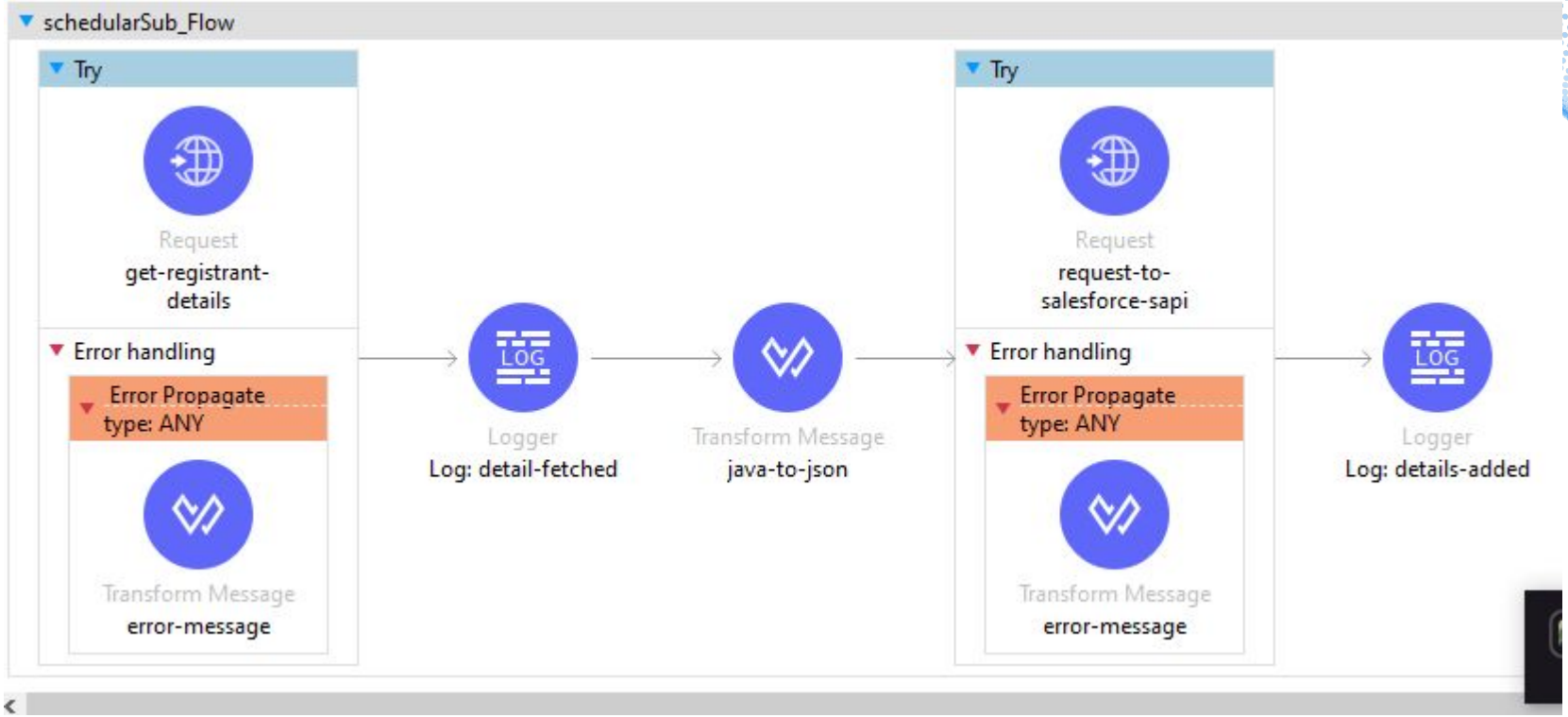
- **getRegistrantFlow**(This flow adds all registrants lead fetched from webinar to salesforce)

other half of the flow is on next slide

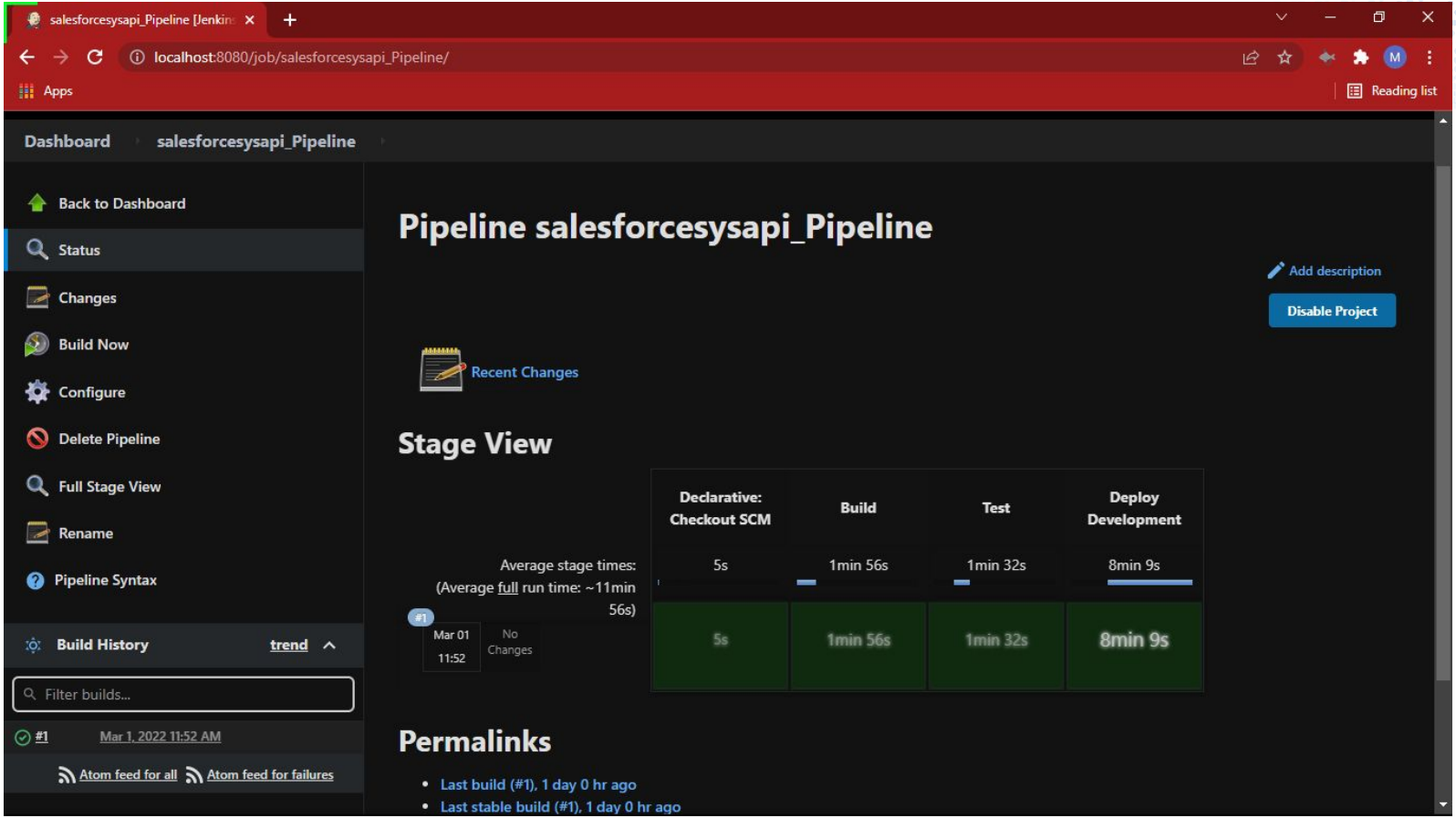
- (from each webinar data has been fetched and been added to salesforce)



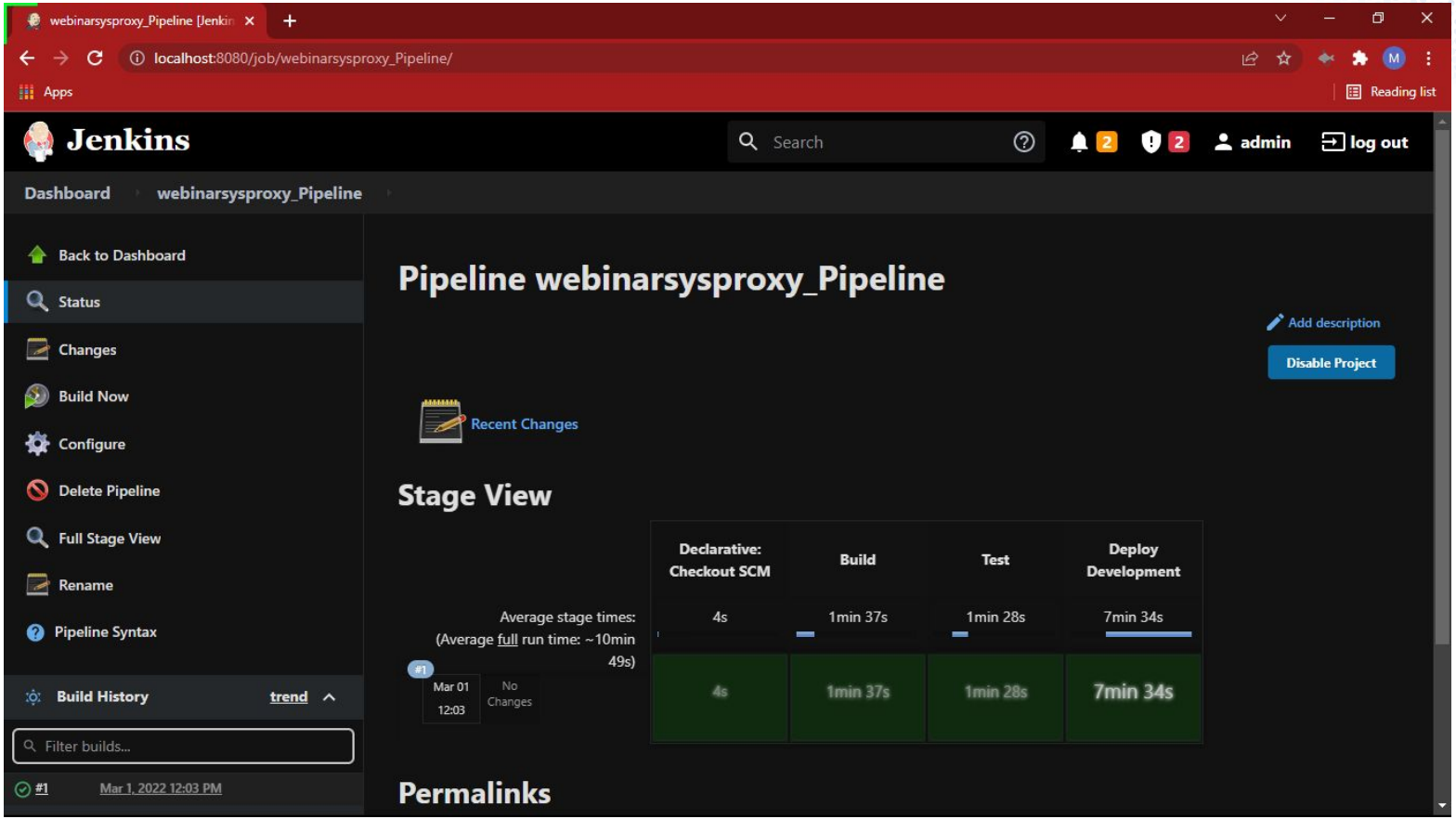
- **dataToSFflow** (In this Flow data is added to salesforce)



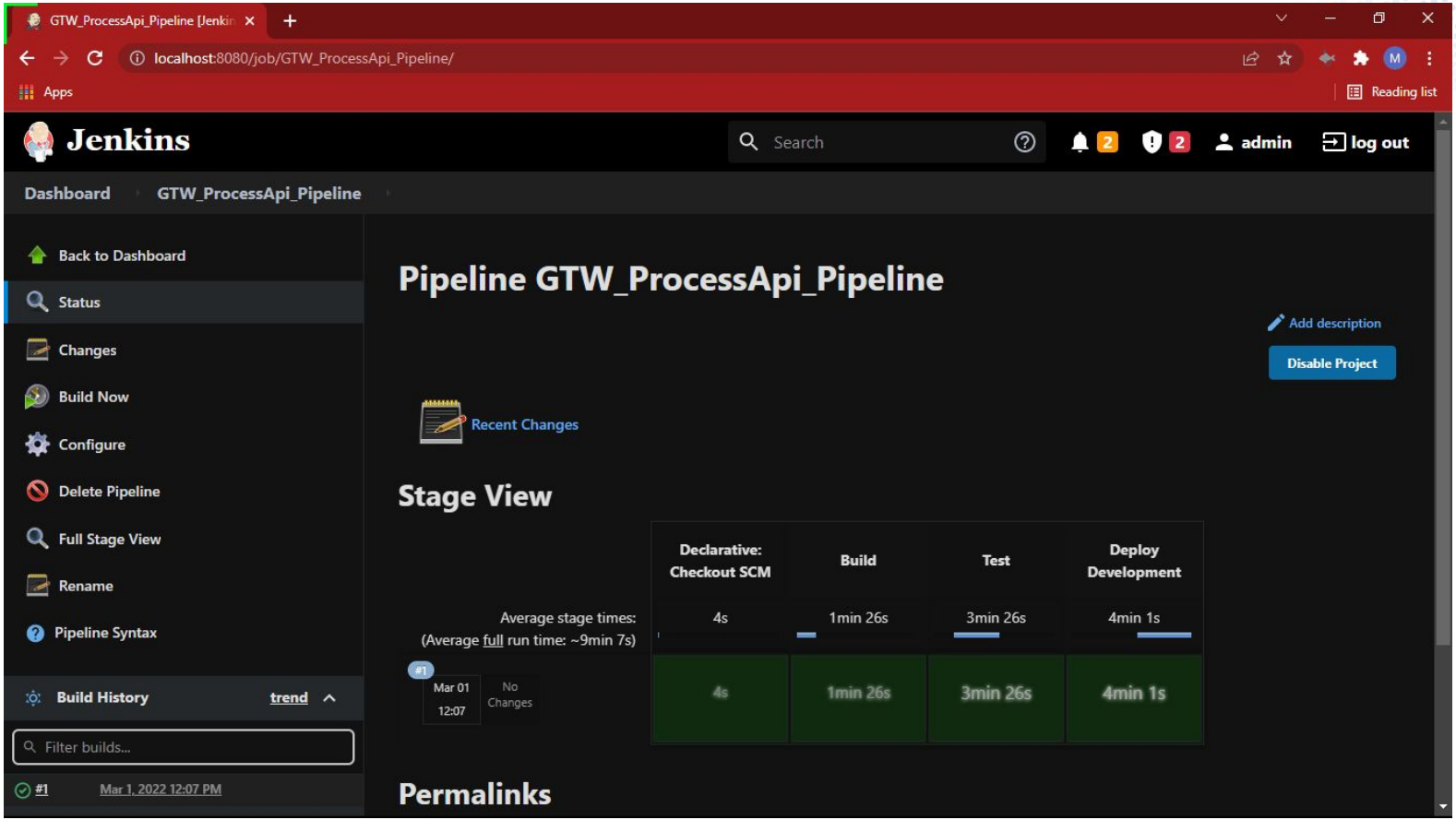
Jenkins Deployment



Jenkins Deployment



Jenkins Deployment



Deployment

All Applications (5) | Update Available (0)

Name	Server	Status	Runtime Version	Date Modified
gotowebinarsys	CloudHub	Started	4.4.0	2022-03-02 10:14:39
gtwprocessapi	CloudHub	Undeployed	4.4.0	2022-03-02 15:20:56
salesforcesysapi	CloudHub	Started	4.4.0	2022-03-01 12:04:13
webinarsysproxy	CloudHub	Started	4.4.0	2022-03-02 01:38:35
webinarsysproxy1	CloudHub	Started	4.4.0	2022-03-02 01:26:29

Munit Testing

Application Coverage*

80%

Required Application Coverage : N/A

Mule Configuration Files

Resource	#Containers ▼	Weight%**	Coverage*
schedular.xml	3	95.00	84.21%
global.xml	1	5.00	0%

Thank you !