



Lead Generation Using Gotowebinar

APIERO

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 is 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 :

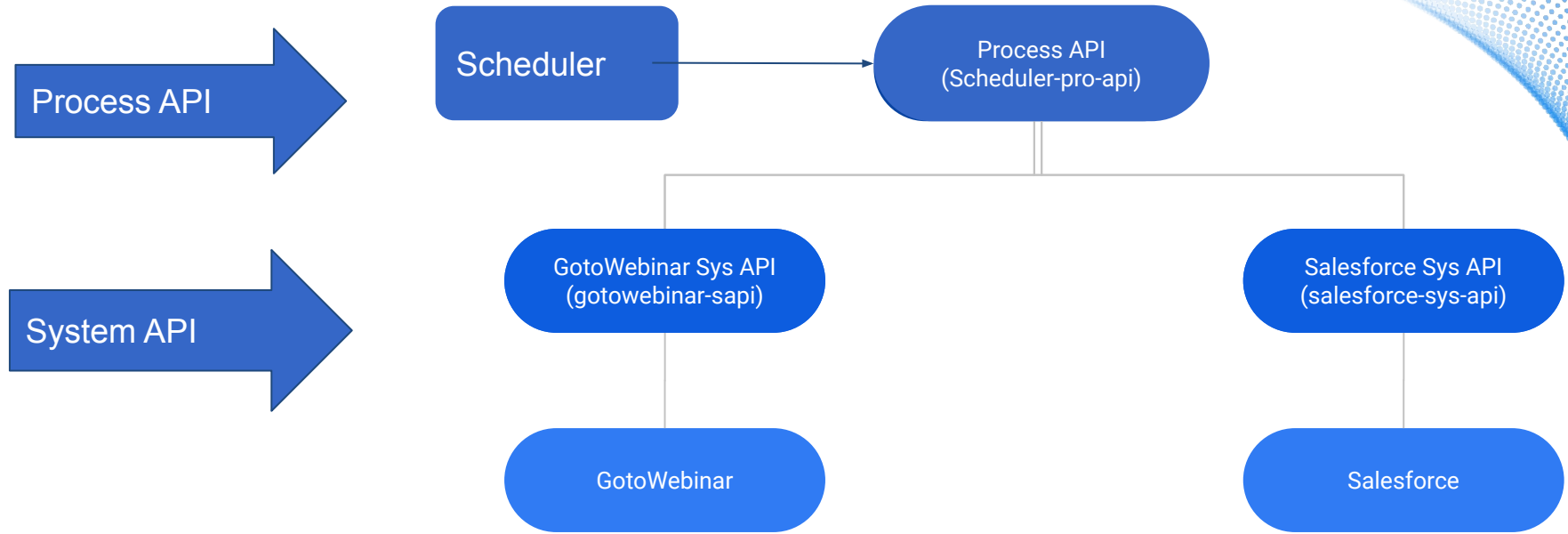
1. SYSTEM LAYER (GOTOWEBINAR, SALESFORCE) :

- gotowebinar-sapi
- salesforce-sapi

2. PROCESS LAYER

- scheduler-pro-api

FLOW DIAGRAM

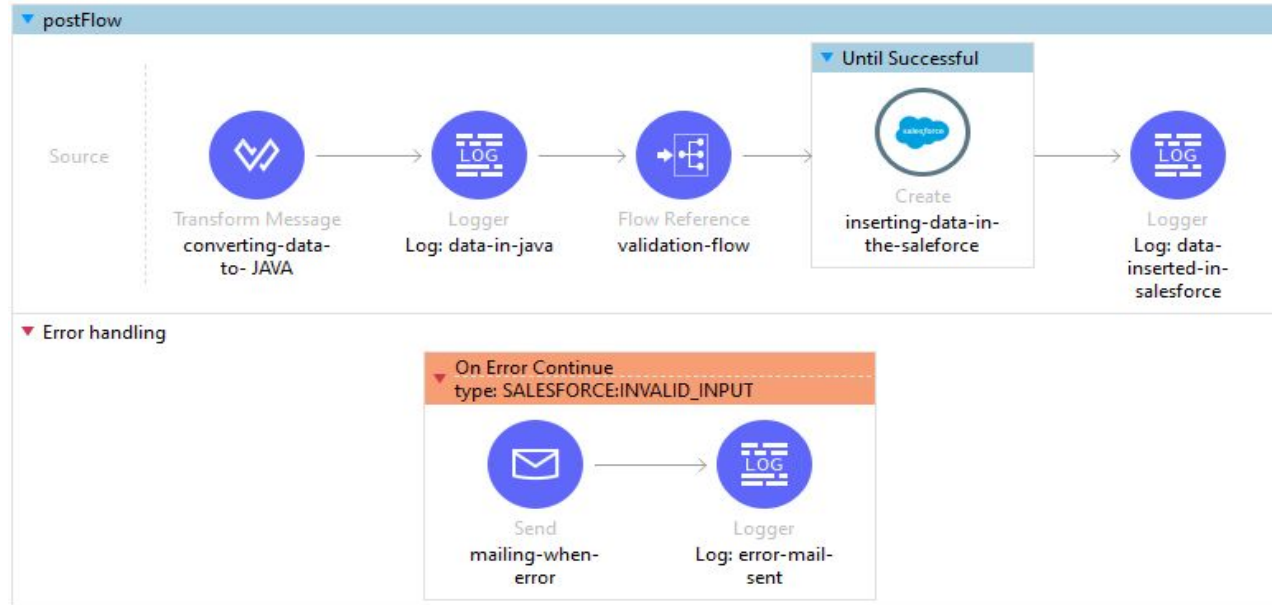


System API

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 GoTowebrinar (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

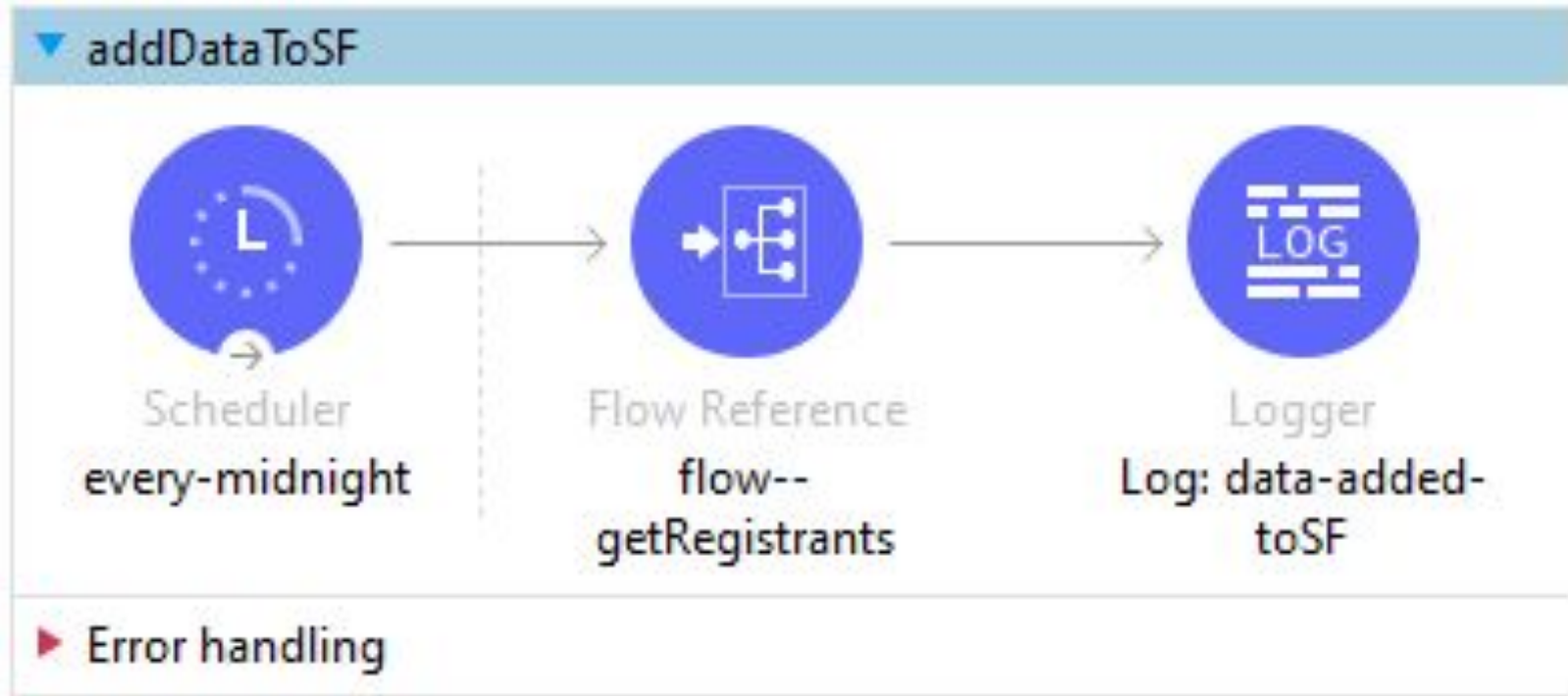
System Api for GoToWebinar

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.

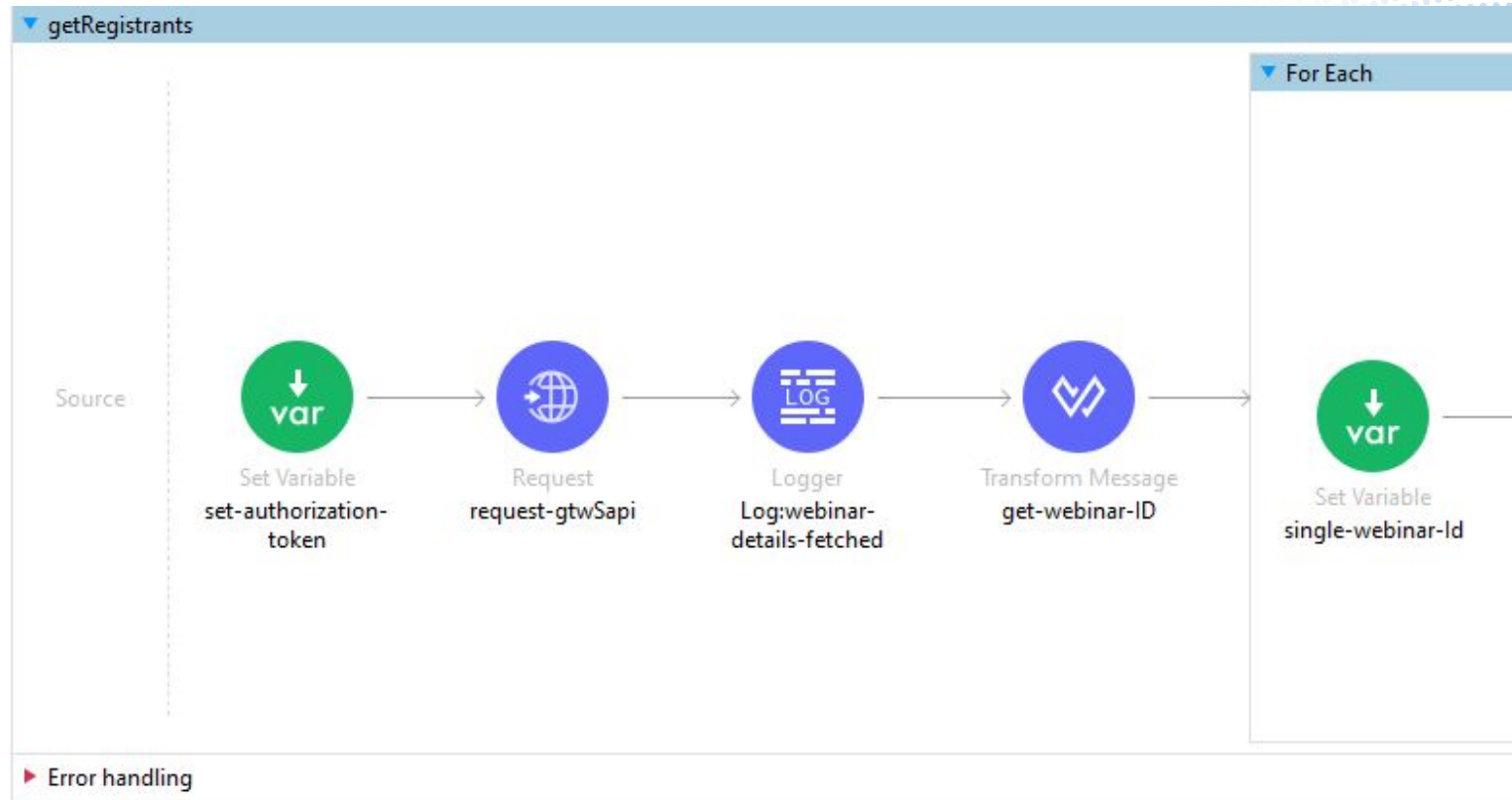
Process API

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.)

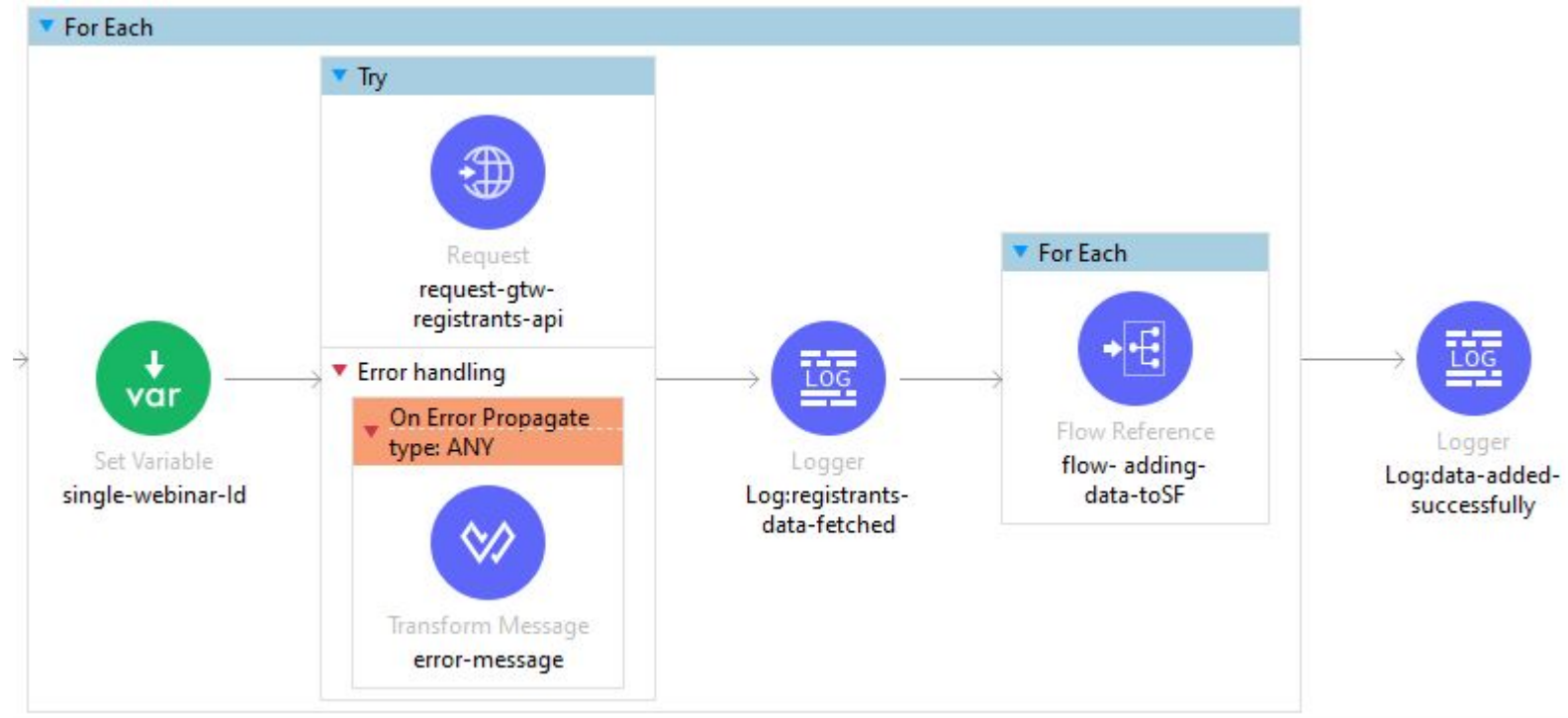


- **getRegistrantFlow**(This flow adds all registrants lead fetched from webinar to salesforce)

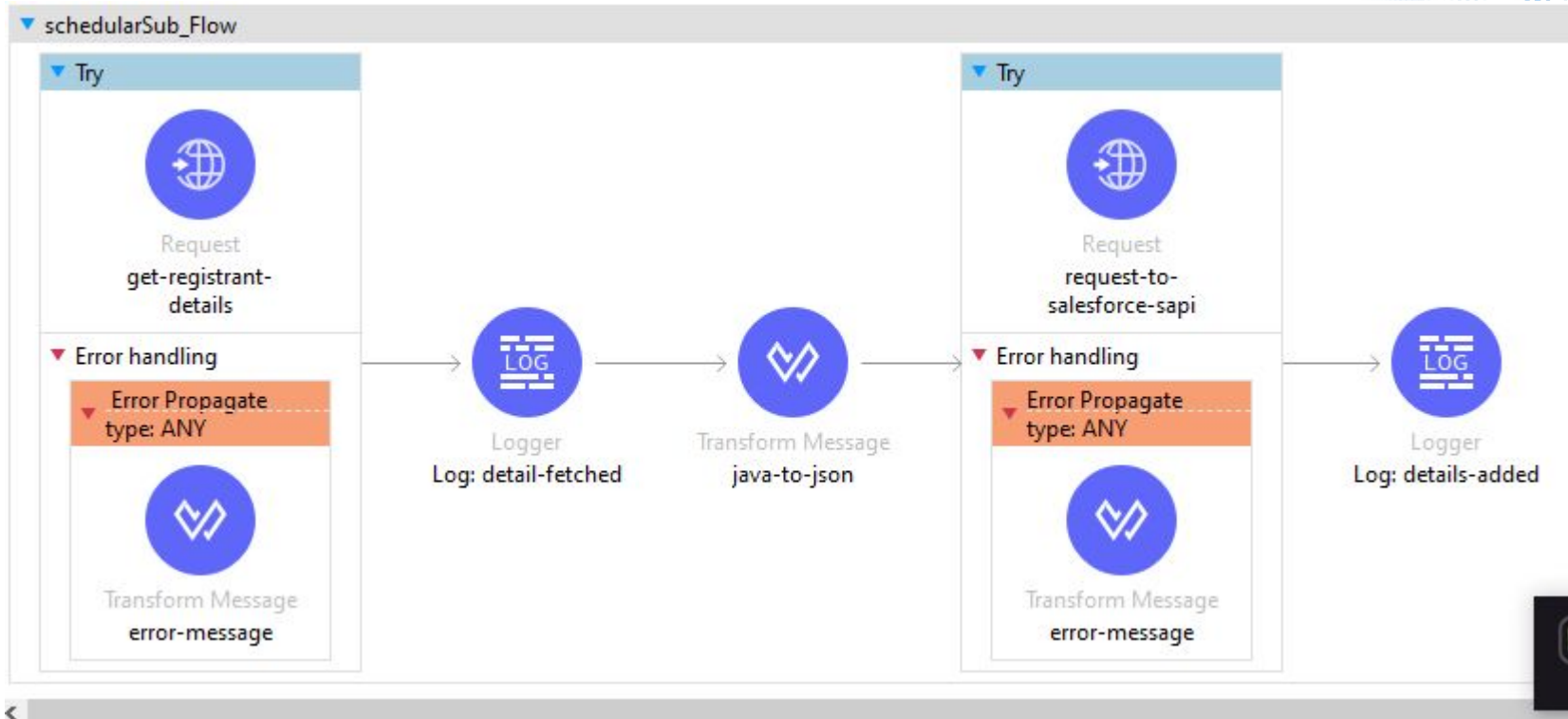


other half of the flow is on next slide

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



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



Jenkins Deployment

salesforcesysapi_Pipeline [Jenkins] × +

localhost:8080/job/salesforcesysapi_Pipeline/

Apps

Reading list

Dashboard salesforcesysapi_Pipeline

Back to Dashboard

Status

Changes

Build Now

Configure

Delete Pipeline

Full Stage View

Rename

Pipeline Syntax

Build History trend ^

Filter builds...

#1 Mar 1, 2022 11:52 AM

Atom feed for all Atom feed for failures

Pipeline salesforcesysapi_Pipeline

Add description

Disable Project

Recent Changes

Stage View

Average stage times:
(Average full run time: ~11min 56s)

Declarative: Checkout SCM	Build	Test	Deploy Development	
5s	1min 56s	1min 32s	8min 9s	
#1 Mar 01 11:52 No Changes	5s	1min 56s	1min 32s	8min 9s

Permalinks

- Last build (#1), 1 day 0 hr ago
- Last stable build (#1), 1 day 0 hr ago

Jenkins Deployment

The screenshot shows the Jenkins web interface in a browser. The address bar indicates the URL is `localhost:8080/job/webinarsysproxy_Pipeline/`. The Jenkins logo and name are at the top left. A search bar and user information (admin) are at the top right. The left sidebar contains navigation links: Dashboard, Status, Changes, Build Now, Configure, Delete Pipeline, Full Stage View, Rename, Pipeline Syntax, and Build History. The main content area displays the Pipeline `webinarsysproxy_Pipeline`. It includes a 'Recent Changes' section showing a change on Mar 01 at 12:03. Below this is the 'Stage View' section, which shows a table of stage times for the current build (#1).

Pipeline webinarsysproxy_Pipeline

Recent Changes

Stage View

Average stage times:
(Average full run time: ~10min 49s)

Declarative: Checkout SCM	Build	Test	Deploy Development
4s	1min 37s	1min 28s	7min 34s

Build History: #1 Mar 01 12:03 No Changes

Permalinks

Jenkins Deployment

The screenshot displays the Jenkins web interface in a browser window. The address bar shows the URL `localhost:8080/job/GTW_ProcessApi_Pipeline/`. The Jenkins logo and name are at the top left, with a search bar and user information (admin) on the right. The left sidebar contains navigation links: Dashboard, Back to Dashboard, Status, Changes, Build Now, Configure, Delete Pipeline, Full Stage View, Rename, Pipeline Syntax, Build History, and a filter for builds. The main content area is titled "Pipeline GTW_ProcessApi_Pipeline" and includes a "Recent Changes" section, a "Stage View" table, and a "Permalinks" section.

Pipeline GTW_ProcessApi_Pipeline

Buttons: Add description, Disable Project

Recent Changes

Stage View

Declarative: Checkout SCM	Build	Test	Deploy Development
4s	1min 26s	3min 26s	4min 1s
4s	1min 26s	3min 26s	4min 1s

Average stage times:
(Average full run time: ~9min 7s)

#1 Mar 01 12:07 No Changes











Permalinks

#1 Mar 1, 2022 12:07 PM

Deployment

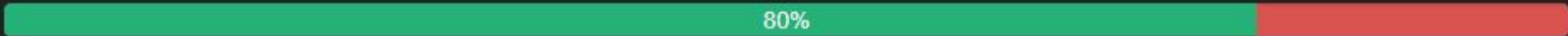
All Applications (5)

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*



Required Application Coverage : N/A

Mule Configuration Files

Resource	#Containers ▼	Weight%**	Coverage*
scheduler.xml	3	95.00	<div><div>84.21%</div></div>
global.xml	1	5.00	<div><div>0%</div></div>



Thank you !