My aim is an automated prospecting engine that runs daily at 7am GMT for my business goaimysite.com that generates 100 validated personal email addresses per day for a downstream Zapier zap to trigger when a new lead is created in the Prospects list in Active Campaign.

I want it to be robust, low cost and easy to manage ie changing the input Ideal Customer Profile weightings etc.

All API keys etc will be provided - google search, google search engine id, hunter api key, active campaign url and key, link to google doc.

Things to explore:
- If you can build a nice clean app do i still need to google doc
- Can you deliver me daily insights into success/failuer and number of leads created to my email - steve@goaimysite.com
- Can error handling tell me if i run out credits or hit limits with hunter and active campaign so i know when to act
- Can it be scaled up from 100 to 1000 and more leads per day
- It should not store any PII data except as transient transaction data and only store the final lead data in Active Campaign
- I would like it to have a sign-on that i can allocate to myself and others to change the ICP weights and rows.

I have tried to build it in Zapier but it has too many restrictions.

Here is the flow:

1. it reads a google sheet (ICP_data) which holds 3 columns -
   1. Attribute - this is a list of data attributes e.g. industry, location - these are groups of attributes that along with the Value column influence the search criteria.
   2. Value - the specific value of an attribute e.g. Region could be UK or US or Company_size etc.
   3. Weight is measured between 0-1 and is the weighting applied to value row in the search criteria.

This forms the criteria for a search query

2. The query is passed to google which returns valid domains that meet the criteria

3. The data is then passed to Hunter to find personal email addresses (not generic like info@ etc) and finds up to 2 emails per domain

4. The results from Hunter are posted to Active Campaign to the Prospects list (list ID 4) for my downstream ZAP to trigger.