

Lead qualification, engineered as a system.

Validation, AI scoring, enrichment, routing, persistence, and failure handling in one governed workflow.

INBOUND → VERIFY → SCORE → ROUTE

A lead can enter quickly—and still wait on the business.

The delay is rarely one task. It is the accumulated friction across the qualification path.

01 Validation Is the submitted data complete and usable?

02 Verification Can the contact channel be trusted?

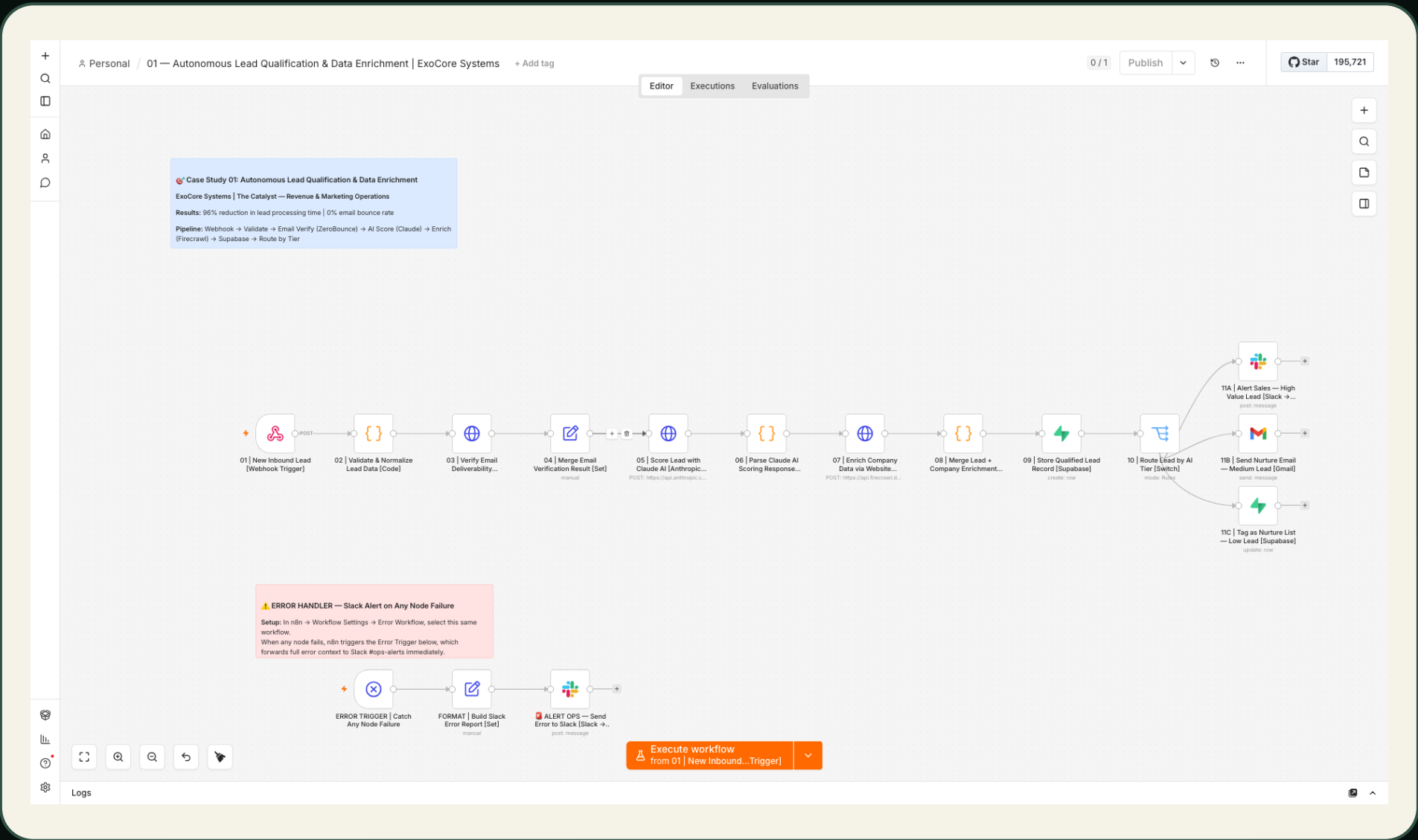
03 Qualification Does the lead fit the business rules?

04 Handoff Who should act, through which channel, and when?

Automation should remove the waiting without removing the controls.

The logic is visible from intake to exception handling.

The export contains 18 nodes. The screenshot below is the actual n8n workflow—not a conceptual mock-up.



Webhook → validation → email verification → AI scoring → enrichment → Supabase → tiered action

Evidence: importable JSON export + workflow screenshot

AI does not receive unchecked input.

Deterministic gates establish data quality before the model is asked to classify a lead.

1

Validate and normalize

Required fields, email syntax, URL format, consistent casing.

2

Verify deliverability

ZeroBounce checks whether the submitted email can be used.

3

Parse the response

Code converts model output into an explicit downstream schema.

The model can recommend a tier. Explicit code decides what happens next.

One qualification decision creates three different operating actions.

The workflow persists the record, then routes by the AI-assigned tier through explicit switch logic.

HIGH**Sales alert**

Slack

MEDIUM**Nurture email**

Gmail

LOW**Nurture-list tag**

Supabase

Before routing: every processed record is stored in Supabase for a durable operating history.

A workflow is only as reliable as its exception path.

The architecture does not stop at the happy path. It catches failure and makes the fault visible to operations.

FAILURE

- 01 Catch** An error trigger listens for node failure.
- 02 Structure** A set node creates a consistent error report.
- 03 Escalate** Operations receives a Slack alert with execution context.

Reliable automation fails visibly, preserves context, and gives a human a path to recover.

The evidence supports the design—and defines the current boundary.

The case study separates demonstrated artifacts from claims that still require production measurement.

DEMONSTRATED

18-node workflow export
57 verification results merged in testing
42 duplicate items routed in testing
Explicit error-alert path

NOT YET PROVEN

Production uptime
Performance at client scale
Real-world conversion lift
Zero bounce rate in operation

120 min → <5 min

Project process benchmark per 100 leads; validate with production telemetry before treating it as an operating result.

Reliable automation is not the happy path.

It is the rules, exceptions, evidence, and recovery behavior around it.

Where does your lead process lose the most time?

Validation · Qualification · Enrichment · Routing · Follow-up