



FM

FLOWMATRIX.DEV

Premium Workflow

A practical guide – step by step

Lead Scraping & Enrichment

Build a lead pipeline: collect prospects from public sources, enrich company data and score leads for outreach.

SALES & CRM

ADVANCED

ABOUT 3 HOURS SETUP

OVERVIEW

Lead Scraping & Enrichment

Build a lead pipeline: collect prospects from public sources, enrich company data and score leads for outreach.

CATEGORY	DIFFICULTY	DURATION
Sales & CRM	Advanced	About 3 hours setup

What you use it for

Sales teams building targeted outbound pipelines.

Tools in this workflow

n8n · OpenAI API · Supabase · Resend Email API

How to implement it

1

Collect prospect data

In this step, potential customers are collected from public sources to create a comprehensive list of contacts that could be of interest to the company.

WHAT YOU NEED TO DO

1. Open n8n and create a new workflow.
2. Add an HTTP Request Node and configure the URL of the data source.
3. Set the method to GET and test the connection.
4. Process the response data with a JSON Node.
5. Save the data in a Supabase table.

CHECK AT THE END

- [] The HTTP Request Node is correctly configured.
- [] Data is successfully stored in Supabase.

RESULT

A list of potential customers is stored in Supabase.

2

Normalize and deduplicate leads

This process collects and normalizes leads, removing duplicates to ensure a clean and efficient lead database.

WHAT YOU NEED TO DO

1. Fulfillment: Add a Function Node in n8n to normalize the data.
2. Implement duplicate removal logic.
3. Use another node to update the cleaned data in Supabase.
4. Run the workflow and review the results.

CHECK AT THE END

- [] All duplicates are removed from the data.
- [] The data is normalized in a uniform format.

RESULT

The lead database is normalized and duplicate-free.

3

Enrich company information

In this step, enrich the company information of collected leads to gain a more comprehensive view of potential customers.

WHAT YOU NEED TO DO

1. Create a new HTTP Request Node in n8n for enrichment.
2. Configure the Node to retrieve external API data.
3. Process the received data with a Set Node.
4. Update the Supabase database with the enriched information.

CHECK AT THE END

- [] API data is retrieved correctly.

[] Enriched data is updated in Supabase.

RESULT

Leads are enriched with additional company information.

4

Score leads with AI

Here, leads are evaluated using AI algorithms to determine the likelihood of a successful sales closure.

WHAT YOU NEED TO DO

1. Fulfill an HTTP request node in n8n to address the OpenAI API.
2. Configure the node with the Chat Completions endpoint.

3. Set the method to POST and add required parameters.
4. Process the response and update lead data with scores.

CHECK AT THE END

- [] The OpenAI API returns correct scores.
- [] Scores are updated in the database.

RESULT

Leads are evaluated using AI-based scores.

5

Export to CRM

In the final step, enhanced and evaluated leads are exported to the CRM system to streamline the sales process.

WHAT YOU NEED TO DO

1. Create a new HTTP Request Node in n8n for CRM export.
2. Configure the target URL of the CRM system.
3. Set the method to POST and transmit lead data.
4. Verify successful data transmission.

CHECK AT THE END

- ☐ Lead data has been successfully transmitted to the CRM.
- ☐ All required fields are correctly filled out.

RESULT

Leads have been successfully exported to the CRM system.

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

n8n

<https://n8n.io/?ref=flowmatrix>

Official URL

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

Supabase

<https://supabase.com/?ref=flowmatrix>

Official URL

Resend Email API

<https://resend.com/?ref=flowmatrix>

Official URL

Full version as Premium PDF

All steps, tools and resources as a PDF – €4.99.

[Buy now – €4.99](#)