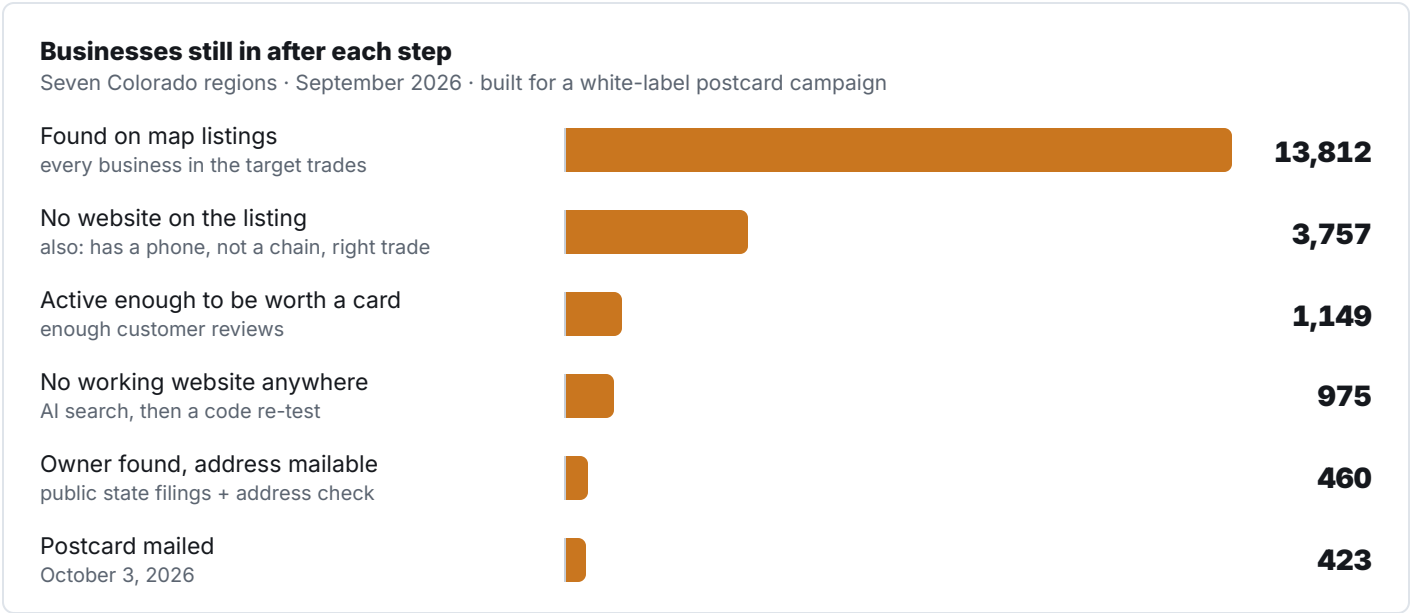


CASE STUDY · DATA FUNNEL + AI

13,812 map listings in. 460 businesses worth a postcard out.

A nine-step data funnel that finds local businesses with **no working website** — and the owner to address the card to. AI makes the one judgment call a script can't (*does this business have a website the listing doesn't show?*), and a second check re-tests every answer the AI gives.



THE SLOW WAY

Building a list like this by hand means opening thousands of listings and websites one at a time. Bought lists are stale, and full of businesses that already have a website, closed last year, or are a franchise with a head office.

WHAT CHANGES

The whole region is checked the same way, every time, for about **30 cents per qualified lead** in data costs. Every business that drops out carries the step and the reason, so the list can be checked line by line.

REGION BY REGION

REGION	BUSINESSES FOUND	QUALIFIED	MAILED
Denver south	5,264	145	134
Colorado Springs	2,502	81	71
Northern Colorado	2,138	64	61
Denver north	2,132	78	70
Grand Junction	820	47	46
Pueblo	626	43	40
Boulder	330	2	1
All seven	13,812	460	423

THE NINE STEPS

FIND

- 1 Map search.** The region is split into a grid and searched tile by tile, so nothing is missed and nothing is paid for twice.
- 2 Free filters.** Drop listings that already show a website, have no phone, are chains, or are the wrong trade.
- 3 Activity floor.** Enough customer reviews to be a real, active business.

CHECK

- 4 Website check.** AI looks for a website the listing doesn't show. A code check then visits every site it reports.
- 5 Recency.** How recently customers left reviews — a setting that can be switched on or off per campaign.

REACH

- 6 Address check.** Every address is verified with the print-and-mail service before a card is paid for.
- 7-8 Owner.** The registered owner from public state business filings, so the card goes to a person.
- 9 One card per owner.** Duplicates across listings are merged.

WHAT KEEPS IT HONEST

**AI answers get re-tested**

When the AI says a business has a website, code visits it: the domain must exist, the page must load, it can't be a parked page, and it has to name the business. "Not sure" stays not sure — it is never guessed into a yes or a no.

**It never pays twice**

Every paid lookup is written to a log before it's sent, so a stopped run resumes without paying again. Each run has a spending cap, and the default mode makes no paid calls at all.

**Every drop has a reason**

Each business that leaves the funnel is tagged with the step and why — has a website, chain, too few reviews — so anyone can audit the list.

BY THE NUMBERS

13,812businesses checked
across seven regions**1,149**AI website checks, each
re-tested by code**460**qualified leads, 423 of
them mailed**~\$0.30**data cost per qualified lead
(\$140 in total)

WHERE THE SAME IDEA FITS

Agencies

A target list built around one offer, instead of a bought list that fits nobody.

Sales teams

Any "who should we call?" question that needs public data plus a judgment call.

Office teams

Messy records checked against public sources, with every decision explained.

Built with Python · Google Places · Colorado's public business filings · address verification by the mail provider · Claude for the website check.

Need a list built around one question?

I build data funnels that find, check and explain every lead.

linkedin.com/in/julianholien