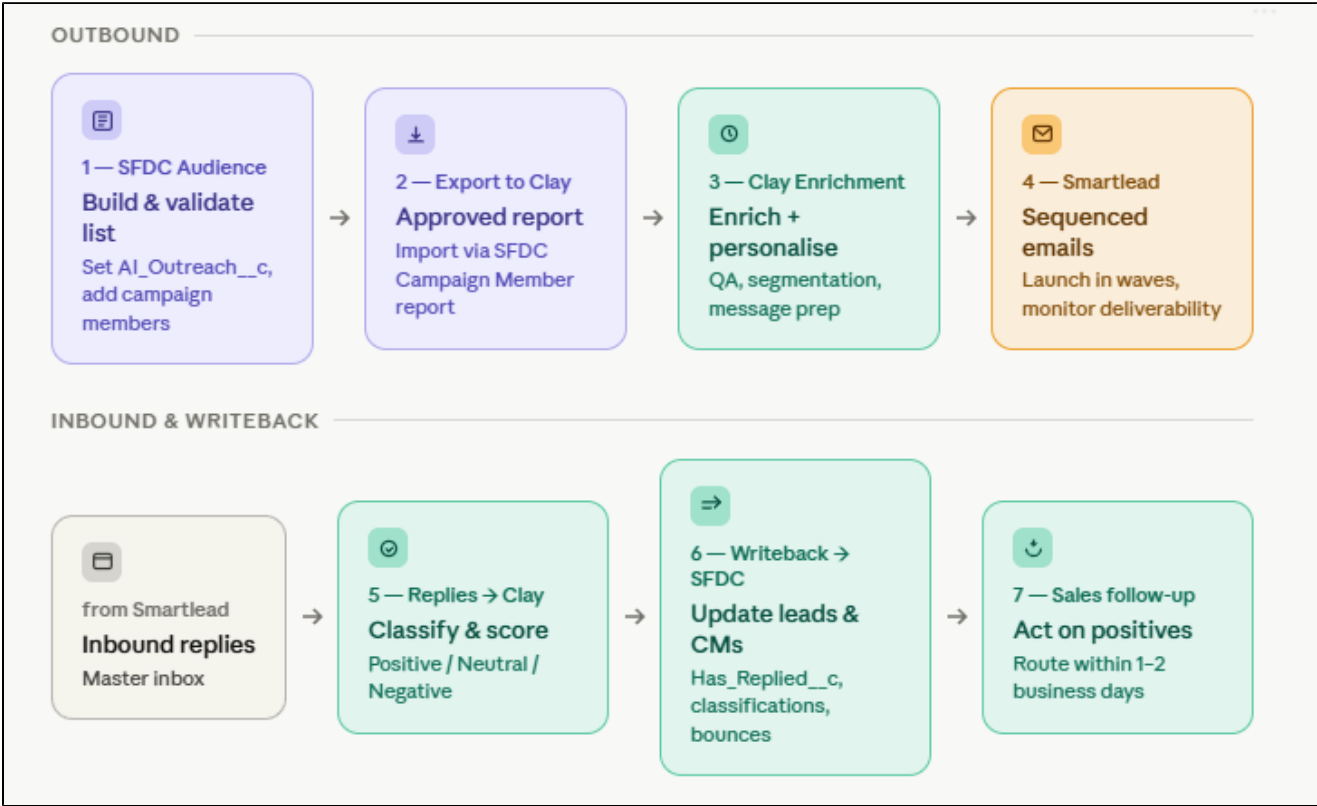


AI Lead nurturing

Overview & Context

AI Outreach is a Q1/Q2 2026 initiative to modernise how SYENSQO's Marketing and Communication teams identify, enrich, and engage cold leads at scale. It combines Clay's enrichment capabilities with Salesforce CRM workflows and Smartlead for email sending: all governed by a light Agile delivery model. This Wiki page explains how an AI Lead Outreach campaign works from campaign setup in Salesforce through data preparation in Clay, outbound execution, reply handling, Salesforce write-back, and follow-up. It is written for Marcom, CRM, Sales, and agency support, with enough detail to guide execution without becoming overly technical.



Strategic Goals

The campaign process has four business goals: select the right audience, send relevant and controlled outreach, capture response signals quickly, and write the outcomes back into Salesforce so teams can act and report on them.

Goal	What good looks like	Main owner	Main system
Target the right audience	Cold or relevant leads are selected and wrong contacts are excluded early.	MARCOM/GBU MARKETING	Salesforce
Prepare campaign-ready data	Records are cleaned, enriched, segmented, and approved before sending.	MARCOM/GBU MARKETING	Clay
Run controlled outreach	Messages are launched in waves with deliverability checks and stop rules.	MARCOM/GBU MARKETING	Smartlead
Close the loop	Replies, bounces, and unsubscribes are routed back to Salesforce and followed up.	SALES	Salesforce

Core Principles

- Salesforce is the source of truth for campaign, lead, campaign member, and reporting data.
- Clay is the operational workspace for import, enrichment, simulation, and packaging.
- The sending tool executes the outreach and captures operational signals such as replies, bounces, and unsubscribes.
- Important campaign outcomes must be written back into Salesforce promptly.