

CFM - CONTACT FORM MARKETING

CFM in Action

Finding Relevant Prospects

Public process overview and companion guide to Video 1

A practical look at how ZAR Advertising prepares, checks, validates and reviews prospect data before outreach begins.

ZAR CFM — Prospect Preview — GB Home & Garden ☆ ☁

File Edit View Insert Format Data Tools Extensions Help

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A1:D1 ▾ | ZAR Advertising — CFM

	A	B	C	D	E	F
1	ZAR Advertising — CFM					
2	Customer Prospect Preview — 48-Hour Review					
3						
4	Campaign Reference	ZAR-DEMO-GB-HOME-GARDEN-01	Prospects in Preview		4	
5	Target Criteria	United Kingdom • Ecommerce • Home & Garden	Customer Access	View only		
6	Preview Prepared At	23 Aug 2026, 9:54	Customer Time Zone	Europe/London		
7	Review Window Ends	25 Aug 2026, 9:54	Status	Ready for customer review		
8						
9	Prospects shown have passed campaign relevance validation and any required human review. The 48-hour window provides visibility and an opportunity for feedback before outreach.					
10						
11	Domain	Country	Business Type	Industry / Niche		
12	[REDACTED]	United Kingdom	Ecommerce	Home & Garden		
13	[REDACTED]	United Kingdom	Ecommerce	Home & Garden		
14	[REDACTED]	United Kingdom	Ecommerce	Home & Garden		
15	[REDACTED]	United Kingdom	Ecommerce	Home & Garden		

Real workflow screenshots are privacy-redacted. No prospect domains or personal account details are exposed.

OVERVIEW

What CFM is

CFM is the ZAR Advertising workflow for done-for-you B2B contact-form outreach. This guide focuses on the prospect preparation stage shown in Video 1.

CORE OPERATING PRINCIPLE

We control the outreach process - not the prospect's decision.

Done for you

ZAR Advertising carries out the outreach workflow rather than handing the customer a list to process.

Personalized

Prospect preparation is structured around the campaign criteria, with uncertain cases sent to human review.

Documented

The workflow keeps clear operational outputs and customer-facing visibility rather than relying on opaque claims.

What the customer is buying

CFM is positioned around successful contact-form submissions, not attempts, leads, meetings, customers, sales or revenue. Prospect preparation is one controlled stage within that service - it improves targeting discipline, but it does not create a guarantee of response or business outcome.

VIDEO 1 FOCUS

Finding relevant prospects before outreach begins.

STEP 1

Start with a clear campaign brief

The targeting criteria are defined before prospect-level relevance decisions are made.

The screenshot shows the ZAR CFM in Action interface. The title bar reads 'ZAR CFM in Action — Video 01 — Prospect Research Demo'. The menu bar includes File, Edit, View, Insert, Format, Data, Tools, Extensions, and Help. The toolbar shows various icons for editing and formatting. The main content area displays a table with the following data:

	A	B	C	D	E	F	G
1	ZAR Advertising — CFM Campaign Brief						
2	Demonstration Campaign • Initial Prospect Research						
3							
4	CAMPAIGN OVERVIEW						
5	Campaign Reference	ZAR-DEMO-GB-HOME-GARDEN-01					
6	Campaign Stage	Initial Prospect Research					
7	Service	CFM — Contact Form Marketing					
8							
9	TARGETING REQUIREMENTS						
10	Target Country	United Kingdom (GB)					
11	Target Region / City	Nationwide / No specific region					
12	Business Type	Ecommerce					
13	Industry / Niche	Home & Garden					
14	Company Size	No specific requirement					
15	Specialized Research	None					
16	Key Exclusions	Non-GB, non-e-commerce and non-Home & Garden businesses					
17							
18	This demonstration shows how agreed targeting requirements are translated into an initial candidate prospect pool.						

The bottom of the interface shows a navigation bar with a plus icon, a menu icon, and a dropdown menu labeled 'V1-S02 Campaign Brief'.

COUNTRY

United Kingdom

BUSINESS TYPE

Ecommerce

INDUSTRY / NICHE

Home & Garden

For the Video 1 demonstration there is no company-size requirement and no specialized-research requirement. The same criteria are carried into the later relevance-validation stage.

STEP 2

Build the candidate pool, then clean it

Candidate data begins broad. Domain cleaning happens before campaign-level relevance validation.

Merchant Name	Domain	Country Code	Categories	Platform
		GB	/Home & Garden/Home Furnishings/Lamps & Lighting	WooCommerce
		US	/Home & Garden/Home Improvement	WooCommerce
		GB	/Home & Garden	Shopify
		DE	/Home & Garden	Magento
		GB	/Home & Garden/Home Improvement/Home & Garden/HVAC &	WooCommerce
		GB	/Home & Garden	Shopify
		GB	/Home & Garden/Home & Interior Decor	Shopify
		GB	/Home & Garden/Kitchen & Dining/Cookware & Diningware	Shopify
		GB	/Home & Garden/Laundry	Shopify
		GB	/Home & Garden/Home Appliances	WooCommerce
		GB	/Home & Garden	WooCommerce
		AU	/Home & Garden/Home & Interior Decor	WooCommerce
		GB	/Electronics & Appliances	Ecwid
		GB	/Home & Garden/Nursery & Playroom/Toys & Hobbies	Shopify
		GB	/Baby & Kids	WooCommerce
		GB	/Home & Garden	Shopify
		GB	/Home & Garden/Bed & Bath/Bathroom/Home & Garden/Home	Shopify
		GB	/Home & Garden	Shopify
		GB	/Home & Garden/Yard & Patio	Squarespace
		US	/Home & Garden/Kitchen & Dining/Home & Garden/Home Furnis	Wix

The initial data screen shows a **25-row real sample from 500 candidate records**, before campaign-level validation. Merchant names and domains are redacted in this public guide.

CFM Domain Cleaning & Review
ZAR Advertising — Internal Operations — Original source files are never overwritten

INPUT

☒ Single File ☐ Entire Folder

Domain Column:

Output Location: ☒ Automatic

1 Clean & Normalize **2 Review & Extract**

NORMALIZATION RULES
Single-threaded URL domain cleanup. Meaningful paths such as /uk are preserved for later review.

- ☒ Trim leading/trailing spaces
- ☒ Normalize hostname/domain to lowercase
- ☒ Remove leading http:// or https://
- ☒ Remove leading www.
- ☒ Remove trailing slash(es) only
- ☒ Remove ? query string and everything after it
- ☒ Remove # fragment and everything after it
- ☒ Remove duplicate normalized domains/URLs
- ☒ Remove blank domain rows from normalized output
- ☒ Detect invalid/unreformed values for review

Duplicate copies are removed from the normalized output. Blank/invalid rows are preserved in a NORMALIZATION_REVIEW workbook when applicable.

RESULTS

☒ Cleaning started...

The cleaning demonstration shows the domain preparation tool processing **3,357 source rows**. It standardizes domain formatting, removes duplicates and separates records that need review rather than forcing them into the cleaned output.

3,357

SOURCE ROWS

275

DUPLICATES REMOVED

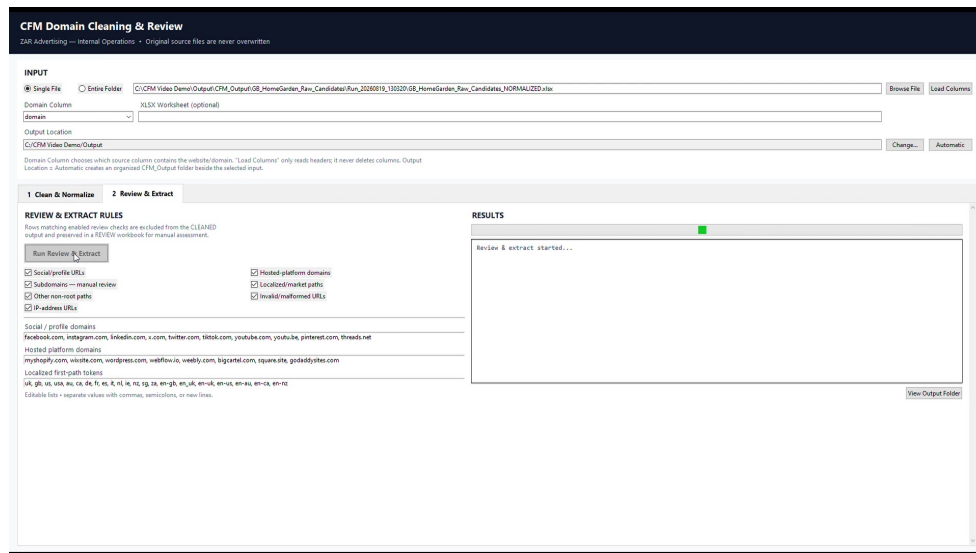
3,082

NORMALIZED RECORDS

STEP 3

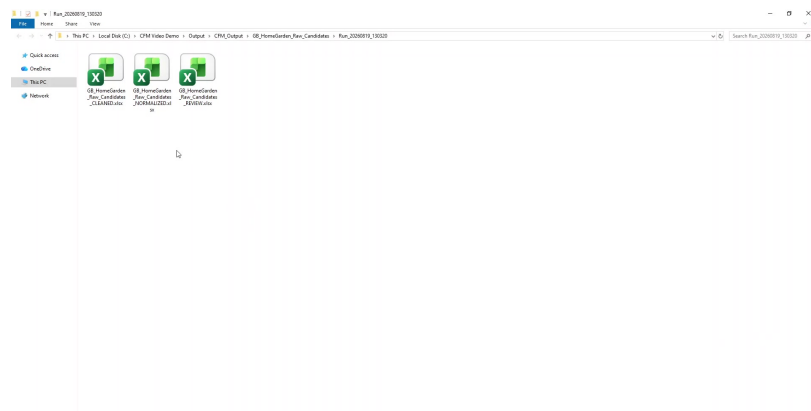
Separate review cases from clean output

Records that should not automatically proceed are held aside for manual assessment instead of being silently discarded.



Why a separate review bucket matters

Hosted-platform domains, subdomains, localized paths, social profiles, IP addresses, malformed URLs and similar cases can require operator judgment. The workflow preserves them as review records instead of treating every exception as a clean prospect or deleting it without visibility.

**50**

REVIEW RECORDS

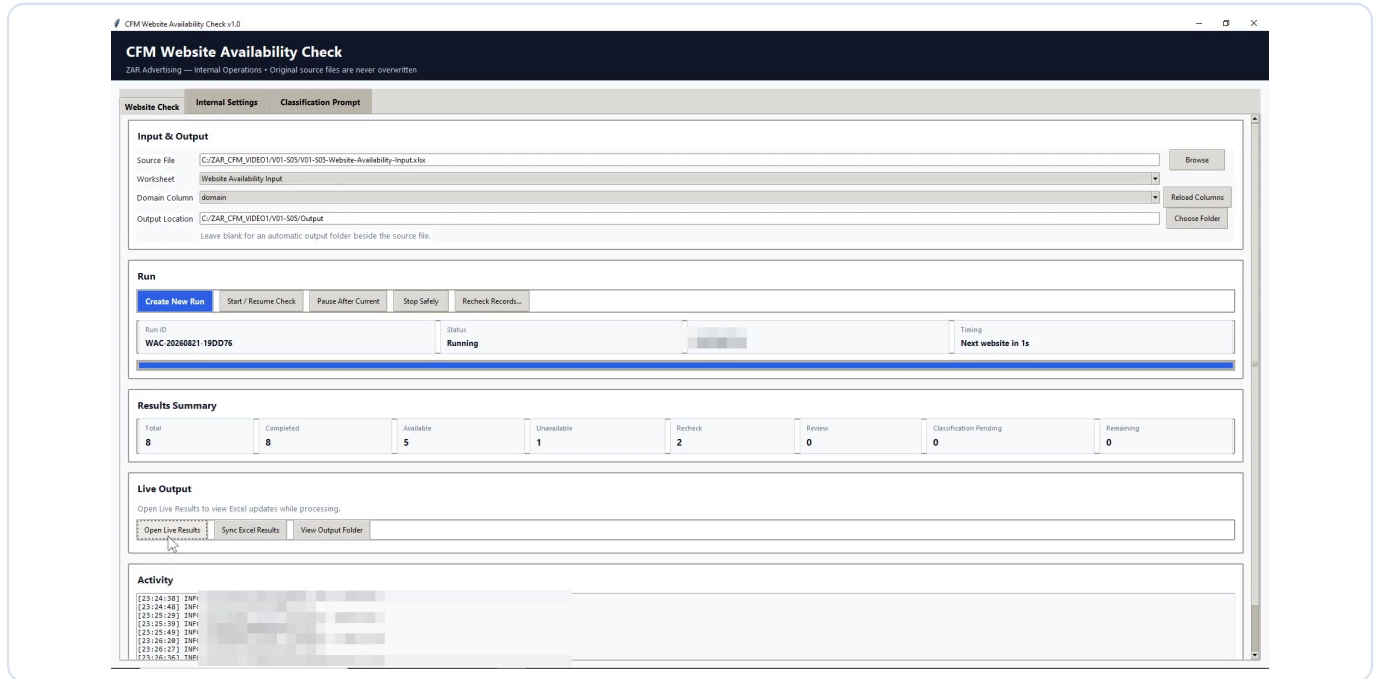
3,032

CLEANED OUTPUT

STEP 4

Check website availability before relevance

A domain should not move into campaign-fit validation until it leads to a usable website or an accepted availability state.



The availability workflow combines objective website checks with additional verification where needed. Temporary technical problems are kept in explicit **Recheck** states - they are not automatically treated as failed prospects.

8

CHECKED

5

AVAILABLE

1

UNAVAILABLE

2

RECHECK

Only the 5 available websites continue.

Unavailable and unresolved Recheck records do not enter the Video 1 prospect-relevance validation sample.

STEP 5

Validate campaign relevance

The five available websites are checked against the campaign requirements using evidence from each prospect website.

Original Domain	Geography Match	Business Type Match	Industry / Niche Match	Overall Relevance	Reason	Verified Geography	Verified Business Type	Verified Industry / Niche	Company Size Match	Specialized
Run ID: PPM-20190822-404009										
Geography: United Kingdom Business Type: Ecommerce Industry/Niche: Home & Garden										
Match	Match	Match	Match	Relevant	Matches required campaign criteria. United Kingdom	Ecommerce	Home décor and wall art	Not Required	Not Required	Not Required
Match	Match	Match	Match	Relevant	Matches required campaign criteria. United Kingdom	Ecommerce	Home & Garden	Not Required	Not Required	Not Required
Review	Match	Match	Match	Manual Review	Ecommerce and home furnishings are confirmed; UK physical presence in the United Kingdom is not confirmed	Ecommerce	Home furnishings and bedding	Not Required	Not Required	Not Required
Review	Match	Match	Match	Manual Review	Physical presence in the United Kingdom is not confirmed	Ecommerce	Home & Garden	Not Required	Not Required	Not Required

Required in the Video 1 campaign

- Physical presence in the United Kingdom
- Ecommerce operating model
- Genuine Home & Garden relevance

5

COMPLETED

2

RELEVANT

1

NOT RELEVANT

2

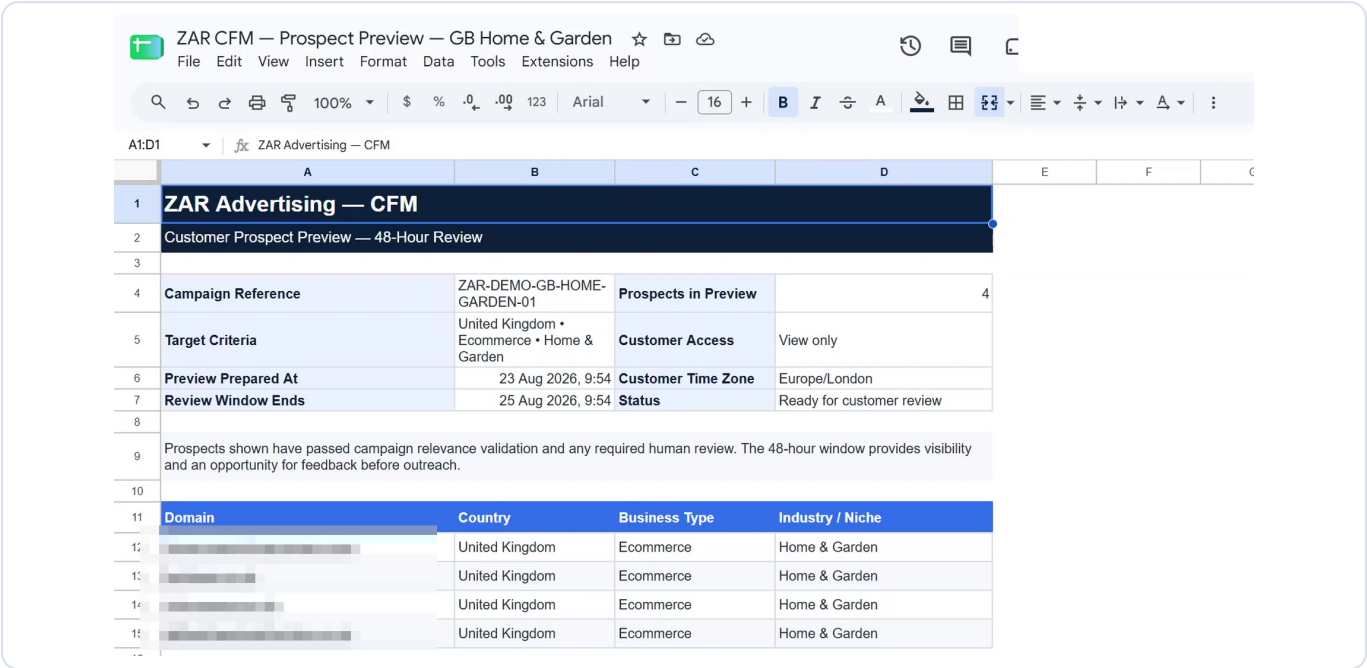
MANUAL REVIEW

A required criterion that clearly does not match makes the prospect Not Relevant. When evidence is genuinely insufficient, the record goes to Manual Review instead of being forced into a yes/no decision.

STEP 6

Human review, then customer prospect preview

The workflow keeps uncertain cases separate until the required human checks are complete.



In Video 1, both Manual Review records were manually confirmed as UK-based and included. Together with the two automatically Relevant records, the final customer preview contains **4 prospects**. The preview is **view only** and provides a **48-hour visibility and feedback window** before outreach. It is not a formal approval requirement.

SUMMARY

The prospect preparation flow

Video 1 shows a controlled progression from broad source data to a customer-visible prospect preview.

Campaign Brief

1

Define geography, business type, industry/niche and any additional requirements.

2

Initial Candidate Data

Start with broad real candidate records before campaign-level validation.

3

Domain Cleaning & Review

Normalize domains, remove duplicates and separate records that need manual handling.

4

Website Availability Check

Move forward only with websites that reach an accepted usable state.

5

Prospect Relevance Validation

Check required campaign criteria; send uncertain evidence to Manual Review.

6

Human Review & Customer Preview

Resolve review cases and provide a view-only 48-hour prospect preview before outreach.

KEY TAKEAWAY

The process is designed to make prospect selection transparent, reviewable and aligned with the campaign brief - while keeping the distinction clear between what ZAR can control and what prospects ultimately decide to do.