

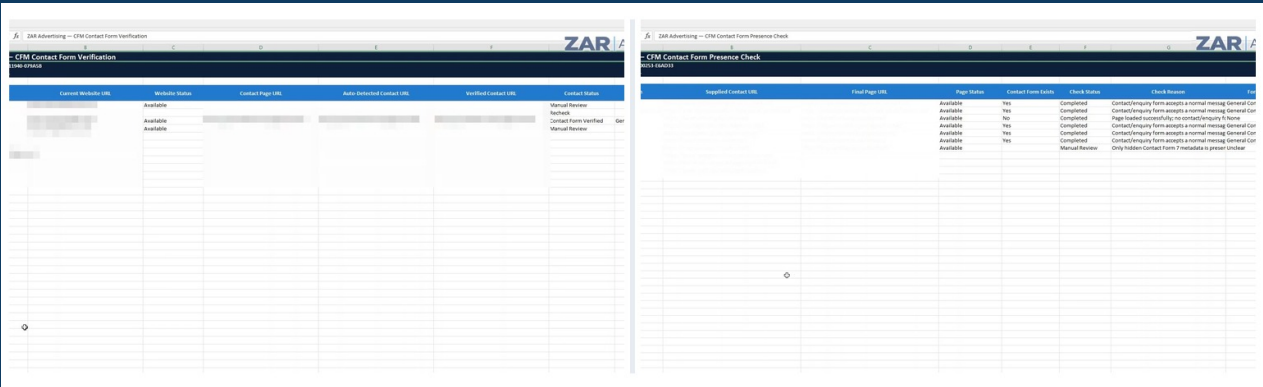
CFM - CONTACT FORM MARKETING

CFM in Action

Finding and Verifying Contact Forms

Public process overview and companion guide to Video 2

A practical look at how ZAR Advertising identifies likely contact-page routes, checks whether the supplied pages contain usable enquiry forms, and keeps uncertain cases separate before manual outreach begins.



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

OVERVIEW

What Video 2 adds to the CFM workflow

CFM is the ZAR Advertising workflow for done-for-you B2B contact-form outreach. This guide focuses on the contact-route discovery and form-presence checks shown in Video 2.

CORE OPERATING PRINCIPLE

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

Route finding

CFV identifies the most likely contact-page route for each real prospect domain and records the verification outcome.

Form confirmation

CFP checks the supplied contact-page URL for an actual contact or enquiry message form. It does not search the wider site for a replacement page.

Reviewable states

Manual Review and Recheck keep ambiguous or technical cases visible instead of forcing a misleading automatic answer.

What the customer is buying

CFM is positioned around successful contact-form submissions, not attempts, replies, leads, meetings, customers, sales or revenue. Contact-route and form-presence verification improve the operator workflow, but they do not guarantee a response or business outcome.

VIDEO 2 FOCUS

Finding and verifying usable contact-form routes before manual outreach.

STEP 1

Find the likely contact-page route

After relevant prospects have been identified, CFV works from the prospect domain to find and verify the most likely usable contact route.

ZAR Advertising — CFM Contact Form Verification
Verify usable contact-form routes before prospect research and manual outreach.

Contact Form Check | Internal Settings | Classification Prompt

Input & Output

Source File: C:/ZAR_CFM_CPV_v1_0/Video2/Input/CFM_Video2_10_Prospects.xlsx | Browse... | Website URL Column (optional): | Campaign Reference (optional): | Output Location: C:/ZAR_CFM_CPV_v1_0/Video2/Output | Browse...

Worksheet: Sheet1 | Domain Column: domain

Run

Run ID: CFV-20260824-211940-079A5B | Status: Prepared | Current Domain: | Timing: —

Create New Run | Start / Resume Check | Pause After Current | Stop Safely | Discard Current Run | Recheck Records... | Review Manual Records...

Results Summary

Total	Completed	Contact Form Verified	Manual Review	No Usable Form	Website Unavailable	Recheck	Verification Pending	Remaining
10	0	0	0	0	0	0	0	10

Live Output

Open Live Results to view Excel updates while processing.

Open Live Results | Sync Excel Results | View Output Folder

Activity

The Contact Form Verification tool starts with the real prospect domain and can also accept a known website URL. It records the current website, likely contact-page route, verified contact URL, contact status and form purpose.

INPUT

Prospect domain, with an optional current website URL.

PRIMARY OUTPUT

A verified contact-page URL when the route can be confirmed.

EXCEPTIONS

Manual Review or Recheck when the route should not be treated as automatically verified.

STEP 2

Record verified routes and visible exceptions

Live results document what was found, while uncertain and technical cases stay separate instead of disappearing into a single success/failure label.

[illegible]

Each completed row records the website status, contact-page URL evidence, contact status, form purpose and verification outcome. Prospect-identifying values are redacted in this public guide.

10

CHECKED

7

CONTACT FORM VERIFIED

2

MANUAL REVIEW

1

RECHECK

Manual Review means operator judgment is still required. Recheck means the route could not be verified reliably because of a technical or temporary condition; it is not silently treated as a failed prospect.

STEP 3

Check only the supplied contact-page URL

The second tool answers a different question: does the supplied contact-page URL itself contain a usable contact or enquiry form?

ZAR Advertising — CFM Contact Form Presence Check v1.0

Confirm whether supplied contact-page URLs contain an actual contact/enquiry form.

Contact Form Presence Check | Internal Settings | Classification Prompt

Input & Output

Source File: Browse...

Worksheet: **CFP Input**

Domain Column: **domain**

Contact URL Column: **contact url**

Campaign Reference (optional):

Output Location: Browse...

Run

Run ID: CFP-20260825-200253-E6AD33

Status: **Running**

Current Domain:

Timing:

Create New Run | Start / Resume Check | Pause After Current | Stop Safely | Discard Current Run | Recheck Records... | Review Manual Records...

Results Summary

Total	Completed	Form Exists — Yes	Form Exists — No	Manual Review	Recheck	Verification Pending	Remaining
10	0	0	0	0	0	0	10

Live Output

Open Live Results to view Excel updates while processing.

Open Live Results | Sync Excel Results | View Output Folder

Activity

Log of events and actions performed during the process.

The Contact Form Presence Check takes the domain plus the supplied Contact URL from the earlier workflow. It does not search the wider website for a replacement contact page. This keeps the result specific, repeatable and useful for operator prioritization.

The distinction matters

CFV finds the likely contact-page route. CFP checks whether that supplied page actually contains a usable message/enquiry form. A later human operator can still navigate or correct the route during final submission if needed.

STEP 4

Use deterministic checks first

Clear form evidence is handled by Python/browser checks first. AI is available only when genuine ambiguity remains.

The screenshot shows the ZAR Advertising — CFM Contact Form Presence Check v1.0 interface. The main header is dark blue with the ZAR Advertising logo. Below the header, there are three tabs: 'Contact Form Presence Check', 'Internal Settings', and 'Classification Prompt'. The 'Contact Form Presence Check' tab is active. The interface is divided into several sections: 'Input & Output' with fields for Source File, Worksheet (CFP Input), Domain Column (domain), Contact URL Column (contact url), Campaign Reference (optional), and Output Location; 'Run' with a Run ID (CFP-20260825-200253-E6AD33), Status (Running), Current Domain (Determining), and buttons for 'Create New Run', 'Start / Resume Check', 'Pause After Current', 'Stop Safely', 'Discard Current Run', 'Recheck Records...', and 'Review Manual Records...'; 'Results Summary' with a table showing counts for Total (10), Completed (0), Form Exists — Yes (0), Form Exists — No (0), Manual Review (0), Recheck (0), Verification Pending (0), and Remaining (10); 'Live Output' with buttons for 'Open Live Results', 'Sync Excel Results', and 'View Output Folder'; and 'Activity' with a log of recent actions.

Python / browser first

Objective page and form evidence decides clear cases without an AI classification request.

AI only for ambiguity

In Python + AI mode, unresolved ambiguous form evidence can receive one AI classification request. Python still owns the final status.

The tool can also operate in Python Only mode, where unresolved ambiguity is sent to Manual Review rather than being forced to Yes or No. This keeps automation useful without hiding uncertainty.

STEP 5

Separate Yes, No, Manual Review and Recheck

The presence check keeps the meaning of each outcome explicit so technical uncertainty is not mistaken for a confirmed No.

ZAR Advertising — CFM Contact Form Presence Check								
Run ID: CFP-20260829-200253-66AD33								
Campaign Reference: —								
	Original Domain	Supplied Contact URL	Final Page URL	Page Status	Contact Form Exists	Check Status	Check Reason	Form Type
6				Available	Yes	Completed	Contact/enquiry form accepts a normal messag	General Contact
7				Available	Yes	Completed	Contact/enquiry form accepts a normal messag	General Contact
8				Available	No	Completed	Page loaded successfully; no contact/enquiry fr	None
9				Available	Yes	Completed	Contact/enquiry form accepts a normal messag	General Contact
10				Available	Yes	Completed	Contact/enquiry form accepts a normal messag	General Contact
11				Available	Yes	Completed	Contact/enquiry form accepts a normal messag	General Contact
12				Available	Yes	Completed	Contact/enquiry form accepts a normal messag	General Contact
13				Available	Yes	Manual Review	Only hidden Contact Form 7 metadata is presen	Unclear
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YES

A clear contact or enquiry form exists on the supplied page. CAPTCHA can still be present; that does not make the form No.

NO

The page loaded successfully but no suitable contact/enquiry message form was found. A No applies only to that supplied page.

MANUAL REVIEW

The page loaded, but the presence or purpose of a form remains genuinely ambiguous and needs human judgment.

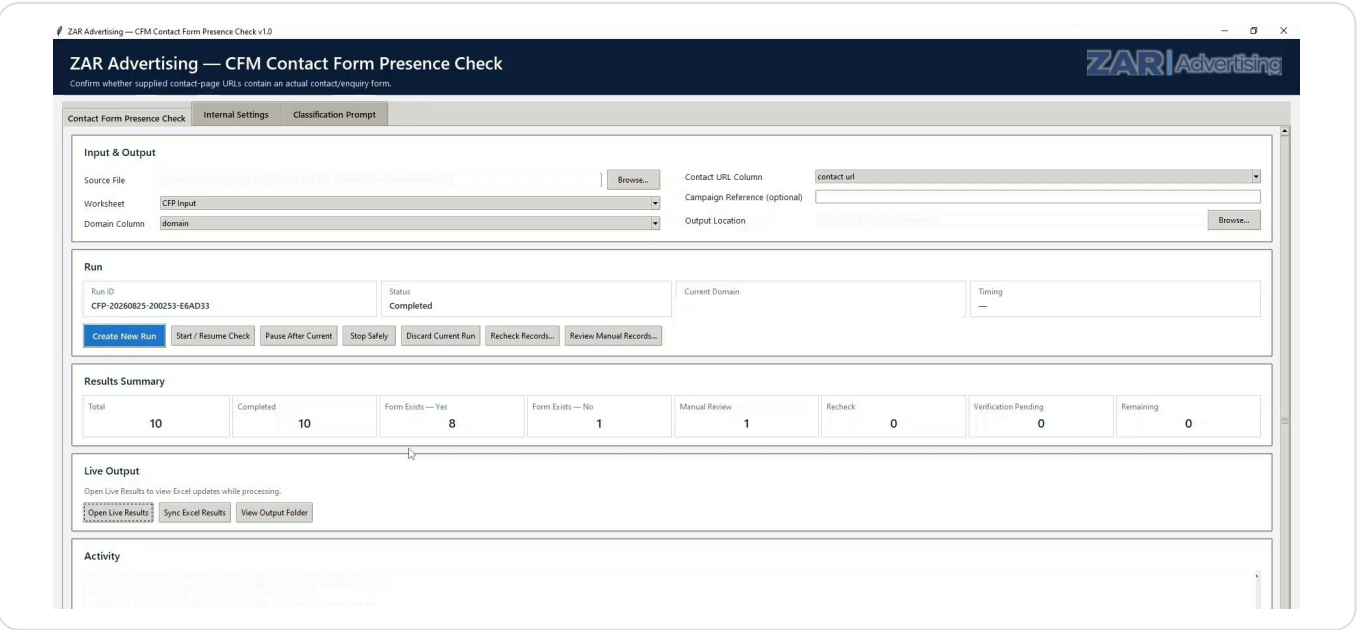
RECHECK

A technical condition prevented a reliable check. Contact Form Exists stays blank rather than being falsely written as No.

STEP 6

Prioritize manual outreach with a documented result

The checker does not submit contact forms. It gives operators a clearer queue before the final human outreach step.



The real ten-record Video 2 sample finishes with a mixed result rather than a forced all-success output. This gives operators a practical view of which supplied pages are ready, which need another route, and which still need review.

10

COMPLETED

8

FORM EXISTS - YES

1

FORM EXISTS - NO

1

MANUAL REVIEW

Final human control

A No applies only to the supplied page and does not remove the prospect from the campaign. Final contact-form submission, navigation corrections and human challenges remain a human step.

SUMMARY

The contact-route verification flow

Video 2 shows a controlled progression from a relevant prospect domain to a documented contact-route and form-presence decision before manual outreach.

1 Relevant prospect

Start with a prospect that has already passed the earlier campaign-relevance workflow.

2 CFV route discovery

Find the likely contact-page URL and record website/contact-route evidence.

3 CFV verification

Keep verified routes, Manual Review and Recheck outcomes separate and visible.

4 CFP presence check

Check only the supplied contact-page URL for an actual message/enquiry form.

5 Evidence-based outcome

Use deterministic checks first; keep Yes, No, Manual Review and Recheck meanings explicit.

6 Human submission

Open the route, correct navigation if necessary, handle CAPTCHA and submit manually.

KEY TAKEAWAY

The process is designed to turn a prospect domain into a documented, reviewable contact route and form-presence decision - while keeping uncertainty visible and preserving final contact-form submission as a human action.