

Clay workflow acceptance example

Simulated, not a result. All company domains end in .example and must not be contacted. Lookup units are arithmetic teaching units, not Clay credits or prices.

This is a simulated acceptance fixture, not a client result, Clay template export or a live enrichment benchmark. All company domains end in .example and must not be contacted. No real contact records or provider calls are included.

Files and sample policy

Import clay-input.csv into a scratch table. Compare your decision columns with clay-expected-output.csv. Keep outbound integrations disconnected. Sample ICP: US B2B SaaS, 50–500 employees, VP Sales role. These invented criteria illustrate a workflow; they are not Growth Cab's universal ICP.

6

simulated input rows

1 · 3 · 2

accepted for review · rejected · on hold

0

records ready to send

7

fictional lookup units in total

TABLE 1 · CLAY-INPUT.CSV (SIMULATED INPUT)

RECORD ID	COMPANY DOMAIN	MARKET	EMPLOYEES	BUSINESS MODEL	ROLE	SUPPRESSED	INPUT TYPE
S01	atlas.example	US	120	B2B SaaS	VP Sales	no	SIMULATED
S02	atlas.example	US	120	B2B SaaS	VP Sales	no	SIMULATED
S03	birch.example	US	8	B2B SaaS	Founder	no	SIMULATED
S04	cedar.example	US	240	B2B SaaS	VP Sales	yes	SIMULATED
S05	delta.example	US		B2B SaaS	VP Sales	no	SIMULATED
S06	elm.example	US	90	B2B SaaS	VP Sales	no	SIMULATED

TABLE 2 · CLAY-EXPECTED-OUTPUT.CSV (EXPECTED DECISIONS)

RECORD ID	DECISION	REASON	PROVIDER STEPS SIMULATED	UNITS SIMULATED	EVIDENCE	CAMPAIGN READY
S01	accept_for_review	Fits declared sample ICP; synthetic role confirmed	1	1	Synthetic fixture: company=US B2B SaaS 120 employees; role=VP Sales	no
S02	reject	Duplicate normalized company_domain and role	0	0	Same account-role pair as S01	no
S03	reject	Below sample employee minimum of 50	0	0	Input employee count 8	no
S04	reject	Suppressed account	0	0	Input suppression flag yes	no
S05	hold	Employee count still missing after fallback	2	3	Two simulated providers returned unknown	no
S06	hold	Role evidence conflicts between two simulated sources	2	3	Synthetic source A: current VP Sales; source B: role ended	no

Ordered workflow

1. Normalize company domains and role labels. Preserve record_id. Mark duplicate account-role pairs after the first occurrence.
2. Apply suppression before any paid lookup. A suppressed record cannot progress even if it fits the ICP.
3. Reject explicit ICP mismatches. Do not treat missing values as a match or fill them with a model's guess.
4. For eligible or incomplete records, query a primary enrichment source only for fields needed by the decision. Use a fallback only when evidence is missing or contradictory. Retain provider, retrieval date, field value and evidence location.
5. Route unresolved records to hold, with an owner and reason. Accept_for_review means fit has passed this sample policy; it does not mean permission to contact, a verified email, a lead or an opportunity.
6. Human review checks evidence, current role, suppression, contact suitability and downstream requirements. Only a separate approved campaign gate can permit export or sending.

Expected reconciliation

Six input rows = one accepted for review + three rejected + two held. S02 duplicates S01; S03 fails the employee threshold; S04 is suppressed. S05 lacks size evidence and S06 has conflicting role evidence. None are campaign-ready.

The fixture uses one simulated unit for a primary lookup and two additional simulated units for a fallback. S01 uses 1; S05 and S06 use 3 each. Total 7 units / 1 accepted-for-review record = 7 units per accepted record. These are arithmetic teaching units, not actual Clay credits or vendor prices. If accepted count is zero, the ratio is undefined; report the spend and zero accepted records separately.

Acceptance checks before expanding

All six IDs reconcile exactly once; suppression and duplicate rows have zero lookups; no unknown value becomes a fabricated fact; no held record exports; every acceptance has inspectable evidence. Replace the fixture with an authorized representative sample before making any performance or cost claim.

Source page: <https://www.growthcab.com/clay-consultant>