



Techzentis Lead Generation Engine User Manual

Hosted Application Operating Guide

This manual explains how to use the hosted application at <https://leadengine.techzentis.com>, configure a business profile, complete the required discovery interview, supply authorized candidate data, qualify leads, and download results.

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Operating workflow

Stage	Operator action	Completion signal
1	Open the hosted dashboard and load a business profile.	Profile name appears in the header.
2	Complete and save the applicable discovery questions.	Status changes from Locked to Ready.
3	Choose Apollo discovery or import an authorized CSV or JSON file.	Candidates are available for processing.
4	Apply suppression, enrichment, email-domain verification, and lead limits.	Run qualification becomes available.
5	Review qualified and rejected records, then download the outputs.	CSV and JSON report buttons are enabled.

Overview and operating principles

Techzents Lead Generation Engine is a gated lead discovery and qualification application. It does not allow lead processing until the required business information, targeting rules, source permissions, exclusions, and compliance controls have been recorded. This gate helps prevent an incomplete profile from producing misleading or unauthorized results.

Current operating model The application is hosted at <https://leadengine.techzents.com>. Live Apollo discovery is optional and requires server-side administrator configuration. Candidate files can be processed without Apollo.

- Business profiles are stored separately so campaigns can be resumed and kept distinct.
- Only applicable questions are displayed. B2B, B2C, and outreach selections can add further questions.
- Suppression rules are applied before qualification.
- Scores and rejection reasons remain visible in the audit output.
- The application does not infer a person's age or gender. B2C targeting may define an authorized target age range, but individual demographic inference is outside the current workflow.

The screenshot displays the Techzents Lead Generation Engine dashboard. At the top, there is a dark teal header with the Techzents logo, contact information (Bhopal, Madhya Pradesh, phone numbers, email, and website), and a 'Business profile' section with a 'default' dropdown and a 'Load' button. Below the header, a light blue banner offers a 'Download PDF user manual' link. The main content area features a 'LOCKED' status and a progress bar indicating '0 of 107 questions answered - 0%'. A progress indicator shows three steps: '1. Business discovery' (active), '2. Qualify leads', and '3. Results'. Below this, a section titled 'REQUIRED BEFORE RESEARCH' contains the 'Business discovery interview' form. The form includes a 'Save all answers' button and four required questions: '1. What is the business name?', '2. What is the business website?', '3. What does the business sell?', and '4. Which specific product or service should this campaign promote?'. Each question has a text input field with a 'Required' label.

Figure 1 Dashboard overview and onboarding lock

Accessing the hosted application

What you need

- A modern browser with an internet connection
- An agreed business profile name for the campaign
- Authorized candidate CSV or JSON files when using file-based qualification
- An approved suppression file when applicable

Open the dashboard

1. Open a modern browser such as Microsoft Edge, Google Chrome, Firefox, or Safari.
2. Go to the following secure address.
`https://leadengine.techzentis.com`
3. Confirm that the page title shows Techzentis Lead Generation Engine and that the address begins with https://.
4. Use the Download user manual button near the top of the page whenever a fresh PDF copy is required.

Access status The hosted version currently does not include subscriber sign-in or individual customer accounts. Do not use confidential or regulated lead data until Techzentis confirms that authentication and tenant isolation are active.

Browser and session guidance

- Use one browser tab for the application during a working session.
- Save each completed section before switching tabs or closing the browser.
- Do not share API keys, passwords, payment information, or other secrets through profile answers or uploaded lead files.
- Download required outputs before a maintenance window or application redeployment.

Business profile and discovery interview

Create or load a profile

5. Enter a short business profile identifier in the header, such as techzentis-training or client-acme.
6. Use lowercase letters, numbers, hyphens, or underscores. Other characters are normalized.
7. Select Load. An existing profile resumes; a new identifier starts an empty profile.

Profile separation Use a separate profile for each business or campaign when the offer, geography, qualification policy, lawful basis, or source permissions differ.

Complete the interview

Questions are numbered in the order currently displayed. Required items have an asterisk. Optional questions may be answered with none when that response is accurate. Complete the information with the business owner, sales owner, and privacy or compliance owner where appropriate.

8. Complete the Business and offer section first.
9. Select whether the campaign is B2B, B2C, or both.
10. Select the intended agent scope under Outreach strategy.
11. Select Save all answers. The page may add conditional questions after these choices are saved.
12. Complete all newly displayed required questions and save again.
13. Continue until the status changes from Locked to Ready and the progress bar reaches completion for required answers.

Business and offer

1. What is the business name? *

Required

2. What is the business website? Enter 'none' if there is no website. *

Required

3. What does the business sell? *

Required

4. Which specific product or service should this campaign promote? *

Required

5. What customer problem does it solve? *

Required

6. What are its main benefits or customer outcomes? *

Required

7. What makes it different from competing alternatives? *

Required

8. What is the typical price or contract value? *

Required

9. Is it a one-time purchase, subscription, retainer, usage-based service, or another model?

Optional — enter 'none' when appropriate

10. Can customers purchase immediately, or is a consultation or demo required?

Optional — enter 'none' when appropriate

11. Which industries or use cases can the business not support?

Optional — enter 'none' when appropriate

Figure 2 Numbered business discovery questions

Interview sections

Section	Information to prepare
Business and offer	Business description, campaign offer, customer problem, benefits, differentiators, price, and purchase process.
Campaign objective	Lead definition, conversion goal, lead volume, timing, cost target, and quality versus volume preference.
Buyer and geography	Decision makers, influencers, service areas, excluded territories, languages, and operating constraints.
Qualification	Positive signals, disqualifiers, commercial fit, buying timeframe, scoring, and delivery threshold.
Lead information	Required fields, email and phone needs, role data, evidence, confidence, freshness, and output format.
Permitted sources	Approved and prohibited sources, first party data permissions, enrichment permissions, and provenance rules.
Sales and capacity	Lead ownership, CRM, handoff data, response timing, duplicates, capacity, and stop conditions.
Compliance	Jurisdictions, lawful basis, personal data, retention, opt out, suppression, and human control.
Measurement	Success metrics, feedback, reporting dimensions, review thresholds, approvers, and experiment limits.

Lead sourcing options

After the profile is Ready, choose one of the two supported sourcing paths. Both paths pass through the same normalization, deduplication, suppression, scoring, and audit pipeline.

Option	Use when	Requirements	Important limitation
Apollo live discovery	The business has approved Apollo and needs B2B company or people discovery.	Apollo account, API access, configured key, completed profile, and explicit authorization checkbox.	Search access and credit use depend on the Apollo plan. People search does not itself reveal full email addresses or phone numbers.
CSV or JSON import	You already have authorized candidate records from a CRM, referral, event, directory, or approved vendor.	Candidate file, optional suppression file, and completed profile.	The engine qualifies the supplied records; it does not validate that the operator had permission to obtain them.

Apollo setup and live discovery

Create the Apollo API key

14. Sign in to Apollo using an account with permission to create API keys.
15. Open Settings, then Integrations, then API Keys.
16. Select Create new key, provide a meaningful name and description, and grant only the endpoints needed for organization and people search.
17. Copy the key to a secure password or secrets manager. Do not place it in the browser, screenshots, CSV files, source code, or this manual.

Plan and credit check Apollo API access depends on the Apollo plan. Organization search may consume credits per page. Test with a small limit and review Apollo usage before scaling.

Request server-side Apollo configuration

Apollo credentials for the hosted application must be configured by an authorized Techzents administrator in the Hostinger environment settings. Ordinary users should never enter an Apollo API key into a browser field or upload it in a file.

18. Obtain an approved Apollo API key and confirm the permitted endpoints and credit limits.
19. Send a configuration request to the authorized Techzents administrator without placing the key in email or chat. Use the approved secrets-sharing method.
20. After the administrator confirms configuration, open Qualify leads and select Preview filters to verify that Apollo is available.

Secret handling The API key must remain in Hostinger environment variables or another managed secret store. It must never appear in browser code, screenshots, CSV files, source code, or downloaded reports.

Preview and run discovery

21. Open the Qualify leads tab.
22. Choose Companies or People and set a small maximum candidate count for the first run.

23. Select Preview filters and confirm that industries, locations, sizes, titles, and exclusions match the saved profile.
24. Confirm that Apollo is an authorized source for this business.
25. Select Run live discovery. The system qualifies returned candidates and opens the Results tab.

Figure 3 Apollo preview and candidate import controls

Candidate import and qualification

Prepare a candidate file

CSV files should contain one header row and one lead per row. JSON may be an array of lead objects or an object containing a leads array. Common field names are normalized automatically.

Recommended field	Purpose	Example
company	Company or organization name	Example Technologies Pvt Ltd
name	Contact person's name	Anita Sharma
title	Role or job title	Marketing Director
email	Business email address	anita@example.com
phone	Business phone number	+91 90000 00000
website	Company website	https://example.com
industry	Industry or sector	Information technology

Recommended field	Purpose	Example
employees	Approximate company size	150
location	City, state, or country	Bhopal, Madhya Pradesh
description	Company or opportunity description	Provides managed cloud services
signals	Buying or intent signals	Hiring sales team; requested demo
source_url	Evidence or source link	https://example.com/about

Run file based qualification

26. Open Qualify leads and choose the candidate CSV or JSON file.
27. Optionally choose a suppression file containing records that must not be processed or contacted.
28. Set Maximum qualified leads.
29. Enable website enrichment only when the completed profile permits public company websites.
30. Enable email-domain verification when you need syntax and mail-domain checks. This does not prove that an individual mailbox exists.
31. Select Run qualification and wait for the Results tab to open.

What the pipeline does

- Normalizes common field names and website domains.
- Merges duplicate records using email, phone, domain, company and location, and person and company identities.
- Removes suppression matches before qualification.
- Optionally reads titles and descriptions from supplied authorized public company websites.
- Calculates a transparent fit score from the saved qualification rules.
- Records disqualification reasons, evidence, counts, and timestamps in the report.

Results and downloads

32. Review the summary counts for qualified, rejected, duplicate, and suppressed records.
33. Inspect company, contact, role, email, location, score, and evidence for each qualified lead.
34. Expand Rejected and suppressed records to understand why records were excluded.
35. Select Download CSV for the qualified lead list.
36. Select Download report for the complete JSON audit report.

Human review Treat the score as decision support. Verify important facts and source evidence before sales outreach, especially for regulated sectors or high value opportunities.

The screenshot displays the Techzents Lead Generation Engine interface. At the top, the header includes the Techzents logo, the text 'TECHZENTS DIGITAL SERVICES', and the main title 'Techzents Lead Generation Engine' with the tagline 'Digital Skills. Smart Solutions. Real Growth.' To the right, there is a 'Business profile' dropdown menu set to 'default' and a 'Load' button.

Below the header, there is a section for 'Need help getting started?' with a link to 'Download PDF user manual'. A 'LOCKED' status indicator is present above the 'Complete business discovery' section, which shows '0 of 107 questions answered - 0%' and '61 required answers remain before lead processing can begin.' Below this, a progress bar shows three steps: '1. Business discovery', '2. Qualify leads', and '3. Results' (which is the active step).

The 'AUDITABLE OUTPUT' section is titled 'Qualified leads' and includes a 'Download CSV' and 'Download report' button. Below this, a table is shown with the following columns: SCORE, COMPANY, CONTACT, ROLE, EMAIL, LOCATION, and EVIDENCE. The table currently displays 'No results yet.' Below the table, there is a link to '► Rejected and suppressed records'.

Figure 4 Results table and audit controls

Data quality privacy and compliance

- Use only data sources authorized in the business profile and allowed by applicable contracts and platform rules.
- Record the lawful basis or consent rule that applies in every jurisdiction where leads will be collected or contacted.
- Maintain a current suppression list and apply opt outs across all channels.
- Collect only the fields needed for the stated purpose and retain them only for the approved period.
- Do not place API keys, passwords, payment data, or other secrets inside lead files.
- Use human approval for outreach, regulated decisions, sensitive segmentation, or any action identified in the profile as human controlled.
- Review evidence freshness and confidence before treating a result as verified.

Troubleshooting

Symptom	Likely cause	Action
The page does not open	Internet access, DNS, SSL, or the hosted application is temporarily unavailable.	Refresh once, try another network, then contact Techzents support with the time and error shown.
Status remains Locked	One or more applicable required answers are missing.	Review asterisked questions, save, and complete any conditional questions that appear.
Run qualification is disabled	The profile is not Ready or no candidate file is loaded.	Complete onboarding, save, and load a valid CSV or JSON file.

Symptom	Likely cause	Action
Run live discovery is disabled	Apollo is not configured on Hostinger, the profile is not Ready, filters were not previewed, or authorization is unchecked.	Ask the Techzents administrator to verify the Hostinger secret, complete onboarding, preview filters, and confirm authorization.
Apollo returns 401 or 403	The key is invalid or lacks endpoint permission.	Check the key, account permissions, and scoped endpoint access in Apollo.
Apollo returns 429	The plan rate limit was exceeded.	Reduce request volume and wait for the limit window to reset.
CSV does not load	The file has malformed quoting or an invalid header row.	Open the file in a spreadsheet editor, correct quoting, save as UTF-8 CSV, and retry.
No candidates qualify	Fields are missing or the saved thresholds and disqualifiers are too restrictive.	Review rejected reasons, correct source data, and change business rules only with the authorized approver.
Email domain passes but delivery fails	MX verification checks the domain, not the individual mailbox.	Use an approved mailbox verification process or verify the address directly before outreach.

Hosted service status and remaining controls

The application is deployed on the Techzents Hostinger subdomain and is operational for controlled evaluation. Complete the following items before offering paid subscriptions or storing customer-confidential lead data.

Priority	Remaining step	Completion evidence
Required	Approve data sources, lawful basis, retention, suppression, and outreach rules for each business profile.	Signed operating and privacy approval.
Required	Choose and fund the production lead source or confirm the authorized file import process.	Active provider account or documented source workflow.
Required	Store APOLLO_API_KEY in a managed secret store instead of a manually shared value.	Secret is restricted, rotated, and absent from source control.
Required	Add subscriber authentication, role-based access, tenant isolation, and subscription enforcement.	Security review and paid-access tests completed.
Required	Establish profile and result backups, retention schedules, and deletion procedures.	Backup and deletion tests completed.
Recommended	Connect the approved CRM and define ownership, assignment, status, and duplicate rules.	Test lead successfully reaches the correct owner.
Recommended	Run a small pilot, compare scores with sales feedback, and calibrate thresholds.	Pilot review records precision, rejection quality, and cost per qualified lead.
Recommended	Add monitoring for server availability, provider failures, usage, credits, and audit events.	Alerts and monthly usage review are active.
Recommended	Create an operator access and incident response process.	Named owners and escalation contacts are documented.

Routine operating checklist

Before every campaign

- Load the correct business profile and confirm the offer, geography, exclusions, qualification threshold, and output requirements.
- Confirm source authorization, lawful basis, suppression status, and available sales capacity.
- Review Apollo credits or verify the origin and permission status of the import file.
- Run a small test batch when targeting rules or providers have changed.

After every run

- Review rejected, duplicate, and suppressed counts for unexpected patterns.
- Verify the highest scoring leads and their evidence before outreach.
- Download and securely store the CSV and JSON audit report when required.
- Record sales outcomes so targeting and scoring can be reviewed.
- Delete exports when their approved retention period ends.

Hosted links

Application: <https://leadengine.techzents.com>

PDF user manual: <https://leadengine.techzents.com/downloads/user-manual.pdf>

External references

Apollo API key creation: <https://docs.apollo.io/docs/create-api-key>

Apollo authentication: <https://docs.apollo.io/reference/authentication>

Apollo API pricing and credits: <https://docs.apollo.io/docs/api-pricing>

Apollo rate limits: <https://docs.apollo.io/reference/rate-limits>

Techzents Digital Services: <https://techzents.com>

Support

For implementation or operational support, contact Techzents Digital Services.

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