

Clay's enrichment table, rebuilt in n8n

A Google Sheet of company names in. A named person, a verified email and an opener that quotes their own site out.



Sample data. The companies and people are fictional.

Free n8n workflow JSON

Setup in 15 minutes

Real run: 10 rows, \$0.36

01

What one real run did

Ten company names in a sheet. Three minutes later, this was the run report.

One play, not all of Clay.
No signals, no CRM sync,
no sequencer.

M Run report

execution #57599 · 2026-10-13

Rows processed 10
 Named decision-makers 9
 Verified emails 9
 Openers written 7
 Run time 3 min

Total cost

\$0.36

about \$0.04 per verified email

02

The table is a Google Sheet

You type a company. The workflow fills the yellow columns.

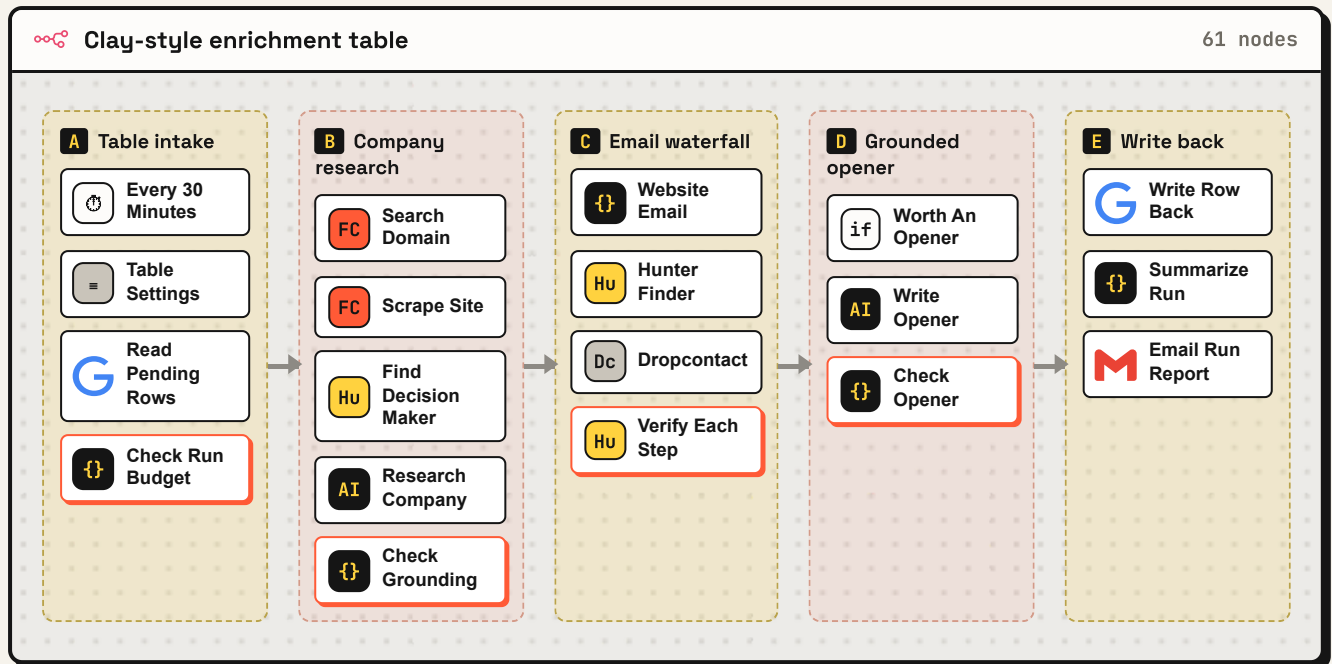
G Lead Table							Leads
	A	B	C	D	E	F	G
1	company	website	person	email	email_status	opener	status
2	Northwind Labs	northwind.example	Sara Adel, Head of Sales	sara@northwind.example	verified	With 400+ grocery...	enriched
3	Brightline CRM		Omar Fahmy, VP Sales	omar@brightline.example	verified	Your pricing page...	enriched
4	Kestrel Ops	kestrel.example	Lena Haddad, Co-Founder	lena@kestrel.example	verified		enriched
5	Pinewood Data	pinewood.example			not_found		no_person

 You fill: company, and a website if you have it  The workflow fills

Sample rows, fictional companies. Brightline had no website, so search found it. Kestrel scored under the ICP bar, so it got no opener.

The whole workflow on one canvas

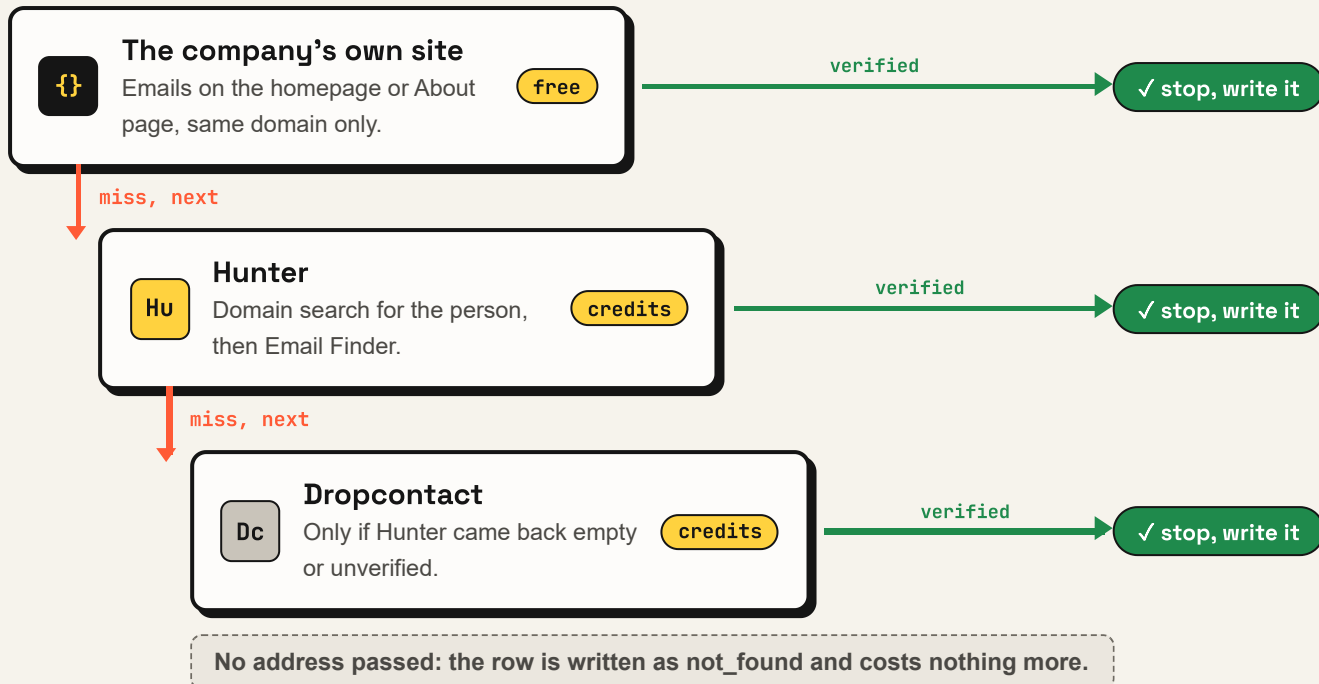
Five stages, no sub-workflows. The orange nodes are the gates that stop bad data.



A simplified map of the real canvas. FC is Firecrawl, Hu is Hunter, AI runs through OpenRouter.

The email waterfall stops at the first good address

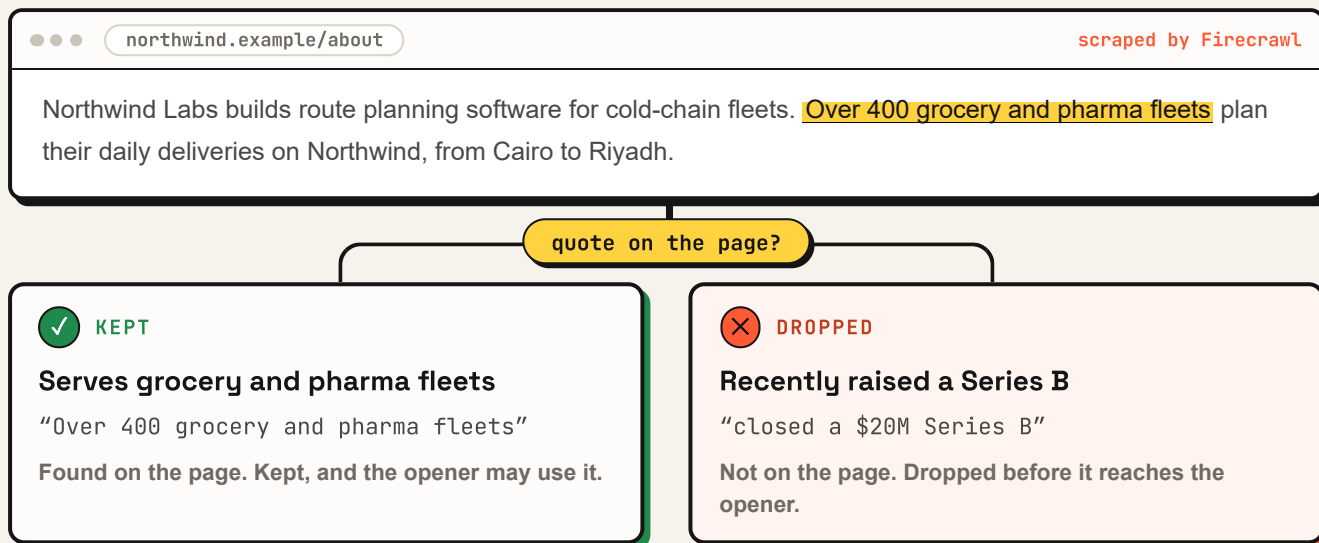
Free first. A paid provider only runs when the step above it missed.



Hunter's verifier checks every step. An address counts when it is deliverable, or accept-all with a score of at least 80.

The quote check: no made-up facts

The AI only reads what was scraped. Code checks every quote against it, word for word.



Sample page, fictional company.

06

The opener cites one fact, or it doesn't ship

A second check reads the opener before it is written to the sheet.

 Draft, from your sheet

TO

Sara Adel <sara@northwind.example>

SUBJECT

Route data at Northwind

Hi Sara,

With 400+ grocery and pharma fleets planning routes on Northwind, your sales team is sitting on more account data than it can work by hand.

CITES THIS FACT

"Over 400 grocery and pharma fleets"

CHECK OPENER REJECTS IT UNLESS

✓ it uses a fact that passed the quote check

✓ every number is in that fact

✓ it is 45 words or fewer

✓ no flattery, no "I came across", no em dashes

Sample email. The workflow writes the opener to the sheet. Sending is up to you.

07

Set it up in 15 minutes

Import the JSON into n8n, connect six accounts, then six steps.



Google Sheets
the table



Firecrawl
search and scrape



OpenRouter
research and
openers



Hunter
find and verify



Dropcontact
the backup finder



Gmail
the run report


01

Make a Google Sheet called Lead Table with a Leads tab and the headers in section 08


02

Connect Google Sheets, Firecrawl, OpenRouter, Hunter, Dropcontact and Gmail


03

Pick your sheet in Read Pending Rows and Write Row Back


04

In Table Settings, write your ICP and your offer, and replace REPORT_EMAIL


05

Set the two credit prices to your own Hunter and Dropcontact plans


06

Start with max_credits_per_run at 10, then raise it

08

Every column, in one place

Copy these headers into row 1.

You fill

row_id any unique id	company the only required value	website optional, found by search if empty
status pending queues the row	first_name, last_name optional, found if empty	job_title optional, the role to look for

The workflow writes

domain, domain_source where the site came from	what_they_sell, recent_signal from the scraped pages	icp_fit, icp_reason 0 to 100 against your ICP
email, email_status, email_source the waterfall result	providers_tried, credits_used what it cost	opener, opener_fact, opener_status and person_source, error, enriched_at

Things to know before a real list

What the test runs showed.



Catch-all domains

Some companies verify only as accept-all with a low score. The default 80 refuses them, so expect no_email there.



Dropcontact is slow

It can take about 90 seconds a row. Fine on the 30 minute schedule.



Respect the inbox

This finds and verifies addresses. Check the cold email rules where you and your prospects are before you send.

Get the workflow, free: <https://www.mina-saad.com/guides/clay-enrichment-table.json>

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Sources

1. n8n execution #57599 on n8n.mina-saad.com (2026-10-13): 10 rows, 9 verified emails, 7 openers, 180 s, \$0.36
2. Workflow JSON: Table Settings defaults and the Check Opener rules, as shipped in clay-enrichment-table.json