This badge was issued to Duncan Murtagh

Date issued: January 30, 2026

Expires: January 12, 2027

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Outbound Automation Certification

Issued by Clay

This certification validates your ability to build effective outbound campaign workflows using Clay tables, demonstrating proficiency in collecting and enriching lead data from multiple sources, segmenting leads based on relevant criteria, generating highly personalized outreach content using AI and data points, implementing conditional logic to handle various data scenarios, and integrating with outbound tools like email sequencers to create sophisticated end-to-end automated campaigns.

Learn more

Certification   Intermediate $ Free

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Skills

| AI Content Creation | Category Management |

| Conditional Formatting | Customer Relationship Management (CRM) |

| Data Collection | Data Ingestion | Data Integration |

| Email Management | Information Gathering | Lead Generation |

| Lead Management | Logical Reasoning | Marketing Automation |

| Market Segmentation | Outbound Marketing | Outreach |

| Personalization | Rubrics | System Interoperability |

| Systems Integration | Technology Integration |

Earning Criteria

Submit a Clay table designed for an outbound automation use case that meets all of the standards outlined in the rubric, scores at least 80/100, and has all three critical success factors.

Read about the scoring criteria and critical success factors here.

Evidence

evidence

Related

Inbound Automation Certification

CRM Enrichment Certification

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