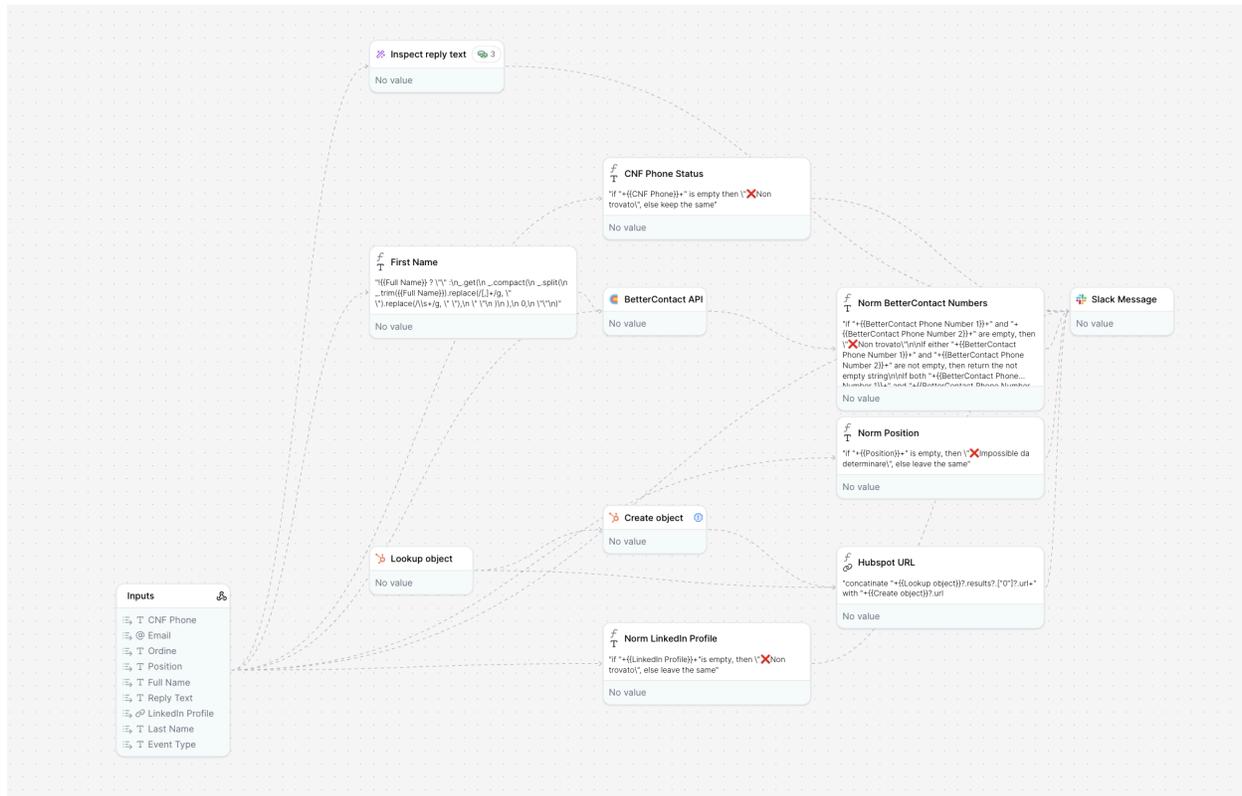


Automated Outbound Reply Enrichment Template



Clay Template Link: https://app.clay.com/shared-table/share_0t95eua2mNvt9ScjXG7

How it works?

Step 1: Understand the Outbound Reply Enrichment Playbook

Before setup, understand how this workflow is designed to work.

- This [playbook](#) captures **interested leads' replies on Instantly**
- Enriches contacts data

- Syncs data to CRM
- Notifies team

Step 2: Create a Clay table from the template

- Click the template link.
- You will be redirected to **Clay** with the **Outbound Reply Enrichment** template open.
- In the top-right corner, click **Create table using template**.
- Select the workspace where the table should live.

Step 3: Connect Instantly replies to the Clay webhook

- Open the newly created Clay table.
- Open the webhook URL generated by the template.
- Copy the webhook URL.
- In **Instantly**:
 - Open integration settings.
 - Paste the Clay webhook URL.
 - Select the event type **Lead replied**.
- Save and activate the integration.

Step 4: Verify the webhook

- Trigger a test reply marked as **Replied** in Instantly.
- Return to the Clay table.
- Verify a new row is created with:
 - Email address
 - Reply text
 - Campaign metadata
 - LinkedIn profile URL if available

Step 5: Add BetterContact API key for phone number enrichment

- In Clay template, open column **BetterContact API**.
- Paste your BetterContact API key in the header.
- Add enrichment for Phone number

Step 6: Connect HubSpot with Clay

- In Clay, connect your **HubSpot** workspace.
- Map required fields such as:
 - Email
 - Name
 - Job title
 - Company
 - Phone number

Step 7: Connect Slack for receiving alerts

Connect your **Slack** workspace to Clay:

- Select the channel for notifications.
- Include in each alert:
 - Contact name and title
 - Reply text
 - Phone number