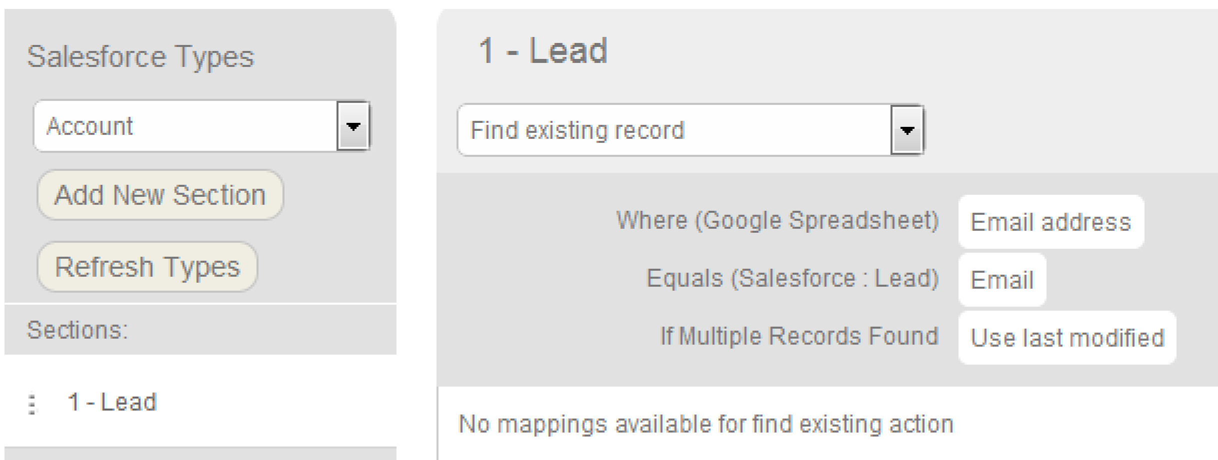
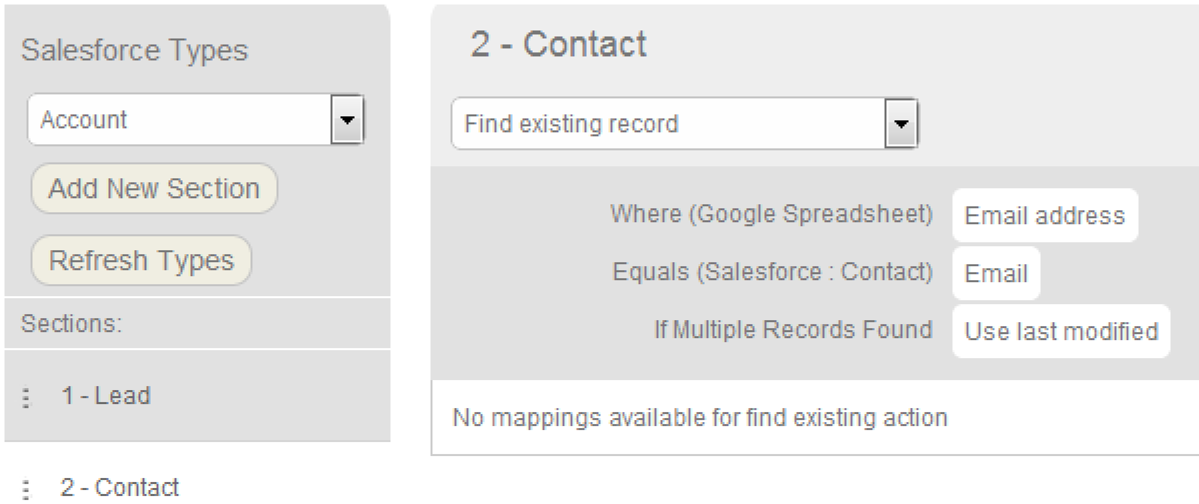
How to Apply Logic in Syncfrog Mapping

In the first mapping section, we are going to look for existing Leads. We are not going to apply any logic beyond the **If Multiple Records Found** statement.

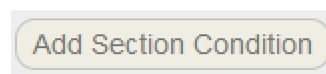


Nice, so this looks for our Lead records. Now, let’s check to see if they are a Contact instead of a Lead.

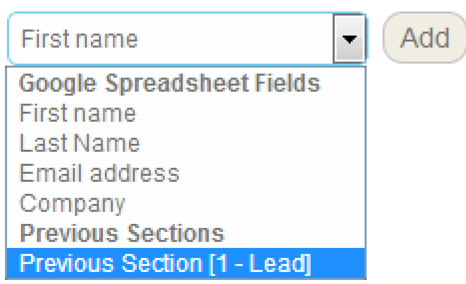
We have selected Contact from our drop-down of types. This again is going to use the Find statement off of the email address.



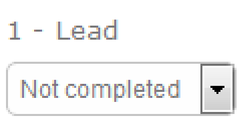
However, we are going to apply some conditions to only search Contacts if it wasn't found in the Leads search.

Click **Add Section Condition** on the top right of the mapping area. 

This will bring up our condition drop-down, where we can select our previous section and then select **Add**.

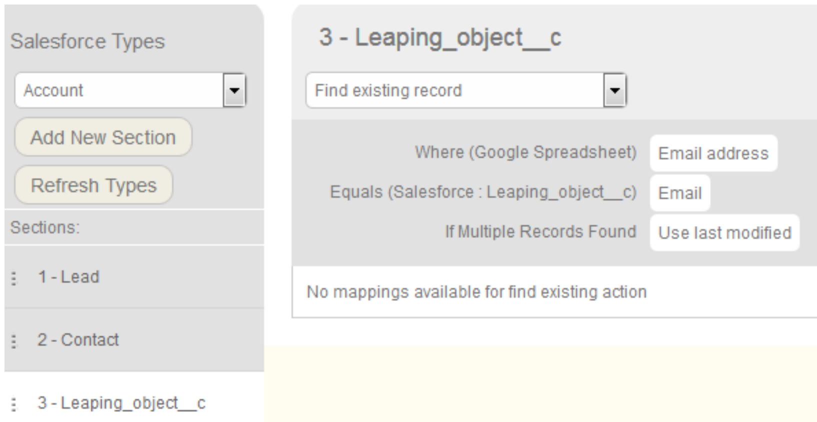


This will give provide a drop-down for our logic for this condition. Since we only want to search for these Contacts if the Lead isn't found, we'll select **Not completed**.



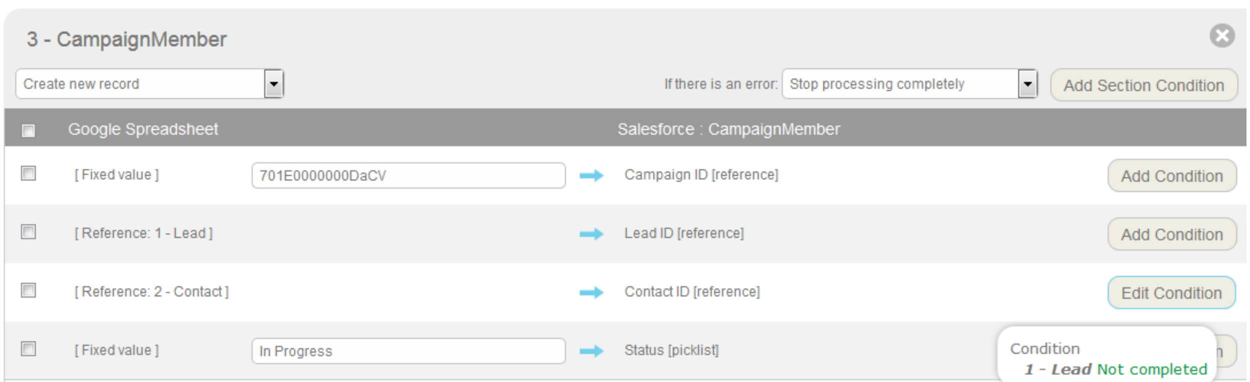
Excellent, so our Contact search will only trigger if a Lead isn't found.

Now, we can use this to further locate records. We can even search in custom objects, if it's not found.



With all of this, you may be asking why, right? Why are we finding all this stuff? Well, let's say you want a certain group to be enrolled in a campaign.

Your sign-up form could look for an existing Lead or Contact or created lead and apply them to a specific campaign. You can do this with forms as well. The completed mapping may look something like this.



You can see we used a condition for our first mapping panel again. So, if we dont' find them as a Lead, move on to the Contact and enroll them. Make sense? This is just one example of how to use logic and you will probably come up with other ways.

If you have questions, send us a note at hello@syncfrog.com or on Twitter at @syncfrog.