NEXCREST · SMS LAND ACQUISITION · DATA TOOLS

Campaign Registry and Cloud List Scrubber

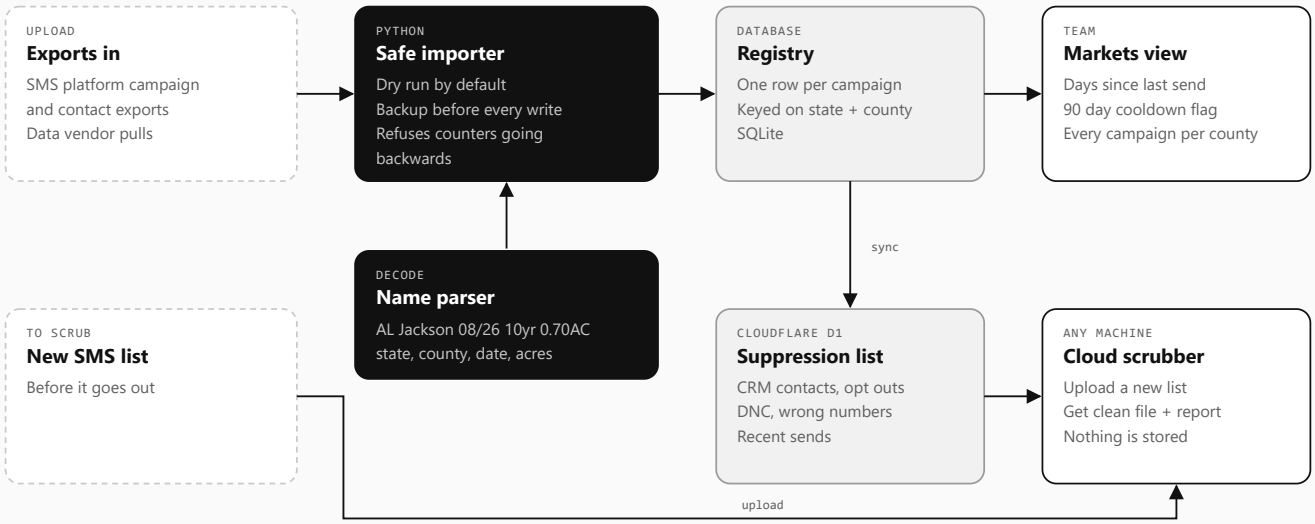
One database of every text campaign, and a web app that cleans any new list before it goes out.

Built with Claude Code · Python, Flask, SQLite, Cloudflare Workers, D1

152	99	~94k	90 day
CAMPAIGNS IN ONE DATABASE	MARKETS TRACKED	NUMBERS IN THE SUPPRESSION LIST	DEFAULT COOLDOWN

HOW IT WORKS

Campaign registry and cloud list scrubber



`Python` `Flask` `SQLite` `Cloudflare Workers` `D1` `Data cleaning` `ETL` `Claude Code`

01 Overview

Nobody could answer a simple question: when did we last text this county, and what happened? Send history was split across SMS platform exports, a BI workbook and memory, and new lists kept texting people who were already in the CRM or had just been texted.

I built two connected tools: a local registry that pulls every export into one database keyed on state and county, and a cloud scrubber that removes everyone who should not be texted from a new list.

02 Campaign registry

Seven tabs
Dashboard, campaigns, deals, markets, expenses, upload and admin, with log a send, log a deal and log an expense forms.

Upload anything
Drop a CSV or Excel file. One row per campaign, one row per contact (counts summed, dates taken from the range) or no campaign column at all (the filename becomes the name).

Confirm before write
Columns are matched automatically but nothing is written until you confirm the mapping.

Markets view
Days since last send per county, with a cooldown flag (90 days) and a stale threshold (180 days) saved in the database.

Merge misspellings
Editing a county merges two spellings of the same market so the cooldown clock stays correct.

Command line importer
Dry run by default: prints new campaigns, every field that would change and every value held back. Apply with a write flag.

The name parser

Campaign names carry information the exports do not. A name like **AL Jackson 08/26 10yr 0.70AC** decodes into state, county, month, owner tenure and acreage. Full state names are accepted, hyphenated counties are restored, month only dates are stored as the 1st and tagged approximate, and ambiguous day and month order is resolved from the naming convention.

The safety guard

- Sends, segments, contacts, replies and leads only ever go up.
- A label count can change but can never be zeroed by a bad export.
- A month from a campaign name never replaces a date known to the day.
- Only per campaign roll up rows are imported, and duplicate names are summed.
- A dated database backup is taken before every schema or data change.

03 Supporting scripts

Workbook sync
Pulls deals and the cost model from the owner's Excel dashboard and pushes eight input columns back, through Excel itself so the charts survive.

Dashboard rebuild
Regenerates the simplified owner workbook, matching campaigns three ways, and refuses to write if hand entered columns would be lost.

Planner fill

Fills the campaign planner with never texted counties first, then counties past cooldown, never overwriting a typed cell or scheduling a county twice.

Send date authority

Rebuilds true send dates from the SMS platform's list screen and reports cooldowns.

04 Cloud list scrubber

A Cloudflare Worker with a D1 database, so anyone on the team can clean a list from any machine without installing Python.

Upload and clean

Drag in a list, set cooldown days (default 90) and optionally block parcels texted recently.

Clear results

Rows in, kept, cut and percent cut, a table of removal reasons, and downloads for the clean list and the removed rows with a reason column.

Mark as sent

One click records the kept numbers as texted today so the next scrub respects the cooldown.

Per phone scrubbing

Checks Phone through Phone 6. A clean second number is promoted and the owner is only dropped when no usable number is left.

Suppression tiers

- **Permanent:** opt out, DNC or litigator, wrong number, not interested, dead, disqualified, sold or listed. Never texted again.
- **Pipeline:** anyone live in the CRM, from qualified to under contract. Never cold texted.
- **Cooldown:** texted recently with no response. Blocked for the cooldown window; a number with no known send date is blocked too.
- The strongest tier always wins and is never downgraded.

05 Security and privacy

- Uploaded files are parsed and scrubbed inside one request and never stored. Only a log row with counts, never phone numbers, is kept.
- Signed 12 hour session cookie, strict same site, and a server that fails closed if any secret is missing.
- Strict content security policy, no framing, no referrer, and no caching of API responses.
- The local registry only listens on the computer itself, with hashed passwords and a random secret stored outside the code.

06 Tech stack

Registry	Python, Flask, SQLite, openpyxl, Excel automation, about 5,600 lines across 18 files
Scrubber	Cloudflare Workers (no dependencies) and D1, about 850 lines
Sync	The local database is the master and pushes a seed to D1
How I built it	Claude Code, with the suppression rules mirrored in Python and JavaScript and a shared test so they never drift

07 Results

> Every market has a known last send date, so no county gets hit again before it has rested.
>
> Lists are cleaned in seconds from any machine, with a reason for every removed row.
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> Bad exports can no longer overwrite good data.

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