SageRock

CLIENT

Spring Garden Waldorf School

K-8 Waldorf school · Copley, Ohio

Eight sources in, one assistant *out*

TIER 1 · SOURCES

all tenant-scoped to SGWS's client_id

WEBSITE FORMS
Gravity Forms
Inquiry & open-house forms on sgws.org.
● Real-time webhook
FEEDS
`form_submissions`
new inquiries

SCHEDULING
Calendly
Tour scheduling for prospective families.
● Webhook + backstop
FEEDS
`tours · pipeline`
advances stage

ADMISSIONS INBOX
Gmail
admissions@sgws.org mailbox.
● OAuth · hourly
FEEDS
`gmail_messages`
"last contacted"

EMAIL MARKETING
Constant Contact
Campaigns, opens/clicks & opt-outs.
● Nightly · 5:15a
FEEDS
`cc_engagement`
opt-outs · tags

STUDENT INFO SYSTEM
FACTS SIS
Applications data of record.
● Nightly · 4a
FEEDS
`facts_applications`
→ *"Application"*

VISITOR TRACKING
Website pixel
SageRock's on-site tracker (p.js).
● Live + hourly stitch
FEEDS
`visit_events`
90-day retention

PAID ADVERTISING
Google Ads
Campaign spend, clicks & conversions.
● Daily · 5:30a
FEEDS
`google_ads_campaigns`
spend · clicks

WEB ANALYTICS
Google Analytics
Site traffic by acquisition channel.
● Daily · 5:45a
FEEDS
`ga4_daily`
sessions · channels

INGESTED INTO

TIER 2 · SYSTEM OF RECORD
dashboard.sagerock.com database

READ-ONLY

TIER 3 · ASSISTANT

Linden

`linden@ask.sagerock.com`

14 read-only data tools + email reply & escalate. Reads across all eight sources, drafts replies; never writes back to the source systems.

WHAT LINDEN READS

- `contacts / prospects` ← Gravity Forms
- `gmail_messages` ← Gmail
- `visit_events` ← website pixel
- `google_ads_campaigns` ← Google Ads
- `pipeline / history` ← Calendly + FACTS
- `cc_engagement` ← Constant Contact
- `tours` ← Calendly
- `ga4_daily` ← Google Analytics

EMAIL REPLY · STAFF ONLY

SGWS admissions staff
Linden drafts; a person reviews and sends. No auto-send, no writes upstream.