

Blink

Extend your lead conversion process

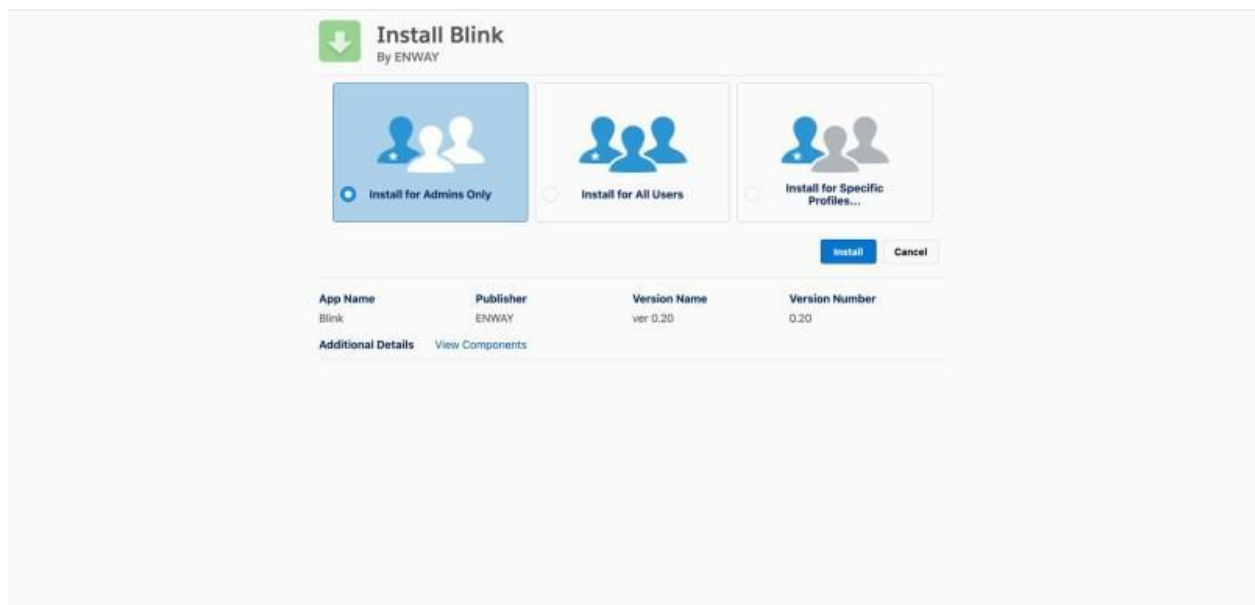
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Installation

Blink was built to help companies to speed up the sales process. To share lead information with custom objects you can easily add them in the settings. Using a few clicks add fields and record types mapping. Blink supports single and multiple lead conversions. Now you don't need any additional development.

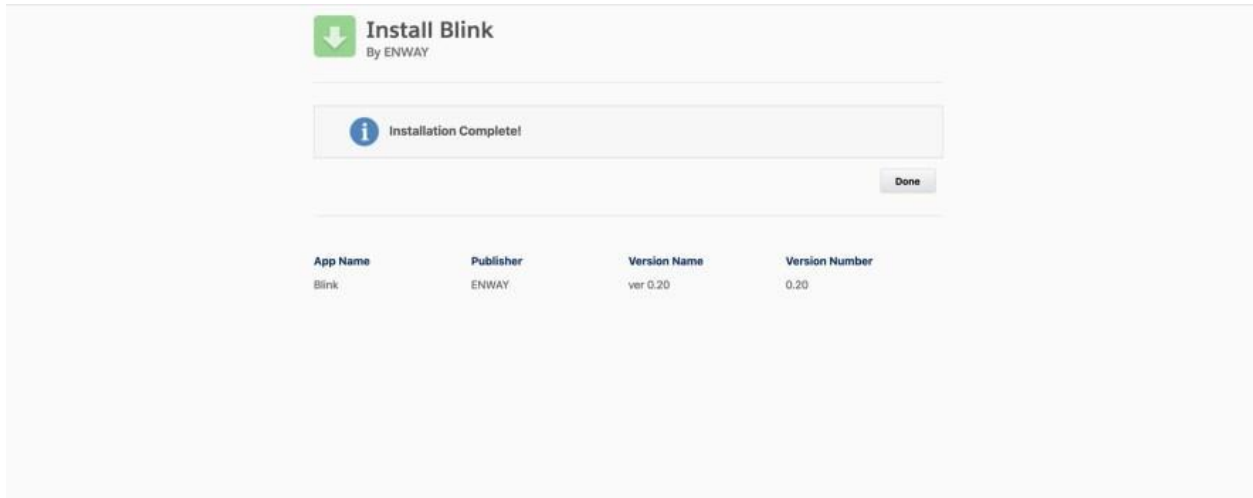
Step 1

Install the package. Depending on your settings select profiles installation options.



Step 2

Wait until the finish step and click "Done".



Step 3

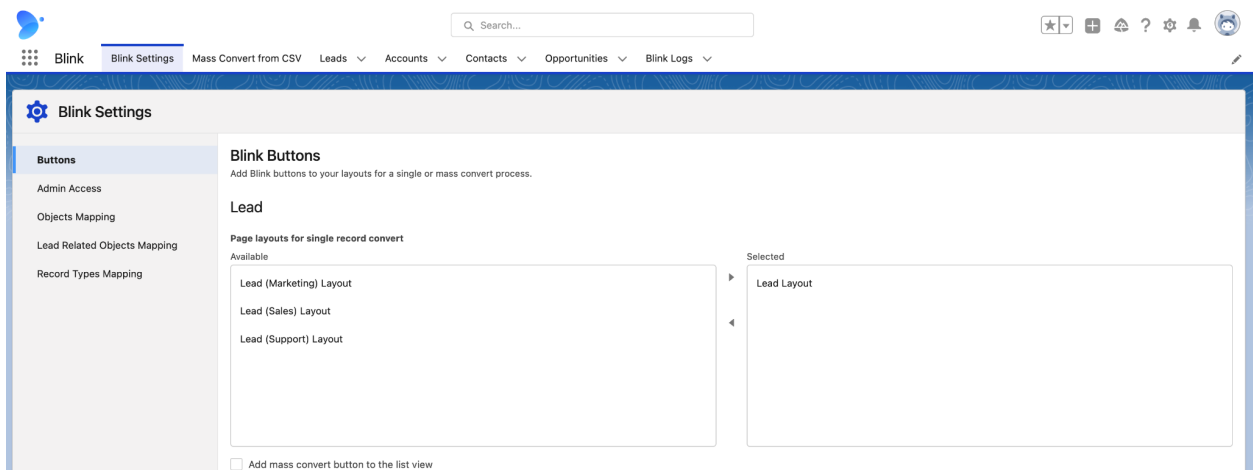
Single lead convert

There are two ways to add buttons to page layouts:

- From the Blink Settings > Buttons
- Add Manually

Blink Settings (Lightning only)

Open the Blink Settings and click Buttons. Use multi-picklist in the Lead section to select a layout for the “Blink Convert” button.

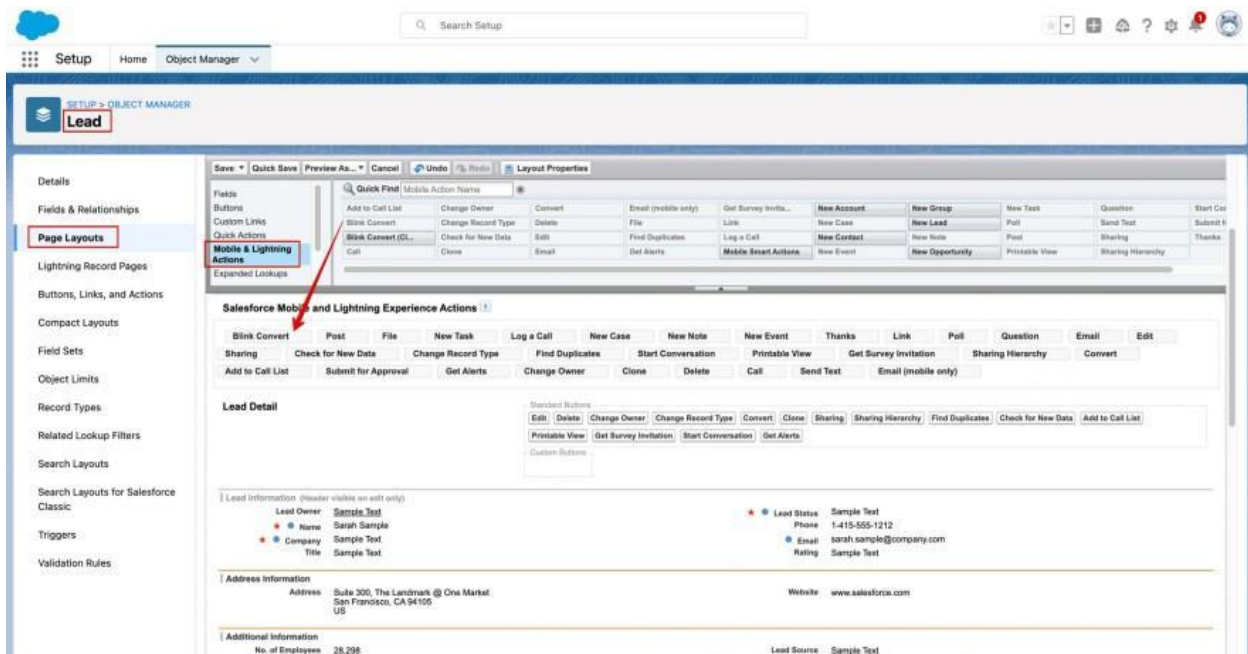


Add Manually

Add single Lead convert buttons on the page layout (Lightning or Classic depends on your user interface).

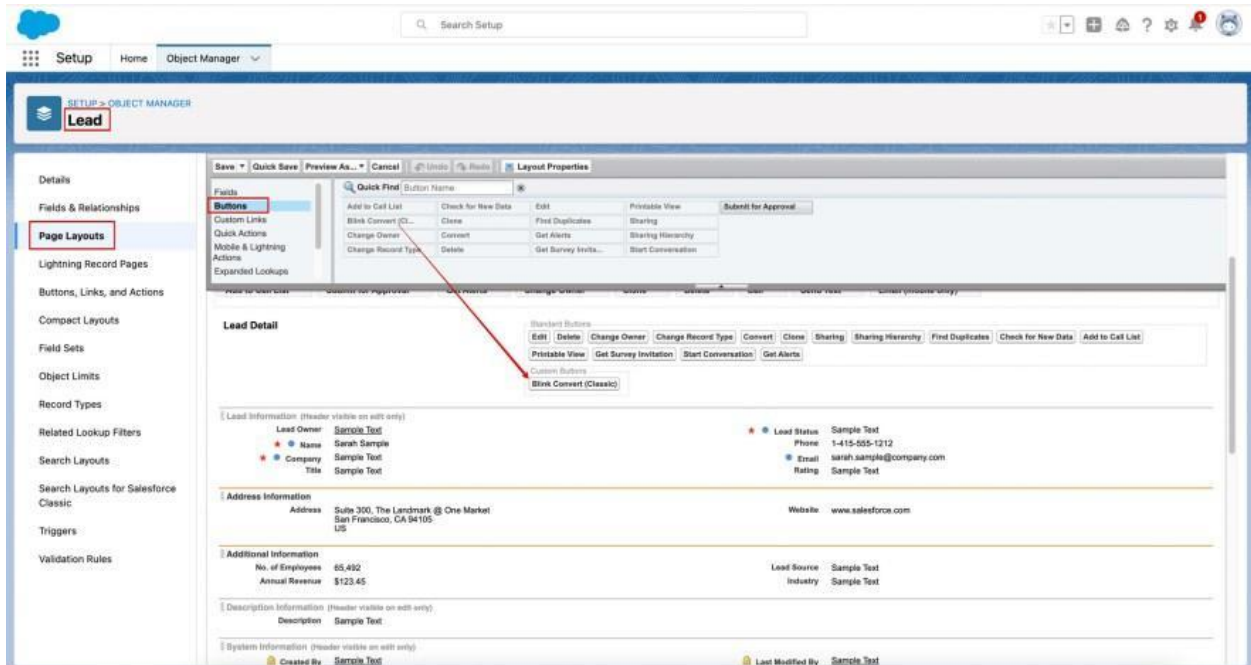
Lightning

1. Go to the Setup > Objects Manager > Lead
2. Click “Page Layouts” in the sidebar
3. Select page layout you want to edit
4. In the settings section go to the “Mobile & Lightning Actions”
5. Drag and drop “Blink Convert” button to the “Salesforce Mobile and Lightning Experience Actions”
6. Click “Save”



Classic

1. Go to the Setup > Objects Manager > Lead
2. Click “Page Layouts” in the sidebar
3. Select page layout you want to edit
4. In the settings section go to the “Buttons”
5. Drag and drop “Blink Convert (Classic)” button to the “Lead detail > Custom Buttons”
6. Click “Save”



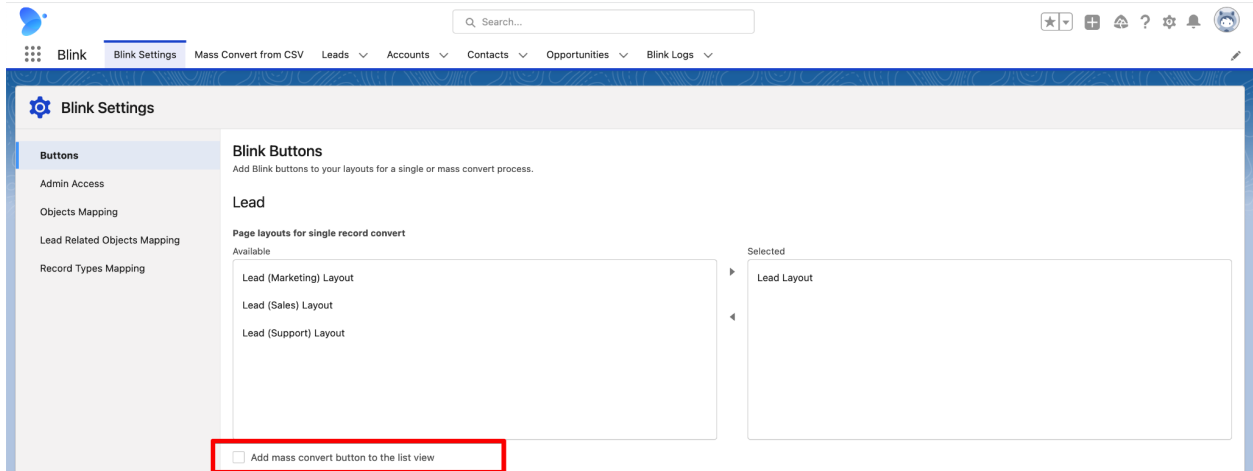
Mass convert

There are two ways to add the button to the list view:

- From the Blink Settings > Buttons
- Add Manually

Blink Settings

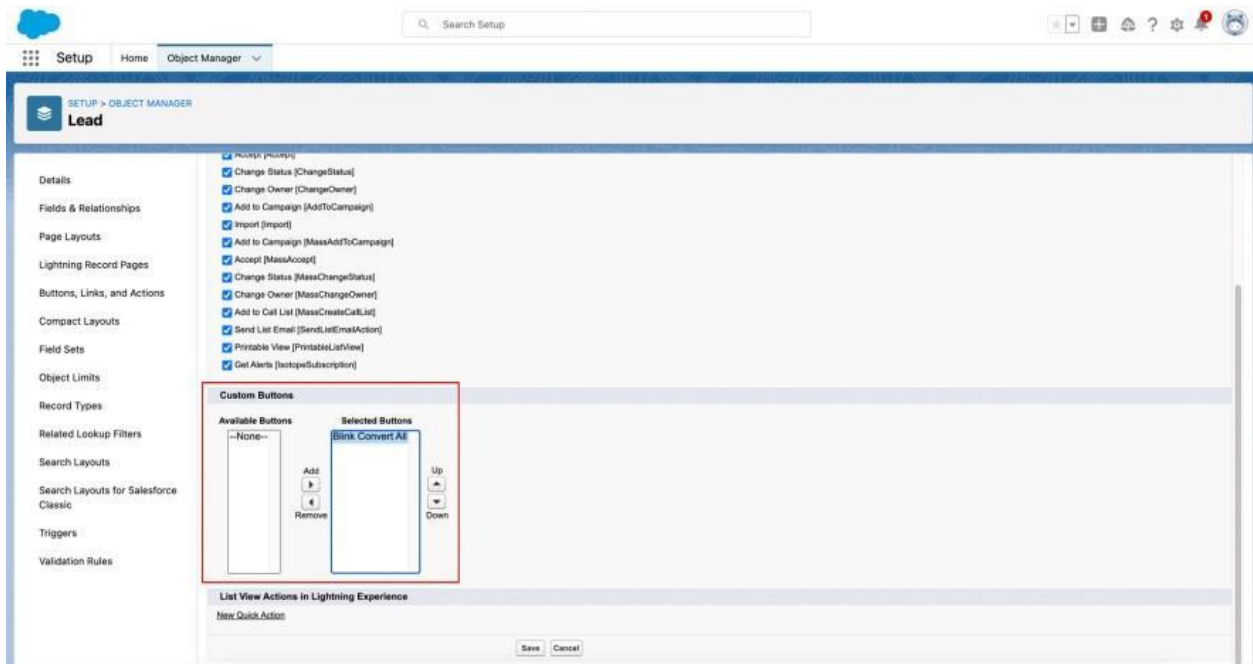
Open the Blink Settings and click Buttons. Use the checkbox “Add mass convert button to the list view” under the multi-picklist in the Lead section.



Add Manually

Add mass Lead convert buttons on the page layout.

1. Go to the Setup > Objects Manager > Lead
2. Click “Search Layouts for Salesforce Classic” in the sidebar
3. Click Edit for the “List View”
4. Select “Blink Convert All” button and move it to the “Selected button”
5. Click “Save”



Step 4

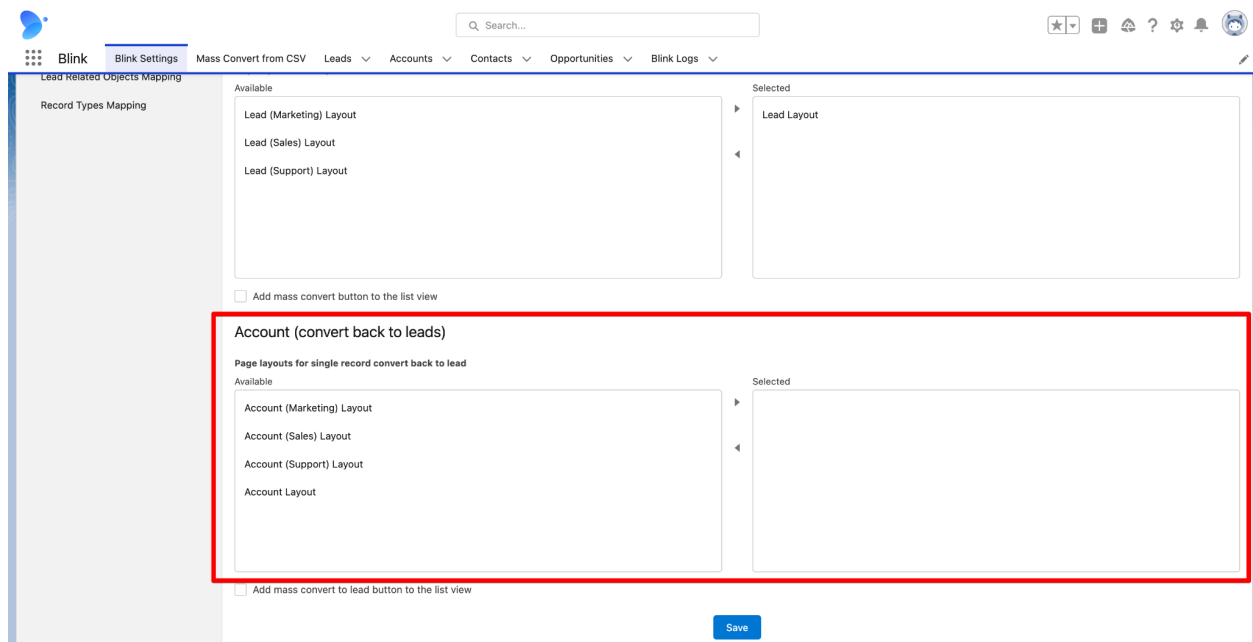
Convert Account Back to Lead

There are two ways to add the button to the list view:

- From the Blink Settings > Buttons
- Add Manually

Blink Settings (Lightning only)

Open the Blink Settings and click Buttons. Use multi-picklist in the Account section to select a layout for the “Blink Convert to Lead” button.



Add Manually

Add “Blink Convert to Lead” button on the page layout (Lightning or Classic depends on your user interface).

Lightning

1. Go to the Setup > Objects Manager > Account
2. Click “Page Layouts” in the sidebar
3. Select page layout you want to edit

4. In the settings section go to the “Mobile & Lightning Actions”
5. Drag and drop “Blink Convert to Lead” button to the “Salesforce Mobile and Lightning Experience Actions”
6. Click “Save”

Classic

1. Go to the Setup > Objects Manager > Account
2. Click “Page Layouts” in the sidebar
3. Select page layout you want to edit
4. In the settings section go to the “Buttons”
5. Drag and drop “Blink Convert to Lead (Classic)” button to the “Account detail > Custom Buttons”
6. Click “Save”

Mass Convert Lead Back to Account

There are two ways to add buttons to the list view:

- From the Blink Settings > Buttons
- Add Manually

Blink Settings

Lead related Objects Mapping

Record Types Mapping

Available

- Lead (Marketing) Layout
- Lead (Sales) Layout
- Lead (Support) Layout

Selected

- Lead Layout

☐ Add mass convert button to the list view

Account (convert back to leads)

Page layouts for single record convert back to lead

Available

- Account (Marketing) Layout
- Account (Sales) Layout
- Account (Support) Layout
- Account Layout

Selected

☐ Add mass convert to lead button to the list view

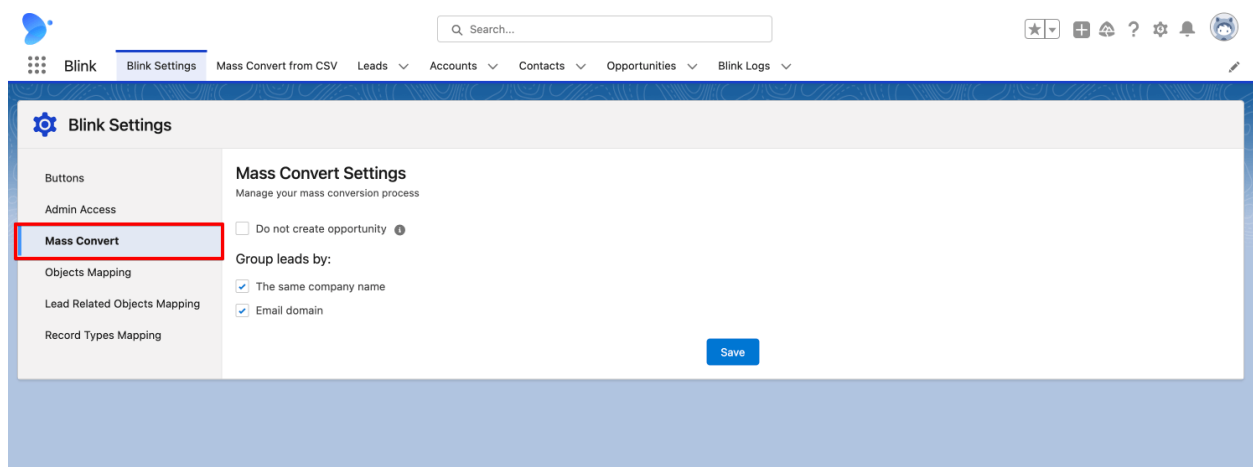
Save

Add Manually

1. Go to the Setup > Objects Manager > Account
1. Click “Search Layouts for Salesforce Classic” in the sidebar
2. Click Edit for the “List View”
3. Select “Blink Convert All” button and move it to the “Selected button”
4. Click “Save”

Mass Convert Settings

In the setting you have the option to set your default choice for creating Opportunity records. Additionally, the upcoming section shows the lead record grouping. This feature can be helpful when uploading leads to Salesforce without company information. Or with the same company name.



Setup Objects Mapping

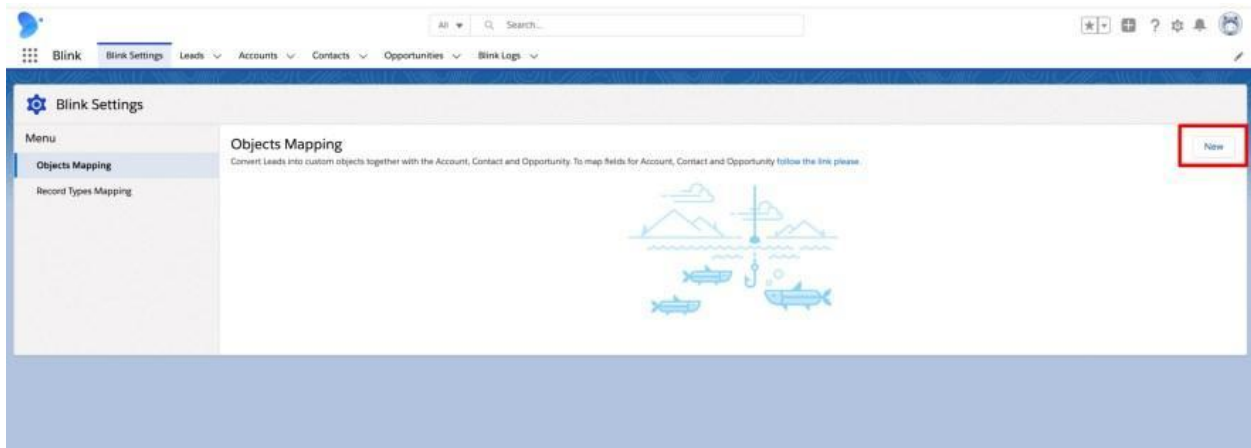
Using Blink settings you can add custom objects to the Lead conversion process. Also, it's possible to map Lead records types with standard and custom objects.

To open settings go to App launcher > Blink > Blink settings.

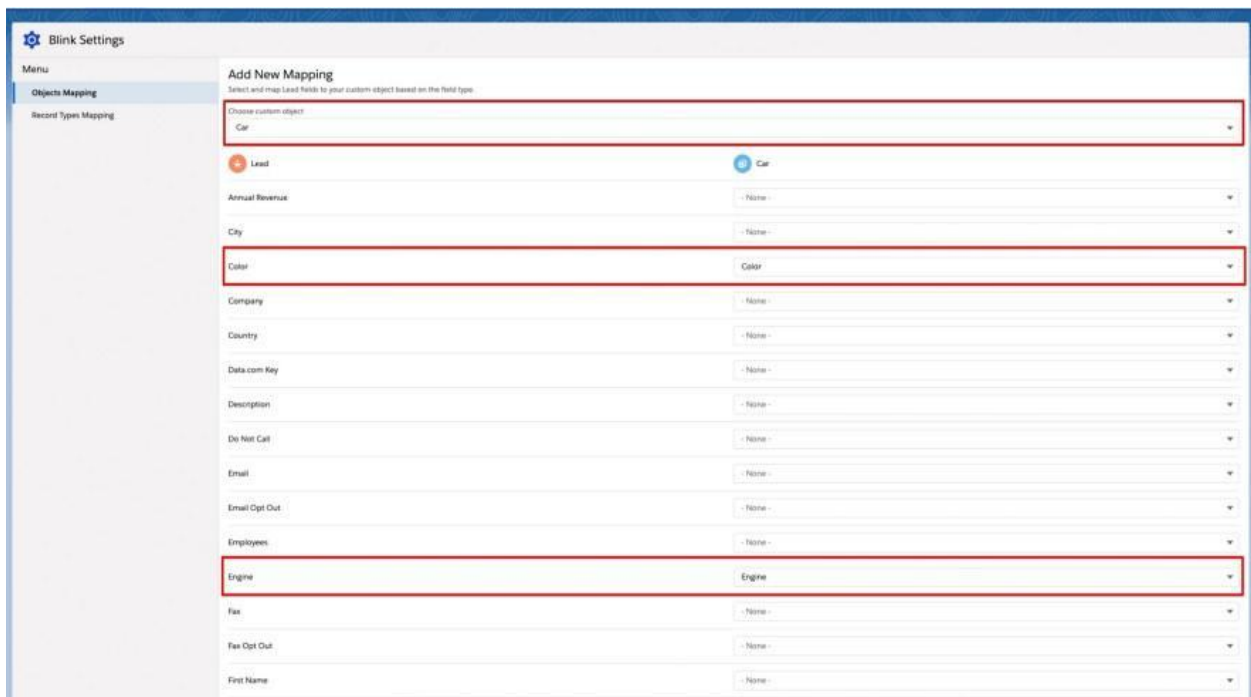
Map Custom Object Fields to Convert with Lead

Using objects mapping setting it's possible to add custom objects to Account, Contact, Opportunity group in the Lead conversion process.

Go to Object settings > New to add a new custom object.



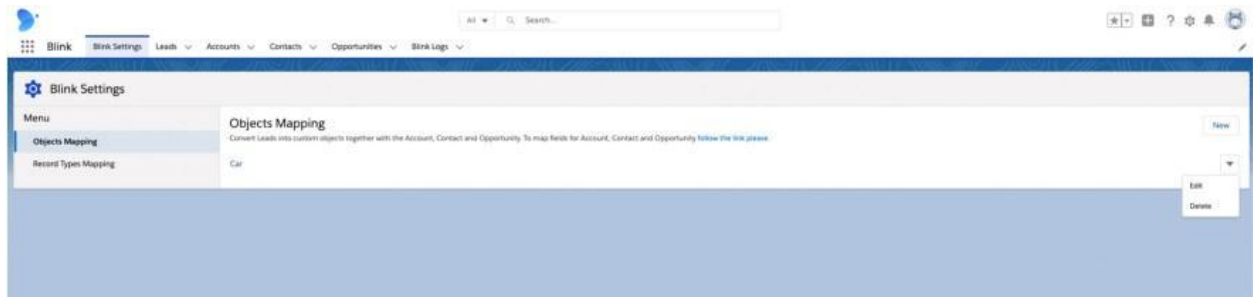
Select a custom object from the drop-down “Choose custom object” menu. Set up fields mapping from the Lead to a custom object.



Click Save to save the mapping.

If the custom object Name field is not mapped, it will be populated as Lead First and Last Name.

To edit or delete mapping use the action drop-down in the lightning table.

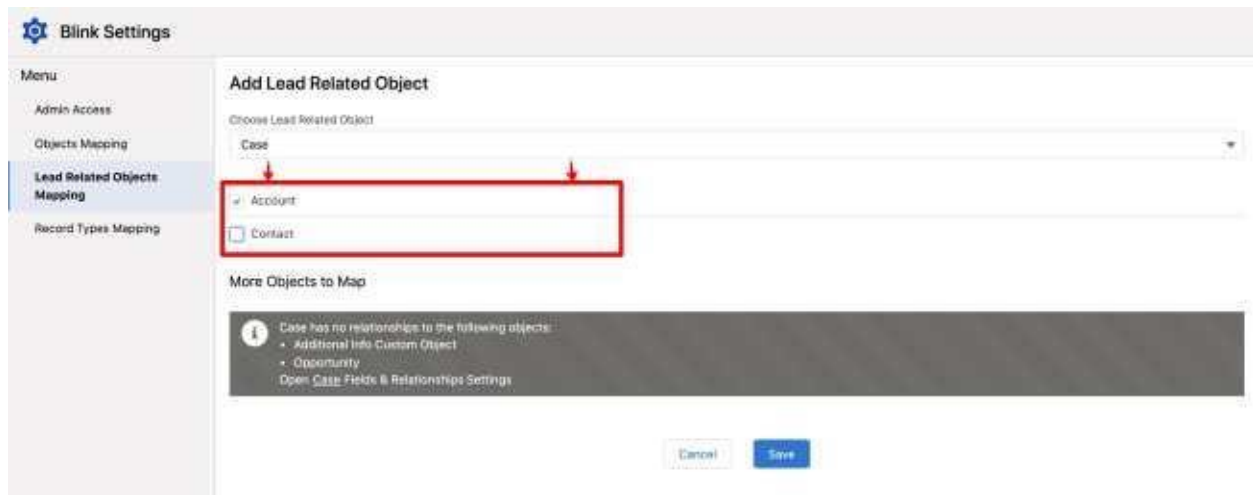


Lead Related Lists Mapping

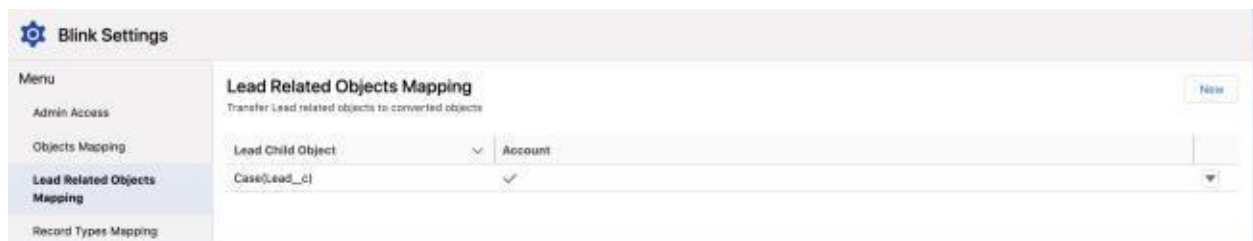
Is it possible to move Lead Related Lists to Account, Contact, Opportunity, Custom Object Related Lists upon conversion? Well, currently Salesforce doesn't support this feature. Nevertheless, we've extended the Blink app with the Lead Related Lists mapping setting.

In order to use this function, please:

- 1) Go to App Launcher -> Blink -> Blink Settings -> Lead Related Objects Mapping -> New
- 2) Pick the option of Lead related objects in the «Choose Lead Related Object»
- 3) Choose an object to map its records from the Lead to the target object. In the example we take a Case object and associate it with an Account:



- 4) To check objects relationships, you may see highlighted suggestions in the «More Objects to Map» info section
- 5) Click Save



- 6) Go to the Lead record with the Case related list

Lead
Mr Jeff Gimpse

+ Follow Blink Convert! New Case New Note

Details

Lead Owner	Phone
Admin User	886-2-25474189
Name	Mobile
Mr Jeff Gimpse	
Company	Fax
Jackson Controls	
Title	Email
SVP, Procurement	jeffg@jackson.com
Lead Source	Website
Phone Inquiry	
Industry	Lead Status
	Now - Not Contacted
Annual Revenue	Rating
	No. of Employees
Address	
Taiwan	

Related

We found no potential duplicates of this Lead.

Campaign History (0)

Additional Info Custom Objects (0)

Cases (1)

00001026

Subject:

Date/Time Op... 12/26/2021, 10:57 PM

Priority: Medium

[View All](#)

7) Click the «Blink Convert» button

8) Check the Case related list in the new created Account:

Account
Jackson Controls

+ Follow Edit New Contact New Case

To get things moving, add a task or set up a meeting.

No past activity. Past meetings and tasks marked as done show up here.

Opportunities (1)

Jackson Controls

Stage: Prospecting

Amount:

Close D... 12/31/2021

[View All](#)

Cases (1)

00001026

Contact Name:

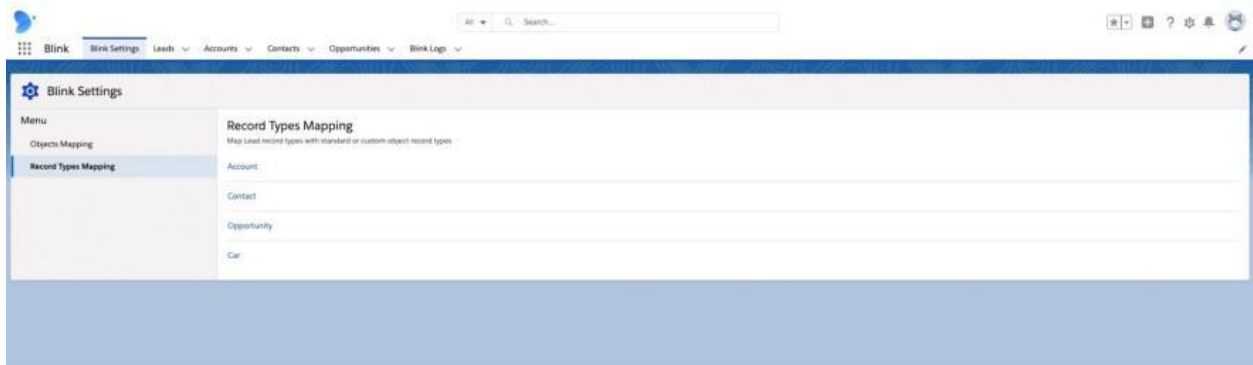
Subject:

Priority: Medium

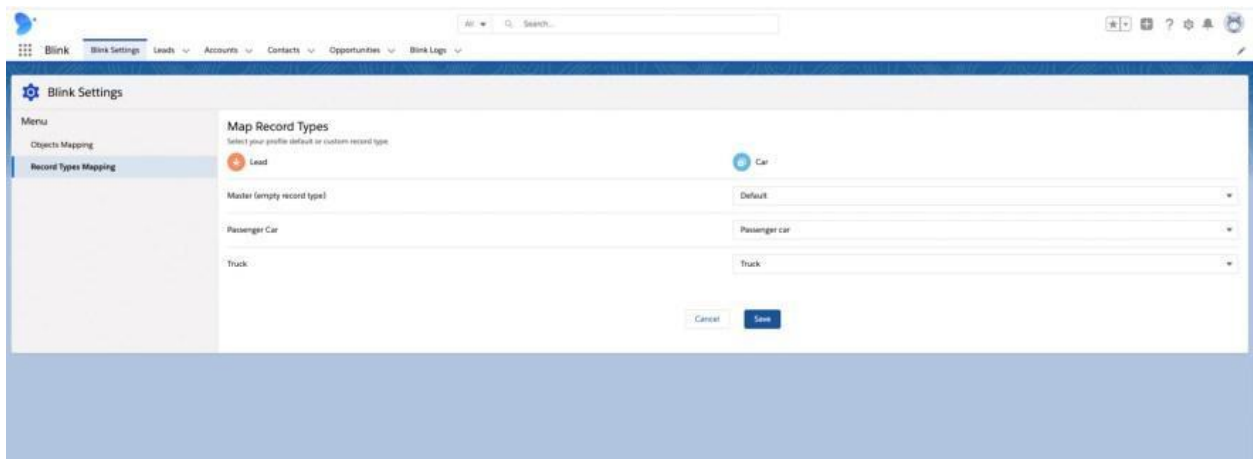
[View All](#)

Setup Record Types Mapping

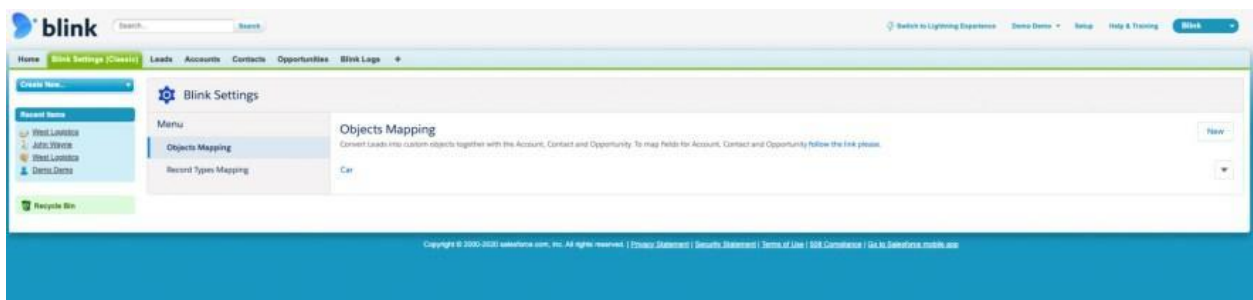
To set a specific record type after the Lead conversion process go to the Blink settings > Record Types Mapping. Then select Account, Contact, Opportunity or custom object from the list.



Map record types from Lead to your target object. Click Save.



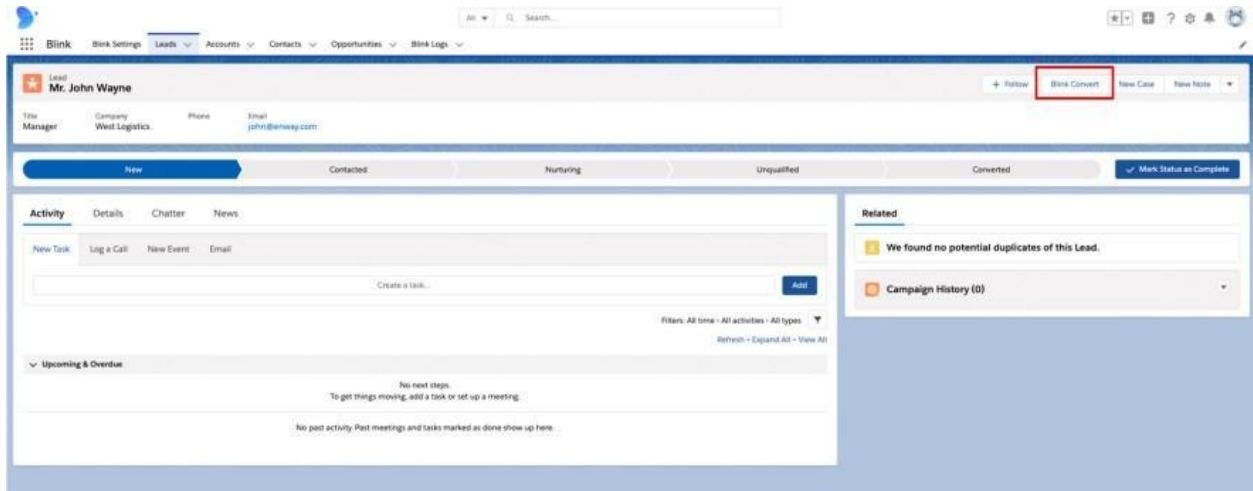
The Classic view has a similar interface



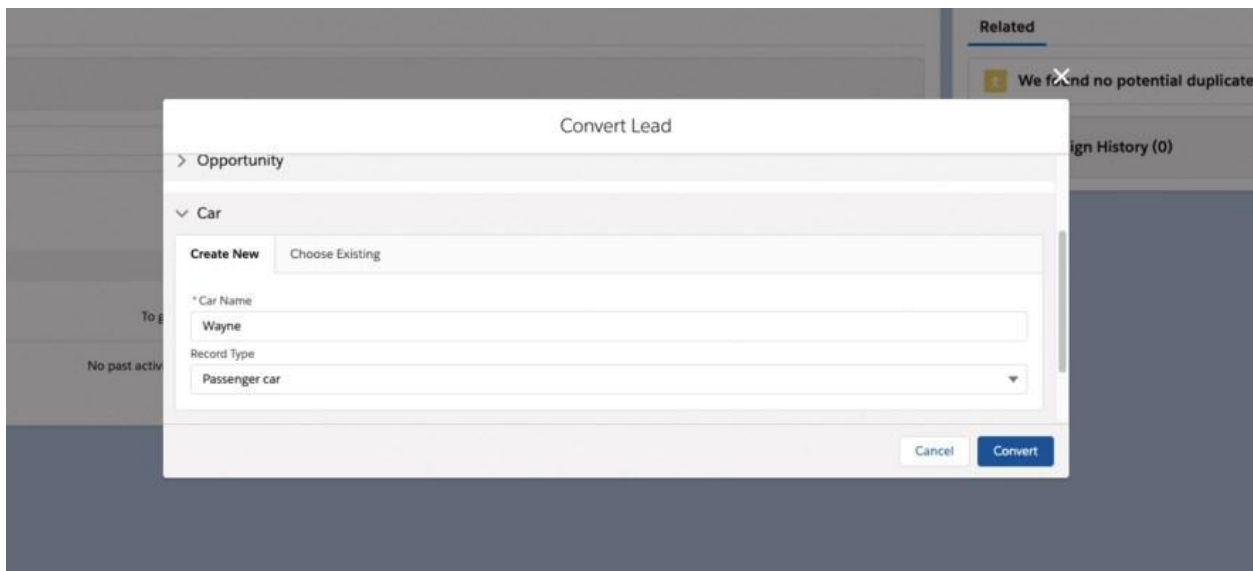
Convert Single Lead Record

Lightning

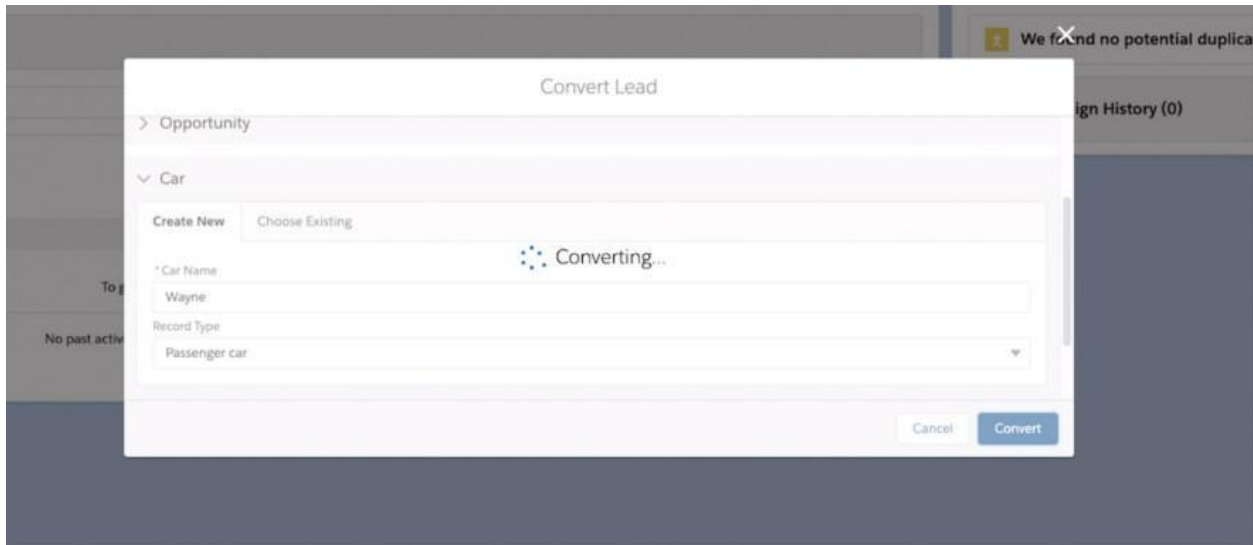
To convert a single lead record click the “Blink Convert” button on the Lead page layout.



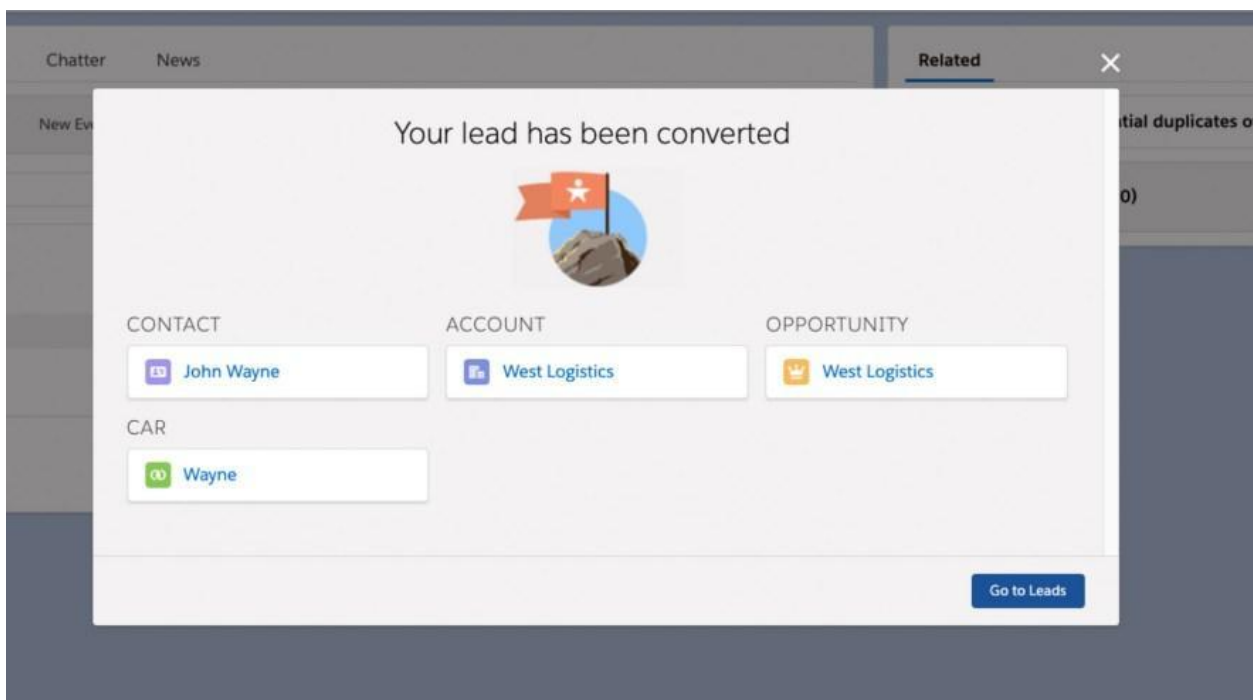
In the modal screen apply changes to the Account, Contact, Opportunity and custom object.



Click the Convert button.



On the final screen select a final record to open.



Classic

Open a lead record and click "Blink Convert (Classic)".

blink Search... [Switch to Lightning Experience](#) [Demo Demo](#) [Setup](#) [Help & Training](#) [Blink](#)

Home [Blink Settings \(Classic\)](#) [Leads](#) [Accounts](#) [Contacts](#) [Opportunities](#) [Blink Logs](#)

Create New...

Recent Items

- Blink Objects
- West.Landmark
- John.Wayne
- West.Landmark
- Demo.Demo

Recycle Bin

Mr. Bruce Wayne [Customize Page](#) [Edit Layout](#) [Private View](#) [Help for this Page](#)

[Show Feed](#) [Click to add notes](#)

[Open Activities \(0\)](#) [Activity History \(0\)](#) [HTML Email Status \(0\)](#) [Campaign History \(0\)](#)

Lead Detail

Lead Owner: [Demo.Demo \(Chapel\)](#) [Edit](#) [Details](#) [Convert](#) [Clone](#) [Sharing](#) [Find Duplicates](#) [Blink Convert \(Classic\)](#)

Name: Mr. Bruce Wayne
Company: Wayne Transportation
Title:
Mobile:
Email:
Engine:

Lead Status: New
Phone:
Email: [wayne@wayne.com](#)
Rating:

Address Information

Address: Website:

Additional Information

No. of Employees: Lead Source:
Annual Revenue: Industry:
Description: Created By: Demo.Demo, 11/3/2020, 4:28 AM Last Modified By: Demo.Demo, 11/3/2020, 4:28 AM

Custom Links

[Google Search](#) [Google News](#) [Google Maps](#) [Business Profile](#) [Send Email](#)

[Edit](#) [Details](#) [Convert](#) [Clone](#) [Sharing](#) [Find Duplicates](#) [Blink Convert \(Classic\)](#)

Open Activities [New Task](#) [New Event](#) [Open Activities Help](#)

No records to display

Activity History [Log a Call](#) [Mail Merge](#) [Send an Email](#) [Activity History Help](#)

No records to display

HTML Email Status [Send an Email](#) [HTML Email Status Help](#)

No records to display

Campaign History [Add to Campaign](#) [Campaign History Help](#)

No records to display

[Back to Top](#) [Always show me W more records per related list](#)

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Check your information and click convert.

blink Search... [Switch to Lightning Experience](#) [Demo Demo](#) [Setup](#) [Help & Training](#) [Blink](#)

Home [Blink Settings \(Classic\)](#) [Leads](#) [Accounts](#) [Contacts](#) [Opportunities](#) [Blink Logs](#)

Create New...

Recent Items

- Blink Objects
- West.Landmark
- John.Wayne
- West.Landmark
- Demo.Demo

Recycle Bin

Convert Lead

[Account](#)

[Contact](#)

[Opportunity](#)

[Car](#)

* Record Owner: [Pamela Demos, M...](#) *Converted status: [Qualified](#)

[Cancel](#) [Convert](#)

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Mass Convert Leads

To do mass Lead conversion open the Leads list view. Select several records and click the “Blink Convert All” button.

The screenshot shows the Blink CRM interface with the 'Leads' tab selected. The 'Recently Viewed Leads' section displays a list of 13 leads. A red box highlights the selection checkboxes for all 13 leads. A red arrow points to the 'Blink Convert All' button in the top right corner.

	Name ↑	Company	State/Prov...	Email	Lead Status	Created Date	Owner Alias	Un	
1	Bertha Bower	Farmers Coop. of Florida	FL	bertha@fcof.net	Working - Contacted	10/26/2021, 8:18 AM	EVabi	☐	☐
2	Bertha Bower	Farmers Coop. of Florida	FL	bertha@fcof.net	Working - Contacted	10/26/2021, 10:16 AM	EVabi	☐	☐
3	Betty Blair	American Banking Corp.	PA	bbblair@ebankingco.com	Working - Contacted	10/26/2021, 8:18 AM	EVabi	☐	☐
4	Betty Blair	American Banking Corp.	PA	bbblair@ebankingco.com	Working - Contacted	10/26/2021, 10:17 AM	EVabi	☐	☐
5	Brenda McClure	Cardinal Inc.	IL	brenda@cardinal.net	Working - Contacted	10/26/2021, 8:18 AM	EVabi	☐	☐
6	Brenda McClure	Cardinal Inc.	IL	brenda@cardinal.net	Working - Contacted	10/26/2021, 10:17 AM	EVabi	☐	☐
7	David Monaco	Blues Entertainment Corp.		david@blues.com	Working - Contacted	10/26/2021, 8:18 AM	EVabi	☐	☐
8	David Monaco	Blues Entertainment Corp.		david@blues.com	Working - Contacted	10/26/2021, 10:17 AM	EVabi	☐	☐
9	Jeff Gimpase	Jackson Controls		jeffg@jackson.com	Open - Not Contacted	10/26/2021, 8:18 AM	EVabi	☐	☐
10	Jeff Gimpase	Jackson Controls		jeffg@jackson.com	Open - Not Contacted	10/26/2021, 10:17 AM	EVabi	☐	☐
11	Kathy Snyder	TNR Corp.	CT	ksnyder@tnr.net	Working - Contacted	10/26/2021, 8:18 AM	EVabi	☐	☐
12	Kathy Snyder	TNR Corp.	CT	ksnyder@tnr.net	Working - Contacted	10/26/2021, 10:17 AM	EVabi	☐	☐
13	Kristen Akin	Aethna Home Products	VA	kakin@ethnahome.com	Working - Contacted	10/7/2021, 9:07 AM	EVabi	☐	☐

On the new screen review your selection and click “Convert Leads”. It’s also possible to use inline editing for each line. The system highlights lead duplicates by a company name.

Blink

Blink Settings

Leads

Accounts

Contacts

Opportunities

Blink Logs

All

Q Search...

8 Leads are ready to convert

0%

Back to Leads

Convert Leads

The following leads have the same information in Company Name. Use the form below to apply a correct action.

Company Name	Number of Leads	Action
1 GameDay Catering	2	New Account for each Lead GameDay Catering
2 Party Plex	4	New Account for each Lead Party Plex
3 Darwin Travel	2	New Account for each Lead Darwin Travel

Full Name	Company	Email	Owner	Converted Status	Account	Contact	Opportunity
1 Karen Clark	GameDay Catering	karen.clark@testgamedaycatering.com	User User X	Closed - Converted	New	New	GameDay Catering
2 Mary Miller	Party Plex	mary.miller@testpartyplex.com	User User X	Closed - Converted	New	New	Party Plex
3 Sarah Thomas	Darwin Travel	sarah.thomas@testdarwintravel.com	User User X	Closed - Converted	New	New	Darwin Travel
4 Linda Harris	Darwin Travel	linda.harris@testdarwintravel.com	User User X	Closed - Converted	New	New	Darwin Travel
5 William Thompson	Party Plex	william.thompson@testpartyplex.com	User User X	Closed - Converted	New	New	Party Plex

Wait until processing is complete to see results.

Blink

Blink Settings

Leads

Accounts

Contacts

Opportunities

Blink Logs

Blink Logs Report

Blink Logs Report

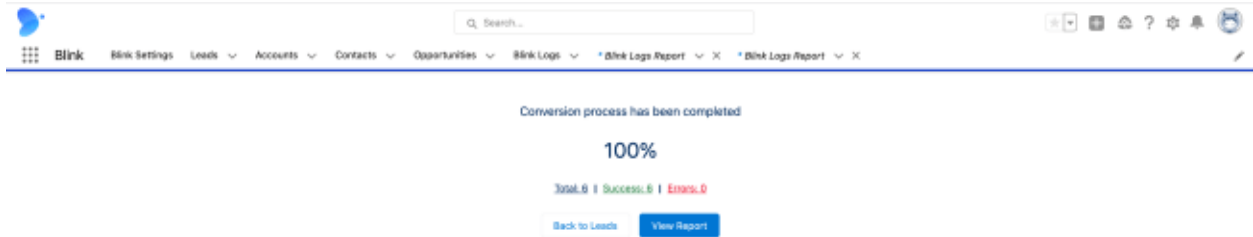
Q Search...

Processing...

33%

Back to Leads

On the final screen, you can find bulk convert results. To get details click the “View Report” button. “Success” and “Errors” links are also available to view a report filtered by type.



Report: Blink Logs Report
Blink Logs Report
Shows blink logs after mass convert

Total Records: 6

	Lead: Full Name	Message	Type
1	Jeff Gilmora	-	Success
2	Brenda Mockure	-	Success
3	Kathy Snyder	-	Success
4	Bertha Weaver	-	Success
5	David Monaco	-	Success
6	Betty Blair	-	Success

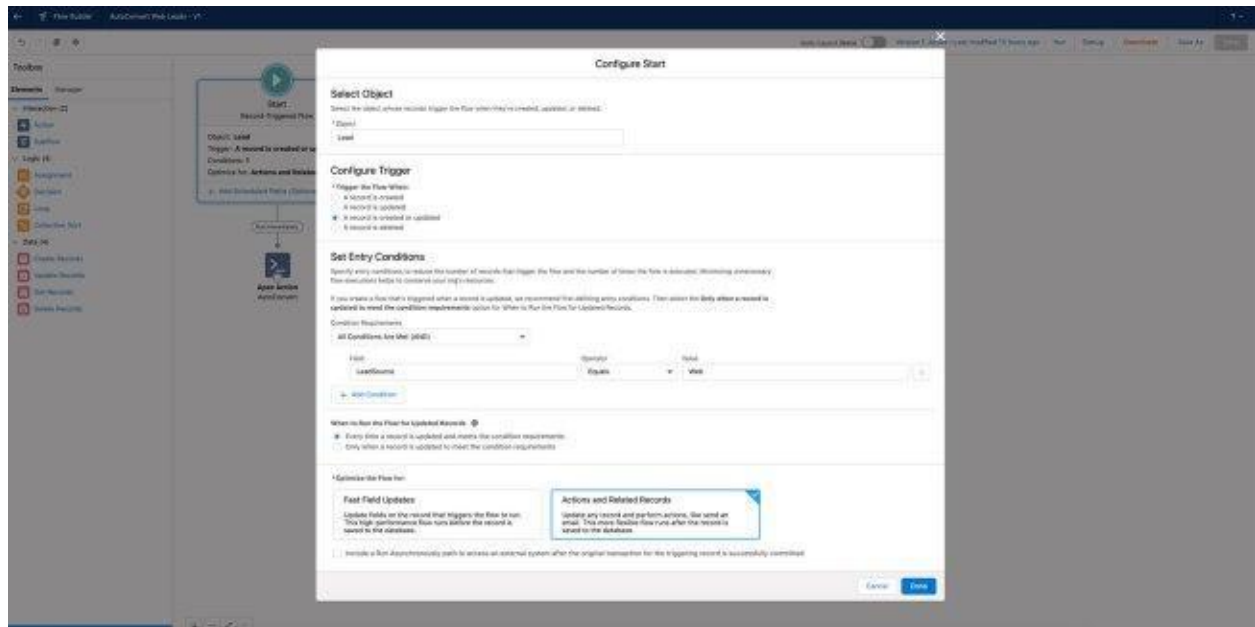
This screenshot shows the 'Blink Logs Report' table. The table has four columns: an index, 'Lead: Full Name', 'Message', and 'Type'. It contains 6 rows of data, all of which are 'Success'. The report title is 'Blink Logs Report' and it includes a subtitle 'Shows blink logs after mass convert'. The total number of records is 6. The interface also includes a search bar and various action buttons like 'Add Chart', 'Edit', and 'Download'.

Auto Convert Leads

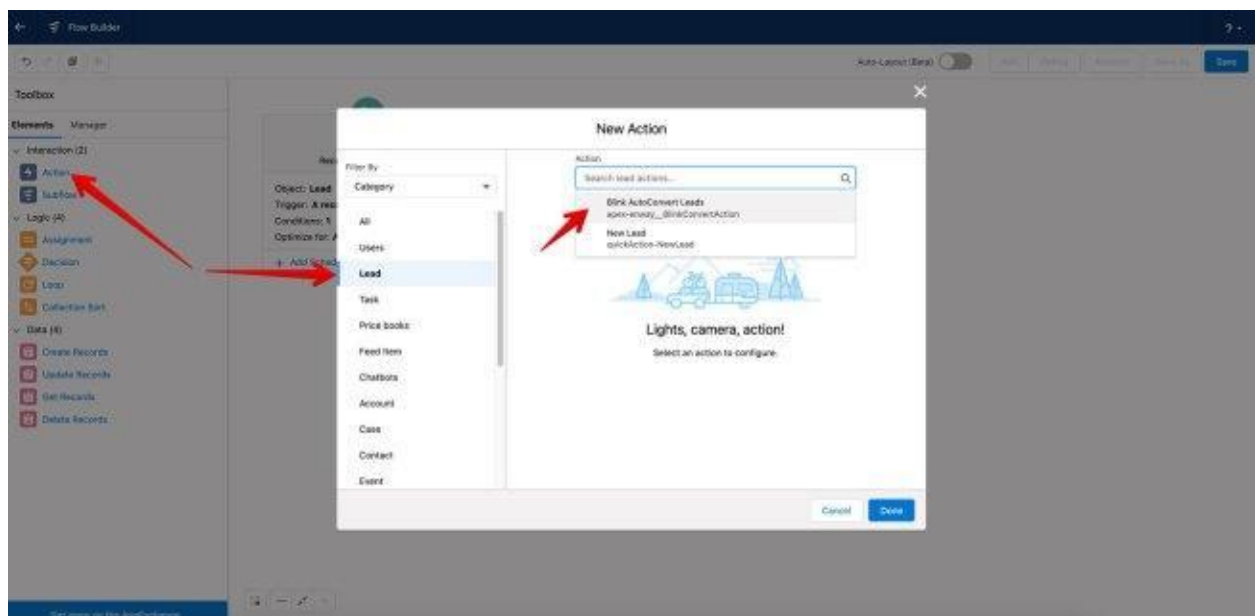
To auto convert lead in Salesforce, we provide a package-based Salesforce Flow Action.

Auto convert Lead Flow Action works with a single and many leads at the same time. On the single conversion, the system fires the logic immediately. If you update many leads with flow entry criteria, they will be converted using the asynchronous job. It will take some time (depending on a number of records) to convert all leads.

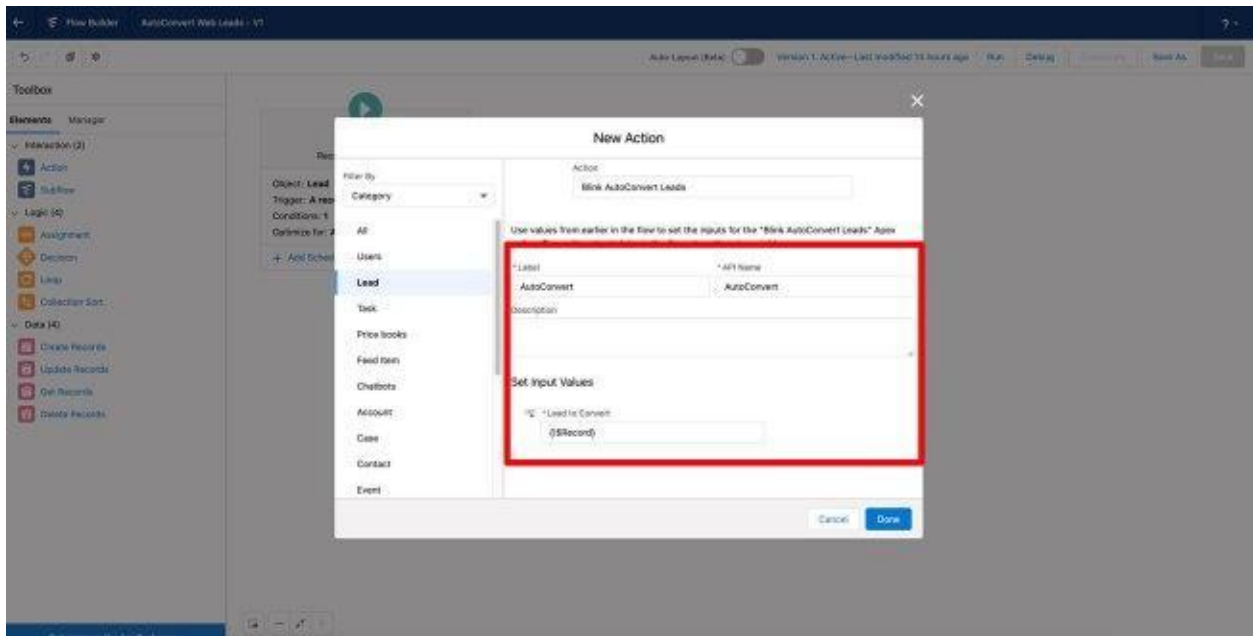
First, think about entry criteria for auto convert lead. In our example, we want to convert leads with a “Web” lead source. Go to the Setup>Flows>New Flow.



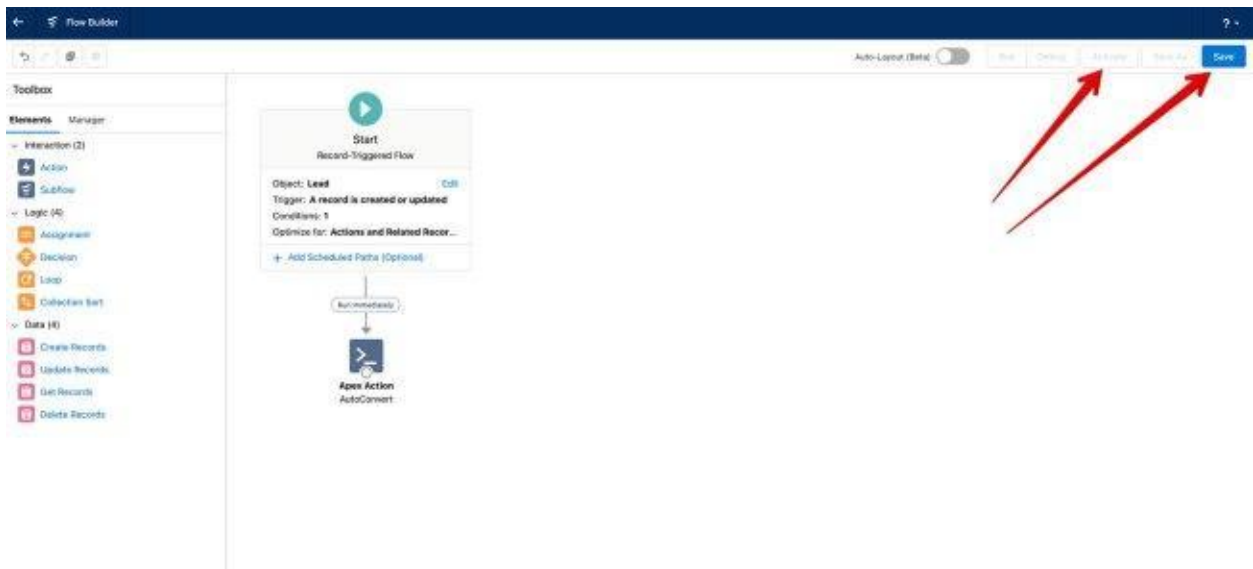
Drag and drop Flow Action to the screen. Select auto convert action from the Blink package for the Lead object.

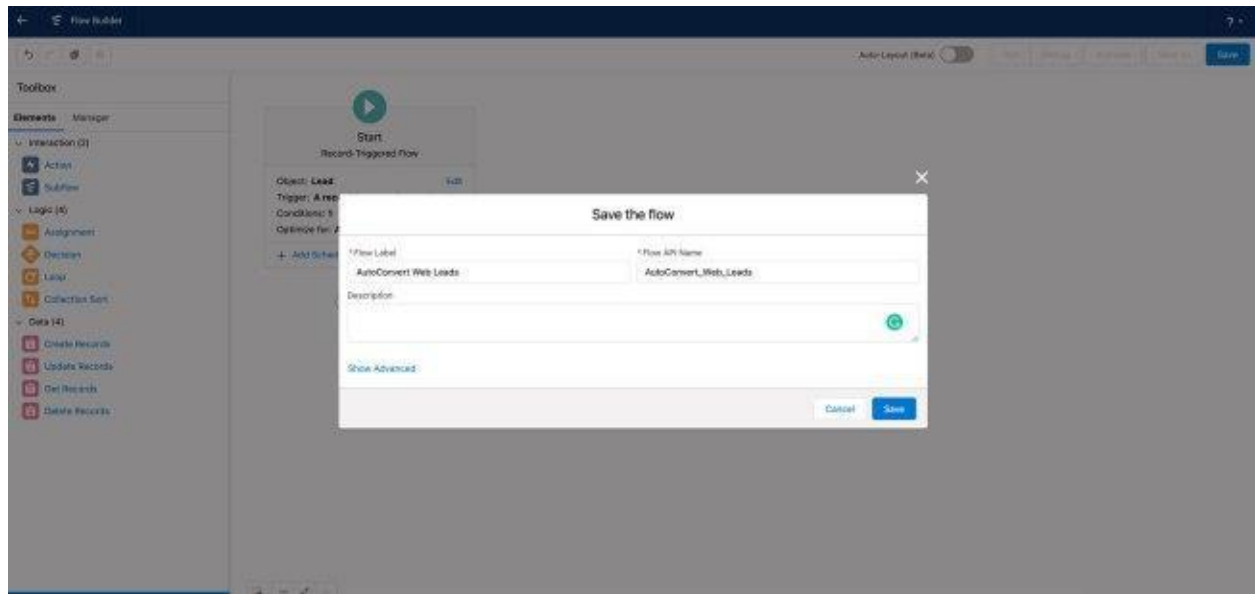


Add name and input values.

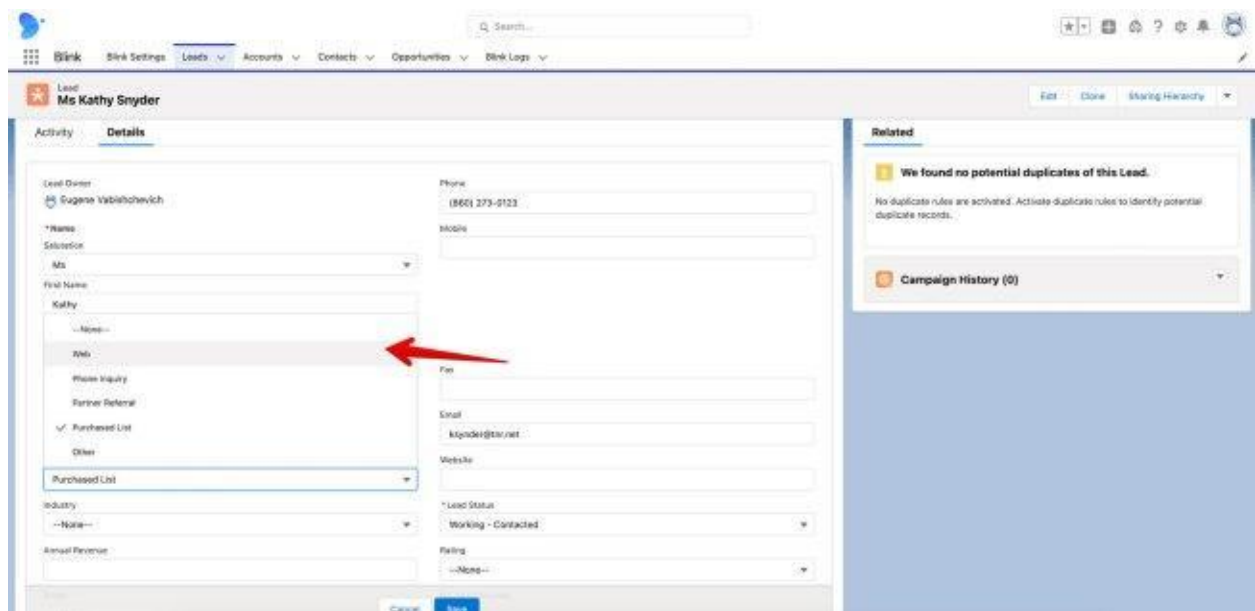


Connect screen items. Save the flow and activate.





Go to the lead record. Change Lead Source to “Web”. Update the record.

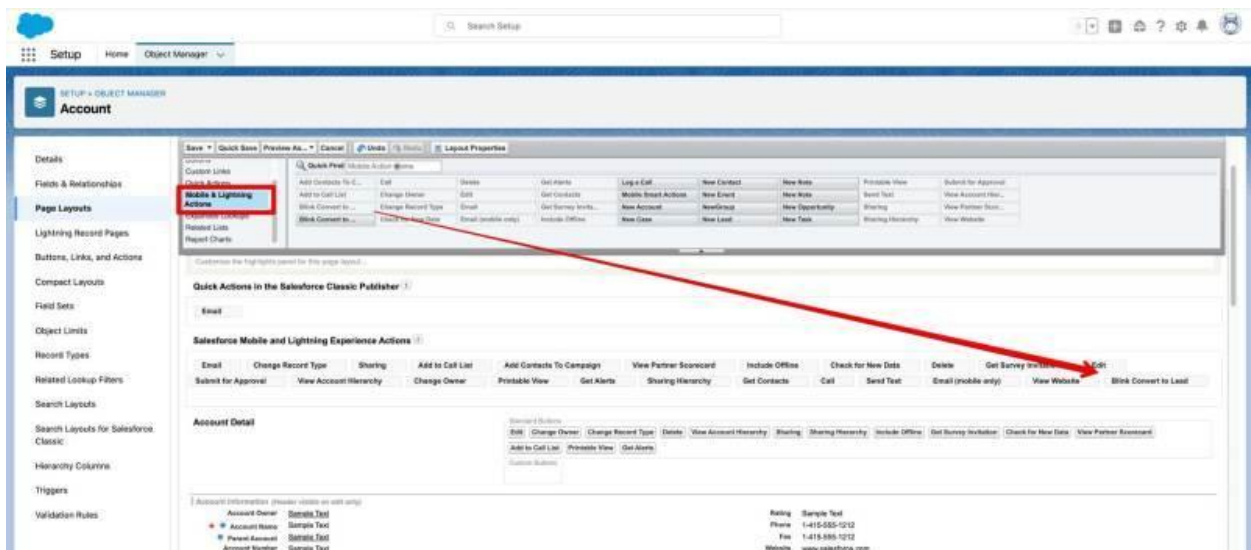


Review converted lead.

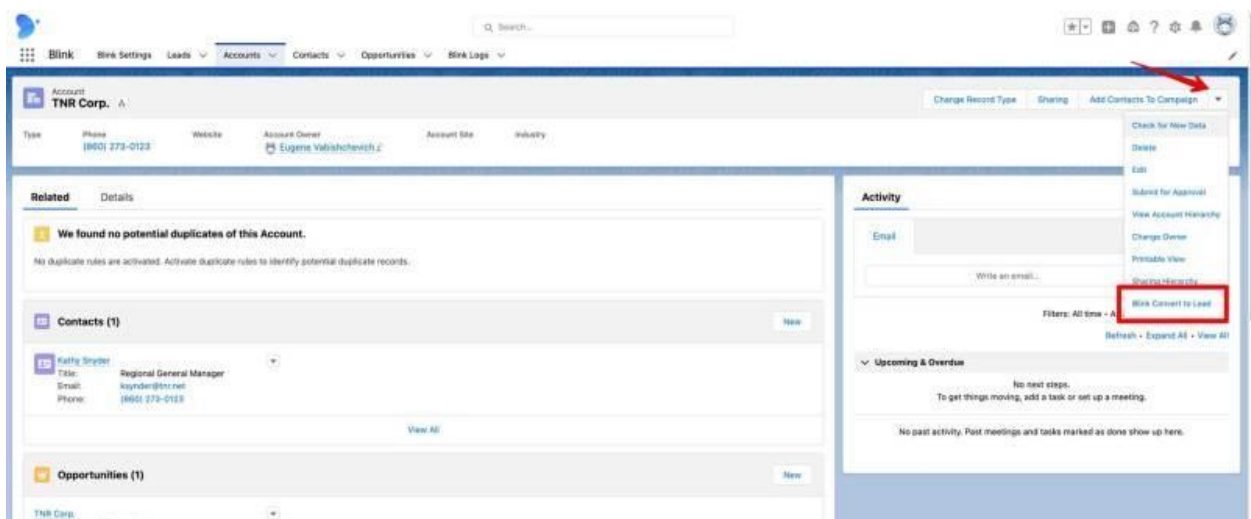
Convert leads back to accounts and contacts

Single Convert Account and Contact to Lead

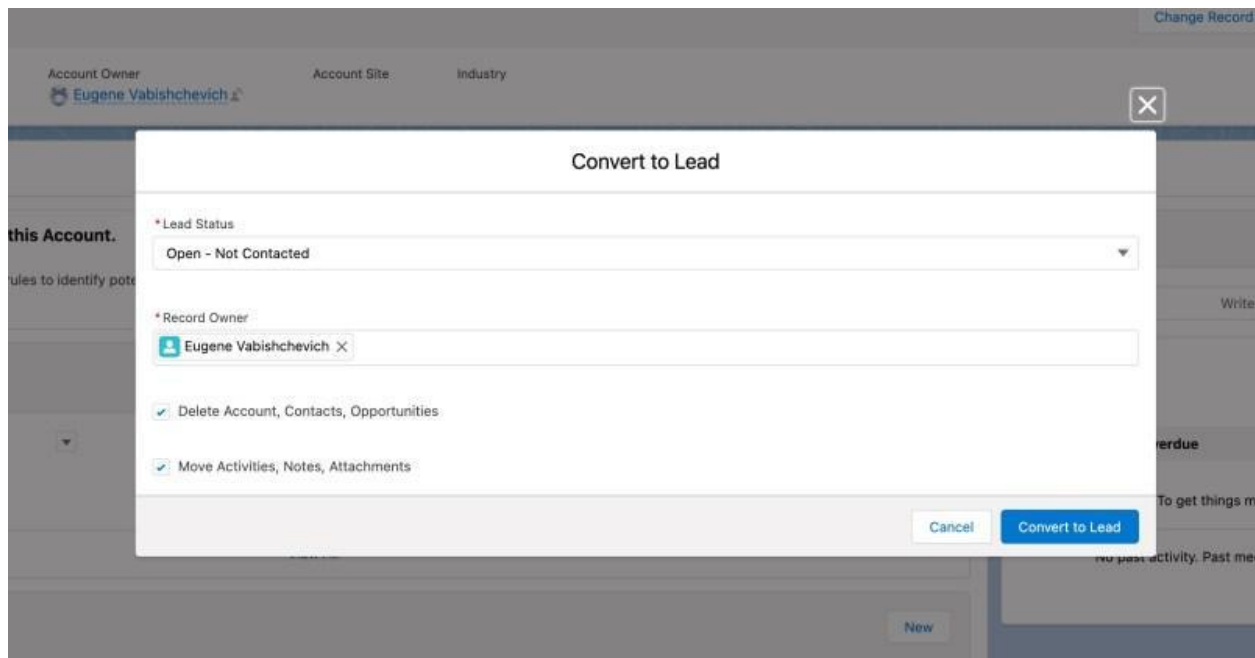
Open **Setup > Object Manager > Account > Page Layouts**. Select your page layout from the list. Drag and drop the button “Blink Convert to Lead” for the Lightning UI or “Blink Convert to Lead (Classic)” if you use the Classic Salesforce interface. Click “Save”.



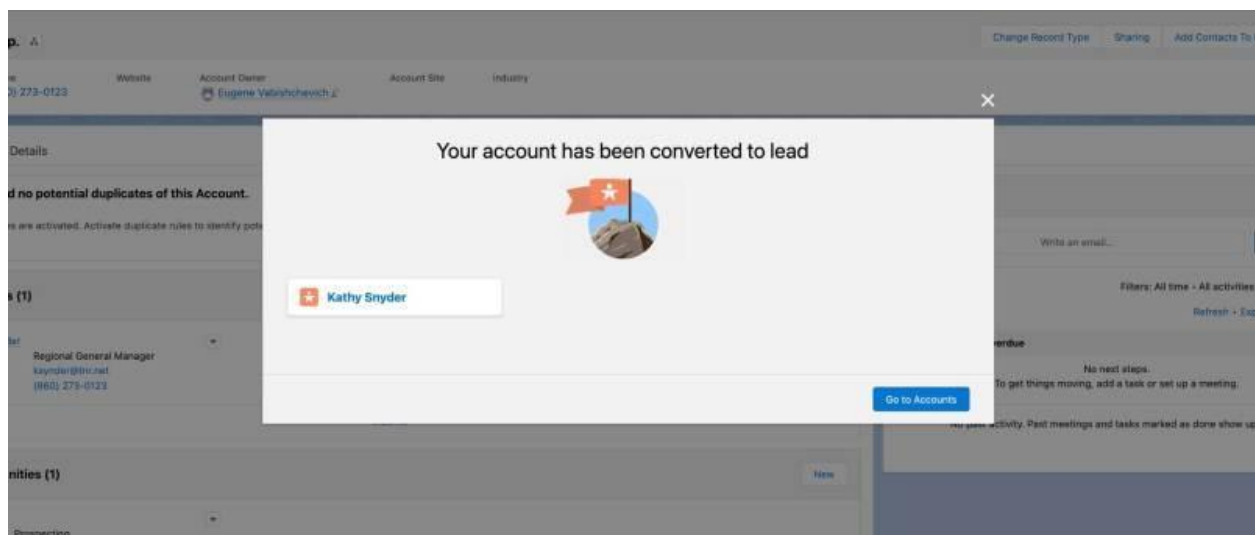
Open an account record and click “Blink Convert to leads”.



Choose lead status, record owner, pick checkboxes if want to delete account, contact and opportunity or move activities. Click “Convert to Lead”.

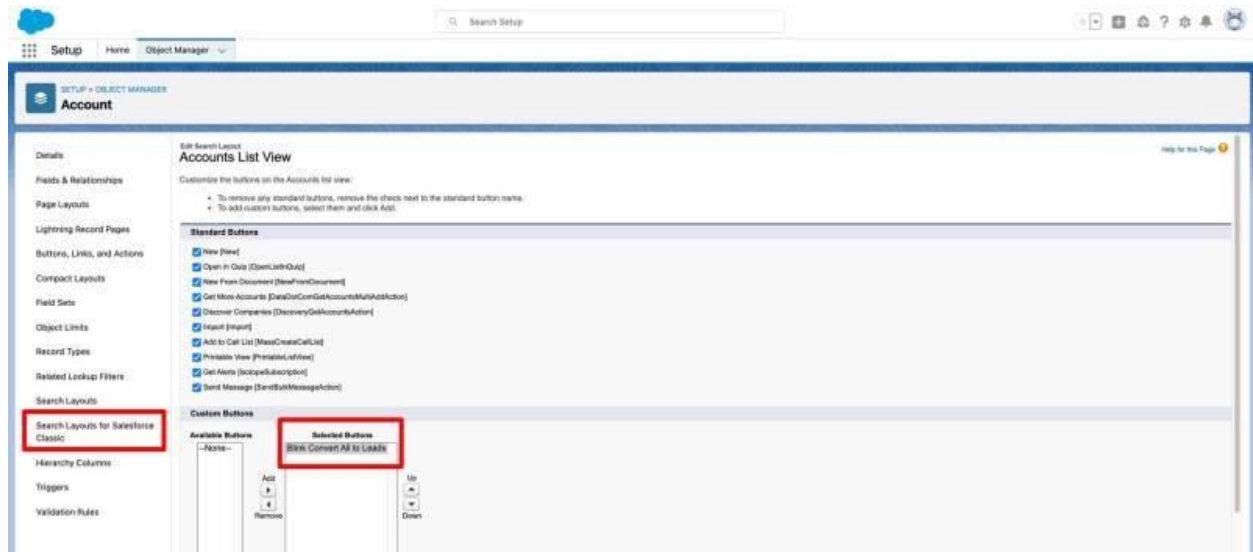


Review your converted lead record by clicking the link on the final screen.

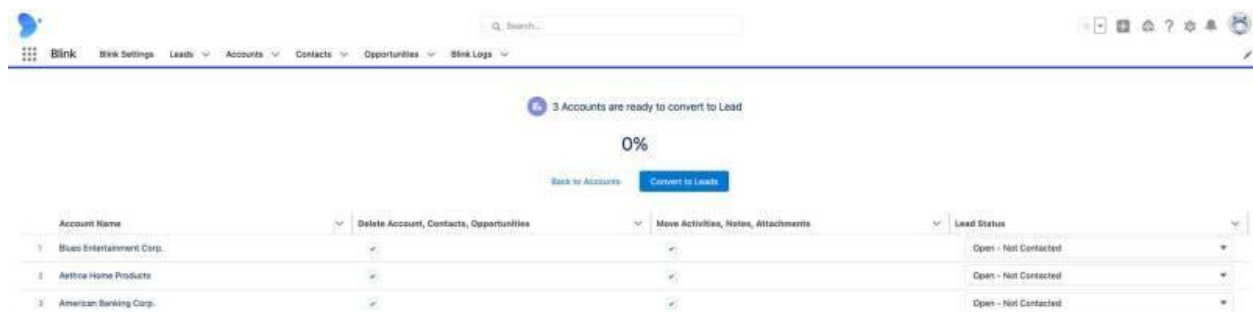


Mass Convert Accounts and Contacts to Leads

Open **Setup > Object Manager > Account > Search Layouts for Salesforce Classic**. Click Edit for the “List View” layout. Move the “Blink Convert All to Leads” button. Click “Save”.



Go to the list view of Account, select records to process and click “Blink Convert All to Leads”. Review selected records and click “Convert to Leads”.





Blink

Blink Settings

Leads

Accounts

Contacts

Opportunities

Blink Logs

Search...



Conversion process has been completed

100%

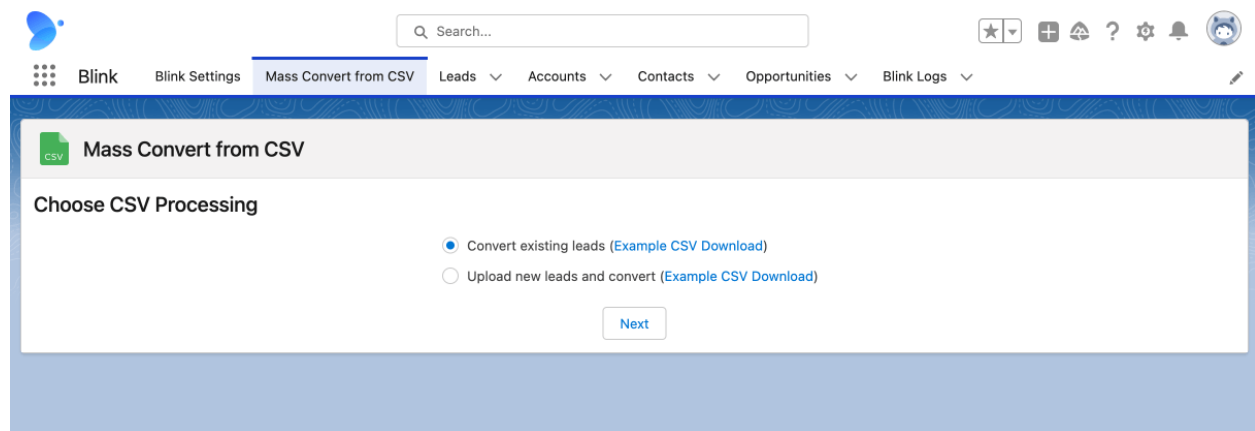
Total: 3 | Success: 3 | Errors: 0

[Back to Accounts](#)

Mass Upload and Convert Leads from the CSV file

The main screen of the Mass Convert from CSV tab contains two options:

- Convert existing leads
- Upload new leads and convert



The option “Convert existing leads” will help you convert up to 1000 leads at one time. Basically, you need to create a CSV file with the list of lead IDs and then upload it to the app. This option extends the number of leads for mass conversion from 200 to 1000 in the basic list view. Let’s see how it works.

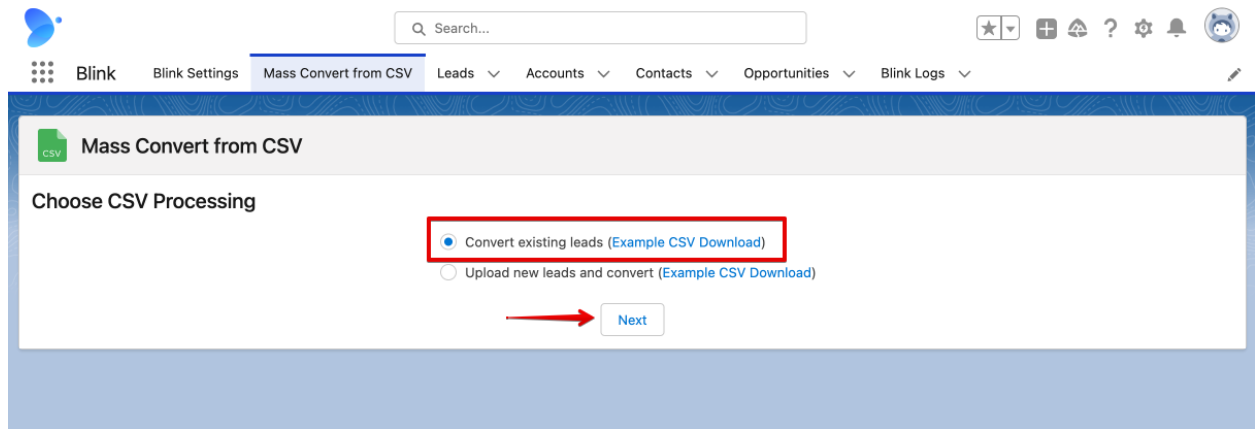
Step 1

Prepare your CSV file. The format is very simple: one column with the lead id and the second is for existing account id:

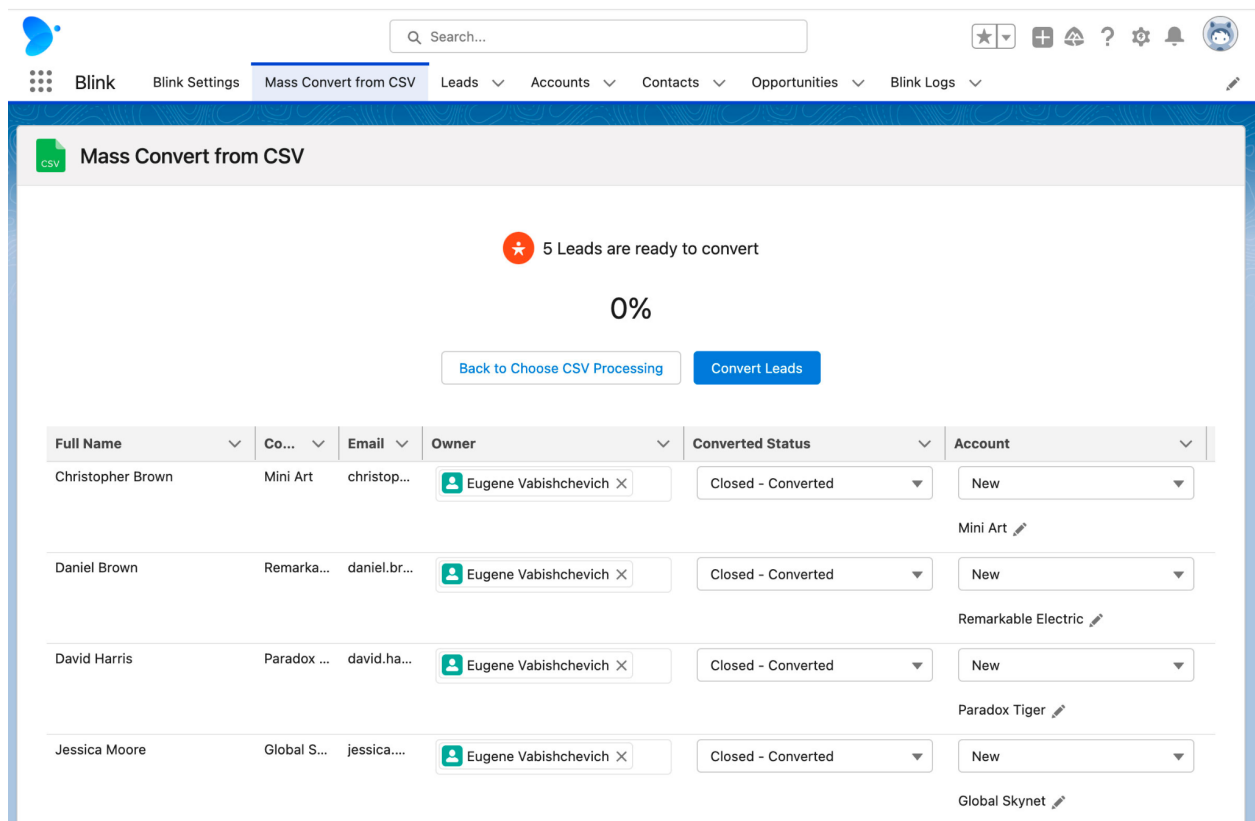
```
"ID", "AccountId"  
"00QAW000006XJmq2AG", "001AU00000A018DYAR"  
"00QAW000006XJmp2AG", "001AU00000A018DYAR"
```

Step 2

Open the Blink application and go to “Mass Convert from CSV”. Select the option “Convert existing leads” and click Next.

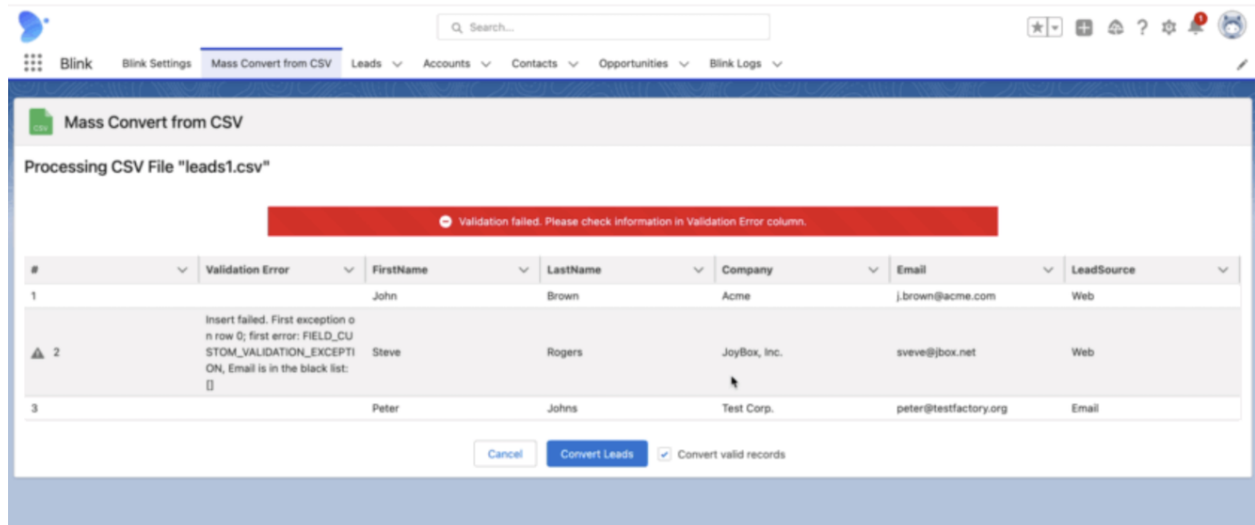


Select and upload your CSV file. After the upload, you will see the mass convert screen.



Upload new leads and convert

Using a new tab "Mass Convert from CSV" you can upload leads to Salesforce and convert them automatically. Before uploading it's possible to validate all leads before creation. In case of any error, you can see a validation response from the system and then ignore invalid records from the convert process. Quick and easy.



A few considerations:

- Max 1000 records per a file
- Column headers should be valid lead fields API names

Convert Contacts to Leads

Mass convert Contacts to Leads

To do a mass Contacts conversion open the contacts list view. Select several records and click the "Blink Convert All to Lead" button.

Contacts
All Contacts

3 items selected

Import Printable View New Add to Campaign Send List Email

Search this list...

Blink Convert All to Leads

	Name ↑	Account Name	Title	Phone	Email	Contact Owner Alias
1	☒ Charles Jackson	Basecamp Tv			charles.jackson@testbasecamp.tv.com	EVabi
2	☒ Charles Moore	Bar Tower			charles.moore@testbartower.com	EVabi
3	☒ Charles Robinson	Asset Locker			charles.robinson@testassetlocker.com	EVabi
4	☐ Charles Rodriguez	Stable Circle			charles.rodriguez@teststablecircle.com	EVabi
5	☐ Charles White	Triad Dials			charles.white@testtriaddials.com	EVabi
6	☐ Christopher Jones	Lifecycle Alloy			christopher.jones@testlifecyclealloy.com	EVabi
7	☐ Christopher Lewis	Lifecycle Alloy			christopher.lewis@testlifecyclealloy.com	EVabi
8	☐ Daniel Garcia	Triad Dials			daniel.garcia@testtriaddials.com	EVabi
9	☐ David Martin	Towers Wind			david.martin@testtowerswind.com	EVabi
10	☐ David Moore	Cash Street			david.moore@testcashstreet.com	EVabi
11	☐ David Smith	Trophy Track			david.smith@testtrophytrack.com	EVabi
12	☐ David Thomas	Trend Master			david.thomas@testtrendmaster.com	EVabi
13	☐ David Wilson	Triad Dials			david.wilson@testtriaddials.com	EVabi
14	☐ Jennifer Thomas	Triad Dials			jennifer.thomas@testtriaddials.com	EVabi

Review your selection on the table view. The following actions are available:

- Delete contact – delete existing contact after conversion
- Move Activities, Notes, Attachments – in case you have activities, note and attachments the system can move them into new lead
- Include Opportunities Data – populate lead information based on the standard Lead-Opportunity mapping from filled-out Opportunities fields sorted by created date (newest first).

3 Contacts are ready to convert to Lead

0%

Back to Contacts Convert to Leads

First Name	Last Name	Company Name	Email	Delete Contact	Move Activities, No...	Include Opportunit...	Lead Status
1	Charles	Moore	Bar Tower	☒	☒	☐	Open - Not Con...
2	Charles	Jackson	Basecamp Tv	☒	☒	☐	Open - Not Con...
3	Charles	Robinson	Asset Locker	☒	☒	☐	Open - Not Con...

After the conversion process it's possible to see reports.

[View Report](#)

Errors Handling

To handle conversion errors to use the custom object “Blink Log”. It has a lookup connection to the Lead object. To view Blink Log records add a related list to the page layout.

The screenshot shows the Salesforce interface for a Lead record named "Mr. Bruce Wayne". The record is in the "New" stage. The "Related" section on the right contains a "Blink Logs (1)" related list, which is highlighted with a red box. The log entry shows an "Insert failed" error message: "Insert failed. First exception on row 0; first error: FIELD_CUSTOM_VALIDATION_EXCEPTION, Color is required.: []".

Lead: Mr. Bruce Wayne

Follow | Blink Convert | New Case | New Note

Title: Company: Phone: Email:

TEST

Activity | Details | Chatter | News

New Task | Log a Call | New Event | Email

Create a task...

Filters: All time • All activities • All types

Refresh • Expand All • View All

Upcoming & Overdue

No next steps.
To get things moving, add a task or set up a meeting.

No past activity. Past meetings and tasks marked as done show up here.

Related

We found no potential duplicates of this Lead.

Blink Logs (1)

#012y000007rtxy

Message: Insert failed. First exception on row 0; first error: FIELD_CUSTOM_VALIDATION_EXCEPTION, Color is required.: []

View All

Campaign History (0)

Open a log to check details.

The screenshot shows the details of a Blink Log record with ID #012y000007rtxy. The record is of type "Error" and is associated with the lead "Bruce Wayne". The error message is "Insert failed. First exception on row 0; first error: FIELD_CUSTOM_VALIDATION_EXCEPTION, Color is required.: []". The record was created by "Demo Demo" on 11/3/2020 at 5:18 AM.

Blink Log: #012y000007rtxy

New Contact | Edit | New Opportunity

Related | Details

Blink Name: #012y000007rtxy

Type: Error

Message: Insert failed. First exception on row 0; first error: FIELD_CUSTOM_VALIDATION_EXCEPTION, Color is required.: []

Lead: Bruce Wayne

Owner: Demo Demo

Created By: Demo Demo, 11/3/2020, 5:18 AM

Last Modified By: Demo Demo, 11/3/2020, 5:18 AM