lowob

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The Read

A consumer payments app, Series A

Illustrative sample. The company and figures are invented.

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Customers choose you for the low fee, not the platform.

Your homepage	“The money app for modern life.”
Customers	“Cheapest way I’ve found to send money home.”
Reviews	Fees named in 61% of reviews. Features in 14%.
AI assistants	A transfer app, when named at all.

Nine of twelve customers interviewed described the fee first. Nobody used the word platform.

What we’d do

Lead with the fee, and prove it on a public comparison page. The wider story can follow once people have a reason to try the app.

AI assistants recommend your competitor about three times as often as you.

11 out of 21

Patchy: present, rarely the answer

Presence in non-brand questions	1 / 3
Accuracy of what assistants say	2 / 3
Prices, specs and comparisons on page	0 / 3
Corroboration on other sites	1 / 3
Crawlers and indexing	3 / 3
Content engine	2 / 3
Measurement	1 / 3

Twenty buyer questions, asked twice in ChatGPT, Google AI Mode and Perplexity. Named in 4 of 14 non-brand questions; the competitor in 11, mostly via review sites and comparison pages.

Content gaps

No quotable pricing page. No comparison pages. Fees explained only in the app.

Authority gaps

Missing from three review sites. No partner pages. Last press nine months ago.

Of 11,200 members, only about 230 post in a typical week.



Weekly active: 2% Silent: 98%

Most joins came from two paid quest campaigns. Fewer than one in twenty of those members has ever posted. The same eight questions make up a third of support threads.

Keep	The monthly product clinic; the team answers in public within a day.
Stop	Paying for joins. The quests brought bots, not users.
Start	An answer library from the forty most-asked questions, and a small ambassador group with a defined role.

About $6,600 a month can't be traced to a single customer.

Channel	Per month	Per account	Call
Meta, prospecting	$7,200	$142	Keep
Google, brand	$3,100	$38	Cap
Google, non-brand	$4,600	$410	Cut
X, promoted	$2,000	—	Stop
Newsletters	$1,500	$96	Scale

Of $18,400 a month, $6,600 has no traceable customer. Brand search is paying for people who had already chosen you.

Partners and media

Newsletter sponsorships return the lowest cost per account and have room to grow. Two partner integrations are live, and neither is tracked.

Nearly a third of new sign-ups stop at verification.

Monthly average, last 90 days, from the product database.

9,800	6,760	2,350	940
Sign-ups	Verified	First transfer	Active at 90 days
	69% kept	35% kept	40% kept

Nearly a third of paid sign-ups stop at verification. Fixing that one step is worth more than any new channel.

Retention

Of those who make a first transfer, 40% are still active at 90 days. Repeat senders cluster around two corridors, and neither is named on the homepage.

You run nine tools, and none of them agree on where customers come from.

Layer	Finding	Call
Analytics	No conversion events	Fix
CRM	41% of contacts unsourced	Fix
Ad platforms	Claim 2.3× real customers	Reconcile
Community	Nothing logged	Add
Reporting	Three hand-built sheets	Replace

Build first, weeks 1–4

1. **Reporting desk.** Source, spend and funded account in one view.
2. **Community desk.** Logs every question; drafts answers a person approves.
3. **Watchfloor.** Competitors, review sites and AI answers, weekly.
4. **Answer library.** The most-asked questions, published.

About $5–8K to build, $300–600 a month to run. Cancelling two duplicate tools saves about $640 a month.

Fix the tracking first, then change the spend.

Weeks 1–2

Fix tracking and CRM source. Stand up the reporting desk. Cut non-brand search and X.

Frees $6,600 a month

Weeks 3–6

Pricing page, two comparison pages, review-site profiles.

In-house, or about $4,000 with us

Weeks 6–10

Answer library, ambassador group, freed budget moved to newsletters.

Within existing spend

Hold off on

A content-volume program. Until the pages carry prices and proof, more articles won't change who gets named.

You keep this plan whether or not you work with us.