

## Intent

- Start growing our e2e shipping muscle
- Building our distribution network, e.g. collect visitor email addresses so we can reach out with next product
- Find our builder community by:
  - Sharing something of value - the data helps others who consider building plugins
  - Announce to our connections we decided to build a few things
- Constrain yourself: rather ship with less things earlier, “better done than worry”.

## Plugin Intelligence

TODO: Logo

== Snowflake Provider

Plugin Intelligence offers detailed analytics and rankings for plugins across various app marketplaces like Google Workspace, WordPress, Shopify, and Salesforce. We provide valuable insights into revenue estimates, SEO performance, and user engagement metrics to help developers, businesses or investors make better decisions.

== Boring One Liner

A platform to analyze and rank plugins from app marketplaces, providing revenue estimates, SEO insights and user metrics.

Plugin Intelligence - Lifting the veil on app marketplace add-ons with real revenue estimates and SEO insights.

== GumRoad Paragraph

In real estate investing — before buying your first commercial real estate — you can start small by investing in parking spots & garages.

Plugins, extensions, and add-ons are the parking spots & garages of Internet business.

We love to do deep dives on plugins, extensions, and add-ons.

## Scope of the Project

### Objective

Develop a platform to analyze and rank plugins from app marketplaces, starting with Google Workspace Store and potentially extending to Chrome extensions.

## Target Audience

- Plugin developers
- Investors
- MAYBE comparison bloggers like “Best 3 plugins for <abc>”

## Key Features on Top Of Marketplaces

- **Estimated Revenue:** Based on GPT-4 and a few data points found on the public Internet. A bit expensive but I still have \$3,000 OpenAI credits.
- **Backlinks:** How much SEO traffic they might be getting, for larger ones also individual backlinks.
- **Trends (later on):** With daily scraping we can see which plugins are trending
- **User Data Collection Mechanism:** Collects email addresses in exchange for data access, providing a CSV download option.

## Pages

TLDR; No landing page?!

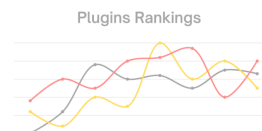
## Home/Ranking Page

TODO TODO

Features plugin rankings based on different metrics, primarily focusing on **revenue**.

### How's your WP plugin ranking today?






wp-rankings.com tells you if your wordpress.org plugin today is ranking higher or lower than yesterday.












[See Top 50 Rankings Climbers](#)

### Today's Top 50 Ranking Climbers

Filter by number of active installs

Ranking	Name	24h Trend	7d Trend	Next Milestone	Active Installs
940	 Starbox – the Author Box for Humans	▲ 42	▲ 12	18 positions ▲ 40K	30K+
1284	 WP Consent API	▲ 25	▲ 230	92 positions ▲ 30K (5d)	20K+
2810	 Auto-sizes for Lazy-loaded Images	▲ 24	▲ 256	16 positions ▲ 8K (0d)	7K+
365	 SEO Plugin by Squirrly SEO	▲ 21	▲ 16	84 positions ▲ 200K	100K+
1331	 Email Marketing for WooCommerce by Omnisend	▲ 21	▲ 132	139 positions ▲ 30K (25d)	20K+

Provides comprehensive information about each plugin, including performance trends, user reviews and individual backlinks

SaaS Database	Magazine	Community	Podcast	Blog	Pricing	
						
<b>GMass</b>						
401 N Wobash Ave, Unit 63E, Chicago, Illinois, United States						
     						
<b>About Company</b>						
Revenue						
Team						
Founder/CEO						
Customers						
CEO Net Worth						
<b>How GMass hit \$5.4M revenue and 200K customers in 2023.</b>						
The company that owns GMass.co is called GMass LLC. It is a software company that specializes in email marketing tools and services. GMass is their flagship product, which is a powerful email marketing automation tool that integrates with Gmail. The company was founded in 2015 by Ajay Goel and is based in San Francisco, California. GMass LLC's mission is to provide a cost-effective and efficient email marketing solution for businesses of all sizes.						
						
<b>2014</b>						
Founded						
						
<b>\$5.4M</b>						
2023 Revenue						
						
<b>59.29%</b>						
YOY						
						
<b>\$0</b>						
Funding						
<b>GMass Revenue</b>						
In 2023, GMass revenue run rate hit \$5.4M in revenue.						
<ul style="list-style-type: none"> <li><b>2023</b></li> </ul>						
GMass hit \$5.4M in revenue in 2023						
<ul style="list-style-type: none"> <li><b>2022</b></li> </ul>						
GMass hit \$3.4M in revenue in 2022						
<ul style="list-style-type: none"> <li><b>2021</b></li> </ul>						
GMass hit \$2.4M in revenue in 2021						
<ul style="list-style-type: none"> <li><b>2020</b></li> </ul>						
GMass hit \$1.4M in revenue in 202						

Handles tasks like email sign-up for data access and possibly an FAQ section.

# Want to discover ideas that make money?

Find your next idea, get tried and true strategies to start and grow from our **database of 4,418+ case studies**, and join our **private community of successful founders**.




This field is required

Yes, please!

## Technical Stack

(no AWS)

- **Backend:** PostgreSQL database hosted on Supabase with 3 tables:
  - *Datapoint*: time series with unique (marketplace, app\_id, date) - updated daily
  - *Backlinks*: individual backlinks for higher performers (DataForSEO) - maybe monthly
  - *Estimates*: gpt responses - maybe quarterly
  - *System related*, e.g. OpenAI cache (from Voxana), or collected emails
- **Frontend**
  - Next.js hosted on Vercel,
  - Material Design for React for UI components.
- **API:** Fly.io server
  - GET rankings ? sort\_by & filter\_by
  - GET details ? (marketplace, app\_id) -> returns most recent record for that app\_id
  - GET trend ? (marketplace, app\_id)
  - GET backlinks ? (marketplace, app\_id)
- **Batch Jobs:** Fly.io schedule (these are private non-external)
- **Code hosting:** Public Github
-  **Domain hosting:** CloudFare (gives extra analytics and is cheapest)

## Distribution Stack

- **Analytics:** Google Analytics tracking + CloudFare visits
- **Blog** substack / homepage + share on LinkedIn / Twitter
- Others to consider:
  - Some reddit thread (maybe setup <https://www.surfkey.io/>)
  - Indiehackers.com
  - Youtube.com short screen capture

## Tech Implementation Timeline

This plan aims to create a minimal viable product within a week, focusing on essential features that add unique value to your project while allowing for scalability and community involvement. IDEALLY some of the setup will be reused for the Next Small Thing^TM

- ☒ **Day0:** Get the data pipelines up
- ☒ **Day1:** Set up the basic infra, Get domain, setup Supabase, Vercel, Github repo,
- ☒ **Day2:** Setup data models, scraping script scheduled
- **Day3:** Page layouts etc. - toto moc neviem takze mi to bude trvat extra
- **Day4:** Revenue Estimate polish
- ☒ **Day5:** Cushion for chronic under-estimation, bug-fixes, improvement here and there.
- **Day6:** Collect email -> Send Data file process, Analytics setup
- **Day7:** Do distribution, blog, social posts, backlinks, ...
- **Day8:** Talk to people, make sure it can work hand-off (alerts for failures, limits setup, basic monitoring)
- In a month or two spend a day on:
  - Review how it is going, Make a blogpost about it
  - Adding Trends now that we have data
  - Maybe adjust what we are collecting
  - Maybe add another marketplace

## Sexi Feature: Revenue Estimate

We can use Open AI Assistants API trained on 4 data points (see appendix) to generate Business Analyst reports like these:

Given the information provided for the Virtru Data Protection for Google Workspace™ app, we can conduct a TTM revenue estimate analysis by leveraging insights from the data given in previous examples and considering specific factors about this addon.

### Understanding the Features and Metrics:

- **Users:** 7,000,000 users provide a very large base, indicating potential for more substantial revenue if there's a reasonable conversion rate.

- **Rating and Reviews**: A rating of 3.5 with only 29 reviews suggests moderate user satisfaction and possibly lower visibility or engagement relative to the user base size.
- **Pricing**: It is directly stated as "Paid," which implies there's no free version, possibly indicating a subscription or license fee model.
- **Integration and Main use**: Integrates with Google Drive but not with other common tools like Gmail, Docs, or Sheets. It focuses on encrypting and protecting files and emails for security, which is a critical need for many businesses.

#### ### Estimating Revenue:

To estimate the TTM revenue for Virtru Data Protection, consider the following steps:

1. **Estimate Conversion Rate**: Given that the app is fully paid and has a moderate rating, assume a lower conversion rate than high-rated apps. Considering the serious nature of security, let's hypothesize a conservative conversion rate of 1.5% - since businesses needing data protection are likely to subscribe despite fewer reviews.
2. **Average Revenue Per User (ARPU)**: This can be tricky without specific pricing details, but given the business-oriented nature of data security, let's assume an ARPU of approximately \$50 annually (based on typical B2B software licensing fees).
3. **Calculate Estimated Revenue**:
  - **Estimated Paying Users**:  $7,000,000 \text{ users} \times 1.5\% = 105,000 \text{ paying users}$
  - **TTM Revenue Estimate**:  $105,000 \text{ paying users} \times \$50 = \$5,250,000$

#### ### Considerations:

- The calculation assumes all users are potential paying customers, which might not be the case in scenarios where there are institutional agreements or bulk discounts.
- Sensitivity and relevance of data security can increase conversion rates, especially in sectors with stringent compliance demands.
- Market dynamics such as emerging data protection laws and increasing cyber threats can also affect the success and revenue generation of such apps.
- Economic factors and competition also play significant roles. If there are competing products offering superior functionality or better pricing, Virtru could see pressure on both ARPU and conversion rates.

#### ### Conclusion:

The projected \$5,250,000 TTM revenue is an approximation influenced by the app's user base size, assumed conversion rate, and ARPU. It's vital to consider external factors and possibly adjust the estimate as real-world data (such as actual pricing and customer feedback) becomes available. Continuously monitoring market trends and competitor strategies will also be crucial in maintaining an accurate revenue forecast for Virtru Data Protection.

# Market Research

## Existing Solutions

TLDR; from what we see there ain't enough customers looking for this.


For security checks:

<https://crxcavator.io/report/llflfgnpglhgnbmfebokdfladhdhchoh/1.0.4?platform=Chrome>  
(announcement <https://duo.com/blog/crxcavator>)

<https://chrome-stats.com/pricing>

Some Indian dudes with a shit-ton of backlinks

Supported platforms

- Access extension stats across all platforms 

3 years of historical stats access

- Access to all ranking stats, all pages, and 3 years of past data

Unlimited extension tracking

- Unlimited extension tracking. Receive notification through email and Slack.

Download and view source codes

- Download, inspect, and diff extension source code for all available versions

Risk and reviews analysis

- View risk score reasons and analyze user reviews

Compare extensions

- Compare 2+ extensions side-by-side, including historical stats

Advanced search

- Run complex query to filter out extensions within seconds

Raw data

- Download raw data CSV to run your own analysis

API Access

- Access our data programmatically via API

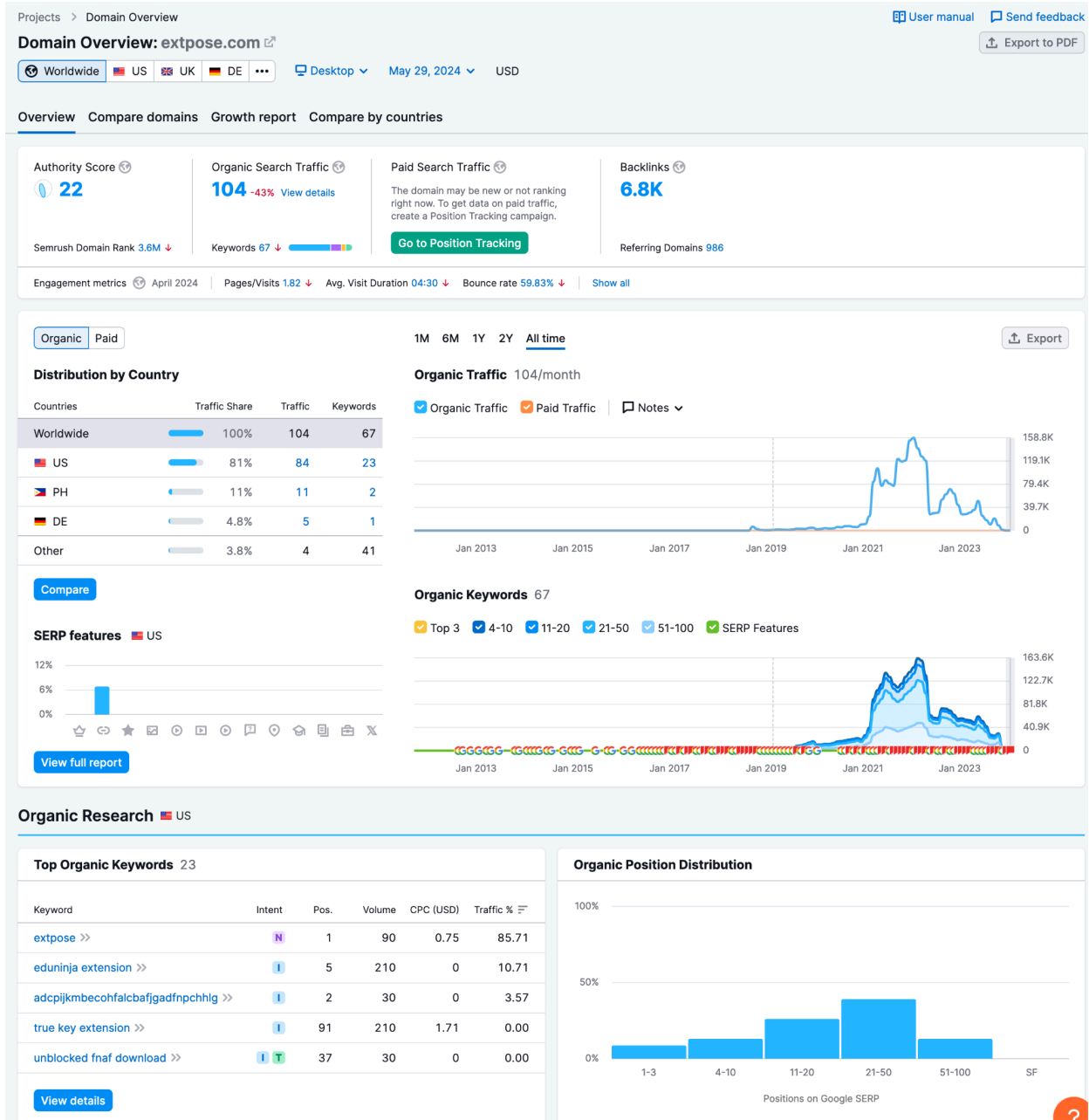
No ads

- Browse our website without seeing any ads!

Includes 2 additional licenses

- Allow more users within your organization to access our data

## Browser extension for tailored for developers - expose.com (DEAD since 2022-ish)



<https://getlatka.com/saas-companies>

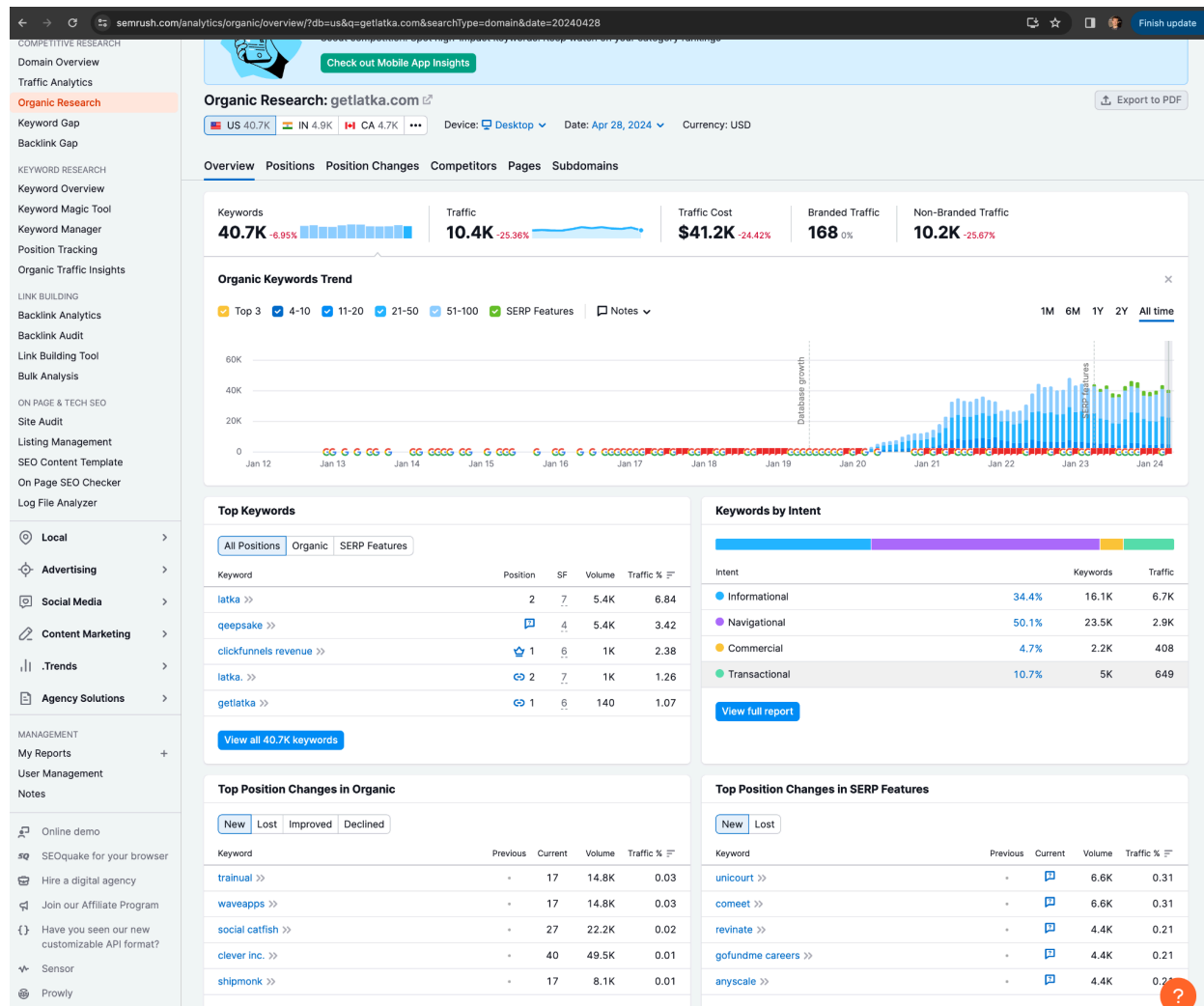
These guys had an Excel and monetized the heck of it. Kinda like Crunchbase. Their user aquisition:

- Anonymous -> you gotta see just a taste
- Email -> after you scroll, or click on database
- Paid \$500 minimum -> you get the entire database

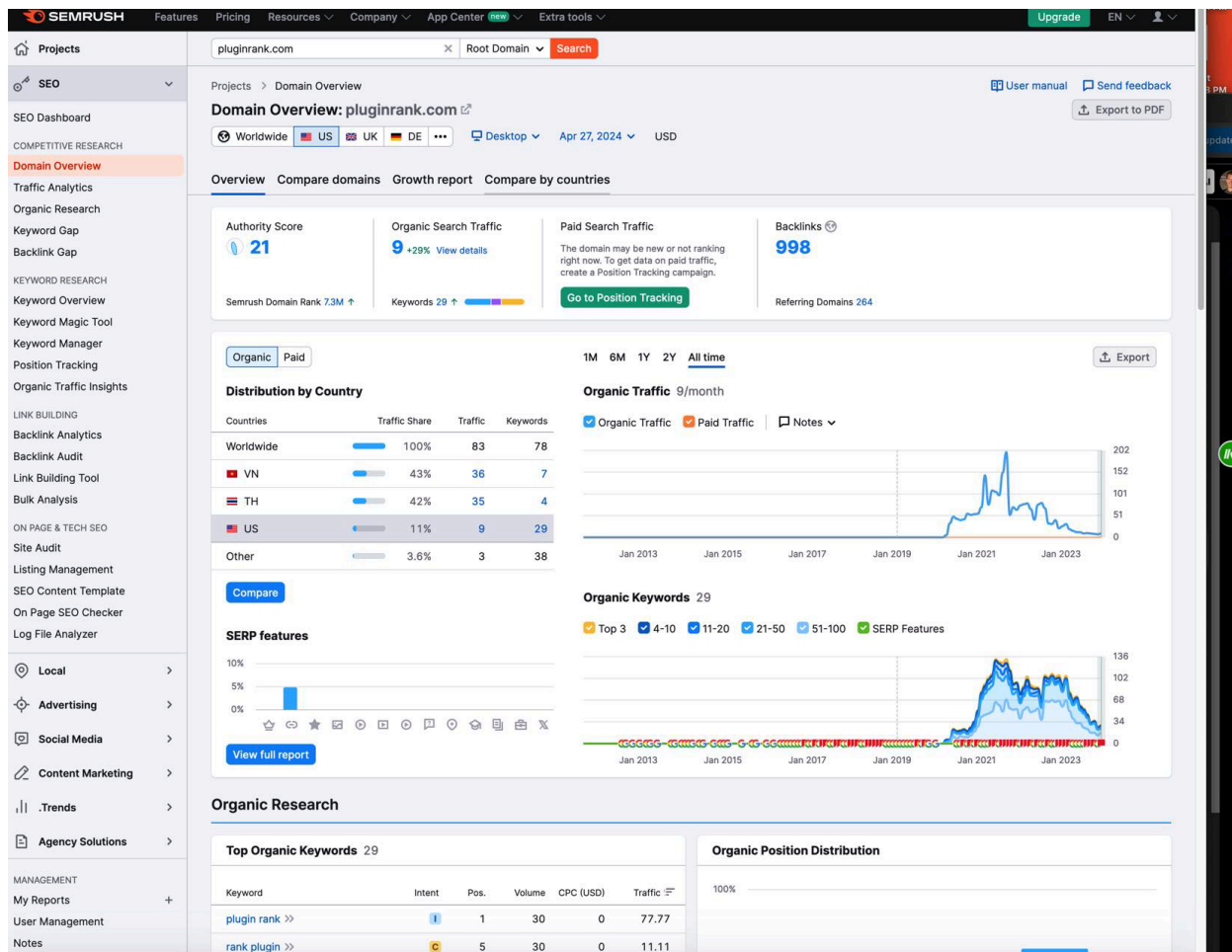


Distribution is insane, they do podcasts, youtubes, pay \$40k/month for SEO, likely social ads ...

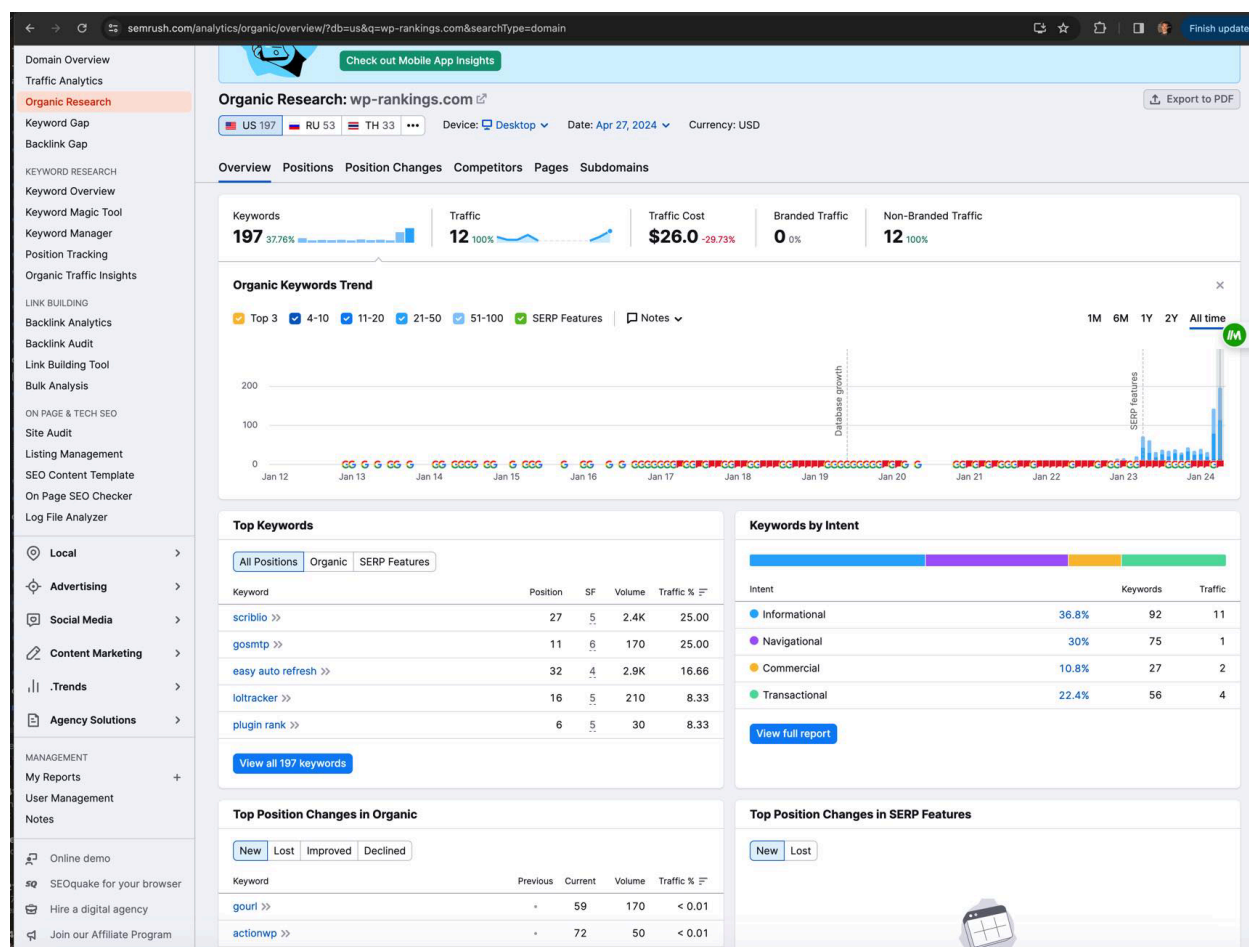
<https://getlatka.com/companies/gmass/competitors>



<https://pluginrank.com/> (saasinsights.io)



<https://wp-rankings.com/>



## Appendix: Revenue Estimates Data Points