

# StartBid: Go-To-Market (GTM) Plan

(Q4'26 (launch) → Q4'27)

**GTM budget: \$2.2M** ( $\approx 50\%$  of raise burn allocated to growth).

**Goal:** Launch StartBid marketplace (always-on auctions), migrate GG demand/supply, and hit a **repeatable, <12-month CAC payback** engine by end of 2027.

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## Commercial Objectives & Guardrails

- **Primary KPI:** New transacting buyers (NTBs) and repeat frequency.
- **CAC targets (blended): \$55–\$70** per NTB (channel targets below).
- **Payback: <12 months** on contribution after variable costs; **LTV:CAC ≥ 3:1** by month 12 for 2027 cohorts.
- **AOV baseline for modeling: \$230–\$260.**
- **Platform-Take-Equivalent (PTE) for modeling: 22% (base)**; sensitivity 15% (downside), 25% (upside).
- **Conversion targets:** Auction bid→win  $\geq 20\%$  for first-time bidders; buyer premium/seller fees framed to protect PTE.

### 1) Garnet Gazelle Customer Migration

- **Segmentation:** One primary funnel per user based on (a) product category interests (e.g., jewelry, coins/bullion, collectibles), (b) purchase history (repeat vs. one-and-done; time since last order), (c) order value tiers, and (d) service/risk filters (exclude recent charge issues, repeated disputes).
- **Onboarding UX:** Dedicated “Welcome Garnet Gazelle customers” landing with GG co-branding; reserved-account claim (set password) to reduce friction; auto-tailor live auctions on page to the user’s segment; email-verified entry allows short-cutted verification.
- **Drip path (max 3 touches):** 1. Invite to be first in on StartBid, 2. Segment-specific pitch (why StartBid > GG for their category), 3. Intro offer/free gift with first won auction. If no conversion, cool-off  $\geq 30$  days → add to low-value retry pool.
- **Inactive cohorts:** After ~70% of active customers are processed, run a lighter, generic program for dormant users; throttle to protect send reputation.

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## 2) Budget Allocation (Total Burn: \$2,200,000)

Program	Gross Outlay (Cash)	Burn Impact	Funding Notes	CAC Target	Expected NTBs
Paid Social (Meta/TikTok/YouTube)	\$1,900,000	\$720,000	Weekly billing; majority offset by rapid auction conversion	\$60–\$90	21,000–32,000
Paid Search & Shopping	\$1,100,000	\$450,000	High-intent capture; monthly billing; recycle via settlement	\$50–\$80	14,000–22,000
Creators / Live (rev-share + floors)	\$700,000	\$300,000	Floors = burn; % of GMV paid from proceeds	\$40–\$80	9,000–17,000
Affiliate / Partners (rev-share)	\$450,000	\$110,000	Commissions net from GMV; mgmt tools minimal	GMV-based	5,000–8,000
Email/SMS/CRM Reactivation	\$110,000	\$110,000	SaaS + sends	\$5–\$15	4,000–8,000
Launch Offers / Credits	\$220,000	\$220,000	Modeled as CAC; throttle to payback	n/a	n/a
Creative Production & LP Tests	\$110,000	\$110,000	Photo/video, UGC kits, variant tests	n/a	n/a
Contingency (~4%)	\$180,000	\$180,000	Buffer for CAC variance	n/a	n/a
<b>Totals</b>	<b>~\$4,750,000</b>	<b>~\$2,200,000</b>			

### Outputs (range):

- With cash-flowed media: ~53k–87k NTBs at Gross CAC ~\$60–70; Burn CAC ~\$35–45 after in-period recycling.
- We will gate spend to maintain ≤12-month payback and quality (repeat ≥1.6 orders in 12 months).

### Definitions:

- Gross CAC** = (media + incentives + creator floors + affiliate rev-share) ÷ NTBs.
- Fully-Loaded CAC** = Gross CAC + marginal CS/ops + creative amortization.
- Burn CAC** = Portion of CAC that consumes cash net of in-period proceeds.

### 3) Timeline & Phasing (Q4'26 → Q4'27)

#### Spend phasing (burn portion):

Q4'26 15% (\$330k) → Q1'27 20% (\$440k) → Q2'27 25% (\$550k) → Q3'27 25% (\$550k) → Q4'27 15% (\$330k).

#### **Q4'26 - Launch & Migration**

- Launch StartBid + mobile; move priority GG events to 24/7 cadence.
- Stand up full attribution (server-side / CAPI), feed-ready catalog, and baseline creative library.
- Kick off **creator pilots** (auction takeovers), **affiliate** program with 10–15% rev-share, and **PR** (authenticity + speed).
- Reactivate **house lists** (email/SMS) with on-platform onboarding flows.

#### **Q1'27 - Scale Intent & Social**

- Expand Shopping/Search with more lot coverage; launch **brand & category clusters** (e.g., fine jewelry, handbags, watches).
- Meta/TikTok: always-on auction clips (social proof), dynamic product ads (DPA), and first-time buyer offers.
- Creator program shifts to **performance contracts** (rev-share + CPA floors).

#### **Q2'27 - Peak Acquisition**

- Double creative testing cadence; live-stream schedule, themed drops, and tentpole partner events.
- Affiliate expands into **luxury/style publishers**; add card-linked offers with issuer partners.
- Launch **refer-a-friend** (give/get credit) with fraud guardrails.

#### **Q3'27 - Monetization & Retention**

- Drive **repeat** via post-win cross-sell, wishlists/alerts, and seller follow.
- Introduce **loyalty tiers** (fees/buyer premium perks) and **faster shipping** upgrade.
- Scale creator affiliates that beat **90-day payback**.

#### **Q4'27 - Profitability Focus**

- Shift budget to best LTV:CAC cohorts; holiday seller incentives; **MMM-lite** refresh for 2028 mix.

#### **Email/SMS migration phasing (overlay across quarters)**

- **Canary:** 5% of each segment (randomized). Measure claim-rate, bid-rate, and first-win rate; fix copy/LP before scale.
- **Flight 1:** 15% prioritized by engagement / LTV.

- **Flights 2–N:** Remainder in **20% tranches**,  $\geq 1\text{--}2 \text{ weeks}$  apart, prioritized by engagement/LTV. Run **parallel tracks** (e.g., high AOV, coins, jewelry) gated by **inventory readiness and fulfillment capacity**.

## 4) Channel Playbooks & Benchmarks

### Paid Social (Meta/TikTok/YouTube)

- Benchmarks: CPC often **\$0.70–\$1.20**; target first-purchase **CPA \$60–\$90** using DPA + UGC video; 3–5 creative concepts per week; 80/20 prospecting/retargeting early.
- KPI ladder: CTR  $\geq 1\%$ ; LP CVR  $\geq 3\%$ ; add-to-bid rate growing with social proof.

### Search & Shopping

- Benchmarks: Search CPC averages  $\sim \$4–\$5$ ; Shopping CPC  $\sim \$0.60–\$0.80$ ; target CPA **\$50–\$80** on brand/category terms; use RLSA; suppress unprofitable queries.
- KPI ladder: QS  $\geq 7$ ; CVR **3–5%** on Shopping; new buyer share  $\geq 60\%$ .

### Creators / Live

- Structure: **Hybrid rev-share (10–15% of GMV) + CPA floors**; whitelisted ads on winning content.
- KPI ladder: View-to-bid  $\geq 2\%$ ; bid-to-win  $\geq 20\%$ ; CPA **\$40–\$80**.

### Affiliate / Partners

- Structure: **10–15%** effective commission on GMV; curated luxury publishers; anti-couponing.
- KPI ladder: New buyer mix  $\geq 70\%$ ; fraud rate  $< 1\%$ .

### Email/SMS/CRM

- House lists: **win-back** and **bid reminders**; smart send-times; SMS for last-minute auction nudges.
- KPI ladder: email revenue per send **\$0.12–\$0.20**; SMS CTR  $\geq 8\%$ ; CAC **\$5–\$15**.

### CRM Segmentation & GG Onboarding

- Place each GG user in **exactly one** conversion funnel; suppress **negative CS/risk** profiles.
- KPIs: claim-rate (account claim) → **bid-rate** → **first-win rate**; target first-win  $\geq 6\text{--}10\%$  of contacted actives by 90 days; monitor deliverability.

### Referral Program

- Give/get credits; track **referrer - referee** user-level ties and cohort quality; fraud guardrails.

### Dynamic Landing & Interest Tagging

- Ads drive to **category-matched pages** (URL-param driven). Persist **initial interest** and **most-recent interest** to user profile; feed on-site personalization + triggered CRM.
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## 5) Measurement & Ops Readiness

- **Attribution:** Server-side events (Meta CAPI, Google gTag SS), clean room for incrementality, and MMM-lite to allocate by PTE margin.
- **Fraud/Trust:** ID & payments risk scoring; counterfeit detection (image/LLM assist); buyer guarantee financial guardrails.
- **Supply Ops:** SLA for shipping times; dispute resolution; seller dashboards for reserves, payouts, and live performance.
- **Identity & interest graph:** Persist **campaign ID**, **initial interest**, and **most-recent interest** at the account level; expose to CRM, ads, and personalization.

### 5A) Data & Personalization Architecture (CDP-light to Composable)

- **Phase 1 ('26-'27):** Build **CDP-light** inside StartBid (analytics + warehouse). Simple code to unify identities (email/phone), sessions → accounts, and activate segments to CRM/ads. Fast to iterate and cost-efficient at our current scale.
  - **Phase 2 (when user base hits millions):** Add **composable CDP** (e.g., HighTouch) on top of our data for complex journeys. Budgetary note: vendor ~\$200k/yr, green-lighted only with clear  $\geq 3\times$  **ROI** use-cases.
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## 6) What Success Looks Like by 2027 End

- **NTBs:  $\geq 35,000$**  (midpoint of plan).
- **Blended CAC:  $\leq \$65$** .
- **AOV: \$240+**; **Repeat:  $\geq 1.6$  orders/NTB** in 12 months.
- **Contribution payback: <9–12 months** (at PTE 22% base; stronger at 25–32%).
- **Run-rate GMV impact: \$12–18M** incremental GMV from 2027 cohorts alone, with outsized 2028 carryover via repeat.
- **GG migration KPIs:** Claim-rate  $\geq 20\text{--}30\%$  of contacted actives; **first-win  $\geq 6\text{--}10\%$**  within 90 days of first contact; sustained deliverability (low spam/complaint rates).
- **Personalization lift: +10–15%** CTR on category-matched LPs vs. generic; **+5–8%** bid-rate from interest-aware homepages.

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## 7) Sensitivities (how we adjust)

- **If CAC drifts >\$75:** shift spend to Search/Shopping & affiliates; increase rev-share, decrease flat fees; tighten creative/LP QA.
- **If PTE <18%:** reduce promo credits; add buyer premium tiers; favor principal only in high-spread SKUs.
- **If repeat <1.4x:** accelerate loyalty perks; run post-win bundles; deepen creator community drops.

**Bottom line:** This \$2.2M GTM plan targets ~70K new, repeatable buyers at a ≤\$65 blended CAC, paying back inside 12 months, and sets the flywheel for the scale we need into 2028-2030. At platform launch, branding and trust are important to establish though pay back period is longer than transactional advertising. At the same time, we need to collect more marketing and UX/UI data during our initial 12 months post-launch. Garnet Gazelle has historically thrived on a strong LTV, but it's worth noting CAC should drop significantly into 2028 allowing us to operate without additional budgeting for GTM as a “burn”.