The Premises

DialHunter - Strategy Doc.

1. Vision & Opportunity

The Vision:
To become the Skyscanner of used luxury watches — the default platform to discover, compare, and monitor deals across the fragmented resale ecosystem.

Why Now:

- Luxury watches are increasingly treated as alternative investments by everyday consumers.

- Discovery and pricing transparency are broken across eBay, Chrono24, Watchfinder, forums and small jewellers.

- Most current solutions are either marketplaces (biased) or data-heavy platforms (less accessible to casual/first time buyers).

- SEO intent is rich and fragmented, and new technology (AI, scraping, low-code stacks) makes aggregation and surfacing of deals viable for the first time.

- PPC averages $0.18, allowing for quick and cheap access to the transaction search terms in the "vintage watches" short tail and long tail.

2. Competitive Landscape & Differentiation
DialHunter's primary differentiator is not in being the first to touch the data — but the first to make it usable, trustworthy, and desirable at scale.

Our USP is helping surface 'confidence', through the core metrics which affect purchase - not just listings.

We're not building a niche nerd terminal. We're building a consumer brand. Our UX, alert model, and deal focus create a flywheel that other platforms (WatchCharts, Chrono24) aren't structured to compete with — they're either marketplaces or info-only tools, not meta-discovery layers.

This positions us as the *consumer layer that the others never built* — akin to how LoveHolidays simplified fragmented booking systems. Uswitch simplified

3. Target User Personas
a. Value Buyer: Wants a deal but doesn't know where to look. Has intent, needs filtering and trust.
b. Flipper / Semi-Pro: Uses deal score, wants first-access alerts and quick ROI.
c. Watch Enthusiast: Browses multiple platforms — overwhelmed by choices, seeks clarity.
d. Retailer/Dealer (later): Looks to access trend and demand data, and promote key listings.

e. Content Creators (indirect): Leverage DialDrop data for TikToks, blogs, and watch reviews.

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5. Moat / Defensibility
- First to market as a true *consumer focused* aggregator of fragmented listings.
- Proprietary AI cleaning and price comparison engine (lightweight now, heavier later)
- Proprietary scoring mechanisms to give user confidence in purchase
- Intent + behavior data: which references, price bands, and sellers attract demand.
- SEO moats built from structured product pages across 1,000s of long-tail references.
- Potential to become the go-to layer for deal alerts, watch flipping, and eventually market trend insights.

6. Go To Market Strategy
Initially, PPC to validate UX, UI and proposition, but our focus will be programmatic SEO to build a moat, whilst diversifying with scalable distribution loops. (Huge SEO opportunity: 270k searches per month for watch related keywords, with low keyword difficulty).

So, in short:
- PPC to validate UX, UI and proposition; ensure templates are high converting for pSEO
- Collate more data to increase pSEO coverage.
- As deals become more apparent, promote across socials: tiktok, insta
- Get signups via free email newsletter and convert to upsell

10. Risks & Challenges
- Scraping access or TOS violations from marketplaces and jewellers
- Lack of deals or quality deals for the customer
- Poor quality or incomplete listings making comparison difficult
- Need to validate trust layer without taking on authentication risk
- Early monetization depends on user trust and perceived deal accuracy
- Competition (e.g. WatchCharts) may adapt once traction is shown
- Perceived value gap between browsing and subscribing — needs smart UX & alert loops

11. Long-Term Vision Pathways
a. Skyscanner for Watches → Aggregated supply, discovery UX, affiliate engine
b. Bloomberg for Flippers → Market dashboards, alerts, ref trends, SaaS
c. Trust Layer for Used Buyers → Seller tiers, buyer confidence features
d. Commercial Engine → Top Seller platform, market intelligence reports
e. DialDrop Capital → Data-driven buying arm, flipping concierge, investor partnerships

12. My Credentials

DialHunter need	Exactly where your Product Manager CV shows you've done it
Wrangle ugly, fragmented data and ship clean UX	• Migrated a **20-year monolith** to modern checkout and unified 5 separate flows into one experience at Direct Ferries and Eurostar . • Led Loveholidays' Manage-My-Booking rebuild, turning static pages into a feature-rich app and mapping 10+ service flows.
Build revenue-critical funnels fast	• Launched subscription passes, new payment methods, and an 800 % deployment-frequency jump—KPIs tied directly to ££ conversion, not vanity metrics .
AI + no-code scrappiness	• Solo-built WeddingSpeechPro (profitable) and EulogyPro (PPC-validated) on GPT + no-code stacks; shipped PressCheck.pro for media bias detection .
Cross-functional leadership	• Ran squads spanning CX, finance, account managers, engineering; daily stakeholder comms to C-suite on platform migration progress .
Speed from 0 → 1 in crisis conditions	• Designed a COVID flight-rebooking flow from scratch that hit 30 % conversion and slashed agent load during peak chaos .
Metric obsession & iterative testing	• Implemented PostHog funnels, session replays, DORA metrics, and A/B prototypes across multiple products .

MVP: What We're Actually Building & Validating

A consumer-facing meta-search and deal discovery engine for used luxury watches.

Phase 1:

Features:
- Scrape + Clean listings from Chrono24, eBay, and 1–2 small jewellers
- Use AI (GPT) to deduce: brand, model, ref, condition, and extras (box/papers)
- Compare to WatchAPI baseline or fixed ref prices
- Tag deals: "Fair", "Good", "Under Market"

- Display on modern UX frontend, with email alerts + SEO pages

Early validation ≠ scale. We only need 10–20 quality watches daily to prove:
- People want alerts
- They trust our scoring
- They'll pay for access or click through

Use AI to determine ref where ref isn't available.

Have a confirmed Ref status

MVP Execution

MVP: What We're Actually Building & Validating

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#	Validation question	Measures	Validation Target	Why it matters
1. Real buyer click-thru demand	Launch 1 Adwords group ("Used Rolex deals", "Vintage Omega price") → track sessions & outbound clicks to eBay	≥ 150 sessions	≥ 25 % click-out rate	Proves that the "meta-search for deals" promise grabs intent traffic at first glance.
2. Emotional trust & list capture	Simple landing / popup "Email me first when a watch is under market."	% of visitors adding email	≥ 10 % of visitors add email	Shows users value the *confidence layer*, not just browsing.
3. Money actually changes hands	eBay Partner Network ID on the outbound links	# confirmed affiliate sale (commission notice)	≥ 1 confirmed affiliate sale (commission notice)	Converts "interest" into measurable £ — validates unit-economics path.
4. Data-quality tolerance	Embed a 2-question feedback banner ("Is this price score helpful? Y/N" / optional comment)	% 'Yes' votes on at least 20 responses	> 70 % 'Yes' votes on at least 20 responses	Tells you early whether your rough GPT deal-score is "good enough" or killing trust.
5. Paid-feature pull	In first e-mail, upsell *beta* premium alerts: "£7/mo to see deals 30 min earlier"	# paid beta subs or explicit "I'd pay" replies	≥ 2 paid beta subs or explicit "I'd pay" replies	Validates the subscription leg before writing any paywall code.

MVP: 5 day sprint

Monday - Friday

- Set up Google Ads w/ domain (DialHunter)
- Manually curate Datjust deals? Into JSON
- Set up search page.
- Scrape more rolex watch data,
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Day 0–1: curate 20 Datejust deals manually → JSON → live table.

Day 1–2: PPC + Reddit post drive traffic.

Day 3: if metrics hit targets, spec out eBay API pipeline so you never add rows by hand again.

If metrics miss: tweak headline / score, not code.

Step 2: What Is a Steal? You Need a Framework.

A steal is one or more of these:

1. Price is under historical average for that exact ref/config

2. It's complete (box + papers + serviced) at an average price

3. Undervalued config (rare dial/bezel, bad photos, wrong title)

4. Seller fatigue — been listed long, now discounted or open to offers

5. Cross-market arbitrage — underpriced on UK eBay, resellable in EU or vice versa

Target Customer Profile

Attribute	Alex – The First-Time Luxury Buyer	Jay – The Weekend Flipper	Priya – The Design-First Shopper	Adam – The Forum Lurker / Analyst
Quote	"I've always wanted a Rolex. I just got a bonus. Don't want to get ripped off."	"I know what models hold value. I'm not a dealer — but I flip 2–3 watches a year."	"I want a vintage gold watch, but I don't know models or pricing."	"I've read all the WatchUSeek threads. I know my stuff — but I still miss deals."
Age	30s	Late 20s–40s	Late 20s	35–50
Searches	"Used Rolex Datejust under £5k", "Best first Rolex"	"Tudor under market", "eBay watch flip potential"	"Vintage gold watch under £1k", "Cartier dupe"	"Used Sinn 556 average price", "Is $1,200 good for a Black Bay?"
Finds You Via	Google, Reddit, YouTube/TikTok	Reddit, SEO, TikTok	SEO, TikTok, Pinterest	Reddit, Google
Buying Intent	High. Doesn't want to research 15 sites.	Opportunistic + deal-sensitive	Medium. Will buy if something speaks to her.	Analytical + value-focused
Value Unlock	Lands on /used-rolex-datejust-deals via SEO → Sees clean pricing "16% under market" → Thinks: "Finally — someone just tells me what's fair." → Clicks to source, buys, or sets alert for price drop	Finds "Top 5 Flippable Watches This Week" → Sees 18% below market vs WatchAPI → Confirms → Buys → Sells for 10–20% profit	Browses "Watches under £1k" → Finds rare '90s Tag Heuer with "Great Price" tag → Feels excited and reassured → Clicks through → Saves favorites, sets alerts	Searches a reference → Lands on model page with listings, price history, "DialDrop Score" → Adds to watchlist, gets weekly updates → Spots 10% below average and buys
Why They Come Back / Pay	Wants confidence before big spend → Subscribes for model alerts → Tells friends: "I used this to find mine."	Subscribes to flip alerts → Uses DialDrop as sourcing radar → Pays £5/month to stay ahead	Personalised alerts → Taste-based collections → Trusts platform to avoid scams	Wants structured alerts + clean data → May pay for tracking, Flip Score, long-term insights → Replaces forum hunting with one clean feed