

ListDrop

Monthly refreshed B2B lead-list CSV subscription in one tight niche — pick 'Shopify D2C brands \$100k–1M/mo spending on Meta', deliver a clean enriched list on the 1st of every month, charge \$79–129/month.

Category	Set 4 · 12-mo Cash
Customer	Sales / marketing / agency teams targeting one specific B2B niche; outbound SDRs; ad platform consultants
Monetisation	\$79/mo Basic · \$129/mo Pro (more fields + Slack alerts) · \$499/mo Team (multi-seat + API)
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

ListDrop is a productised B2B lead-list subscription targeting one specific niche per launch. The model: pick a tight, well-defined niche (recommendation: Shopify D2C brands generating \$100k-1M/month with active Meta ad spend), build the data pipeline that identifies and enriches these companies monthly, deliver a clean CSV (or JSON for the higher tier) on the 1st of every month. Sales teams, SDRs, agencies pay \$79-129/month for the list — meaningfully cheaper than building the pipeline themselves and meaningfully more focused than ZoomInfo or Apollo's generalist databases.

The wedge is depth-not-breadth. ZoomInfo gives you a generic firmographic database; Apollo gives you contact enrichment. Neither gives you 'every Shopify D2C brand currently spending \$100k-1M/month on Meta ads' with the enrichment that makes it actionable (founder LinkedIn, ad-spend trend, Shopify app stack, recent funding events, current marketing-hire status). For the right buyer, this niche-specific intelligence is gold.

Year-1 target: 140 paying subscribers, generating **■95** lakh annual revenue against **■38** lakh costs. Founder-and-one-engineer business that can be cash-positive month 1. The model is replicable: once ListDrop #1 (Shopify D2C brands) works, launch ListDrop #2 in a different niche, same engine. Year 2-3 builds to a portfolio of 5-8 niche lists at \$80k-150k MRR aggregate.

The Problem

Sales teams, agency BD reps, freelance consultants — anyone doing outbound to a defined B2B segment — face a recurring data problem. Generalist databases (ZoomInfo, Apollo, Lusha) at \$1,500-15,000/month subscriptions are over-priced and over-broad for most actual use cases. The user does not want 80 million B2B contacts; they want the 2,400 Shopify D2C brands spending \$100k-1M/month on Meta ads, with enrichment that lets them prioritise.

Building this list manually is painful. Scrape Shopify Built-With + Meta Ad Library + Crunchbase + LinkedIn + funded-rounds RSS feeds + Apollo for contact enrichment. Reconcile across sources. Filter for the specific criteria. De-duplicate. Validate. Repeat monthly because the segment changes constantly (brands enter the spend tier, drop out, get acquired, fold). For a small team this is 8-25 hours per month of low-value-creative work.

Existing niche-list services do exist (LeadIQ for some segments, niche Substacks selling lists ad-hoc, freelance VAs offering custom-scraped lists at \$300-2000 per delivery) but they are either over-priced, not regularly refreshed, or single-shot transactions without subscription convenience.

The Solution

ListDrop subscribes the buyer to a specific niche list, refreshed on the 1st of every month, with month-over-month delta highlighted (which companies entered the spend tier, which dropped out, which are newly funded). The flagship list at launch: Shopify D2C brands \$100k-1M/month Meta ad spend, with enriched fields including founder LinkedIn, total funding raised, last funding date, current employee count, Shopify app stack, monthly traffic estimate, Klaviyo / Yotpo presence, recent marketing-leadership hires.

Three tiers. Basic (\$79/month): monthly CSV with ~12 enrichment fields. Pro (\$129/month): monthly CSV + JSON with ~22 enrichment fields including LinkedIn-scraped recent posts, Klaviyo / Yotpo / Postscript stack detection, real-time Slack alerts on significant changes (new funding, founder change, ad-spend doubling). Team (\$499/month): everything in Pro + multi-seat access + API access + custom-field requests + dedicated relationship-manager Slack channel.

Three structural differences from generalist databases define the wedge. First, niche depth: data fields built specifically for the use case (Klaviyo detection, Meta-ad-creative analysis, Shopify-app-stack fingerprinting — none of which ZoomInfo cares about). Second, freshness cadence: monthly hard refresh with delta visibility (vs. ZoomInfo's quarterly-ish refresh with no delta surface). Third, price: \$79-499/month vs. ZoomInfo's \$15k-50k/year.

Market Opportunity

Addressable buyers for a Shopify-D2C-focused list: estimated 18,000 sales teams + agencies + freelance consultants targeting D2C brands (D2C-focused agencies, ad platforms, ESPs, fulfillment providers, Shopify ecosystem vendors). At 1.5% capture across the available tiers, 270 paying subscribers = ■2 crore ARR per list.

The strategy scales by adding additional niche lists. Year 2-3 expansion options: Klaviyo-using B2C brands \$5M-50M revenue, B2B SaaS at \$1M-10M ARR with recent fundraising, healthcare-IT companies serving rural hospitals, mid-market e-commerce companies migrating off Magento, US construction companies \$5M-50M revenue. Each is its own \$1-3M ARR opportunity with shared data-pipeline infrastructure.

Adjacent opportunities: customer-facing 'find me companies like X' search API (per-query pricing), recruiter-focused candidate-list subscriptions (similar pipeline pattern), private-equity / search-fund deal-flow subscriptions (higher ARPU, fewer customers).

Target Customer

Primary persona: a 31-year-old founder of a 6-person D2C-focused growth agency in New York doing outbound to D2C brands for service contracts. Currently maintains a hand-curated list in Airtable, updated monthly by an offshore VA at 12 hours/month. Will pay \$129/month Pro tier to replace the VA work and gain real-time alerting on prospect signals.

Secondary persona: a 28-year-old SDR at a Klaviyo-competitor email-marketing platform, targeting Shopify D2C brands. Currently uses Apollo + LinkedIn Sales Navigator at \$150/month combined for personal use. Will add ListDrop Basic at \$79/month for the niche-specific enrichment Apollo cannot provide (Klaviyo detection, Meta ad-spend tier).

Tertiary persona: a 36-year-old VP Sales at a 24-person fulfillment SaaS targeting D2C brands. Currently buys quarterly custom-scraped lists from a freelancer at \$1,800 per delivery. Will pay \$499/month Team tier for monthly refresh + multi-seat access for the 5-person SDR team + API integration with HubSpot.

Product

Data pipeline: nightly aggregation from public + paid sources (Shopify-detection via BuiltWith API + custom crawler, Meta Ad Library scraping with respectful rate-limiting, Crunchbase via API, Klaviyo / Yotpo / Postscript detection via DOM fingerprinting, LinkedIn enrichment via Apollo or Proxycurl API).

Enrichment layer: per-company processing layer producing the structured field set (founder LinkedIn, funding history, employee count via LinkedIn proxy, Shopify app stack, traffic estimate via SimilarWeb proxy, recent marketing-leadership hires via LinkedIn change-detection).

Delivery: monthly CSV (Basic) and CSV + JSON (Pro) delivered via email + downloadable from customer dashboard, with month-over-month delta column highlighting changes since last delivery.

Slack alerts (Pro+): per-customer Slack channel integration with real-time alerts on significant prospect events (new funding round, founder LinkedIn change, ad-spend tier change, recent acquisition).

API (Team tier): REST API for programmatic access — query by company name, filter by criteria, retrieve enrichment fields, integrate with customer's CRM (HubSpot, Salesforce, Pipedrive, Close).

Customer dashboard: subscription management, delivery history, custom-field requests, downloads.

Technical Architecture

Backend: Python on Hetzner cloud (single box scales to first 500 customers easily). Postgres on Neon for company database.

Data sources: BuiltWith API (\$295/month tier), Meta Ad Library (free, scraped respectfully), Crunchbase API (\$800/month basic tier), Apollo API (\$249/month for enrichment), LinkedIn enrichment via Proxycurl (\$0.025/enrichment).

Enrichment pipeline: nightly scheduled jobs running per-source updates, with deduplication and reconciliation logic. ~\$2,800/month in API costs at first-month scale, scaling to ~\$8,500/month by year-end at 140 customer-list-deliveries pulling ~5,000 enriched companies/month.

Delivery infrastructure: SendGrid for email delivery, Stripe for billing, simple Next.js dashboard for customer self-service.

Slack integration: per-customer dedicated channel via Slack API, event-driven alert push.

API (Team tier): FastAPI with API-key authentication, rate limits, usage analytics.

Business Model & Unit Economics

Three tiers. Basic (\$79/month): monthly CSV with 12 enrichment fields. Pro (\$129/month): monthly CSV + JSON, 22 fields, Slack alerts. Team (\$499/month): multi-seat, API access, custom fields, relationship-manager Slack channel.

Conversion economics: 11% of free-preview requests convert to paid within 14 days (free-preview = sample list of 100 companies emailed to prospect). Distribution: 55% Basic, 35% Pro, 10% Team. Monthly churn target under 4% (Basic tier higher churn; Pro and Team lower).

Gross margin: 78% blended. Major cost lines: data-source API fees (~\$60/customer/month at scale), email + infrastructure (~\$15/customer/month).

Customer LTV: \$79 × 22 months average lifetime = \$1,738 LTV at Basic; \$129 × 28 months = \$3,612 at Pro; \$499 × 30 months = \$14,970 at Team. CAC target: \$180. LTV/CAC: 9.7-83.

Unit Economics (Year-1 base case)

Year-1 paying subscribers (target)	140
Blended ARPU	\$140/month (~\$1,680/year)
Year-1 revenue	\$117,000 (~₹97 lakh)
Gross margin	78%
Customer acquisition cost (CAC)	\$180
Payback period	1.3 months
Year-1 all-in costs	~₹38 lakh
Year-1 net contribution	~₹59 lakh

Go-to-Market

Channel 1 — IndieHackers / r/Entrepreneur / Twitter content (35%): publish sample lists + analysis as content; attract subscribers from BD / SDR / agency community.

Channel 2 — SEO + content (30%): publish substantive analysis posts on D2C brand patterns ('top 50 Shopify D2C brands by Meta ad spend', 'D2C brands raising in last 30 days'). The content itself drives signups for the subscription.

Channel 3 — Direct outbound (20%): targeted outreach via LinkedIn to BD / SDR / sales-ops titles at D2C-adjacent vendors. Conversion target: 30 customers via outbound.

Channel 4 — Partnership with D2C ecosystem providers (15%): co-marketing with non-competing D2C tools (Shopify apps, fulfilment providers) where ListDrop is recommended as adjacent intel.

Roadmap (first 12 months)

- Month 1-2: MVP — data pipeline for Shopify D2C list (Basic tier), Stripe billing, first 25 paying subscribers.
- Month 3-4: Pro tier with Slack alerts and additional enrichment, 60 paying subscribers, ₹6 lakh MRR.
- Month 5-7: Team tier with API access and multi-seat, 100 paying subscribers, ₹11 lakh MRR.
- Month 8-10: Second niche list launched (Klaviyo-using B2C brands), 130 paying subscribers across both lists.
- Month 11-12: 140 paying subscribers, ₹97 lakh annualised revenue, foundation for additional niche lists.

Key Risks

- Meta Ad Library access restrictions (Meta has historically tightened API/scrape access periodically) — mitigated by respectful crawling, multiple data-source diversification, and alternate-source fallbacks (SimilarWeb, ad-intel platforms).
- ZoomInfo / Apollo building niche-list productisation — possible but low priority for them; their business model is broad. Mitigated by niche depth and price point.
- Data accuracy variance — false positives (brands appearing on list incorrectly) damage subscriber trust — mitigated by multi-source corroboration, weekly accuracy spot-checks, money-back guarantee on materially inaccurate deliveries.
- Customer churn after one or two list deliveries (subscriber gets the data they need, doesn't see need for monthly refresh) — mitigated by emphasising delta surface (you don't just want today's list; you want next month's changes), by tier upgrade prompts when delta volume shows the niche is active.
- Niche selection risk: a chosen niche could be too small or too transient to support sustained subscription — mitigated by careful niche sizing pre-launch and by ability to pivot to adjacent niches if the chosen one underperforms.