



WEB DATA EXTRACTION · CHROME & EDGE  
GO-TO-MARKET ENGAGEMENT × CRUCIBLE GTM

Product-led web-data extraction platform · Software Innovation Lab LLC · Seattle, WA

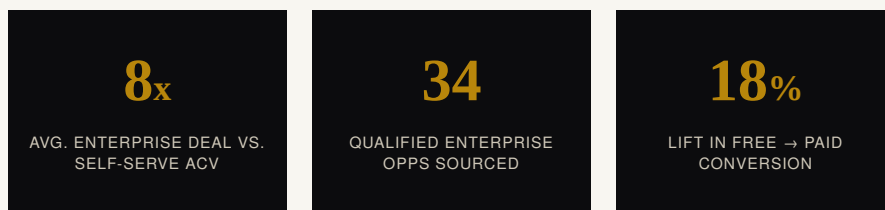
THE SITUATION

Data Miner runs a high-volume, product-led funnel — a free 500-page tier feeding self-serve plans from \$19.99 to \$200/month, with 50,000+ prebuilt recipes driving organic adoption across sales, marketing, and recruiting teams. The engine worked. The ceiling didn't: high-volume and team accounts hit the \$200 Business Plus wall and fell into an undefined “email enterprise@” motion — no enterprise ICP, no packaging, no path from power user to contract revenue. The engagement targeted exactly that lever.

WHAT I EXECUTED

- ◆ **Defined the enterprise ICP from in-product behavior** — isolating the high-volume scrapers, team accounts, and server-side candidates already signaling above the self-serve ceiling.
- ◆ **Built a sales-assist layer onto the self-serve funnel** — high-intent free and Business-tier users routed to a human motion instead of leaking into an unmanned inbox.
- ◆ **Rebuilt Enterprise from an email address into a packaged offer** — value-based pricing on server-side scraping, seat tiers, and contract terms matched to power-user workloads.
- ◆ **Stood up the first repeatable enterprise sales conversation** — messaging, qualification, and the motion that turned inbound “contact us” volume into measurable pipeline.

RESULTS



The power users were already there. **The engagement built the offer, the path, and the conversation that converts them** — a motion Data Miner's team now runs without Crucible.

ENGAGEMENT AT A GLANCE

ENGAGEMENT TYPE  
Embedded GTM execution (fractional)

DURATION  
16 weeks, 2025

STAGE / SEGMENT  
PLG SaaS — self-serve to enterprise expansion

PRIMARY MOTION  
Product-led + sales-assist motion

PROOF & ATTRIBUTION

All figures are drawn from **Data Miner's own billing (Stripe) and funnel analytics** over the engagement window.

“We had enterprise demand hitting an inbox and dying there. Crucible GTM turned it into a pipeline with real deals — at eight times our self-serve price point.”

— BEN DEGHAN, CO-FOUNDER, DATA MINER