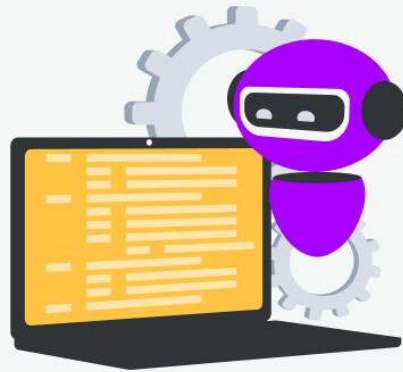


THE GROWTH HACKING PLAYBOOK

Automate and scale your business



The growth hacking playbook to automate and scale your business.

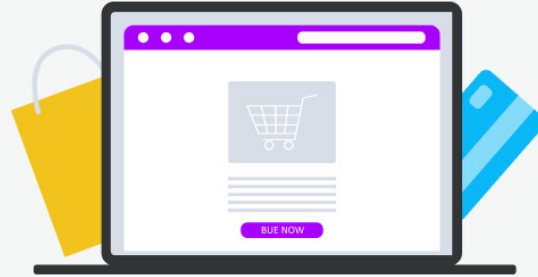


Growth hacking is the process of rapid experimentation, leveraging existing platforms and scaling activities for maximum impact.

Growth hacking has been used by companies such as Facebook, AirBNB, Twitter, and Dropbox to achieve exponential growth by tapping into data, platforms and out of the box marketing thinking.

Our goal with this playbook is to share our best automation growth hacks that you can implement in your business to automate time consuming tasks, tap into markets, find more prospects and scale your business.

Scale your eCommerce business



Data is a massive advantage for eCommerce businesses, the good news is that businesses of all sizes can now leverage scraping and automation to grow their business and delegate time consuming tasks.

Monitor competitor pricing

Are your products competitive? Chances are your competition is global with different sales channels including websites, ecommerce platforms and affiliated product feeds.

If you want to stay one step ahead of your competition, being able to monitor competitors' products and prices is a must. With Hexomatic you can scrape your competitors monthly, weekly or even daily capturing their products, descriptions, pricing and availability to a CSV file or Google Sheets.

Pro tip: With Hexowatch you can get alerts when specific product prices or availability changes.

Collect product descriptions and images at scale

Gathering product data from suppliers or manufacturers is typically a manual and laborious process. With Hexomatic you can scrape product information in structured data format and translate these on the fly using our machine translation automations.

Collect customer reviews from competitors

Scraping reviews from competing websites is a great way to understand how your competitors are doing and provide a superior service.

Find prospects for your B2B business



If your business sells to other businesses then getting fresh, targeted leads is the fuel for your rocket ship.

The good news is that there are many ways to find relevant prospects for just about every niche or industry. Let's explore our best growth hacks to keep your sales pipeline flowing.

Find fresh prospects using Google search

Google has one the largest and freshest indexes of the internet with data updated every minute or less. If you are in the B2B space, the right search parameters can turn Google into a powerful resource for finding fresh new leads for your business.

We have created an in-depth tutorial sharing all the advanced search operators you can use to create highly targeted lists of potential customers.

<https://hexomatic.com/academy/2021/06/23/how-to-find-b2b->

[leads-by-using-google-search-results/](https://hexomatic.com/academy/2021/06/23/how-to-find-b2b-)

Get started at <https://hexomatic.com>. We are here to help at support@hexomatic.com
© 2024 Hexact, Inc. All rights reserved. 1250 E. Hallandale Beach Blvd., Unit 808, Hallandale Beach, Florida 33009

With Hexomatic you can perform Google searches at scale, extracting results to a Google Sheet or CSV and even enriching the data with traffic estimations, find email addresses, find social media profiles or even tech stack used on the prospects website.

Find fresh prospects scraping conference attendees & sponsors

This is a great way to find highly targeted prospects for your business and it involves finding offline or online conferences for specific industries. Then use Hexomatic to scrape the attendees or sponsors. You can then enrich the data with traffic estimations, find email addresses, find social media profiles or even tech stack used on the prospects website.

Find fresh prospects using Google Maps

If your prospects use Google Maps to market their business then Google Maps could be an excellent way of finding more leads in your industry.

With Hexomatic you can scrape Google Maps and capture business names, contact details, review ratings, number of reviews, telephone numbers and more in a Google Sheet or CSV file.

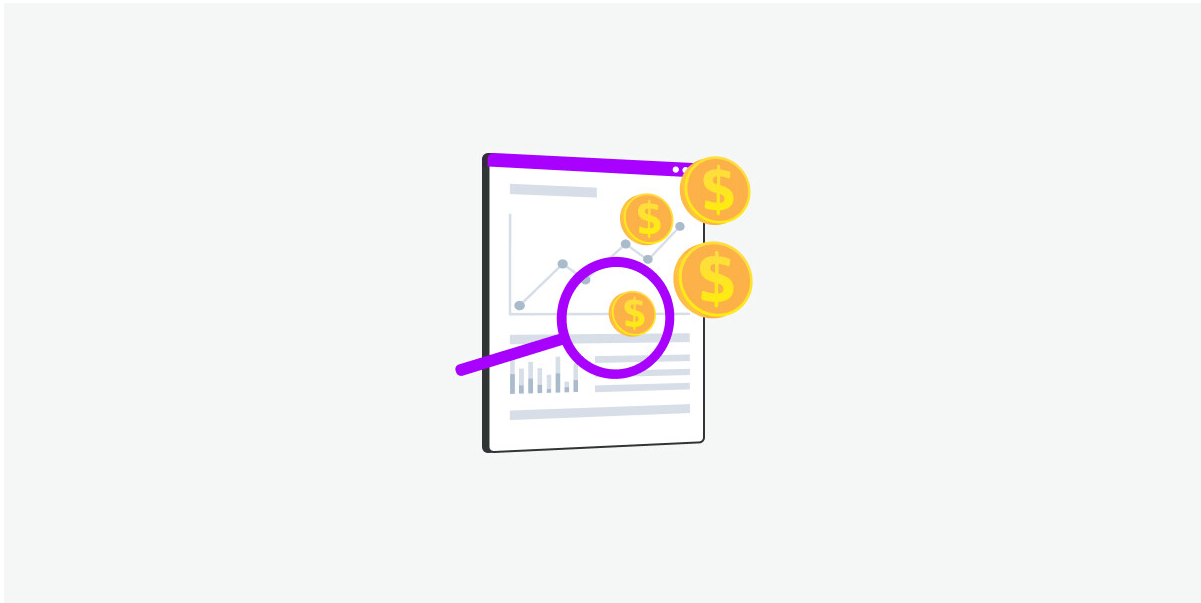
You can then enrich the data with traffic estimates, email addresses, social media handles and more in minutes.

Scrape 3rd party aggregators to find prospects in any niche

If your business is in travel, recruitment, real estate or just about any industry where there are aggregators or directories you can use a website scraping platform such as Hexomatic to capture listings and data to a CSV or Google Sheet.

You can then find contact details or enrich the data using a wide range of Hexomatic automations.

Go from local to global by tapping into international markets



Translating your products, website and marketing can help you grow your business by leveraging untapped markets where competition might be lower.

The biggest bottleneck for expanding into other languages is the cost of translation and the overhead of working with translators, word documents and then manually copy pasting translations.

Translate product data at scale

With Hexomatic you can load a CSV file containing all your products, titles, descriptions and specifications and translate these in minutes using Google Translate or DeepL machine translation engines.

Translate your website or landing pages at scale

If your website platform supports import and export functionalities (for example with WPML for wordpress) you can export a CSV of your website pages. Then you can translate the CSV in minutes using Google Translate or DeepL machine translation engines in one of hundreds of languages.

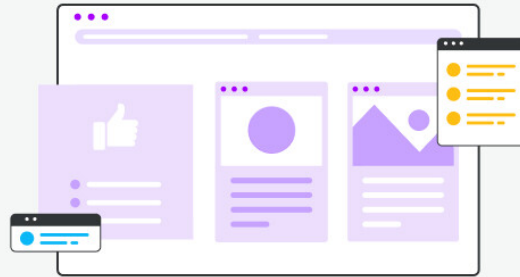
Translate banners and marketing assets at scale

If your business operates in different languages you know how time consuming it is to localize banners and creatives... Save time and stay organized by centralizing your ad copy in a Google Sheet or CSV.

You can then translate ad copy and creatives at scale using DeepL or Google translate with Hexomatic. Then simply send the file to your translator to proofread to ensure accurate translations at lower cost.

Scale marketing activities

If you're a marketer, SEO or growth hacker you know that growth is all about tapping into existing data, networks and opportunities.



Reverse engineering your competitors traffic and acquisition strategies

Wouldn't it be great if you could see through any website's analytics to uncover their traffic sources, referrals and geographic traffic split? With Hexomatic you can access traffic estimates for any website in minutes and at scale using our traffic insights automation.

Detect the tech stack of any website at scale

What could you do if you knew exactly what platform, 3rd party plugins or libraries / services were used by your competitors, clients or prospects?

With the Hexomatic techstack automation you can provide a list of URLs and get live tech stack data including for example whether a website is running wordpress, has intercom chat or uses a specific exit pop-up app. With this data you can personalize your outreach, understand what competitors are using and even estimate marketing tool spend.

Get the WHOIS details & domain expiry of domains in bulk

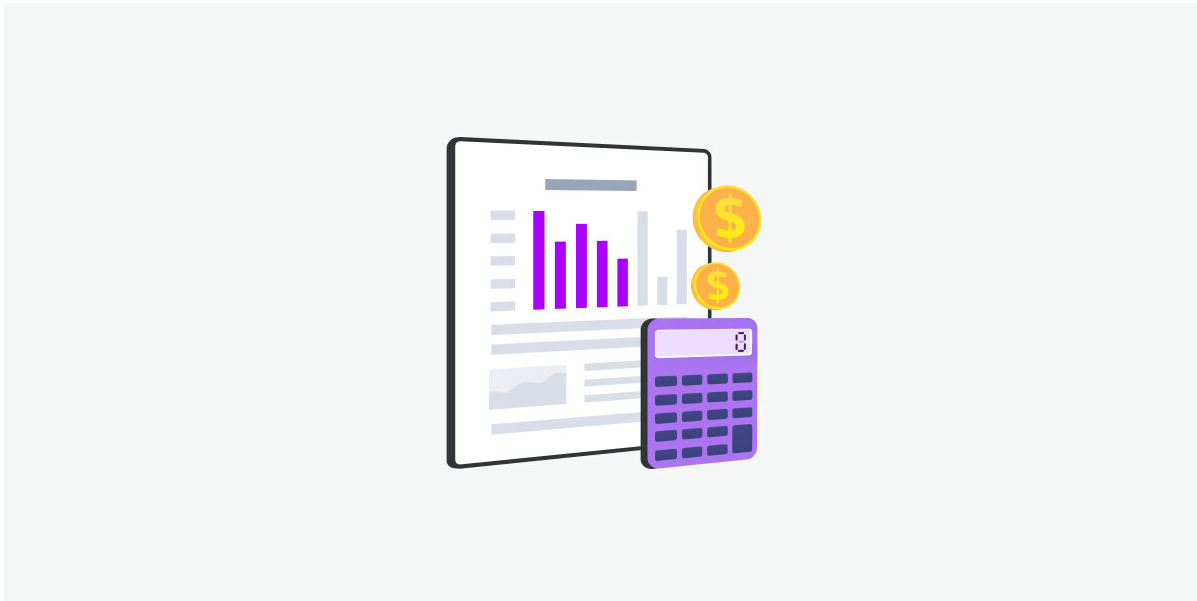
Is your business interested in acquiring expiring domains? With Hexomatic you can upload a list of domains and get live WHOIS data, ownership and domain expiry info in minutes.

Scrape SEO tags for a list of URLs

Need to get the SEO meta title, description or openGraph tags for a list of pages? With Hexomatic you can do this in minutes, simply provide a list of urls and you'll get the data in a CSV or Google Sheet.

This is ideal for keeping an eye on your competitors onpage SEO strategy and tags used by Google in the search engine listing previews.

Get an edge in finance or investment research



Data is king when it comes to finance and according to Deloitte alternative data spending in 2020 exceeded \$7 billion USD. Let's look at some popular growth hacks used in the financial services space.

Scrape stock market prices

Yahoo finance provides live stock data for every stock which can be captured to structured data using a scraping recipe. Ideal if you want to archive historical data, track current prices or run your own deep learning models (or GNN, RNN, CNN) to correlate between different data points and predict future prices of stocks.

Top tip: Get alerts when stock prices hit a certain threshold using Hexowatch.

You can also monitor stock market API's using the Hexowatch API monitor and get alerts when a price is reached.

Get started at <https://hexomatic.com> | We are here to help at support@hexomatic.com
© 2024 Hexact, Inc. All rights reserved. 1250 E. Hallandale Beach Blvd., Unit 808, Hallandale Beach, Florida 33009

Scrape currency prices

Yahoo finance also provides live currency data which can be captured to structured data using a scraping recipe. Ideal if you want to follow currency prices in a CSV or Google Sheet.

Top tip: Get alerts when currency prices hit a certain threshold using Hexowatch.

You can also monitor currency API's using the Hexowatch API monitor and get alerts when a price is reached.

Scrape cryptocurrency prices

Many providers such as Yahoo finance offer live cryptocurrency data which can be captured to structured data using a scraping recipe. Ideal if you want to follow prices in a CSV or Google Sheet.

Top tip: Get alerts when crypto prices hit a certain threshold using Hexowatch.

You can also monitor crypto API's using the Hexowatch API monitor and get alerts when a price is reached.

Extract financial statements at scale

Researching financial statements is time consuming but can be automated using scraping platforms so that you can extract hundreds of financial statements in structured format to analyze the profitability and performance of companies in bulk.

You can find financial statements in yahoo finance.

Monitor news outlets for matching keywords

Scraping platforms such as Hexomatic are ideal to download search results for specific keywords from major news outlets to structured data such as CSV or Google Sheets.

Top tip: You can also get alerts when certain keywords are mentioned using the Hexowatch.com keyword monitor.

Get your own BUY indicator by studying search trends from Alexa or Google trends

Alexa and Google trends continually monitor search interest for keywords, an alternative way of understanding whether a brand is on the rise or falling short of market expectations

Monitor product availability from eCommerce stores to understand sales trends & volumes

Public listed eCommerce brands which provide stock information on their product pages provide an interesting opportunity to predict sales volumes. To take advantage of this simply scrape product pages on a daily or weekly basis to then analyze stock numbers.

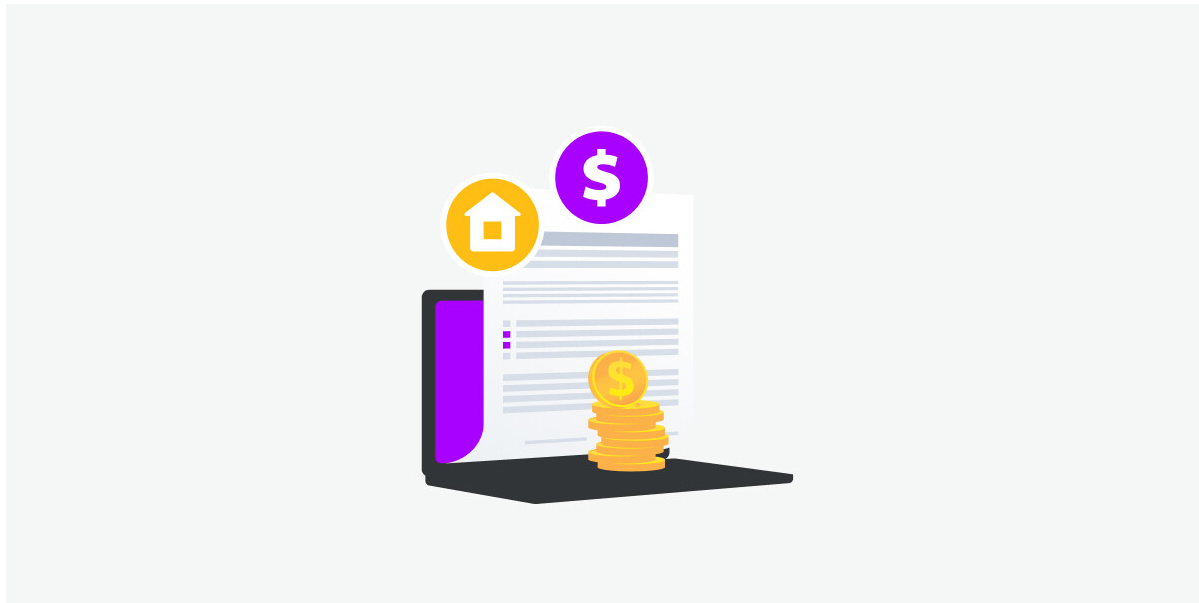
Scrape job listings for companies

A hiring company is a growing company. Venture and private equity firms frequently scrape the job listings of companies they want to invest in.

Scrape changelogs / updates pages for companies

Changelog pages and update pages are great to understand how active development is in a company. An active company is a growing company.

Real estate automation strategies



If you are in the real estate industry you know how time consuming it is to keep an eye out for new inventory, competitors listings and market trends in your area.

Unfortunately most real estate websites don't offer API's therefore you have to get creative to get fresh data at scale.

Scrape real estate listings

Hexomatic enables you to scrape a wide range of different property websites, from independent real estate websites to aggregators. You can create your own scraping recipes and schedule these to run monthly, weekly or even daily for fresh data.

Track property values over time

Keep a close eye on individual property values by scraping metrics from aggregator websites or setting up a Hexowatch monitor for price changes.

Create your own property aggregator

Whether you are involved in commercial real estate, sales, rentals or holiday rentals you can use Hexomatic to scrape a wide range of websites to capture listings in structured data format such as CSV or Google Sheets.

Then you can import these to populate your own listings website.