When buyers ask AI for an Apollo alternative, you're missing from 17 of 20 answers.

You already win the category question: on 2 Nov, ChatGPT named you in 12 of 15 all-in-one answers. The gap is the highest-intent moment, a buyer already leaving Apollo. There, ChatGPT and Perplexity send them to Cognism, Clay, lemlist and Instantly.

FIRST 90 DAYS

Measure, get cited, then scale.

Days 1-30

Measure

- Weekly share of answer (how often AI names you): 28 prompts, then 50, on ChatGPT, Perplexity, Gemini, Google's AI Overviews
- CAC and payback by paid channel, against a target CAC agreed with your CRO
- Pipeline scorecard: visitor → demo → qualified opportunity, by page and channel
- Sit in on sales calls: why deals are won and lost against Apollo

Days 31-60

Get cited

- Comparison pages written to be quoted by AI: vs Apollo, vs Nooks (draft written), vs Orum
- Google Search on switch terms, landing on those pages
- Pitch the 4 independent "best tools" lists, with proof and a walk-through
- A free deliverability check tool that feeds inbound, built by me

Days 61-90

Scale

- Paid tests beyond Search, each cut at target CAC: Meta, Reddit, YouTube, native and display, G2 buyer intent
- Review asks at the happiest moments: 710 to 800 on G2
- 20 reps, customers and creators posting weekly
- Run marketing's own outbound on Amplemarket and publish the numbers

FIXES IN ORDER

Week 1	**One trial length, everywhere**	7 days on pricing, 14 in the vs-Apollo post
Week 1	**A demo button after the vs-Apollo verdict**	No in-article CTA for 18,231px on a page that ranks first
Week 1	**Brand Search: add "reviews" and "alternatives"**	You hold the top ad; 3 rivals buy the slots under it
Week 1	**Meta and Reddit pixels, behind consent**	Retargeting pools need weeks to fill before day 61
Week 2	**Dialer row in the vs-Apollo verdict**	ChatGPT and Gemini give the dialer to Apollo
Weeks 2-3	**Proof in the first screen, A/B on paid traffic**	Logos start at 1,631px, G2 stars at 12,545px
Week 3	**Stop the /demo form jumping; add role and current tool**	Layout shift 0.25 for real users
Weeks 5-8	**Apollo-switchers Search; pitch the 4 lists**	0 of 8 Apollo-alternative and dialer lists name you

DAY-90 TARGETS I'D PROPOSE

- Inbound demos and qualified pipeline up on the day-30 baseline, at or under target CAC
- 800 G2 reviews, rated 4.6 or above
- First result for "amplemarket vs nooks"
- On 3 of the 4 independent lists worth pitching

YEAR ONE: NUMBER ONE WHERE IT CAN BE WON

- First named when AI is asked for an Apollo alternative
  3 of 20 on 2 Nov
- 1,300 G2 reviews
  710 today, about 17 a month
- On 8 of the 13 roundups I tracked
  2 today
- A quarterly outbound benchmark from anonymised platform data

Under all of them: inbound demos and qualified pipeline, target set at day 30.

WHY ME $100k+ a month in paid acquisition today, and TGstudio, the ad platform I built, replaced Voluum and n8n.

Hypotheses from the outside: the day-30 baseline confirms or moves them. Every number links to its raw file on the site.