

GROWMINDR

User Manual

Lead generation, content marketing and link building on autopilot

Quickstart guide & comprehensive manual · Version 1.0 · September 2026
growmindr.com · Zakomo FZCO, Dubai

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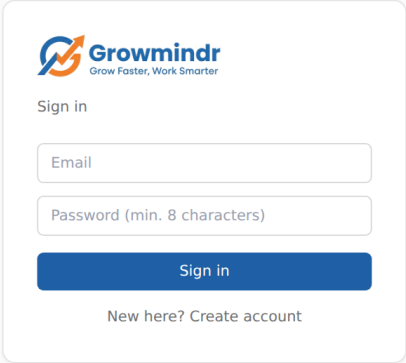
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Part 1 — Quickstart

This part takes you from an empty account to a running autopilot. Every step ends with something you can see. Budget about 30 minutes; the AI steps run in the background while you continue.

What Growmindr does in one sentence: it finds people and pages worth talking to, writes and schedules the content, sends the outreach, reads the replies, and keeps score — while you set the goals and approve what you want to approve.

1 Create your account and tenant. Open `growmindr.com/login`, switch to “Create account” and register with e-mail and password. On the dashboard, create a **tenant** — that is your company or client. The name is what your team sees; the slug becomes part of URLs. Everything you do from now on belongs to this tenant. You can create more tenants later and switch between them in the top bar.

The image shows a sign-in form for Growmindr. At the top is the Growmindr logo with the tagline "Grow Faster, Work Smarter". Below the logo is the text "Sign in". There are two input fields: "Email" and "Password (min. 8 characters)". Below these fields is a blue "Sign in" button. At the bottom of the form is a link that says "New here? Create account".

Sign-up form. Toggle between sign-in and account creation at the bottom.

2 Describe your brand. Under **Outreach > Companies** create your own company profile: name, website, value proposition, target audience, unique selling points, brand voice. Under **Content** the workspace has a **brand kit** (Calendar > Brand kits) with tone and context. Both flow into every AI prompt: articles, personalised e-mails, the Copilot. Spend five minutes here; it is the single biggest quality lever.

- 3 Set goals.** Open **Goals** in the top bar. Enter leads per month, posts per week and links per month, your niche in one sentence, and the target URLs that should receive links with their share and anchor texts. The dashboard now shows actual versus target, the content planner uses the niche, and the link autopilot follows the distribution.

Goals

Set what the autopilot should reach per month and week; the dashboard shows actual vs. target.

Goals

Leads per month: 8 / 40 leads (20 %)

Posts per week: 0 / 3 posts (0 %)

Links per month: 2 / 6 links (33 %)

https://acme-tools.example/guides/product-analytics · 1/4 links (max 4) · product analytics guide 100/50 %, Acme Tools 0/50 %
https://acme-tools.example/ · 1/2 links · Acme Tools 100/100 %

Leads per month: 40

Posts per week: 3

Links per month: 6

Niche / positioning: Product analytics for small SaaS teams

Notes for the content planner: Focus on comparison and how-to content; avoid generic listicles.

Target URLs (link distribution) shares: 100 %

Which of your pages should receive links, in which share, with which anchors, and how many per month at most. Auto-convert picks the URL and anchor that are furthest below target.

https://acme-tools.example/guides/product-analyti	60	4	product analytics	×
https://acme-tools.example/	40	max/month	Acme Tools:100	×

+ add target URL

Save

Goals page with target URLs, anchor shares and monthly limits.

- 4 Connect a sending account.** Under **Outreach** > **Sending settings** add an SMTP account (host, port, user, password) and, if you want replies detected, its IMAP host. Click “Test”. Create one template with placeholders such as `{{first_name}}` and `{{company_name}}`. Under “Sending safeguards” leave the MX check on.

- 5 Add contacts and start a campaign.** On **Outreach** add a few contacts or import a CSV, create a campaign, choose an approval mode (start with “all messages” so you see every draft), tick “AI personalization”, select template and sending account, then press Start. Within a minute the scheduler creates the first messages; personalised drafts appear in the approval queue. Approve one, and it goes out in the next sending window.

Growmindr

Grow Fast. Work Smarter.

DashboardContentOutreachGrowthSettingsGoalsAnalyticsCopilot

ENAcme Tools (owner)Sign out

Outreach

Campaigns, contacts & sending — Sending accounts & templates → A/B tests →

8Contacts

3Campaigns

0%Reply rate

0%Bounce rate

0Suppressed

Automation

0Active campaigns

2Awaiting approval

4Ready to send

0Sent today

0Total sent

0%Reply rate

Select campaign...

Generate messages

Send due now

RECENT ACTIVITY

content.pipeline.faileddocument10/7/2026, 1:57:44 PM

webhook.createwebhook10/7/2026, 1:57:40 PM

automation.settings10/7/2026, 1:57:40 PM

rules.createautomation_rule10/7/2026, 1:57:40 PM

rules.createautomation_rule10/7/2026, 1:57:39 PM

rules.createautomation_rule10/7/2026, 1:57:39 PM

integration.connectintegration10/7/2026, 1:57:37 PM

integration.connectintegration10/7/2026, 1:57:37 PM

linkgen.source.createlink_source10/7/2026, 1:57:34 PM

automation.settings10/7/2026, 1:57:33 PM

Campaigns

New campaign (name)Create

Template...Sending account...select for "Start"

Newsletter swap (draft)draft0 contactsApproval: all messagesAI personalizationStartMessagesCloneArchive

Broken link replacementdraft0 contactsApproval: first message onlyAI personalizationStartMessagesCloneArchive

Guest post outreach Q4paused6 contactsApproval: sample (every n-th)3AI personalizationStartMessagesCloneArchive

Recipient	Status	Sent	Opened	Clicked	Replied
maria@saasweekly.example	awaiting_approval 🌟...	—	—	—	—
tom@lhdigest.example	approved ⚠	—	—	—	—
lena@growthnotes.example	approved ⚠	—	—	—	—
sam@metricly.example	awaiting_approval ⚠	—	—	—	—
priya@toolfinder.example	approved ⚠	—	—	—	—
jonas@startupradar.example	approved 🌟...	—	—	—	—

Approval queue (1)

Approve all

Outreach page: pipeline stats, campaigns with approval mode and AI toggle, message list.

6

Produce your first article. On **Content** create a document, type a short brief into the “AI pipeline” field (topic, angle, audience) and click “AI pipeline”. In the background the model writes an outline, a draft, runs an SEO check and revises if needed. After a few seconds to minutes the text, title and meta description appear. Press “Save (new version)” if you edit it.

5 / 35

 Dashboard **Content** Outreach Growth Settings Goals Analytics Copilot

EN Acme Tools (owner) Sign out

Content

Documents & guest posts — native to Growmindr, with versioning.

Create
Guest post: 5 metrics indie founders ignore blog_post draft ×
Product analytics for two-person SaaS teams blog_post draft ×

Edit: Product analytics for two-person SaaS teams

AI text Brief for the AI pipeline (AI pipeline SEO suggestion LinkedIn-Post
Repurpose
Pipeline failed: fetch failed
Save (new version) As social post Cancel

COMMENTS
 +
No comments.

APPROVAL

Not submitted.

SHARE
 Link
No links.

Snippets

+

No snippets.

Media

No file chosen

No files yet.

Content autopilot

Content page with a finished pipeline run: text, SEO suggestion, versions.

- Discover link opportunities.** On **Linkgen > Discover** paste a few URLs of resource pages or “write for us” pages (method “Manual”), or connect a search provider under Sources and run a SERP search. Each result becomes an opportunity with a score. On the **Review queue** tab qualify the good ones, let Growmindr find a contact, and convert them: the contact lands in your campaign, and a backlink record starts tracking.

 Dashboard Content Outreach **Growth** Settings Goals Analytics ✨ Copilot

EN Acme Tools (owner) Sign out

Linkgen

Discover, qualify and hand off link opportunities — for Acme Tools.

Discover **Review queue (3)** Sources Funnel Autopilot ROI

Score	Domain	Method	Contact	Status
64	saasweekly.example The best analytics tools for SaaS in 2026	manual	maria@saasweekly.example	converted
47	toolfinder.example Product analytics tools compared	manual	—	discovered Qualify → Campaign Reject
39	growthnotes.example Write for us - Growth Notes	manual	lena@growthnotes.example	qualified → Campaign Reject
36	plgjournal.example Guest post guidelines	manual	chloe@plgjournal.example	discovered Qualify → Campaign Reject
0	cheap-links-4u.xyz Buy backlinks cheap	manual	—	rejected

Linkgen review queue: scored opportunities with qualify, enrich and convert actions.

- 8 Turn on the autopilot.** Linkgen > Autopilot: set a score threshold, tick “find contact automatically” and “convert automatically”, choose the default campaign. Sources page: turn on “Lead auto-handoff”. Automation page: enable the daily digest. From now on scheduled searches find, qualify, convert and pitch without a click, and you read about it every morning.

 Dashboard Content Outreach **Growth** Settings Goals Analytics ✨ Copilot

EN Acme Tools (owner) Sign out

Linkgen

Discover, qualify and hand off link opportunities — for Acme Tools.

Discover Review queue (3) Sources Funnel **Autopilot** ROI

Linkgen autopilot

After every discovery run: qualify opportunities from the score threshold, find a contact, and convert them into contact + backlink + campaign — no clicks needed. With target URLs in Goals, auto-convert follows their shares and monthly limits.

Auto-qualify from link score

Default campaign

≥ 50

Guest post outreach Q4

Default target URL (your page that should be linked)

https://acme-tools.example/guides/product-analytics

Anchor rule ({domain} and {title} are replaced)

product analytics guide

Daily budget for provider calls (€)

5

☒ Find a contact automatically (Hunter/Apollo source required)

☐ Convert automatically (contact + backlink request + campaign)

Save

Scheduler

send · 1 min · last run: 10/7/2026, 1:58:38 PM	imap · 5 min · last run: 10/7/2026, 1:55:50 PM
discovery · 5 min · last run: 10/7/2026, 1:55:47 PM	backlinks · 60 min · last run: 10/7/2026, 1:00:33 PM
digest · 15 min · last run: 10/7/2026, 1:45:37 PM	insights · 360 min · last run: 10/7/2026, 10:00:32 AM

Linkgen autopilot settings and the scheduler status.

9

Capture inbound leads. Automation > Inbound leads: enable the endpoint, copy the form snippet to your website. Every submission becomes a contact, optionally straight into a campaign, and you get a notification.

 Dashboard Content Outreach Growth **Settings** Goals Analytics Copilot EN Acme Tools (owner) Sign out

Automation

Rules, daily digest and AI operations.

Rules

When an event happens and the conditions match, the actions run — no code needed. Placeholders like {domain} or {intent} work in texts.

opportunity.qualified

Conditions (all must match)

+ condition

Actions

notify title, body ({domain}, {intent} ...)

+ action

Create rule

☒ Lost backlink → alert backlink.lost always → notify, webhook fired 0x X

☒ Inbound leads → tag + campaign lead.inbound always → tag_contact, add_to_campaign fired 0x X

☒ Notify on strong opportunities opportunity.qualified linkScore gte 60 → notify fired 0x X

Daily digest

One e-mail per day: what ran, what is waiting, what failed, actual vs. target. Sent via your system mail or the first active sending account.

☒ Send daily digest

Hour (UTC) 6 Recipients empty = owners and admins Save

Inbound leads

A public endpoint for your website form or any webhook. Every submission becomes a contact in the folder "Inbound", optionally straight into a campaign, and fires the rule event lead.inbound.

Default campaign Broken link replacement ☐ Also capture unknown senders in the sending account's inbox

☒ Enable inbound endpoint Save Rotate token

Endpoint (POST JSON or form data)
https://growmindr.com/api/v1/inbound/inb_dpIHvHo5x2kfWKR5UMxyb6FS
Example form (the hidden _hp field is a honeypot against bots)
<form method="post" action="https://growmindr.com/api/v1/inbound/inb_dpIHvHo5x2kfWKR5UMxyb6FS?redirect=https://deine-seite.example/danke">
<input name="name" placeholder="Name">
<input name="email" type="email" required placeholder="E-Mail">
<input name="company" placeholder="Firma">
<textarea name="message"></textarea>
<input name="_hp" style="display:none" tabindex="-1" autocomplete="off">
<button>Anfrage senden</button>
</form>
Click beacon for your website
Needed when click tracking is set to "page snippet" under Outreach > Autopilot. Paste it into the <head> of every page you link to from mails. It reads the ?gm= token, reports the click to the platform and removes the token from the address bar.
<script>(function(){try(var u=new URL(location.href),t=u.searchParams.get("gm");if(!t)return;(new Image).src="https://growmindr.com/t/b/"+encodeURIComponent(t);u.searchParams.delete("gm");history.replaceState(null,"",u.toString());}catch(e){});</script>

Automation page: rules, digest, inbound endpoint with form snippet, AI usage.

Where to look every day: the **Dashboard** for actual versus target, **Notifications** (bell icon) for replies and alerts, the **approval queue** on Outreach, and the daily digest in your inbox.

Part 2 — Concepts

Growmindr is built around a few ideas that appear on every page. Understanding them once makes the rest of the manual easy.

2.1 Tenants, workspaces and roles

A **tenant** is a company or client. All contacts, campaigns, opportunities, goals and settings belong to exactly one tenant, and the database isolates tenants from each other at row level — no user, API key or bug can read across tenants. A user can be a member of several tenants and switches between them in the top bar.

Inside a tenant, **workspaces** hold content: documents, designs, media, scheduled posts, integrations to social platforms and brand kits. Most tenants use one workspace.

Role	Can
Owner	Everything, including billing and deleting the tenant.
Admin	Settings, team, rules, goals, automation, sending accounts.
Editor	Create and edit content, campaigns, contacts, opportunities; start and pause campaigns.
Reviewer	Approve or reject outreach messages and documents.
Viewer	Read everything, change nothing.

2.2 The three loops

The product serves three goals, each as a loop that Growmindr tries to close without a human click:

1. **Leads.** A source (CSV, Hunter, Apollo, your own list, your website form) produces contacts → they are scored → a rule hands strong ones to a campaign → the campaign writes, personalises and sends → replies are read and classified → the contact's status and score change.
2. **Content.** Goals and niche produce topics → the pipeline writes outline, draft and SEO check → the post is scheduled, formatted per channel and published with its image → insights come back into analytics.
3. **Links.** A discovery method finds pages worth a link → each is scored → qualified ones get a contact → conversion creates contact, campaign entry and a backlink record → the pitch goes out with the page's context → a "yes" reply marks the backlink as promised → the monitor confirms it is live and alerts you if it disappears.

The loops are connected: a link opportunity can create a content brief ("write the replacement article for that dead link"), a reply can create a brief, a published article becomes a target URL for links.

2.3 The autopilot and its scheduler

Nothing in Growmindr waits for you to press a button, unless you tell it to. A scheduler runs inside the server with six ticks:

Tick	Every	What it does
------	-------	--------------

send	1 min	Re-queues stuck posts, creates first messages for new campaign contacts, generates due follow-ups, writes AI personalisations, sends due messages inside the sending window, publishes due posts, retries webhooks.
imap	5 min	Reads inboxes of sending accounts: detects replies and bounces, classifies replies, optionally captures unknown senders as inbound leads.
discovery	5 min	Runs scheduled link discoveries and lead searches, then the linkgen autopilot (qualify, enrich, convert) and the lead handoff.
backlinks	60 min	Checks live and promised backlinks that were not checked for 24 hours; alerts on loss.
digest	15 min	Sends the daily digest once the configured hour is reached.
insights	6 h	Collects likes, reposts and replies for published posts.

Everything the scheduler does is written to the **activity log** (Outreach > “Latest activity”, and in the digest). The Linkgen > Autopilot tab shows when each tick last ran and whether it failed.

2.4 Approval modes

Each campaign decides how much you want to see before a message leaves:

Mode	Behaviour	Use when
All messages	Every message waits in the approval queue.	New campaign, new template, high-value contacts.
First message only	The first e-mail waits, follow-ups go out automatically.	You trust the sequence but want to see the opener.
Sample (every n-th)	Every n-th message waits, the rest go out directly.	Proven campaign; you keep an eye on quality.
None	Nothing waits.	Fully automatic campaigns.

Documents have a separate approval workflow (stages with reviewers). If it is enabled in a workspace, a scheduled post whose document is not approved is **not** published; it is re-queued automatically when the document is approved.

2.5 How Growmindr uses AI

A language model runs on the operator’s server; no text leaves the platform. It is used in five places, and every prompt carries your **brand context** (brand kit, company profile, products):

- **Content pipeline:** outline → draft → SEO check → revision when the score is below 80. Title, meta description and keywords are stored with the document.
- **Personalisation:** for campaigns with the AI toggle, each message is rewritten for its recipient from the template, the contact and the opportunity context (page title, broken link). Every URL of the template must survive unchanged; otherwise the template text is kept. The previous version stays in the message history.

- **Reply classification:** every reply is sorted into accepted, declined, question, wants payment, wants content, auto-reply or other. “Accepted” marks the related backlink as promised; “wants content” creates an article brief; auto-replies do not stop the sequence.
- **Content plan:** topics from niche, goals, brand kit and the titles of your link opportunities.
- **Copilot:** a chat that knows your campaigns, opportunities, documents and goals, and can propose actions that run after you confirm.

Calls are retried with backoff, fall back to a second model if configured, and are counted per tenant (Automation > AI operations).

2.6 Goals and the strategy brake

Goals are targets per month or week. Beyond the dashboard they steer two things: the content planner uses “posts per week” and the niche, and the link autopilot uses the **target URLs**. When it converts an opportunity it picks the URL that is furthest below its intended share, the anchor text that is furthest below its share, and skips URLs that have reached their monthly limit. If all URLs are at their limit, the autopilot stops converting and says so in the run message — that is the strategy brake that keeps link velocity natural.

2.7 Rules

Rules react to events: opportunity qualified, reply classified, backlink lost or live, document approved, contact scored, post published or failed, campaign paused, inbound lead. A rule has conditions on the event’s fields (all must match) and one or more actions: notify, webhook, add to campaign, qualify or reject an opportunity, create a content brief, pause a campaign, tag a contact. Placeholders such as `{domain}` or `{intent}` work in texts. Rules are data, not code — you create them on the Automation page and see how often each fired.

2.8 Sources, providers and budgets

Lead sources produce contacts: CSV or manual lists (no key), Hunter.io and Apollo.io (API key), and a bring-your-own endpoint. Search tasks can repeat hourly, daily or weekly. **Link sources** feed discovery: Serper or SerpAPI for Google results, DataForSEO for competitor backlinks, or your own endpoints. Every source has a daily call quota; link sources also carry a cost per call, so the ROI tab can show cost per live link, and a daily budget stops paid runs when it is reached.

2.9 Deliverability and compliance

- Every message carries an unsubscribe link and a List-Unsubscribe header; unsubscribes and bounces land on the suppression list and are never mailed again.
- Before sending, the address is verified (syntax and MX record; optionally Hunter). Invalid addresses are cancelled and the contact is marked invalid.
- Campaigns send only inside their sending window and daily limit; the scheduler never overlaps runs.
- The crawler respects robots.txt.
- Tracking of opens and clicks runs on your own domain.

2.10 Plans and limits

Plan	Seats	Campaigns	Backlinks	Link opportunities
------	-------	-----------	-----------	--------------------

Starter (€39/month)	5	20	200	2,000
Pro (€119/month)	25	200	5,000	50,000

Limits are checked when you create things; the autopilot never creates beyond a limit and tells you in a notification. Billing runs through Paddle (Billing page).

Part 3 — Reference by page

The navigation has four groups: **Content** (Content, Designs, Calendar), **Outreach** (Outreach, A/B tests, Sources, Companies), **Growth** (Cross-links, Link building, Linkgen) and **Settings** (Automation, Team, Webhooks, Integrations, Billing), plus Dashboard, Goals, Analytics and the Copilot. The language switch (EN/DE) and the tenant selector sit on the right; the bell opens notifications.

3.1 Dashboard

The screenshot shows the Growmindr Dashboard for the tenant 'Acme Tools (demo-manual-muy1ysg9, role owner)'. The dashboard is divided into several sections:

- Plan & usage:**
 - Current plan: PRO
 - Team seats: 1 / 25
 - Campaigns: 3 / 200
 - Backlinks: 4 / 5000
- Goals:**
 - Leads per month: 8 / 40 leads (20 % progress)
 - Posts per week: 0 / 3 posts (0 % progress)
 - Links per month: 2 / 6 links (33 % progress)
 - Target URLs:
 - https://acme-tools.example/guides/product-analytics · 1/4 links (max 4) · product analytics guide 100/50 %, Acme Tools 0/50 %
 - https://acme-tools.example/ · 1/2 links · Acme Tools 100/100 %
- Your tenants:**
 - Acme Tools /demo-manual-muy1ysg9 (pro · owner)
- Create new tenant:**
 - Automatically provisioned into both engines (SMarT, leadgen).
 - Name:
 - Slug (only a-z, 0-9, hyphen):
 - Create button

Dashboard with plan usage, goals progress and tenant list.

Shows your plan and usage, the goals progress (actual versus target for leads, posts and links, plus each target URL), your tenants and the form to create a new tenant. A new tenant provisions its own workspace.

3.2 Goals

Leads / Posts / Links	Targets per month (leads, links) and per week (posts). Zero means “no target”.
Niche / positioning	One sentence; used by the content planner and the Copilot.
Notes	Free text for the content planner (what to focus on, what to avoid).

Target URLs	URL, share in percent (must sum to 100), maximum links per month, anchors as <code>text:share</code> , <code>text:share</code> .
-------------	--

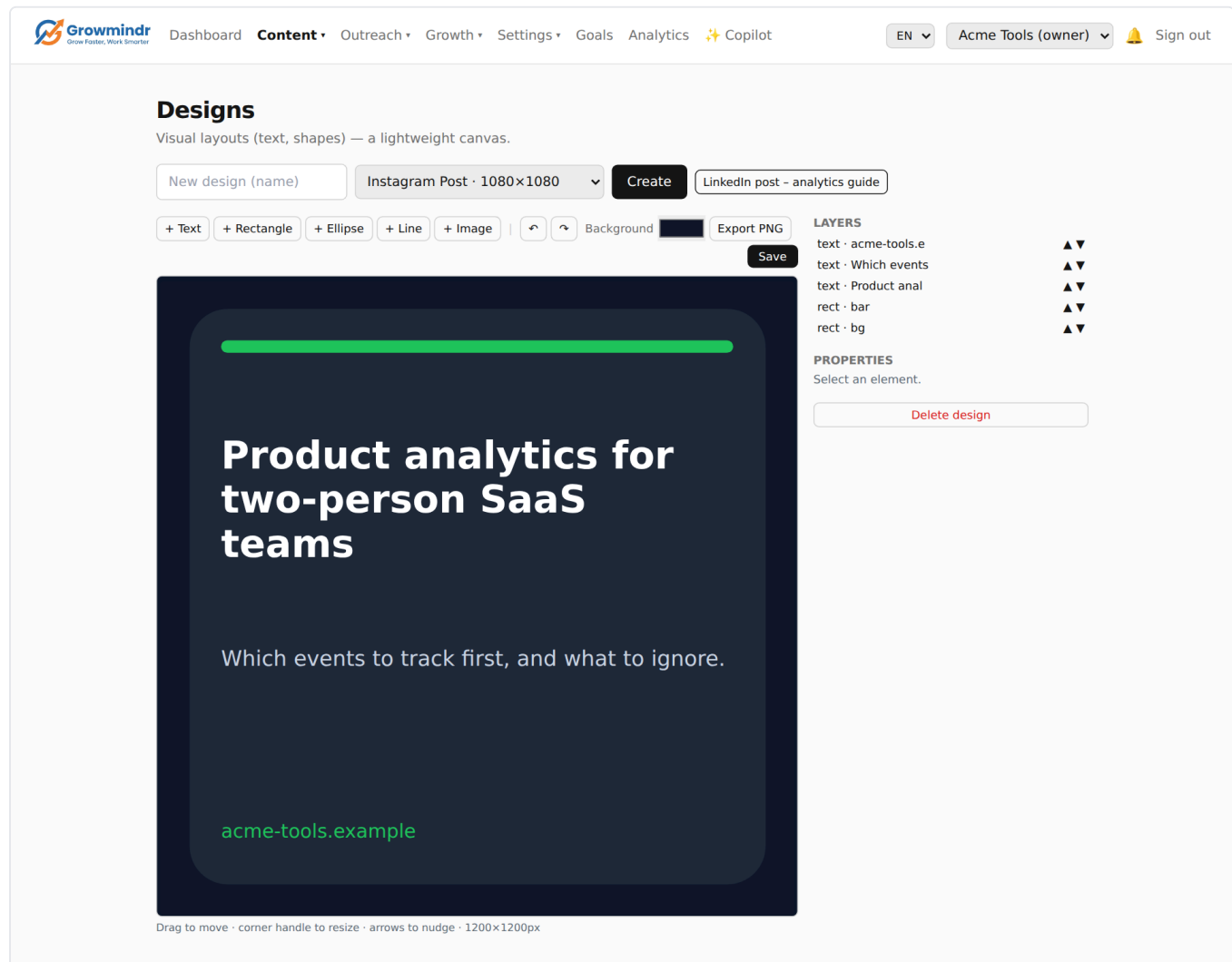
3.3 Content

Documents are the unit of content: title, text, type (blog post, guest post, social post), status (draft → review → approved → published → archived) and versions. Selecting a document opens the editor with:

- **AI text:** one-shot generation from a prompt.
- **AI pipeline:** brief in, finished article out (outline, draft, SEO check, revision). The status line shows progress; the SEO box shows title, description and keywords.
- **SEO suggestion** for existing text, **Repurpose** into LinkedIn post, thread, newsletter or summary (creates a new document), **As social post** (creates a draft post in the calendar).
- **Comments, approval, sharing:** comment threads, submit for approval, share a read-only link with optional password.

Below: snippets (reusable text blocks), media uploads, and the **Content autopilot** (create briefs from converted opportunities or from replies asking for content; start the pipeline automatically; generation language).

3.4 Designs



Design editor with text, shapes and images on a canvas.

A canvas editor for social graphics: format templates (Instagram, Facebook, LinkedIn, X, Pinterest sizes), text, rectangles, ellipses, lines and images from your media library, with layers, alignment, undo and PNG export. A design attached to a scheduled post is rendered on the server at publish time and sent as the post's image.

3.5 Calendar

Growmindr

Grow Faster, Work Smarter

DashboardContentOutreachGrowthSettingsGoalsAnalyticsCopilot

ENAcme Tools (owner)Sign out

Editorial calendar

Scheduled posts, events and brand kits.

Scheduled posts

Publish due

Post text

LinkedInX (Twitter)FacebookInstagramMastodonBlueskyWordPressGhostWebflowBlog-Webhook (generisch)Mailchimp

mm/dd/yyyy, --:-- --

No graphic

Schedule

scheduled

Behind the scenes: how we run analytics with zero data engi...

wordpress, mastodon

10/12/2026, 1:57:38 PM

Cancel

x

scheduled

New guide: product analytics for two-person SaaS teams. Which events ...

mastodon

10/9/2026, 1:57:37 PM

Cancel

x

Content plan generator

Topics from your niche, goals, brand kit and link research → one document and one post per topic with a date.

Weeks

Posts / week

4

from go

Focus (optional)

LinkedInX (Twitter)FacebookInstagramMastodonBlueskyWordPressGhostWebflowBlog-Webhook (generisch)Mailchimp

☐ schedule posts

☐ write drafts (AI pipeline)

Generate plan

Events

● Editorial meeting

custom

10/8/2026, 1:57:38 PM

● Guide launch

post

10/9/2026, 1:57:37 PM

● Behind the scenes

post

10/12/2026, 1:57:38 PM

● Newsletter deadline

deadline

10/13/2026, 1:57:39 PM

Brand kits

Kit name

+

Acme ToolsDefaultx

Calendar: content plan generator, post form with platform chips, posts and events.

Content plan generator	Weeks, posts per week (default from goals), focus, platforms, whether to schedule immediately and whether to write drafts. Creates one document, one post and one calendar entry per topic, spread over weekdays.
Post form	Text, platforms (only connected, publishable ones are offered), date and time, optional design. Without a date the post is a draft.
Publish due	Runs the publish step now instead of waiting for the next minute.
Brand kits	Name, website, voice and context; the default kit feeds every AI prompt in the workspace.
Events	Free entries (deadline, meeting) with colour.

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A post with several platforms is formatted per channel: character limits, threads on X, Mastodon and Bluesky, hashtags at the end, HTML for blogs. The publish result per platform (link, thread parts, warnings) is stored on the post.

3.6 Outreach

Growmindr

DashboardContentOutreachGrowthSettingsGoalsAnalyticsCopilot

ENAcme Tools (owner)Sign out

Outreach

Campaigns, contacts & sending — Sending accounts & templates → · A/B tests →

8Contacts

3Campaigns

0%Reply rate

0%Bounce rate

0Suppressed

Automation

0Active campaigns

2Awaiting approval

4Ready to send

0Sent today

0Total sent

0%Reply rate

Select campaign...

Generate messages

Send due now

RECENT ACTIVITY

content.pipeline.faileddocument10/7/2026, 1:57:44 PM

webhook.createwebhook10/7/2026, 1:57:40 PM

automation.settings10/7/2026, 1:57:40 PM

rules.createautomation_rule10/7/2026, 1:57:40 PM

rules.createautomation_rule10/7/2026, 1:57:39 PM

rules.createautomation_rule10/7/2026, 1:57:39 PM

integration.connectintegration10/7/2026, 1:57:37 PM

integration.connectintegration10/7/2026, 1:57:37 PM

linkgen.source.createlink_source10/7/2026, 1:57:34 PM

automation.settings10/7/2026, 1:57:33 PM

Campaigns

New campaign (name)

Create

Template...

Sending account...

select for "Start"

Newsletter swap (draft)

draft0 contacts

Approval: all messages

☐ AI personalization

StartMessagesCloneArchive

Broken link replacement

draft0 contacts

Approval: first message only

☐ AI personalization

StartMessagesCloneArchive

Guest post outreach Q4

paused6 contacts

Approval: sample (every n-th)3

☒ AI personalization

StartMessagesCloneArchive

Recipient	Status	Sent	Opened	Clicked	Replied
maria@saasweekly.example	awaiting_approval 🌟...	—	—	—	—
tom@ihdigest.example	approved ⚠️	—	—	—	—
lena@growthnotes.example	approved ⚠️	—	—	—	—
sam@metricly.example	awaiting_approval ⚠️	—	—	—	—
priya@toolfinder.example	approved ⚠️	—	—	—	—
jonas@startupradar.example	approved 🌟...	—	—	—	—

Approval queue (1)

Approve all

Outreach: automation stats, campaigns, contacts, approval queue.

KPI cards	Contacts, campaigns, reply rate, bounce rate, suppressed addresses.
Automation	Active campaigns, messages awaiting approval, ready to send, sent today and in total, reply rate; buttons to generate messages for a campaign and to send due messages now; the latest activity of the scheduler.

18 / 35

Campaigns	Create by name. Per row: status, contact count, approval mode (with the sample interval), AI personalization toggle, Start (needs template and sending account), Pause, Messages, Clone, Archive. “Messages” lists every message with status, AI badge (🌟 = personalised, 🌟... = pending), sent/opened/clicked/replied and the classified reply intent.
Contacts	Add manually, import or export CSV, recalculate scores, select and add to a campaign. Each contact carries a lead score (0–100) from profile completeness, seniority, engagement and pipeline status.
Approval queue	Appears when messages wait: read, edit, approve or reject each message, or bulk-approve.

The lead score weights and the sending safeguards are configured under Sending settings.

3.7 Sending settings

Growmindr

Grow Faster. Work Smarter

Dashboard · Content · Outreach · Growth · Settings · Goals · Analytics · Copilot

EN Acme Tools (owner) Sign out

Sending settings

← Outreach · Sending accounts, templates and suppression list for Acme Tools.

Sending accounts (SMTP + IMAP)

Acme Outreach hello@acme-tools.example · smtp.acme-tools.example:587 · IMAP ✓ Test ×

Create sending account

Templates

Variables: {{first_name}} {{last_name}} {{full_name}} {{email}} {{company_name}} {{company_website}} {{job_title}} {{opportunity_url}} {{page_title}} {{broken_link}} {{mention_context}} {{discovery_method}} {{domain}}

Follow-up Re: Guest post idea for {{company_name}} ×

Guest post pitch Guest post idea for {{company_name}} ×

Hi {{first_name}},

...

Save template

Preview

Suppression list

Block

No entries.

WhatsApp / SMS accounts

Send messages via a provider (Twilio).

SMS

▼

Add

No channel accounts yet.

Needs a Twilio account (Account SID + auth token + a sender number).

Sending accounts, templates, suppression list, WhatsApp/SMS, sending safeguards and score weights.

Sending accounts	SMTP host, port, user, password, sender; optional IMAP for reply detection. “Test” sends a test mail. A campaign is paused automatically (with a notification) if its account becomes inactive.
Templates	Subject and body with placeholders (see Appendix A). A campaign can use one template or a sequence of steps with delays; the follow-up stops on reply.
Suppression list	Addresses that are never mailed (unsubscribes, bounces, manual blocks). Import supported.

WhatsApp/SMS	Channel accounts via Twilio.
Sending safeguards	MX check before sending (on by default), optional Hunter verification (uses credits).
Lead score weights	Multipliers for profile, seniority, engagement and status; 1 is the default.

3.8 A/B tests

 Dashboard Content ▾ **Outreach** ▾ Growth ▾ Settings ▾ Goals Analytics ✨ Copilot

EN ▾ Acme Tools (owner) ▾ 🔔 Sign out

A/B tests

Test subject/body variants against each other — [Manage templates →](#)

New test

Open rate ▾

Create

Note: link the test in the campaign, add ≥2 variants and start it — sending then distributes contacts evenly.

No A/B tests yet.

A/B tests for subject lines and bodies.

Create variants of a template for a campaign with a traffic split. New messages are distributed across variants; open and reply rates per variant are shown so you can declare a winner.

3.9 Sources

 Growmindr
Grow Faster. Work Smarter.

[Dashboard](#) [Content](#) [Outreach](#) [Growth](#) [Settings](#) [Goals](#) [Analytics](#) [Copilot](#)

EN

Acme Tools (owner)

 Sign out

Lead sources

Acquire contacts from lists, Hunter.io or Apollo.io — as search tasks.

New source

CSV-Import

Create

Kontakte aus CSV/Liste übernehmen

Hunter.io

hunter API key missing

Test Hide tasks

☐ Repeat

Task +

No tasks yet.

Conference speaker list

manual configured

Tasks

Lead auto-handoff

After every search run: new contacts with a sufficient score go straight into a campaign; the scheduler creates their first message.

☒ Hand new leads to a campaign automatically

Minimum lead score

Only from folder (optional)

Default campaign

Broken link replacement

Save

Lead sources with a scheduled task and the lead auto-handoff panel.

Source types	CSV import, manual list, Hunter.io, Apollo.io, LinkedIn (own endpoint). Hunter and Apollo need an API key; “Test” checks it.
Tasks	Per source: name and search parameters as JSON (for Hunter a domain, for Apollo job titles and countries, for lists the contacts). “Repeat” schedules the task hourly, daily or weekly; scheduled tasks show their next run and can be paused.
Lead auto-handoff	Rule: minimum score, optional folder, campaign. New contacts from every search run that match are added to the campaign; the scheduler then creates their first message.

3.10 Companies

 Dashboard Content ▾ **Outreach ▾** Growth ▾ Settings ▾ Goals Analytics ✨ Copilot EN ▾ Acme Tools (owner) ▾ 🔔 Sign out

Company profiles

Sender profiles (value proposition, products) for personalized outreach messages.

New company profile

Create

Profiles

Acme Tools Ltd. SaaS analytics https://acme-tools.example

Product analytics that a two-person team can actually run.

Products ×

Company profile and products.

Your own company profile and products: description, value proposition, target audience, USPs, brand voice, product features and benefits. This is the sender side of every pitch and part of the AI brand context.

3.11 Cross-links

Connections between a document and a campaign, for example the guest post written for a link opportunity and the outreach campaign that pitches it. Created automatically by the content bridge, or by hand.

3.12 Link building

 Dashboard Content Outreach **Growth** Settings Goals Analytics Copilot

EN Acme Tools (owner) Sign out

Link Building

Import prospects · run outreach · track backlinks — for Acme Tools.

1 · Import prospects

One line per prospect: email, vorname, nachname, firma, website

anna@blog-a.de, Anna, Autorin, Blog A, https://blog-a.de
ben@magazin-b.de

Assign campaign (optional)... Import

2 · Add backlink

Target URL (our page) Anchor text (optional)

Referring page URL (optional) Assign content asset (optional)...

Add backlink (status: requested)

3 · Track backlinks

Target URL	Referring	Campaign	Status	Last checked
https://acme-tools.example/„Acme“	oldblog.example	—	lost	— Check ×
https://acme-tools.example/„Acme Tools“	metricly.example	—	promised	— Check ×
https://acme-tools.example/gu... „product analytics guide“	ihdigest.example	—	live	— Check ×
https://acme-tools.example/gu... „product analytics guide“	saasweekly.example	Guest post outreach Q4	requested	— Check ×

Backlink tracker with status lifecycle.

Backlinks with the lifecycle requested → promised → live → lost. Fields: target URL (your page), anchor text, referring page and domain, campaign and document. “Check” verifies the referring page now; the monitor does it daily for live and promised links. A lost link triggers a notification, a webhook and any rule you set. Prospect import lets you add outreach contacts directly to a campaign.

3.13 Linkgen


Dashboard
Content
Outreach
Growth
Settings
Goals
Analytics
Copilot
EN
Acme Tools (owner)
Sign out

Linkgen

Discover, qualify and hand off link opportunities — for Acme Tools.

Discover
Review queue (3)
Sources
Funnel
Autopilot
ROI

Method

Manuell / CSV

Domains/URLs direkt als Liste übernehmen
Keywords (comma-separated)
seo, link building, outreach
One domain or URL per line (optionally: domain, title, contact email).
blog-a.de, Great resources, editor@blog-a.de
https://blog-b.de/write-for-us
Run discovery
☐ Repeat automatically

Scheduled searches
SaaS analytics resource pages manual · Daily next: 10/7/2026, 1:57:31 PM
Pause

Linkgen > Discover with method, keywords, list and schedule.

Discover	Methods: manual/CSV (paste domains or URLs, optionally with title and contact e-mail), SERP footprints (“write for us”, resource pages — needs a search source), competitor backlinks (needs a backlink source), broken link (paste resource pages; dead outgoing links become the hook), unlinked mentions (pages that mention your brand without linking). Keywords drive the relevance score. “Repeat automatically” schedules the search.
Review queue	Opportunities sorted by score: domain, page, method, DA, relevance, spam, contact. Actions: qualify, enrich (find a contact via Hunter/Apollo), convert (target URL, anchor, campaign), reject, brief (create an article order).
Sources	Providers with key, cost per call and, for own endpoints, the URL. Domain blocklist below.
Funnel	Counts per opportunity and backlink status.
Autopilot	Score threshold, default campaign, target URL and anchor rule ({domain} , {title}), find contact automatically, convert automatically, daily provider budget; scheduler status.
ROI	Per discovery method: opportunities, qualified, converted, promised, live, lost, won per 100, cost, cost per live link, runs; today’s spend against budget.



DashboardContent • Outreach • **Growth •** Settings • GoalsAnalytics ✨ Copilot

ENAcme Tools (owner)Sign out

Linkgen

Discover, qualify and hand off link opportunities — for Acme Tools.

DiscoverReview queue (3)SourcesFunnelAutopilot**ROI**

Return per discovery method

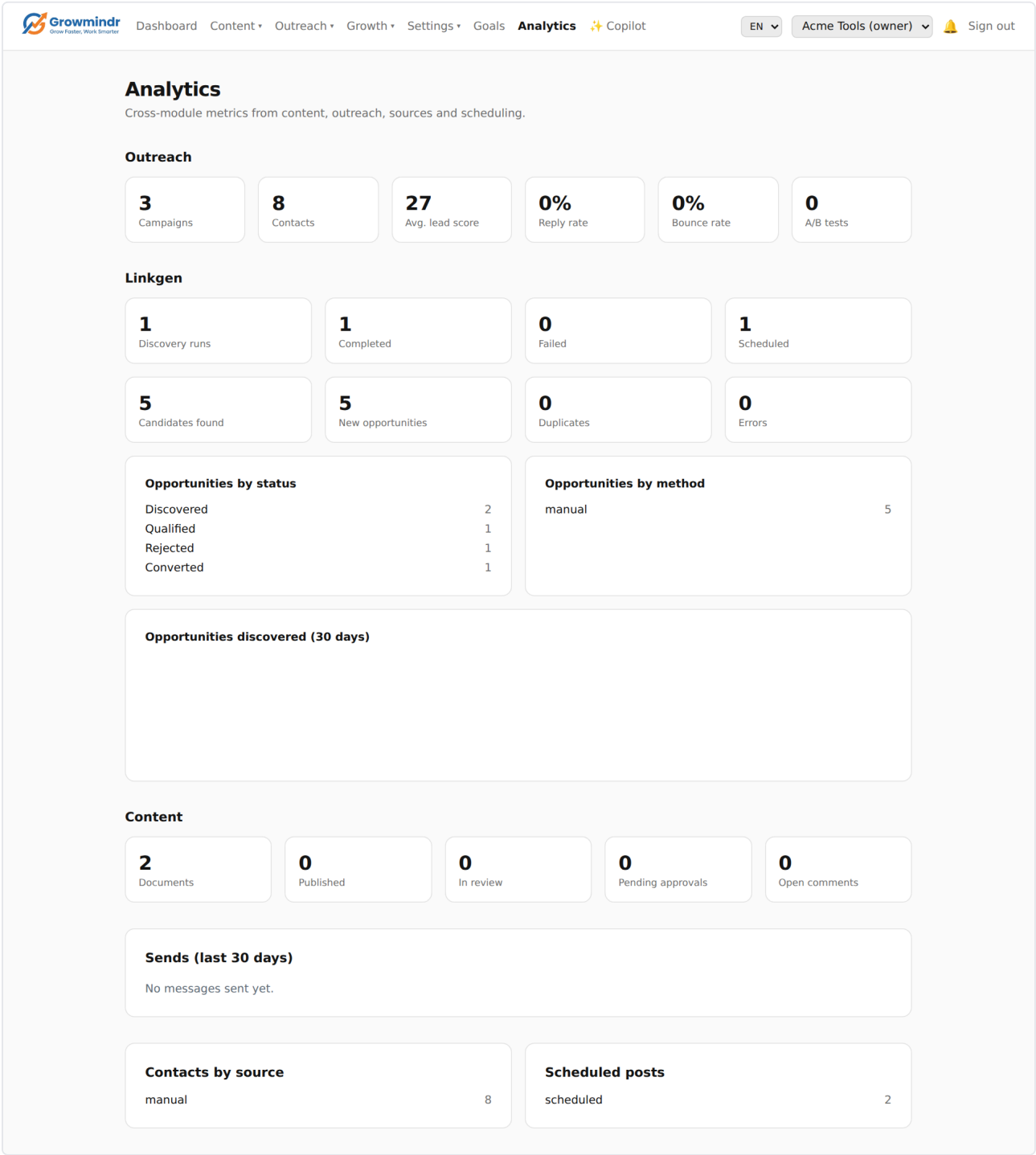
Which method delivers links that actually go live, and at what provider cost.

Spent today: 0.00 € of 5.00 €

Method	Opportunities	qualified	converted	promised	live	lost	won / 100	Cost	Cost / live link	Runs
manual	5	1	1	0	0	0	0 %	0.00 €	—	1

ROI per discovery method.

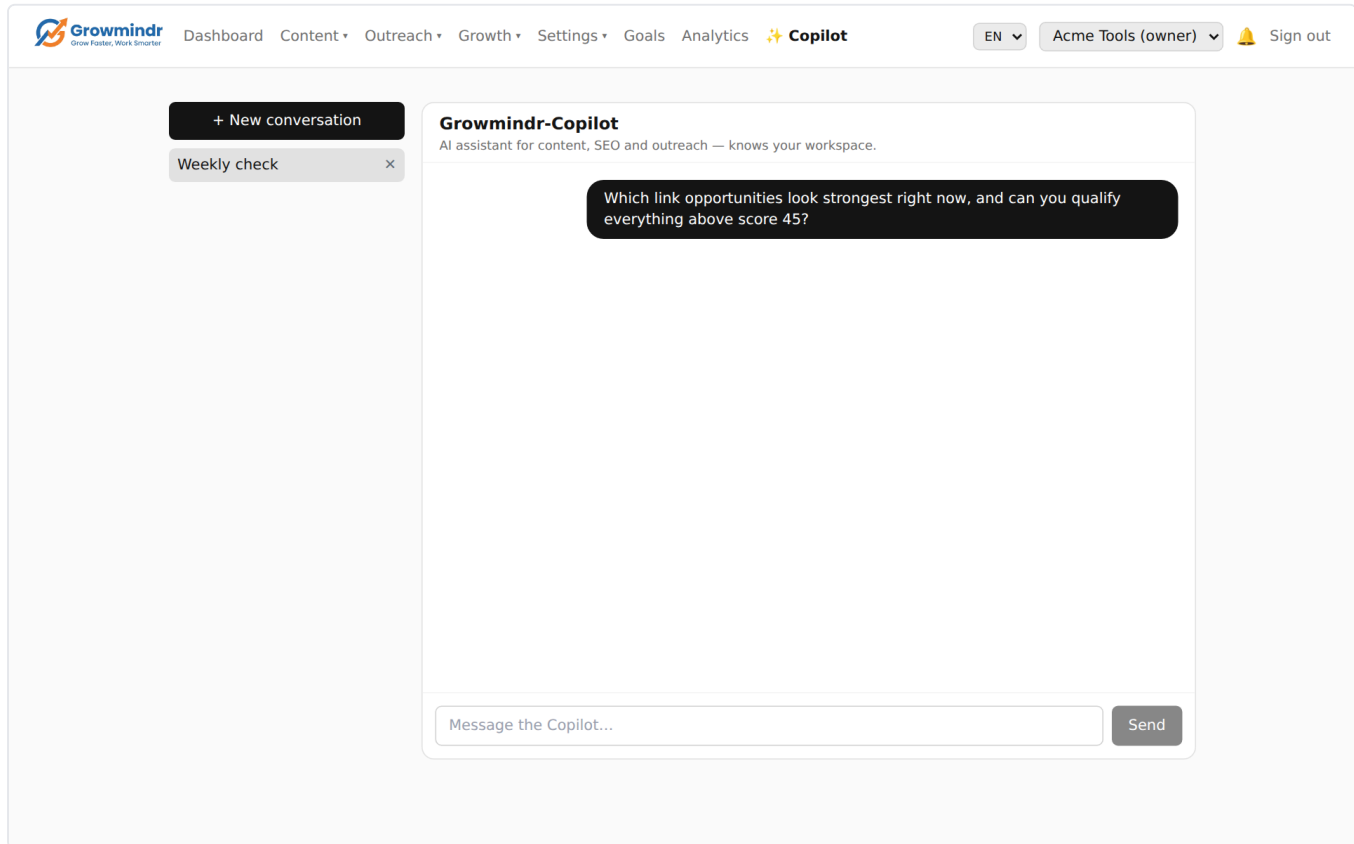
3.14 Analytics



Analytics overview.

Content and outreach metrics over time, social engagement per platform from the insights collector (likes, reposts, replies), and the tenant’s activity.

3.15 Copilot



Copilot conversation with a proposed action awaiting confirmation.

A chat assistant that knows your campaigns, search and discovery tasks, top opportunities, documents, backlinks, KPIs and goals. Ask questions, or ask it to do something: it proposes an action (for example “qualify all opportunities above score 45”) with its arguments. Nothing runs until you click **Run**; **Dismiss** drops the proposal. The result is written back into the conversation. Available tools are listed in Appendix C.

3.16 Automation

Rules	Name, event, conditions (field, operator, value), actions with parameters; enable/disable, fire count, last error.
Daily digest	Enable, hour (UTC), recipients (empty = owners and admins). Content: what ran, what is waiting, what failed, actual versus target.
Inbound leads	Enable the endpoint (generates a token), default campaign, capture unknown inbox senders. Shows the endpoint URL and a ready form snippet with honeypot field; “Rotate token” invalidates the old URL.
AI operations	Model, fallback model, calls, tokens, errors and fallbacks in the last 30 days, by purpose.

3.17 Team

 Dashboard Content Outreach Growth **Settings** Goals Analytics Copilot EN Acme Tools (owner) Sign out

Team

Members and invitations for Acme Tools.

Members
Alex Demo demo-manual-muy1ysg9@example.com owner x

Invite
Email editor Invite

API keys
For programmatic access: Authorization: Bearer gk_...
Key name (e.g. CI) Create key
No API keys.

System SMTP (email sending)
No SMTP configured — system mail is disabled until you add one.
SMTP host 587
Sender address Username (optional)
Password ☐ TLS (port 465)
Save Send test

Team members and invitations.

Members with roles, invitations by e-mail (the invite link is mailed if platform mail is configured, otherwise shown to you), and your own account.

3.18 Webhooks

 Dashboard Content Outreach Growth **Settings** Goals Analytics Copilot EN Acme Tools (owner) Sign out

Webhooks

Outgoing events to external systems — HMAC-SHA256 signed, with retries.

New webhook

message.sent

message.replied

message.bounced

contact.created

document.approved

post.published

backlink.live

backlink.lost

rule.fired

test.ping

Create

● https://hooks.acme-tools.example/growmindr

Test ping

Deactivate

History

×

message.replied

backlink.lost

post.published

rule.fired

Outgoing webhooks with event subscriptions and delivery log.

Outgoing webhooks: URL, secret (HMAC signature in `x-growmindr-signature`), subscribed events (Appendix D). Deliveries are retried with backoff; the log shows response codes.

3.19 Integrations

 Growmindr
Grow Faster, Work Smarter

DashboardContent ▾Outreach ▾Growth ▾Settings ▾GoalsAnalytics ✨ Copilot

EN ▾Acme Tools (owner) ▾🔔 Sign out

Integrations

Connected social accounts for scheduled posts.

Connect account

LinkedIn ▾Display nameAccess token (optional)

{ "authorUrn": "urn:li:person:xxxx" }

Connect

Full OAuth sign-in requires a registered app on the platform; until then you can add an access token manually.

LinkedIn (OAuth n/a)X (Twitter) (OAuth n/a)Facebook (OAuth n/a)Instagram (OAuth n/a)

Connected accounts

Acme Blog	wordpress	connected	Disconnect ×
Acme on Mastodon	mastodon	connected	Disconnect ×

Connected platforms and the connect form with per-platform configuration.

Connect publishing platforms with a token or app password and a small JSON configuration (the placeholder shows what each platform needs), or via OAuth where the operator has registered an app. Supported platforms and what they need are listed in Appendix E.

3.20 Billing

The screenshot shows the 'Plan and billing' section of the Growmindr user interface. At the top, there is a navigation bar with the Growmindr logo and menu items: Dashboard, Content, Outreach, Growth, Settings (highlighted), Goals, Analytics, and Copilot. On the right of the navigation bar are language settings (EN), account information (Acme Tools (owner)), a notification bell, and a 'Sign out' link.

The main content area is titled 'Plan and billing' with a subtitle 'What your workspace uses today, and how to change plan.' It is divided into two main sections:

- Current plan:** Displays the current plan as 'PRO'. It lists usage statistics: 'Seats: 1 of 25', 'Tracked backlinks: 4 of 5000', 'Campaigns: 3 of 200', and 'Link opportunities: up to 50000'.
- Change plan:** Allows switching between 'Monthly' and 'Yearly' billing cycles. It presents two options:
 - STARTER:** Includes 5 team seats, 20 outreach campaigns, 200 tracked backlinks, and 2000 link opportunities. A 'Choose starter' button is located at the bottom.
 - PRO:** Includes 25 team seats, 200 outreach campaigns, 5000 tracked backlinks, and 50000 link opportunities. A 'Current' badge is shown in the top right corner of this plan's box.

Plan, usage and checkout.

Current plan, usage against limits, and the checkout for Starter and Pro, monthly or yearly, handled by Paddle as merchant of record (taxes and invoices included).

3.21 Notifications

Replies, lost or live backlinks, paused campaigns, blocked or failed posts, finished articles, inbound leads, rule triggers and plan limits. Mark as read individually or all at once; each entry links to the page it concerns.

Part 4 — Appendix

A Template variables

Variable	Source
{{first_name}} {{last_name}} {{full_name}} {{email}}	Contact
{{company_name}} {{company_website}} {{job_title}}	Contact
{{opportunity_url}} {{page_title}} {{broken_link}} {{mention_context}} {{discovery_method}} {{domain}}	Link opportunity, set when an opportunity is converted into a campaign contact

B Rule events and actions

Event	Fields available in conditions and placeholders
opportunity.qualified	opportunityId, domain, linkScore, discoveryMethod, contactEmail
reply.classified	messageId, campaignId, contactId, email, intent, summary
backlink.lost / backlink.live	backlinkId, targetUrl, referringDomain, campaignId
document.approved	documentId, workspaceId
contact.scored	contactId, email, score, status, signal
post.published / post.failed	postId, documentId, platforms / postId, error
campaign.paused	campaignId, name, reason
lead.inbound	contactId, email, source, message, score

Action	Parameters	Needs in event
notify	title, body (placeholders allowed)	—
webhook	—	— (sends rule.fired to subscribed webhooks)
add_to_campaign	campaignId	contactId
qualify_opportunity / reject_opportunity	—	opportunityId
create_brief	title	opportunityId
pause_campaign	campaignId (or from event)	—
tag_contact	tag	contactId

Operators: eq, neq, gte, lte, contains, in (comma-separated list).

C Copilot tools

Tool	Does
run_search_task	Runs a lead search task now.
run_discovery_task	Runs a link discovery task now.
qualify_opportunities	Qualifies all discovered opportunities above a score.
schedule_post	Schedules a social post (text, platforms, date).
pause_campaign / resume_campaign	Pauses or resumes a campaign.
set_goal	Sets leads, posts, links per period and the niche.
run_pipeline	Starts the AI pipeline for a document with a brief.
create_brief	Creates an article brief from a link opportunity.
generate_plan	Creates a content plan for the coming weeks.

D Webhook events

message.sent, message.replied, message.bounced, contact.created, document.approved, post.published, backlink.live, backlink.lost, rule.fired, test.ping. Payloads are JSON with the ids and the relevant fields; every delivery is signed with your secret.

E Supported platforms

Platform	Connect with	Publishes
Mastodon	Access token + instance URL	Text, threads, up to 4 images
Bluesky	App password + handle	Text, threads, up to 4 images (≤1 MB)
X	OAuth or token	Text, threads
LinkedIn	OAuth or token + author URN	Text
Facebook	OAuth or page token + page id	Text + photos
Instagram	Page token + igUserId	Image with caption (image required)
WordPress	Application password + site URL + user	Post with featured image
Ghost	Admin API key (id:secret) + site URL	Post with feature image
Webflow	Token + collection id	Live CMS item
Blog webhook	URL + optional secret	JSON with title, text, HTML, media URLs
Mailchimp	API key + server prefix + audience	Campaign to an audience

F Operator notes

- The AI model, fallback model, platform mail (for invitations and digests) and OAuth app credentials are server settings. Redirect URI for OAuth apps:

`https://growmindr.com/api/v1/integrations/oauth/callback` .

- Provider keys (Serper, SerpAPI, DataForSEO, Hunter, Apollo) are stored per tenant as sources, encrypted.
- Health and scheduler status are available at `/health` ; every tick reports its last run, duration, result and error.
- Test suites: `smoke-autonomie` , `smoke-welle2` , `smoke-welle3` , `smoke-welle4` cover the autopilot end to end.

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