

Issue #33

 Hackmamba



Helping devtools win over technical audiences

MARKUP MINDSET

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TMM #33 – How We Took VectorAI DB to Market, Cloudflare Is Finally Cooking, and the Scraping Tool I Use



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Hey there,

Welcome back to another edition of **The Markup Mindset**.

Last week, I spoke with two marketers who were losing sleep over their quarterly targets. It made me realize how brutal this job can be. You can put in the work, make the right calls, and still have a quarter that does not go your way.

So, to every marketer reading this: **keep grinding :))** Marketing was never supposed to be easy. If it was, everyone would be doing it.

This week we're covering:

- **How Actian took VectorAI DB to market and reached 1M developers**
- **Cloudflare is finally cooking with AI visibility.**
- **The web scraping tool I use to build 10,000+ rows of company data.**

But first, let's hear from our sponsor for this week's edition.



Plan, write, review, and distribute marketing content at 10x speed with Boki.

Most content teams juggle 5+ tools just to ship one piece of content. Boki fixes that. One place to plan, write, review, and distribute, with an AI co-pilot that keeps things moving without the slop. Teams at Cloudinary, HCL Tech, Replit, CodeRabbit, and Mintlify already use it. So do we at Hackmamba, and we ship twice as fast.

Try it free

Let's get started!

1. How Actian took VectorAI DB to market

Actian launched **VectorAI DB** on April 28 at AI Dev x SF, introducing a portable vector database built for on-premises, edge, and air-gapped environments.



We joined the team four months before launch and worked across technical content, distribution, performance marketing, creator partnerships, and university hackathons to help introduce the product to developers.

I recently sat down with **Jennifer Jackson**, Chief Marketing Officer at Actian, to unpack what actually worked. We spoke about how on-premises became their biggest differentiator, why they invested in developer marketing instead of a traditional DevRel motion, and more.

If you missed the conversation, you can read the [full interview here](#)

2. Cloudflare is finally cooking

Do you remember when Cloudflare basically told everyone to **block AI crawlers**? In 2024, it launched a one-click “Block AI Bots” button, and the pitch was simple: AI companies were crawling our content at scale without sending much traffic back. I understood the frustration, but I think Cloudflare got the early AEO/GEO wave wrong. It treated AI traffic as one giant bucket.

Control AI crawlers

Block AI training bots

Deploys a Cloudflare-managed rule to block bots that we categorize as AI training crawlers from visiting your site.

Do not block (allow crawlers) ▼

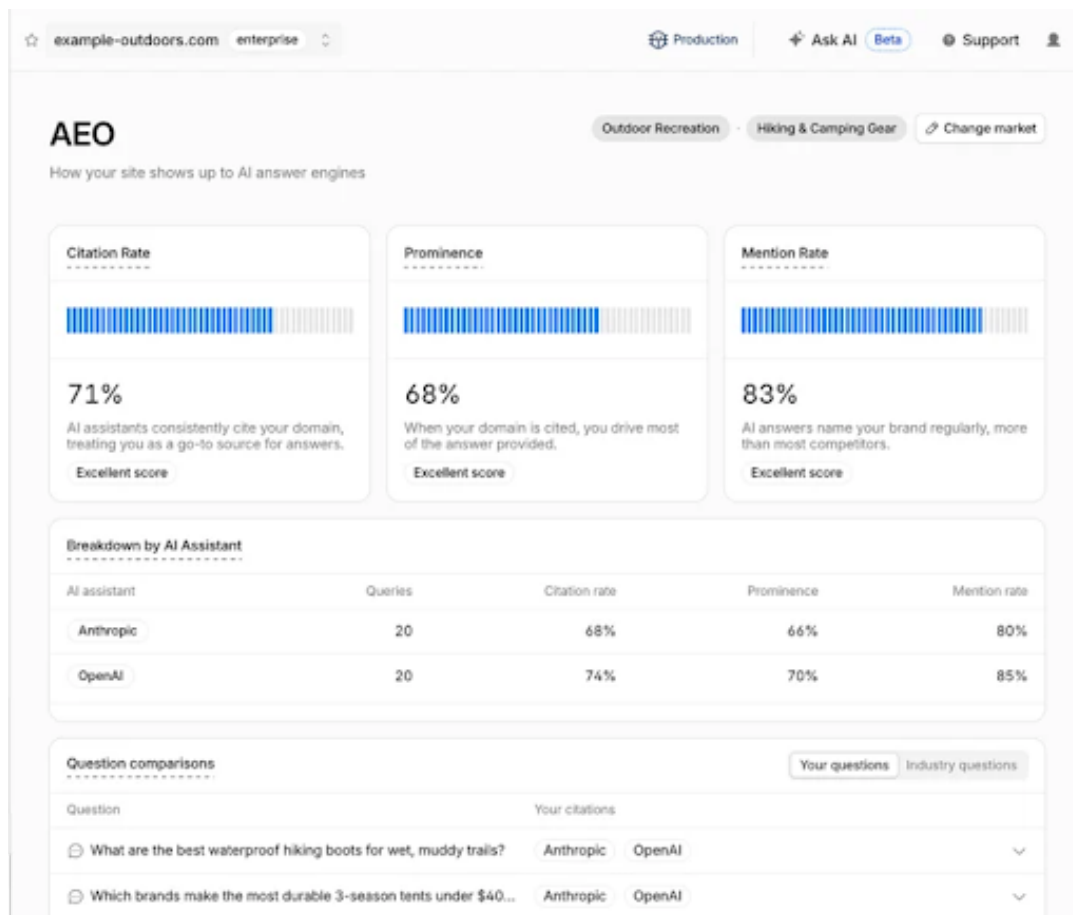
Block on all pages

Block only on hostnames with ads

Do not block (allow crawlers)

Instruct AI bot traffic with robots.txt ▼

Fast forward to 2026, and Cloudflare has clearly changed its view. It now separates AI traffic into **Search, Agent, and Training**, because an AI search crawler discovering your content is doing something very different from a training crawler scraping it. The new AEO product takes this further by benchmarking how AI assistants surface your company for unbranded prompts and showing the actual AI crawler activity happening on your site.



[Link](#)

I use and like tools such as Profound for GEO monitoring, but I still wonder how much of what these platforms show is an accurate picture of what is happening in the wild. Cloudflare has a different advantage: it sits in the traffic path. It can see which AI operators are crawling your site, what they access, whether they hit errors, and whether they send visitors back. That is why I'm betting on this feature. GEO reporting tells me what an AI model said. Cloudflare could eventually tell me what AI systems actually did.

3. The web scraping tool I use

Folks in my circle keep asking which web scraping tool I use. It's

[EasyScaper](#).

I usually start with pagination or a page-load scrape to build a company list, then run that list back through the tool and select the specific fields I want from each individual page. That workflow has helped me pull **10,000+ rows of company information** for Hackmamba.

It's completely free, and no, I'm not affiliated with them :))

If you're new to The Markup Mindset, you can browse all the previous editions in our [public archive](#).

That's it from me this week. If you have a take on anything I covered, reply to this email or find me on [LinkedIn](#). I'd genuinely love to hear it.

And if someone in your team is working on developer marketing, send this edition their way.

See you soon,

Tahir

More from us:

1. [8 findings on AI-readable documentation \(w/DocsAlot\)](#)
2. [Examples of bad documentation \(and how to fix each one\)](#)
3. [This is how we do SEO, GEO, and AEO for developer tools](#)

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