

Issue #20



Helping devtools win over technical audiences

MARKUP MINDSET

www.hackmamba.io



TMM #20—The math behind newsletter sponsorships, making docs AI friendly, and more



Tahir, B2D Growth Marketer @ Hackmamba

Hey there, and welcome back to another edition of The Markup Mindset.

In no time, we have reached our 20th edition. Time really flies.

This week in The Markup Mindset, we are covering:

- The math behind buying newsletter placements
- What a thread revealed about making your docs AI friendly
- New roles on the devtool job portal
- And a DevRel title that caught my attention

Lets get started!

1. The math behind buying newsletter placements

I recently got pulled into a client project where I am managing Paid media for a devtool. During the initial discussion, the client asked us: How do we decide if a newsletter is worth paying for? We built a simple model so we know what to expect before spending.

Here is how we run the math:

- Assume, total subscribers of the media publication is 50k
- 10,000 subscribers match our ICP (You request for the media kit from each media publication to get this number, never assume)
- 50% open rate → 5,000 opens
- 5% CTR → 250 visitors land on the website
- 30% landing page conversion → 75 waitlist signups

If one placement costs **\$3,000**, the cost per waitlist signup is roughly **\$40**. From there, we map it to the budget. With a **\$20k quarterly budget**, we can run about **6 placements**.

$6 \times 75 = \sim 450$ waitlist signups per quarter.

The first placement is treated as a validation exercise. We compare actual performance against these assumptions and adjust the model before scaling.

2. How to make your docs AI friendly

I came across this question (below) in one of the developer marketing communities I am part of.

Hey folks,

One of our partner companies is revamping its docs. They are not using Mintlify or similar tools yet.

They want the docs to be LLM-friendly. What best practices have worked for you?

I know adding an MCP server for docs helps. From your experience, what else would you recommend?

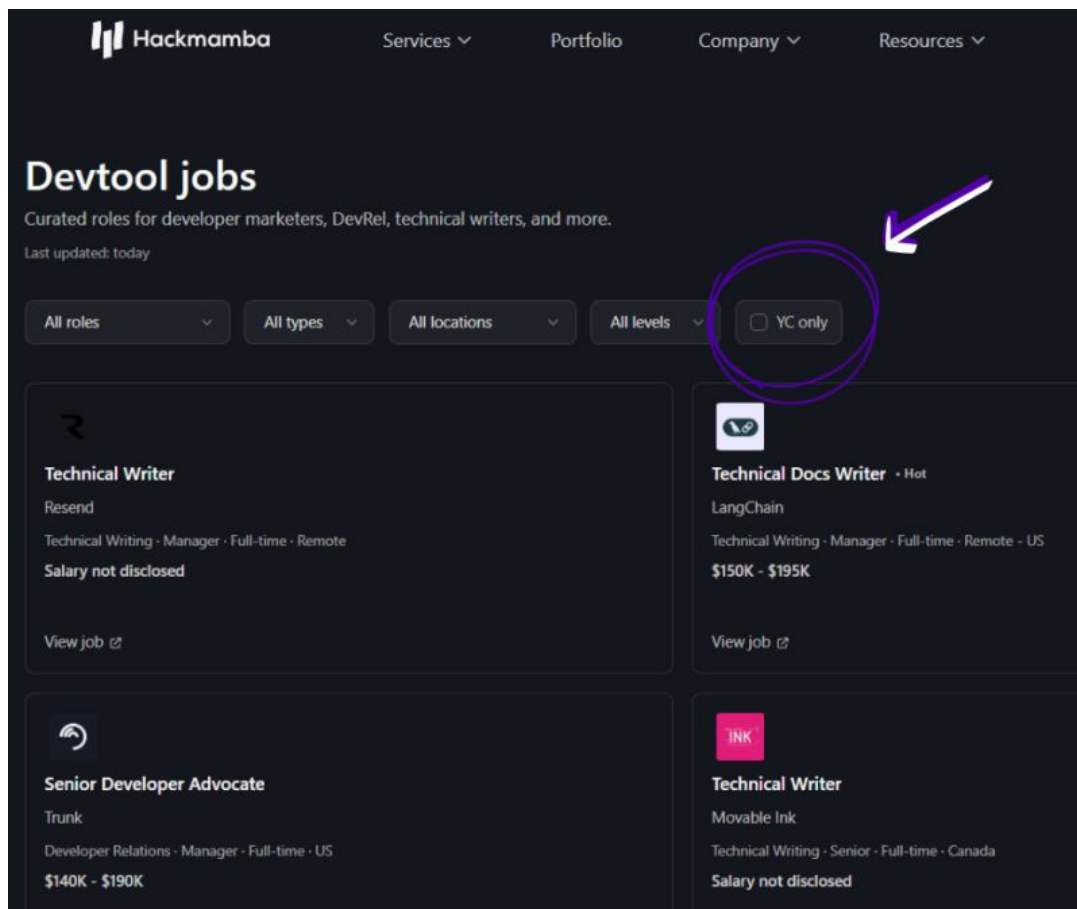
And wanted to quickly wrap up what major thought leaders expressed in the thread, along with a few patterns we are noticing across clients at Hackmamba.

- Serve markdown versions of your documentation. Several teams mentioned that most AI agents request text/markdown, so having .md files available or redirecting agents to them makes your docs easier to consume.
- Be extremely explicit in your writing. Do not assume models understand your product, integrations, or use cases. Spell out what the feature does, who it is for, and why it matters.
- Structure matters more than ever. Clean headings, logical hierarchy, and complete code samples with fixes help models retrieve the right context instead of guessing.
- We are seeing that integration pages perform well when they clearly explain the workflow. Developers and AI tools both look for “how this fits into my stack” before anything else.
- Consistent terminology helps retrieval. When teams use multiple names for the same concept without clarification, models often return fragmented or inaccurate guidance.



New jobs this week...

We just shipped a new feature on the devtool job portal that lets you filter and apply to YC-backed devtool startups.



Startups like **Macadamia** (YC W25) and **Langfuse** are hiring for their early GTM roles. If you have been looking to get into a YC and build from the ground up, these are worth a look.

[Check out the portal](#) now.

3. We now have a new name for DevRel

We all know DevRel's are called by different names, but this time it went overboard. I came across a YC-backed startup hiring for a "*Code Whisperer*", basically a DevRel role.



Why do YC companies feel the need to reinvent DevRel titles every time?
What is the weirdest DevRel job title you have come across?

That's it for this week.

If any of these topics sparked a thought or you are seeing similar patterns on your end, I would love to hear from you.

Tahir

More from us:

1. [How GBG GO went from zero to launch-ready docs in under 90 days](#)
2. [How to launch a developer tool on Product Hunt in 2026 with Flo Merian](#)
3. [6 best developer marketing channels you should focus \(+examples\)](#)

Helping devtools win over technical audiences

MARKUP MINDSET

Hackmamba Inc.

651 N Broad St Suite 201, Middletown
United States of America

You received this email because you signed up on our website or made a purchase from us.

[Unsubscribe](#)