

Issue #26



Helping devtools win over technical audiences

MARKUP MINDSET

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TMM #26 – What Did the AI Index Report 2026 Tell Us, 3 Insights from the Actian VectorAI DB Launch, and More



Tahir, B2D Growth Marketer @ Hackmamba

Hey there!

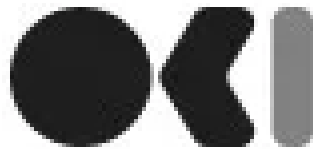
The last two weeks have been a lot. we helped take two products to market, made a big internal decision about Hackmamba's positioning, and somewhere in between I was trying to keep up with everything happening in developer marketing. A lot moved.

Welcome back to another edition of The Markup Mindset. Here is what we are covering this week:

1. The AI Index Report 2026 is out.
2. We helped Actian launch Vector AI DB. Three things I learned.
3. A useful build from Reo.Dev worth knowing about.

Let's get into it.

Before we start, a word from this week's sponsor:



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

Lets Start

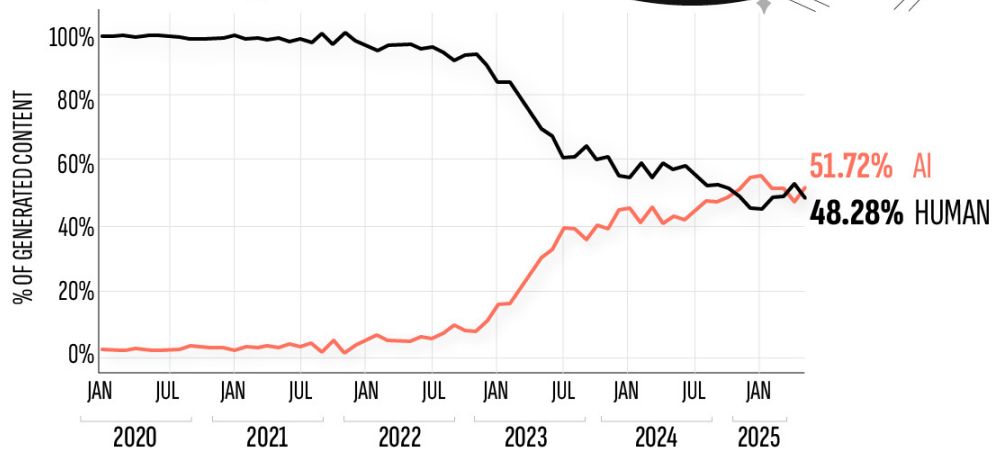
1. AI Index Report 2026: We all saw this coming.

The [AI Index Report 2026](#) is out. As of early 2025, AI now accounts for 51.72% of all new online content. We all saw this coming. The moment

writing got cheap, volume was always going to win. But volume is not the problem.

THE INTERNET TURNS AI-HEAVY

What began with ChatGPT's launch in November 2022 has reshaped content creation. By early 2025, AI accounted for more than half of all new online content, signalling a fundamental shift in how the internet is being written.



SOURCE: AI INDEX REPORT 2026

Network 18
creative

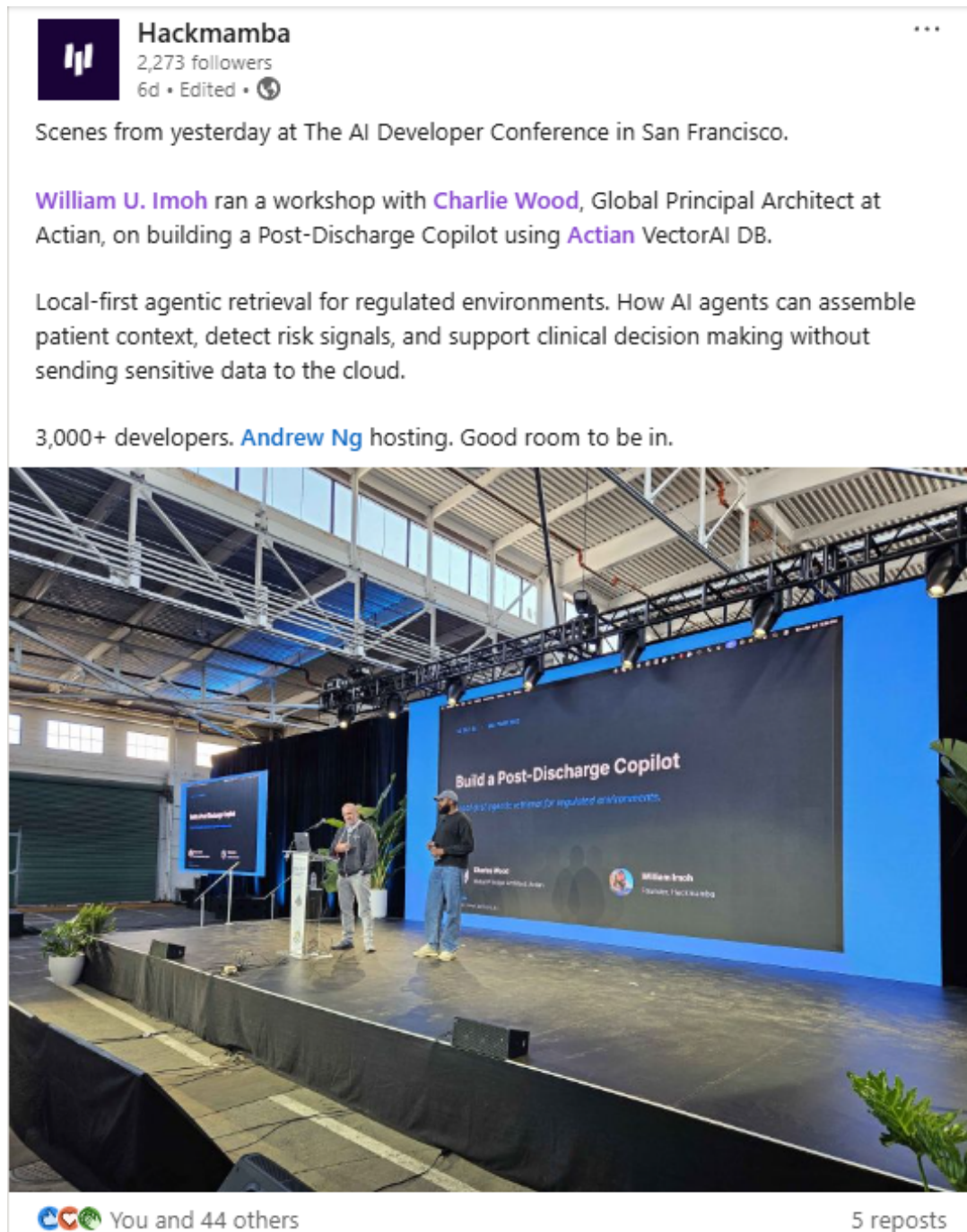
[Link](#)

AI slop is. It has a very specific texture. It is the "what is Kubernetes" article written by a team that sells a Kubernetes tool, hitting every keyword, saying nothing a developer did not already know. It is the tutorial that works perfectly in the demo but leaves you stuck the moment something breaks in your actual setup. I have been against this since before it had a name. AI creating content was never the issue. Producing content without a point of view, without real experience behind it, and expecting developers to trust you for it. That is the issue.

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2. 3 things I learned from the Actian VectorAI DB launch.

We helped [Actian launch Vector AI DB](#) last week. These are some of the insights from the launch.



[Link](#)

1. **Developer influencer marketing does not have to cost a fortune.**
A 30K follower account that actually ships code will outperform a 300K

account that reposts AI news. Right creator, tight brief, \$5K can get you 250K impressions on X.

2. Smaller event booths work better for developer audiences.

Developers do not walk toward the big flashy setup. A small booth with two engineers having a real technical conversation will drive more footfall than a prize wheel and a banner in a large one.

3. Owned media still wins. Blog posts on the website drove 200K impressions. Reddit did 40K. X did 10K. Most waitlist signups came from Google organic. Everyone is out here chasing new distribution channels. The blog post that ranks on SERP is still doing the most work.

ANNOUNCEMENT

Hackmamba is now a developer growth agency.

Henry, our Hackmamba veteran, shares the journey and where we are heading with this. Read it [here](#).

3. Reo.Dev built something useful for devtool marketing teams.

DevGTM Mesh is an AI layer that sits on top of your CRM, call recordings, outreach sequences, and developer intent signals and makes all of it queryable. One enterprise customer used it to revive \$2M in cold pipeline. It took their team 30 minutes to build using Claude and Lovable. They documented the full build with screenshots so you can set it up yourself.

[Access the step by step guide here.](#)

That is it for this week.

If any of this sparked a thought or you are seeing similar patterns on your end, reply and let me know.

Also, I am excited to be attending [a webinar on AI agents and marketing](#) later today with speakers from Anthropic and Together AI. Will share my learnings in the next edition.

Tahir

More from us:

1. [Our technical writing process: how Hackmamba ships content](#)
2. [Six lessons from experts on building developer communities](#)
3. [This is how we do SEO for developer tools: A complete guide](#)

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