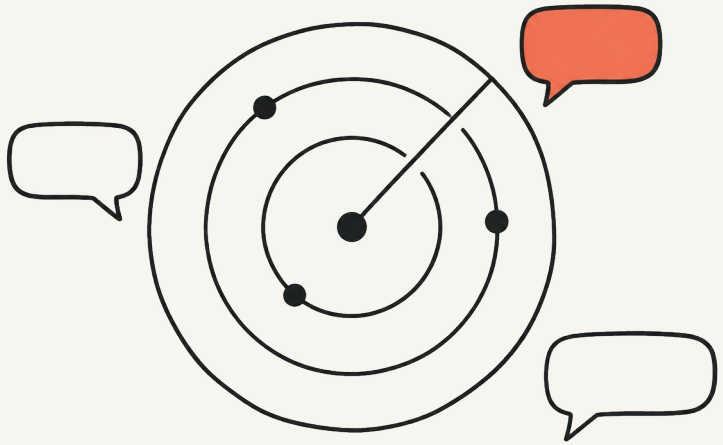
XORU MANAGED SERVICES

Buyer *conversations*, turned into qualified opportunities.



Two managed services built on the Xoru engine: qualified-lead outbound and managed conversation participation, run with you and for you.

Managed outbound

Managed conversations

THE SHIFT

Buyers ask in *public* before they ever visit your site.

01

Buying intent is public

People ask for recommendations, alternatives and fixes on Reddit, X, Hacker News, LinkedIn and beyond. Those threads are where shortlists start.

02

Good threads move fast

Keyword alerts drown teams in noise. Someone has to watch the right places and respond while the conversation is live.

03

Replies must sound like you

A generic pitch burns a good thread. The answer needs your voice, your context and the right moment.

THE PLATFORM UNDERNEATH

One engine finds, scores and drafts. Our services put it to *work.*

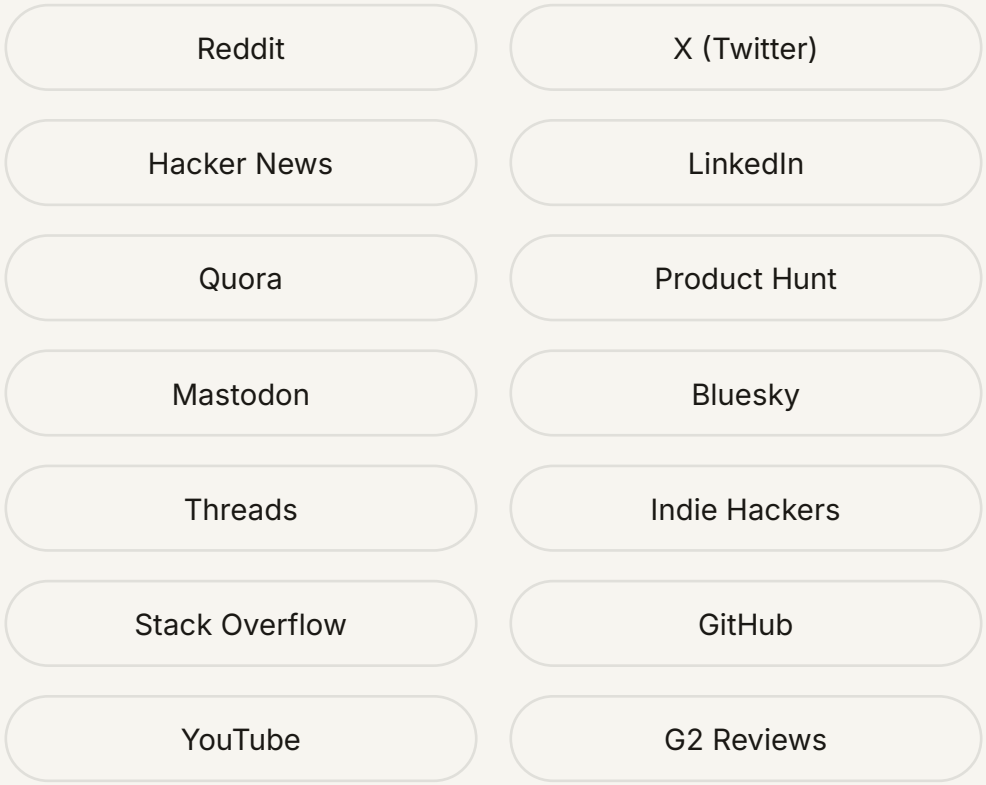
Listening across 14 channels - Reddit, X, LinkedIn, Hacker News, Quora, Product Hunt, GitHub, YouTube, G2 and more.

Opportunities and Mentions - Buying intent kept apart from competitor and negative posts, with sentiment on each.

Author enrichment - Profiles, context and contact routes for the person behind each thread.

Drafts in your voice - Replies written to sound like you. Nothing auto-posts from the product.

API and MCP access - Agents can read opportunities, mentions and drafts programmatically.



Monitored channels on the live product

SERVICE ONE · MANAGED OUTBOUND

Fresh, qualified leads. Never a recycled list.

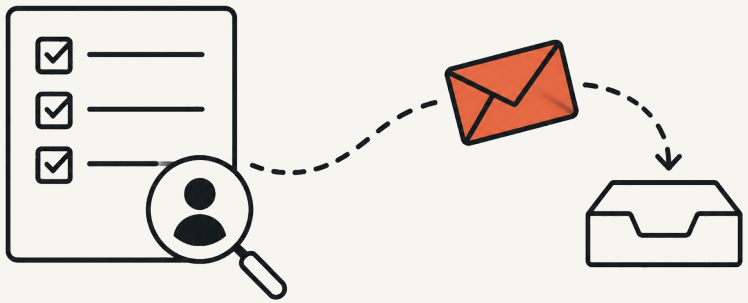
Your list comes from two sources, and every name on it is individually checked. Xoru-run agents then work the list for you.

From live conversations

People already asking for what you sell, found and verified by the Xoru engine across the channels it monitors.

From independent prospecting

Our agents research best-fit accounts for your ICP one by one, instead of pulling a stale database export.



Every list is researched and built specifically for your business and your ICP.

HOW MANAGED OUTBOUND RUNS

Our agents run the *loop*. You connect your mailbox once.

Every step below is executed by Xoru-run agents with human review. You connect your domain and authorize your Google Workspace mailbox once; there is no software for your team to operate.

1

Qualify

Live-conversation leads plus independent agent prospecting, each checked against your ICP.

→

2

Personalize

Agents enrich each lead and write the email from its thread or research.

→

3

Send

Agents send personalized email through your authorized mailbox.

→

4

Follow up

Agents sequence follow-ups and track replies, so no conversation goes missing.

The loop repeats: a person reviews replies and outcomes and folds them into the next round.

WHY IT LANDS

Every lead comes with its *reason.*

Why this person

The source thread or the qualification evidence behind each lead, as applicable, so you see the reason, not just an address.

Why now

A relevant timing signal wherever one is available: a live conversation in progress, or current evidence from research.

What to say

An opening angle written from their words and their question, not a mail-merge template.

Every lead is qualified in context and checked by a person before it reaches you.

SERVICE TWO · MANAGED CONVERSATION PARTICIPATION

We join the conversations that matter, in your *voice.*

1

Find

Xoru-run agents surface the threads where your buyers talk: questions, comparisons and competitor complaints.

→

2

Draft

Replies written in your voice, true to the thread and its context.

→

3

Review

You set the oversight: approve everything first, or leave it on autopilot. A human watches what goes out.

→

4

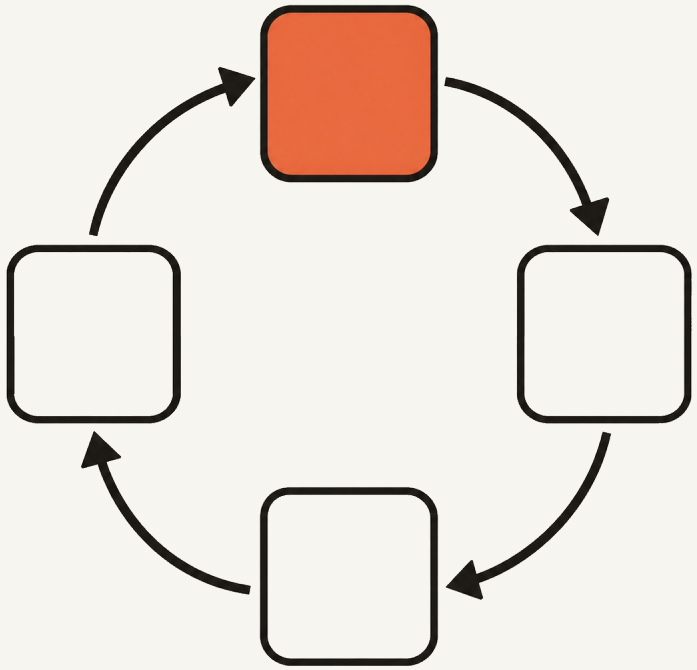
Reply, openly

Posted on your behalf from accounts dedicated to your brand, inside each community's rules.

The loop repeats: new threads and replies flow back into the next round.

The relationship behind every reply is made clear. If the service ends, the dedicated accounts and their published content remain in place; posting stops there.

Outbound starts conversations. Conversations feed *outbound.*



Replies and reviews shape the next round of targeting.

What we learn in conversations feeds your outbound.

Human review keeps improving the process, cycle over cycle.

RULES OF THE ROAD

Built to protect your domain and your *reputation.*

Your mailbox, your domain

Email goes from infrastructure you own. We connect it; you keep control.

Provider rules respected

Sending stays within your email provider's limits and acceptable-use policies.

Opt-outs honored

We honor opt-out requests and suppress those contacts from future sends.

Community rules first

Replies follow each platform's rules, and the relationship behind them stays clear.

GETTING STARTED

A *simple* start.

1

Connect

Connect your domain, authorize your Google Workspace mailbox, and define your ICP and voice with us.

2

First leads

We deliver the first qualified leads and conversation drafts for your review.

3

Ongoing

We review what is landing together, and keep improving targeting and voice.

XORU MANAGED SERVICES

Let’s find the *conversations* your buyers are already having.

Start with a free lead report at xoru.app/report, or write to us.

hello@xoru.app