



SHADOW SOFTWARE



— PRODUCT CATALOG · 2026

# Services & Pricing

Custom software, built end to end — plus the growth systems to fill it. Engineered and run by Shadow Software.

◆ Pay in USDC: save 15% on everything

— THE CRAFT · CUSTOM BUILDS

# Software, **built end to end**

Our code, your product. A senior team takes it from an empty repo to something with real users — designed, shipped, and supported under your name. Scoped per project; every build starts with a conversation, not a template.



## Custom mobile apps

Native-feeling iOS & Android — accounts, payments, push, offline. Shipped to the stores under your brand.

[CONTACT FOR A QUOTE](#)



## Custom web applications

Multi-tenant platforms, dashboards, and the APIs behind them — built for scale and a clean handoff to your team.

[CONTACT FOR A QUOTE](#)



## Custom websites

Fast, hand-built marketing sites that score 90+ on PageSpeed — no page-builder bloat, tuned to convert.

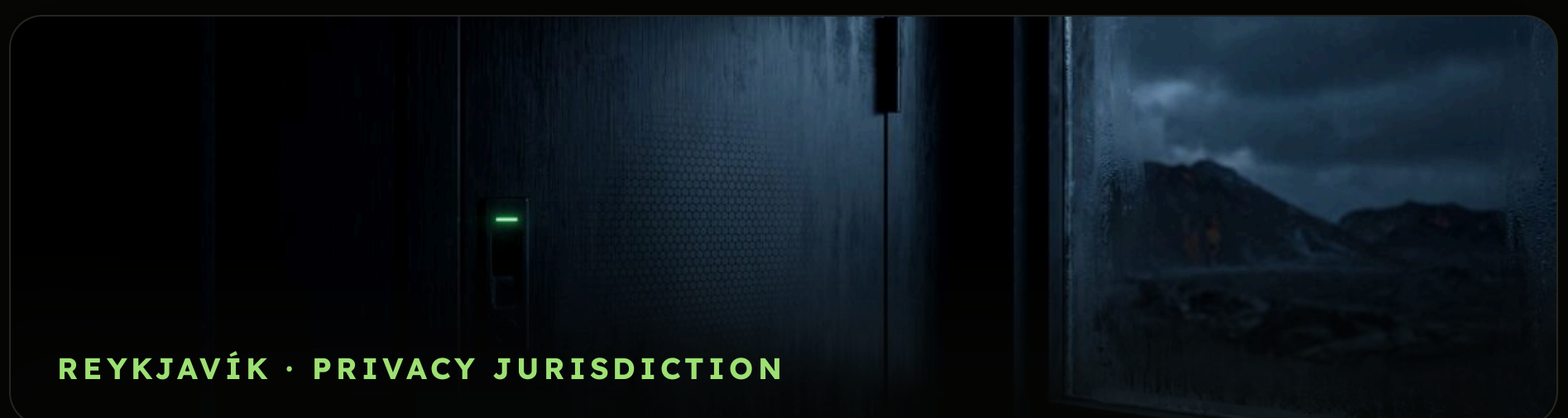
[CONTACT FOR A QUOTE](#)

Fixed-price build, monthly retainer, or hourly — with direct access to the founding team. **Tell us what you're building.**

— THE VAULT · SECURE EMAIL

# Private email, hosted in Iceland

Business email on your own domain, self-hosted on our server in Iceland — one of the world's strongest privacy and anti-surveillance jurisdictions. No ad-scanning, no data mining, no third-party clouds. Just your mail, encrypted in transit and locked behind our keys, not Big Tech's.



## 1 Your domain, your name

A real mailbox at **you@yourcompany.com** — bring your own domain. We generate DKIM and walk you through the exact MX/SPF/DMARC records, or connect your Cloudflare and set them for you.

## 2 1 GB mailbox · up to 5 aliases

One inbox with a full gigabyte of storage and up to five aliases funnelling into it — sales@, support@, hello@ — all in one place.

## 3 Webmail, IMAP & SMTP

Use the browser webmail, or connect Apple Mail, Outlook, Thunderbird — anything. Standard IMAP 993 / SMTP 465, no lock-in.

## 4 Iceland: the privacy fortress

Renewable-powered, geologically stable data centers under some of the strictest data-protection law on earth — outside the reach of foreign dragnet requests. Your correspondence, sovereign.

### INVESTMENT

#### Secure mailbox — annual

~~\$365~~ **\$259.99/yr**

Your domain · 1 GB · 5 aliases · hosted in Iceland

Billed once a year, 1-year minimum · renews annually. USDC: 15% off — \$220.99/yr.

# SEO that compounds

We turn competitor research into a content engine, then structure every page so AI answer engines cite you, not just Google.



1

## Competitor keyword intelligence

We pull competitor reports for the winning commercial and informational keywords in your niche.

2

## Custom n8n + Gemini AI workflow

A bespoke automation drafts with Gemini AI, strictly adhering to Google's helpful, people-first content policies.

3

## AEO: FAQ + JSON-LD schema

Every post ships with answer-engine-optimized FAQ blocks and JSON-LD structured data, so ChatGPT, Perplexity & Google AI cite you as the source.

4

## 90+ PageSpeed, every page

Every page we build scores 90+ on Google PageSpeed Insights and Lighthouse. Fast pages rank and convert.

5

## Published relentlessly

Basic: 3 posts / week. Premium: a new post every single day.

6%

Google search

CONVERTS VS

11%

AI answers (ChatGPT)

### INVESTMENT

#### One-time SEO setup

Includes existing pillar-page optimization

\$99

#### Basic – 3 posts/wk

\$299/mo

#### Premium – daily

\$499/mo

AI-answer visitors convert nearly 2x Google's rate · USDC: 15% off setup & monthly fees.

# Cold email **that lands**

Five warmed, rotated domains sending compliant, drip-throttled campaigns straight to the primary inbox, planned a month ahead.

- 1 5 domains, warmed & rotated**  
Warmed up, then rotated and throttled in drip mode to protect your reputation.
- 2 Inbox-first compliant copy**  
Written to land in the primary inbox, not promotions, not spam.
- 3 Planned monthly, launched 1st**  
Promos discussed on the 25th; campaigns launch on the 1st. 1-4/month, planned ahead.
- 4 Up to 100,000 emails / month**  
Each package caps at 100k sends/mo. Need more? Add a 2nd cold email package + 5 more domains.



CUSTOM FLYER - EXAMPLE

◆ Targeted email lists are sold separately.

## INVESTMENT

One-time setup

5 domains

**\$119**

Monthly outreach

Up to 100,000 emails / month

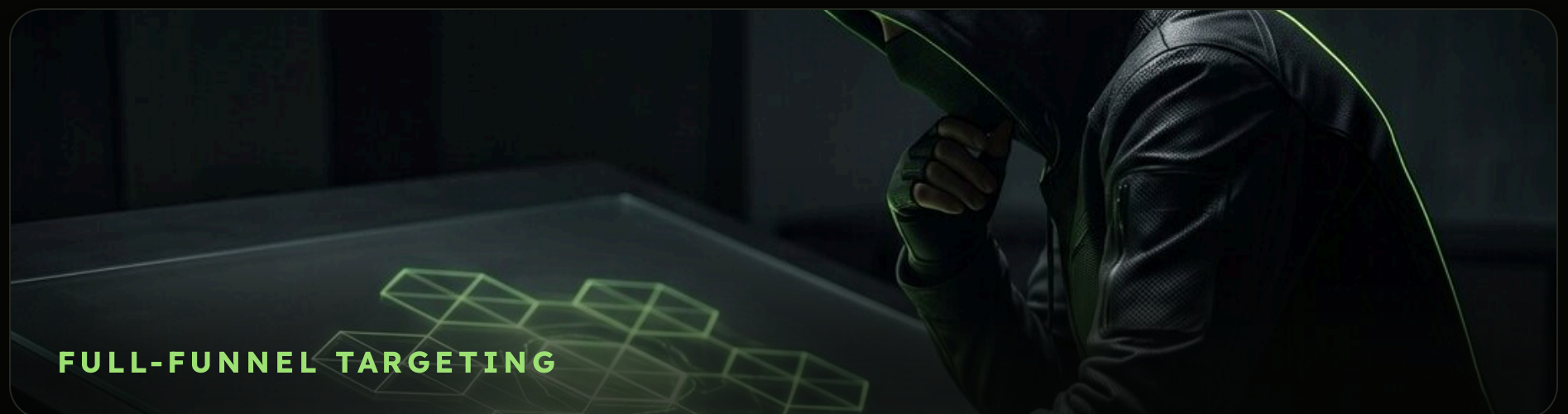
**\$399/mo**

Campaigns planned in advance for sendability · scale with additional packages · USDC -15%.

— SERVICE 03 · PAID ADS

# Facebook & Instagram ads

Full-funnel paid social: quiz landing pages, a cloaking-protected ad → quiz → goal flow, and hands-on daily management across up to five ad accounts.



## WHAT WE RUN

- ◆ Facebook + Instagram campaign setup & management
- ◆ Quiz landing page design & deployment
- ◆ Cloaking system: ads → quiz lander → goal lander
- ◆ Tracking & conversion implementation
- ◆ Up to five (5) advertising accounts
- ◆ Daily optimization · weekly reporting · EOM review

## INVESTMENT

### One-time setup

Setup & launch · quiz pages · cloaking

**\$1,500**

### Monthly management

**\$500 / mo**

### Ad spend (managed)

Funded & deployed by Shadow Software LLC

**≈ \$3,000 / mo**

### First month total due

**\$5,000**

USDC: 15% off setup & management fees (ad spend is pass-through). Outcomes not guaranteed.

— SERVICE 04 · RETARGETING

# SMS that brings them back

Win-back and re-engagement texts to the customers you already have, planned the same month-ahead rhythm as your email.



1

## Current customers only

We text people who already bought from you, for win-back, repeat orders, and announcements. No cold numbers.

2

## Planned on the 25th

Campaigns are mapped on the 25th alongside your cold email, then scheduled for the month ahead.

3

## Up to 10,000 SMS / month

Sent through your own Twilio account; carrier fees pass through at \$0.0083 per SMS, billed by Twilio directly.

### INVESTMENT

One-time setup

**\$89**

Monthly retargeting

**\$99/mo**

Up to 10,000 SMS / month

**Twilio carrier fees**

**\$0.0083 / SMS**

Sent on your Twilio account, fees pass through at cost. USDC: 15% off setup & monthly fees.

— PRICING · RECURRING

# Ongoing Services

Run any program on its own. Monthly, except secure email (yearly). Each requires its one-time setup.



## Cold Email Outreach

5 warmed domains · drip · up to 100k emails/mo.

~~\$399.00~~

**\$339.15** USDC

## Starter SEO

Content engine · 3 posts / week.

~~\$299.00~~

**\$254.15** USDC

## Premium SEO

Daily people-first content.

~~\$499.00~~

**\$424.15** USDC

## Facebook / IG Ads – Mgmt

Up to 5 accounts (+ \$1,500 setup · spend separate).

~~\$500.00~~

**\$425.00** USDC

## SMS Retargeting

Up to 10k SMS/mo to current customers · Twilio fees pass-through.

~~\$99.00~~

**\$84.15** USDC

## Secure Email — Iceland

Your domain · 1 GB · 5 aliases · hosted in Iceland (billed yearly).

~~\$365.00~~

**\$220.99** USDC / yr

Cold email, SEO & ads bill monthly; secure email bills yearly (\$259.99/yr, from \$365). USDC –15%. Ad-spend (~\$3,000/mo) and Twilio SMS fees (\$0.0083/SMS) are pass-through.

— PRICING · ONE-TIME

# Setup & Onboarding

Paid once to stand up a program.



## Cold Email Setup

5 domains provisioned, warmed & authenticated.

~~\$119.00~~

**\$101.15** USDC

## SEO Setup

Audit, tracking, n8n + Gemini workflow, pillar-page optimization.

~~\$99.00~~

**\$84.15** USDC

## Ads Setup & Launch

Campaign setup · quiz pages · cloaking.

~~\$1,500.00~~

**\$1,275.00** USDC

## SMS Retargeting Setup

Twilio connection, compliance & first campaign.

~~\$89.00~~

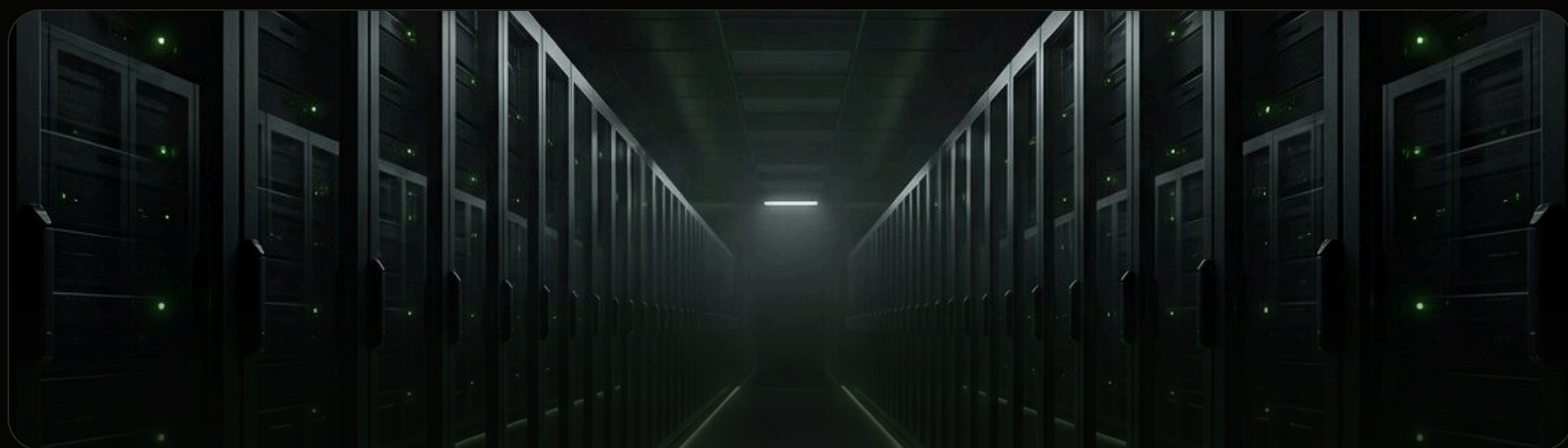
**\$75.65** USDC

One-time charge per program at start. USDC -15%.

— PRICING · LEAD LISTS

# Targeted Lead Lists

Curated, campaign-ready contact lists, sold separately, priced by size.



## Lead List – 2,400

2,400 targeted leads.

~~\$199.00~~

**\$169.15** USDC

## Lead List – 5,000

5,000 targeted leads.

~~\$399.00~~

**\$339.15** USDC

## Lead List – 10,000

10,000 targeted leads.

~~\$899.00~~

**\$764.15** USDC

## Lead List – 20,000

20,000 targeted leads.

~~\$1,299.00~~

**\$1,104.15** USDC

## Lead List – 30,000

30,000 targeted leads.

~~\$2,499.00~~

**\$2,124.15** USDC

One-time purchase per list · sold separately. USDC –15%.

— PRICING · ADD-ONS

# Add-ons

Extras you can layer onto any program.



## Extra Blog Post

One additional SEO-written, people-first post.

~~\$50.00~~

**\$42.50** USDC

## Custom Flyer Creative

A bespoke promo flyer for a cold-email campaign.

~~\$8.00~~

**\$6.80** USDC

Per item. USDC -15%.

— START A CONVERSATION

# Let's talk

Custom builds are quoted, not listed — tell us what you're making and we'll scope it. Reach us on any channel; we reply within about a day.



TELEGRAM

**@ShadowSoftwareLLC**



CALL OR TEXT

**1 850-801-SHDW**



EMAIL

**hello@shadowsoftware.com**



**1 850-801-SHDW** dials to 1 850-801-7439. Prefer USDC? Save 15% on every service.



SHADOW SOFTWARE



— READY WHEN YOU ARE

Let's build **it**  
**together.**

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✉ hello@shadowsoftware.com