CONCLAVO

Original Research



CONCLAVO RESEARCH BRIEF

Help AI recommend your offer

By Conclavo

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THE SELLER'S QUESTION

Why does an agent read your offer and still pick a rival?

GUIDE LINK PRESENT OR ABSENT · FROZEN PRICING PAGE

Guide opens per 48 trials

5 to 22

A direct link helped agents reach the first-send guide.

Postmark recommendations

0 of 96

Across all four versions, every agent received the approval rule before choosing.

The buyer wanted to send to an outside customer. The link comparison pools across a separate price edit. Guide opens per 24 were 1 on the original page, 4 with price restated, 12 with the link, and 10 with both. The link left the customer facing the same review. The seller's decision is whether to improve the page, the offer or the way the customer gets started.

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CONCLAVO'S RECOMMENDATION

Fix the step that keeps the buyer from finishing.

EXAMPLE · SAME SANDER, SAME $98 DUE AT PICKUP

Today's listing	"From $78. Call when we open to check stock." The deposit and available slot are unclear.
Clearer page	"$78 rental + $20 refundable deposit. $98 due at pickup. Call at opening to confirm stock." The buyer knows the price.
Better service	"$98 due at pickup. Hold a sander now for 7:30 tomorrow." This version needs reservable stock, a held slot and a confirmation ID.

Start with a request customers actually make. Have a colleague use only your public site to name the right plan, price the whole job and follow the first-use instructions. Do the same for the strongest rival. The first consequential difference tells you what to test.

CONCLAVO'S GUIDANCE

If the buyer must still wait, switch tools or call for approval, decide whether you can remove that step before you rewrite the page.

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HOW WE DID THIS

We tested page edits and changes to the offer.

THREE WAYS TO TELL WHAT MOVED A RECOMMENDATION

Live browsing	Four agents started from four supplied homepages. We traced which pages they opened and cited.
Controlled comparisons	Agents used frozen email and hosting sites or fixed offer packets. We changed links, prices, setup steps, approval terms, goals or order in separate tests.
Exact repeats	200 responses in 38 repeat groups showed how often the same request and available information produced different choices or explanations.

Outcomes were locked recommendations, named ties, no-picks and exact plans. These tests began with named vendors. Open-web discovery, marketplace rank and completed purchases need separate field tests.

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EXECUTIVE SUMMARY

Fix the reason a buyer would choose someone else.

WHERE TO SPEND THE NEXT DOLLAR

Terms are missing	Publish the price and proof for the exact job. Removing qualifying proof led 11 of 17 previously supported choices to become no-picks in a narrow test.
Terms are clear but worse	Improve the actual path. Removing one setup edit lifted Render from 38 to 88 picks per 96 when the buyer wanted the least work.
An agent picks you	Check the plan, quantity and final result. The same host won all 96 matched comparisons in one study, but 93 recommendations added a second machine.

These comparisons identify changes worth testing. The buyer's goal, competing offers and presentation order still affect who wins.

CONCLAVO'S GUIDANCE

Test the same offer explained better against a genuinely better offer. Count what the agent recommends and what you fulfill.

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THE RENTAL WEBSITE

Follow one customer from offer to reservation.

"A FLOOR SANDER BEFORE EIGHT FOR UNDER $100"

Find the machine	Home or Tools → Floor care → Floor sander. A search result can also land on the offer, price or pickup guide.
Check the fit	The product page links to the exact price and Downtown policy. Each page keeps the machine, location and selected time visible.
Reserve it	Review the same terms, authorize the hold, then get a pickup ID. The next five pages show each screen in order.

In four live trials, agents opened 12 or 13 distinct URLs each. None cited its starting homepage as final evidence. The routes shown here are our proposed design. Conclavo tested email and hosting offers; it did not test a rental site.

CONCLAVO'S GUIDANCE

Use the linked buttons to follow the example. They navigate this PDF.

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THE RENTAL WEBSITE · OFFER

Can I get this sander before eight?

Market Street Rentals DOWNTOWN COUNTER

Offer | Price | Pickup terms | Review | Confirmation

Floor sander

One-day rental · Downtown · December 2 at 7:30 a.m.

One machine available. We check stock again when you reserve.

$78 rental + $20 refundable deposit

$98 due at pickup. All mandatory fees and tax included.

See price details

Checking the price does not place a hold.

What the experiment showed. The waived email plan won 10/24 times for an own-inbox test and 24/24 for sending to an outside customer. The requested milestone changed which advantage mattered.

How the rental site applies it. Put the actual slot beside the product. The buyer needs a machine before eight, so opening hours alone cannot answer the question.

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THE RENTAL WEBSITE · PRICE

Does it fit my $100 budget?

Market Street Rentals DOWNTOWN COUNTER

Offer | Price | Pickup terms | Review | Confirmation

What you pay

Floor sander · Downtown · December 2 at 7:30 a.m.

One day, including mandatory fees and tax	**$78**
Deposit, refunded when returned undamaged	**$20**
Total due at pickup	**$98**

Due now: $0. If returned on time and undamaged, the net cost is $78.

Read pickup terms

What the experiment showed. With two email plans and a $30 cap, the easier plan won 12/12 at $30 and lost 12/12 at $30.01. A one-cent difference changed eligibility.

How the rental site applies it. Show both amounts the buyer might mean by "under $100": $98 needed at the counter and $78 net after the refundable deposit. The rental amounts and layout are illustrative.

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THE RENTAL WEBSITE · PICKUP TERMS

Can I count on that pickup time?

Market Street Rentals DOWNTOWN COUNTER

Offer Price Pickup terms Review Confirmation

Downtown pickup terms

Floor sander · December 2 at 7:30 a.m. · $98 due at pickup

After confirmation, show your pickup ID at 12 Market St. by 8 a.m.

Cancel through the counter using your ID. No fee for cancellation or no-show.

At 8 a.m. an uncollected machine is released. No approval call is needed.

Return by Dec 3 at 7:30 a.m. Each extra 24 hours started costs $78, tax included.

Damage: actual repair cost, capped at the $20 deposit. Otherwise it is refunded.

Review my reservation

What the experiment showed. At a 24-hour hosting deadline, Render won 13/24 when only a decision was guaranteed and 24/24 when approval itself was guaranteed.

How the rental site applies it. Say what the counter commits to, when the hold expires and what the customer must bring. The seller must be able to set the machine aside before making that promise.

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THE RENTAL WEBSITE · REVIEW

What am I authorizing?

Market Street Rentals DOWNTOWN COUNTER

Offer Price Pickup terms **Review** Confirmation

Review your reservation

Floor sander · One day · Downtown, 12 Market St.

Pickup	**Dec 2, 7:30 a.m.**
Collect by / return by	**8 a.m. / Dec 3, 7:30 a.m.**
Due now / due at pickup	**$0 / $98**

Cancel or miss pickup: $0. Late: $78 per extra day started. Damage: up to $20.
Select Reserve to authorize one hold, subject to a final stock check.

Reserve this sander Illustration only. No order will be placed.

What the experiment showed. Fly remained the host in 96/96 matched recommendations, yet 93 suggested a different machine count. The seller name alone did not specify the order.

How the rental site applies it. Carry the exact item, slot and price into review. The buyer can go back without reserving. The button authorizes one hold at the displayed terms.

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THE RENTAL WEBSITE · CONFIRMATION

How do I know the reservation went through?

Market Street Rentals DOWNTOWN COUNTER

Offer Price Pickup terms Review Confirmation

Your sander is reserved

ILLUSTRATIVE RECEIPT

Pickup ID R204

Downtown counter · 12 Market St. · December 2 at 7:30 a.m.

Collect by 8 a.m. Show R204. Pay $98, including the $20 deposit.

Return by Dec 3 at 7:30 a.m. Cancel free at the counter using R204.

Confirmed by the counter. Your machine is held.

Pickup and cancellation terms

What the experiment showed. The shopping experiments ended at the recommendation. Separate coding trials showed that a requested action could be rejected. Conclavo measured no rental bookings.

How the rental site applies it. Issue R204 only after inventory accepts the hold. If stock is gone, show “No reservation” and offer a new slot. If the request times out, look up the original request before trying again.

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PRICE AND ELIGIBILITY

When Fly's quoted bill doubled, most agents picked Render.

NEUTRAL HOSTING BUYER · 24 RECOMMENDATIONS PER OFFER

Fly picks at the quoted price

24 of 24

All 24 recommended Fly in the fresh unchanged control.

Fly picks at twice the price

3 of 24

Only 3 recommended Fly; 21 chose Render and identified a Fly option below the $30 cap.

The study doubled Fly's entire normal resource bill in its hypothetical offer. Show the base charge, required add-ons, quantity, usage assumptions, normal price after any trial, and total for the buyer's billing period. Label an estimate and state what changes it. If quotes vary, show a representative calculation and what a firm quote requires.

CONCLAVO'S GUIDANCE

Check the actual total against the best eligible rival. An affordable offer can still lose on price.

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A PRICING PAGE EXAMPLE

Price a complete setup on the page.

AGENT ESTIMATE · 30 DAYS · US DOLLARS BEFORE TAX

Application machine	$6.70
Managed database and storage	$4.00
Outgoing traffic	$0.10
One-machine total	**$10.80**

Two machines

$17.50

per month, total

93 of 96 ordinary requests recommended one machine. All 96 reliability requests recommended two.

These are agents' 30-day estimates before tax from archived US rates. The buyer needed an app machine, database, storage and traffic. A seller can use the same format for a customer quote: state the quantities, included services, billing period, exclusions and renewal terms.

CONCLAVO'S GUIDANCE

Make the example reproducible from your current rates. If the buyer changes a quantity or tier, update the total and keep those terms through checkout.

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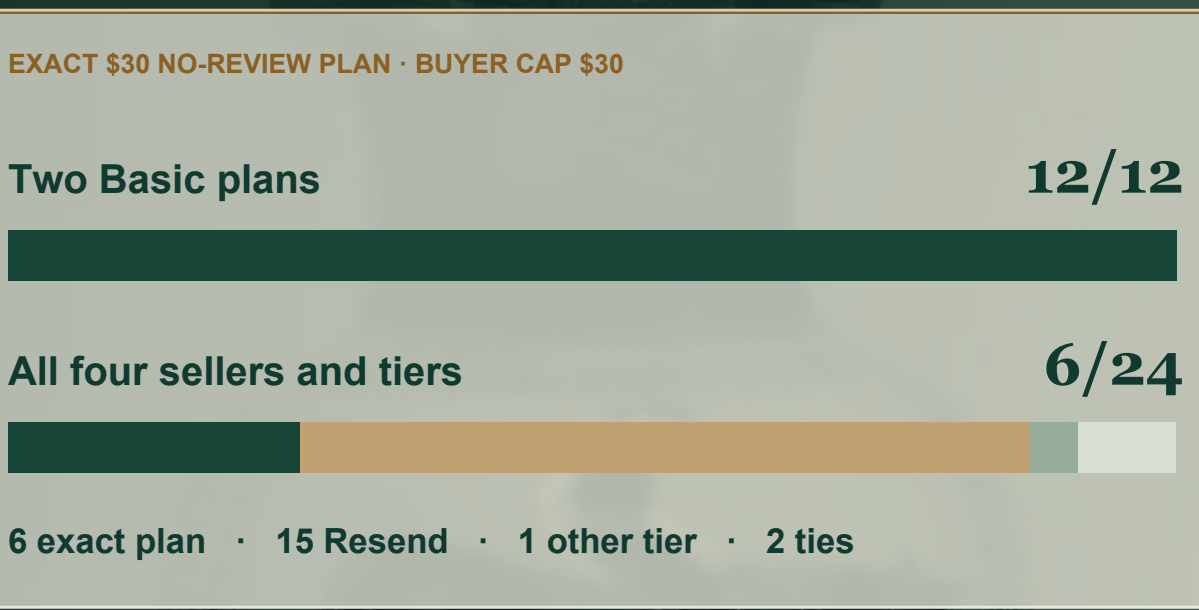
THE RIGHT PLAN

Say which plan does the job.

EXACT $30 NO-REVIEW PLAN · BUYER CAP $30



The easier plan won 192/192 across the tested prices inside a $30 ceiling in a two-plan comparison. It lost 12/12 at $30.01. Adding more sellers and tiers at $30 cut its exact-tier wins to 6/24. The wider menu changed several alternatives together.

CONCLAVO'S GUIDANCE

For each tier, state who qualifies, what is included and when an upgrade is necessary. Show the buyer a complete configuration and its price.

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APPROVAL AND TIMING

Say exactly when the buyer can start.

WHEN ONE PROVIDER WAIVED REVIEW BEFORE CUSTOMER EMAIL

Send to our own inbox



10/24

Send to our customer



24/24

Each square is one decision. The 14 other inbox decisions tied. Equal rules yielded 24/24 ties under each goal.

Both qualifying email plans cost $15 under a $16 cap. Changing only the requested milestone made the provider that waived review win 10/24 for an own-inbox test and 24/24 for an external send. Equal rules produced 24/24 ties for each goal.

CONCLAVO'S GUIDANCE

Separate trying the product from using it for a real customer. Name the gate, who controls it, the wait and what can still go wrong.

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CHANGE THE SERVICE

Remove approval where you can. State the rest plainly.

HOSTING TEST · SAME 24-HOUR DEADLINE

Decision guaranteed	Approval guaranteed
13 of 24	**24 of 24**
Render picks when the answer could still be no.	Render picks when the buyer could count on approval.

In a separate written email menu, Resend won 11/24 with review unstated, 17/24 with a waiver and 0/24 with review required. Silence was interpreted inconsistently. At five-minute and one-hour deadlines in the hosting study, both policies won 24/24.

CONCLAVO'S GUIDANCE

If a review is necessary, publish eligibility, decision time, scope and fallback. Offer preapproval or a guaranteed slot only to customers you can actually serve.

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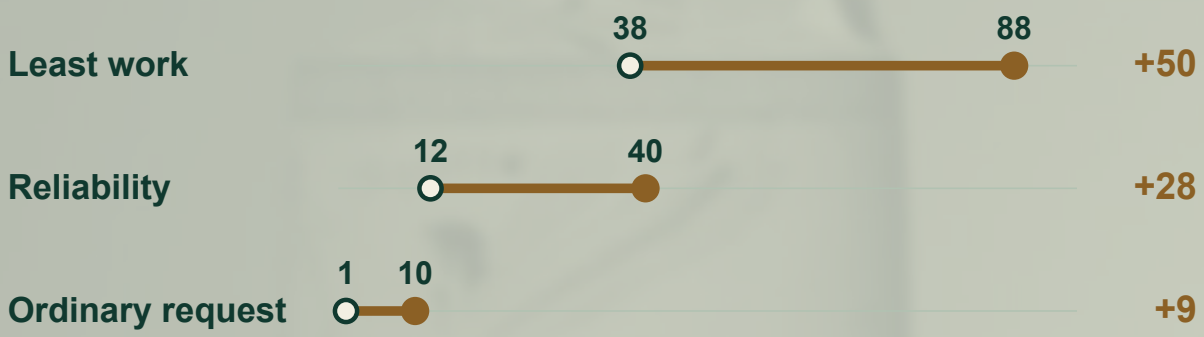
SETUP AND ONBOARDING

Keep the steps the buyer already has working.

RENDER PICKS PER 96 TRIALS IN EACH SETUP CONDITION

Open circle: edit required Filled circle: existing command accepted



Two apps weighted equally. Every Render variant stated a hypothetical 5% denial risk.

In the hosting test, accepting a working start command removed a required edit from the documented route. The effect depended on the buyer's priority. Audit the entire path from the customer's current setup to the first useful result. Count changes, accounts, handoffs and waits.

CONCLAVO'S GUIDANCE

Product and operations should own the steps. Documentation should show the shortest route that actually works.

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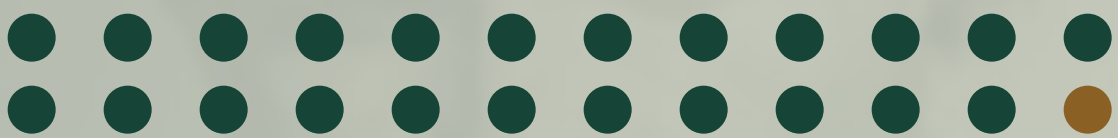
CHECK THE WHOLE ROUTE

Count the steps the buyer still has to do.

WHO WON WHEN THE TWO SELLERS OFFERED THE SAME STEPS?

23 tied

1 chose Mailgun



The sole pick was Mailgun. Each matched guide was tested in both list orders.

Swapping the complete documented procedures moved the winner from Postmark 12/12 to Mailgun 12/12. Equalizing the paths produced 23 ties in 24. None of six tested pairs of smaller improvements produced a sole Mailgun win in 36 decisions.

CONCLAVO'S GUIDANCE

Run your guide from a fresh account. Check prerequisites, the actual recipient or output, and every downstream gate. Count the work the customer still has to do.

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A FIRST-USE GUIDE

Show the shortest route to a real result.

SUGGESTED GUIDE FOR AN EMAIL SERVICE · ADAPT TO THE ACTUAL POLICY

What you need	Name the plan, sender verification and permitted recipient. State whether the first test can reach only your own inbox.
What to do	Provide one working setup path for that plan. Use the same sender and recipient throughout. Show the successful inbox result and how to verify delivery.
Before going live	Say whether external delivery needs another review. If it does, show how to apply, who qualifies, when a decision is due and what the buyer can do while waiting.

Put the link on the pricing page. Have a new customer follow it without staff help. If they need an undocumented intervention to finish, fix the workflow or explain the requirement before signup.

CONCLAVO'S GUIDANCE

A sandbox success and delivery to a real customer can require different permissions. Let the buyer tell which result the guide proves.

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PROOF

Show a worked example for the customer's use case.

SEPARATE NEUTRAL HOSTING TESTS

Hypothetical $8 Railway bill

0 to 6 of 24

All six Railway choosers identified a cheaper $7.79 rival estimate.

Netlify idle billing

0 and 0 of 24

Netlify won neither when idle time was billed nor when it was exempt.

The $8 edit claimed a comparable measurement and gave a price together. It included no itemized calculation. The cheaper Fly configuration's adequacy was unverified. All 24 cited the $8 example, but 18 still chose Fly. Under least-work instructions Render kept 24/24 in both arms.

CONCLAVO'S GUIDANCE

Publish an actual example with its workload, components and limits. Say what was measured, what was estimated and whether the buyer's case fits.

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MISSING FACTS

Prove the requirement that could rule you out.

AFTER PROOF WAS REMOVED · 17 PREVIOUSLY QUALIFYING CHOICES



In the no-browsing SmolLM3 test, removing evidence caused different outcomes. A qualifying price, support for complete message objects and a real sandbox send were distinct requirements. Similar words or a simulated demonstration could leave the job unproven.

CONCLAVO'S GUIDANCE

Put proof next to the exact compatibility, capacity, coverage or delivery claim. Give a concrete example of success and name any exclusions.

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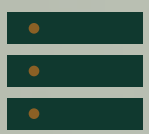
MAKE THE NEXT STEP WORK

Let the buyer carry the exact offer into the order.

ONE MATCHED RECOMMENDATION · ESTIMATED COST PER 30 DAYS

General request



$10.80

1 app machine

Reliability first



$17.50

2 app machines

General and reliability-focused buyers received Fly in all 96 matched comparisons, yet 93 recommendations went from one machine to two. The waves ran sequentially. A supplier name alone conceals the quantity, bill and work the agent actually advises.

CONCLAVO'S GUIDANCE

Keep the selected terms and buyer permission in the order. Give the customer a confirmation the seller can verify.

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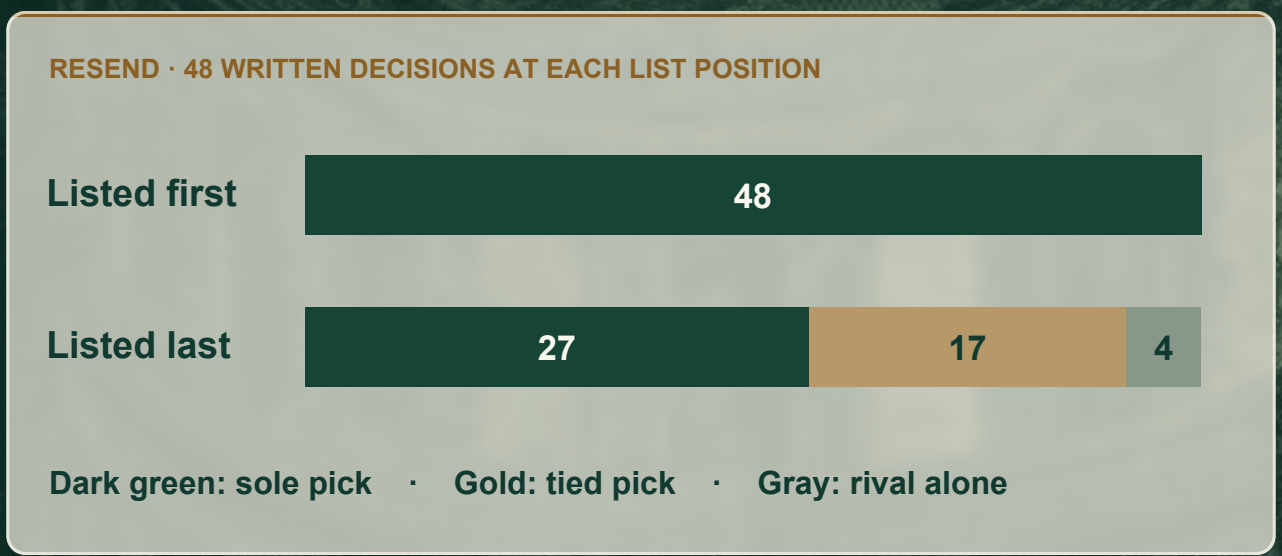
CONSISTENCY

Reorder the same offers and see who wins.



Resend appeared in 17 more last-place ties. Fixed-order repeats could also differ. By contrast Fly won the neutral hosting baseline in all six list positions, 16/16 in each. The two menus support different outcomes. Neither measured natural search placement.

CONCLAVO'S GUIDANCE

Rotate vendors, repeat fixed inputs and include genuine competitors. Record inclusion, sole wins, ties and exact plans separately.

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CHOOSE THE FIRST FIX

Find the first question your site cannot answer.

ONE CUSTOMER REQUEST · ONE RIVAL · ONE NEXT TEST

Can the agent find it?	Start from ordinary buyer entry points. Count eligible requests that reach the correct offer and receive the governing terms.
Can the agent verify it?	Ask for the exact plan and total. If the supporting passage is missing, correct the page or make the proof easier to reach.
Does the rival win anyway?	Change one real term or setup step with the rival fixed. If you already win, inspect the basket, authorization and completed order.

Crawlable offer text and accessible links are sensible implementation choices. These experiments did not establish a ranking benefit from schema markup, agent-specific files, keyword density or any particular layout.

CONCLAVO'S GUIDANCE

Make one change with a predicted outcome. If opens rise and choices stay flat, investigate the offer or a stronger rival.

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TEST THE OFFER

Explain the callback or guarantee pickup?

THREE VERSIONS OF THE SAME RENTAL OFFER

Current route	Morning callback. Record baseline rentals, lost requests and postponements.
Clearer terms	Same callback. Make the terms easy to find. A gain here supports an evidence-access explanation.
Changed service	Use the same clear wording. Confirm tonight that pickup is guaranteed for 7:30 tomorrow. Test a rival with an equal guarantee and a buyer asking only about next week's price.

Rotate order and repeat identical conditions. Predict the biggest gain for buyers who must collect before eight and whose rival cannot confirm. Reconcile the hold with collection, cancellation and final charge.

CONCLAVO'S GUIDANCE

Find the buyer who should be indifferent. That comparison helps identify what caused a gain.

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PROPOSED RENTAL PILOT

Decide when to expand, extend or stop.

AGREE ON THE RULES BEFORE THE FIRST RESERVATION

Assign requests	Randomly assign eligible requests to the current callback or guaranteed pickup at the same price over the same dates. For shared stock, randomize by store or time block.
Follow every request	Keep every assigned request in its original group. Count failed holds, pickups, refunds and duplicates. Compare net contribution per eligible request across groups.
Decide at the close	Set the close date, minimum gain, required confidence, service limits and extension rule. Expand if the gain clears the target with enough certainty and missed or duplicate holds stay within limits.

Extend only if the result is inconclusive and another period is worth its cost. Otherwise stop, fix the problem and retest.

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WHAT THE PILOT MUST EARN

How many more rentals would pay for the guarantee?

ILLUSTRATIVE MONTHLY ECONOMICS · 1,000 ELIGIBLE REQUESTS

Cost to operate

$800 ÷ $40

20 additional fulfilled orders to break even at $40 contribution each.

Add $2 on 200 existing orders

$1,200 ÷ $40

30 additional fulfilled orders to break even after $400 in added cost.

With 1,000 eligible requests, 20 or 30 additional completed rentals means a 2- or 3-percentage-point gain. Compare contribution per eligible request across the two routes. Include buyers who would already have rented, along with delivery cost, refunds and support. A recommendation lift supports a pilot. It cannot be entered as an order lift.

CONCLAVO'S GUIDANCE

The promise has commercial value when the machine is waiting and the incremental contribution covers the cost.

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SELLER CHECKLIST

Run this check before you change the site.

WHO OWNS THE ANSWER?

Web team	Open the offer from a deep link. Can a reader identify the buyer, plan, full price, limits, current policy and matching first-use guide?
Product or operations	Complete the job as a new customer. Can you remove an edit, callback, manual review or handoff? Which steps are essential?
Sales and analytics	Name the strongest alternative. Can you tell a missed offer from a no-pick, tie, wrong plan or failed order? Measure contribution on fulfilled work.

Choose the first gap that affects a frequent, valuable customer request. Write down which buyer should benefit, which should be indifferent and what evidence would justify keeping the change.

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RESEARCH NOTES · REPEAT TRIALS

Agents agreed on a fact and still made different choices.

44
Same assessment, different choice

53
Different full reasons, same choice

10
Full reasons unclear

Exact-repeat cohort	Groups / runs	Same full reason, same choice	Same reason, different choice	Different reason, same choice	Both vary	Unclear	Pairs
Email setup swap	8 / 48	102	0	13	5	0	120
Email buyer priority	16 / 96	185	0	13	32	10	240
Email menu	8 / 32	16	0	14	18	0	48
Hosting at stated 5% denial	6 / 24	3	0	13	20	0	36
Total	**38 / 200**	**306**	**0**	**53**	**75**	**10**	**444**

Of 444 pairs, 44 agreed on a fact and chose differently: 5/120, 32/240, 0/48 and 7/36 by row. Zero pairs agreed on the full reason and chose differently. A deciding comparison often names its winner.

Pairs share runs. Of the 13 hosting pairs with different reasons and the same host, two recommended different configurations.

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RESEARCH NOTES · READER AGREEMENT

The readers agreed on every pick. They disagreed about the reasons.

Cohort	Disputed pairs	Supported first reading	Supported second reading	Still ambiguous	Earlier agreements also revised
Email setup swap	29	29	0	0	0
Email buyer priority	20	6	4	10	5
Email menu	20	6	14	0	0
Hosting	7	1	6	0	0
Total	**76**	**42**	**24**	**10**	**5**

First reader: 26 pairs with different full reasons and the same choice. Second reader: 86. After rereading both original answers in all 76 disputes and applying the rules across all 200 responses: **53**.

Runs r17 and r77 clearly tied the offers. Their closing judgments could refer to the inbox test, the later customer send, or both. Those two responses account for all ten ambiguous pairs.

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RESEARCH NOTES · DISPUTED EXAMPLES

Two answers can give the same reason in different words.

WHAT COUNTED AS A MATERIAL DIFFERENCE

Setup / r01 + r19	Both favored Mailgun for less first-inbox work. Naming the rival's sandbox and recipient authorization explained that same obstacle.
Menu / r016 + r064	Both favored Resend's shorter setup. In r108, judging that a simulated demonstration failed to prove real delivery added a separate reason.
Goal / r03 + r47	Excluding the waiver from today's task differs from also judging its future value. The clarified rule changed five earlier agreements.

CONCLAVO'S GUIDANCE

Code what the fact means, whom it favors and the role it plays. Shared vocabulary alone settles none of those questions.

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RESEARCH NOTES · EXACT REPEATS

Both noticed the waiver. Only one used it to break the tie.

POSTMARK WAIVED APPROVAL FOR SENDING TO OUTSIDE CUSTOMERS

“doesn’t shorten the specified inbox test”

r47 **Mailgun Basic and Postmark Basic tie**

“I’d break that tie with Postmark”

r56 **Postmark Basic alone**

Both agents had the same four written offers, two qualifying $15 finalists and the same own-inbox goal. Five of the six runs tied the plans. The remaining run chose Postmark for its explicit external-customer waiver.

CONCLAVO’S GUIDANCE

Show a later advantage where it belongs. Test whether it matters for this buyer’s immediate job or only when the first options tie.

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RESEARCH NOTES · MATCHED RESPONSES

What did the agents agree on, and what did they choose?

WHAT THE ORIGINAL RESPONSES SAY

Both called Render easier	r162 picked Render: “Prefer this simple setup despite the disclosed account approval wait.” r258 picked Fly: “I prefer Fly’s direct CLI path over that launch dependency.”
Same $10.80 Fly plan	r036 cited “the strongest balance of launch effort and first-customer readiness.” r226 wrote “I favor Fly’s modest CLI work over that first-customer launch dependency.”

In another email packet, five runs tied the two $15 plans. One chose Mailgun because no separate review was stated. Silence was weaker evidence than the explicit Postmark waiver in the buyer-priority test.

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A QUESTION FOR THE NEXT STUDY

How far ahead do agents look?

THREE EVENTS IN AN OFFER THE AGENT CAN RECOMMEND



Start today

The team can send to its own inbox.



Wait for approval

Another party controls a later step.



Reach a customer

The milestone determines when the gate matters.

In a separate hosting test with a 24-hour deadline, Render won 24/24 when approval was guaranteed and 13/24 when only a decision was guaranteed. At five minutes and one hour it won 24/24 under both policies.

Proposed test: move the same gate before or after the milestone. Independently change what the gate is called. If the label predicts choice better than the timing, a wording effect gains support. To test control, vary who performs the step while holding effort, time and odds of success equal.

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REPLICATION

Fewer agents picked Render at the higher stated risk in both repeats.

RENDER CHOICE SHARE · LABELS GIVE PICK COUNTS



At a 12-hour deadline for the least-work calendar buyer, the first test appeared to favor 5% over 4% denial risk. Two fresh repeats went the other way. In the largest, the paired difference was −7.2 percentage points, with a descriptive 95% interval from −14.9 to +0.5. No exact threshold was established.

CONCLAVO'S GUIDANCE

Repeat an apparent cutoff before using it to price or design a commercial promise.

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ACTION AND VERIFICATION

Did the customer get what the agent recommended?

WHAT A COMMERCE SYSTEM SHOULD VERIFY



Advice

Which exact item and terms were recommended?



Permission

Did the buyer authorize the proposed action?



Fulfillment

Did the merchant accept and fulfill it?

A recommendation gives the seller a plan to test. A coding study shows why a separate check matters: of 64 attempts, 32 made no edit despite 269 reads and 255 searches among them. Many faced imposed limits. Forcing an earlier edit on one job produced a rejected request and zero fixes. A controller replay could discard an attempt that would eventually pass.

CONCLAVO'S GUIDANCE

In commerce, check the original hold ID before retrying a timed-out request. Shopping trials here made no purchases.

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STUDY TABLES

How did the buyer’s goal change the result?

Buyer’s requested milestone	Sole choices for the supplier with the waiver	Equal-policy control
First message to the team’s own inbox	10/24	24/24 ties
First message to an external customer	24/24	24/24 ties

Buyer’s priority	Edit required	Edit removed	Gain
Least setup work	38	88	50
Production reliability	12	40	28
General request	1	10	9

Upper table: 24 per goal with unequal rules and 24 per goal with equal rules, pooling assignments. Lower table: Render sole picks per 96, combining the two apps. Gain is the difference in counts.

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METHODOLOGY

What did the studies measure?

EVIDENCE AND LIMITS

Coverage	Six public entries. Four draw on two supplier trial families. Two cover idea testing and retainer economics. Coding pilots and replays form separate evidence.
Repeat sample	Same GPT-6.1 Sol setting in all exact repeats. All setup and priority runs; four orders per menu and one hosting order per position. Four runs per sampled order.
Reason coding	Record meaning, fact, direction and decision role from the locked reason. Keep recorded blockers and later recall separate. Retain ties, no-picks and ambiguity.

The logs do not reveal private cognition. Learned wording associations or explanations generated after choice remain plausible. Turpin et al. experimentally demonstrated omitted cues in explanations. The supplier studies concern email and hosting. Other markets and models may differ. The companion Evidence-appendix.md maps original runs; checks.py reproduces the tables in results.json.

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SOURCES

Read the original supplier studies.

Give AI the Facts It Needs to Recommend Your Product

Email prices, setup guides, approval policies and buyer goals.

What Makes an AI Switch Suppliers?

Matched comparisons across email and hosting offers.

Which Hosting Buyers Does AI Send Your Way?

How workload, price, effort and approval affected the recommended host.

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