

One stack. Three surfaces. Built together.

Most businesses buy a website from one vendor, a CRM from another, and a custom app from a third — then spend a year wiring them together. Mainline delivers all three as **one stack**, sharing one customer record, one brand identity, and one source of truth. Built right on day one. No integration project later.

SURFACE 1

Marketing Website

The front door — built to convert visitors into known contacts in your CRM, automatically.

- Next.js 16 + Tailwind 4
- Editorial design, real brand
- Lead capture forms wired to CRM
- SEO + Core Web Vitals tuned
- Vercel hosting, instant deploys
- Built by Mainline · weeks not months

SURFACE 2 · THE HUB

PipelineIQ CRM

The central nervous system. Every contact, every deal, every payment, every conversation lives here. Iris AI runs the work, you review what matters.

- Contacts · Deals · Pipeline
- Iris AI assistant + Brain
- Drip campaigns + reviews engine
- Quotes, invoices, Stripe payments
- Toast / Square / Resy webhooks
- \$59/mo Solo · scale to enterprise

SURFACE 3

Company App

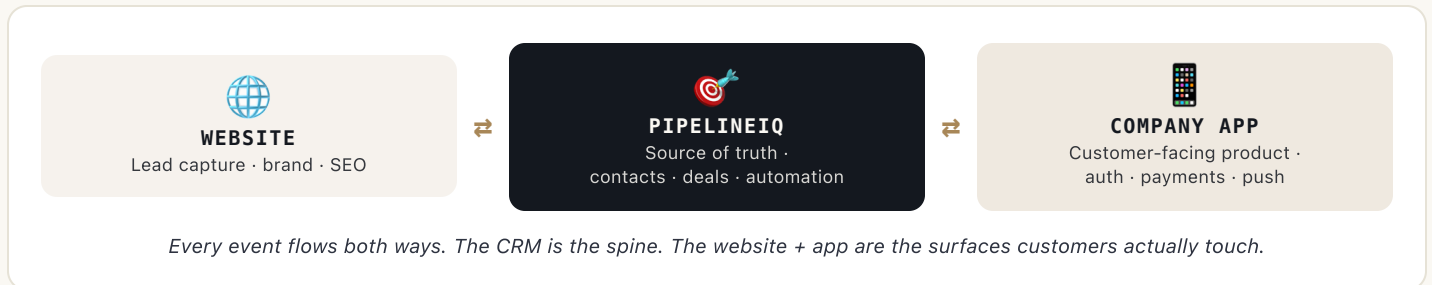
Your customer's own product — mobile, web, or both. Whatever you ship to customers, built to talk back to the CRM.

- Native iOS / Android · or PWA
- Custom flows for your business
- Stripe payments + subscriptions
- Push notifications + deep links
- Auth shared with website + CRM
- Built by Mainline · custom-priced

THE COMPOUNDING EFFECT

What you get when all three move together.

<p>1</p> <p>SOURCE OF CUSTOMER TRUTH</p>	<p>3×</p> <p>FASTER THAN BUYING SEPARATELY</p>	<p>0</p> <p>INTEGRATION PROJECTS LATER</p>	<p>90d</p> <p>TYPICAL FULL-STACK DELIVERY</p>
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Page 2: Ten ways the stack pays off in real workflows.
 Specific data-flow recipes — when this happens here, that fires there. Page 3: phased delivery + bundle pricing + 90-day ROI walk-through.

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Ten ways the stack collaborates.

Each recipe is a real event traveling between the three surfaces. None of these need a separate integration project — they ship on day one because the stack was built together.

01

Lead-form capture

Website form submit → CRM creates contact + activity
→ drip starts

Visitor types name + email on the marketing site. Within 2 seconds they're a contact in PipelineIQ tagged website-lead, the welcome drip starts, the assigned rep gets a Slack ping. Zero manual work.

02

App signup → contact

App account created → CRM contact + onboarding
sequence

Customer signs up in the iOS / web app. CRM gets the create event, builds the contact, kicks off a 3-message app-onboarding drip with deep links back into the app. Activity timeline shows app sign-up as the first entry.

03

Purchase → review request

App Stripe checkout → CRM invoice + activity → review
request 6h later

Customer pays in the app. CRM logs the invoice + matches it to the contact. Six hours later the Reviews engine fires — single SMS, smart-routes to Google / Yelp / Facebook. 5x more reviews in 30 days.

04

VIP detected → app badge + site shoutout

CRM auto-tags VIP → App shows status badge + website
features quote

Iris flags a customer as VIP (lifetime spend ≥ \$X, visit frequency ≥ Y). Their app profile gets a "Founding Member" badge. Their testimonial — pulled from CRM notes — appears on the website's social-proof carousel. Status, real-time.

05

Drip email → app deep link

CRM drip sends → email click → app opens with
attribution

Win-back drip text says "tap to see what's new." Tap fires a deep link straight into the relevant app screen. CRM logs the click, matches to the user, scores the touchpoint. Marketing knows which message drove which session.

06

Lapsed customer → all 3 surfaces

CRM detects 30-day idle → app push + email + SMS

Customer hasn't logged in or purchased in 30 days. CRM coordinates the win-back: push notification first, email 24h later, SMS 24h after that. If any one converts, the others auto-cancel. No spam, just signal.

07

Quote approval flow

CRM quote → website portal approve + e-sign → CRM
auto-converts to invoice

Sales rep generates a quote in the CRM. Customer gets a link to the branded customer portal hosted on the same domain as the marketing site. They review, e-sign, pay deposit. CRM converts to invoice automatically — no rep action needed.

08

Website checkout → app order history

Website Stripe checkout → CRM invoice → app "your
orders" updates

Customer buys via the marketing site's e-commerce surface. CRM is the source of truth for that order. The app's "your orders" tab pulls from the CRM, so app shows receipts, statuses, tracking — without a separate database.

09

Iris drafts → unified inbox

CRM Iris drafts reply → sent from website domain →
logged in CRM thread

Customer replies to a marketing email. Iris drafts a contextual answer in your business voice, mentioning their recent app activity. You hit send — it goes from hello@yourdomain.co on your domain, lands in the same email thread, and is logged on the contact timeline.

10

Push tap → engagement score

App push notification → tap event → CRM activity +
health score recal

Push notification fires from a CRM campaign. Customer taps. App reports the tap to CRM. CRM logs the engagement, bumps the contact health score, feeds into the next-best-action queue Iris recommends to your sales team in the morning digest.

A real-world walkthrough.



"Modern Bistro" — single-location restaurant, 90-day rollout

Mainline ships the full stack in three phases. Total budget under \$15K for the build + Solo plan ongoing. Owner stays in their kitchen; the system runs itself within a quarter.

Phase 1 (week 1–3): Marketing website launched on Vercel. SEO-tuned, brand-aligned, bilingual. Reservation form & loyalty signup wired to PipelineIQ. First leads land in the CRM by week 2.

Phase 2 (week 4–7): CRM configured – Toast webhook connected, 3 starter automations on (welcome SMS, idle re-engagement, review request). Iris trained on the restaurant voice. First review request fires day 30.

Phase 3 (week 8–12): Mobile app shipped – order-ahead, loyalty points, push reminders. Pulls customer data + order history from CRM. Day 90: 5x more Google reviews, 12% lift in repeat-visit rate, 3 hrs/week of admin work removed from the owner's plate.

Phased delivery model.

Phase 1 · Foundation

Website + CRM core

Marketing site + brand + lead-form-to-CRM pipeline. CRM provisioned, automations skeleton in place. First conversions visible.

Weeks 1–3 · From \$600 site + \$59/mo CRM

Phase 2 · Activation

Integrations + automation

POS / payments / calendar / Twilio wired. Iris trained on your voice. Reviews engine + drip campaigns running. Team trained.

Weeks 4–7 · Included with build

Phase 3 · Expansion

Custom app + portal

iOS/Android app or branded customer portal. Auth shared with website + CRM. Native push, deep links, in-app payments.

Weeks 8–12 · Custom-quoted

Bundle pricing.

	WHAT YOU GET	PRICE
Website	Marketing site · Foundation \$600 · Growth \$799 · Pro \$999 · Custom <i>let's talk</i>	from \$600
CRM	PipelineIQ · Solo \$59 · Plus \$89 · Starter \$100/seat · Growth \$85/seat · Scale \$75/seat	from \$59/mo
App	Custom mobile/web app · scope-driven · iOS + Android + web from a single codebase	from \$599
Add-on	Social Media (AI content + Canva + analytics)	\$50/user · \$250/co

Annual billing → 15% off CRM seats. SMS via your own Twilio (~\$0.0075/segment). All three surfaces share the same brand kit, the same auth, the same customer record. 14-day free trial on the CRM. Cancel anytime.

Ready to ship the full stack?

One brief, one team, one quarter. Mainline delivers the website, configures the CRM, and ships the app — built right the first time. No integration project later. Email engage@mainlinestudio.co or start the CRM free for 14 days.

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