

The logo consists of the letters 'SB' in a bold, white, sans-serif font, centered within a white square border.

EXECUTIVE SUMMARY 2026

# ShadowBuyer

A cross-border OTA price-transparency audit system. ShadowBuyer uses controlled geo-routing, repeated sampling, screenshot-anchored evidence, and hash verification to show how platforms display prices, taxes, fees, and booking conditions across markets.

# OTA price display is becoming a transparency risk for hotels and consumers

High-ADR hotels increasingly depend on online travel agencies, yet hotel teams often do not know how the same room offer is presented to guests in different countries. A nominally identical rate can look materially different depending on tax disclosure, mandatory fees, promotion framing, cancellation terms, breakfast conditions, currency conversion, and all-in versus fee-split presentation.

ShadowBuyer does not sell legal conclusions. It produces verifiable public-page display evidence: what the user saw, what the screenshot captured, what the HTML supported, and how file hashes preserve the audit trail.

## Hotel Risk

OTA display can affect perceived price competitiveness, direct-booking discussions, channel negotiations, and guest complaints, while hotels lack a repeatable cross-market monitoring layer.

## Policy Risk

Junk fees, drip pricing, all-in pricing, and online choice architecture need reproducible audit evidence rather than one-off screenshots.

## Evidence Risk

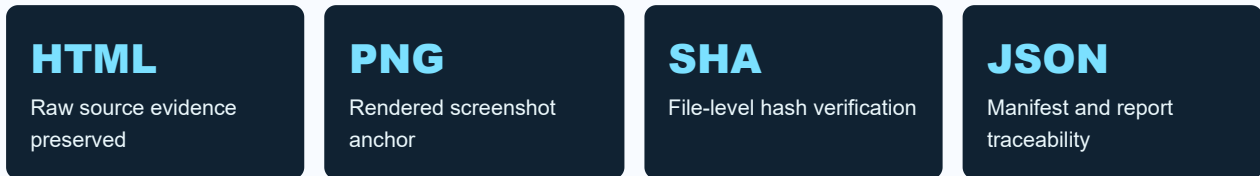
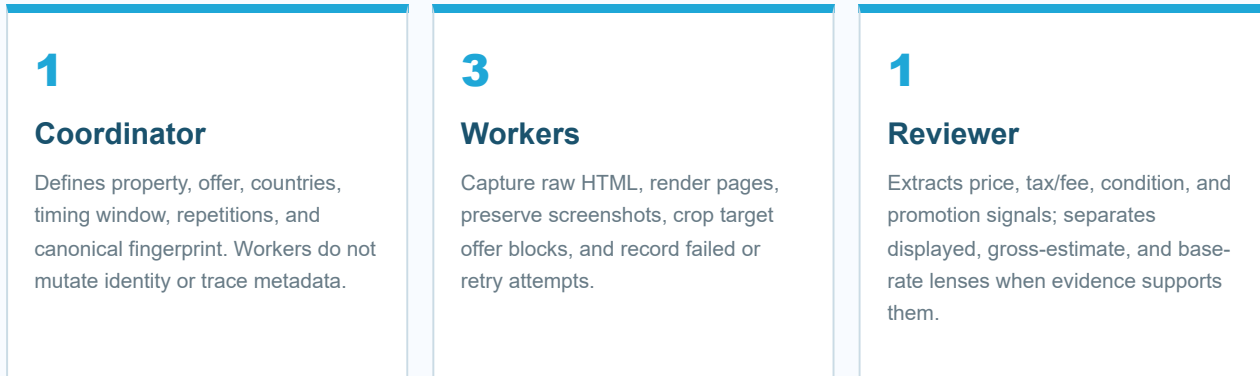
Dynamic pages can contain stale DOM values. When machine-readable data conflicts with rendered visual state, the screenshot must anchor the evidence chain.

## Business Risk

Commercial teams need an executive-ready report, not a raw scrape: scope, evidence, differences, limitations, and next actions.

# A 1-3-1 audit architecture: controlled, repeated, and traceable

ShadowBuyer uses a 1-3-1 audit spine: one Coordinator controls experiment scope, geo-routing, timing, and canonical request context; up to three Workers collect and render samples; one Reviewer layer extracts observations, compares booking conditions, and produces reports. The goal is not the fastest scrape. The goal is evidence that a revenue, distribution, policy, or advisory team can inspect and trust.



Control	Purpose	Client Value
Geo preflight	Validate requested country views	Avoid treating contaminated samples as clean evidence
Repeated sampling	Reduce one-off page volatility	Move from screenshot anecdote to audit evidence
Screenshot anchor	Prioritize the user-visible rendered state	Let non-technical teams inspect the record
Hash trail	Verify artifacts were not changed after capture	Support internal review, advisory work, and reproducibility

# 7-10 day delivery: an executive report plus a verifiable evidence package

ShadowBuyer's first commercial product is not a self-serve SaaS. It is a scoped audit sprint. The client receives an executive-readable summary, price-transparency findings, tax/fee disclosure notes, screenshot samples, and an evidence checklist. The report explicitly states what can be concluded and what cannot.

<p><b>Executive PDF</b></p> <p>Scope, findings, price lenses, tax/fee disclosure, claim boundaries, and recommended next steps.</p>	<p><b>Hash Verification Report</b></p> <p>SHA-256 summary for HTML, screenshots, target crops, manifests, and report artifacts.</p>
<p><b>Screenshot Appendix</b></p> <p>Rendered screenshots and target-offer crops for revenue, distribution, and commercial review.</p>	<p><b>Structured Evidence Bundle</b></p> <p>Report JSON, manifest JSON, extraction summary, and dirty-sample notes under agreed scope.</p>

- Displayed Price Lens
- Gross-estimate Lens
- Base-rate Only When Supported
- Country View Comparison
- Claim Boundary

Use Case	Audience	Boundary
OTA transparency audit	Hotel revenue, distribution, and commercial teams	No legal conclusion
Channel discussion evidence	Hotel groups, advisors, owners, operators	No platform-wide claim from one scoped audit
Policy and research material	Professors, NGOs, consumer-protection teams	Explicit sample, timing, and methodology limits

Recommended first paid pilot: one hotel, one target offer, three country views, ten repetitions per country, delivered in 7-10 days. Founding diagnostic price: USD 2,500-4,000.