

Personalized Journeys for Buying Groups — Scale Your ABM with AI



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Introductions

2

Why are we talking about this

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From ABM to BGM

4

Scaling with LLMs

5

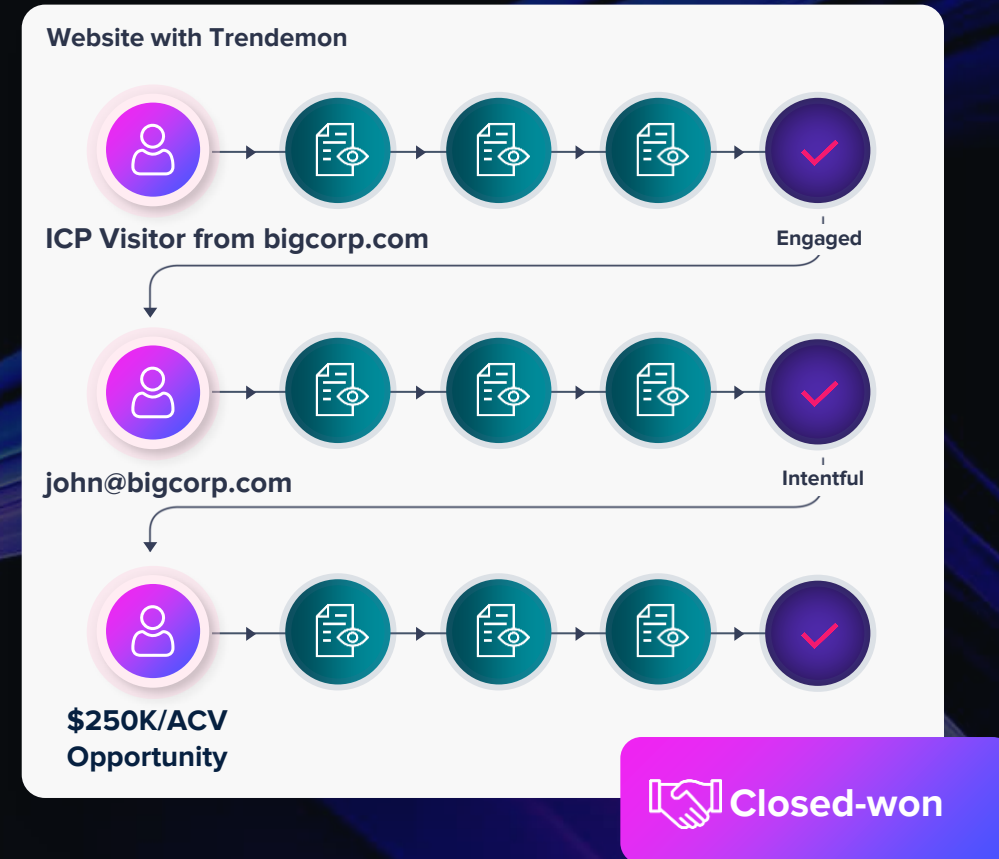
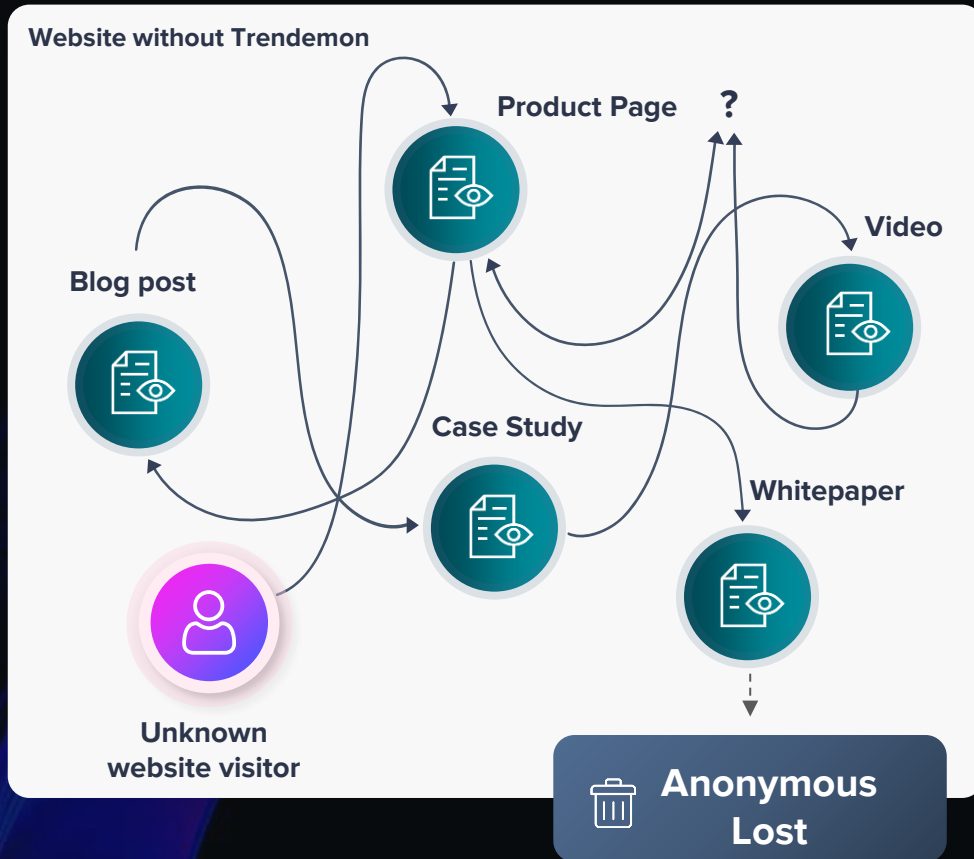
BGM Personalization
Examples

Agenda



About Trendemon

Website Experience Optimization Platform for B2B





Trendemon Can Replace These Tools:



Page Level Optimization:



Journey Level Optimization:



Analytics & Intelligence:



TRENDEMON

Consolidate your Experience Optimization stack and save upwards of **70% of the budget**

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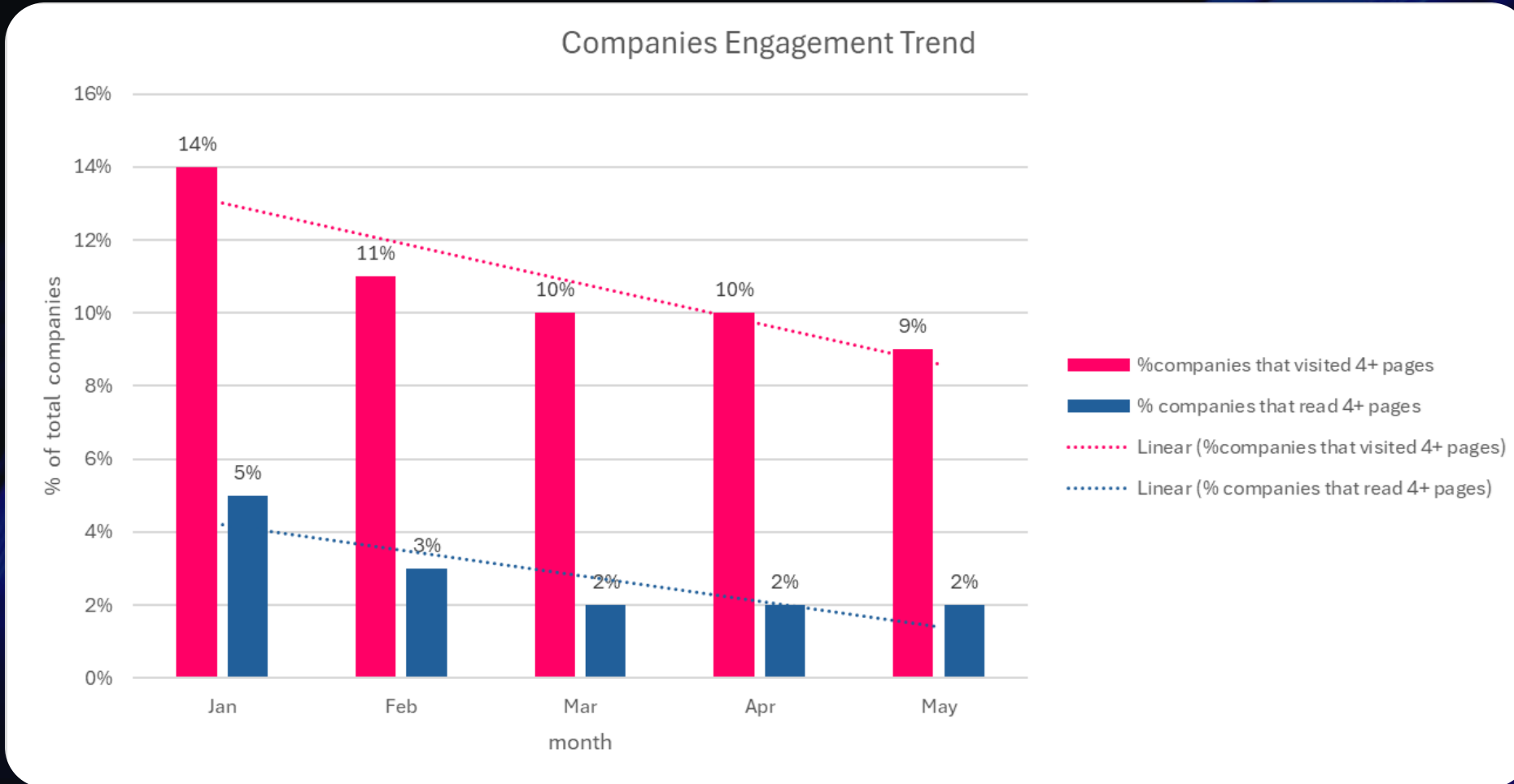
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Why are we talking about this



Rising CAC Due To Decrease In Attention

Buyers have less attention > Engagement is dropping > **Higher CAC.**

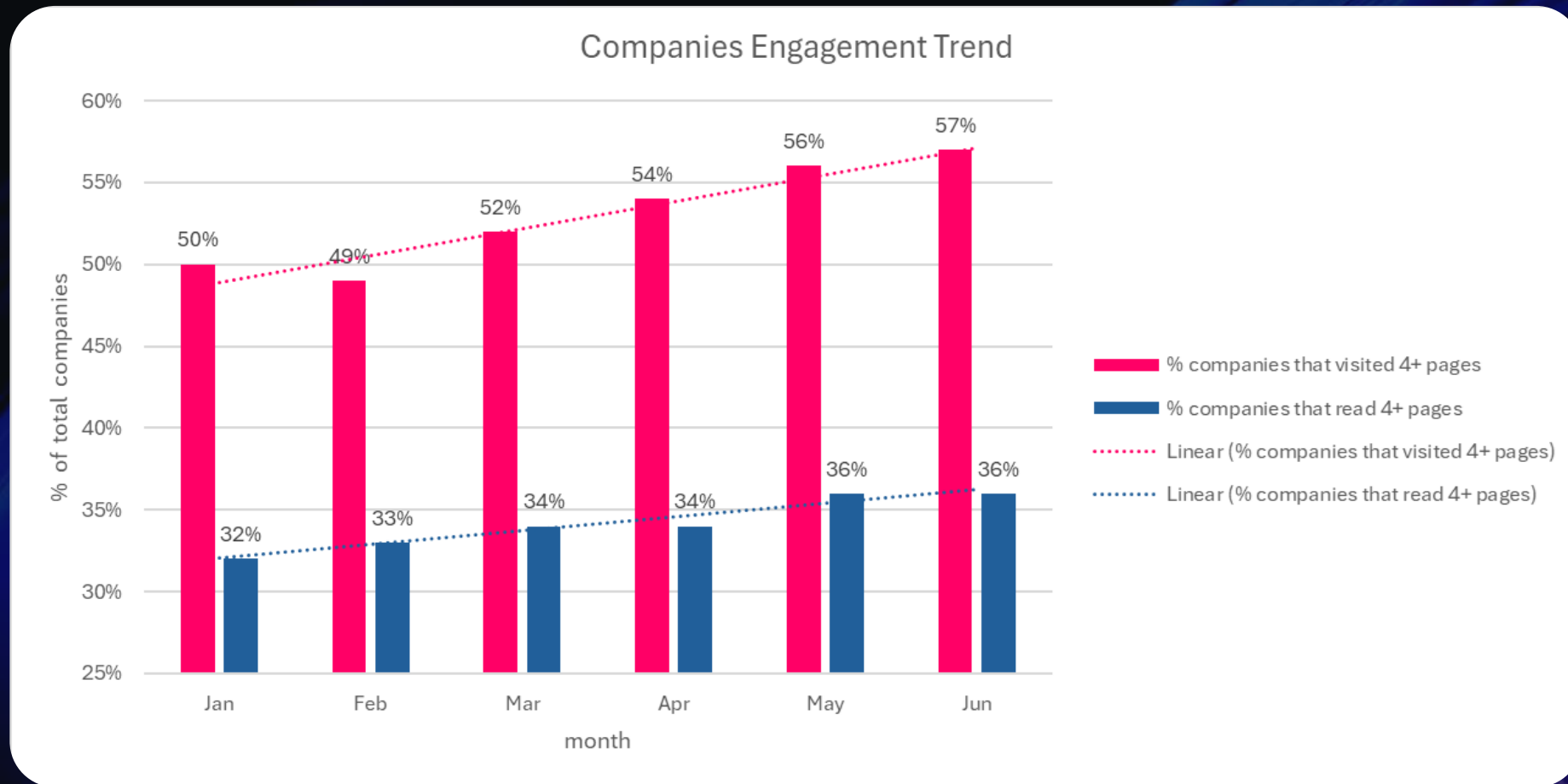


*Data from Trendemon's insights only accounts



Always-On Personalization That Slashes CAC

Website engagement & Conversions with personalization will create real impact from your marketing investments



*Accounts Running Trendemon Personalization

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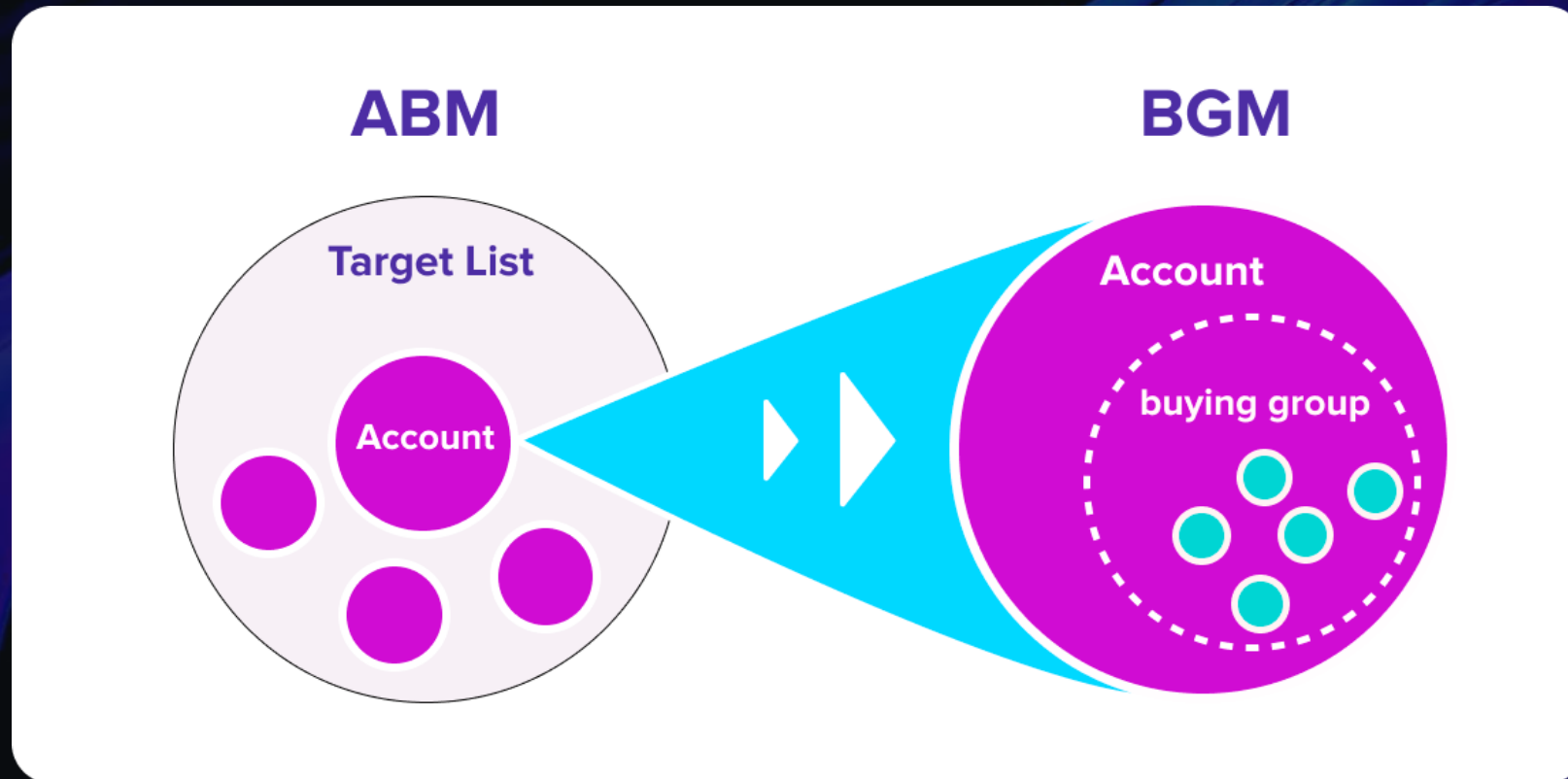
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From ABM to BGM



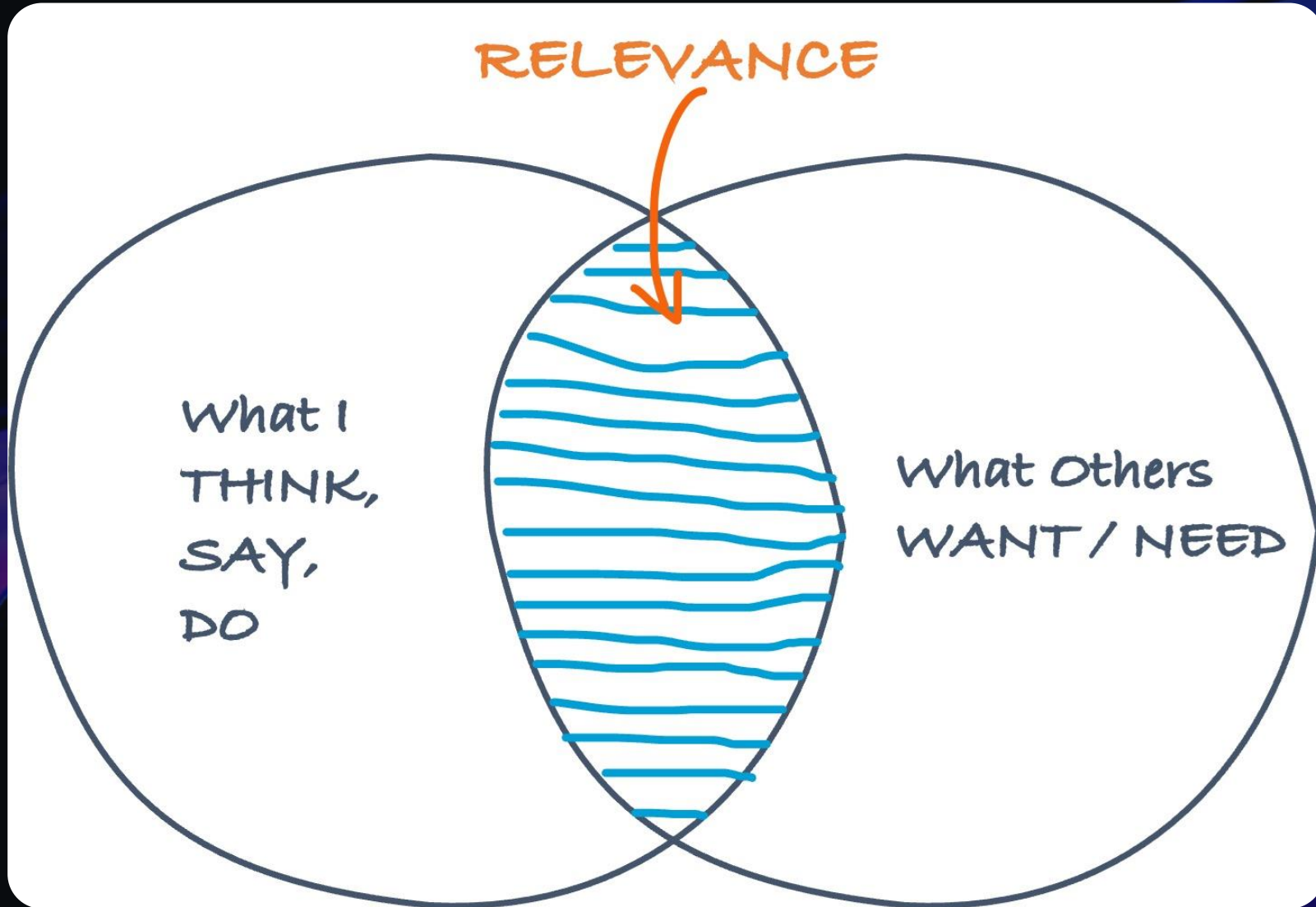
From Accounts to Buying Groups

Rising acquisition costs and shrinking buyer attention demand a shift from Account-Based to Buying-Group, where influence reaches the entire decision squad—not just the account.





Why BGM?





From Accounts to Buying Groups



What is a buying group?

The set of **stakeholders** within an account—budget owner, technical evaluator, champion, and approver—who **collectively research, influence, and decide on a purchase**.



Buying groups in Multi-product B2B Sale

In a **multi-product B2B sale**, a buying group is the team of stakeholders focused on purchasing a **specific product**, meaning a single company can host **multiple buying groups**—each aligned to a different solution.



From Accounts to Buying Groups

Finding the middle ground

Where we were



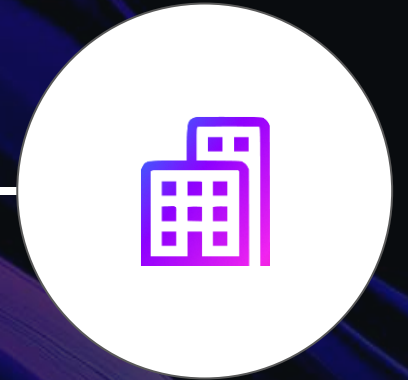
lead-oriented

Where we should be



Buying-group-oriented

Where we are



account-oriented



From Accounts to Buying Groups

How to “deanonymize” the buying group - various signals

1. 1st Party data:

- a. Traffic source/campaign
- b. Content Engagement
- c. Form fills
- d. Surveys
- e. one-to-won (URL click to email connector)

2. 3rd Party data:

- a. ABM Platforms
- b. Contact-level deanonymization
- c. Content Syndication



From Accounts to Buying Groups

How to “deanonymize” the buying group - Example

	Account Identification (reverse IP lookup)	Content-based Identification	Source-based Role/Product identification	Contact-level identification
Visitor 1 -	✓		✓	
Visitor 2 -		✓	✓	
Visitor 3 -				✓

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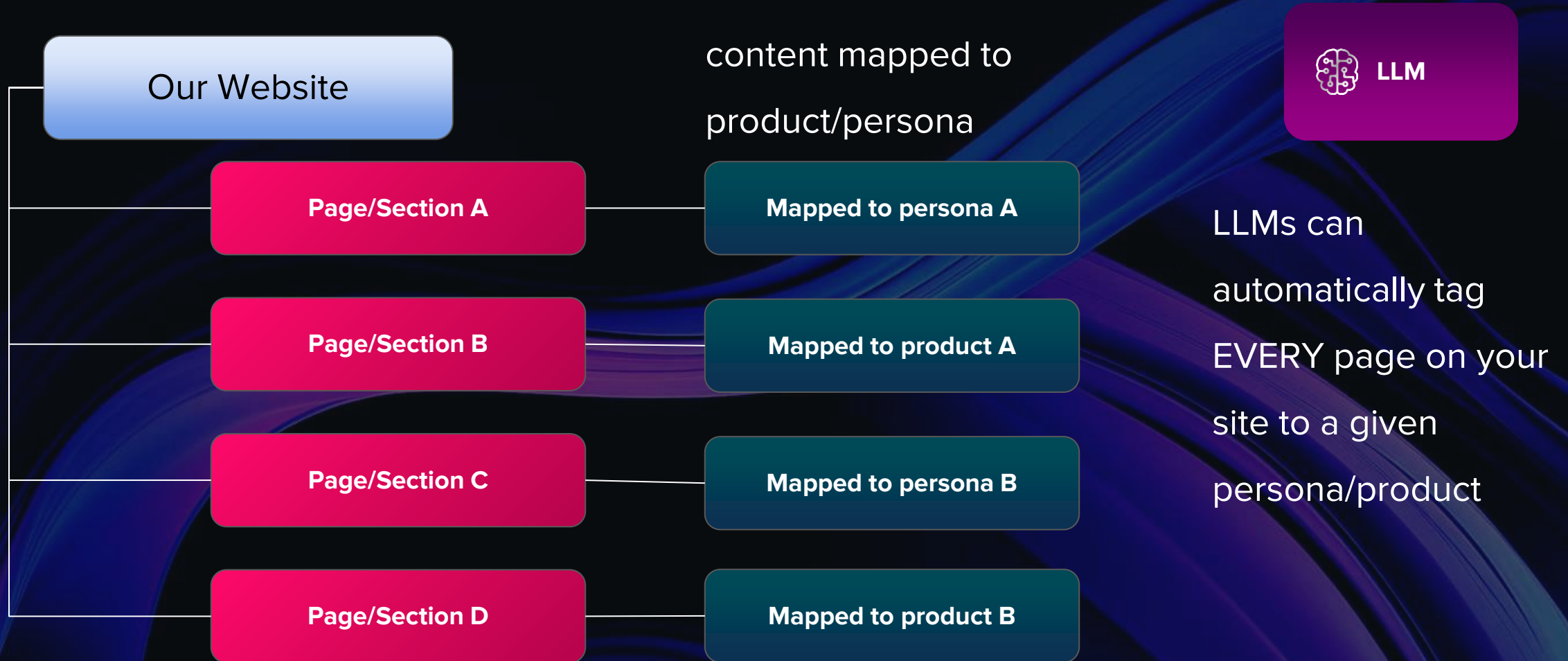
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Visitor 3 -				✓



Scaling with LLMs

The website as a buying group data source



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**BGM Personalization
Examples**

BGM Personalization Live Examples



BGM Personalization

The required BGM content Infrastructure

Industry-oriented Content

Retail

Finance

Automotive

Tech

Role-oriented Content

CISO

Implementers

Researchers

Experts



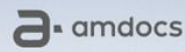
Turn Pageviews Into Pipeline

Website Experience Optimization for B2B. Buyer journeys are complex and diverse, yet B2B websites remain static and one-size-fits-all. We're fixing that.

Start with Why



Some of the fantastic brands we have on board



www.trendemon.com

Questions?

Thank You!

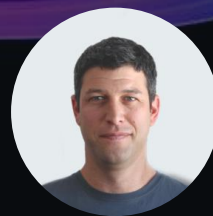
Let's connect :)

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