

## **Answer-led Buyer Journeys**

From Pageviews to Q&As





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selected customers:











































#### From Maze to Amaze



Deliver the right content/answer to the right person at the right stage







## **Trendemon Can Replace These Tools:**





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







## From content led to answer led



### From page-based to answer-led journeys



#### "Old world"



- Buyers read many pages
- Build their own answer over time
- Marketing optimizes "content consumption"

#### "New world"



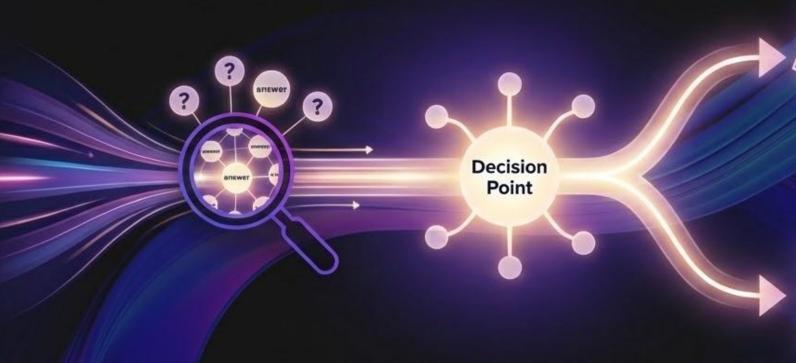
- Buyers ask targeted questions to LLMs
- Get shortlists and opinions fast
- If you're not in the answers, you're not in the market

Answer-led journeys = decisions led by Q&A, not by page sequences.



## **Decisions, Not Just Answers**

Answers are not the goal - decisions are.





High performing teams win on speed and quality of decisions



Answer quality now directly shapes deal quality

# What makes a good answer and a good decision



## What makes a good answer (and a good decision)?







## What Makes a Good Answer



#### Context

who is asking, where they are, what they have seen



#### Knowledge

full, accurate, up to date content



#### **Proof**

stories, metrics, and customer examples to back claims

Without these, answers are generic and unconvincing



## The Role of Questions

Buyers often do not know what to ask

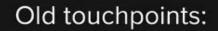
Here are the questions you should be asking at this stage



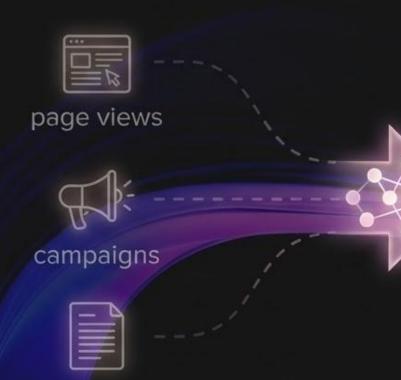
Good systems do not just answer, they suggest better questions Questions plus answers together form the real touchpoint



## Q and A as the New Buyer Touchpoints



forms



New touchpoints: Q and As and sequences of Q and As



We can now track which Q and As appear in journeys

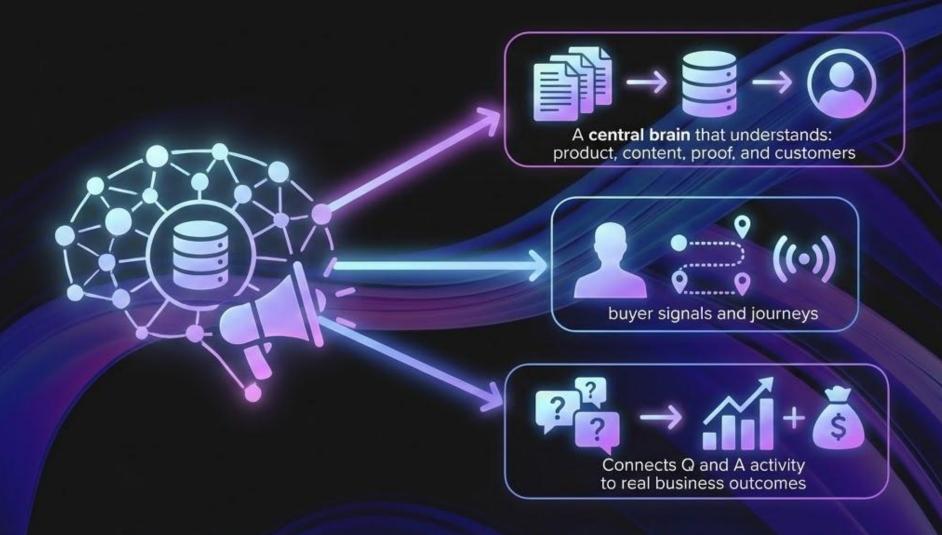


We can see which Q and A sequences correlate with positive outcomes

## Meet your CNS -Content Nervous System



## Introducing the Content Nervous System (CNS)



A unified system for answer-led growth



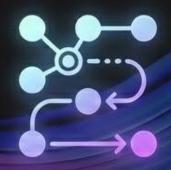
## The Three Foundations of a CNS

#### Knowledge



Website content, blog, docs, knowledge base, decks, case studies, internal know how

#### **Signals**



Who is visiting, what they have done, account, segment, stage, intent

#### **Outcomes**



Meetings, pipeline, closed won, expansion, adoption



## CNS Must Answer Who, What, When, Where, Why



#### WHO

which account, role, and person is behind the interaction



#### **WHAT**

what they asked, what content they saw, what they care about



#### WHEN

at which stage of their journey or deal



#### WHERE

which channel, page, campaign, or source



#### WHY

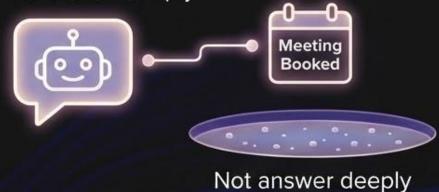
what outcome this interaction is trying to drive



## Where Today's Tools Fall Short



Chatbots optimized to book meetings, not answer deeply



Personalization tools focused on rules and segments, not questions





Little or no link between Q and A activity and pipeline or revenue



## CNS GTM Use Cases



## **Use Case - Website and Buyer Journeys**





## Use Case - Sales and BDR Ultimate Seller

Helps sales and BDR choose the **right question** to surface

Finds the most relevant case studies and assets quickly



Seller Agent

Seller agent with access to full content, proof, and sales knowledge



Uses account level journey and intent signals

Crafts contextual answers with supporting proof



## **Use Case - Marketing and Content Strategy**





Shift from "we need more content" to "we need better Q & A coverage"

CNS generates a content roadmap based on real Q & A behavior

Identify Q & A gaps:



Claims without proof



Capabilities not clearly described



Missing personas or industries





## **Use Case - Customer Success and Enablement**





## KNOWLEDGE & STRATEGY

- Objections
- How-tos
- Rollout



## USAGE & PATTERNS

- Adoption
- Usage



**INTERNAL CNS** 



SIGNAL PROCESSING & PREDICTION

- Q&A Signals
- Risk/Expansion



FASTER ONBOARDING



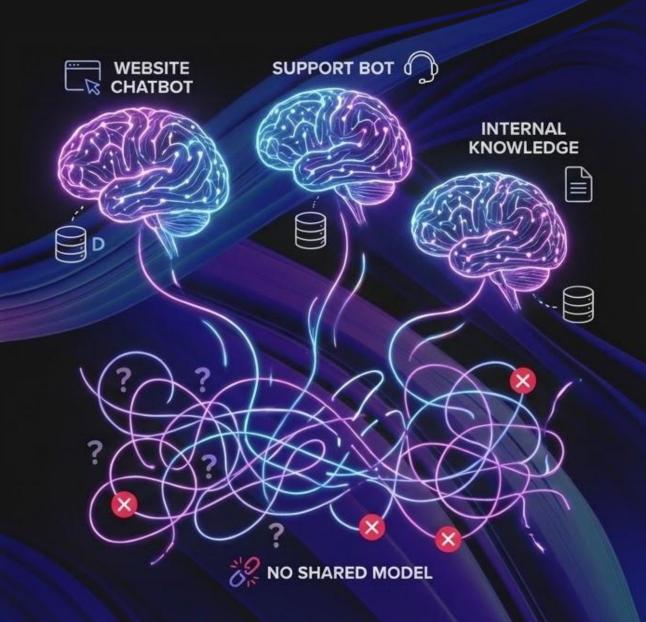
CONSISTENT ANSWERS
& EXPANSION



### **Today's Fragmented Mini-CNSs**



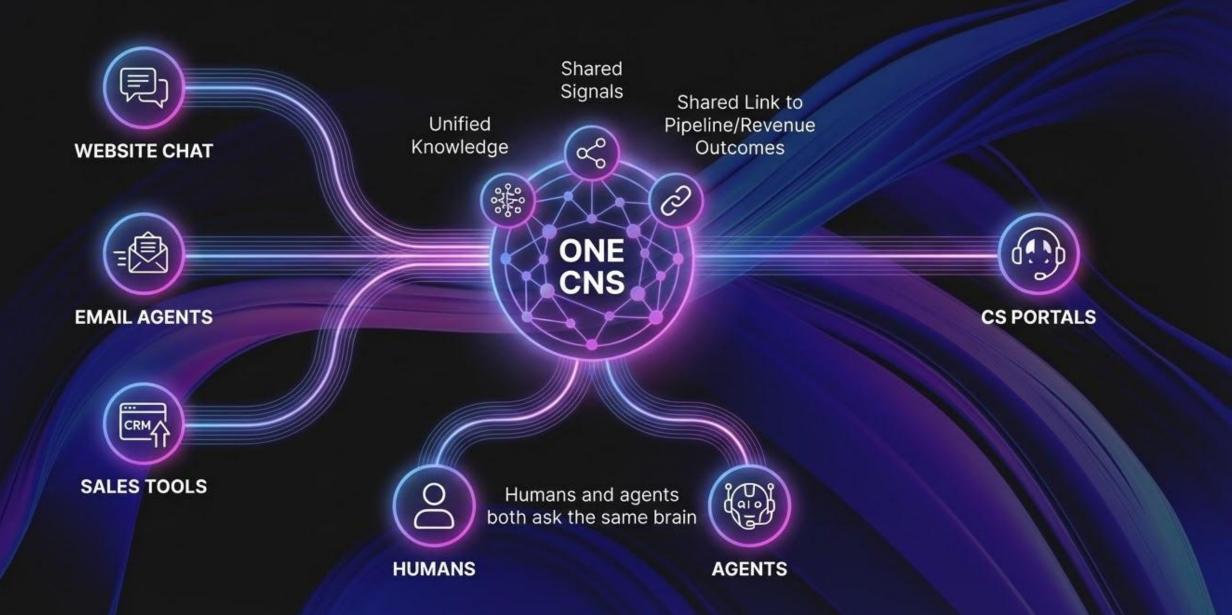
- Separate chatbots for website, support, and internal knowledge
- Each with its own partial brain and separate data
- No shared signals or common outcome model
- Hard to maintain and impossible to reason about holistically





## The Future - One CNS, Many Interfaces





## Trendemon's CNS



## Trendemon CNS Architecture - High Level



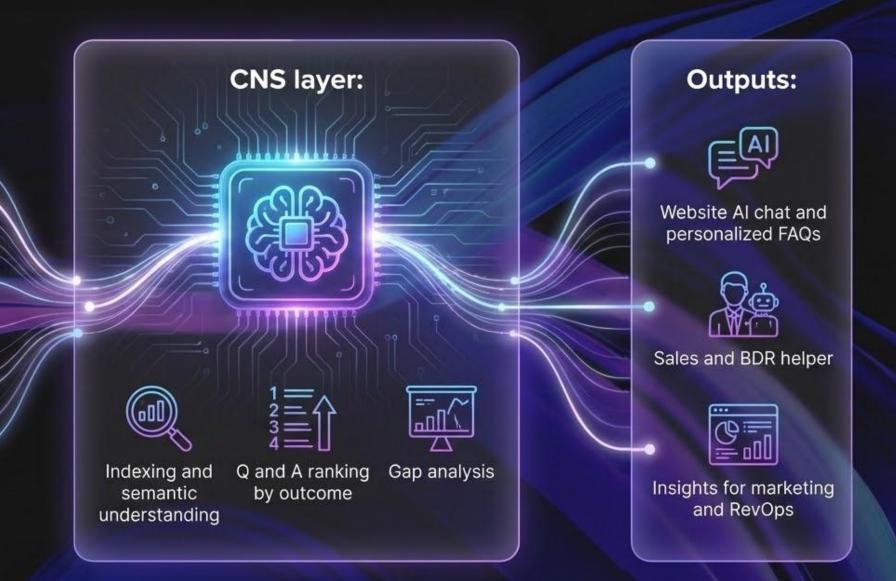




Website content and journeys



Knowledge base, docs, case studies, CRM signals





### **How to Get Started with CNS**



Step 1 - Inventory your knowledge



Step 1 - Inventory your knowledge

Content sources, proof, internal know how

Step 2 - Connect signals



Step 2 - Connect signals

Journeys, accounts, stages, intent

Step 3 - Define outcomes



What good looks like: meetings, opportunities, ARR, adoption Step 4 - Run a CNS CNS readiness and answer audit



Where you are strong and where you are invisible



## **Call to Action - Build Your Content Nervous System**





In an answer led world, not being in the answers means not being in the market



You cannot control every external model



But you can build a strong CNS internally



Use it to improve how external LLMs see you



#### Invite:

- Book an Answer Led Journey and CNS readiness session with us
- Bring your content and signals and we will show you your answer map and gaps

**BOOK A SESSION** 

# Your Turn! Questions?



## Thank You!





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