

● MARKETING STRATEGY

Buyer Journey *Evaluation.*

A fast, AI-enabled diagnostic that shows where your funnel leaks and what to fix first.



Buyer Journey *Evaluation*.

In one to two weeks you see where the funnel leaks, how AI search changed buyer intent, and what to fix this quarter. For B2B teams who want a quick, evidence-based read.

THE PROBLEM ON YOUR DESK

Most journey maps are internal artifacts: tidy, linear, and disconnected from how buyers actually behave. They describe the funnel after the fact rather than predicting it. Buyers self-qualify on AI search and arrive at stages your nurture flow may not exist for, quietly draining pipeline.

OUR THESIS

Most journey maps describe the funnel after the fact. *The Evaluation replaces assumption with evidence.*

How it runs

01 · A SHORT, STRUCTURED DIAGNOSTIC

01

Journey scan

We map the journey your buyers are actually on against the one you assume, drawing on AI-search behavior and how intent now forms.

02

Leak analysis

We locate where intent forms, where it stalls, and where it leaks, surfacing the gaps no journey map of your own makes visible.

03

Readout

A working session to walk the leak map and the three highest-leverage fixes, each ranked and sized for this quarter.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A discovery call to align on funnel and questions
- ✓ AI-search behavior insight on buyer intent
- ✓ A working-session readout of the findings
- ✓ A clear funnel-leak map
- ✓ Three prioritized, sized fixes for this quarter
- ✓ Delivery in one to two weeks, no obligation

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

Funnel leaks *made visible at last.*

02

AI-search intent *finally understood.*

03

Three fixes *ranked by leverage.*

04

A quick read *before the full engagement.*

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We had been optimizing a journey our buyers stopped taking.

DEMAND GENERATION LEAD · B2B TECHNOLOGY

See where your *funnel leaks*.

Book the Evaluation for a fast, AI-enabled read on what to fix this quarter.

Book a session →

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