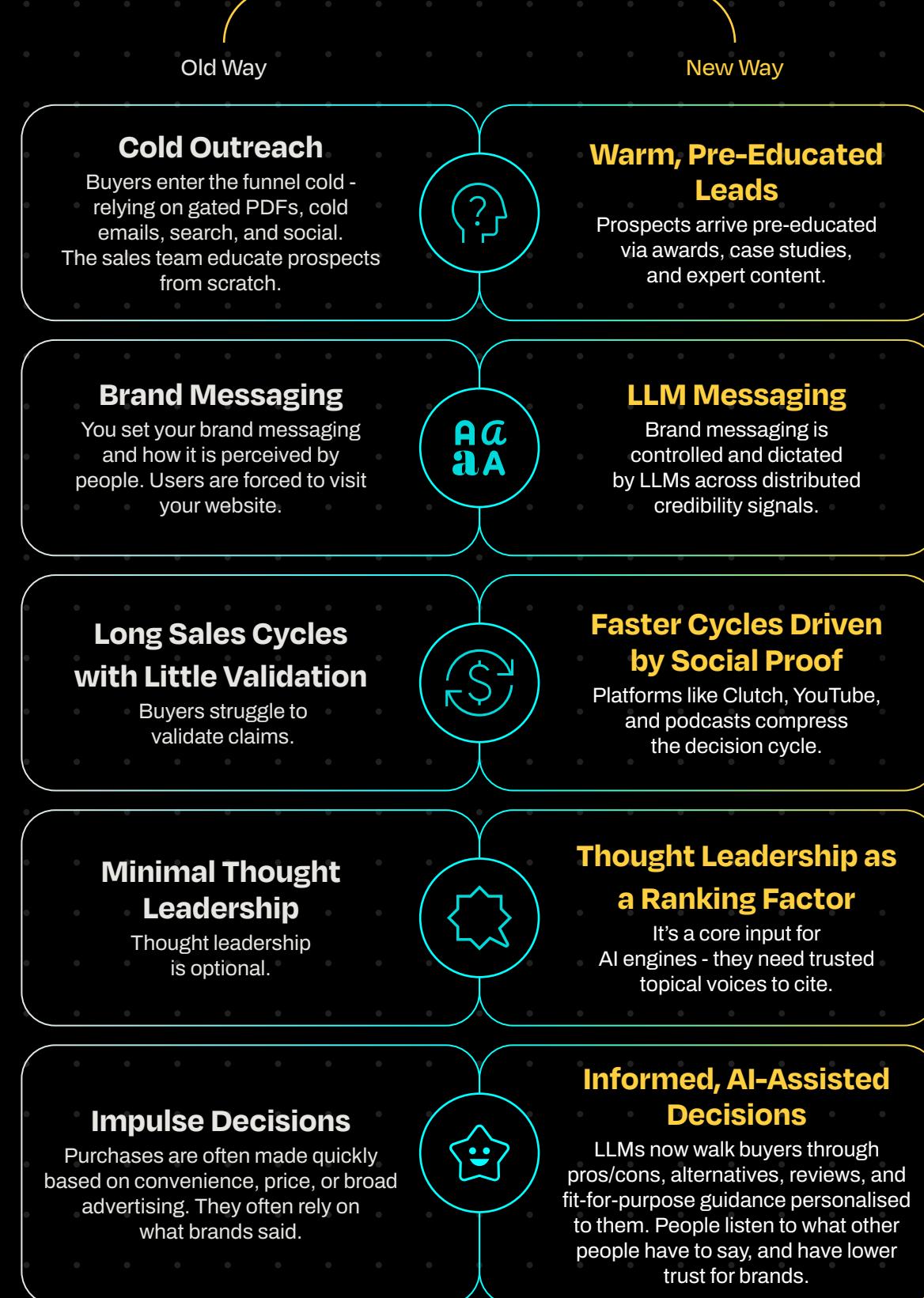
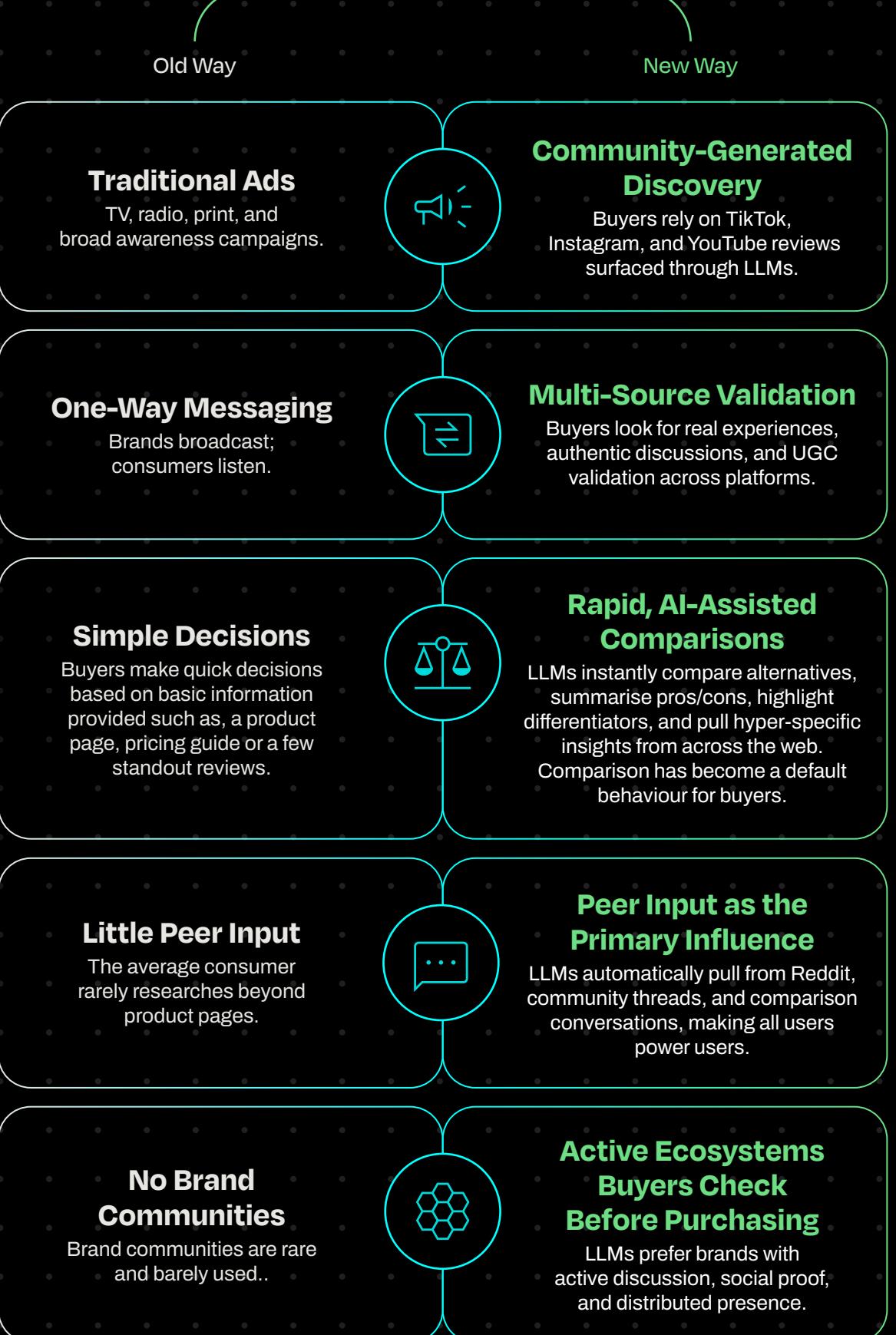


B2B Journey



B2C Journey



The New Consideration Era

Where credibility drives conversion.

Modern customers encounter multiple touchpoints before they buy, and AI now surfaces all of it. LLMs answer the deeper intent behind a query, not just the version. To avoid low-confidence or incomplete answers, they pull from a far broader mix of offsite sources than Google ever has.

What's crazy is that buying cycles are faster to purchase from AI searches, both for B2B and B2C, with data* suggesting people trust AI as much or more than they do a referral from a friend.

Future Loop

The new signals that are powering AI rankings:

AI now feeds these consideration signals back into awareness, making search results, content, and ads more credibility-weighted.

Signals That Matter to Both

Digital PR authority signals
Structured data (schema + FAQs)

New B2B Signals

YouTube
Podcasts (niche-relevant)
Awards & case studies
Review platforms (e.g., Clutch, DesignRush)

New B2C Signals

Reddit discussions
Social proof (TikTok & Instagram review searches)
Product FAQs & AI chat experiences
Review platforms (e.g. Trustpilot, Product Hunt)