



Orchestrating Buyer Journeys



Selected customers:



PERFORCE



Hi!



Avishai Sharon
CEO
@ Trendemon



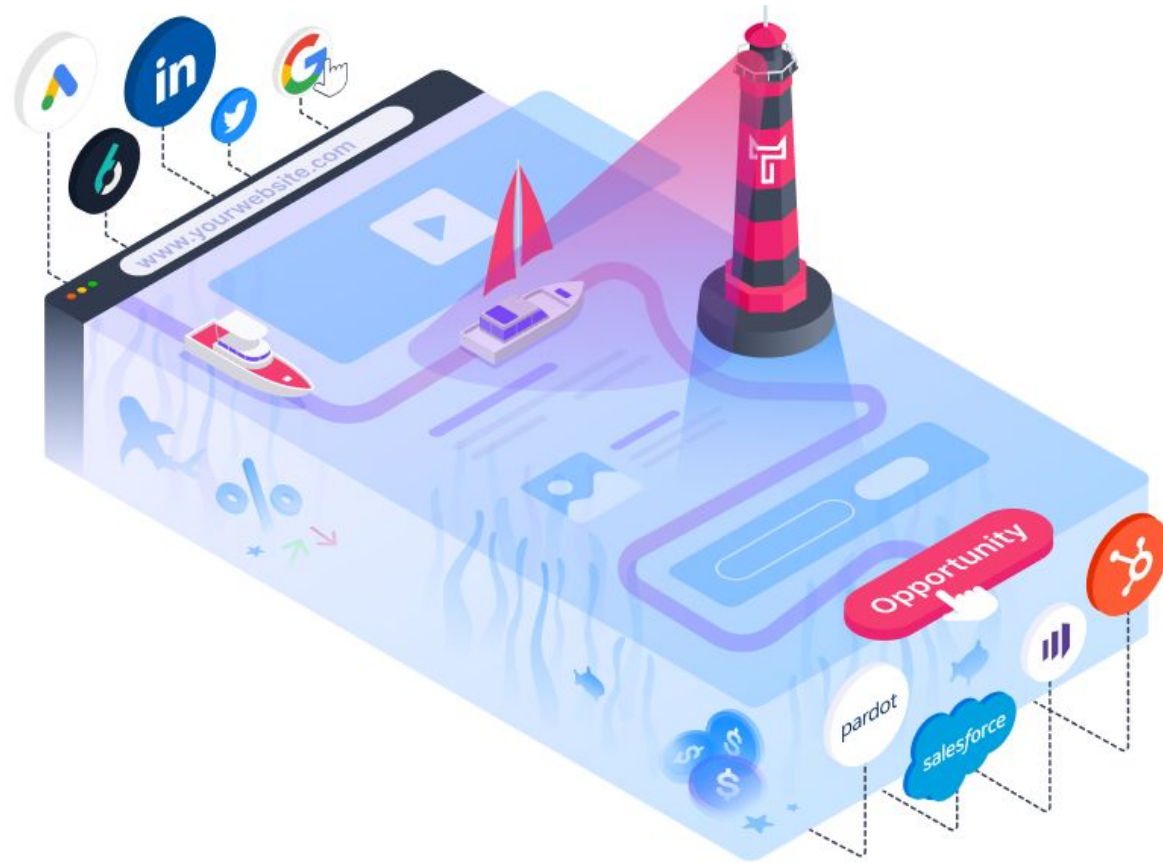
Dekel Wiesman
VP of Marketing
@ Trendemon

Agenda

1. The Change
2. The Challenge
3. The Solution - Live Demo
4. Special Offer for Gartner attendees

Trendemon is a
website journey
orchestration
platform.

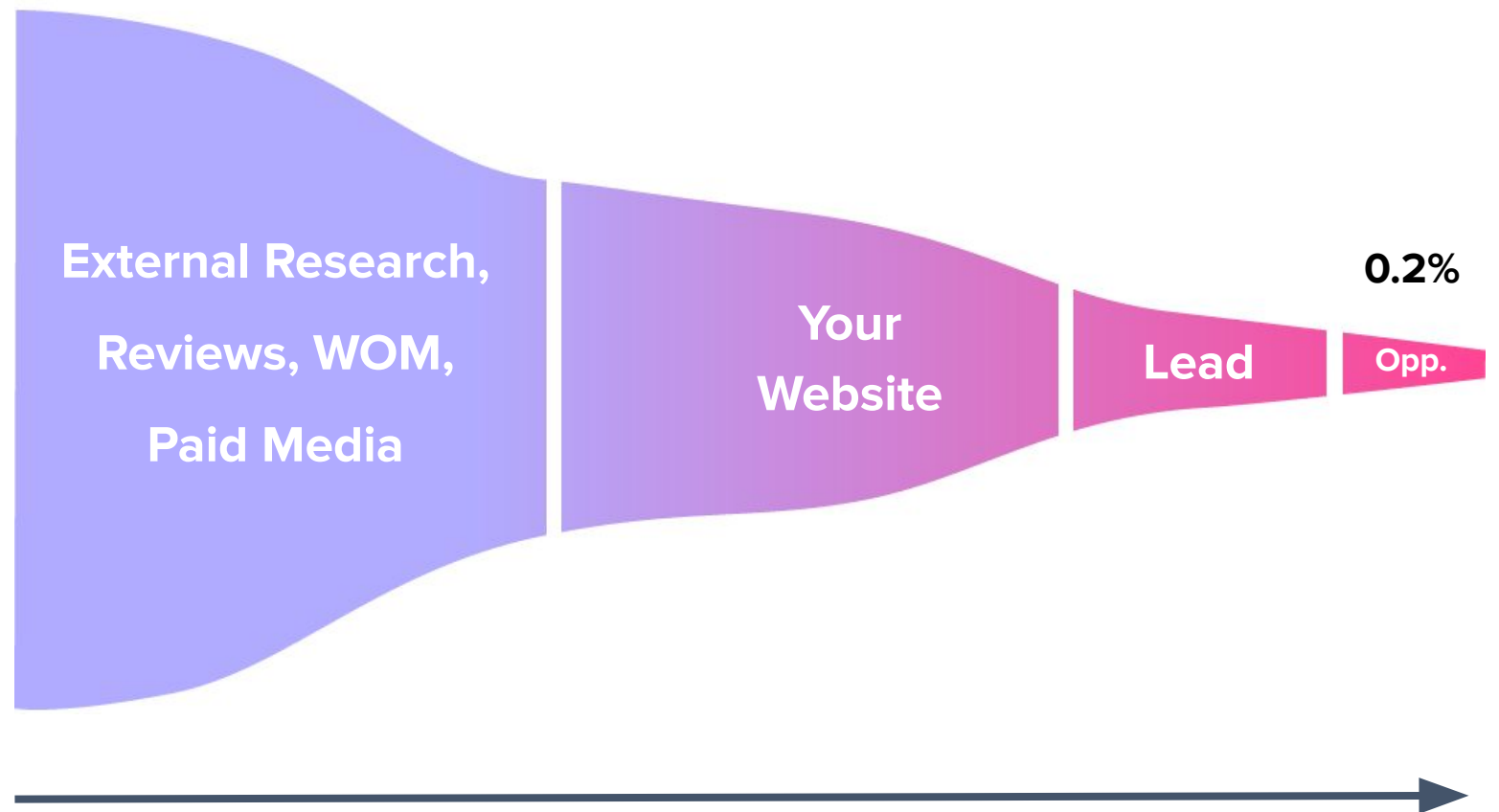
We help B2B websites convert
anonymous visitors into **pipeline**.



The Consumerization of the B2B Buyer Journey

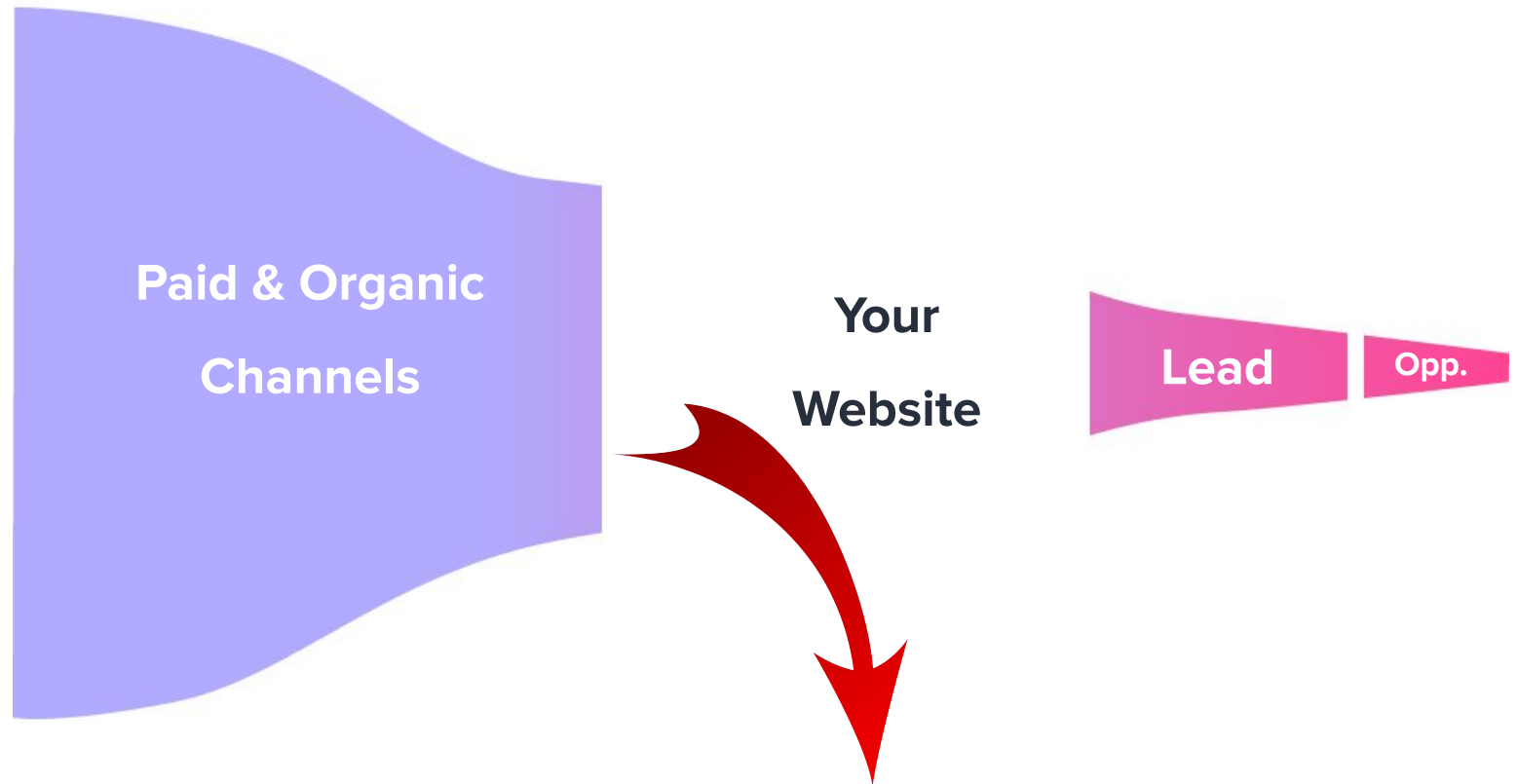


The B2B Journey



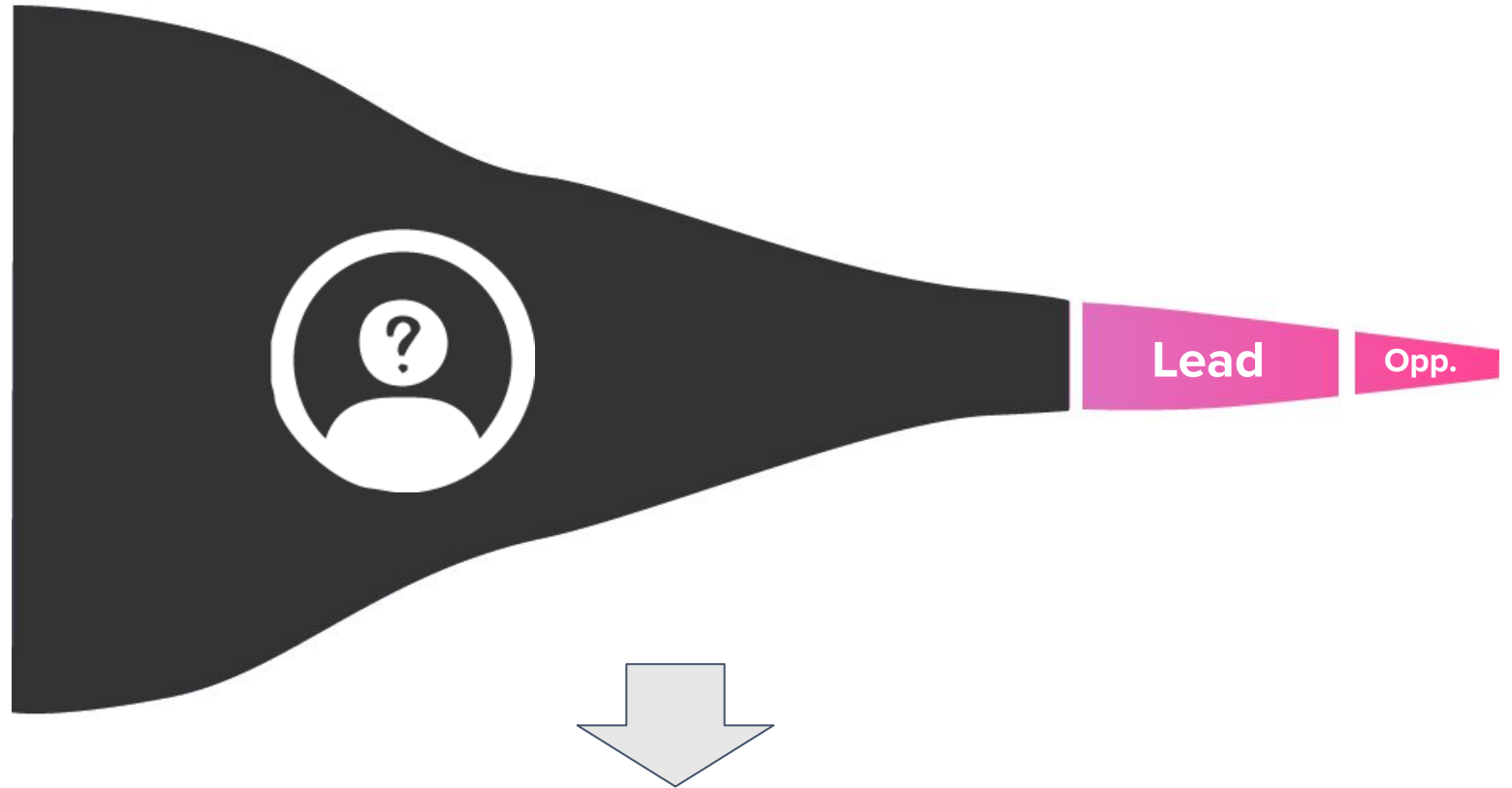
The digital b2b buyer journey

The Chasm



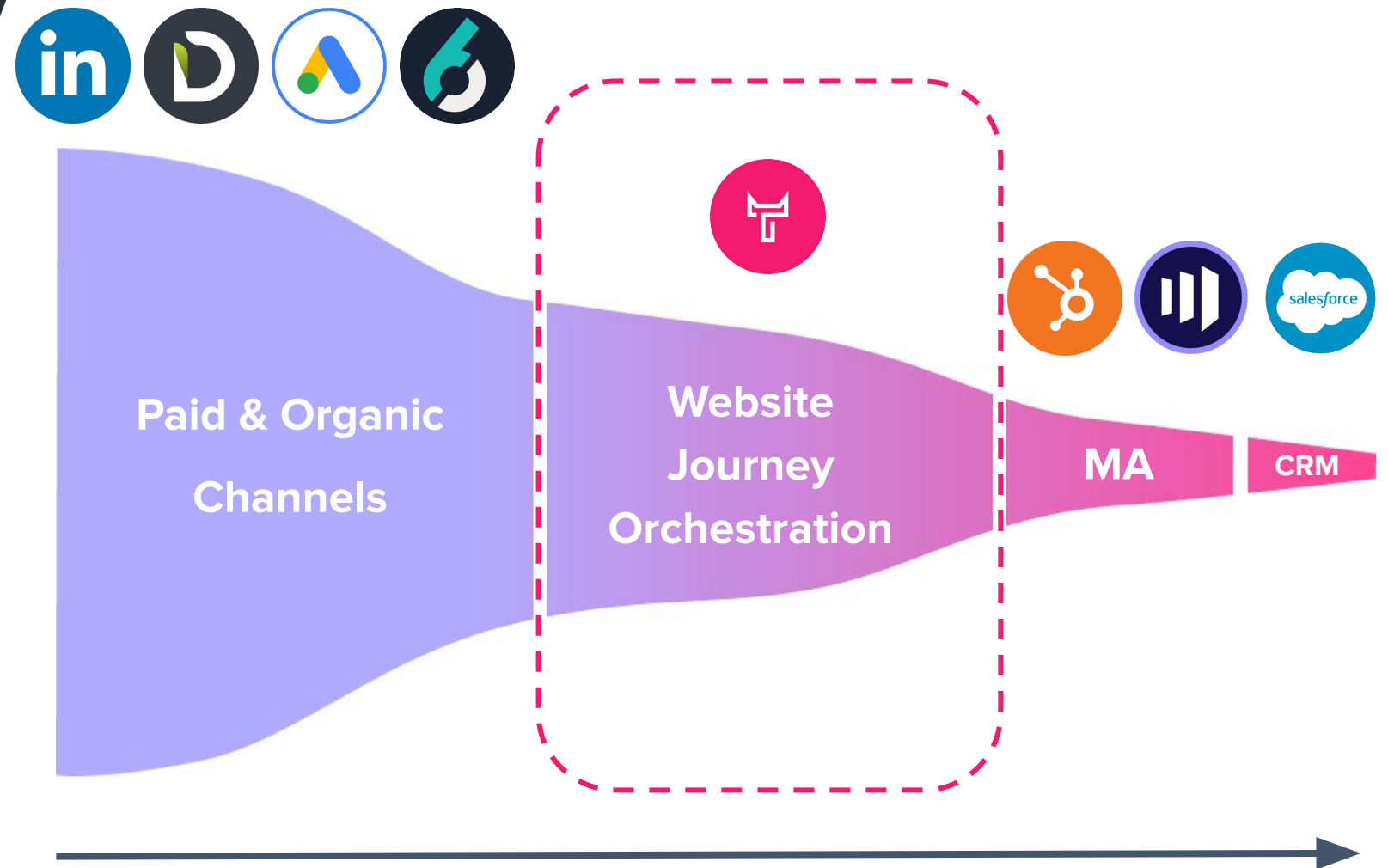
25% of your opportunities drop here

Buyer-led & Anonymous



85% of the Journey is Anonymous

Revealing a new Category

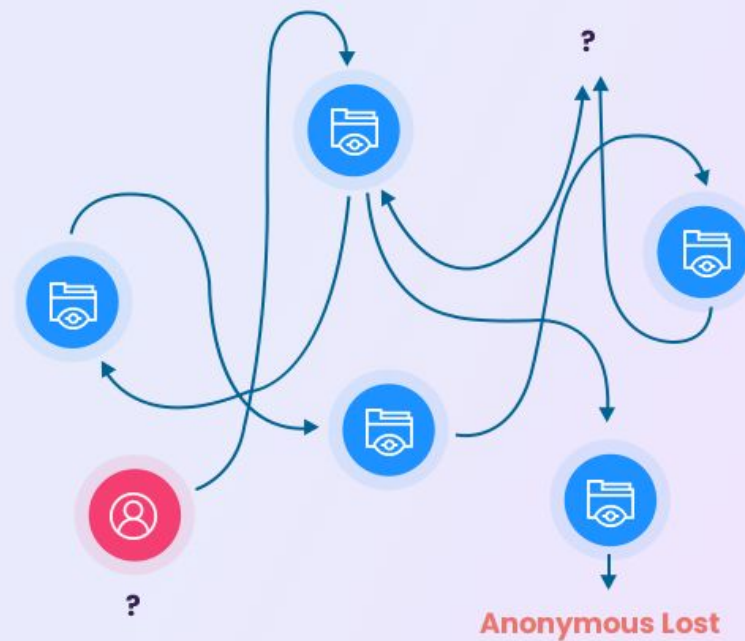


The digital b2b buyer journey

Our Solution

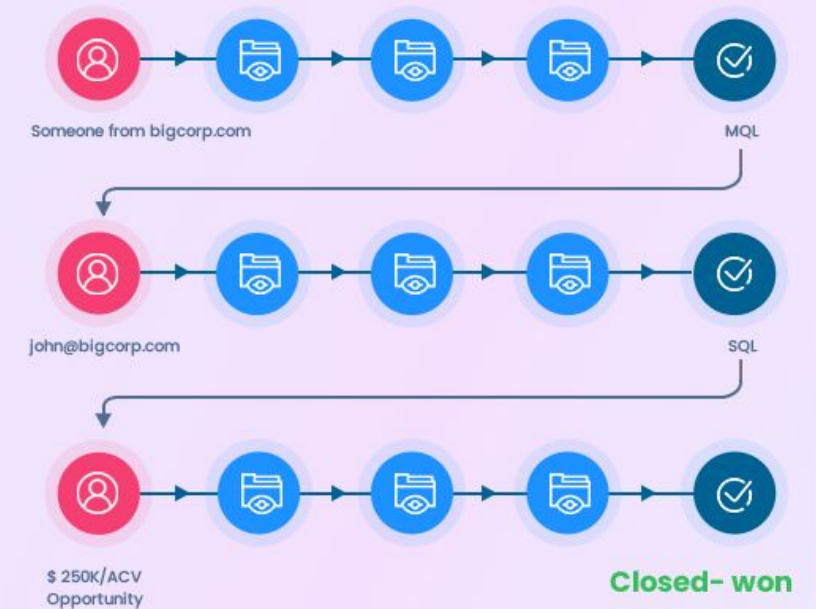
From Maze to Amaze

Moving from **Fragmented** ...



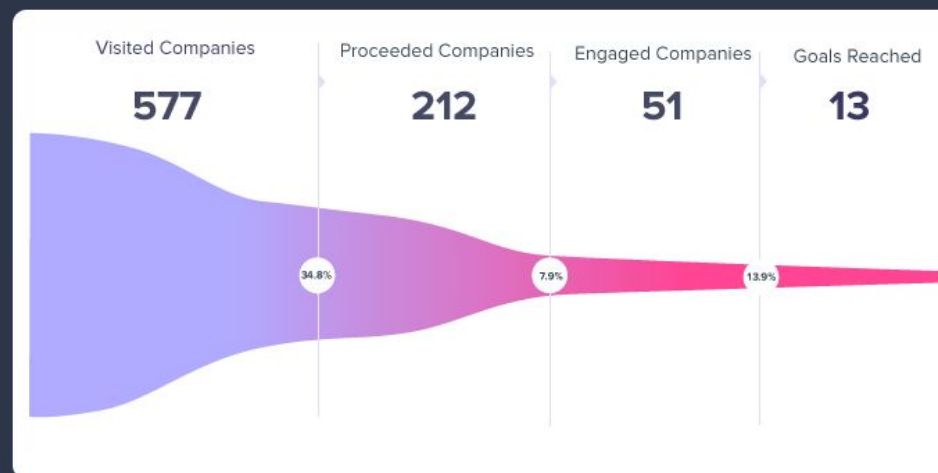
vs

... to **aligned** journeys.



Live Demo

Thanks for Joining!



Special Offer for Gartner Marketing Symposium –

Complementary Website Impact Audit

at trendemon.com/gartner

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PERFORCE

