

VALUE CREATION · 10

Content & AEO

If the AI answering a buyer's question cannot find the company, neither can the buyer.

THE QUESTION IT
ANSWERS

When a buyer asks an AI tool for a shortlist, is the company on it?

Source: G2, The Answer Economy (Apr 2026): 51% of B2B software buyers now start research in an AI chatbot more often than in Google, up from 29% a year earlier.

THE METHOD

From buyer question to cited answer

Step 1

Baseline

Test the questions buyers ask AI tools, and who gets named.

Step 2

Map the gaps

Buyer questions by stage and ICP, against existing content.

Step 3

Build

Answer-ready pages, proof and independent evidence.

Step 4

Get cited

Review sites, partners, research and earned media.

Step 5

Track

Share of answers and organic pipeline over time.

WHAT WE DO

Baseline visibility in AI search for the questions buyers ask

Map content to buyer-journey gaps by stage and ICP

Build answer-ready content and third-party evidence

Prioritise content by revenue impact, not volume

WHAT YOU RECEIVE

AI-search visibility baseline

Content roadmap by stage and ICP

Answer-engine-ready site structure

Citation and independent-evidence plan

METRICS MOVED → ENTERPRISE
VALUE

Pipeline: found by buyers who never see an ad

CAC: less dependence on paid acquisition

Multiple: evidence the market cites, not claims it ignores

TYPICAL TIMELINE

8-12 weeks to build, then ongoing

PROOF

Danelec: two commissioned market intelligence reports, cited across the industry, made the company's own thesis the market's thesis.

Let's talk about your commercial foundation.

Asbjørn Severin · Commercial Operating Partner

asbjorn@andseverin.com

+45 3112 6763 · andseverin.com