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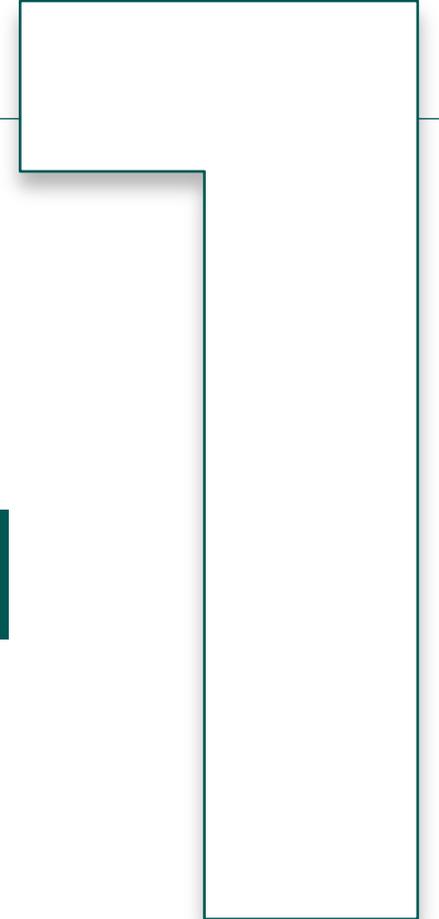
CASE STUDY

From knowledge silos to AI-driven performance

How a mid-sized B2B brand turned its internal expertise into a full-funnel growth engine. Powered by its own GPT.

What if your funnel actually worked?

The dream: Aligned teams, smarter website, better leads.



What if Sales and Marketing actually shared the same brain?

Everyone works with the same knowledge.
No guessing. No silos. No rework.

Sales knows what campaigns ran, what offers converted, and which messages resonated. Marketing sees what sales needs and builds with real context.

It's not magic.

It's access.

To a single, intelligent assistant trained on your company's own data.



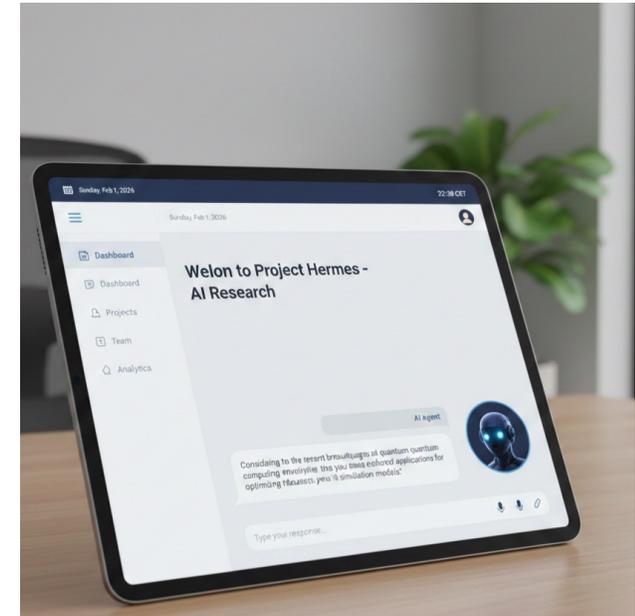
- Full knowledge sync across teams
- Reuse what works, faster
- Eliminate friction in execution

What if your website could qualify leads while you sleep?

24/7 guidance. Instant answers. Smarter conversions. Lower cost.

Your website becomes more than a brochure.
It becomes a high-performing sales channel.

Visitors chat with a smart assistant that understands
your offers, your language, and your funnel.
It nurtures, qualifies, and books meetings. Automatically.
All based on your content. Your logic. Your goals.



- Website turns into a working sales tool
- Lead quality increases, cost per lead drops
- Paid media becomes more efficient

Why it wasn't working.

Too much knowledge. Not enough access. No shared system.



Too much knowledge. Not enough access.

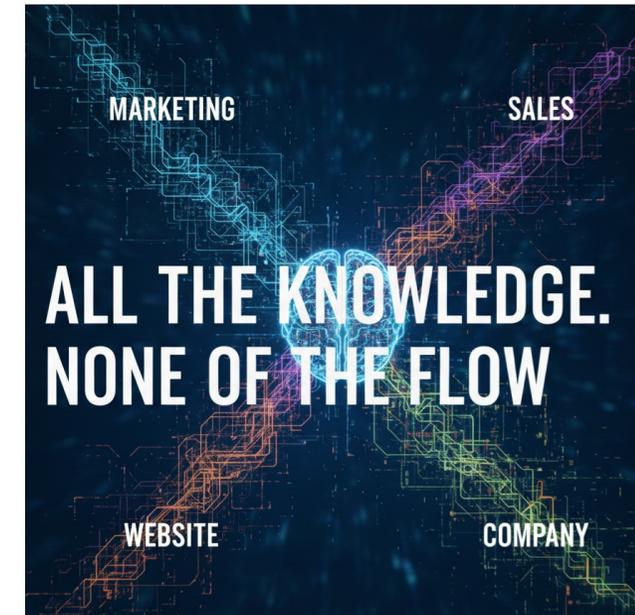
Sales and marketing had the answers. But no way to get to them.

The teams weren't the problem. The system was.

Sales knew what worked last year, but it lived in old decks, folders, inboxes. Marketing had playbooks, data, assets, but they were scattered and outdated. The website was live, but static. No context, no logic, no conversation.

**Everyone was working. But not together.
Knowledge wasn't the issue. Access was.
And speed, quality, and impact suffered.**

- Teams worked in silos
- Data was there, but buried
- No system to share or scale what worked





The system we built.

One GPT engine. Fully hosted. Fully trained. Fully integrated.



We built their own GPT. Hosted it. Trained it. Put it to work.

A fully controlled AI assistant designed around their sales and marketing engine.

We implemented an open-source GPT model.

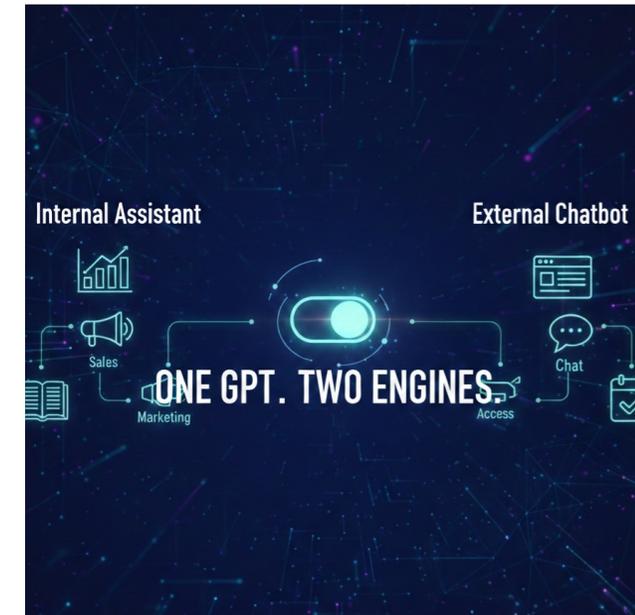
Hosted in a secure EU cloud. Trained on their real content campaign reports, CRM data, sales decks, FAQs, product sheets.

Internally, it works like an intelligent teammate.

Ask it anything: Past performance, campaign logic, asset lookup, buyer objections.

Externally, it powers a chatbot on their website.

Qualifies visitors. Nurtures them. Books meetings when the fit is right.

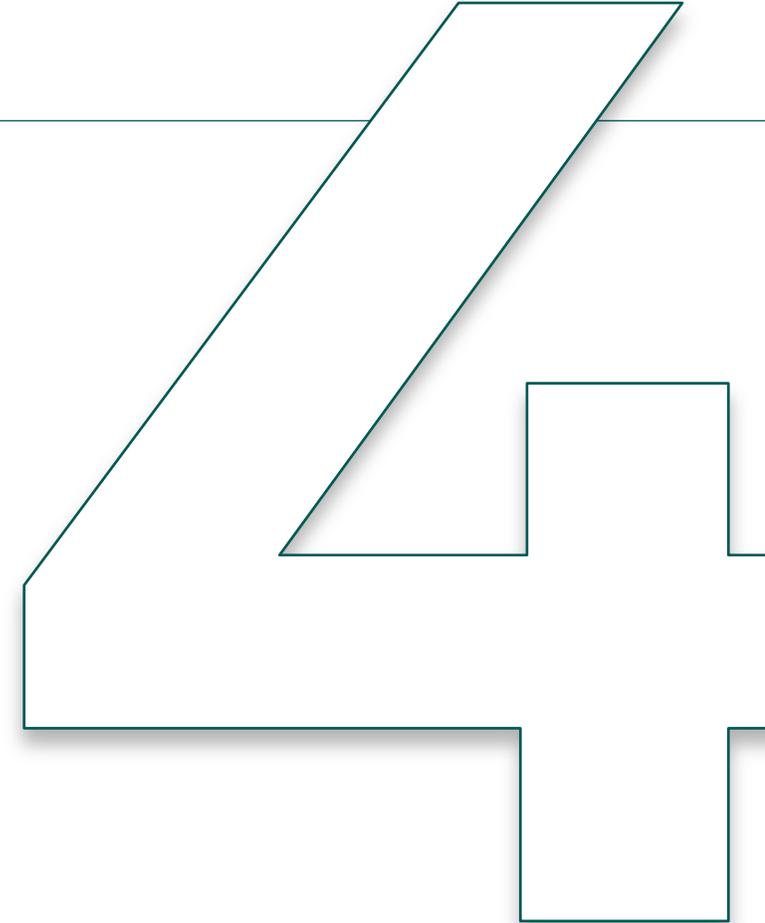


- GPT trained on real, internal data
- Secure, local hosting, no third-party risk
- Dual use: Internal assistant + external chatbot



What changed in- and outside.

Productivity up. Conversion up. Cost per lead down.



It starts with structure. Not magic.

We mapped their knowledge, trained the model, and gave GPT the right logic.

1. We ran a full audit of sales and marketing assets, campaign results, emails, sales decks, product sheets, call notes.
2. We structured everything by **persona, funnel stage, and use case.**
3. We trained the GPT using Retrieval-Augmented Generation, so it could answer based on real documents, not guesses.
4. Then we built a prompt library to steer tone, style, and behavior.

- Funnel-aware training
- Structured content = Smarter output
- Prompts designed for business logic

Same brain. Two front doors.

One GPT, trained once, used both internally and externally.

We built two interfaces:

1. An internal chat tool for sales and marketing teams.
2. And an external chatbot, embedded on the website.

The chatbot qualifies traffic, nurtures leads and connects to the sales calendar when intent is high.

The internal version answers campaign questions, suggests assets, and compares past results. In seconds.

Both tools sync with CRM, CMS and calendars. No data loss. No manual handovers.

- **Internal:** Instant knowledge access
- **External:** Real-time qualification & meeting booking
- One model, two use cases, full integration

From scattered content to a working intelligence system

What we built. How we built it. Where it made a difference.

1. Components implemented

- GPT-based language model (LLama 2)
- Vector database (Weaviate) for structured document retrieval
- Prompt framework tailored by funnel, persona, tone
- Secure hosting in EU cloud environment
- Two frontends: internal assistant + website chatbot
- CRM, CMS, calendar integrations
- Performance tracking & feedback loop

2. Project flow

- Content & funnel audit
- GPT training & RAG setup
- Prompt library design
- Interface development
- Integration & testing
- Training & rollout
- Performance optimization

3. Use cases covered

- Internal knowledge access (sales/marketing)
- GPT-assisted campaign planning
- Chatbot-based lead nurturing on website
- Real-time qualification & meeting scheduling
- PromptOps playbook for team usage
- Funnel-wide performance reporting

- One GPT engine across internal + external use
- Fully integrated with existing tools
- Clear, repeatable process – not a one-off experiment

Sales and marketing stopped working around each other and started working together.

One shared system. Faster answers. Better output.

- With instant access to historical campaigns, sales content, performance data, and buyer insights, both teams worked from the same base.
- No more Slack threads asking: “Where’s that deck?”
- No more guessing which message worked best in which channel.
- **The GPT assistant became the go-to tool for prep, planning, and alignment.**

Hard results after 3 months:

- Campaign planning time: **–50 %**
- Asset search and retrieval: **–80 %**
- Sales-marketing feedback loops: **–60 %**
- GPT adoption rate (internal): **85 %**
- User satisfaction score: **9.1 / 10**

- Sales got faster, better prep
- Marketing planned with real insight
- One AI engine. Real operational change.

We didn't just drop in tech. We trained people to use it.

The GPT became part of the team, because the team knew how to use it.

- We trained marketing and sales teams to work with GPT as a real tool. Not a toy.
- They learned how to prompt for campaign research, message building, and objection handling.
- We delivered prompt templates, built a knowledge playbook, and made sure every team member could use the assistant to do real work – not just play with AI.
- **Because if the tech stays in the corner, the ROI stays flat.**

Hard results after 3 months:

- 2 GPT training sessions (sales + marketing focused)
- PromptOps playbook (tone, funnel, format)
- Quick-start use case guide
- Internal GPT champions defined
- AI governance basics (do/don't, compliance, privacy)

- GPT became part of real workflows
- Teams got confident and curious
- Adoption wasn't luck. It was design

The website is back at the center of the funnel.

Smarter content. Smarter conversations. Smarter conversion.

- By turning their GPT into a 24/7 assistant, the company reactivated its website as a growth channel.
- Instead of directing traffic to static pages, they now offer dynamic, guided experiences.
- Every awareness touchpoint (LinkedIn, search, email) now leads to a smarter interaction.
- Lead quality went up. Paid efficiency improved. And sales had better conversations from day one.

GPT didn't replace sales. It made sales easier to reach and easier to trust.

- Website became a living sales layer
- GPT bridged traffic and pipeline
- Funnel finally worked like a system

More output. Less effort. Better leads. Real adoption.

Not a proof of concept. A real system. Built. Used. Scaled.

After 3 months live:

- +240 % content output (internal use)
- –50 % campaign planning time
- –80 % asset search time
- +48 % chatbot-to-lead conversion rate
- +31 % meetings booked via website
- –27 % cost per lead from paid media
- 85 % GPT adoption rate across teams
- 100 % GDPR-compliant (locally hosted, fully secure)

Estimated Business Impact

- Reduced planning and alignment effort across sales and marketing.
- Lower cost per lead through higher website conversion.
- No additional headcount required.

ROI achieved within the first 3 months.

- Business impact across the funnel
- GPT used daily, not occasionally
- Privacy built-in. Not bolted on.



Let's build yours.

Same logic. Same method. Custom to your business.



Clear scope. Fair pricing. Real results.

We don't sell experiments. We build working systems, with transparent cost and full control.

Phase	What's included	Price range (one-time)
Strategy & Setup	Use case development, content audit, funnel mapping	6.000 EUR
Implementation	GPT setup (LLama/Mistral), vector DB, prompt library, chatbot + internal UI, CRM integration	15.000 EUR
Enablement & Adoption	PromptOps training, templates, AI usage playbooks, internal onboarding	4.000 EUR

Optional Support & Optimization (monthly):

- Hosting, performance tracking, prompt tuning, GPT updates
- Starting at **750 EUR / month**

- Modular. Transparent. Built for outcomes.
- 100 % in your control. 0 % vendor lock-in.

We built their AI engine. Ready to build yours?

Same method. Same impact. Different business. Your business.

- Whether you want to reduce your **sales cycle**, **improve lead quality**, or **bring structure to scattered content**. This system works.
- Because it's not a platform. It's not hype.
- It's a custom-fit GPT, trained on what you already know, and built for how you actually sell.

Let's figure out where AI can create real traction for you.

- Custom GPT. Hosted. Trained. Integrated.
- Works for sales, marketing, and the funnel in between.
- Ready when you are.

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