



STREAMLINING A TECH-FIRST B2B GTM STRATEGY

Translating Enterprise AI Into a
Market-Leading Brand Strategy

CASE STUDY

THE CHALLENGE

For high-growth AI providers, the gap between technical capability and executive buy-in often stalls scaled partnerships. The client's B2B positioning was fragmented, focusing on developer features rather than commercial ROI. They lacked a centralized brand narrative and a conversion-focused digital home to engage food retail decision-makers. They needed a strategic partner to translate complex "Agentic Search" into a clear, sales-driven commercial engine.

THE SOLUTION

Fynch deployed a **comprehensive B2B Brand & Strategy overhaul**, moving the client from a "feature-first" developer mindset to a "value-first" executive narrative. We architected streamlined messaging and branding designed to turn technical specifications into a self-funding commercial story.

- **Strategic Translation:** Audited the tech stack, translating capabilities into executive value propositions like "basket size growth" and "rapid implementation."
- **Platform Orchestration:** Architected a targeted B2B lead gen plan with gated strategic content and optimized "Request a Demo" flows for enterprise retail.
- **Paradigm Shift:** Defined a new category of frictionless, automated commerce, repositioning the client as a category of one in the food-tech landscape.

STRATEGIC EXECUTION

Fynch maximized the impact of the brand rollout by integrating it directly into high-stakes enterprise conversations. We replaced technical feature lists with a structured problem/solution narrative on their new B2B platform, allowing the brand to demonstrate value at each digital touchpoint. By optimizing the "sales friction" on the website, our team ensured that the transition from a technical prospect to a commercial lead happened seamlessly.

THE ADVANTAGE

Fynch provided the foundational brand expertise and strategic advisory necessary to transform a complex technical product into a highly successful B2B market leader.

Our hybrid model of technical understanding and executive-level execution ensures our clients don't just build technology—they own the market narrative.

RESULTS

Fynch translated the technical complexity of "Agentic Search" into an executive-level brand narrative, providing the strategic framework to turn AI capabilities into measurable retail ROI and scalable enterprise partnerships, providing:

- **Messaging Clarity:**
Translated fragmented technical features into a **high-impact commercial narrative**, highlighting key strategic benefits
- **Branding Alignment:**
Established a **cohesive B2B brand identity** optimized for enterprise sales funnels for a new website and related collateral
- **Sales Toolkit Production:**
Developed **sales enablement assets** leveraging the strategic messaging
- **Executive Buy-In:**
Empowered leadership with a **C-suite pitch deck** that successfully translated technical complexity into a compelling business case, **resulting in a 7-figure contract**

Get started on owning your market narrative at getfynch.com

