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semrush journeys samples

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SEMRUSH JOURNEYS

Optimize your consumer path to purchase in the age of AI

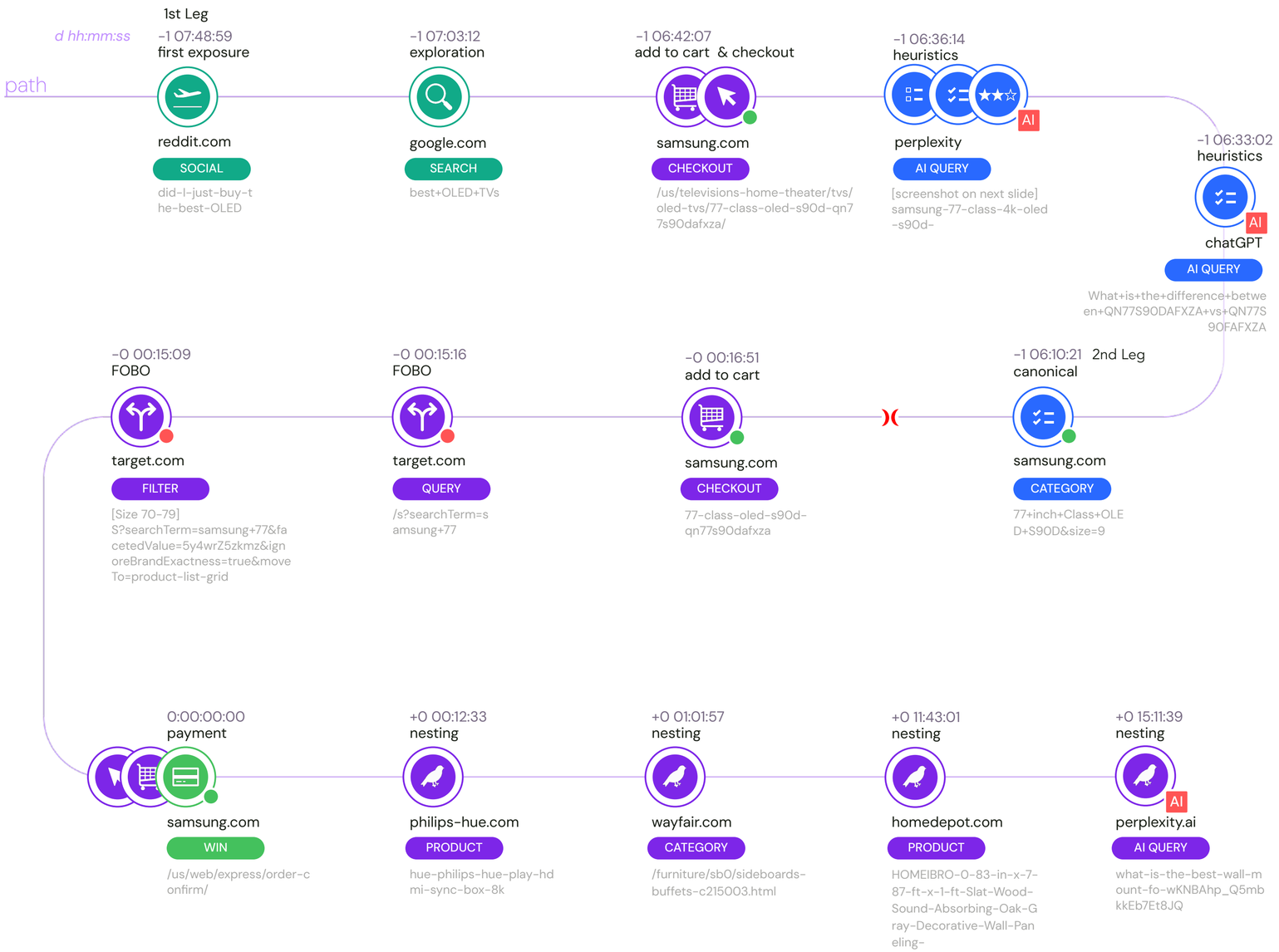
"Semrush Journey gives brands and retailers a clear window into how modern buyers make decisions; highlighting **every key touchpoint/ diversion**, and the true impact of **AI influence**."



Eli Goodman

SVP Product Solutions, Semrush

consumer electronics journey **SAMSUNG** united states **WIN**



#samsung #target #wayfair #homedepot #philips-hue #USA

#0519

POV

Samsung DTC

Competitors are luxury beauty houses and multi-brand retailers

TYPE

Win

Product acquired at Samsung.com

DESTINATION

Television

77in - 4K
Samsung OLED S90D

TRAVELER

TV Shopper relying heavily on AI

SUMMARY

Delayed Journey

AI adopter journey with elevated nesting needs and risk introduced by AI drift. Conversion delayed by incomplete checkouts and lack of product warranty info

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high
  diversion risk: low
- content control: low
  diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

contact journeyinfo@semrush.com to set up your demo

TV Journey

This journey stands out because of its extensive AI use across different LLMs and elaborate nesting behavior.

Key Points

AI adopter journey with elevated nesting needs has to overcome AI mis-information

AI Builds Decision Making Framework

The TV Shopper uses AI in several stages of the journey: in the traditional way of 'best' queries, and to establish facts on products. We saw AI searches for warranty and technical info in these emerging journey type.

What stands out is that the 'Samsung-77-class' query on perplexity creates a heuristics framework, fills it in, and ranks it all in one step. Behavior that we expect to see more as AI engines start to take into account the motivation behind product searches.

AI Drift

In this case the heuristics are reduced to picture quality, refresh rate and brightness. The latter receiving a 'x' fail rating from perplexity.

3rd party measurement puts the Samsung's brightness rating at 1000-1300 nits, which is significantly higher than competitive LG C4 77 OLED TV (which did receive a 'pass' in the brightness category). This AI (mis)representation is an example of AI drift brands need to get ahead off as these journey become 'very common'.

Nesting

Modern TVs are a commanding presence in living rooms and buyers go through great lengths to make them fit into the existing esthetics. From sideboard TV stands, wall paneling and LED backlighting, the TV Shopper's journey is a great example
of this concept

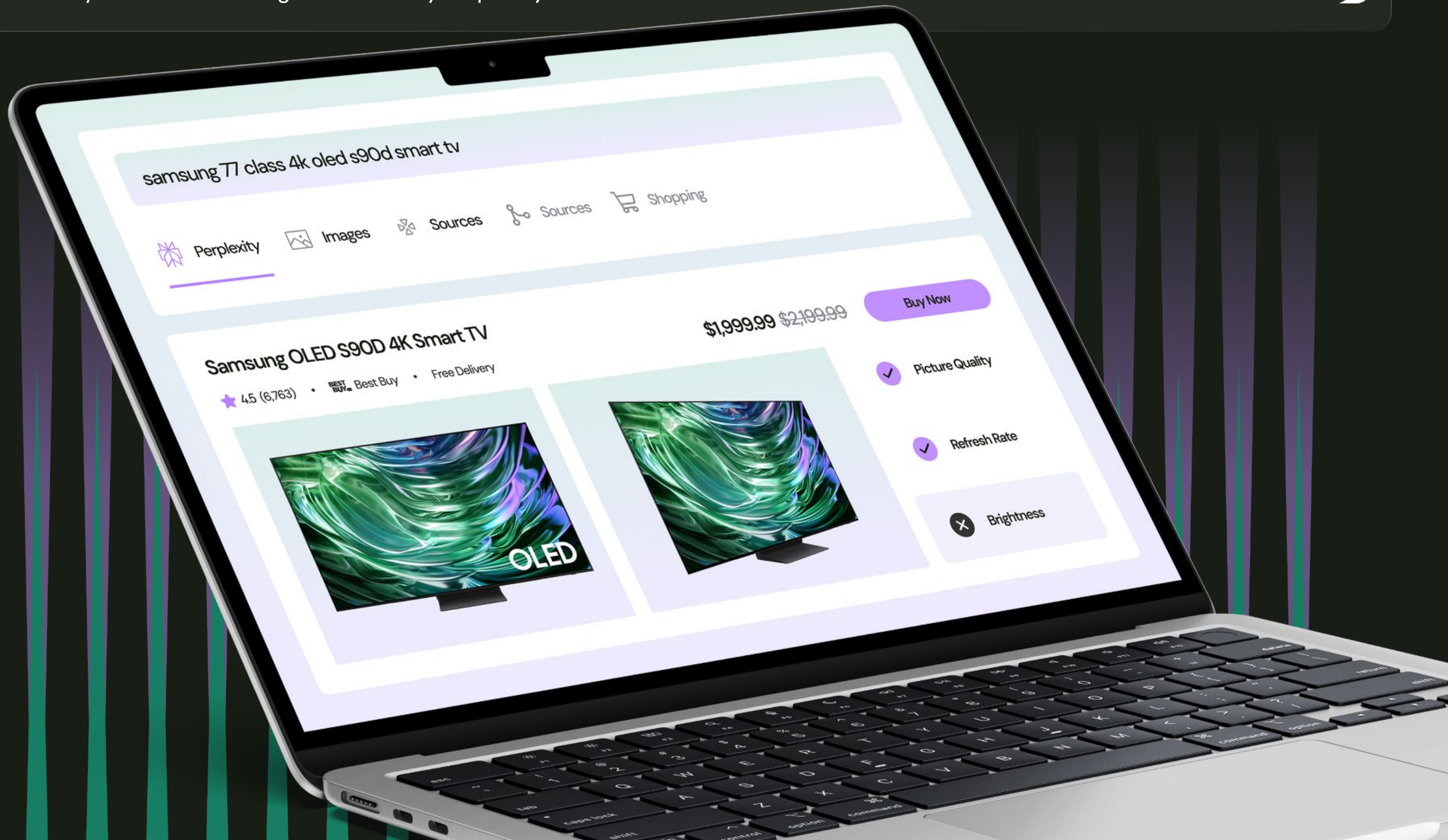
Journey Mapping & Statistical Significance

Statistical significance tests whether a difference between sampled metrics could be due to chance. Journey mapping is an observational method, designed to explain how & why users behave in a certain way. Every waypoint in a Journeys map is purposeful observed behavior, not a sampled estimate. That is why the pattern is always the finding, and chance is never a possible explanation

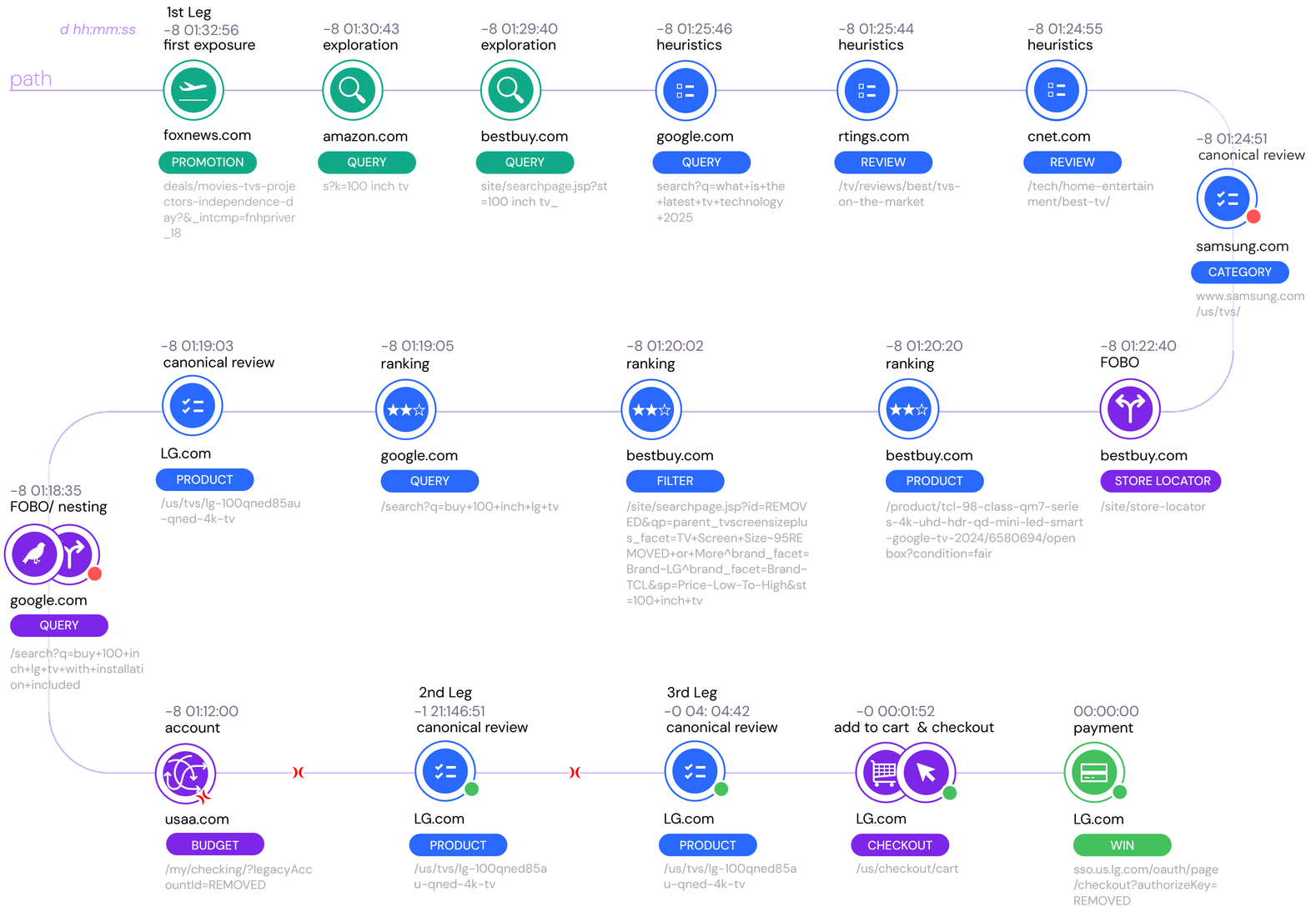
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SAMSUNG TV Journey - Decision-Making Framework by Perplexity.ai



TV journey **LG** united states **WIN**



#LG #samsung #tlc #TV #bestbuy #amazon #USA

#0416

POV

LG

Competitors are other brands

TYPE

Win

Samsung was part of the consideration, but the TV was acquired at LG.com

DESTINATION

Television

100in - 4K
LG QNED 85 A

TRAVELER

Labor Day Shopper

SUMMARY

Delayed Buying Power

Intense heuristics stages imply a consumer who has not yet biased his consideration set through strong brand affinity

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high
  diversion risk: low
- content control: low
  diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Labor Day Sales

Triggered by a reminder of Labor Day Sales on FoxNews.com the Labor Day Shopper launches into an exploration of 100" TVs. Unsure about what a sensible heuristic decision-making framework should be he stops at various meta review sites to understand the technology.

Consideration Set Early Contraction

Eventually, Rtings.com and CNet.com contract his consideration set into three brands: Samsung, LG and TCL, the only brands listed in the review sites' best-tvs-of-2025 articles.

FOBO Diversions

Samsung gets the honor of the first visit but is unable to hold the Labor Day Shopper's attention. The immediate visit to BestBuy.com's store locator implies that Samsung's delivery times might not please him, or he might want to see his price options across the full consideration set.

Consideration Set Final Contraction

We see that he sorts the 100" category by lowest price and considers the TCL QM 7 98" model. However, it is last year's model and an open-box item in 'fair' condition.
At this point the Labor Day Shopper's consideration set contracts a second time: the BestBuy is filtered to TCL and LG. Sorting and pricing URL artifacts imply that the Labor Day Shopper insists on a 2025-year model and does not want to pay the premium for available Samsung contenders, which start at above $4,000 at BestBuy. Samsung has lost the race.

He subsequent Google queries are further limited to LG. TCL is exiting the consideration set.

Conversion Delay

The purchase decision has arguably been made within the first 15 minutes of the Journey, the behavioral data shows checking of various accounts including USAA, indicating the checkout delay was due to cash flow considerations.

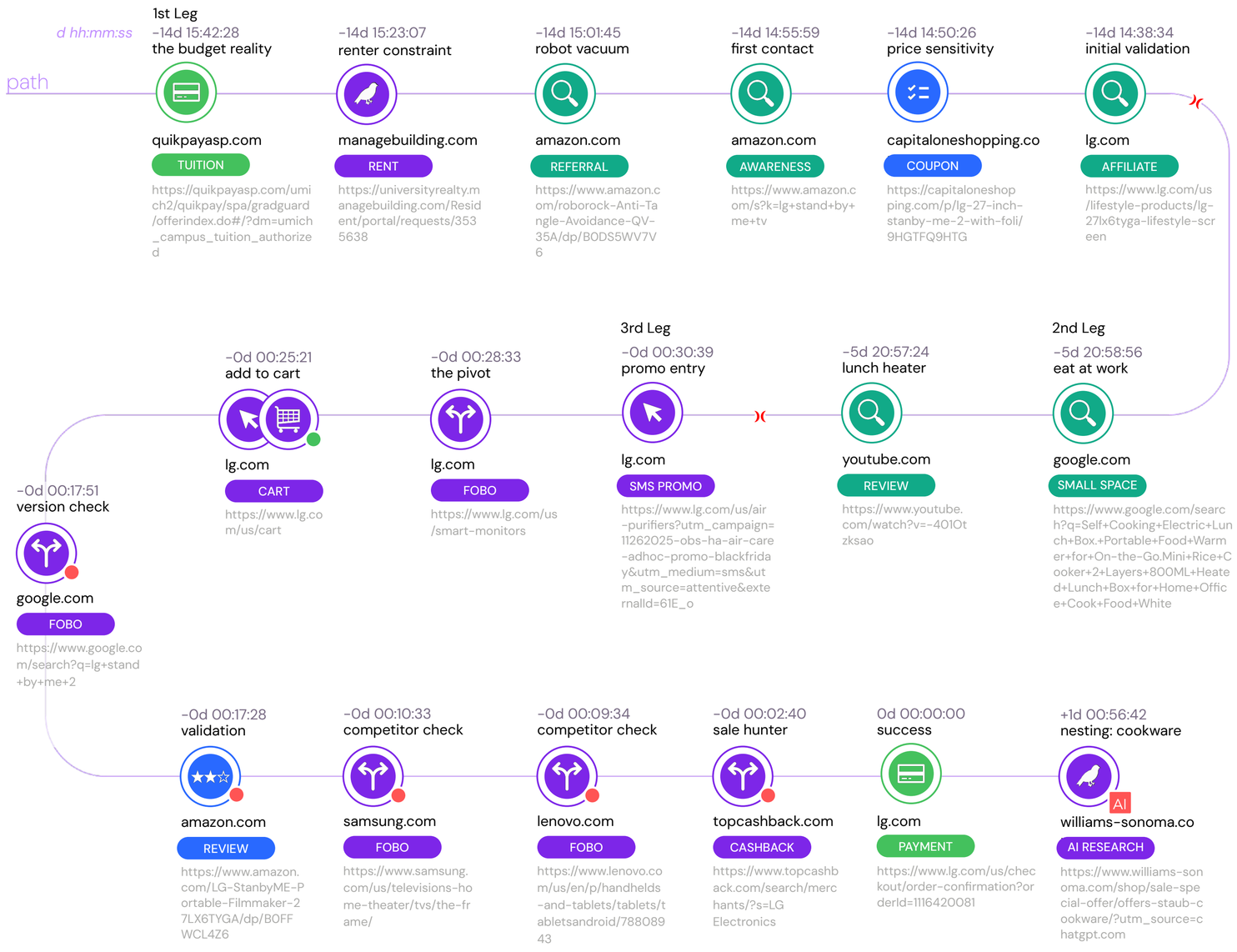
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specialty TV journey **LG - StanbyME** united states **WIN**



#LG #Samsung #Lenovo #LGStanbyME #StanbyME #TheFrame #GrandRapids #Michigan #USA #ConsumerElectronics

#0528

POV

LG - StanbyME

Competitors are other TV brands (Samsung) and portable device manufacturers (Lenovo)

TYPE

Win

Traveler purchases LG StanbyME directly from lg.com.

DESTINATION

Television

LG StanbyME (27LX6TYGA)

TRAVELER

International Student

SUMMARY

Validation & Deal Hunting

A budget-conscious student in a small rental apartment requires a premium display that adapts to her mobile lifestyle (studying, cooking, relaxing). Her specific constraints regarding wall-mounting and space rule out traditional competitors. Her high-intent journey is characterized by four strategic diversions to validate price, specs, and social proof before converting.

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high
  diversion risk: low
- content control: low
  diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Key Points

In this journey we follow international grad student in the US as she prepares for a busy on-the-go lifestyle in Ann Arbor. The profile of the busy student fits the stanbyme range perfectly and while she shortly considers stylish and practical competitors and goes through FOBO loops hunting down coupons she eventually ends up purchasing the StanbyME

Live Better

The busy on the go student can not make long term commitments, or affort to any more time or energy than necessary. The StanbyMe product fits that lifestyle profile like the other products she purchases. It is not a choice of the right medium to enjoy entertainment, but an efficiency play: “what is the right product to cause the minimum amount of adoption stress and has maximum versatility?” - in short products that reduce stress and simplify life.

The robot vacuum - no maintenance, the lunch heating box - eat whatever wherever, the air purifier - breathe better, all simplify life. A TV complicates it, it need to be mounted and it forces activities towards it limiting her wherever whenever credo. The StanbyME however is different. It doesn’t require installation and can meet her where she is not the other way round.

Aesthetics & Portability

She explores standard monitors on LG.com but pivots to "StanbyMe" via internal search. She briefly checks Samsung’s "The Frame" while it meets her esthetic the installation will complicate her life. She then checks a Lenovo tablet, but finds little difference over her laptop and does not enjoy having her electronics compete with her food for space on knees and belly.

Deals & Options

Before she commits and clicks checkout she runs three parallel FOBO loops: She makes sure that there aren’t any discounts available, ensures that the model she buys is the latest version and does one last check on product alternatives.

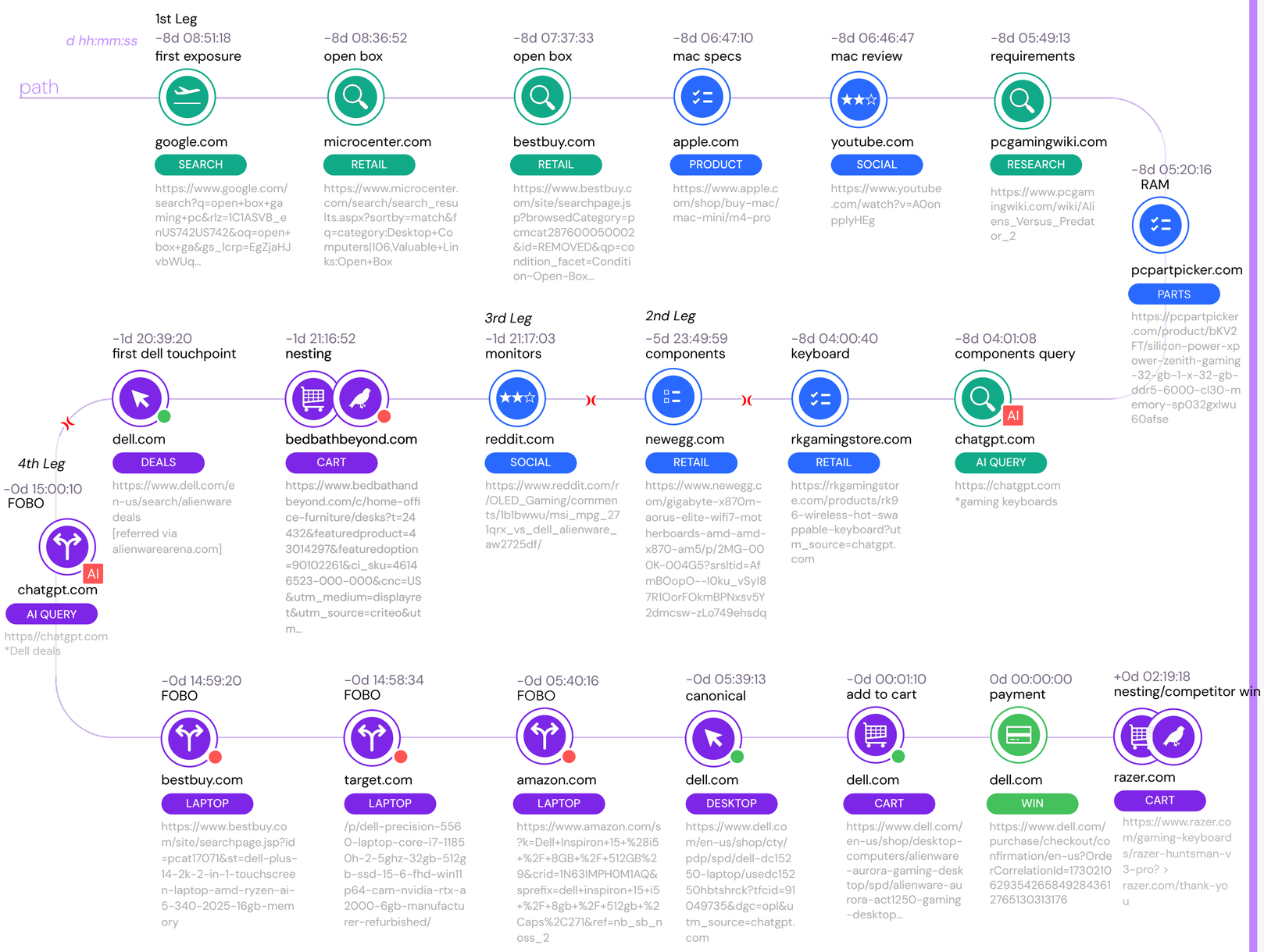
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Game Machine Journey **DELL** united states **WIN**



#Dell #Alienware #laptop #desktop #monitor #inspiron #Aurora

#0517

POV

DELL

Journey is from Dell.com direct perspective

TYPE

Win

Dell product acquired at Dell.com

DESTINATION

Desktop

Alienware Aurora ACT1250 Gaming Desktop

TRAVELER

Premium Tech Buyer

SUMMARY

Premium Gamer

Tech-savvy gamer explores forums, AI tools, and retailers to identify the new computer setup to meet his exact gaming needs

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high diversion risk: low
- content control: low diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Gamer Journey

A Premium Tech Guyer is seeking to upgrade his gaming setup.

OpenBox Evolution

He starts out exploring Open-box options, but when he can't find a suitable machine, he explores building his gaming machine from scratch. He starts looking at RAM and motherboards, but eventually gets stumped by all of his preferred parts being out of stock

Monitors & Nesting Sidequests

Tired and frustrated he switches gears to nail down other components of his gaming stack first. Launching his research for gaming monitors leads him to Reddit, where a post about MSI vs Dell Alienware (re-)introduces the Premium Tech Buyer to the Dell brand.

Picking his Alienware monitor search back up, finally gets him referred into the Dell brand online ecosystem, and we see his consideration set shrinking to only Dell/Alienware options.

FOBO Final AI Diversion

He asks *privately* in ChatGPT, the lines of "*where to find deals on Dell machines*" . The query routes the Premium Tech Buyer to a number of 3rd party retailers, including Best Buy, Target, and Amazon before eventually taking him home all the way: we see him converting directly at Dell.com.

Nesting Leaks

To welcome the new machine home and integrate it into his life, the Premium Tech Buyer has already strayed to BedBathAndBeyond for desk options. Not a huge surprise, given that Dell is not (yet) known for modern-farmhouse style gaming tables.

More surprisingly is, that, about 2 hours after purchasing the Dell desktop, he goes to Razer.com to purchase a gaming keyboard. Dell wins the gaming machine war but loses the gaming accessory battle.

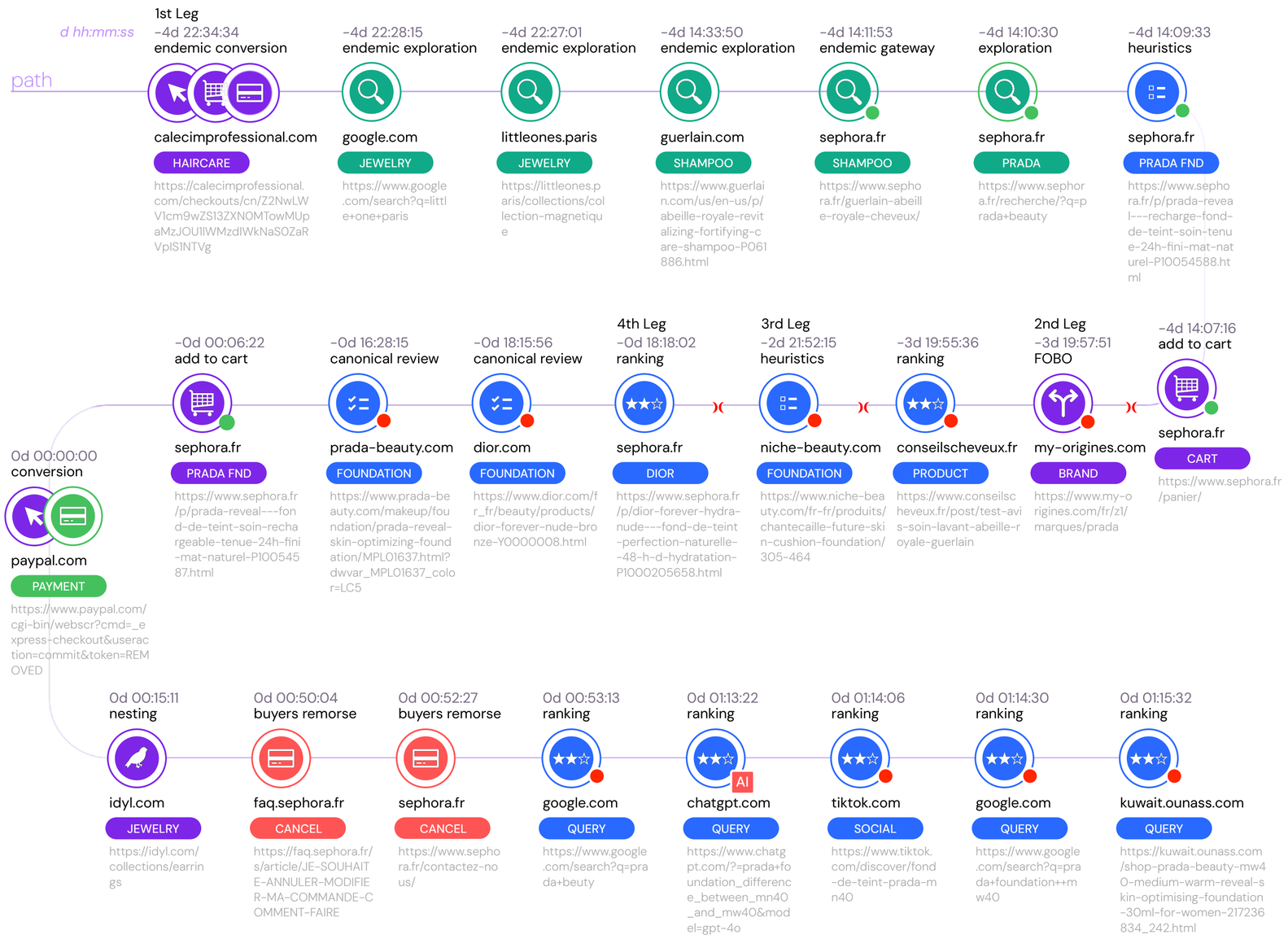
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self-care journey **SEPHORA** france **WIN**



#sephora #prada #dior #guerlain #beauty #makeup #haircare #foundation #shampoo #jewelery #france

#70287dd1-8094-469b-9de5-4cc1021f089d

POV

Sephora France

Competitors are luxury beauty houses and multi-brand retailers

TYPE

Win

Buys Prada Foundation MW45, doubts the shade, seeks reassurance, and ends up validating her original choice

DESTINATION

Prada Foundation

Prada Reveal - Fond de Teint Soin Rechargeable Tenue 24h Fini Mat Nature

TRAVELER

Luxury Self-Care Shopper

SUMMARY

Prestige Beauty Journey

Affluent, multilingual luxury consumer, prefers prestige beauty across global markets, strong cross-category shopper, needs rich product validation, color uncertainty drive post-purchase doubt

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high diversion risk: low
- content control: low diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Self-Care Journey

Affluent, multilingual luxury shopper explores high-end foundations across markets - from Dior to niche beauty - and purchases **Prada Foundation** MW45 on Sephora.fr. Post-checkout uncertainty triggers remorse and shade validation loops across TikTok and Google

Key Points

This journey reflects the high-end beauty buyer's decision complexity - cross-category exploration, brand loyalty mixed with FOBO, and reliance on community-driven reviews. Despite second thoughts post-purchase, confidence in the color choice returns through self-validation and multi-platform research

Initial Trigger

Journey begins with **luxury haircare** - Calecim Professional - reinforcing her trust in scientific luxury brands. Sephora's related product suggestions redirect her to foundation

Consideration Set: Luxury Foundations

Her focus narrows to Prada and Dior foundations, both high-prestige. She browses across Sephora, Prada Beauty, Dior.com, and Niche Beauty, cross-checking formulas, finishes, and hydration claims.

Diversions

Hesitation over **shade selection** (MW45 vs MW40 vs MN40) triggers multiple searches and retailer visits. TikTok, Google, and niche retailers provide more helpful comparisons than Sephora or Prada's own pages

Buyer's Remorse

MW45. Within an hour, she reopens Sephora to cancel, but the grace period has expired. She contacts customer service and reads FAQ **cancellation** policies

Validation

Consults **TikTok, Google, ChatGPT and review sites** - including Kuwaiti and Middle Eastern retailers - to confirm MW45 is likely the correct tone. Buyers' remorse eases; no return or repurchase follows.

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cosmetics journey **THE WHOO** united states **LOSS**

d hh:mm:ss

path

2026.03.31
17:38:37 UTC

1st Leg: cultural trigger

- -5d 04:35:02 first exposure — youtube.com — SOCIAL — https://www.youtube.com/@PolinaSaltykova09/videos
- -4d 05:38:15 immersion — kisskh.do — SOCIAL — https://kisskh.do/Drama/Queen-of-Tears/Episode-15?
- -1d 10:15:46 beauty trigger — youtube.com — SOCIAL — https://www.youtube.com/shorts/vLAR93RIvyI
- -1d 10:06:49 category explore — oliveyoung.com — STORE — https://global.oliveyoung.com/product/detail?prdtNo=GA230619241
- -1d 10:01:42 google > amazon — google.com — SEARCH — https://www.google.com/search?q=korean+cushion+foundation → https://www.amazon.com/s?field-keywords=gold+cushion+foundation

2nd Leg: Brand Explore

- -1d 09:56:09 1st brand touchpoint — amazon.com — PRODUCT — https://www.amazon.com/History-Radiant-Essence-Protection-Cushion/dp/B0D66L1SWN/

3rd Leg: FOBO Loop

- -1d 05:27:13 FOBO research — google.com — PRODUCT — https://www.google.com/search?q=The+History+Of+Whoo+Radiant+Essence+UV+Protection+No.23+Cushion+color
- -1d 9:21:03 add to cart — amazon.com — CART — https://www.amazon.com/History-Radiant-Essence-Protection-Cushion/dp/B0D66L1SWN/ref=sr_1_8 -> https://www.amazon.com/cart/add-to-cart/ref=dp
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- -1d 09:55:05 collection browse — amazon/thewhoo — CATEGORY — https://www.amazon.com/stores/page/0FBB8AC9-716C-4DB0-AE57-611AC91C579D (bestsellers)
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- 0d 00:00:00 FOBO — amazon.com — COMPETITOR — https://www.amazon.com/CHALLANS-LUMIN%C3%81RE-Foundation-Imperfections-Long-Lasting/dp/B0CBTT1N93

4th Leg: Conversion

- +1d 03:15:09 makeup search — nordstrom.com — PRODUCT — https://www.nordstrom.com/browse/beauty/makeup/eyes?breadcrumb=Home/Beauty/Makeup/Eyes&origin=topnav
- 0d 00:00:00 add to cart+payment — nordstrom.com — LOSS — https://www.nordstrom.com/brands/chanel--1023/beauty/makeup?breadcrumb=Home/Brands/CHANEL--1023/Beauty/Makeup -> https://www.nordstrom.com/checkout/

#pods #zillow #redfin #walmart #portland #USA

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POV
THE WHOO
Competitors are other Korean cosmetics brands & retailers, plus other major makeup retailers.

TYPE
Loss
Product acquired at Nordstrom

DESTINATION
Cosmetics
Foundation, powder or eye makeup

TRAVELER
K-Drama Fan
Female, 33
NY, USA

SUMMARY
K-Drama Conversion
NYC consumer discovers Korean beauty through K-drama and Youtube beauty influencer content

PHASES
- interest
- intent
- conversion

CONTROL & RISK
- content control: high, diversion risk: low
- content control: low, diversion risk: high

ATTENTION
- issue or journey interruption
- AI LLM assisted journey stage

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Beauty Buyer's Journey
The K-Drama Fan is a multilingual consumer in New York whose fandom of K-drama and Youtube influencers motivates a dive into K-beauty products.

K-Culture as Entry Point
Her journey begins on a YouTube influencer channel about life in South Korea, deepens through watching K-drama "Queen of Tears", and activates with star Ko Hyun Jung promoting her skincare line on Youtube.

Consideration Triggered from Google
Before she searches a single product, she browses OliveYoung, where she develops her understanding of the K-beauty landscape. THE WHOO only enters the consideration set through a consequent Google search for "korean cushion foundation" that leads to Amazon.

Confusing Content Gap
She visits every page of THE WHOO store on Amazon, but the cushion is nowhere to be found. She then goes to thewhoo-usa.com and finds neither the products on Amazon nor those the brand elevates in its own store. Both owned channels fail her.

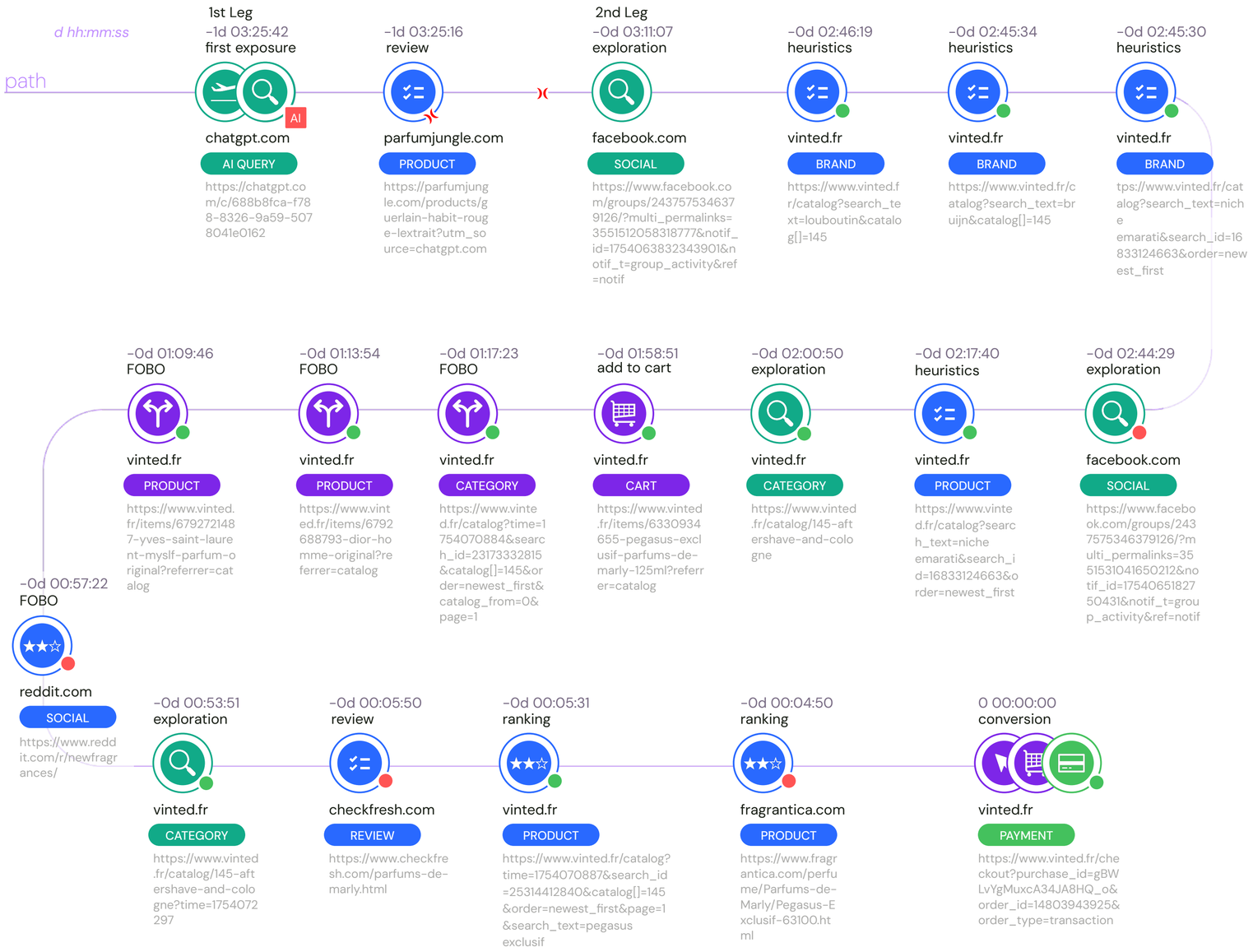
The FOBO Frenzy
The K-Drama Fan then spends a day and a half in a FOBO loop searching for "korean foundation." She visits both Milktouch and Challans de Paris twice, triggered by uncertainty around shade match and product availability that THE WHOO brand experience on Amazon did not provide.

Nordstrom Closes in Under 10 Minutes
The sharpest signal in the journey happens at Nordstrom, where she makes a makeup buy in under 10 minutes with no research, no competitor checks, and no hesitation. The same buyer who spent 5 days on Amazon to no avail needed only 9 minutes on Nordstrom.

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perfume journey **VINTED** france **WIN**



#vinted #perfume #guerlain #louboutin #dior #ParfumsdeMarly #YSL #france #5dc2f79c-9363-422c-a11a-ed4ee32aa869

#5dc2f79c-9363-422c-a11a-ed4ee32aa869

POV
VINTED
competitors are other new and preloved retailers or marketplaces

TYPE
Win
Product acquired at vinted.fr

DESTINATION
Perfume
Pegasus Exclusif
Parfums de Marly for men

TRAVELER
Parfum Connoisseur

SUMMARY
Collector
Luxury-seeking, collector mindset. Uses AI, community groups, and reviews for guidance. Strong FOBO behavior before commitment

PHASES
- interest
- intent
- conversion

CONTROL & RISK
- content control: high diversion risk: low
- content control: low diversion risk: high

ATTENTION
- issue or journey interruption
- AI LLM assisted journey stage

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Key Points
The journey is multi-staged, with interruptions and diversions reflecting an enthusiast's discerning approach. Early exploration involves AI assistance and niche retail, while intent crystallizes on second-hand platforms (Vinted) where rare, discontinued, or collector fragrances are more likely to be found. Multiple FOBO loops highlight indecision, yet the eventual convergence on Parfums de Marly Pegasus Exclusif demonstrates the balance of aspiration, validation, and affordability.

Initial Trigger
ChatGPT suggests luxury classics - user checks Guerlain at Parfum Jungle but halts. Facebook fragrance group reignites search.

Exploration & FOBO
In intent mode, the user explores Vinted listings, targeting niche and non-current-season items. He evaluates a rotating set of luxurious brands: Louboutin, Bruijin, niche Emirati fragrances. FOBO cycles cause repeated returns to Vinted's product and category pages, refining his consideration set through exploration and comparison. Additional searches include colognes, Dior, YSL, and even Lacoste tennis apparel inspired by Arthur Fils, underscoring the breadth of his luxury interests.

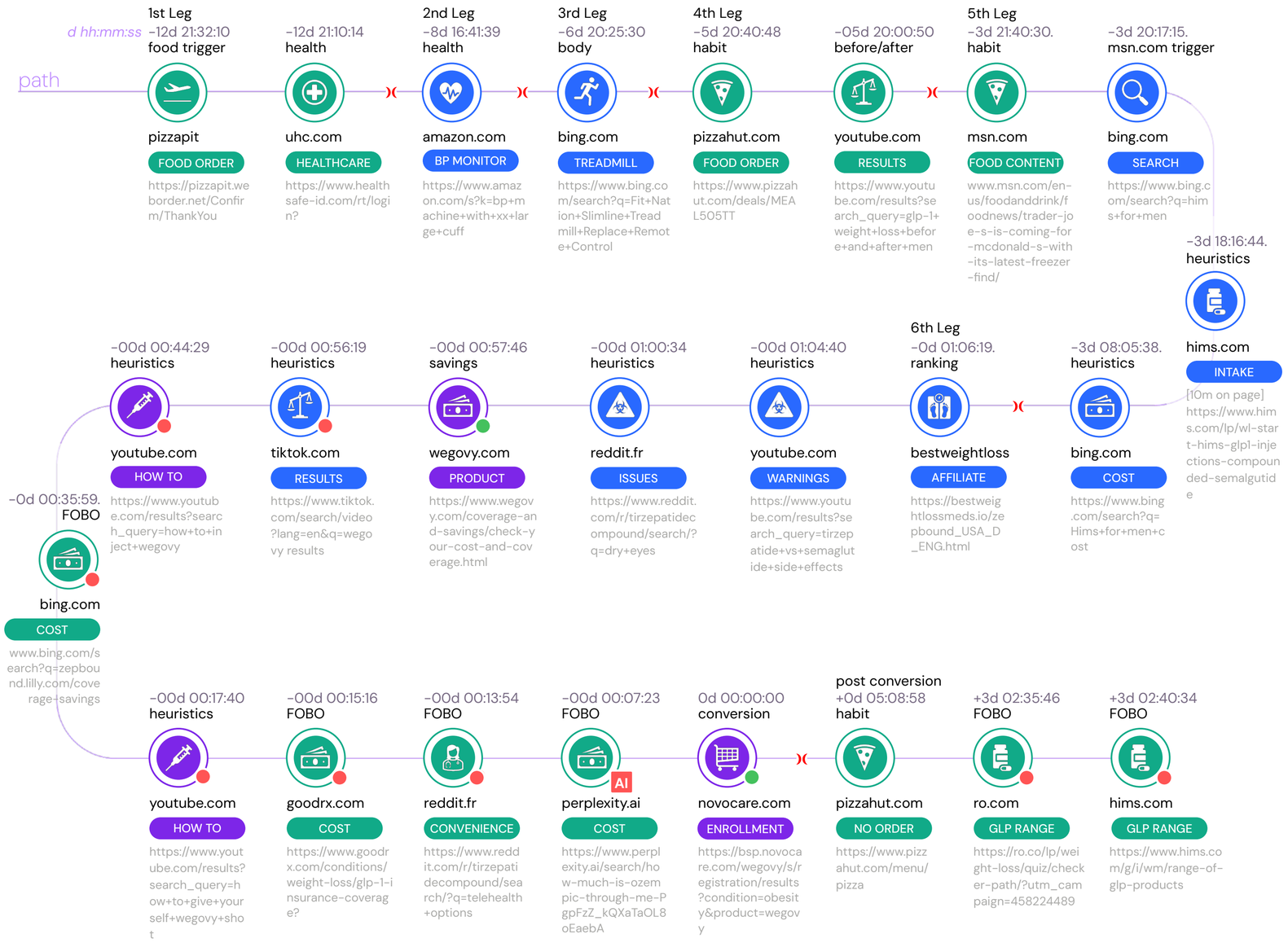
Validation & Social Proof
Community discussions and secondary reviews bolster confidence. CheckFresh confirms freshness data on perfumes like de Marly, while Fragrantica provides depth and cultural validation as a trusted fragrance authority.

Final Contraction & Commitment
The user narrows to Parfums de Marly fragrances, specifically "Pegasus Exclusif." Before committing, he checks product longevity and usability (to avoid collector-only items) and validates with Fragrantica. With confidence secured, he proceeds to conversion on Vinted.fr, completing the purchase.

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weight-loss journey **Wegovy/Novocare** united states **WIN**



#ozempic #wegovy #zepbound #mounjaro #hims #weightloss #obesity

#b9d7dc89-305b-4138-96e6-a6941394af0c

POV

Wegovy/ Novocare

Journey point of view is from Wegovy's brand perspective. Competitors are other brands and compounders

TYPE

Win

Transformation Intender enrolled for Wegovy treatment via Novocare.com despite prolonged engagement with competitors

DESTINATION

GLP-1

Wegovy/ Novocare Sign Up

TRAVELER

Health Transformation Intender

SUMMARY

Weight-Loss Stack

A man who has been struggling with obesity is finally adding GLP-1 to his transformational stack

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high diversion risk: low
- content control: low diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Key Points

The Transformation Intender orders an sphygmomanometer (with an XXL cuff), and looks up parts to fix up his treadmill. He knows he has been here before, but this time he will go all the way with the support of the GLP-1 community on Reddit & TikTok and Wegovy added to his wellness stack

Real Results

BEFORE/AFTER is a common search motion across social, search and AI. Transformation Explorers want to see real examples of the changes it brought to real people. This search is often refined by 'brand/compound' or a 'celebrity' modifier. The latter is not driven by gossip, but trust: the public has an established baseline in the candid public record of celebrities' appearance BEFORE

>>The Transformation Intender does not trust the brands' polished marketing content, but looks for authentique UCG video stories on TikTok, Reddit and YouTube

Warnings & Precautions

As Transformation Explorers become Intenders they are quickly exposed to the different brands and compounds/ers. They rarely worry about or rank efficacy - it is assumed. The differentiation occurs on topics of side-effects and on the how-to application

>>Efficacy Parity is assumed. Intenders establish heuristic differentiation based on ease-of-use and warnings

FOBO

Once the Transformation Intender has contracted the consideration set, they looks for the most convenient way to start the treatment. Exploring brand specific Cost Savings (including insurance coverage) and Telehealth Prescriptions option go hand in hand in this stage

>>Brands risk losing the intender in the FOBO stage when Savings and Prescription are not clearly at parity and easily found, i.e., any search for 'Wegovy Savings' will surface 'Ozempic Savings' front and center

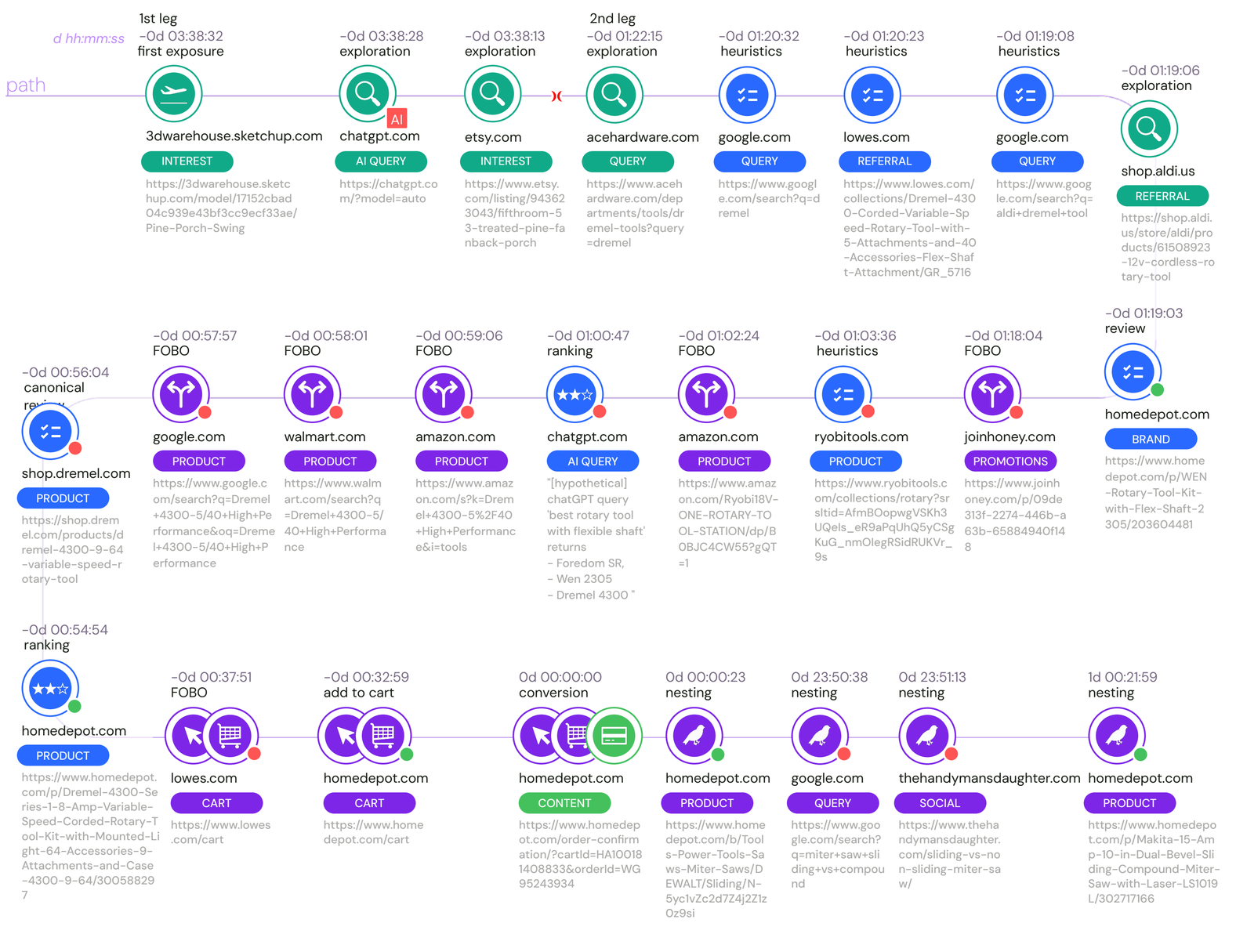
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power tool journey **HOME DEPOT** united states **WIN**



#homedepot #lowes #acehardware #amazon #walmart #homeimprovment #diy #powertools #rotarytools #ryobi #dremel #makita #USA

#5dc2f79c-9363-422c-a11a-ed4ee32aa869

POV
Home Depot
Competitors are other retailers

TYPE
Win
Product acquired at homedepot.com

DESTINATION
Rotary Tool
4300 Series 1.8 Amp Variable Speed Corded Rotary Tool Kit with Flex Shaft Rotary Tool Attachment

TRAVELER
DIY Hobbyist

SUMMARY
Delayed Purchase
Hobbyist builder, upgrading skills and tools, Project-driven motivation, Strong brand anchor: “Dremel” = rotary tool, Price/bundle sensitivity with FOBO diversions

PHASES
- interest
- intent
- conversion

CONTROL & RISK
- content control: high diversion risk: low
- content control: low diversion risk: high

ATTENTION
- issue or journey interruption
- AI LLM assisted journey stage

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DIY Power-Tool Journey
Hobbyist builder upgrades his toolkit while planning a DIY porch swing. Initial inspiration leads to exploration of artisan options, but the journey culminates with confidence in HomeDepot, where he purchases both the rotary tool and miter saw.

Key Points
The journey blends aspiration, tool research, and FOBO loops across retailers. Dremel becomes the anchor brand for “rotary tools,” while price checks, bundles, and flex-shaft comparisons shape the final decision.

Initial Trigger
Blueprint discovery on 3D Warehouse sparks the idea. ChatGPT and Etsy provide inspiration, showing DIY is feasible. The user commits to building and starts identifying required tools.

Tool Exploration
Searches for “Dremel” instead of “rotary tool.” Evaluates Ace, Lowes, Aldi (Ferrex), and Amazon listings. Flex-shaft availability becomes a key differentiator. Ryobi, WEN, and Dremel compete directly for attention.

FOBO Loops
Searches for “Dremel” instead of “rotary tool.” Evaluates Ace, Lowes, Aldi (Ferrex), and Amazon listings. Flex-shaft availability becomes a key differentiator. Ryobi, WEN, and Dremel compete directly for attention.

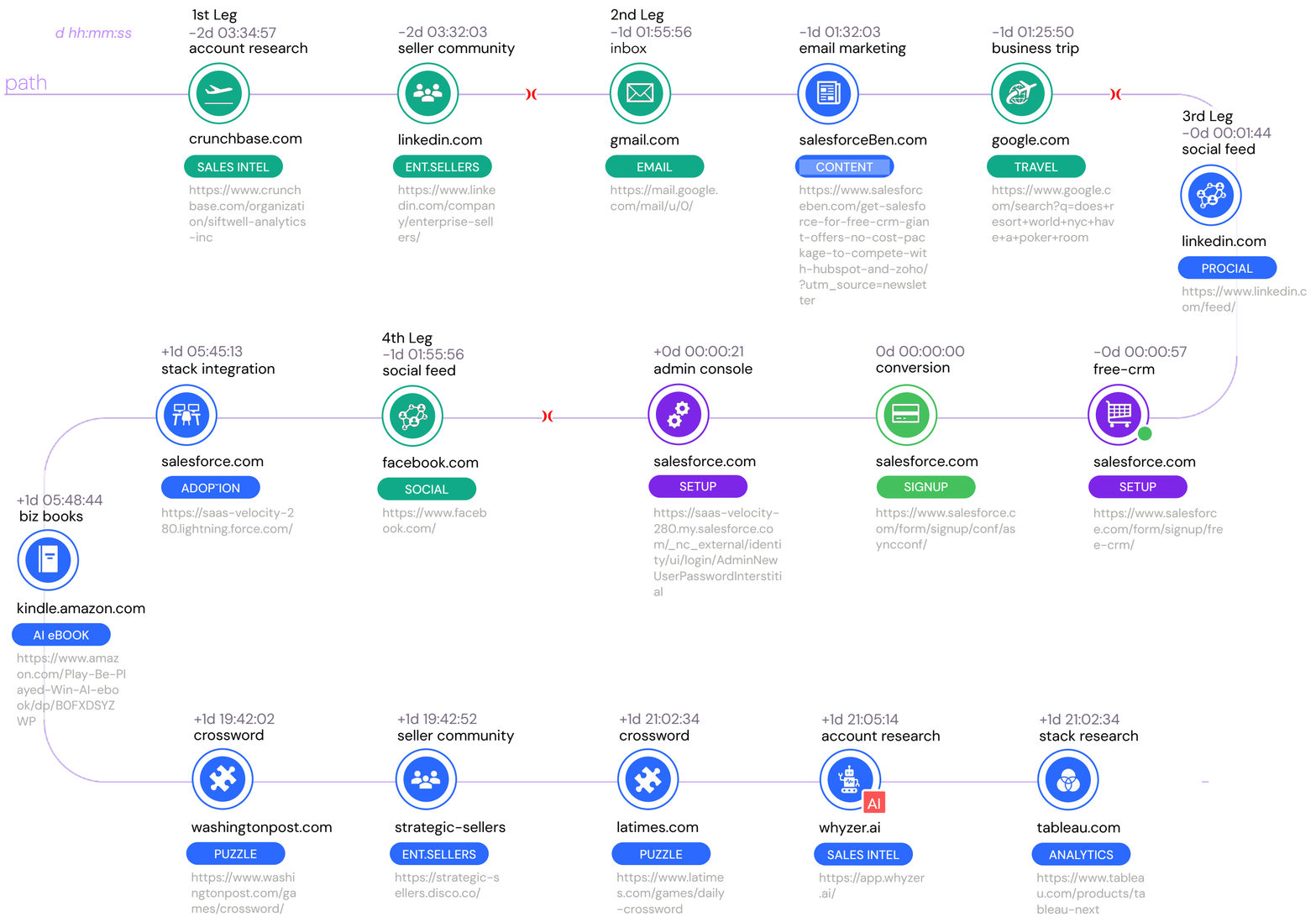
Multi-Cart Validtation
Adds Dremel 4300 to carts at both Lowes and HomeDepot. Investigates accessory kits and parallel tools (leaf blowers). Final confidence built by reviewing HomeDepot’s Dremel 4300 product page.

Conversion
Commits at HomeDepot checkout for the Dremel 4300. Immediately expands purchase to include a miter saw after researching sliding vs. compound models via Google, YouTube, and Dewalt pages. HomeDepot captures the complete toolkit purchase.

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SAAS journey **SALESFORCE** united states **WIN**



#SAAS #B2B #Salesforce #SFDOTCOM #crm #free-crm #hubspot #zoho #tableau #whyzer

#e2069e4a-68a4-4e6d-bf18-561e0a318241

POV

Salesforce

Competitors are other SAAS B2B companies offering CRM solutions such as Hubspot and Zoho

TYPE

Win

Traveler completed Free-CRM Signup Form at Salesforce.com

DESTINATION

Salesforce Free CRM Trial

Free Slack Workspace
Sales, Service, and Email Marketing

TRAVELER

Sales Exec

SUMMARY

Trial Trigger

The free, low pressure trial is all it took, slight delay, no real diversion

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high
  diversion risk: low
- content control: low
  diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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SAAS Sign-Up Journey

We follow a Sales Exec who is Head of Enterprise Sales in a mid sized analytics startup looking to level up his salesforce by upgrading the company sales stack to include the Salesforce CRM.

Solving problems and beating the competition is in his DNA: when he books vacations he makes sure the hotels have casinos, ideally with a poker room. His brain knows not how to idle, instead he solves crosswords for fun. He stays is connected in the enterprise seller community and keeps a close eye on anything that can help him and his team win, that is why, he explores AI tooling by trialing apps and reading ebooks.

LinkedIn Feed

Not that the Sales Exec is not aware of Salesforce, but he might not have been able to kick loose the budget for yet another tool in the companies stack. Something about Salesforce Free-CRM pops up in his LinkedIn feed, most likely a paid ad or a humble braggy comment. No money down makes trialing much easier, he wonders how it compares Hubspot and Zoho.

Message Reinforcement

Common in Journeys is that travelers need second party validation to make them comfortable with their conversion decision. In this case an email from SalesforceBen.com, a platform dedicated to Salesforce content, is taking up that role. “CRM Giant [Salesforce] offers no cost package to compete with Hubspot and Zoho” helped convince the Sales Exec to click the LinkedIn content.

Full Stack

As extensive Salesforce’s offerings are, most users run a stack of varied products. Businesses prefer the best-in-class solution for each component instead of a mixed quality one-stop shop. In addition, his full stack goes beyond administrative tools, but includes community networks - linkedin.com/company/enterprise-sellers/ - and seller intelligence solutions such as app.whyzer.ai/ .

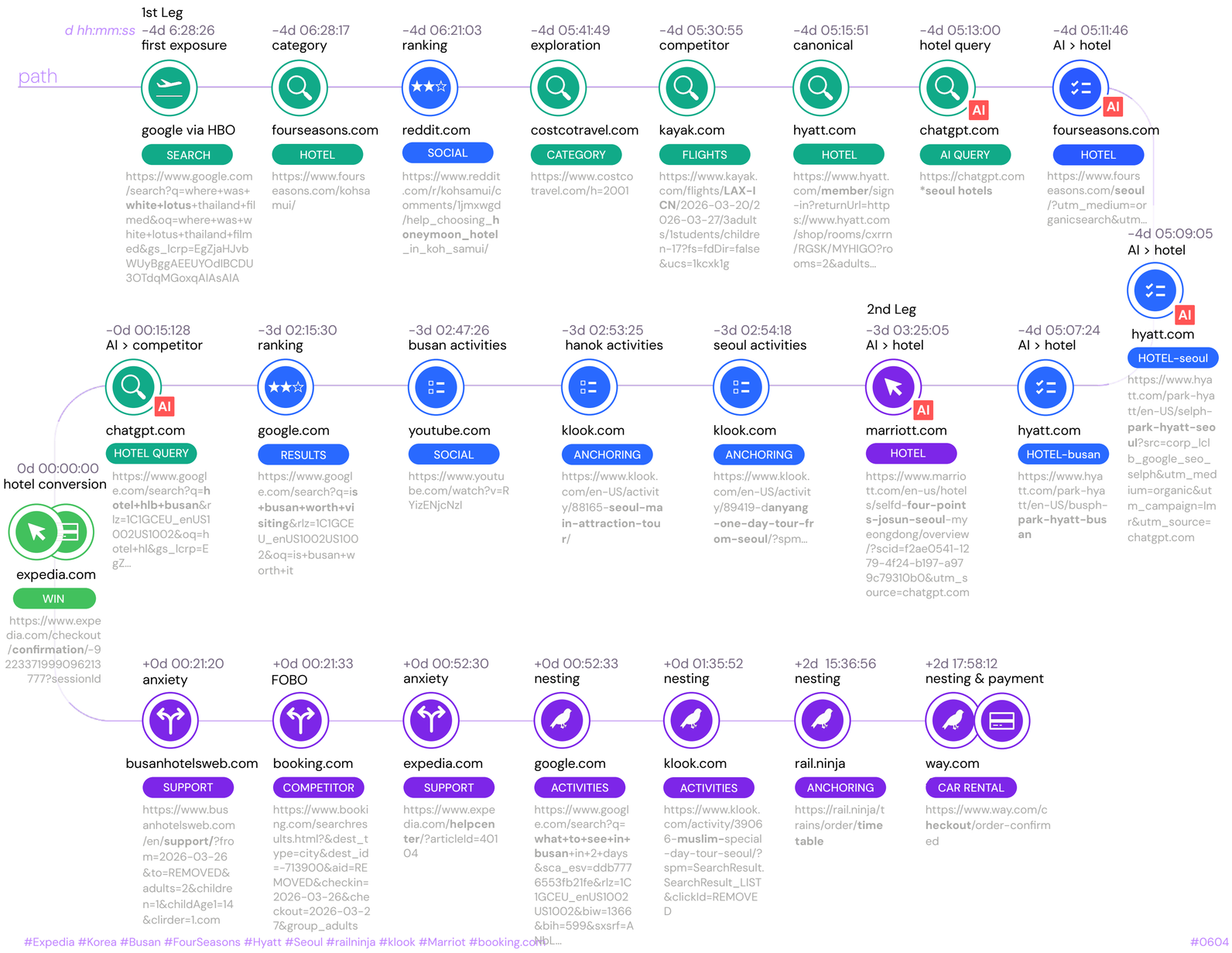
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Hotel Journey **EXPEDIA** united states **WIN**



#Expedia #Korea #Busan #FourSeasons #Hyatt #Seoul #railninja #klook #Marriot #booking.com

#0604

POV

Hotel Booking

Hotel family vacation booking for 2 weeks in Asia

TYPE

WIN

Travels member sites and AI route user to multiple competitor offerings before booking

DESTINATION

EXPEDIA.COM

Multi-destination trip in S. Korea, including Busan, Hanok and Seoul

TRAVELER

White Lotus Fan

SUMMARY

Triggered by a luxury fantasy resort on TV, traveler searches for a more realistic family vacation itinerary in South Korea using AI, Youtube and activities sites like Klook.

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high
  diversion risk: low
- content control: low
  diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Traveler Journey

While watching the HBO show “White Lotus,” this fan is travel-triggered by the luxury resort depictions in season 3. The cost of the Thailand resort fantasies quickly pivots him to a more pragmatic, family-focused destination. He begins searching luxury hotels in South Korea..

AI Steers Early On

The Traveler dives into hotel research, where ChatGPT routes him to Four Seasons, then Hyatt Seoul and Hyatt Busan in a single session – where Busan presents another destination option. He resumes hotel search a day later with marriott, also driven by ChatGPT.

The Trip Expands

The Traveler starts researching activities and tours in and around Seoul via Klook, where he discovers historic temple and limestone cave destination Danyang and traditional Korean architecture village Hanok. Considering transportation options, YouTube’s enticing videos of the country’s new bullet train pulls him toward Busan further south again; and a Google query confirms Busan is worth the trip.

Anchoring in Busan

After days of multi-leg trip research, The Traveler finds himself in need of some solid anchoring to make the trip real. Instead of Seoul though, he now sets his eyes on Busan first.

Post-Conversion Anxiety

Though he books a local HLB Hotel in Busan through Expedia, The Traveler is not entirely at peace with his decision and spends 30 min checking the Busan hotel support page, Booking.com, and the Expedia help center.

Nesting

After hours of comparing bullet train tickets on rail.ninja, he books a car rental on Way.com. The trip assembles itself across a dozen platforms, but Expedia is only one of them..

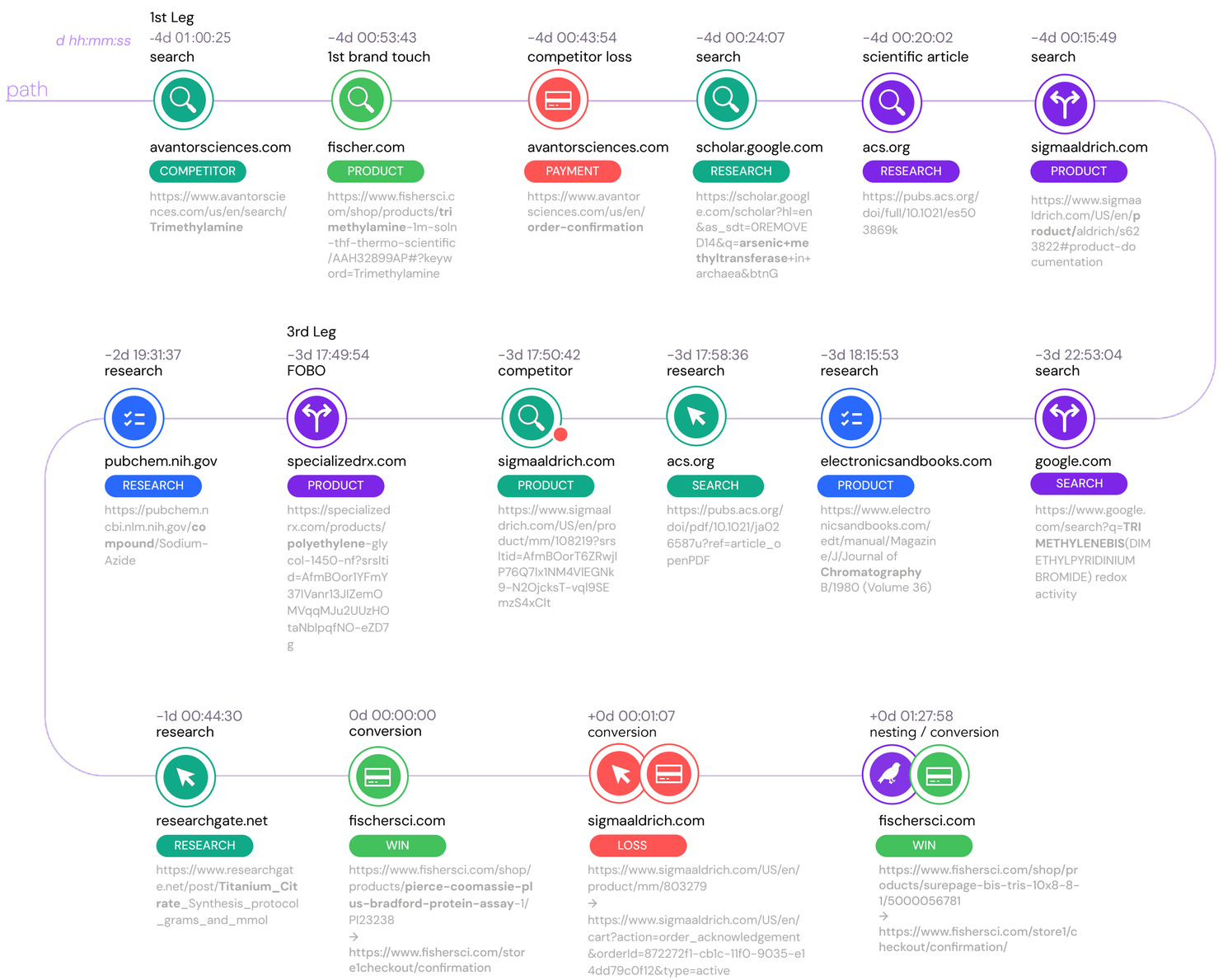
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researcher journey **FISHER SCIENTIFIC** united states **WIN**



#fischersc #sigmaaldrich #avantorsciences

#1213

POV

Fisher Scientific

Journey is from FisherSci perspective directly

TYPE

Win

Product purchased on fishersci.com

DESTINATION

Biochem products

BUYER

Biochemist

SUMMARY

Research-first buyer

Biochem scientist cross-references primary scientific literature and chemical databases before committing to any supplier.

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high
  diversion risk: low
- content control: low
  diversion risk: high

ATTENTION

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Research-First Journey

The Biochemist is not a casual shopper: every stop in this journey is preceded by research and database checks that are not common among the average shopper.

Key Points

Competitor Wins First

The Biochemist searches trimethylamine on Avantor, then visits the exact same product on Fisher, then buys on Avantor in about 15 minutes. Fisher was considered but lost in the same session. Something made Avantor easier to commit to in that moment, either availability or friction.

Literature Does Not Lie

When the Biochemist hits a decision point, the next stop is always a primary source, instead of a review site, forum or brand page: a 27-step PubChem paper on sodium azide and three ACS environmental science publications. His cart starts in the research papers, so the brand that shows up in that validation phase (with the right documentation and the right specs) will win the conversion.

Three Checkouts Three Minutes Apart

The Biochemist arrives knowing exactly what to buy and where when he gets to Fisher, quickly converting there for the Protein Assay kit, but then returns to Sigma for the Tris-HCl buffer salt that he looked at 3 days prior, and back to Fisher for the Bis-Tris gel.
Tris-HCl is one of the most common chemicals used in all of biochemistry, offered at every supplier. So the fact that the Biochemist goes to Sigma for this is likely due to price or quantity or size.

Checking Multiple Suppliers is Protocol

Avantor wins trimethylamine. Sigma wins the reagent. Fisher wins the assay kit and the gel. Each line item goes to whoever earned it scientifically, right form factor, right grade, right availability. The question for Fisher's content and product teams is not how to win the whole basket, but how to be the supplier that earns trust at the moment the research ends and the purchase intent begins.

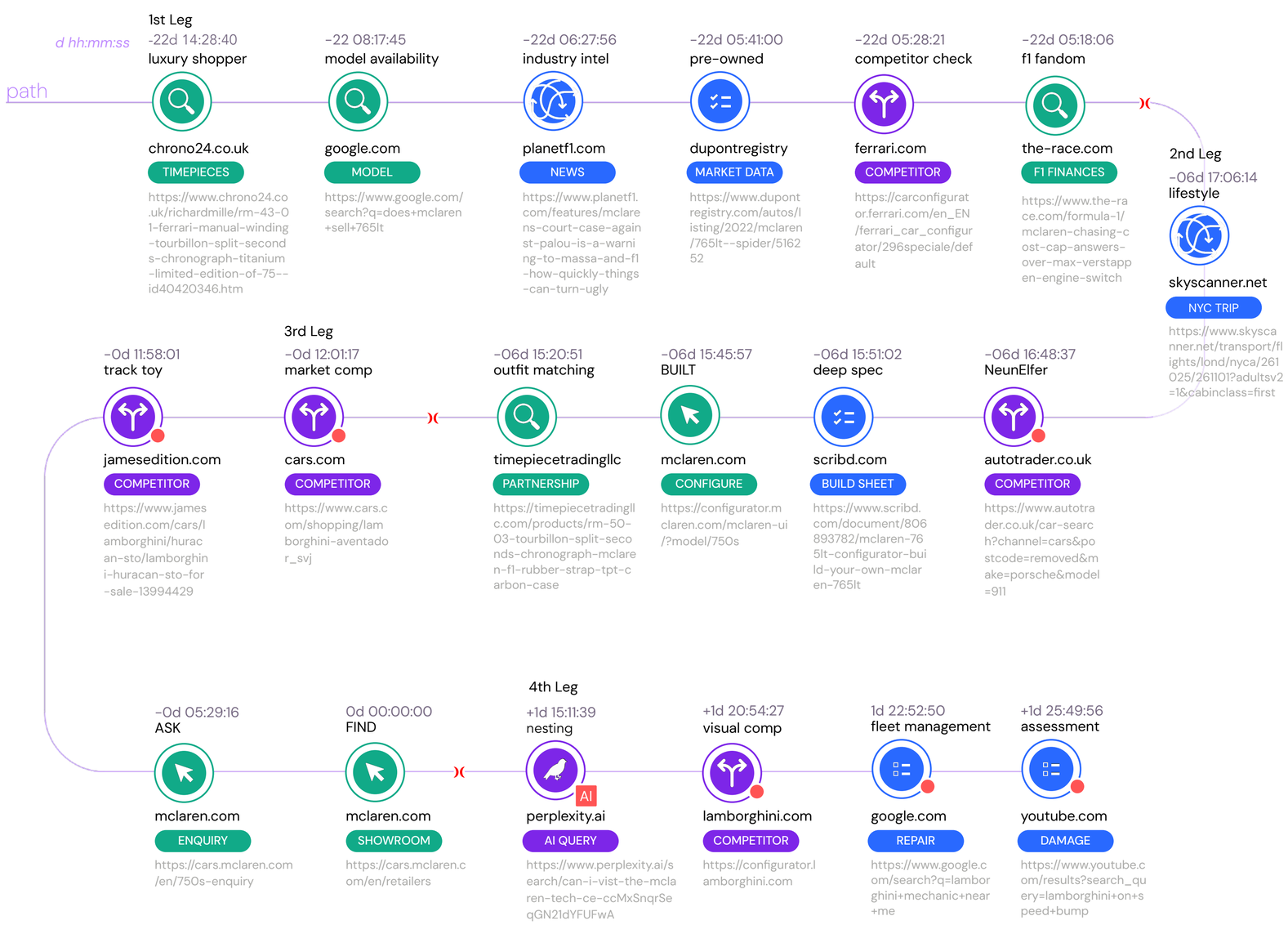
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luxury car journey **MCLAREN** united kingdom **WIN**



#McLaren #765LT #750S #Ferrari #296speciale #Lamborghini #Aventador #Huracan #Porsche #911 #tourbillon #chronograph #richardmille

#0124

POV

McLaren Automotive

Competitors are supercar brands (Ferrari, Lamborghini, Porsche)

TYPE

Win

Luxury client builds McLaren 750s, submits enquiry and looks for retail showrooms

DESTINATION

Showroom

McLaren 750s

TRAVELER

Sophisticated Car Collector

SUMMARY

Luxury Shopper

As a racing enthusiast and a sophisticated collector, appreciating the finer things in life he investigates the McLaren 750s alongside, Lamborghini, Ferrari and Porsche. He exhibits several hallmarks of the affluent male luxury buyer: He consults brand and vintage marketplaces to keep an eye on potential additions to his timepiece collection and only travel first class

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high diversion risk: low
- content control: low diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Key Points

McLaren does not sell cars online. The conversion events relevant here are **BUILT** or configuration, the **ASK** or enquiry and **FIND** the retailer search

The Sophisticated Collector's search begins in the luxury timepiece market researching **a GBP 1,000,000 tourbillon chronograph** collab with Ferrari. He then gets serious about an out of production 2021 McLaren model, but does not seem to find the right option pre-owned and end up checking out the new McLaren lineup

Luxury Fleet Owner

His Journey implies that the McLaren might not be his first or only luxury car in his car park, but an addition to an **existing Lamborghini**. When considering a new addition he favors McLaren over Ferrari and Porsche

Watch Matching

While many give up when trying to match a tie to a suit. The Sophisticated Collector is cut from another cloth. When we see his preference switching from the Ferrari to the McLaren he is quick to research the **matching the tourbillon chronograph** to go with the new car

Spec Matching

In car buying journeys we often see the underlying theme of an old favorite driving decisions forward. This holds true here. The Sophisticated Collector has a clear preference for the out of production 765LT and it is only after he finds a way via scribd.com an **archived 765LT configurator** he gains the confidence build a new 750S to similar specs

Nesting

After the BUILT ASK FIND conversion for McLaren 750s we see the Sophisticated Collector looking up the famed **McLaren Technology Centre** he wants to visit in apprehension of the potential purchase

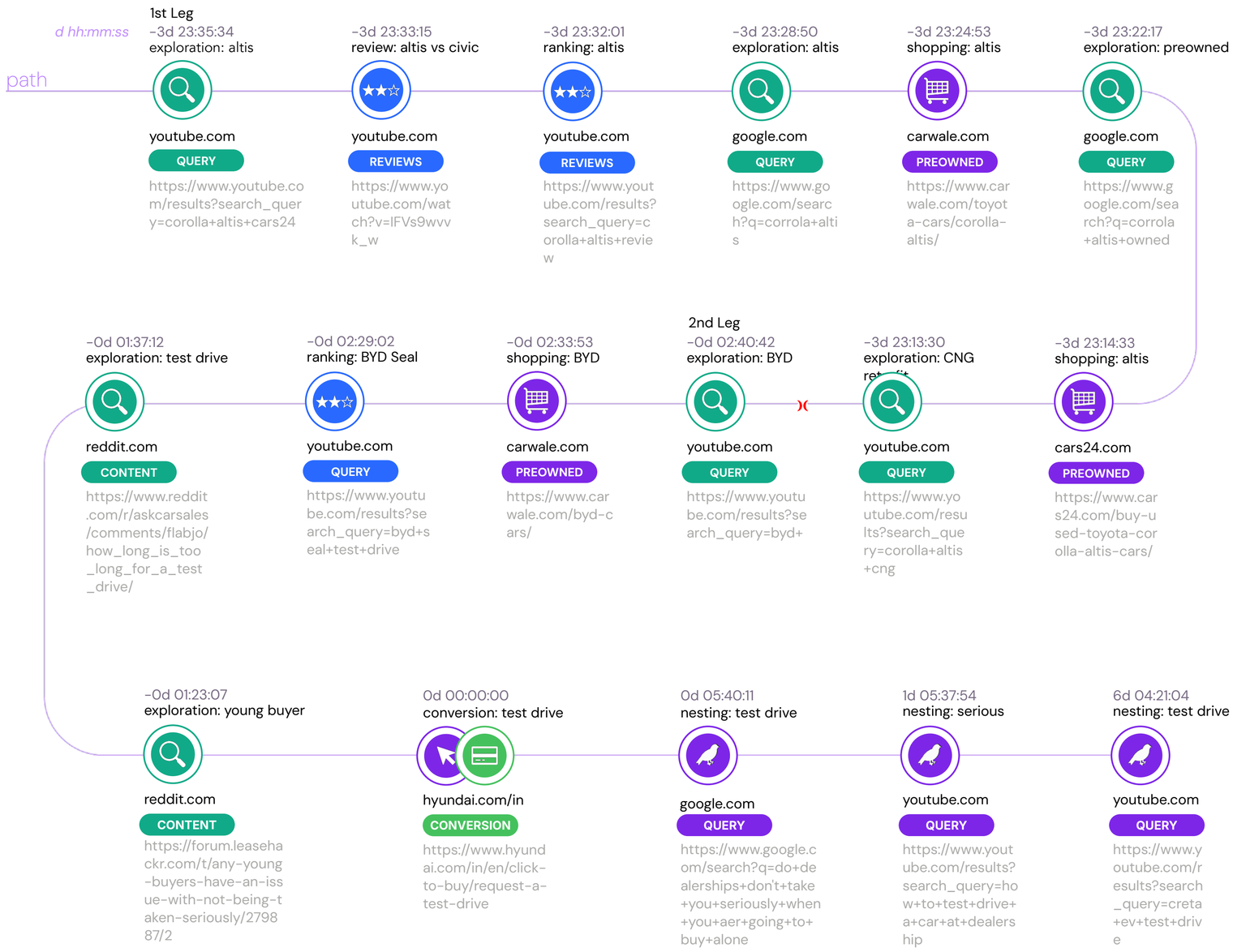
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automotive journey **HYUNDAI** india **WIN**



#hyundai #BYD #toyota #honda #hyundaiCreta #BYDSeal #ToyotaAltis #hondaCivic #carwale.com #cars24.com #india #automotive

#908b094e-69a8-4268-999c-b6e8ab583329

POV

Hyundai

Competitors are other car brands and pre-owned car marketplaces

TYPE

Win

Traveler books test drive at Hyundai.com/in

DESTINATION

Hyundai Creta EV

Compact SUV targeting tech savvy millennials

TRAVELER

First Time New Car Buyer

SUMMARY

Upgrade to New

Young professional is considering his first new car purchase and relies extensively on youtube.

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high diversion risk: low
- content control: low diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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First Time New Car Buying Journey

Young drivers and people upgrading to a different economic stratum can face anxiety when starting the new car buying process for the first time. Car brands targeting these segments should focus on open and welcoming messaging and explaining the purchasing process to ease the next generation into becoming their customer. Social media plays an important role in providing this information, and should not only focus on product features, but also explain the process end to end.

Last Look at Pre-Owned

The Journey begins with consulting reviews of the Toyota Altis, a popular entry level model in Toyota's India lineup that was discontinued in 2020. He checks the preowned market for options and whether retrofitting to Compressed Natural Gas (CNG), as is common in India, is also possibility for this model.

EV Consideration

He puts the CNG option to bed and homes in on new electric cars. BYD is top of mind, and he starts researching reviews of the BYD Seal.

Contraction

His research of Toyota and BYD on YouTube exposes him to Hyundai on the results pages. His consideration set contracts as he is reviewing videos of the Hyundai Creta

Consideration Set Final Contraction

We see that he sorts the 100" category by lowest price and considers the TCL QM 7 98" model. However, it is last year's model and an open-box item in 'fair' condition.

Testing & Nesting

First Time New Car Buyer prepares for the Test Drive and the potential call back on his request. He watched various test drive videos and consults social media to understand what the process is and how he should act not only to be allowed to test drive, but to be taken seriously as buyer.

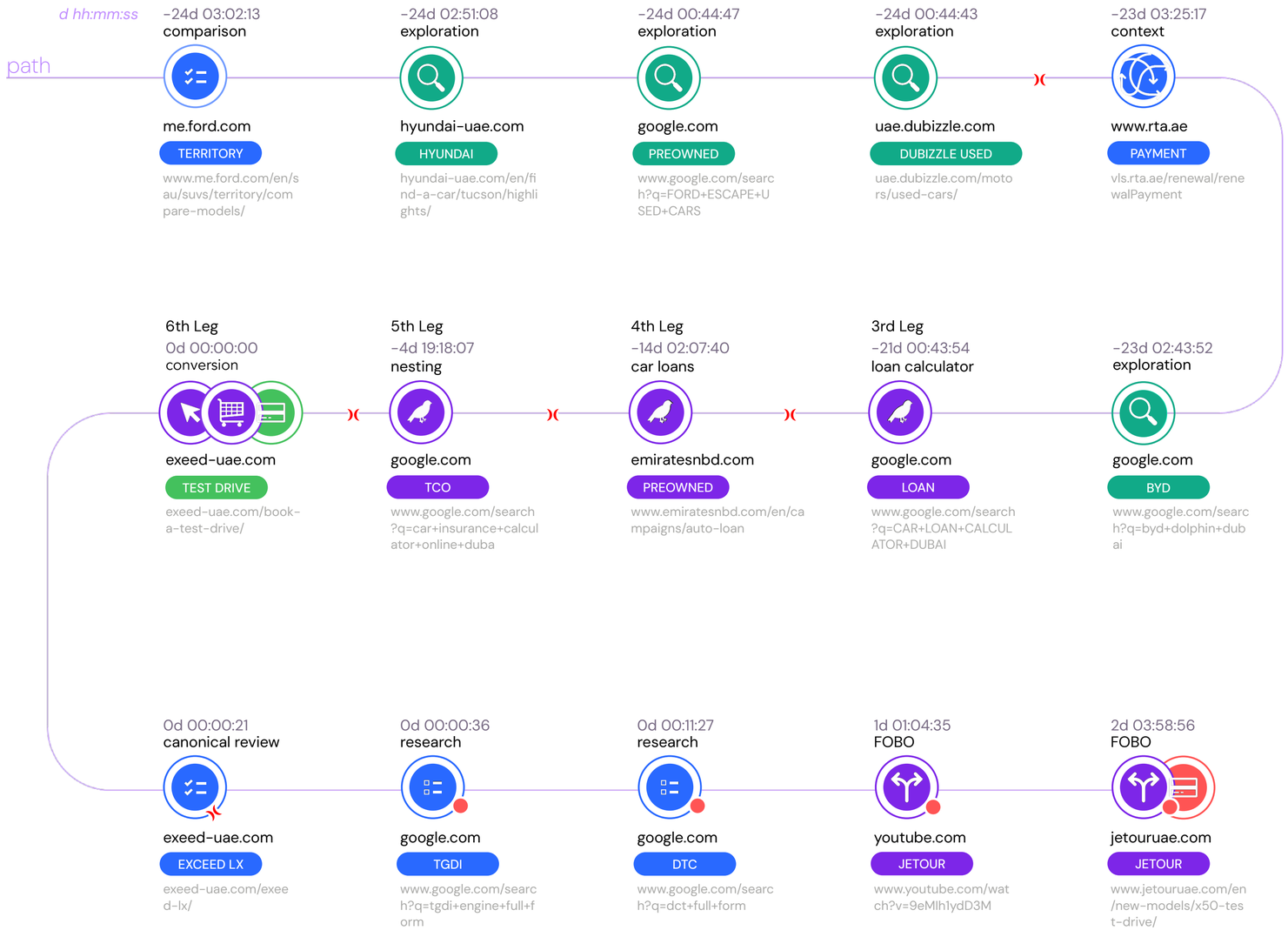
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automotive journey **EXEED** united arab emirates **WIN**



#exeed #byd #hyundai #jetour #hyundaiTucson #bydDolphin #exeedLX #jetourX50 #dubai #uae #are #automotive

#0429

POV

Exeed

Competitors are other car brands and pre-owned car marketplaces

TYPE

Win

Traveler books test drive at exeed-uae.com

DESTINATION

Test Drive

Exeed LX

TRAVELER

EV Intender

SUMMARY

High Context Needs

A young professional in Dubai is looking to understand upgrade options that fit his budget. His need for supplemental information and clarifications eventually opens the door for competitor Jetour to enter the consideration set.

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high diversion risk: low
- content control: low diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Middle East Car Buying Journey

The conversion event for a car buyer is the test drive booking. The WIN here goes to Exeed, who involuntarily also assisted a test drive booking for Jetour.

Key Findings

A routine car registration renewal journey inspires Ahmad to explore upgrade options. After evaluating new and preowned models as well as his budget, he books a test drive the Exeed LX.

He later expands his consideration set and also books a test drive for Jetour X50. What stands out is that the EV Intender's informational needs are not satisfied by Exeed, which leads to risky diversion and eventually even pulls in Jetour in the picture.

Registration Renewal

Car registration renewal prompts reflection on upgrade potential. Initial focus is on the Ford Territory, but quickly expands to Hyundai, discontinued favorites like the Ford Escape to finally land on Exeed and Jetour.

New & Pre-Owned

He explores new cars directly at the manufacture and uses Dubizzle to priceshop pre-owned alternatives. listings on Dubizzle, Google, and Hyundai UAE but finds preowned options lacking.

Financing & TCO

He engages with Emirates NBD for loans and uses calculators to estimate costs, signaling purchase readiness. If this information was available available manufacturers could avoid risky path diversion.

Conversion & Diversion

He finally returns to Exeed to book a test drive, and begins studying model specs. Technical jargon (TGDI, DCT) triggers diversions to Google and YouTube. Exposure to Jetour via video and search expands his consideration set, showing how competitive messaging can re-enter late-stage journeys.

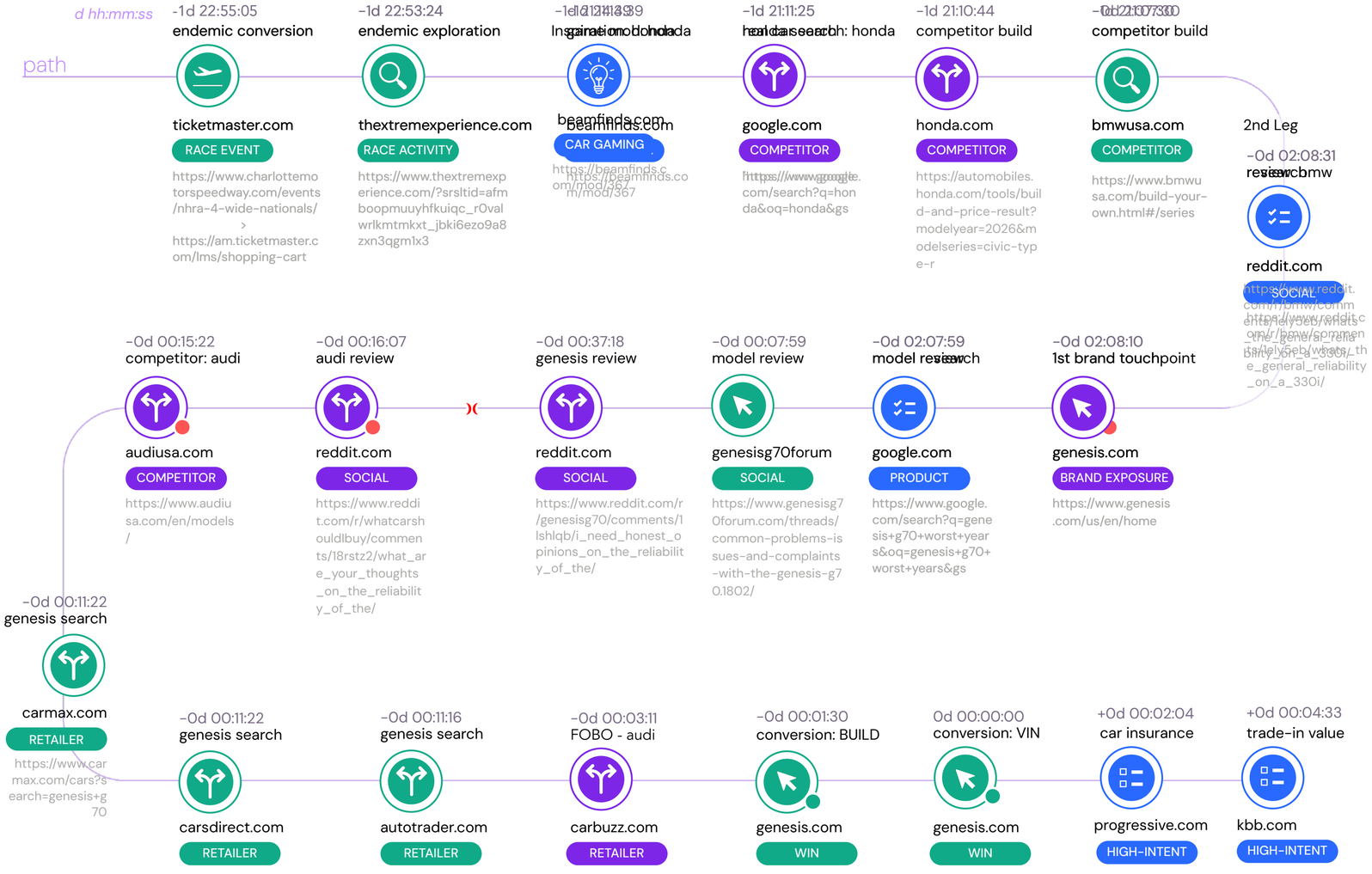
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automotive journey **GENESIS** united states **WIN**



#genesis #BMW #honda #audi

#0517

POV

Genesis

Competitors are other car brands and pre-owned car marketplaces

TYPE

WIN

Consumer builds & finds specific VIN

DESTINATION

Genesis.com

TRAVELER

Racing Enthusiast

SUMMARY

Reliability Research

Racing Enthusiast is using social media content to establish independent reliability benchmark
for his next ride

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high
  diversion risk: low
- content control: low
  diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Performance Cars as a Lifestyle

The Racing Enthusiast is immersed in automotive culture: purchasing tickets to an NHRA race weekend, exploring performance driving experiences, and even downloading Honda vehicle mods for
BeamNG.

Building the Consideration Set

The Racing Enthusiast builds and configures performance cars from Honda and BMW and continues benchmarking Audi throughout the journey. Rather than comparing price alone, he is validating reliability, driving character, and ownership experience through Google searches, enthusiast forums, Reddit discussions, and manufacturer build tools.

Validation Before Commitment

After the first Genesis brand touchpoint, the Racing Enthusiast immediately seeks independent validation through community forums, reliability discussions, and third-party automotive publications before returning to Genesis.com. Retail marketplaces like AutoTrader and CarMax are evidence that he is evaluating the full ownership landscape, from new inventory to used market pricing and resale value.

Build or Buy?

The Racing Enthusiast explores both customization and immediate availability before ultimately choosing a specific Genesis model already in stock.

Pulling the Trigger

The Racing Enthusiast finds the Genesis model he wants and shows his serious intent by discontinuing car and model searches to start reviewing auto insurance rates for the new car and Kelly Blue Book trade-in value for the old one.

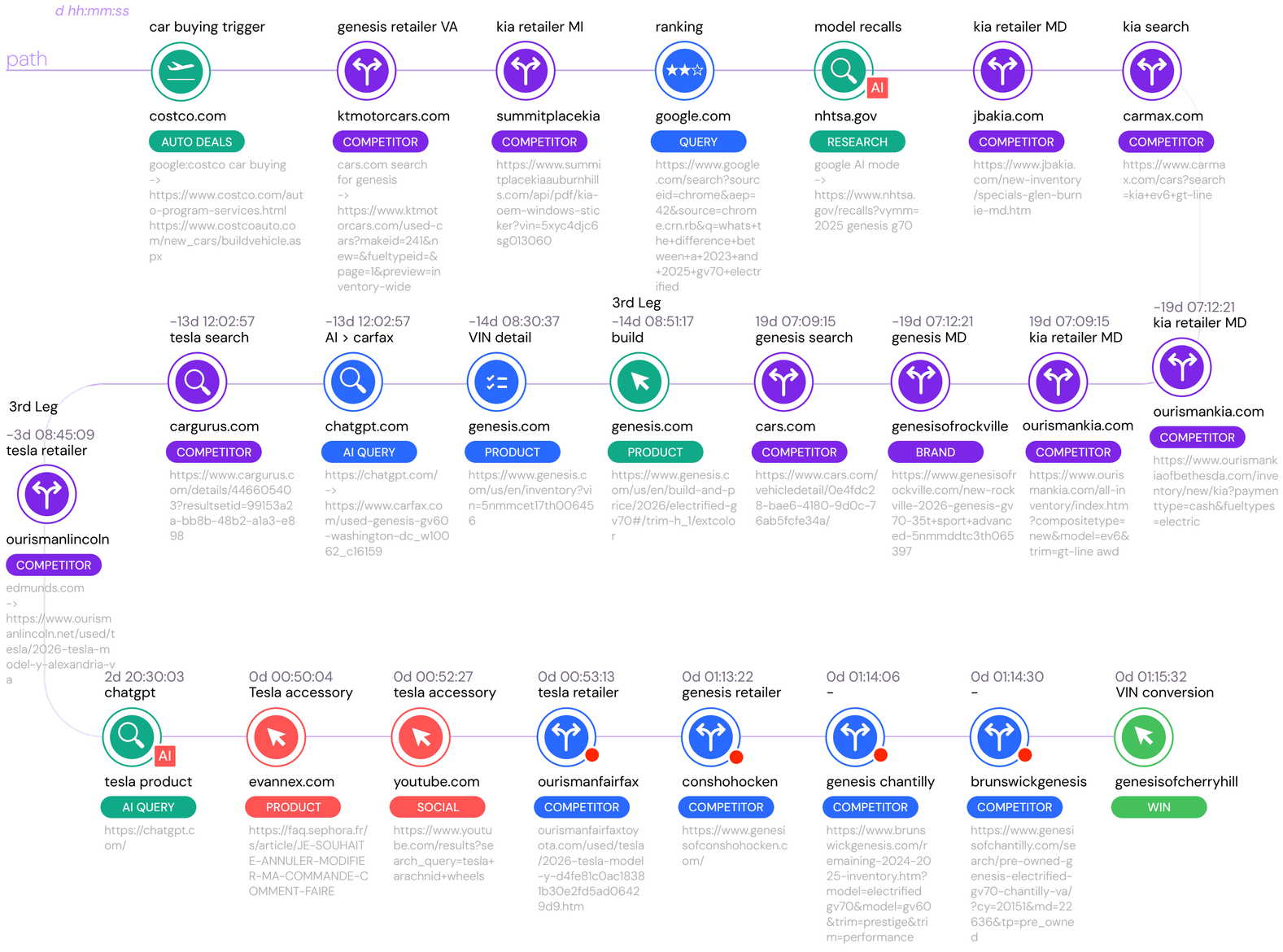
Journey Mapping & Statistical Significance

Statistical significance tests whether a difference between sampled metrics could be due to chance. Journey mapping is an observational method, designed to explain how & why users behave in a certain way. Every waypoint in a Journeys map is purposeful observed behavior, not a sampled estimate. That is why the pattern is always the finding, and chance is never a possible explanation

Journey Context & AI/LLM Prompts

Journey Mapping uses the context of the journey around a given AI waypoint to classify invisible AI prompts: Referrer search terms, dwell gaps, outbound clicks and post-visit site categories give every obfuscated LLM conversation a distinct topical fingerprint.

automotive journey **GENESIS DEALER** united states **WIN**



#genesis #BMW #honda #audi

#1209

POV

Genesis

Competitors are other car brands and pre-owned car marketplaces

TYPE

Win

Consumer views car detail page

DESTINATION

genesisofcherryhill.com

VIN review at genesisofcherryhill.com

TRAVELER

EV Intender

SUMMARY

Value Shopper Goes Premium

Intender exhibiting all traits of a value focus shopper, gets upleveled through research into the premium car brands.

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high diversion risk: low
- content control: low diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

contact journeyinfo@semrush.com to set up your demo

Premium-Value Shopper

The EV Intender begins with Costco Auto, signaling a practical, value-oriented approach to purchasing. From there, he conducts a nearly three-week search across Genesis, Kia, and Tesla vehicles before ultimately viewing a specific VIN at Genesis of Cherry Hill.

Willing to Go the Distance

The EV Intender searches dealership inventory across Michigan, Virginia, Maryland, Pennsylvania, and New Jersey. Geography is secondary to finding the right combination of vehicle, trim, availability, and value.

EVs Get Added to Consideration Set

The Electrified GV70 competes directly with the Kia EV6 and Tesla Model Y. The EV Intender moves fluidly between manufacturer sites, dealership inventory, marketplaces, and specific vehicle listings rather than following a brand-controlled path.

Research Beyond the Listing

Before advancing, The EV Intender compares model years, checks recalls through NHTSA and uses ChatGPT to explore used inventory and vehicle history. Third-party validation helps him reduce risk before returning to Genesis.

Dealer Competition Until Conversion

Even in the final minutes, The EV Intender evaluates Genesis retailers in Conshohocken, Chantilly, and Brunswick. Genesis of Cherry Hill wins the inventory detail conversion only after an extensive cross-retailer search.

Conclusion

For premium-value shoppers, the winning retailer is not necessarily the closest or the first visited. Genesis of Cherry Hill captures the EV Intender at the moment its inventory best aligns with the value, configuration, and availability he has validated across the broader market.

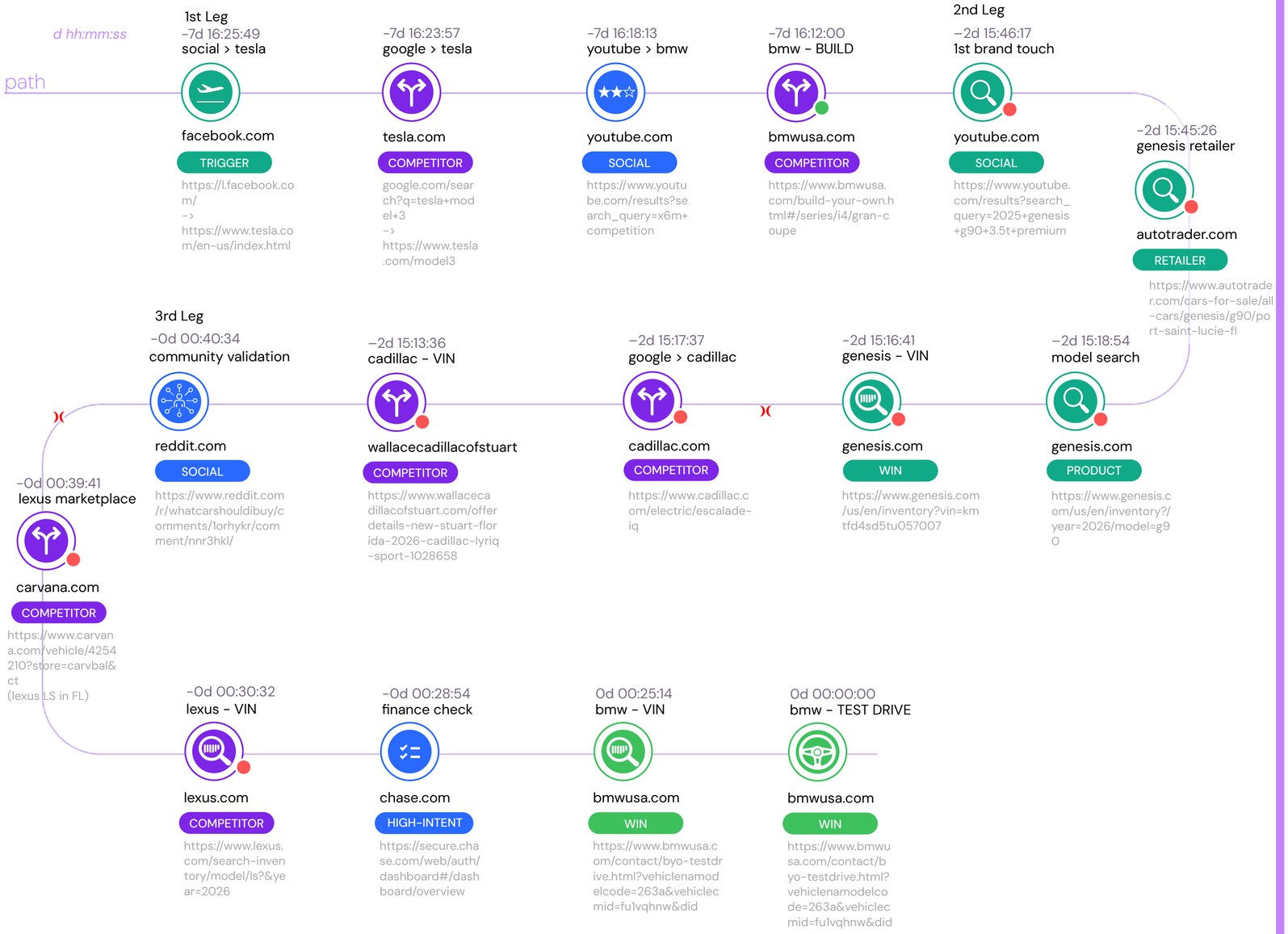
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automotive journey **BMW** united states **WIN**



#bmw #tesla #genesis #cadillac

#0124

POV

BMW

Competitors are other car brands and pre-owned car marketplaces

TYPE

WIN

Finds and reviews VIN and books a test drive at

DESTINATION

BMWUSA.com

TRAVELER

Luxury Sedan Shopper

SUMMARY

Strong Predefined Consideration Set

While Journey begins and ends with BMW, Genesis and others are able to capture mindshare for a moment, but are then quickly dismissed

PHASES

- interest
- intent
- conversion

CONTROL & RISK

- content control: high
  diversion risk: low
- content control: low
  diversion risk: high

ATTENTION

- issue or journey interruption
- AI LLM assisted journey stage

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Luxury for the Long Commutes

The Luxury Sedan Shopper begins with a clear objective: finding the best luxury sedan for long daily commutes. A Facebook ad starts the journey for luxury sedans with the Tesla model, 3 then moves into BMW i4 and Genesis G90 research on YouTube, AutoTrader, and Genesis.com inventory.

Sedan or Electric SUV?

The Luxury Sedan Shopper starts to broaden his consideration set from luxury sedans to electric SUVs. He starts researching Cadillac's electric lineup, but then he checks his finances in his Chase account, and the Escalade and Lyriq appear out of his price point.

Reddit Reshapes the Consideration Set

The Luxury Sedan Shopper lands on a Reddit thread centered around luxury cars for long commutes, displaying a G90 as the first contender. But the very 1st community recommendation of the Lexus LS Hybrid sends Shane on a detour. Within minutes, Shane is now exploring Lexus retailers, searching Lexus inventory, and evaluating specific Lexus LS VINs, demonstrating how peer Reddit feedback fundamentally reshapes brand consideration.

Confidence Before Commitment

In the final minutes of the journey, the Luxury Sedan Shopper goes back to his Chase account one last time to get financial validation before booking a BMW i4 test drive: the electric luxury coupe/sedan wins the day.

Summary

The conversion itself is the culmination of influence accumulated across social media, enthusiast communities, video, AI, and competitive research.
Though BMW captured the highest-intent conversion in the end, the decision was being fundamentally shaped and impacted by Reddit and Youtube a full week before the test drive was ultimately scheduled.

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