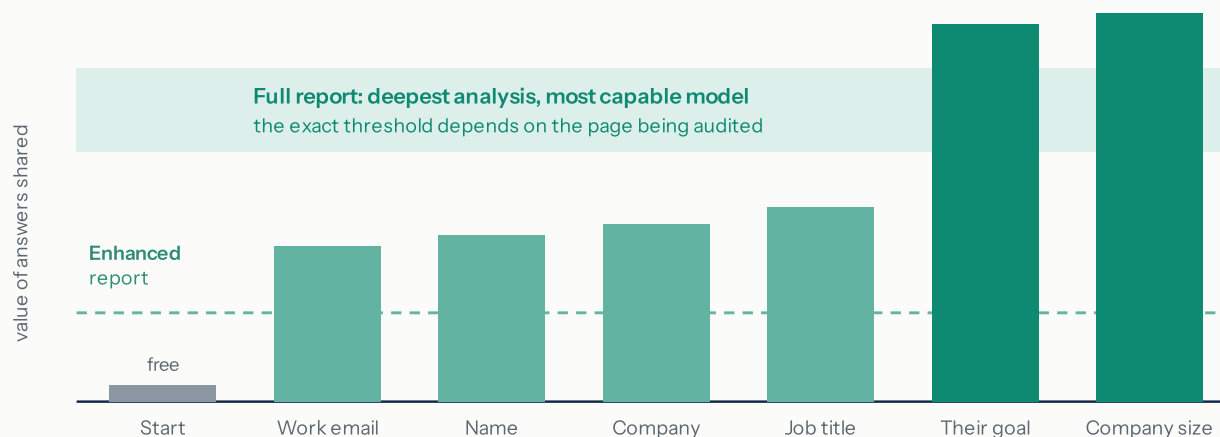


Every answer a visitor shares *buys* them a better report

eBiscuits gives every visitor a free AI audit of their own web page. enSeller values each detail the visitor chooses to share and, from that valuation, sets the budget for their report before a word is written. The more they share, the better their report: a more capable model, reasoning from more of their own context. eBiscuits gets a qualified lead.

“We wanted to offer customers genuinely valuable AI services, but the economics had to work too. **enSeller is the first platform we've seen that treats every interaction as a commercial decision** — what is the opportunity worth, how much should we invest in delivering it, and how can it generate revenue? It means we're thinking about customer value and commercial return together, from the very first interaction. **It's a fundamentally different approach to building an AI-powered business.**”

Henry, CEO, eBiscuits



The running value of one visitor's answers, in the order the form asks. A work email unlocks the Enhanced report; stating their goal unlocks the Full report. Values are set by eBiscuits in its console.

Self-funding

every report is paid for by the value of the data it captures

1 answer

the visitor's goal is all it takes to trade up to the best report on offer

8×

the room to write, for the visitor who trades up from the free analysis to the Full report

What the visitor's answers buy them

Initial analysis

Fast model

Reasons from

- Their web page

Room to read



Room to write



Report

A score and the headline findings, in 5 sections. Free.

Enhanced report

Stronger model

Reasons from

- Their web page
- Their answers so far
- The current ChatGPT ads rules
- Facts established about the business

Room to read



Room to write



Report

26 sections: visibility, findings, opportunities and a campaign plan. Unlocked by a work email.

Full report

Most capable model

Reasons from

- Everything in Enhanced
- Their stated goal, which shapes the plan
- More of their page and context

Room to read



Room to write



Report

The deepest analysis and action plan, written live on the page. Unlocked by their goal.

Every interaction is a commercial decision

What is the opportunity worth?

The value of everything this visitor has chosen to share, set by eBiscuits.

How much should we invest?

The best report that value can fund, priced for this visitor's own page before a word is written.

How does it pay back?

A warm lead, a sponsored offer in context, and a prospect who has just seen what eBiscuits can do.

The proof: one Full report at launch

Value of the answers



Budget set aside



Actual cost



Shown relative to the value of the answers. The report cost about a third of what the visitor's data was worth.

One more answer, the visitor's goal, turned a good report into the best one eBiscuits offers.

AI that funds itself

Every report is paid for by the data it captures, so eBiscuits can give real value away from the very first click.

Visitors who want to trade up

The form shows exactly what one more answer unlocks, so sharing feels like a reward, not a toll.

Leads that arrive warm

Role, company and goal in the visitor's own words, plus the report they have just read. The sales conversation starts halfway in.

Dynamically realised advertising

Relevant sponsored offers of eBiscuits services, clearly labelled, placed inside the report's findings as it is generated, live.