

# **Innovating with the Voice of the Customer: A Modern Look at Data and Forecasting**

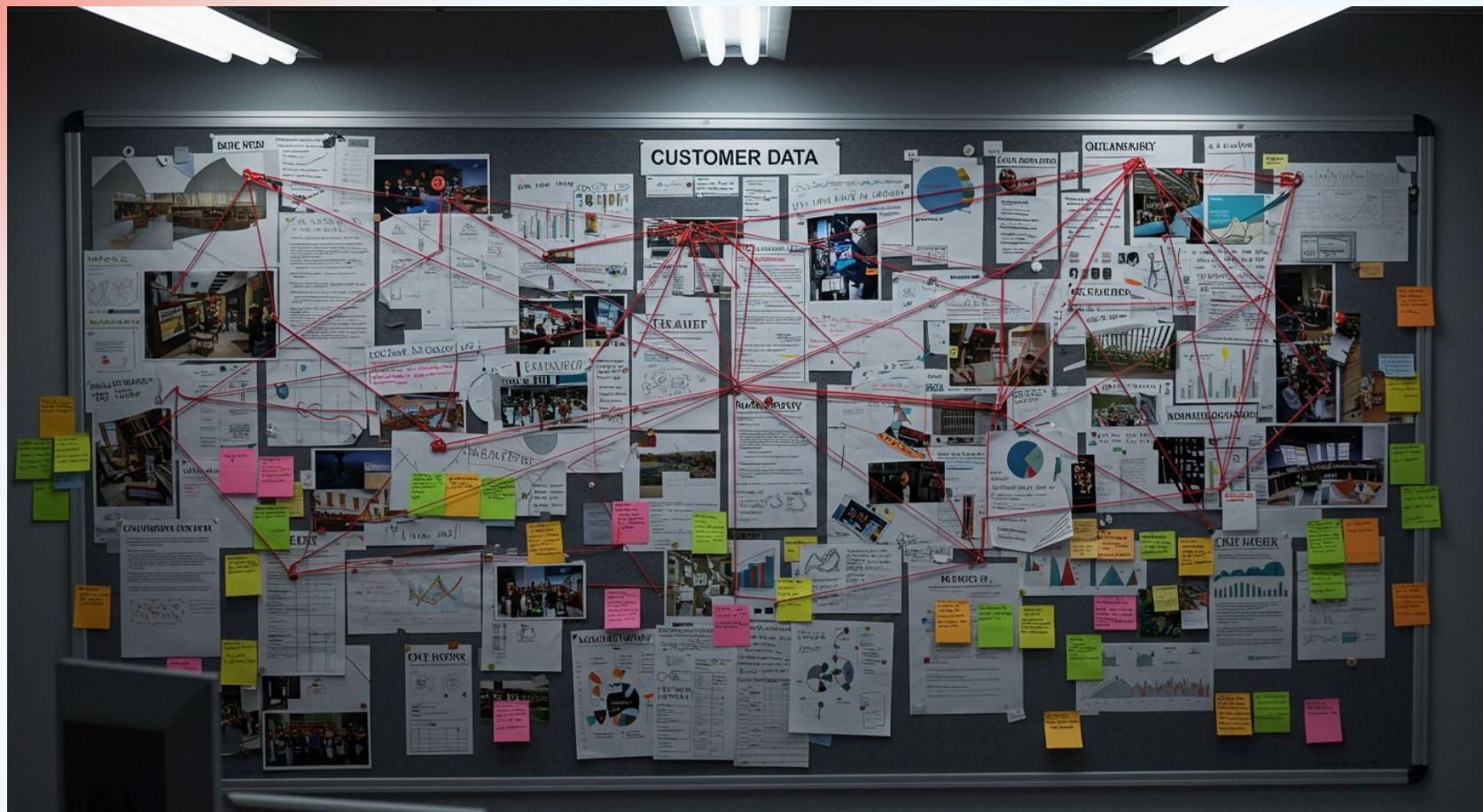
Christopher S. Penn, Chief Data Scientist, TrustInsights.ai



Hey {FirstName},

What part does video play in your GTM strategy? Big? Small? Not at all?

**Is this really the best we can do?**



**The average marketer's voice of the customer data**



**What Can We Do?**



**BEST I CAN DO IS SOME AI**

# The 5P Framework



## Purpose

Why What

## People

Who

## Process

How When

## Platform

How When

## Performance

Did we?





# The Trust Insights RACE AI Prompt Framework



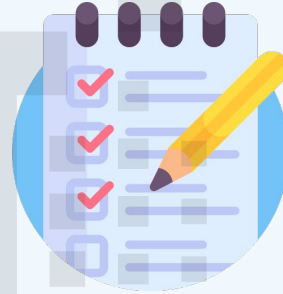
**R**ole

Tell AI who it's supposed to be.



**A**ction

Tell AI what it's going to do.



**C**ontext

Give AI HUGE amounts of background information.



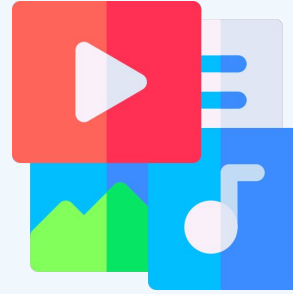
**E**xecute

Tell AI what you expect the outputs to be.

# What Models To Use For Analysis



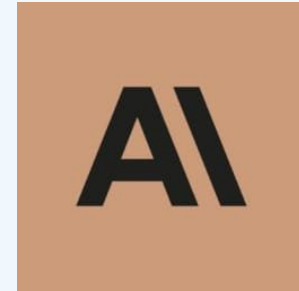
**Reasoning**



**Multimodal**



# What Models To Use For Analysis



**Google Gemini 2.5 Advanced, NotebookLM (limited)**

**OpenAI o3**

**Anthropic Claude Sonnet 3.7 Extended Thinking**

# Instant Insights: AI Tool/Model Data Privacy Matrix

Model	Completely Private	Mostly Private	Conditionally Private	Never Private
Local AI Models	✓			
Anthropic Claude		✓		
ChatGPT Teams/Enterprise		✓		
Google Gemini Workspace		✓		
Google AI Studio Paid		✓		
Microsoft Copilot 365		✓		
ChatGPT Free			✓	
ChatGPT Plus/Pro			✓	
Microsoft Copilot Free			✓	
Deepseek Web/App				✓
Google Gemini Free				✓
Google Gemini Consumer Paid				✓
Google AI Studio Free				✓
Grok 3				✓

**Mostly private** means privacy is the default; no training occurs on your data and human review is only in cases of ToS violations. **Conditionally private** means privacy is not the default but can be user-specified for no training. Source: Terms of Service/Privacy Policy for the respective services, last checked January 2025.



**Key Concept: AI Blocks**

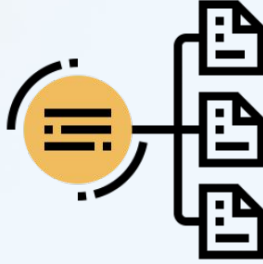


AI-generated image

# 7 Major Generative AI Use Cases



Extraction



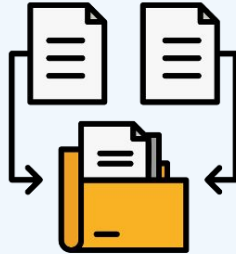
Classification



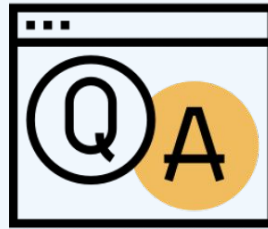
Summarization



Rewriting



Synthesis



Question Answering



Generation



# Knowledge Blocks



You're a market research expert specializing in the management consulting and AI consulting industries.

You're going to build a comprehensive profile of the consulting firm Trust Insights, located at TrustInsights.ai.

Build these pieces into your research:

1. Who the company serves
2. What services the company provides
3. Who the ideal customer is, inferred from your research
4. What the ideal customer's priorities are
5. Who the competitors are
6. What advantages Trust Insights offers that competitors do not
7. What advantages competitors offer that Trust Insights does not
8. A strategic analysis of Trust Insights using the Porter's 5 Forces framework
9. A strategic analysis of Trust Insights using the BCG Growth Matrix and the products/services identified in section 2.

Use all available data sources, not just the company's website.

Produce a thorough, complete, comprehensive report with all 9 sections

[Show less](#)

🔍 Deep Research

59 sources ▾

Trust Insights - Data and Analytics Help For...  
trustinsights

Strategic Consultation - Trust Insights Marketing...  
trustinsights

Data Intelligence - Trust Insights Marketing...  
trustinsights

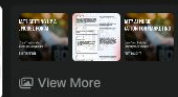
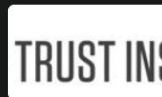
+56 sources

🔍 Answer

## Comprehensive Market Research Report: Trust Insights (TrustInsights.ai)

### Executive Summary

Trust Insights is a data analytics and artificial intelligence consulting firm specializing in helping organizations leverage data for strategic decision-making. Founded with a focus on marketing analytics, the company has expanded its offerings to include AI consulting, change management, and advanced data intelligence services. Through analysis of available data sources, this report examines Trust Insights' service portfolio, target market, competitive landscape, and strategic positioning using established business frameworks. The findings indicate a strong emphasis on customized solutions, integration of emerging technologies, and a client-centric approach that differentiates Trust Insights in the competitive consulting landscape 1 2 6 7 .



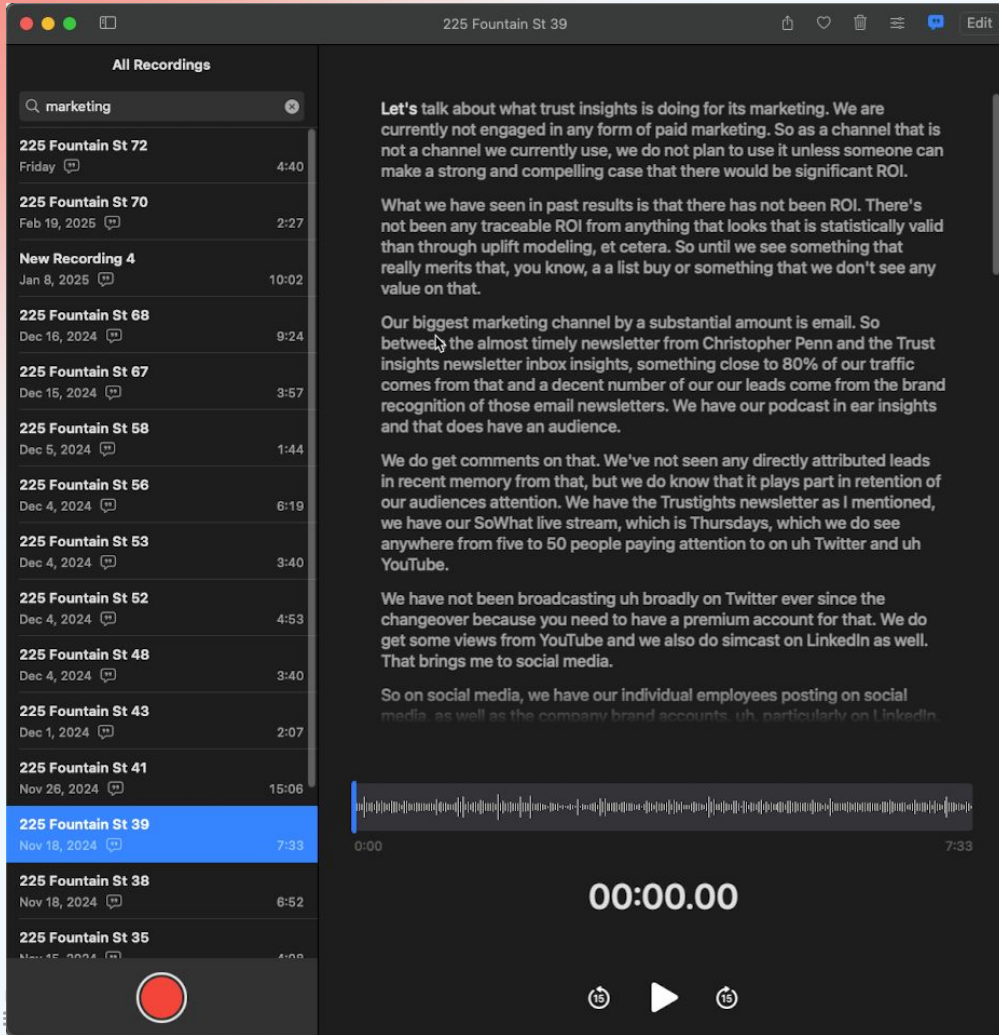
🔍 Search Videos



🖼️ Generate Image







# How YOU Market



225 Fountain St 58

Edit

All Recordings

🔍 marketing

✕

225 Fountain St 72

Friday

4:40

225 Fountain St 70

Feb 19, 2025

2:27

New Recording 4

Jan 8, 2025

10:02

225 Fountain St 68

Dec 16, 2024

9:24

225 Fountain St 67

Dec 15, 2024

3:57

225 Fountain St 58

Dec 5, 2024

1:44

225 Fountain St 56

Dec 4, 2024

6:19

225 Fountain St 53

Dec 4, 2024

3:40

225 Fountain St 52

Dec 4, 2024

4:53

225 Fountain St 48

Dec 4, 2024

3:40

225 Fountain St 43

Dec 1, 2024

2:07

225 Fountain St 41

Nov 26, 2024

15:06

225 Fountain St 39

Nov 18, 2024

7:33

225 Fountain St 38

Nov 18, 2024

6:52

225 Fountain St 35

Nov 15, 2024

4:00

🔴

Here's a knowledge block for handling the Google analytics for attribution paths report. What the report shows is essentially a marketing funnel from early touchpoints to mid touchpoints to late touchpoints. The visualization can include things like default channel groupings, which are the marketing channels, or session source for the specific source that traffic came from.

The top five are listed in the visualization, there's no opportunity to show more, and then below the bargraphs is a table of the primary channel grouping and the number of key events, the days to key event, and the number of touchpoints required to the key event. And you can see the sequence of uh either primary channel grouping recession sources. The way to think about this is this is essentially mapping out the customer journey, or at least the buyer's portion of the customer journey to conversion.

What are the channels that create awareness? That's the early touchpointss? What are the channels that create consideration and evaluation?

Those are the mid touchpoints. and what are the channels that are likely to nudge conversion? Those are the late touchpoints. The percent is shown display how much of each section of the funnel, is has the weight necessary to move a prospect forward?

So, if the late touchpoints is, say, 99%, that means that your marketing phone is almost entirely transactional. There's no nurturing of any kind. Uh, people come in to do the thing and then they leave.

If, on the other hand, you have more even credit distribution across the funnel, that means that you have probably a more complex sale and that in turn means that nurturing and marketing strategies around retaining an audience and then converting that audience are more important.

0:00

1:44

00:00.00

⏮

▶

⏭

# How YOU Analyze



# Sample Ideal Customer Profile (ICP)

B2B Market Segment

Methodology:

Using Google Gemini and data from LinkedIn, CRM, and key stakeholders, Trust Insights generated an Ideal Customer Profile. The purpose of this exercise is to give clear targets and direction to the sales and marketing teams.

What can you do with this information?

## Firmographics

### Industry:

- Prioritized Industries:
  - Technology/SaaS: Companies that develop and sell software or technology-based services. These organizations typically have a high degree of digital maturity and a demonstrated need for data-driven insights. They tend to have high-growth potential, and have a strong need to measure ROI, which aligns well with our solution. Key sub-sectors include:
    - Cloud Computing
    - Cybersecurity
    - Fintech
    - Martech
  - Healthcare: Organizations involved in healthcare delivery, management, or services. They often have complex needs around compliance and patient communication, requiring a robust platform to manage their requirements. Key sub-sectors include:
    - Hospitals and Healthcare Systems
    - Telehealth Providers
    - Medical Device Companies
  - Education: Educational institutions and EdTech companies. They typically have strong needs for data tracking, and effective communication strategies to engage students and faculty. Key sub-sectors include:
    - Higher Education Institutions
    - K-12 Schools
    - Online Learning Platforms
  - Finance: Organizations in the financial services sector. These have a strong need for data-driven marketing, client reporting, and compliance management. Key sub-sectors include:

**Who is YOUR Customer?**





# Common, Useful Knowledge Blocks to Prepare



**About**



**Marketing**



**PLM Data**



**ICP**



**VOC Data**



**Framework**



# What AI Should Not Analyze

# AI CANNOT DO MATH





# Getting Your Data







Savory Oatmeal, Inc.

Yesterday at 4:45am · 🌐

...

Savory Oatmeal's Bacon Oatmeal is a great way to start your day - full of flavor, with no sugar crash in an hour.



👍❤️😋 72

21 Comments 10 Shares

👍 Like

➦ Share

View more 21 Comments



Brenda L. Miller 🌐 OMG bacon oatmeal? 🍳😋 Okay, I gotta admit, that sounds kinda wild but also kinda amazing? Definitely gonna have to try this! #SavoryOatmeal #BaconBreakfast #Intrigued

👍❤️😋 10

Like · Reply · 1h



Mark R. Johnson 🌐 Bacon oatmeal... nah, I'm good. Oatmeal is for fruit and brown sugar, not meat. Just stick to regular bacon and eggs, thanks. #WeirdFood #BreakfastFail #JustSaying

👍❤️😋 10

Like · Reply · 1h



Sarah K - Foodie NJ Okay, Savory Oatmeal, you guys have my attention! Bacon flavor in oatmeal? That's different! Love bacon, love oatmeal, fingers crossed this is as good as it sounds! 🙌 #NJFoodie

👍❤️😋 10

Wow · Reply · 1h



Write a comment...

😊 📷 🗨️ 📧



so what if I introduced... bacon oatmeal? A savory oatmeal, not sweet.

**Jessica Miller:** "Bacon... oatmeal? Huh. Savory? Um, that's... different. I gotta be honest, my first thought is, like, *bacon* and *oatmeal* together? That's not something I've ever really... considered. For catering, you know, we usually think of oatmeal as a breakfast thing, and breakfast is usually sweet, right? Like, fruit, maple syrup, brown sugar, that kind of vibe. I guess... I guess I'm trying to picture it on a buffet. Would people... *expect* savory oatmeal? It's definitely... *unexpected*. Could be interesting, maybe, for a themed event? But for a regular corporate breakfast, I'm just not sure if it would... land, you know?"

**David Wilson:** "Savory oatmeal... with bacon. Hmm. That's... unconventional, I'll say that. My initial reaction, thinking about our residents, is... well, bacon, you know, it's got a strong flavor, and it can be high in sodium and fat. For seniors, especially those with heart conditions or dietary restrictions, we have to be really careful with that. And oatmeal is usually seen as a mild, comforting, breakfast food. Savory with bacon... I'm trying to imagine the texture. Would the bacon be crispy? Soft? Again, texture is crucial for us. Nutritionally... I'd need to see the breakdown, the sodium content, the fat content. And I'd honestly have to gauge resident reaction. Senior palates can be pretty set in their ways, you know. Savory oatmeal... it's definitely a departure from the norm."

**Ashley Green:** "Whoa, bacon oatmeal? Savory? Wait, like... *salty* oatmeal? With bacon? For *kids*? Um... I don't know about that. Kids, like, they expect breakfast to be *sweet*. Cereal, pancakes, even oatmeal, it's gotta be sweet, right? Bacon is good, kids love bacon, but... in *oatmeal*? That just sounds... weird, to be honest. Like, really weird. I'm picturing trying to sell that to a bunch of, you know, picky elementary schoolers. 'Hey kids, bacon oatmeal for breakfast!' I can already hear the groans! And the questions from parents, 'Savory oatmeal? Is that healthy?' I mean, I'm open to new things, but... bacon oatmeal? Savory? For kids? That's a *tough* sell, I think. A *really* tough sell."

# Suntory Global Spirits

## Comprehensive Voice of the Customer Analysis: Suntory Global Spirits (Post-January 2023)

### 4. Voice of the Customer (B2C): Individual Consumers

- 4.1. B2C Customer Base & Segmentation
  - 4.1.1. General Demographics & Reach
  - 4.1.2. Detailed Customer Segments (Premium/Luxury Connoisseur ["The Collector"], Mid-Premium Enthusiast/Explorer ["The Explorer"], Mainstream/Value-Conscious Drinker, Convenience Seeker/RTD Consumer ["The Social Convenor"], Cocktail Enthusiast/Home Bartender, Sustainability-Minded Consumer)
- 4.2. B2C Ideal Customer Profiles & Priorities
  - 4.2.1. Archetype Deep Dives (Characteristics, Values, Consumption Habits)
  - 4.2.2. Consolidated B2C Priorities (Taste & Quality, Brand Reputation & Heritage, Price & Value Perception, Innovation & Novelty, Convenience & Occasion, Mixability & Versatility, Authenticity, Social Status & Experience, Sustainability & Values Alignment)
- 4.3. Why B2C Customers Choose Suntory (Synthesized Value Proposition)
- 4.4. B2C VoC Analysis: Feedback Across Channels (Post Jan 1, 2023)

### 5. Voice of the Customer (B2B): Business Customers

- 5.1. B2B Customer Base & Offerings
  - 5.1.1. Types of Business Customers (Bars/Pubs, Restaurants, Nightclubs/Hospitality, Distributors/Wholesalers, Retailers, Events/Catering)
  - 5.1.2. Products & Services for B2B (Portfolio relevance, Packaging, Support Programs [Training like "The Blend"], Marketing Materials, Highball machines etc.)
- 5.2. B2B Ideal Customer Profile & Priorities
  - 5.2.1. Ideal Partner Characteristics (On-Premise, Retail/Distributor, Hospitality)
  - 5.2.2. Consolidated B2B Priorities (Consumer Demand & Brand Pull, Profitability & Margins, Reliable Supply & Distribution, Brand Support & Marketing/Training, Portfolio Breadth & Convenience, Trend Alignment & Innovation Access)
- 5.3. Why B2B Customers Choose Suntory (Synthesized Value Proposition for Trade)
- 5.4. B2B VoC Analysis: Feedback Across Channels (Post Jan 1, 2023)
  - 5.4.1. Industry Surveys & Rankings (Revealed Preferences: Drinks Int'l bar reports [Maker's Mark, Japanese Whisky presence], Bestselling/Trending data)
  - 5.4.2. Trade Publication Quotes & Testimonials (Perspectives from bar managers, distributors, retailers on trends, challenges, partnerships)
  - 5.4.3. Conference & Forum Insights (Anecdotal feedback on innovation, supply/allocation issues, training programs)
  - 5.4.4. Overall B2B Sentiment Summary (Confidence, Value perception vs. Price/Supply concerns)

**32 page Deep Research report in 18 minutes!**





## /r/foodies - Has anyone else tried Savory Oatmeal's Steak Oatmeal? Am I crazy for kinda liking it??

**OatmealFanatic88** - 2 hours ago

Okay, so I saw this weird thing at the grocery store the other day, Savory Oatmeal - Steak flavor. Yeah, I know, sounds kinda wrong, right? Oatmeal is supposed to be sweet, like with brown sugar and raisins or something. But I was feeling adventurous, and honestly, kinda tired of the same old breakfast routine. So I picked up a packet of the Steak Oatmeal just to see...

And honestly? It wasn't terrible. Like, surprisingly not bad. It actually kinda tasted like... beef stew? But, you know, oatmeal-y. It's definitely savory, salty, and... yeah, steak-y. I'm still kinda processing what I just ate, lol.

Has anyone else tried this stuff? Am I totally losing it for kinda liking savory steak oatmeal? Let me know your thoughts! Maybe I just have weird taste buds. 🤔

### Top Comments:

**SavorySeeker2000** - 2 hours ago

I've had their Chicken Oatmeal before, and yeah, it's surprisingly decent! Never tried the steak one though. Beef stew oatmeal sounds... intense. But I'm intrigued now. Is it actually *beefy* or just kinda vaguely savory?

**OatmealFanatic88** - 2 hours ago

It's *definitely* beefy. Like, they got that savory beef broth flavor down pretty well. And there are little bits of "steak" in there, which, you know, are probably not gourmet steakhouse quality, but they add to the texture and flavor. It's not like, *amazing* amazing, but for a quick, different breakfast, it's not bad at all. Honestly, better than I expected.

**CerealKiller4Life** - 2 hours ago

Savory oatmeal? That's a hard no from me, dawg. Oatmeal is sweet breakfast food. End of story. Just sounds wrong on so many levels. Gimme my sugary cereal any day.  
#TeamSweetBreakfast #OatmealIsSweet

**FoodScienceNerd** - 2 hours ago

For anyone curious about the *how* of this, savory oatmeal isn't actually that weird from a culinary perspective. Oats are a neutral base, and savory grains are common in many cultures. Think congee, risotto, savory grits, etc. It's just applying that concept to oatmeal. The "steak" flavor is likely achieved through a combination of beef broth powder, yeast extract, and seasonings, maybe some dehydrated beef bits for texture. Nutritionally, it's probably similar to regular oatmeal, just with higher sodium and savory flavorings instead of sugar.

**BreakfastBurritoBoss** - 2 hours ago

Steak oatmeal? Sounds like something you'd eat if you were camping and ran out of everything but oatmeal and beef jerky. 🤔 But hey, if you liked it, you liked it. No judgement here. To each their own breakfast weirdness.



## Top reviews from the United States



### Surprisingly Good!

By Sarah M. Reviewed in the United States on November 2, 2023

Flavor Name: Chicken Oatmeal Verified Purchase

Okay, so I was SUPER skeptical about chicken oatmeal, like, what even IS that? But I was trying to cut back on sugar in the mornings, and this looked... different. And honestly, it's not bad! The chicken flavor is actually pretty decent, not too fake-tasting. It's quick and easy to make, and it's definitely savory, which is a nice change from sweet stuff. Texture is a little mushy, but hey, it's oatmeal. I'd buy it again for a quick, savory breakfast when I'm in a rush.



### Artificial Flavor Bomb

By Disappointed Consumer Reviewed in the United States on November 1, 2023

Flavor Name: Chicken Oatmeal Verified Purchase

Ugh, this was a mistake. The "chicken" flavor is just... chemical-y. Like fake chicken broth powder, and not even good powder. It just tastes artificial and kinda salty. The oatmeal itself is okay, I guess, but the flavoring ruins the whole thing. I couldn't even finish half the bowl. Definitely won't be buying this again. Stick to sweet oatmeal, people.



### My New Go-To Savory Breakfast!

By Happy Breakfast Eater Reviewed in the United States on October 31, 2023

Flavor Name: Chicken Oatmeal Verified Purchase

I am OBSESSED with this Chicken Oatmeal! Seriously, I never thought I'd be eating savory oatmeal for breakfast, but this is amazing. It's so comforting and flavorful, like a warm hug in a bowl. Perfect for cold mornings. It's also super quick to make, which is a huge plus for busy weekdays. If you're tired of sweet breakfasts, you HAVE to try this! Highly recommend!



### Decent, but a little bland?

By Neutral Reviewer Reviewed in the United States on October 30, 2023

Flavor Name: Chicken Oatmeal Verified Purchase

It's... okay. It's definitely savory, and it does taste like chicken broth, kinda. But it's also a little bland, I think? Like it needs something more. Maybe some pepper or extra herbs? Texture is fine, typical oatmeal texture. It's not bad for a quick meal, but it's not something I'd crave. Probably wouldn't buy it again unless it was on sale.









● **savory oatmeal**

Search term

+ Compare

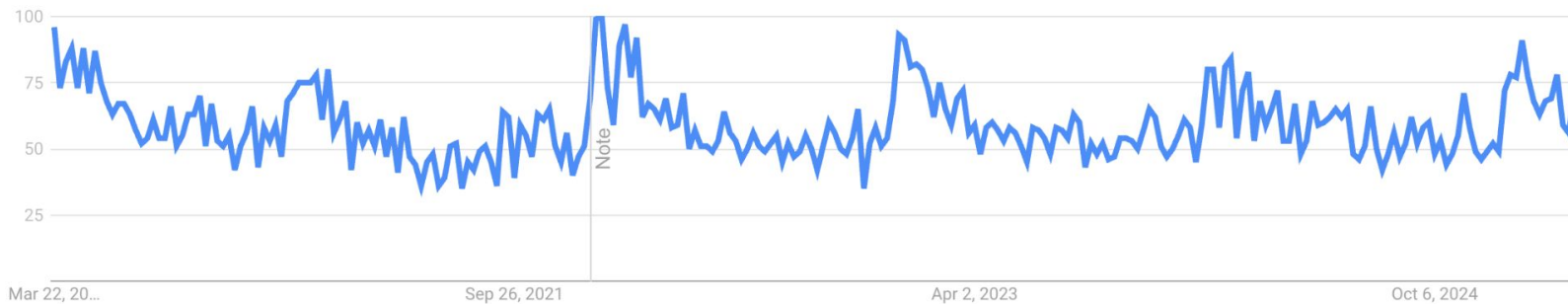
Worldwide ▼

Past 5 years ▼

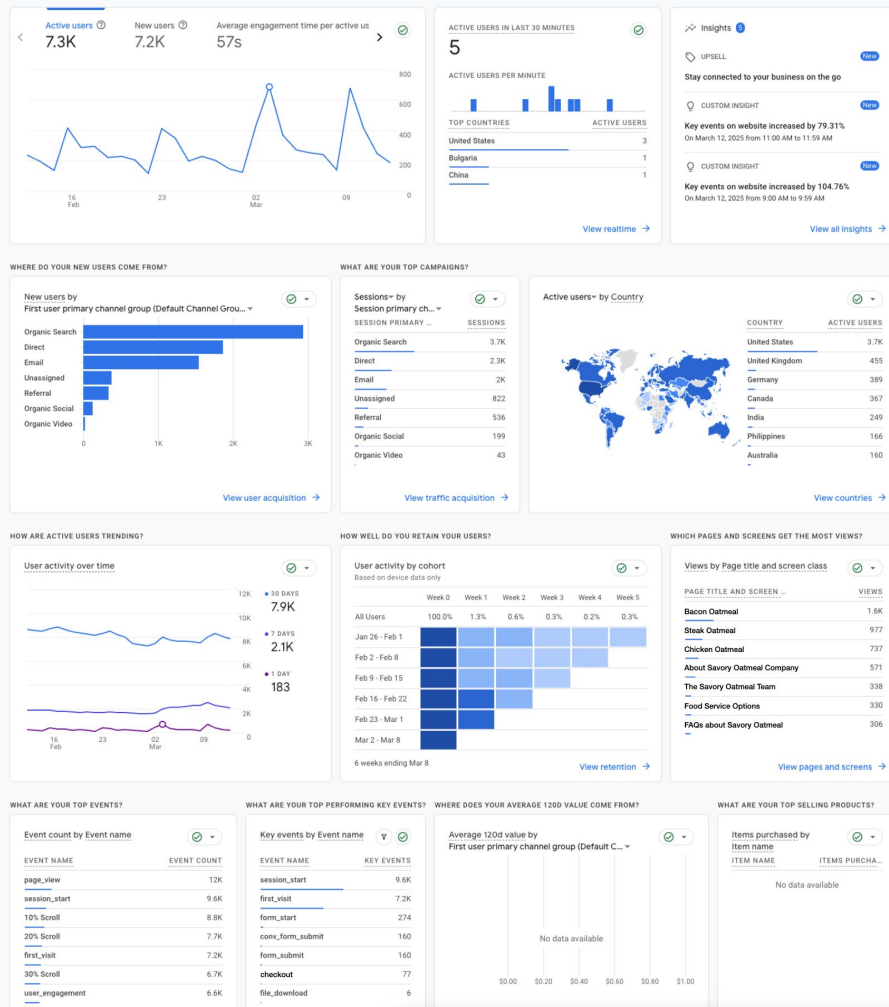
All categories ▼

Web Search ▼

Interest over time ⓘ







WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default Channel Group)

Organic Search

Direct

Email

Unassigned

Referral

Organic Social

Organic Video

View user acquisition →

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions- by Session primary channel group

Organic Search

Direct

Email

Unassigned

Referral

Organic Social

Organic Video

View traffic acquisition →

Active users- by Country

COUNTRY	ACTIVE USERS
United States	3.7K
United Kingdom	455
Germany	389
Canada	367
India	249
Philippines	166
Australia	160

View countries →

HOW ARE ACTIVE USERS TRENDING?

User activity over time

7.9K

2.1K

183

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

Based on device data only

Week 0 Week 1 Week 2 Week 3 Week 4 Week 5

All Users 100.0% 1.3% 0.6% 0.3% 0.2% 0.3%

Jan 26 - Feb 1

Feb 2 - Feb 8

Feb 9 - Feb 15

Feb 16 - Feb 22

Feb 23 - Mar 1

Mar 2 - Mar 8

6 weeks ending Mar 8

View retention →

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS

VIEWS

Bacon Oatmeal 1.6K

Steak Oatmeal 977

Chicken Oatmeal 737

About Savory Oatmeal Company 571

The Savory Oatmeal Team 338

Food Service Options 330

FAQs about Savory Oatmeal 306

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME

EVENT COUNT

page\_view 12K

session\_start 9.6K

10% Scroll 8.8K

20% Scroll 7.7K

first\_visit 7.2K

30% Scroll 6.7K

user\_engagement 6.6K

WHAT ARE YOUR TOP PERFORMING KEY EVENTS?

Key events by Event name

EVENT NAME

KEY EVENTS

session\_start 9.6K

first\_visit 7.2K

form\_start 274

conv\_form\_submit 160

form\_submit 160

checkout 77

file\_download 6

WHERE DOES YOUR AVERAGE 1200 VALUE COME FROM?

Average 120d value by First user primary channel group (Default Channel Group)

No data available

WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by Item name

ITEM NAME

ITEMS PURCHASED

No data available

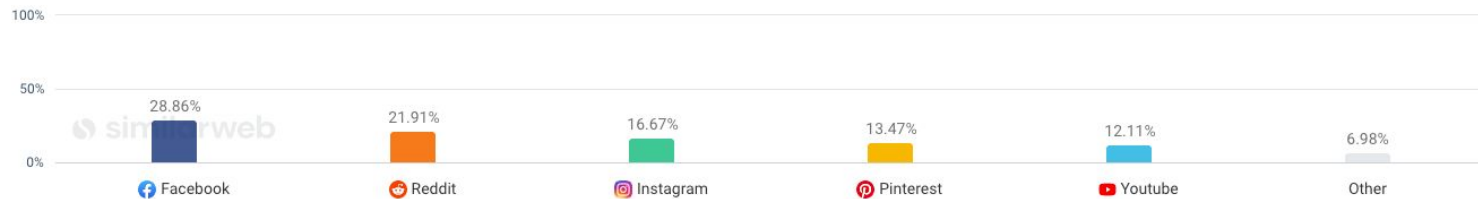


## Social

Social makes up 1.69% of website traffic 

### Social traffic

 Dec 2024 - Feb 2025  Worldwide  Desktop



 [See full overview](#)

## Display Advertising

Display ads makes up <1% of website traffic 

### Display ad network

 Dec 2024 - Feb 2025  Worldwide  Desktop



- ☒ Unidentified Networks 63.66%
- ☒ Google Display Network 36.34%

 [See more ad networks](#)

### Top publishers

 Dec 2024 - Feb 2025  Worldwide  Desktop

Publisher	Share	Change
 youtube.com	97.71% <div><div></div></div>	-
 universalinfonet.com	2.29% <div><div></div></div>	-

 [See more publishers](#)



\*\*[START OF TRANSCRIPT]\*\*

\*\*MF:\*\* Good afternoon, Ethan, uhm, \*hello\*. Mariana Farinha from Savory Oatmeal, Inc. \*Uh\*, returning your inquiry from, you know, last week about dedicated account managers...

\*\*EG:\*\* Yeah, whatever, Garcia, Facility Solutions. Just get to the point. Account manager, yes or no? Don't waste my time.

\*\*MF:\*\* \*Uh\*, yes, Ethan, absolutely. We \*do\* assign dedicated account managers...

\*\*EG:\*\* Yeah, yeah, website, "dedicated support," sales crap. \*What does it MEAN\*? Newbie? Script reader? I need someone who knows their stuff, \*solve problems\*, not pass me around.

\*\*MF:\*\* \*Uhm\*, no, Ethan, definitely not. Account managers are experienced...

\*\*EG:\*\* "Experienced"? \*Experienced at what\*, wasting my time? Look, big company, Facility Solutions, \*lots\* of contracts. Reliable suppliers, responsive, \*no screw-ups\*. No babysitting vendors. Problem, late delivery, crap quality - \*one call, fixed, FAST\*. \*You\* guarantee that? Zero problems, \*zero screw-ups\*, guarantee? \*Can you\*?

\*\*MF:\*\* \*Uhm\*, Ethan, I can't \*guarantee\* zero problems, but I \*can\* guarantee...

\*\*EG:\*\* Excuses already. \*Knew it\*. See? "Unforeseen issues," yeah, yeah. Heard it all before.

\*\*MF:\*\* No, let me finish, \*please\*. I \*can\* guarantee my personal commitment...

\*\*EG:\*\* "Personal commitment," \*more sales talk\*. Heard that too. Commitment's cheap. \*Proof\*. Show me proof. And \*savory oatmeal\*? Seriously? \*Who eats that\*? Hipster fad? Dead in six months. \*You gonna be in business\* in six months? Long-term partners, \*stable\*, not fly-by-night weird oatmeal.

\*\*MF:\*\* \*Uhm\*, Ethan, Savory Oatmeal is \*not\* fly-by-night. Family-owned, long history, 1923, New Jersey...

\*\*EG:\*\* 1923? \*So what\*? Doesn't mean you're \*competent now\*. Old doesn't equal good. Hipster food, \*fad\*, done. Clients want \*normal\* breakfast, eggs, bacon, pastries, coffee. \*Not\* weird oatmeal. Doesn't fit. Too niche, \*too out there\*.





16. \*\*From:\*\* Ethan Garcia <ethan.g\_familybusinessfan@protonmail.com>  
\*\*To:\*\* customerservice@savoryoatmealinc.com  
\*\*Subject:\*\* Love Supporting a Family-Owned Business!  
\*\*Text:\*\* Knowing that Savory Oatmeal is a family-owned business makes me even happier to buy your products. And the Chicken Oatmeal is fantastic! It's great to support a family business that makes such a high-quality and tasty product. - Ethan G.

---

17. \*\*From:\*\* Sophia Rodriguez <sophia.r\_savorymorning@zoho.com>  
\*\*To:\*\* customerservice@savoryoatmealinc.com  
\*\*Subject:\*\* My Savory Morning Treat - Bacon Oatmeal  
\*\*Text:\*\* Your Bacon Oatmeal is my little savory morning treat! It feels like a bit of indulgence without being unhealthy. It's the perfect way to start my day on a positive note. Thank you! - Sophia R.

---

18. \*\*From:\*\* Daniel Perez <daniel.p\_oatmealjoy@gmail.com>  
\*\*To:\*\* customerservice@savoryoatmealinc.com  
\*\*Subject:\*\* Pure Joy in a Bowl of Steak Oatmeal!  
\*\*Text:\*\* I have to say, there is pure joy in a bowl of your Steak Oatmeal! It sounds a bit unusual, but the flavor combination is just perfect. It's become my go-to breakfast when I want something truly satisfying and delicious. - Daniel P.

---

19. \*\*From:\*\* Ava Thompson <ava.t\_breakfastupgrade@aol.com>  
\*\*To:\*\* customerservice@savoryoatmealinc.com  
\*\*Subject:\*\* Upgraded My Breakfast with Savory Oatmeal!  
\*\*Text:\*\* Savory Oatmeal has completely upgraded my breakfast game! I used to just grab a piece of toast, but now I enjoy a delicious and nutritious bowl of your Chicken Oatmeal. It's a huge improvement and I feel so much better throughout the morning. - Ava T.

---

20. \*\*From:\*\* William Johnson <william.j\_savoryoatmealforlife@gmail.com>  
\*\*To:\*\* customerservice@savoryoatmealinc.com  
\*\*Subject:\*\* Savory Oatmeal for Life!  
\*\*Text:\*\* I think I'm a Savory Oatmeal customer for life now! I've tried all the flavors and love them all. They are so convenient, delicious, and satisfying. Thank you for creating such a fantastic and unique product line! - William J.





r/1500isplenty · 6 days ago  
LittleOmegaGirl

## My first time making and eating savory oatmeal

According to my calculations it's around 458 calories for everything. I don't use a app so I could be off but I've lost 103lbs so I'm not to worried about that rn. Plus I've gotten super strict with my calorie counting and that made me crazy restrictive. I'm a 5'3 female I started at 377lbs and I'm now at 274lbs with the goal of 130lbs

Ingredients: Oatmeal 1 serving: 140 cal 1 cup of spinach: 35cal 1/2 a white onion: 30cal Worcestershire 3tbsp: 33cal

Gortons crunchy breaded fish fillets: 220cal



47

8

Share



r/decentfoodporn · 3 days ago  
elithedinosaur

## savory oatmeal with zucchini and fried egg

before and after stir



41

34



Share



Gender	Interests	÷ Sessions
<b>Totals</b>		<b>2,047</b>
1 male	Technology/Technophiles	525
2 male	Banking & Finance/Avid Investors	410
3 male	News & Politics/Avid News Readers/Avid Business News Readers	364
4 female	Technology/Technophiles	343
5 male	Lifestyles & Hobbies/Shutterbugs	292
6 male	News & Politics/Avid News Readers/Entertainment News Enthusiasts	277
7 female	Lifestyles & Hobbies/Shutterbugs	270
8 male	Lifestyles & Hobbies/Business Professionals	254
9 male	News & Politics/Avid News Readers/Avid Political News Readers	254
10 female	Lifestyles & Hobbies/Business Professionals	253
11 male	News & Politics/Avid News Readers	253
12 female	News & Politics/Avid News Readers/Entertainment News Enthusiasts	250
13 male	Travel/Travel Buffs	244
14 female	Banking & Finance/Avid Investors	224
15 male	Technology/Social Media Enthusiasts	209
16 female	Travel/Travel Buffs	206
17 male	Media & Entertainment/Movie Lovers	196
18 female	Technology/Social Media Enthusiasts	185
19 female	News & Politics/Avid News Readers/Avid Business News Readers	176
20 male	Shoppers/Shopping Enthusiasts	175
21 male	Technology/Mobile Enthusiasts	172
22 female	Food & Dining/Cooking Enthusiasts/Aspiring Chefs	167
23 female	News & Politics/Avid News Readers	157
24 male	Sports & Fitness/Sports Fans/Soccer Fans	157
25 male	Media & Entertainment/TV Lovers	154





# Savory Oatmeal Customer Survey Data

#	Age bracket	Gender	Household Income	Country	State/Province	Customer	Enjoys Savory Oatmeal products (1-5)	Would recommend Savory Oatmeal products (1-5)	Favorite breakfast food
1	35-44	Female	101-150K	USA	California	yes	4	4	Oatmeal
2	25-34	Male	71-80K	USA	New York	yes	5	5	Eggs
3	45-54	Nonbinary	151-250K	USA	Texas	no	3	2	Oatmeal
4	18-24	Male	41-50K	USA	Florida	no	2	1	Cereal
5	55-64	Female	91-100K	USA	New Jersey	yes	4	4	Oatmeal
6	35-44	Male	101-150K	Canada	Ontario	yes	5	4	Bacon
7	25-34	Female	61-70K	USA	Illinois	no	3	3	Oatmeal
8	65+	Male	51-60K	USA	Pennsylvania	yes	3	3	Toast
9	45-54	Female	251-500K	USA	Washington	yes	5	5	Oatmeal
10	35-44	Male	81-90K	USA	Georgia	no	1	1	Smoothie
11	18-24	Female	31-40K	USA	North Carolina	yes	4	3	Oatmeal
12	25-34	Other	51-60K	United Kingdom	England	no	2	2	Yogurt
13	55-64	Male	151-250K	USA	Massachusetts	yes	5	4	Oatmeal
14	35-44	Female	71-80K	USA	Virginia	no	4	4	Fruit
15	45-54	Male	91-100K	USA	Colorado	yes	3	4	Oatmeal
16	25-34	Female	61-70K	USA	Arizona	yes	4	5	Pancakes
17	18-24	Male	21-30K	Germany	Bavaria	no	1	1	Oatmeal
18	65+	Female	41-50K	USA	Ohio	yes	3	2	Bagel
19	35-44	Nonbinary	101-150K	USA	Michigan	no	4	3	Oatmeal
20	25-34	Male	500K+	USA	California	yes	5	5	Eggs
21	45-54	Female	81-90K	Australia	New South Wales	yes	4	4	Oatmeal
22	55-64	Male	61-70K	USA	Maryland	no	2	3	Cereal
23	35-44	Female	151-250K	USA	Oregon	yes	5	4	Oatmeal





**Nearly every piece of information about Savory Oatmeal Inc. in this presentation is synthetic, made by AI.**

**Hidden Camera**





n8n

+

My workflow 4 + Add tag

Inactive ☐

Share

Save

...

Star 81,825

Overview

Personal

Editor

Executions

Facebook Lead Ads Trigger ⚡

Facebook Trigger ⚡

On app event

Search nodes...

ERPNext

Eventbrite Trigger ⚡

Facebook Lead Ads Trigger ⚡

Facebook Trigger ⚡

Figma (Beta)

Flow

Form.io Trigger ⚡

Formstack Trigger ⚡

Freshdesk

Freshservice

Freshworks CRM

GetResponse

Ghost

Git

Templates

Variables

Help

CP Christopher Pe...



# **Assembling the Blocks**

# LIVE DEMO



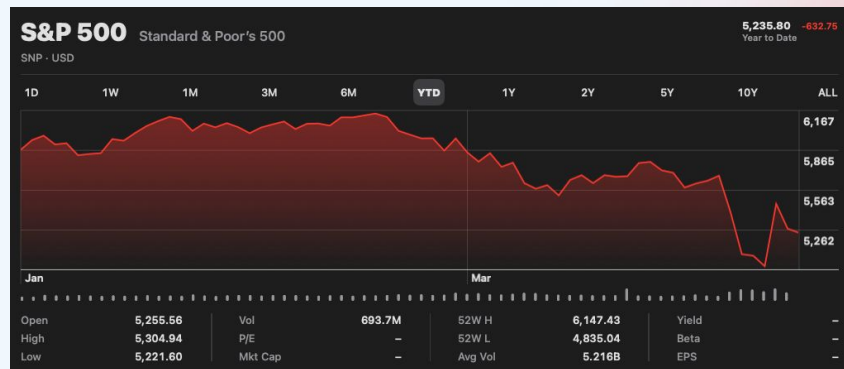
**What About Forecasting?**





AI Generated Image

*"In these  
unprecedented  
times"*





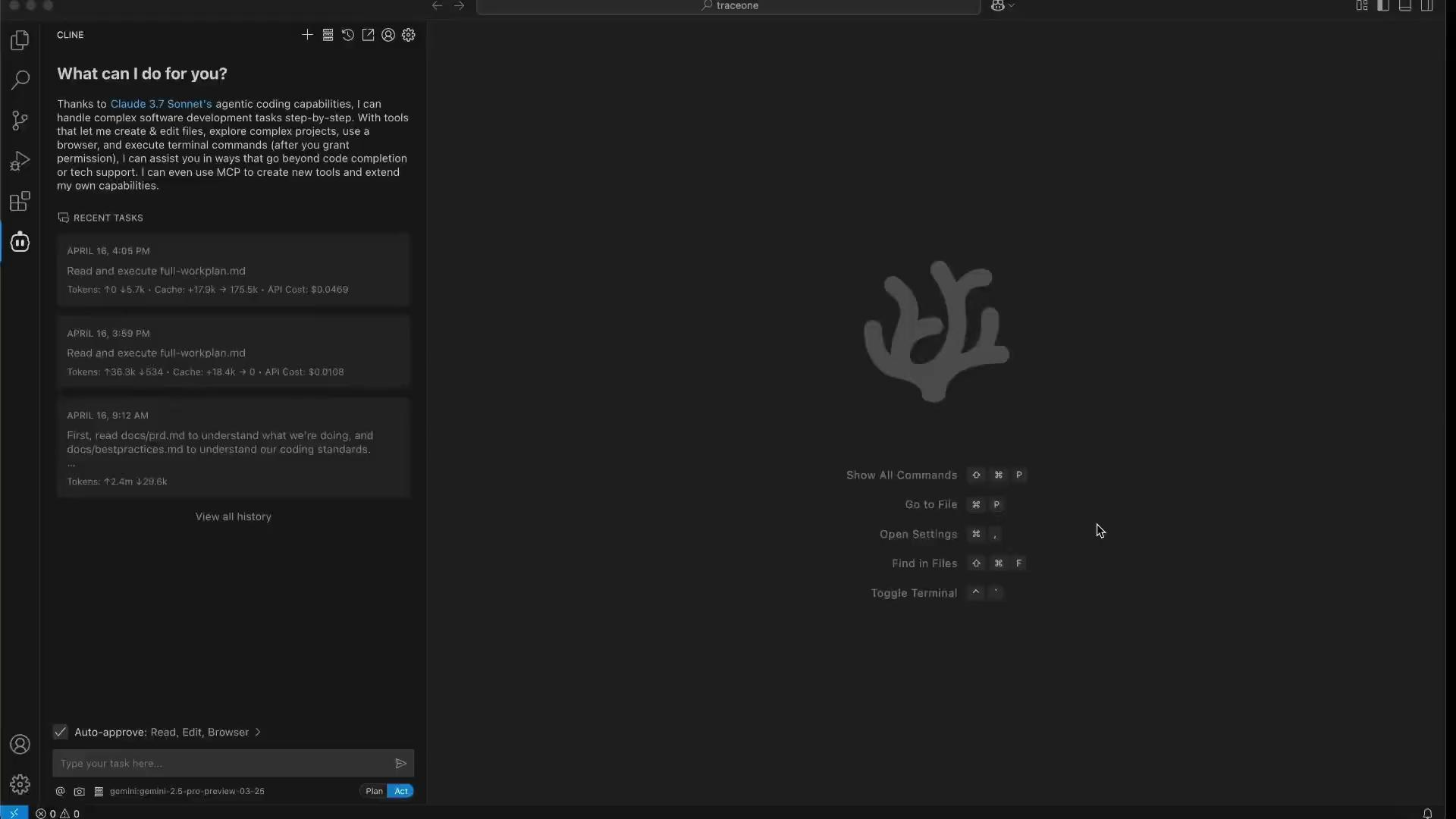
# WHEEL OF TARIFFS







**Where This is Going**



CLINE

## What can I do for you?

Thanks to [Claude 3.7 Sonnet's](#) agentic coding capabilities, I can handle complex software development tasks step-by-step. With tools that let me create & edit files, explore complex projects, use a browser, and execute terminal commands (after you grant permission), I can assist you in ways that go beyond code completion or tech support. I can even use MCP to create new tools and extend my own capabilities.

### RECENT TASKS

APRIL 16, 4:05 PM

Read and execute full-workplan.md

Tokens: 10 ↓5.7k · Cache: +17.9k → 175.5k · API Cost: \$0.0469

APRIL 16, 3:59 PM

Read and execute full-workplan.md

Tokens: 136.3k ↓534 · Cache: +18.4k → 0 · API Cost: \$0.0108

APRIL 16, 9:12 AM

First, read docs/prd.md to understand what we're doing, and docs/bestpractices.md to understand our coding standards.

...

Tokens: 12.4m ↓29.6k

[View all history](#)

✓ Auto-approve: Read, Edit, Browser >

Type your task here...



@ gemini:gemini-2.5-pro-preview-03-25

Plan

Act

Show All Commands



Go to File



Open Settings



Find in Files



Toggle Terminal





**Done For You**

**Agent**

**Done With You**

**Automation**

**Done By You**

**Workflow**



# Wrapping Up

**If you want copies of the supplementary materials (knowledge blocks & prompts) leave your business card or EMAIL me!**

**[cspenn@trustinsights.ai](mailto:cspenn@trustinsights.ai)**

*Caveat lector: I will also send you ads for my course & company.*





**Email or leave your card if you want a copy of the prompts used in the live demos!**

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