# Trust, AI & the New Rules of B2B Growth

## Key Takeaways

**Wednesday, 25 March | 4:30pm - 6:30pm | Dentsu Singapore**

**Speakers:**

- **Siew Ting Foo**, Transformational Growth Leader and Author (Moderator)
- **Mukesh Rajpurohit** – VP, APAC, INFUSE
- **Mansi Trivedi** – B2B Strategy Lead – APAC, Dentsu
- **Nishi Seth** – B2B Marketing Leader, Google Cloud

This session explored how AI is reshaping B2B marketing, particularly the growing tension between increased content creation and declining buyer trust. While AI has accelerated speed, scale, and efficiency, it has also made differentiation harder and credibility more fragile. The discussion unpacked how marketers can rebuild trust, improve discoverability, and move from content saturation to meaningful engagement in an increasingly complex buying environment.

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**5 Key Points**

1. **AI has increased content, but reduced trust**
   Buyers are exposed to more content than ever, yet confidence in marketing messages is declining due to lack of authenticity and proof.
2. **Brand drives discovery, not selection**
   Strong brand presence ensures visibility, but final decisions are driven by technical fit, credibility, and demonstrated value.
3. **The real gap is in personalisation, not adoption of AI**
   While most marketers are using AI, very few are applying it effectively for segmentation and one-to-one engagement.
4. **Case studies and proof-based content are regaining importance**
   Buyers are increasingly relying on real-world validation over generic thought leadership or sponsored reports.
5. **Discoverability is becoming a critical blind spot**
   Brands are optimising for conversion, but often missing opportunities simply because they are not visible in AI-driven research journeys.

**3 Takeaways**

1. Trust is now the most important currency in B2B marketing, and it must be earned through credibility, not volume.
2. AI is not the differentiator. How it is applied, particularly in personalisation and relevance, will define competitive advantage.
3. Marketing's role is expanding beyond awareness to enabling buyers to confidently choose, justify, and advocate for a brand.

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**2 Action Items**

1. Audit your content strategy to ensure every asset is backed by proof, real examples, or measurable outcomes.
2. Invest in AI-driven personalisation and discoverability, especially across emerging search and decision-making environments.

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**Memorable Quotes**

"Are we optimising for what is measurable or what is meaningful?"

"Do not mistake the platform for the strategy."

"Certainty has replaced creativity in too many media plans."

"Not everything that counts can be counted."