

Veld Analytics

What your R995 audit looks like

A preview of the LadyBugz R995 B2B Marketing Strategy Audit, produced for a fictional company so you can see exactly what you get: an overall marketing score, a six-dimension maturity read, the headline findings, an AI-search visibility check, and a prioritised list of where to start. Your own audit is built entirely around your business.

FICTIONAL SAMPLE COMPANY · NO REAL DATA

Prepared for Veld Analytics (Pty) Ltd (fictional sample)

Prepared by LadyBugz Marketing

Type B2B Marketing Strategy Audit (R995)

Status Sample · Illustration only

LadyBugz

Where Veld Analytics Stands Today

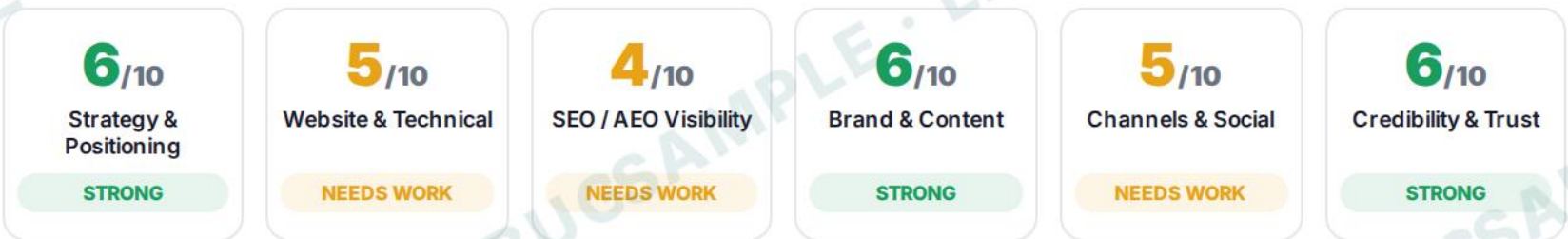
56/100

GROWING · UNDER-OPTIMISED

In one line: a real product with genuine multi-country credibility, held back by a generic position and weak visibility. The foundations are here. The clear upside sits in three places: claiming a specific category buyers can name, fixing a thin technical and content base, and turning real client wins into public, citable proof.



Marketing maturity across six dimensions (0 to 10)



Social footprint at a glance



The LinkedIn company page and a YouTube demo library carry recent content and are active. Instagram is largely reshared graphics and X / Twitter last posted in late 2025, so both read as dormant. Facebook and TikTok are absent. The effort is spread thin rather than deliberate, which is a quick win: concentrate on the two channels the B2B buyer actually uses.

Illustrative scoring, derived by LadyBugz from the diagnostic findings against a B2B marketing maturity rubric. Website and social signals reviewed via headless browser and web search; AI-search visibility measured with an engine-neutral method across six real buyer questions. Every figure here is fictional and for demonstration only. This snapshot is a read, not a verdict: your own audit validates and deepens everything on this page.

WHAT WE SPOTTED

Headline Findings & Next Step

Top findings (headline only)

●	Positioning is generic: 'analytics for every team' gives buyers and AI nothing specific to latch onto	INFERENCE	6/10
●	Technical foundation is thin: minimal schema, no llms.txt, slow mobile homepage	FACT	5/10
●	Weakest dimension is AI-search visibility: named in 2 of 6 buyer questions, cited in 1 of 6	FACT	4/10
●	Brand and content are solid but founder-dependent and published inconsistently	INFERENCE	6/10
●	Social effort is spread thin: LinkedIn and YouTube active, the rest dormant	FACT	5/10
●	Real multi-country credibility exists, but little of it is public or citable	INFERENCE	6/10

Confidence tags: FACT = sourced or directly observed. INFERENCE = reasoned from evidence. UNCONFIRMED = not yet verified. Every claim carries one, so you can trust but verify.

AI-search share of voice: times named across 6 buyer questions

Datawave BI		5/6
Insight Foundry		4/6
Veld Analytics (you)		2/6
Metric Grove		2/6

Who the AI answer engines name instead. Measured with an engine-neutral method across six real buyer questions about mid-market BI and embedded analytics, counting how many named each vendor (max 6). Datawave BI and Insight Foundry win the answer because they publish clearer, question-shaped, better-structured content, not because their product is better. That is a gap you can close.

Start here

- Claim a position buyers and AI can name: swap the generic 'analytics for every team' line for a single vertical-first category. This one move feeds the website, the content and the AI-visibility work all at once
- Fix the technical foundation: add Product, FAQPage and BreadcrumbList schema, ship an llms.txt file, and run a mobile speed pass. Low effort, high leverage, and it lets engines read and quote you
- Turn client wins into public proof: package existing, real client outcomes into named case studies and seed a handful of third-party reviews. This is the citable proof both buyers and answer engines lean on

This is a sample. Yours is bespoke.

Every score, finding and priority above was written for a fictional company to show the shape of the work. Your R995 audit is built entirely around your business: your real site, your real AI-search result, and a clear, prioritised list of where to start.

Book your R995 Marketing Strategy Audit →

A deeper Tier 2 audit, with a full competitor and category benchmark and a 90-day plan with owners and metrics, is launching soon.