

THE GHOST IN THE MACHINE

Growth in the Age of AI Intermediaries

A Behavioral Approach to Growth in Transportation & Logistics Space

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THE NEW REALITY

The Great Decoupling is just the beginning

Gartner predicts 90% of B2B buying will be AI agent intermediated by 2028

The shift from a human-to-human market to an algorithm-to-algorithm, human-in-the-loop reality is here.

The speed of adoption is the variable.

The old playbooks (SEO, lead forms, simple platform hacks) won't cut it.

Session Roadmap

When algorithms talk to algorithms, how do transportation and logistics companies break through and stay relevant?

- 1 | **DIAGNOSE THREE OVERLOOKED VARIABLES**
- 2 | **DISCOVER THE HUMAN-CENTRIC FRAMEWORK**
- 3 | **BUILD YOUR ALGORITHM-PROOF STRATEGY.**

VARIABLE 1: THE 'SIGNAL OVER NOISE' PARADOX

Old advice: "Cut through the noise."

Signals: Past

FILTER LAYER

Machine learning.

Simple user agents.

HUMAN LAYER

Looking for ingredients.

Looking for quality.

CRITERIA

Polish, "Big M" Marketing.

Ranking pages.

- Good spelling, grammar.
- Keywords
- Metadata
- Cross-linking
- Timely (and fresh) content
- Trending keywords

3rd-party validation.

Signals: Now

FILTER LAYER

LLMs

Advanced user agents that are layered and interacting.

HUMAN LAYER

Immediately sticky

Looking for a human experience (they are seeing AI content all day.)

- Wants to be entertained

Spot checking (human in the middle.)

- Confirmation bias
- Highly intelligent and trained

CRITERIA

Demonstrate a deep understanding of the subject, from founding to bleeding edge.

Human signals

- Imperfect, quirky content Narrative
- Personal views

- Humor

Logic

Structure, ontology

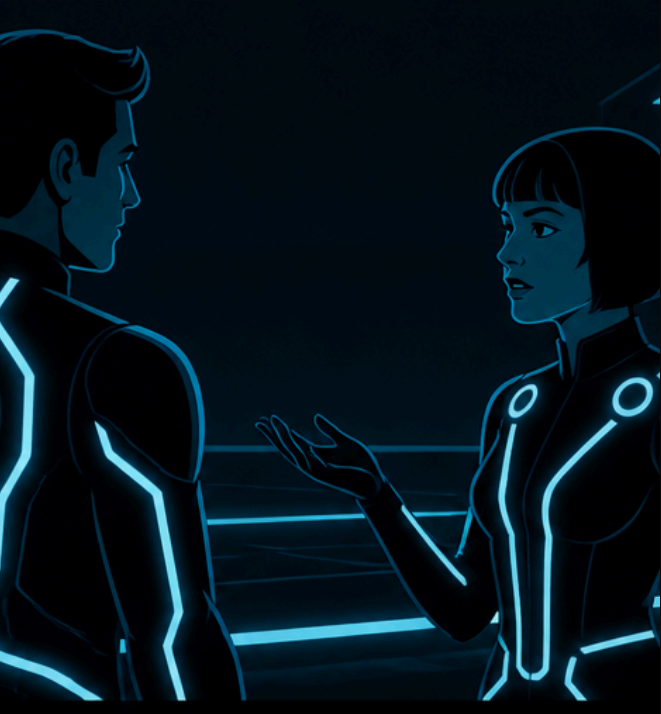
Domains of knowledge

3rd party validation

Signals to show an expert level of how we humans

- Comprehend
- Learn
- Remember
- Feel affinity
- Stay focused

Look like the best guide or teacher that ever lived - we all know what that looks like, and it's rare



AEO TACTICS

Content optimized for extraction, serving as a direct answer to a query

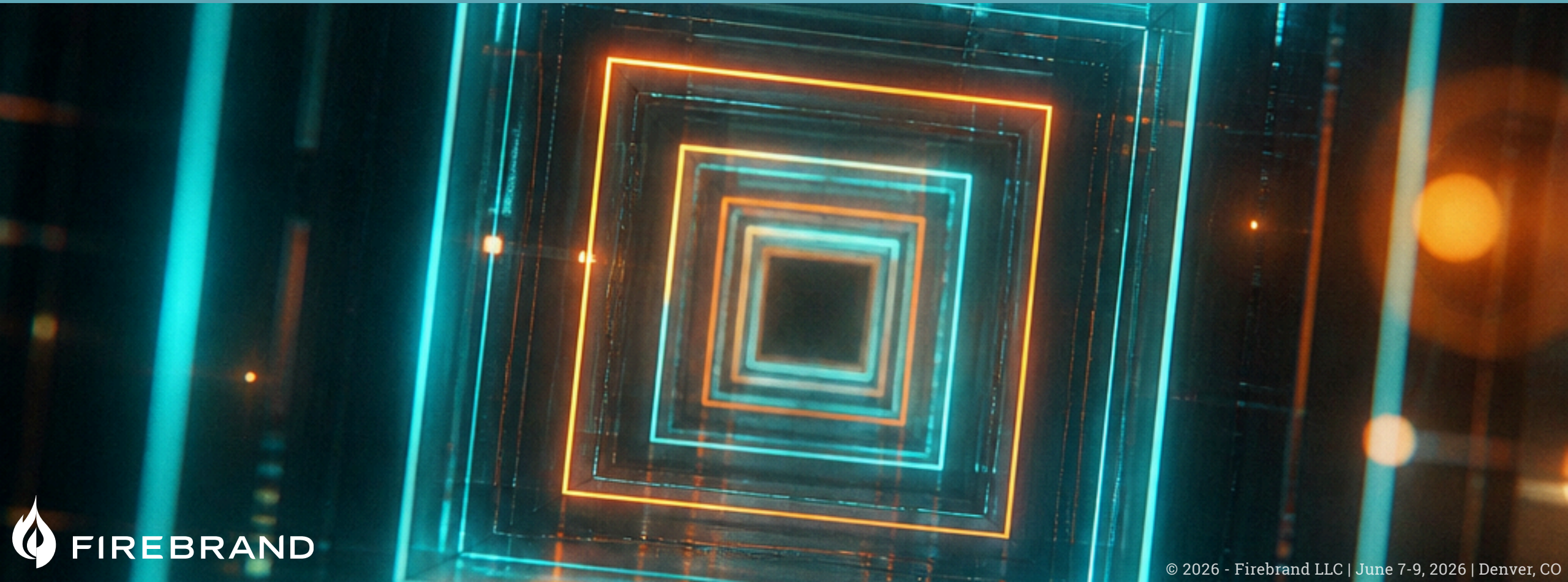
- Basic structures
- Clean code
- FAQ/Q&A formats
- Lists
- SEO best practices
- Schema markup
- Leverage cognitive bias

GEO TACTICS

Content optimized for Large Language Models (LLMs) and GenAI. Through a deep understanding of your relevance, observation of trust signals, and an understanding of how to synthesize your information they can respond to queries that are conversational, and analytical and interpretative in nature.

- Long-form content
- Original data/research
- Advanced voice of authority marketing that includes a strong digital footprint (articles, reviews, forums, PR)
- Site(s) with strong informational architecture (including schema)
- **In short: E-E-E-A-A-T (experience, expertise, engagement, authority, authenticity, trustworthiness)**

Quick Discussion:
What's the biggest noise you currently face?
How can you leverage the new signals?



Quick Discussion: What's the biggest "noise" you currently face?

Signals: Now

FILTER LAYER

LLMs

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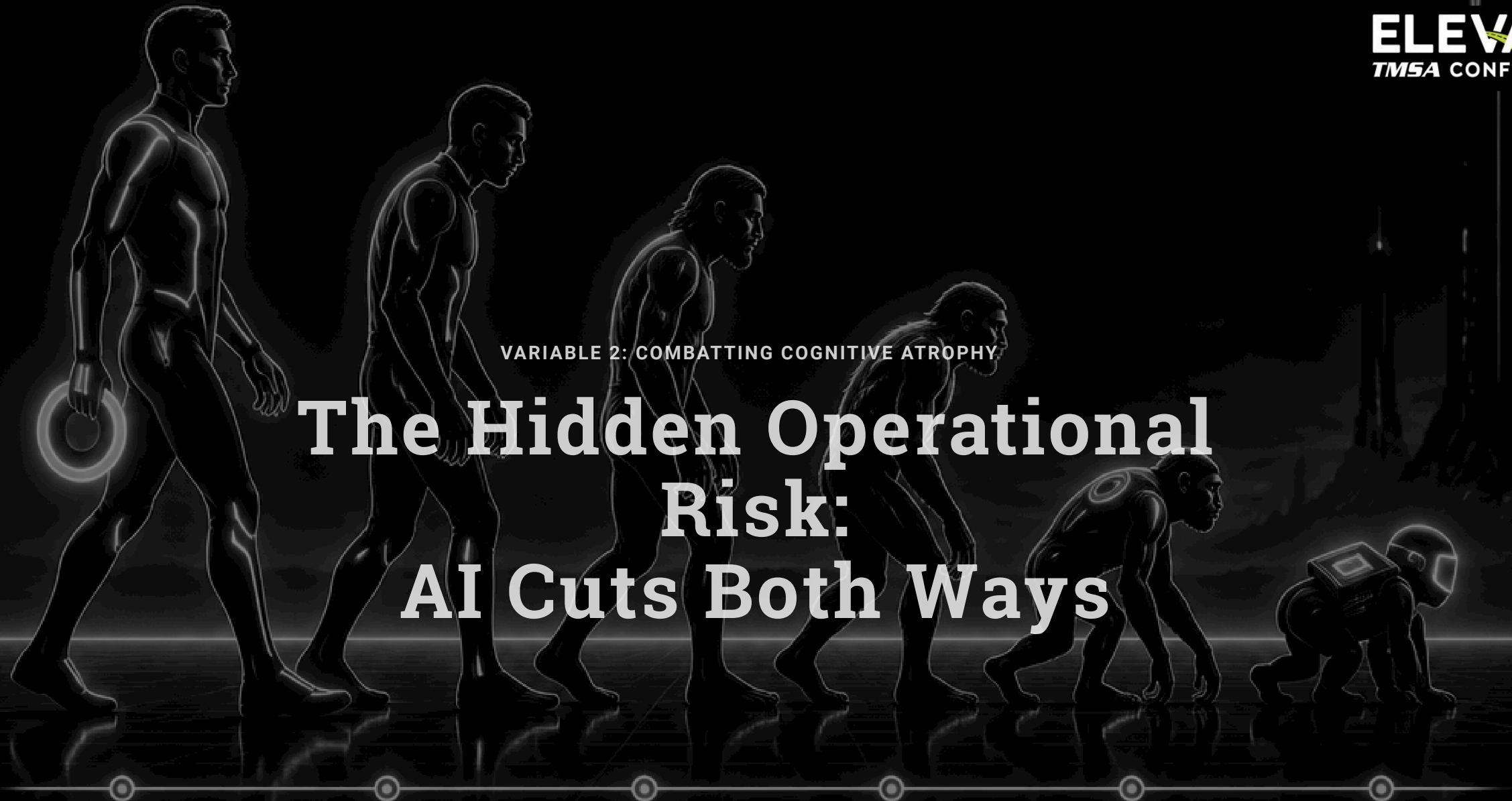
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VARIABLE 2: COMBATting COGNITIVE ATROPHY

The Hidden Operational Risk: AI Cuts Both Ways



HUMAN
DISCIPLINE
POTENTIAL

INDIVIDUAL
COMFORT
DISTRACTION

PRIMAL
INSTINCT
REACTION

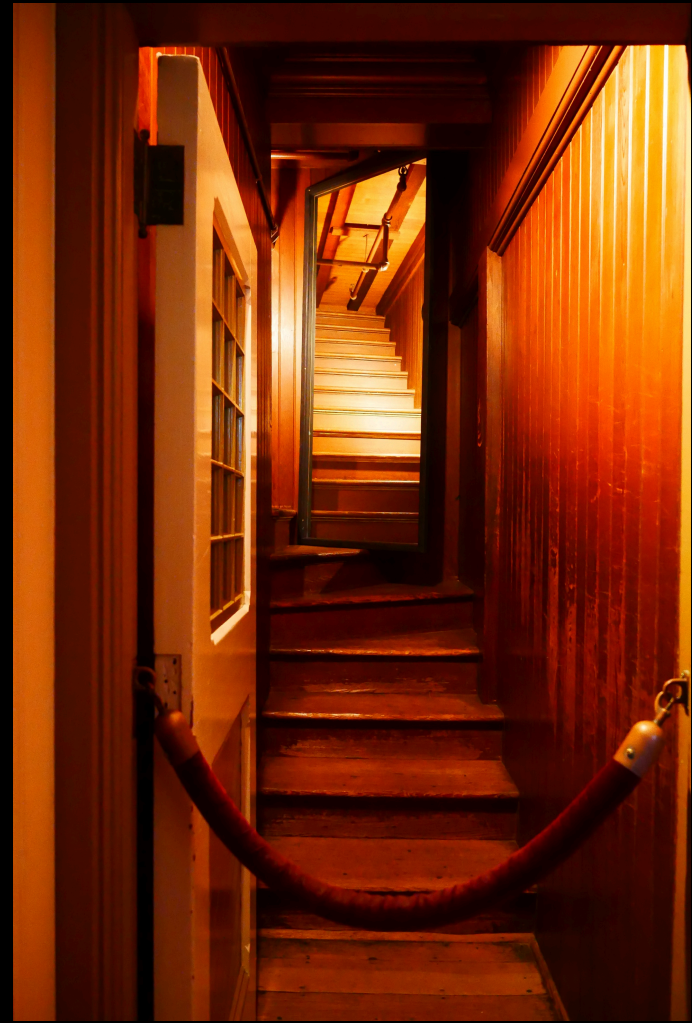
ANIMAL
SURVIVAL
FEAR

BEAST
IMPULSE
OBEDIENCE

MACHINE
PROGRAMMED
DEPENDENCE



The pitfalls of vibe coding in the age of AI



Use a CMS

Headless, Drupal Canvas

Variable 2: Combatting Cognitive Atrophy

AI is a tool,
currently not a
good replacement
for the creative
and forward-
looking edge it
cannot simulate.

Enact rigorous policies for
identifying, reviewing, and editing AI
content.

Declare and tag.

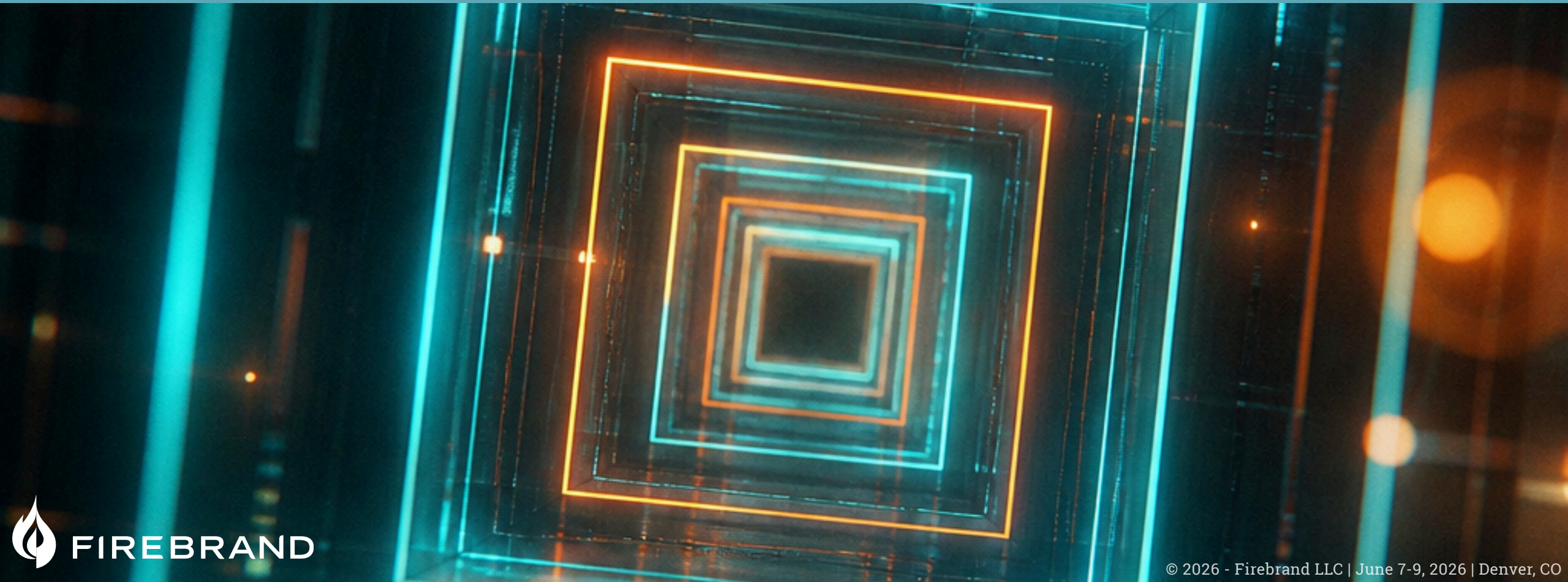


YOU CAN'T SEE WHERE YOU ARE GOING BY LOOKING BACKWARDS

Uncanny valley

AI agents will focus on
human-created content.

Quick Discussion (choose one):
What content policies do you have in place for AI use?
What policies do you need to add?



VARIABLE 3: THE ANTHROPOLOGICAL EDGE

Old View:
The market is a dataset
to be optimized.

New View:
The market is a human ecosystem.

Your strategy must be grounded in scientific observations of human behavior (Applied Anthropology).

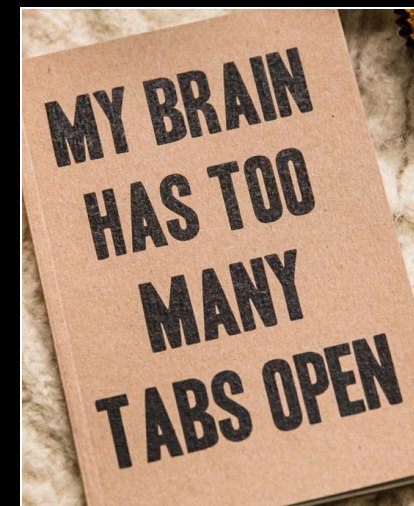
SECURE YOUR FUTURE WITHIN THE MIND OF YOUR AUDIENCE

Theory of Mind



Cognitive Bias

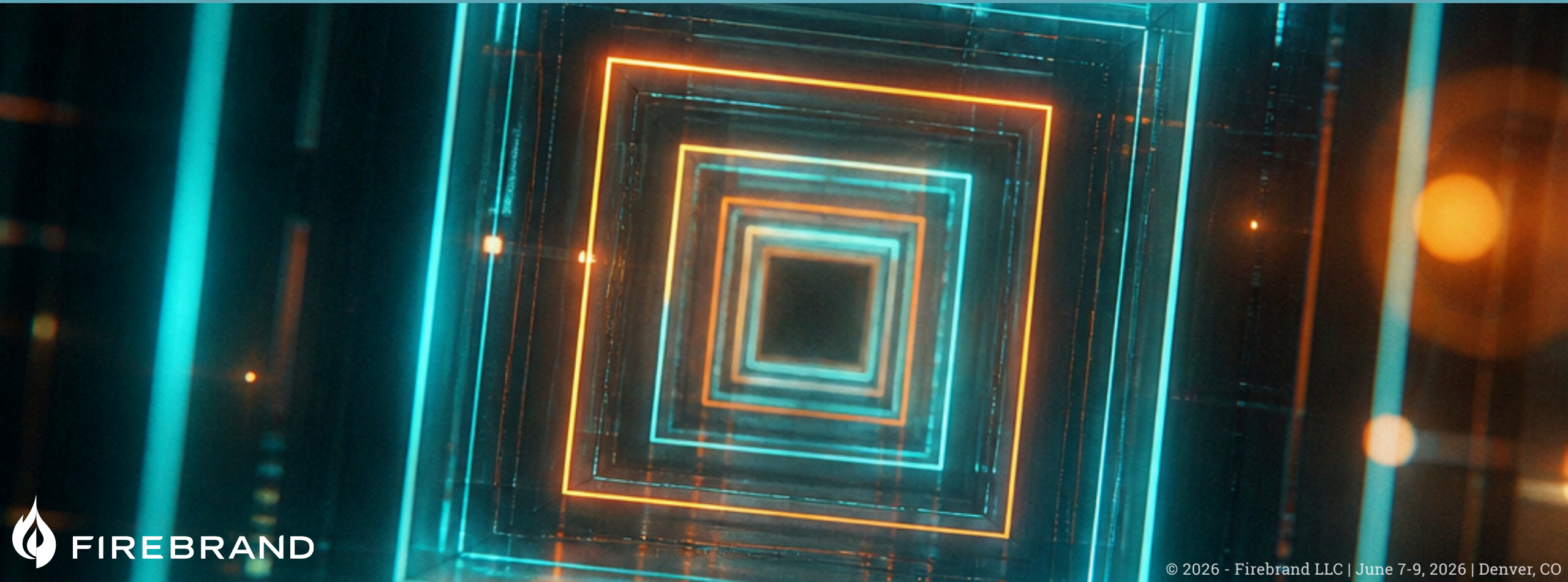
- **NATURAL DOWNSIDERS**
Cover the pain factor first
- **COGNITIVE DISSONANCE**
Pain from holding two conflicting beliefs, values, or attitudes
- **ANCHORING EFFECT**
Initial info influences our perspective
- **AVAILABILITY HEURISTIC**
Immediate examples that are easily remembered—usually recent info
- **FREQUENCY ILLUSION**
I see my car everywhere
- **NEGATIVITY BIAS**
Negative experiences far outweigh positive ones
- **FRAMING EFFECT**
90% success vs 10% risk
- **FLUENCY BIAS**
Simple *is* better
- **AFFINITY BIAS**
We prefer, trust, and feel affinity for those we share characteristics, backgrounds, and beliefs with
- **MIRROR NEURONS**
- **REWARD PREDICTION ERROR**



Will AI usher in an age of human experiences?

- Less "in the machine"
- More effective learning
- More narrative and humor
- More human-centric experience, across the board

Quick Discussion: What cognitive bias is currently hurting your business?



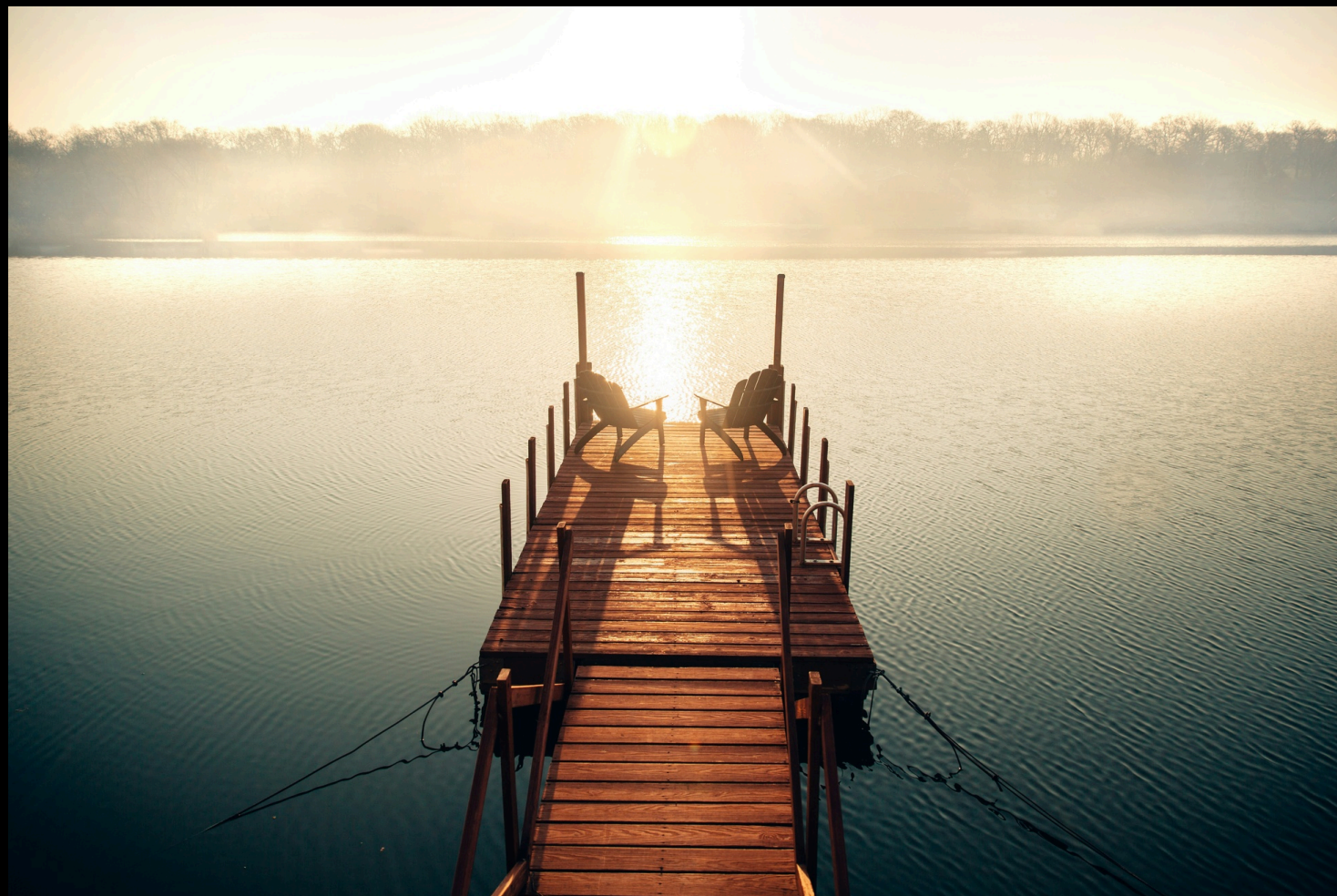
THE SURVIVAL STRATEGY: AN ALGORITHM-PROOF FRAMEWORK

More Human than Human

Focus on the one thing AI cannot replicate

Authentic Human Resonance

leveraging exceptional storytelling and applied anthropology.



Framework Pillar 1:

Generate High-Affinity Signals

Tactic: Use evidence-based approaches to create content that speaks to deep-rooted human drivers, not just surface-level keywords.

Framework Pillar 2:

The Mental Gym for Your Team

Tactic: Implement a 'mental gym' to help leaders sharpen their teams' creative and critical thinking skills.- This ensures your human resources remain your biggest advantage.

Discuss first-principles thinking on critical aspects of the business.

Use narrative to describe any new idea or business venture.

Always start with "why".

Create Agile User Stories for any project that takes more than a few hours.

Separate brainstorming from feedback and decisions. Primarily brainstorm offline.

Instill and protect emotional safety so new ideas are more likely to be presented and nurtured.



Framework Pillar 3:

The Human Ecosystem Approach

Tactic: Move past simple platform rules and align your brand narrative with universal human motivators. Build 'Algorithm-Proof' Customer Loyalty.



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Expedited cross-border cargo. Seasonal surge
capacity. Fragile freight cross-docking.

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wheelhouse.

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THE GREAT AI CLIFF IS COMING

Only the Fittest Will Survive

The bar has been raised beyond anything we've seen in technology.

"If you're not referenced by Large Language Models (LLMs) and the AI systems that power them, **then you may as well not exist**. The \$80bn SEO industry is in the crosshairs of this disruption, and entire web architectures designed for humans and search engine crawlers will need to be refashioned to serve AI agents."

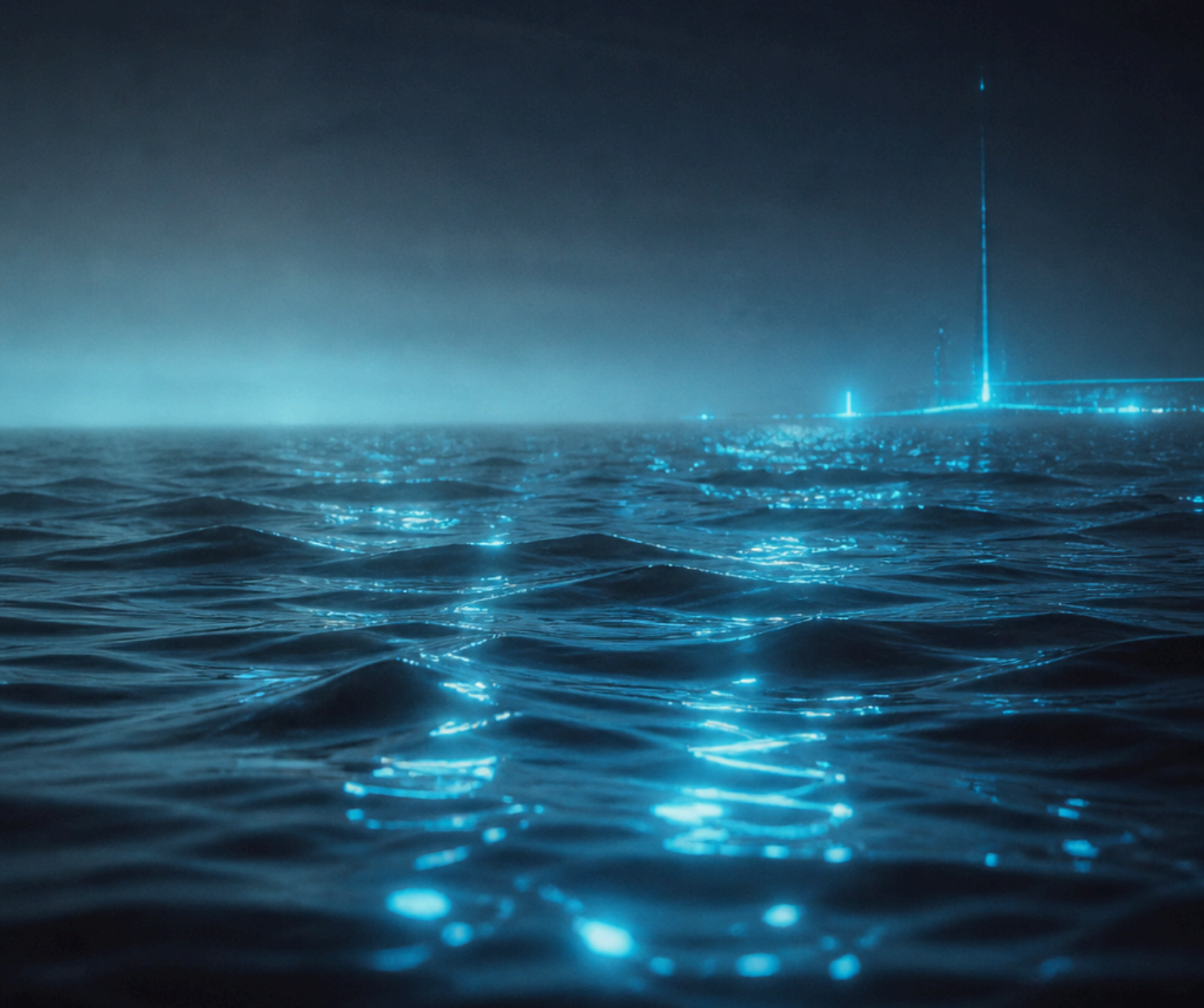
AMIT JOSHI, JOSÉ PARRA MOYANO, MICHAEL R. WADE, & SHIH-HAN HUANG

""Businesses that fail to adapt risk losing relevance in channels they do not yet fully understand. **This risk is especially pronounced for service-based industries, consulting firms, and B2B organizations whose clients increasingly rely on AI tools to guide their research and early-stage decisions.**"

JOHN VARGO

"A study by Seer Interactive found that organic CTR for AI Overview queries dropped by 61% from June 2024 to September 2025. Even more alarming: The CTR of queries without AI Overviews also fell by 41% in the same period. **This suggests broader behavioral changes are at play.**"

HUBSPOT



THANK YOU

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