



THE TRUST SIGNAL DIAGNOSTIC

CASE FILE A001

The Walnut Audit

SIGNAL UNDER REVIEW

Consistency Signal

Three channels silent.
One maintained.

DATE: 05 / 20 / 2026

01



A Note Before The Findings



This audit examines publicly observable signals only. It is not a comprehensive diagnostic that requires access to internal analytics, response data, and a direct conversation about what the brand is trying to achieve.

What follows is what Esme can read from the outside. It is offered without malice and without inside knowledge.

Walnut is a serious, well-funded product used by brands including Adobe, Dell, and NetApp.

The Consistency signal problem identified here is not a reflection of the product's quality.

It reflects a pattern that is common in B2B SaaS brands at a certain stage of growth and one that has specific, observable consequences for AI visibility.

The findings are what the evidence shows. The repair direction is what the evidence suggests.

EXHIBIT 1

The Crime Scene — What the Evidence Showed First

The investigation began with a standard AI visibility test. When asked to recommend an interactive demo platform for B2B sales teams, all three AI systems tested ChatGPT, Perplexity, and Claude returned results that included Walnut. The product is known. The category is defined. The brand has established enough presence that AI systems can identify it when prompted directly.

That is not the problem.

The problem appeared when the investigation moved from product recognition to brand behavior. Walnut's AI visibility is product-led, driven by review platforms, G2 listings, and customer testimonials. The brand's own content channels tell a different story. AI systems increasingly rely on signals beyond a brand's own website.

The Consistency signal investigation began with the posting history across Walnut's active content channels. What it found was a pattern that is recognizable, understandable, and costly.

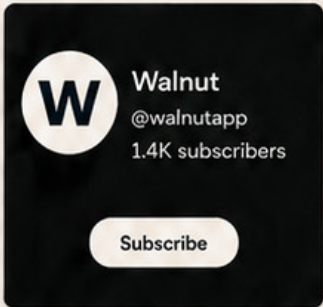
EXHIBIT 2

The Evidence — Channel By Channel

The Consistency signal measures one thing: does this brand show up on a decided rhythm, independent of whether something is launching?

The evidence across Walnut's channels was unambiguous.

01 YOUTUBE



Walnut
@walnutapp
1.4K subscribers

Subscribe

 YouTube

 Last upload
12 months ago

Status

 Inactive

02 INSTAGRAM



walnutapp

 1,042 posts 1,842 followers 1,842 following

Follow

 Instagram

 Last post
19 months ago

Status

 Inactive

03 FACEBOOK



Walnut
Software Company

Follow

 Facebook

 Last post
6 months ago

Status

 Inactive

04 LINKEDIN



Walnut
Software Development
San Francisco, CA
18,231 followers

+ Follow

 LinkedIn

 Last post
Active

Status

 Active

EXHIBIT 2

The Evidence — Channel Findings

Below is what each channel shows and what it signals to AI systems evaluating brand consistency.

01  YOUTUBE WHAT WE OBSERVED A channel that was once active enough to build a following has gone silent for approximately a year. WHAT IT SIGNALS An abandoned channel sends a difficult-to-ignore signal: we stopped showing up here. CONSISTENCY SIGNAL ● Inactive	02  INSTAGRAM WHAT WE OBSERVED Nineteen months of silence on a channel that remains publicly visible. WHAT IT SIGNALS Every month of silence is read by the algorithm as evidence of a brand that was present and then wasn't. That transition is the signal. CONSISTENCY SIGNAL ● Inactive	03  FACEBOOK WHAT WE OBSERVED Six months of silence at the time of this audit. WHAT IT SIGNALS The pattern across three channels is consistent: activity, then quiet. CONSISTENCY SIGNAL ● Inactive	04  LINKEDIN WHAT WE OBSERVED Active, with 18,231 followers. Good content. Consistent posting frequency. WHAT IT SIGNALS This is where the brand lives. LinkedIn alone does not constitute consistent brand presence across the full public footprint. CONSISTENCY SIGNAL ● Active
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Within Esme's framework this resembles the Bad Boyfriend pattern — charming and present in one place, absent in others. The audience learns this pattern. So does the algorithm.

EXHIBIT 3

The Pattern — Where It Comes From

This pattern is not unusual for a B2B SaaS brand at Walnut's stage. The company raised \$35M in Series B funding in January 2022, a period when content investment typically peaks. The LinkedIn channel reflects that investment well.

What often happens after a funding round is that content resources concentrate on the channels that directly support pipeline generation. The channels that were secondary become channels that are maintained until they aren't.

The result is a brand that reads as consistent on the channel its sales team uses and inconsistent everywhere else. For a human buyer who encounters Walnut through LinkedIn, this is invisible. For an AI system reading the brand's behavior across all publicly observable channels, the inconsistency is legible.

The irony for Walnut specifically is pointed. The brand's core product promise is that consistent, personalized, on-demand demos build trust with buyers. The brand's own channel behavior demonstrates the opposite of that promise across three of its four content channels.

WALNUT'S PROMISE

- ✓ Consistent
- ✓ Personalized
- ✓ On-demand

PUBLIC SIGNAL

✗	YouTube	Inactive
✗	Instagram	Inactive
✗	Facebook	Inactive
✓	LinkedIn	Active

OBSERVATION

The brand's promise remains visible.

The supporting signals do not.

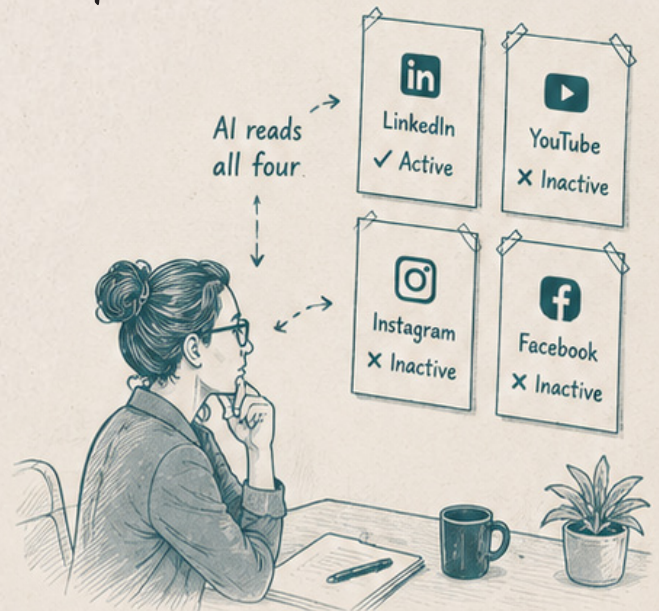
SIGNAL GAP

3 inactive channels | 1 active channel

EXHIBIT 3

That gap between what the brand sells and what the brand signals is not dishonesty. It is the natural drift that happens when content resources are allocated by pipeline priority rather than by the full picture of what AI systems are reading. AI systems read the drift as evidence, not as context.

“AI doesn’t only read the channels you’re investing in. It reads all of them.”





A001

THE VERDICT

GUILTY.

The Consistency signal is broken across three of four content channels.

Walnut has not decided to be inconsistent, it has concentrated its presence and left the other channels to go dark without acknowledging or closing them.

Viewed across all publicly observable channels, the brand's pattern does not add up to a reliably present, consistently trustworthy source.

EXHIBIT 4

The Verdict

The cost of this pattern may influence how confidently AI systems assess the brand over time. Strong third-party validation may reduce some of the risk created by the Consistency gap, but it does not remove the gap itself and that gap compounds over time.

A brand whose product promise is built on the power of consistent, personalized presence has an observable Consistency signal problem on three of its four public channels. The gap between what the brand sells and what the brand signals is the finding.

*A brand can be known and still be unreliable.
What AI recommends is not the brand it
recognizes. It is the brand it trusts.*

EXHIBIT 5

The Repair Direction

The Consistency signal failure is not caused by a lack of content. It is caused by a mismatch between visible channels and maintained channels.

The repair is a decision, not a campaign and the decision is about alignment between what the brand presents as its presence and what it is prepared to sustain.

*Consistency
isn't about
being everywhere.
It's about
showing up
on purpose.*

DIRECTION

WHAT NEEDS TO CHANGE AND WHY

01

Resolve the channel mismatch

Three channels are publicly visible and inactive. An active channel is a signal. An abandoned channel is also a signal — and it is not the one the brand intends to send.

The repair begins with a decision about which channels represent the brand, followed by behavior that matches that decision.

Channels that will not be maintained should not remain as evidence of presence that no longer exists.

02

Decouple presence from pipeline activity

The current pattern ties visible brand activity to commercial moments. AI systems read that pattern as conditional presence — a brand that shows up when it needs something.

The repair is establishing a rhythm that continues independent of what is launching.

The content that fills that rhythm is less important than the fact of its consistency.

03

Close the gap between the product promise and the brand signal

Walnut sells consistent, on-demand presence as a product value. The brand's own channel behavior is the most visible counterexample available.

Closing that gap is not just a Consistency repair — it is a credibility repair specific to this brand's category positioning.

EXHIBIT 6

What This Audit Cannot Tell You

This audit examined the Consistency signal only. It is one of four signals The Trust Signal Diagnostic investigates. The other three signals were not investigated here.

The signals always interact. A brand that appears to have a single broken signal from the outside is rarely carrying just one problem on the inside. The Consistency failure visible here may be the most observable symptom, or it may be compounding with signal failures that are not visible from publicly observable data alone.

What this audit does not tell you: how the Consistency failure is interacting with Walnut's other signals, what that interaction is costing in AI recommendation terms, and what the correct repair sequence is for this specific brand. Those answers require the full investigation.



A stylized, aged card with a dark teal header and footer. The card is titled 'INVESTIGATION STATUS' in white text on a dark teal background. Below the title, there are three sections: 'SIGNALS INVESTIGATED', 'EVIDENCE REVIEWED', and 'EVIDENCE NOT REVIEWED'. The 'SIGNALS INVESTIGATED' section has a list of four items: 'Consistency' (checked), 'Clarity' (unchecked), 'Credibility' (unchecked), and 'Connection' (unchecked). The 'EVIDENCE REVIEWED' section has a list of three items: 'Public channels', 'Public content', and 'Public activity patterns'. The 'EVIDENCE NOT REVIEWED' section has a list of four items: 'Internal analytics', 'Lead data', 'Response data', and 'Customer conversations'. At the bottom of the card, there is a red stamp that says 'OPEN' in white capital letters. The card has a small tear at the top right and a small stain at the bottom right.

INVESTIGATION STATUS
SIGNALS INVESTIGATED
☒ Consistency
☐ Clarity
☐ Credibility
☐ Connection
EVIDENCE REVIEWED
• Public channels
• Public content
• Public activity patterns
EVIDENCE NOT REVIEWED
• Internal analytics
• Lead data
• Response data
• Customer conversations
CASE STATUS
OPEN



*The investigation is open. The evidence is already there.
The question is only whether you're reading it before the algorithm does.*

EXHIBIT 7

Why This Requires a Full Diagnostic

A repair direction identifies what category of change is needed. It does not sequence that change for your brand.

Sequencing requires knowing how the Consistency signal is interacting with the other three, what is already working, what is already broken, and what would be affected if the repair were made in the wrong order. Brands that address a single signal in isolation frequently find the repair does not hold, or produces an unintended consequence in a different signal.

Improving Consistency without understanding the Credibility signal can produce a brand that shows up more regularly with claims a stranger still cannot verify. Rebuilding channel presence without understanding the Connection signal can increase visibility into a brand that does not respond. The signals do not operate independently. The repair cannot either.

The Trust Signal Diagnostic investigates all four signals together, traces the origin of each broken pattern, and builds a repair roadmap sequenced for the brand specifically. Not a checklist. An investigation.

ABOUT THIS AUDIT

This is a free **Trust Signal Audit** — a snapshot of one signal based on publicly observable evidence.

It is not a full Trust Signal Diagnostic.

If this audit produced a moment of recognition, that moment is the beginning of the investigation. The full diagnostic is where it goes next.

The diagnostic investigates all four signals directly with the brand and produces a sequenced repair roadmap.

If you'd like to understand what your trust signals are currently saying to both your audience and the AI systems they use for recommendations, contact:

 hello@thetrustsignal.com

 thetrustsignal.com



INVESTIGATION STATUS:
COMPLETE



THE TRUST SIGNAL DIAGNOSTIC

STRATEGY. EXECUTION. INTEL.