

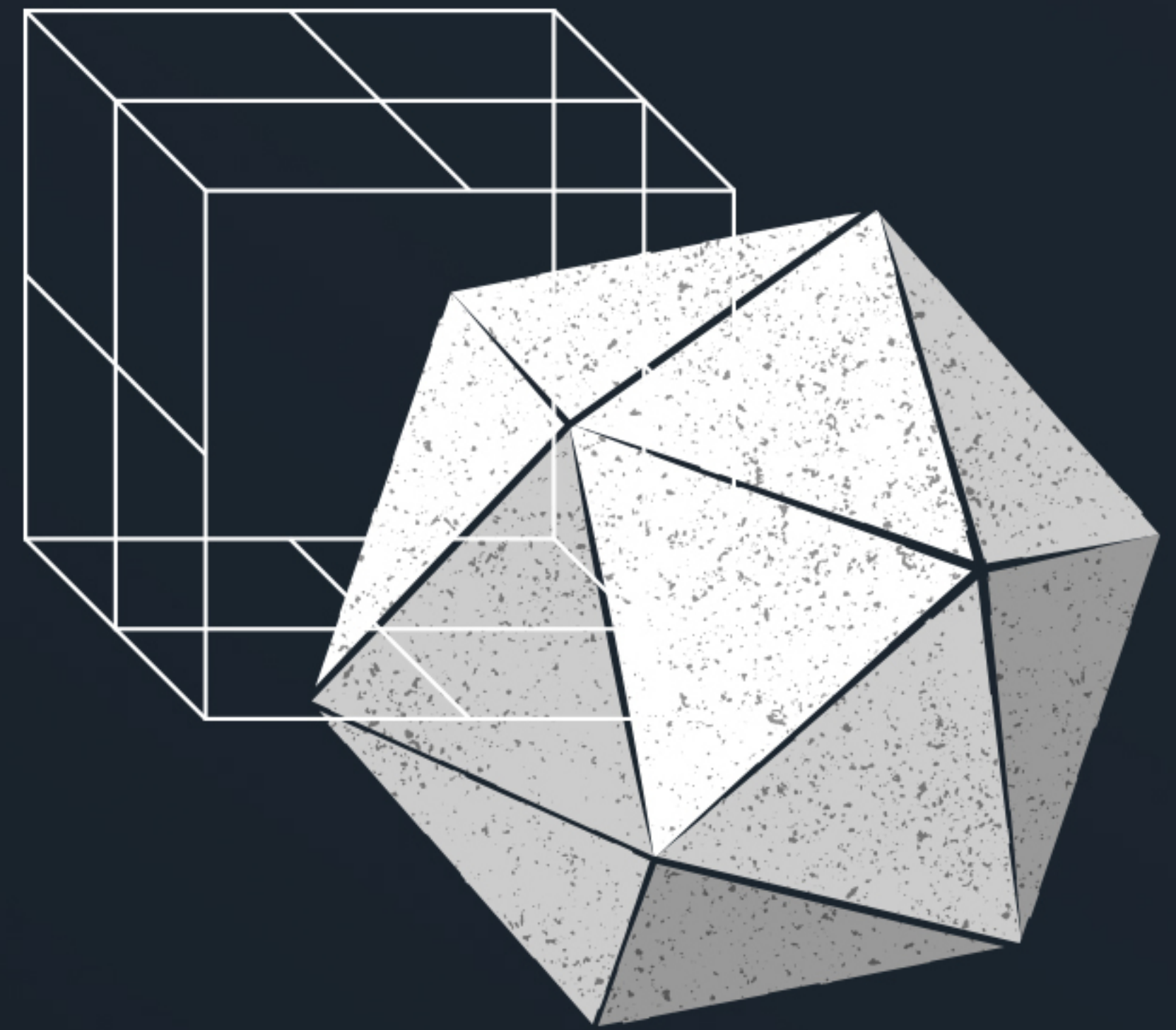


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AI Search Got Loud in 2025.



2026 Will Be
Even LOUDER.



“If you’re not visible
in AI engines in 2026,
you’ll miss a **fast-growing**
slice of demand”





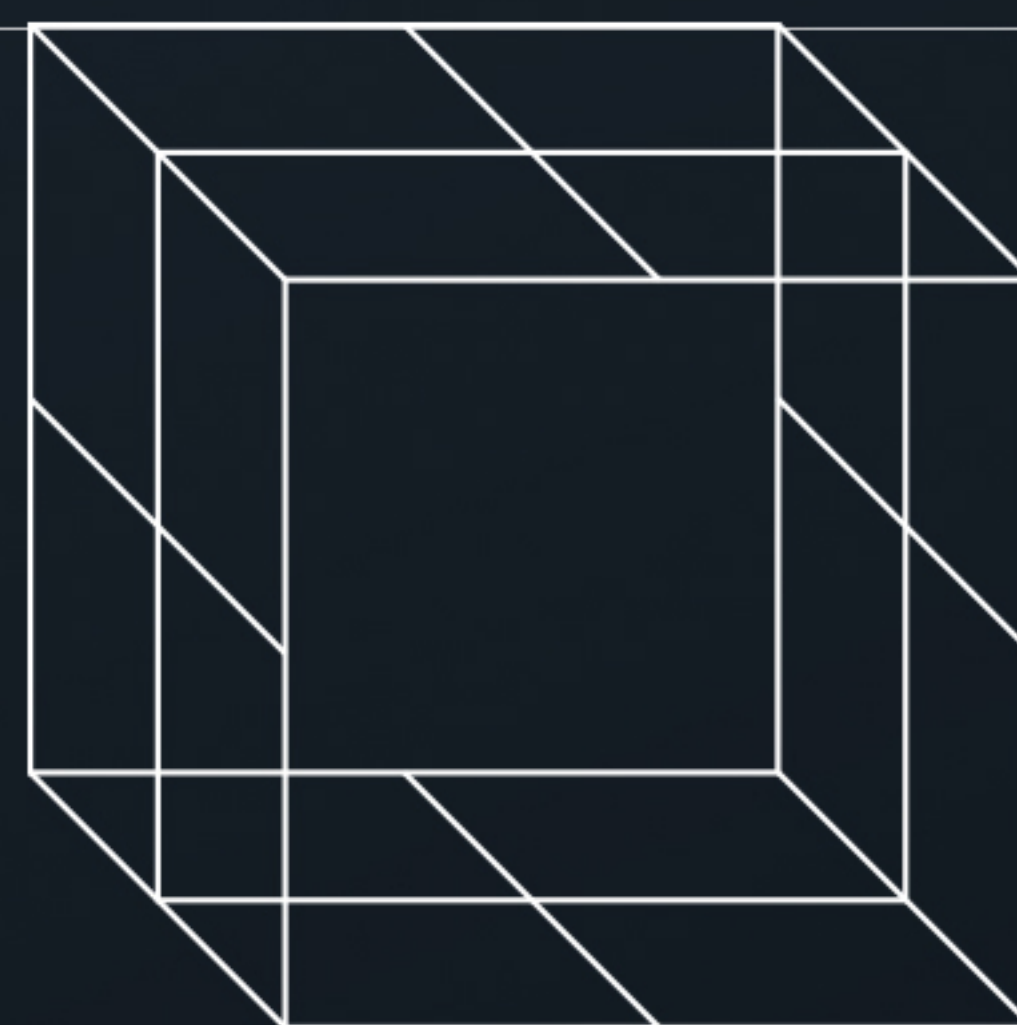
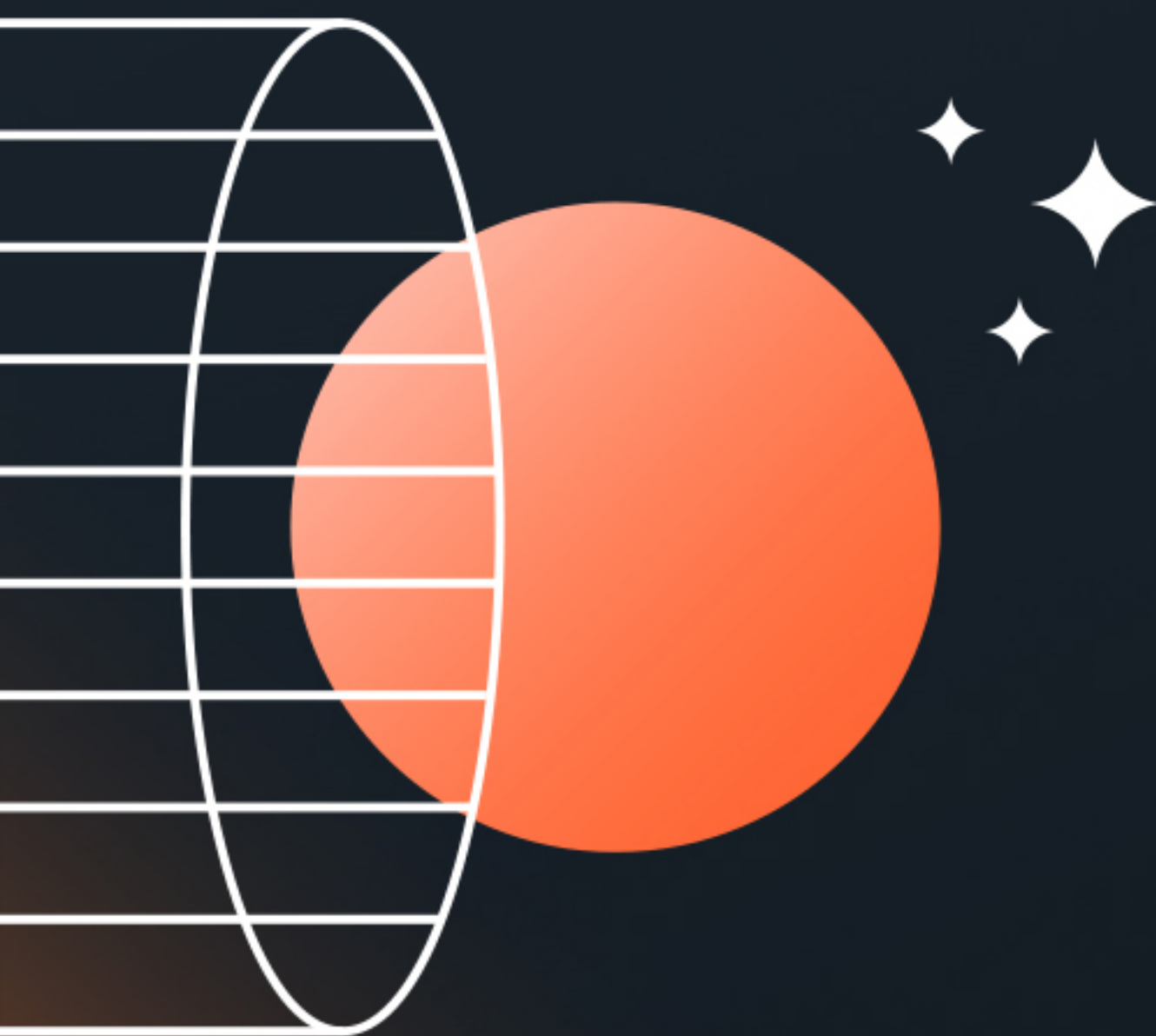
The AI Search 2025 **Recap**

AI referrals **reached 1.08%** of total traffic across industries.

Finance, Banking, Consumer Staples **dominated** AI visibility.

ChatGPT, Gemini, Perplexity → each cited **different winners**.

Brands realised AI visibility is not an SEO byproduct – it's its **own battlefield**.






AI Search 2026 Predictions



Prediction 1: Brands will **track AI** Share of Voice similar to Google Share of Voice.

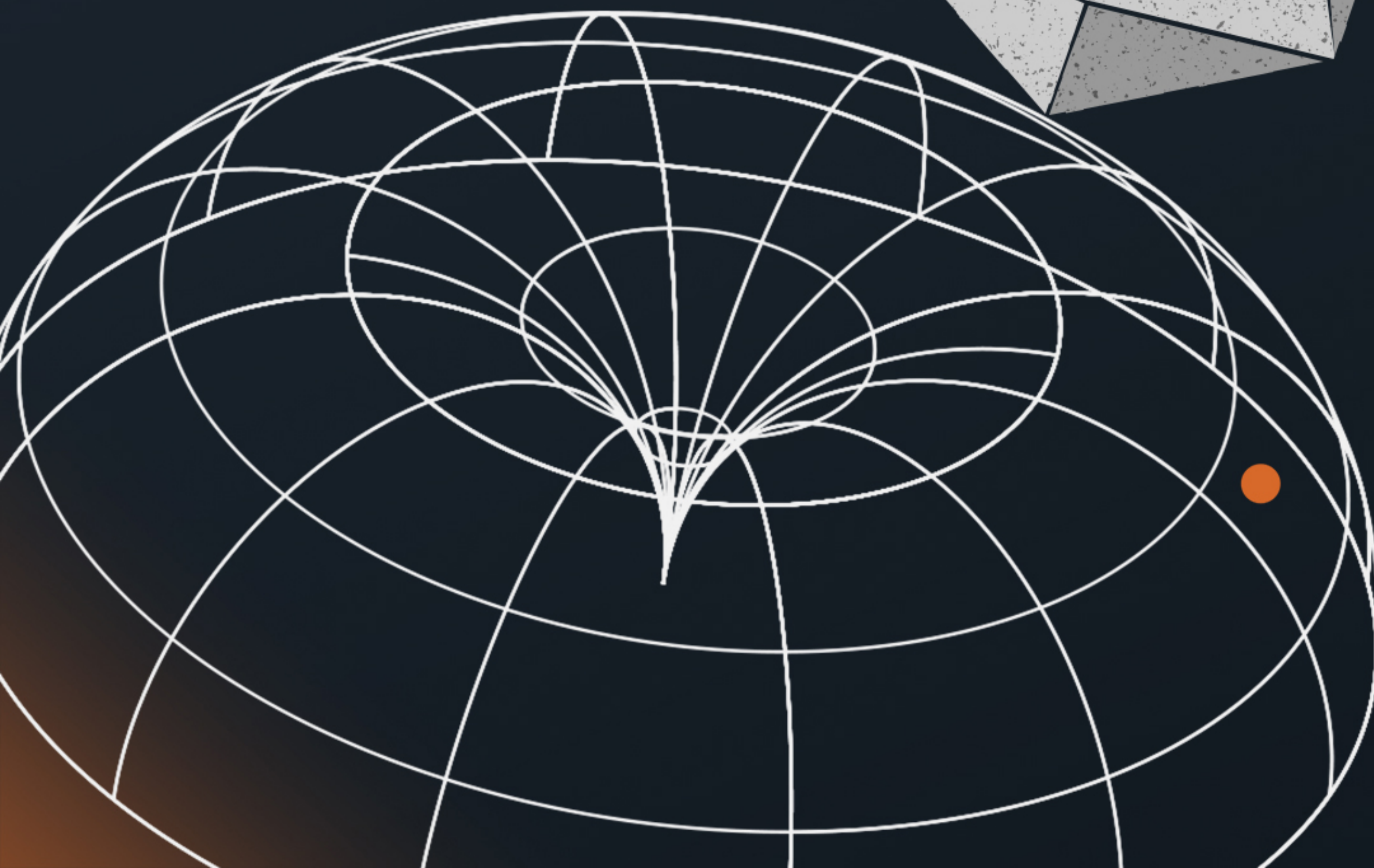
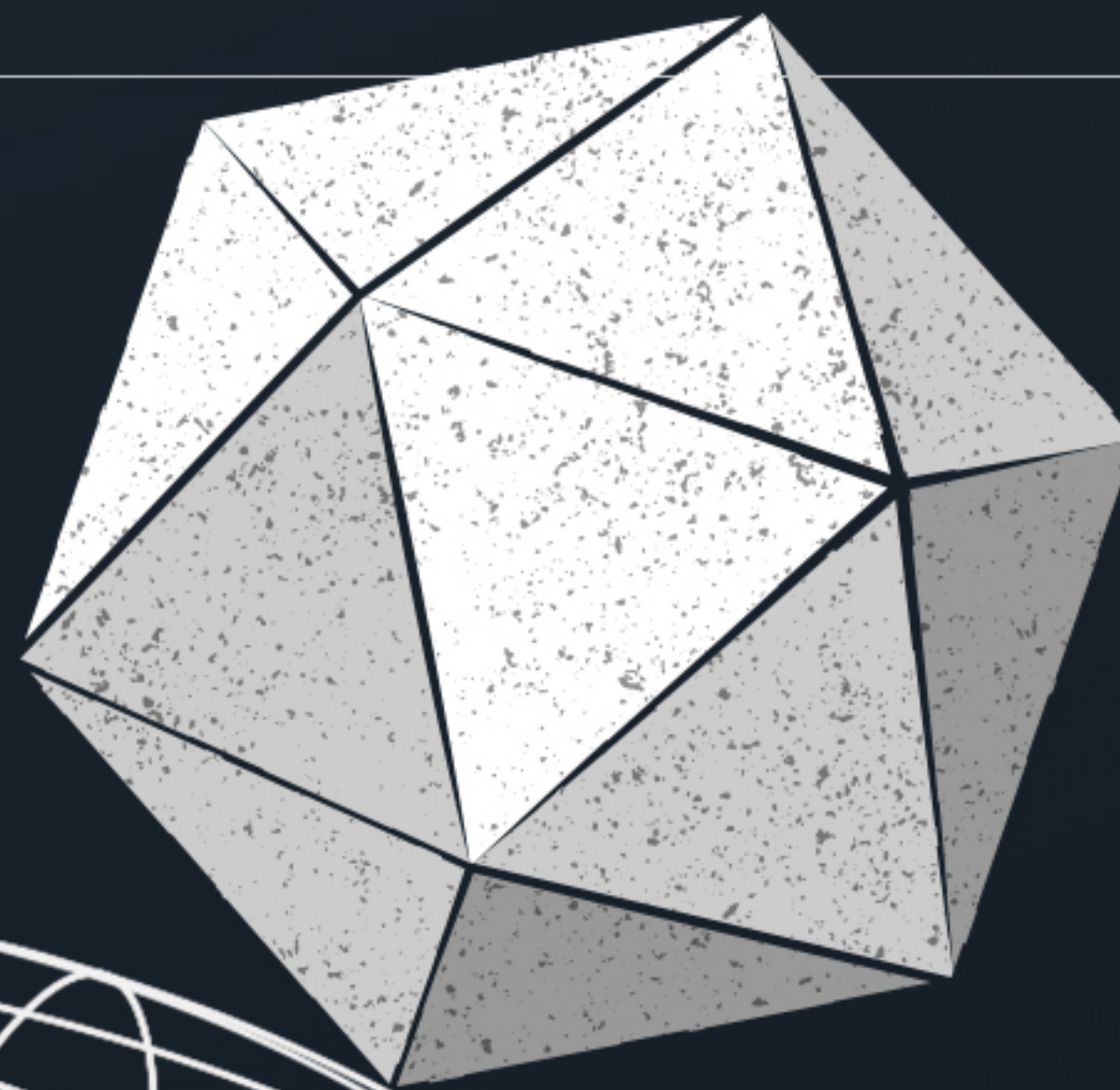
Prediction 2: Citations become a **KPI**. CMOs will chase citations like they chase backlinks today.





Prediction 3: AI engines begin **personalizing results.** Your brand shows different answers for different user types.

Prediction 4: AEO, GEO, LLM SEO come together into one integrated **“AI Visibility Strategy.”**





Prediction 5: Tools like Tesseract will be as essential as GA4 for marketing teams. If you can't measure **AI visibility** → you can't optimise it.



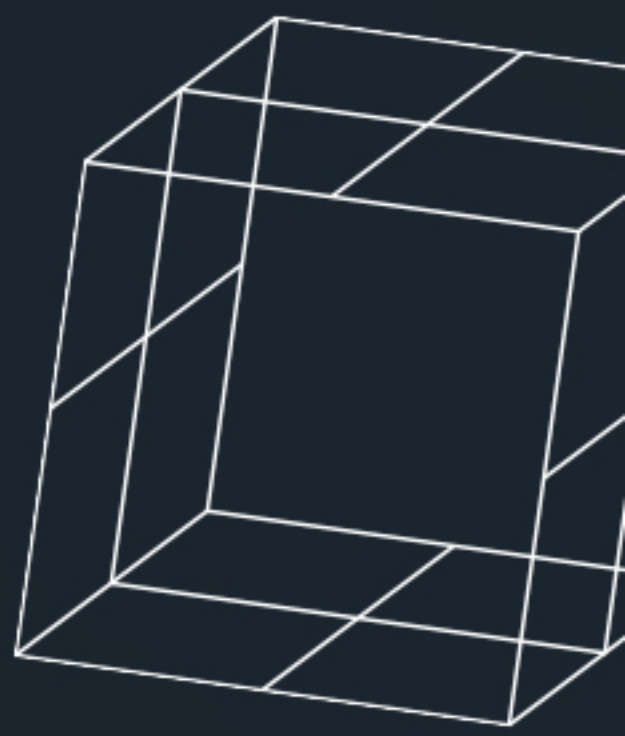


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Want to win AI search in **2026?**

Measure with Tesseract.



Grow with **AdLift.**

