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بنك الإمارات دبي الوطني
Emirates NBD

CASE STUDY

WINNING AI SEARCH

The Brief

Get Emirates NBD seen in Google AI Overviews and LLMs like ChatGPT and Gemini

Focus on UAE, scale visibility across USA, UK, and India.

Target high-intent, non-branded banking queries

Build a foundation to scale across 70X more keywords.



The Audience

Affluent users, SMEs, and digital-savvy searchers in BFSI.

Across 4 markets.

Across 4 product categories.

Across AI-first platforms.



The Strategy

1

55 high-impact keywords

2

AI-ready content structure
and schema

3

Topic clusters and pillar pages

4

LLM tracking via Tesseract

5

Measured visibility, not just rank

The Fix

Added
conversational FAQs
and structured data

Built **topical authority**
through content and links

Localized by market

Optimized landing pages
to match AI query style

The Results



26

keywords ranked
in AI Overviews (from zero)



83%

jump in impressions



271%

rise in AI keyword presence



53%

lift in impressions
with no change in rank



55%

increase in credit cards
page impressions



12%

optimization in loans pages

The Win

This campaign redefined what it means to lead in search. **Emirates NBD** became one of the first global banking brands to gain visibility in Google AI Overviews, cracking zero-click search.

From zero visibility to a **271% rise in AI keywords** and **83% more impressions across key markets**, this campaign shifted SEO from rankings to entity authority and AI relevance.

Backed by Tesseract, it set the standard for AI-readiness, and built a scalable playbook for global brands navigating the next era of search.





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