ADL#FT



CASESTIIDY

WINNING AI SEARCH



The Brief

Get Emirates NBD seen in Google Al
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 Al-first platforms.





The Strategy

- 55 high-impact keywords
- Al-ready content structure and schema
- Topic clusters and pillar pages
- LLM tracking via Tesseract

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 Al query style

The Results

2

26 keywords ranked in Al Overviews (from zero)

83% jump in impressions

#

271% rise in Al keyword presence

8

53% lift in impressions with no change in rank



55% increase in credit cards page impressions



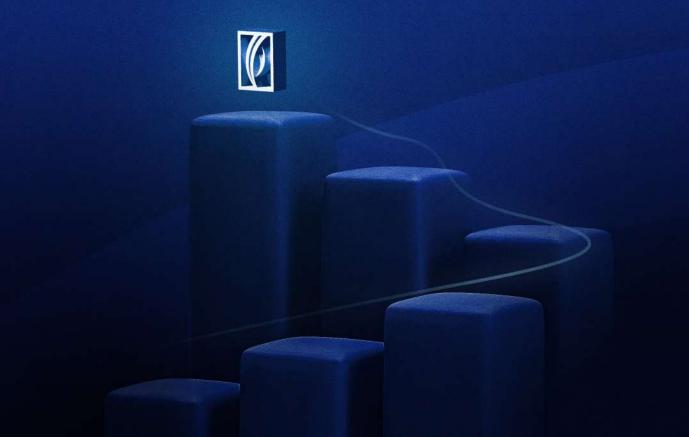
12% optimization in loans pages

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 Al Overviews, cracking zero-click search.

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

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





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