LEADSCON

How Generative AI Is Rewiring the Marketing Funnel

AEO · GEO · AI Visibility · Pipeline Impact

Prashant Puri

CEO & Co-Founder, AdLift

ADLIFT
Acquire. Amplify. Advance.

Quick Intro

- 20+ Years of Digital Marketing Experience
- Ex IAC, AT&T, Yahoo! & eBay
- Since AdLift, worked with PayPal, Walmart, Box, Schneider Electric Airbnb & Bausch & Lomb
- Built **Tesseract** — AI visibility tracking platform

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Trusted by the world's leading brands across 15 years of proven results



Featured In



30 Minutes That Will Change Your Funnel

01

The Disruption

How Gen AI is rewiring awareness & lead gen.

02

Own the Answer

Strategies for AEO/GEO visibility.

03

Quality Shift

Fewer leads, better pipeline outcomes.

04

New KPIs

Citation share & AI visibility score.

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The Disruption

How Generative AI is changing awareness, consideration, and lead generation.

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The Traditional Marketing Funnel

A linear journey marketers have optimized for decades.

AWARENESS

Search / Ads

Buyer discovers your **brand** through Google search, paid ads, or social media

CONSIDERATION

Site Visits

Visits your site, compares alternatives, reads reviews — multiple touchpoints

INTENT

Whitepapers

Downloads content, requests a demo, **fills a form**, or engages with sales team

CONVERSION

Lead Form

Becomes a qualified lead or paying customer after a multi-step evaluation

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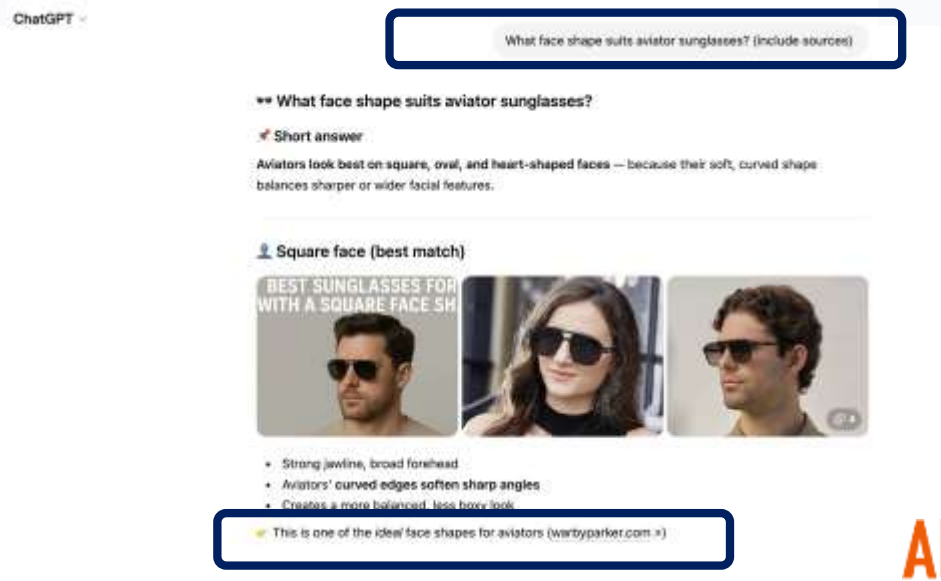
How Buyers Discover Brands Today

BEFORE (SEO)

- User types query into Google
- Scans blue links → Clicks to site
- Reads content on **YOUR** domain
- Converts on your site

NOW (AI-First)

- User asks AI (ChatGPT/Perplexity)
- AI synthesizes answer with citations
- **Opinion forms INSIDE** AI response
- Only 1-2 brands get clicked



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The Hard Insight

"If your brand isn't mentioned in AI answers, it doesn't exist for that buyer."

35% of B2B marketers now rank GEO as their #1 priority above traditional SEO.

90%

of B2B buyers use gen AI during the purchase journey.

Source: Forrester Research, 2025

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The Disruption: Search is Now Zero-Click

Brand Visibility Scope

58.5%

Zero-Click Searches

AEO

LLM Visibility Opportunity

15%

LLM Market Share

GEO

The Must Have

29.2%

Traditional SEO

Own the Answer

How to improve visibility in AI Overview
and leading LLMs using AEO/GEO

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AEO: Google AI Overview — The Scale

~120B

Google Searches Per Month

~36B

Monthly queries generating AI Overview

~30%

Trigger rate moves from 6% to 30% in 12 months

AIO Trigger Rate Timeline



Source: Semrush AI Overviews Study 2025

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AEO: What Keywords Trigger AIO?

Keyword Difficulty

40%

of AIO keywords have difficulty **<40**. Focus on "easy pickings."

Word Count

85%

are 3–8 words long. Conversational questions dominate.

Intent Shift

57%

informational by Oct 2025

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AEO Inclusion Signals

01

Direct Answers

Concise paragraphs that open with a "one-sentence answer" to the query.

02

EEAT Signals

Author credentials and verified citations outside your own domain.

03

Schema Markup

FAQPage and Article schema are now mandatory for AIO inclusion.

04

Long-tail Q&A

Content specifically answering 'who, what, why' at every funnel stage.

05

Freshness

Regularly updated resources are favored over stale high-ranking pages.

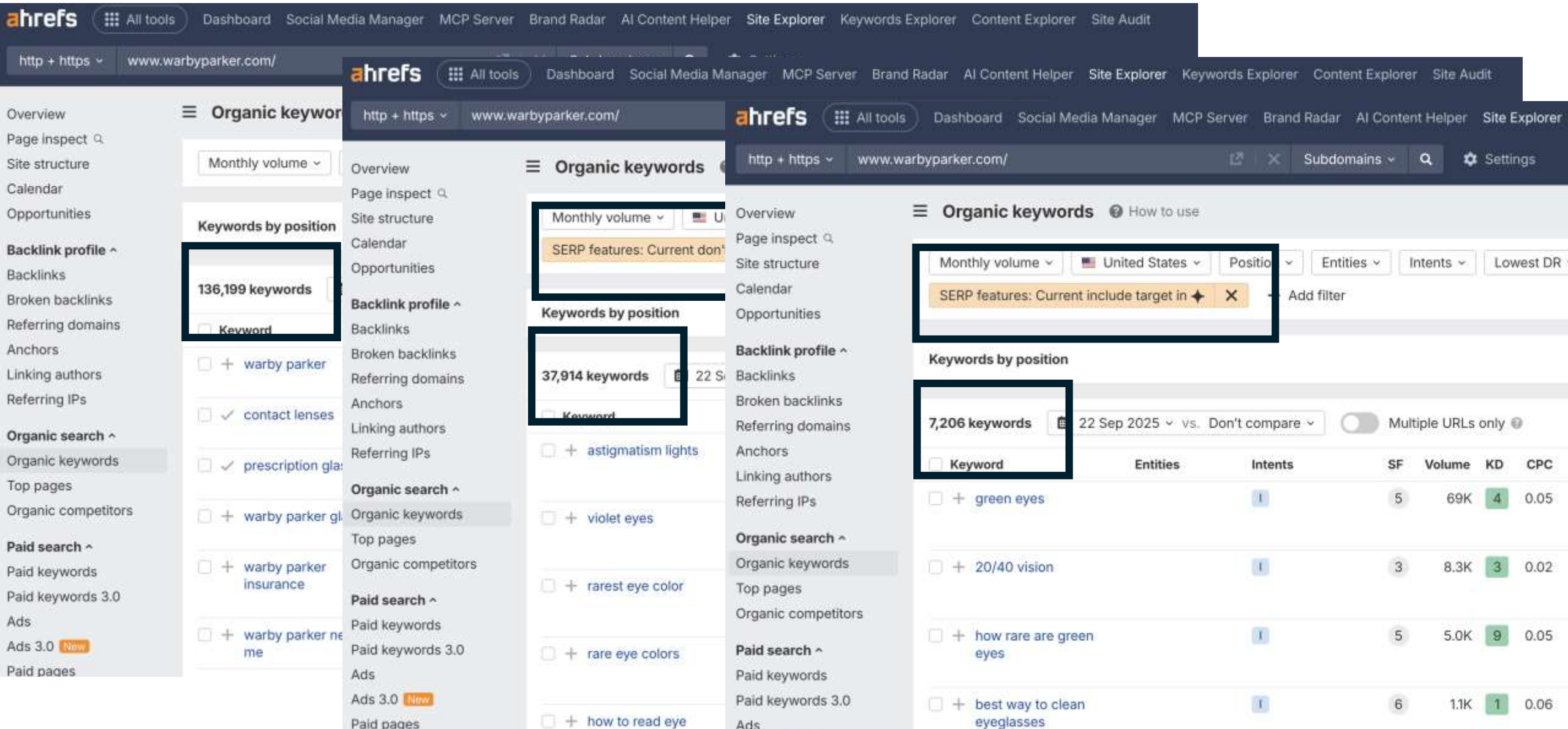
06

Topical Authority

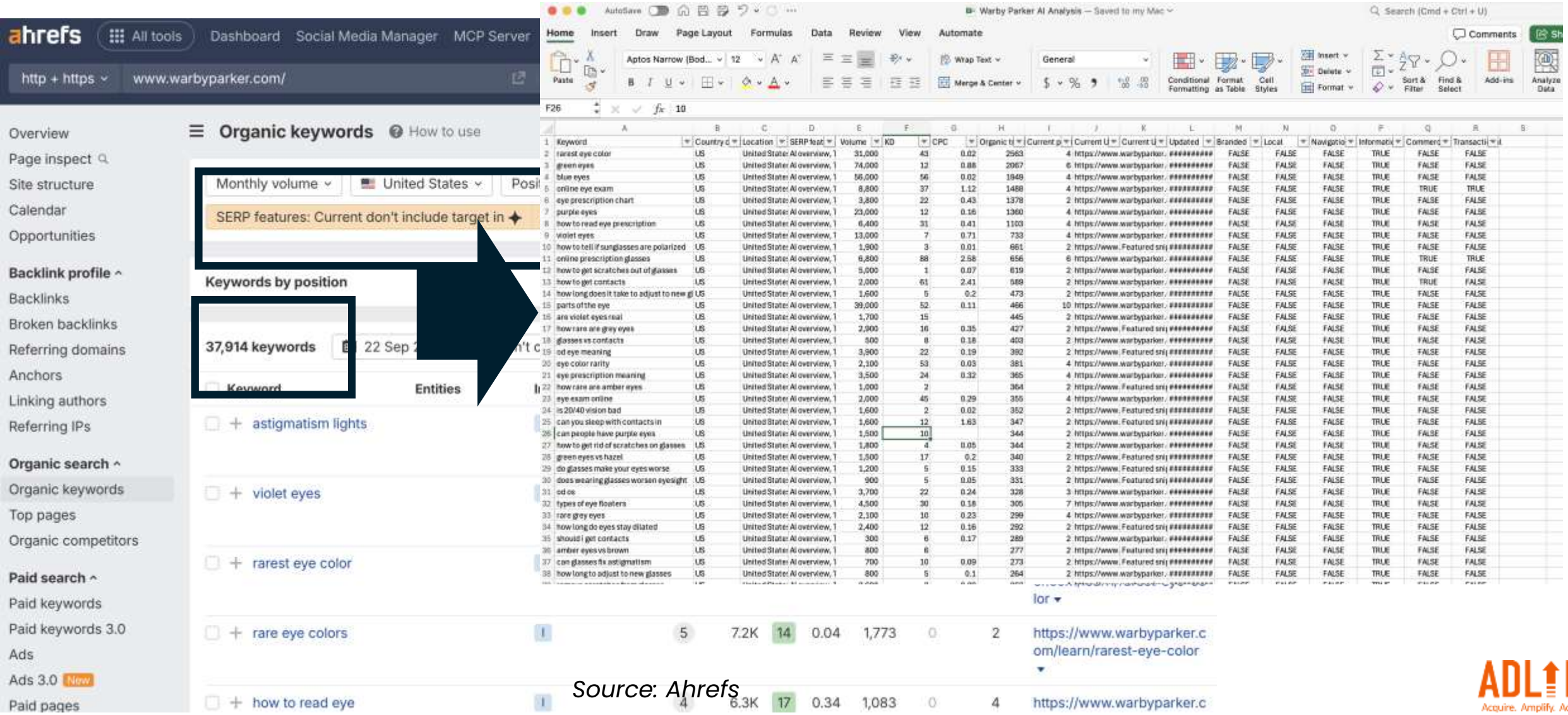
Building domain strength through relevant backlinks across the ecosystem.

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How To Optimize For AI Overview: Analysis



How To Optimize For AI Overview: Analysis (Cont..)

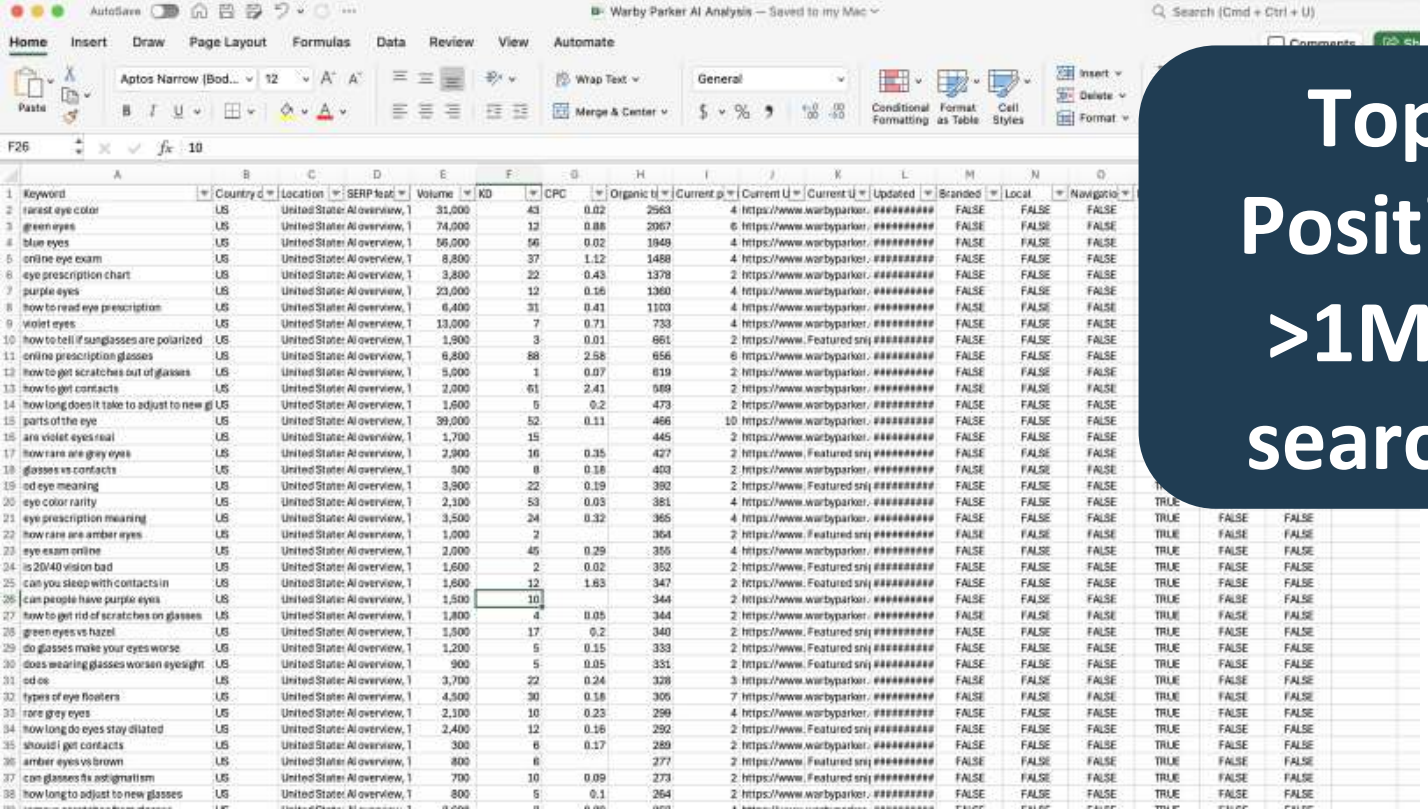


Source: Ahrefs

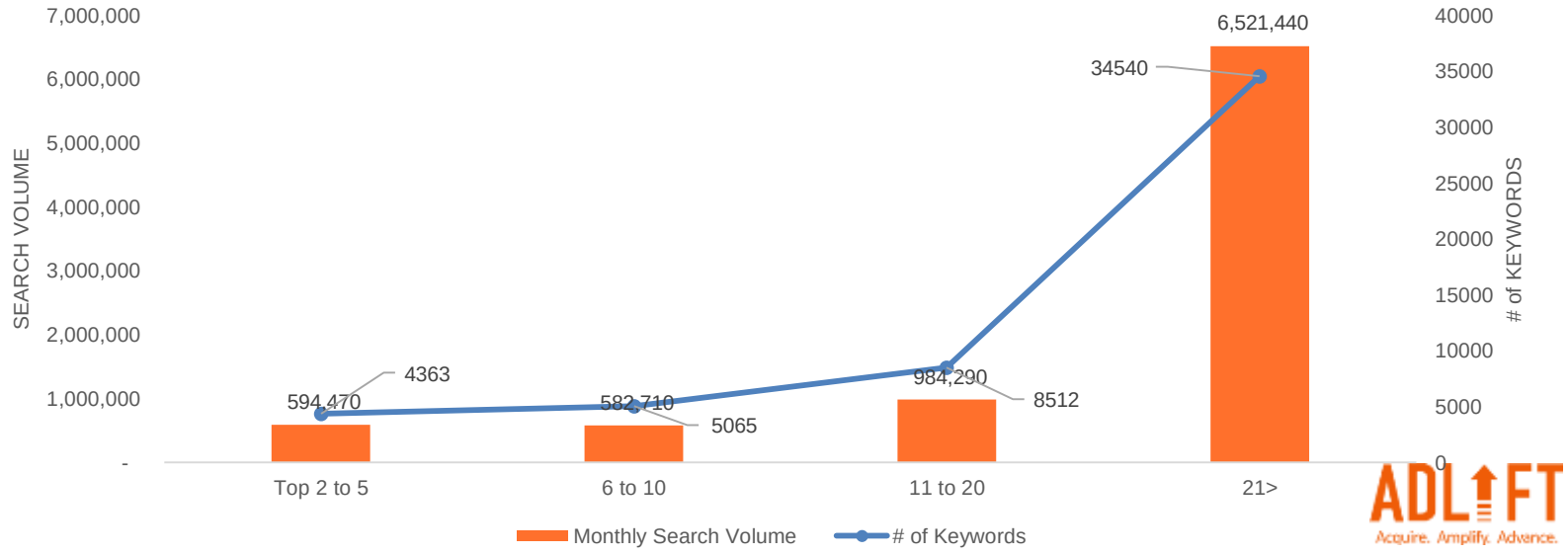
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Top 2 to 10 Positions Drive >1M monthly search volume

94% Search Queries are Non-Branded



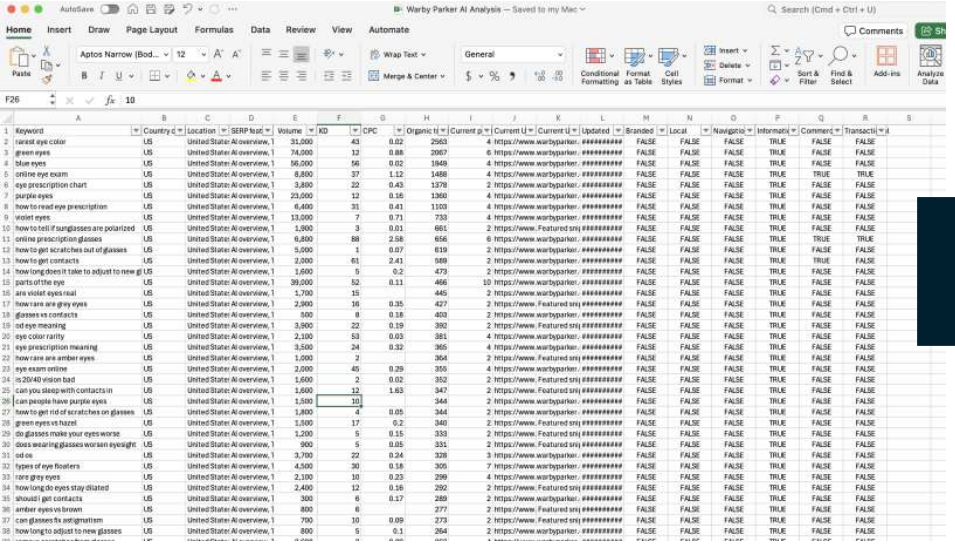
Keyword	Country	Location	SERP feat	Volume	KD	CPC	Organic	Current p	Current U	Current U	Updated	Branded	Local	Navigatio
rarest eye color	US	United States	AI overview, 1	31,000	43	0.02	2563	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
green eyes	US	United States	AI overview, 1	74,000	12	0.88	2067	6	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
blue eyes	US	United States	AI overview, 1	56,000	56	0.02	1848	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
online eye exam	US	United States	AI overview, 1	8,800	37	1.12	1488	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
eye prescription chart	US	United States	AI overview, 1	3,800	22	0.43	1378	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
purple eyes	US	United States	AI overview, 1	23,000	12	0.16	1360	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
how to read eye prescription	US	United States	AI overview, 1	6,400	31	0.41	1103	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
violet eyes	US	United States	AI overview, 1	13,000	7	0.71	733	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
how to tell if sunglasses are polarized	US	United States	AI overview, 1	1,900	3	0.01	661	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
online prescription glasses	US	United States	AI overview, 1	6,800	88	2.58	656	6	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
how to get scratches out of glasses	US	United States	AI overview, 1	5,000	1	0.07	619	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
how to get contacts	US	United States	AI overview, 1	2,000	61	2.41	589	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
how long does it take to adjust to new gl	US	United States	AI overview, 1	1,600	5	0.2	473	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
parts of the eye	US	United States	AI overview, 1	39,000	52	0.11	466	10	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
are violet eyes real	US	United States	AI overview, 1	1,700	15		445	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
how rare are grey eyes	US	United States	AI overview, 1	2,900	16	0.35	427	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
glasses vs contacts	US	United States	AI overview, 1	500	8	0.18	403	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
od eye meaning	US	United States	AI overview, 1	3,800	22	0.19	392	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
eye color rarity	US	United States	AI overview, 1	2,100	53	0.03	381	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
eye prescription meaning	US	United States	AI overview, 1	3,500	24	0.32	365	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
how rare are amber eyes	US	United States	AI overview, 1	1,000	2		364	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
eye exam online	US	United States	AI overview, 1	2,000	45	0.29	355	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
is 20/40 vision bad	US	United States	AI overview, 1	1,600	2	0.02	352	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
can you sleep with contacts in	US	United States	AI overview, 1	1,600	12	1.63	347	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
can people have purple eyes	US	United States	AI overview, 1	1,500	10		344	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
how to get rid of scratches on glasses	US	United States	AI overview, 1	1,800	4	0.05	344	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
green eyes vs hazel	US	United States	AI overview, 1	1,500	17	0.2	340	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
do glasses make your eyes worse	US	United States	AI overview, 1	1,200	5	0.15	333	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
does wearing glasses worsen eyesight	US	United States	AI overview, 1	900	5	0.05	331	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
od os	US	United States	AI overview, 1	3,700	22	0.24	328	3	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
types of eye floaters	US	United States	AI overview, 1	4,500	30	0.18	305	7	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
rare grey eyes	US	United States	AI overview, 1	2,100	10	0.23	298	4	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
how long do eyes stay dilated	US	United States	AI overview, 1	2,400	12	0.16	292	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
should i get contacts	US	United States	AI overview, 1	300	6	0.17	289	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE
amber eyes vs brown	US	United States	AI overview, 1	800	6		277	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
can glasses fix astigmatism	US	United States	AI overview, 1	700	10	0.09	273	2	https://www. Featured snij	##########		FALSE	FALSE	FALSE
how long to adjust to new glasses	US	United States	AI overview, 1	800	5	0.1	264	2	https://www.warbyparker.	##########		FALSE	FALSE	FALSE



Source: Ahrefs

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How To Optimize For AI Overview: Landing Page Analysis



Row Labels	Sum of Volume	Count of Keyword
https://www.warbyparker.com/learn/conjunctivitis	794960	377
https://www.warbyparker.com/learn/what-is-a-stye	763740	1546
https://www.warbyparker.com/learn/eye-twitching	550130	1234
https://www.warbyparker.com/learn/how-to-get-rid-of-a-stye	351820	1440
https://www.warbyparker.com/learn/what-does-astigmatism-look-like	343390	277
https://www.warbyparker.com/	292760	2372
https://www.warbyparker.com/learn/blepharitis	249630	147
https://www.warbyparker.com/learn/heterochromia	227570	529
https://www.warbyparker.com/learn/why-do-my-eyes-hurt	218960	2189
https://www.warbyparker.com/learn/how-long-does-eye-dilation-last	218040	1293
https://www.warbyparker.com/learn/rarest-eye-color	158750	929
https://www.warbyparker.com/learn/lazy-eye	119240	310
https://www.warbyparker.com/learn/blue-eyes	117340	662
https://www.warbyparker.com/learn/how-to-read-eye-prescription	116470	1535
https://www.warbyparker.com/learn/red-eyes	114950	462
https://www.warbyparker.com/learn/hazel-eyes	113420	869
https://www.warbyparker.com/learn/od-vs-os	103610	743
https://www.warbyparker.com/learn/what-is-saline-solution	102830	130
https://www.warbyparker.com/learn/green-eyes	96580	174
https://www.warbyparker.com/learn/types-of-eye-floaters	94410	251
https://www.warbyparker.com/learn/eye-boogers	93390	1093
https://www.warbyparker.com/learn/corneal-abrasion	88550	914
https://www.warbyparker.com/learn/20-40-vision	87510	750
https://www.warbyparker.com/learn/itchy-eyes	84330	636
https://www.warbyparker.com/pd/instructions	80900	450
https://www.warbyparker.com/eyeglasses/esme/aventurine-tortoise-with-polished-gold	76040	24

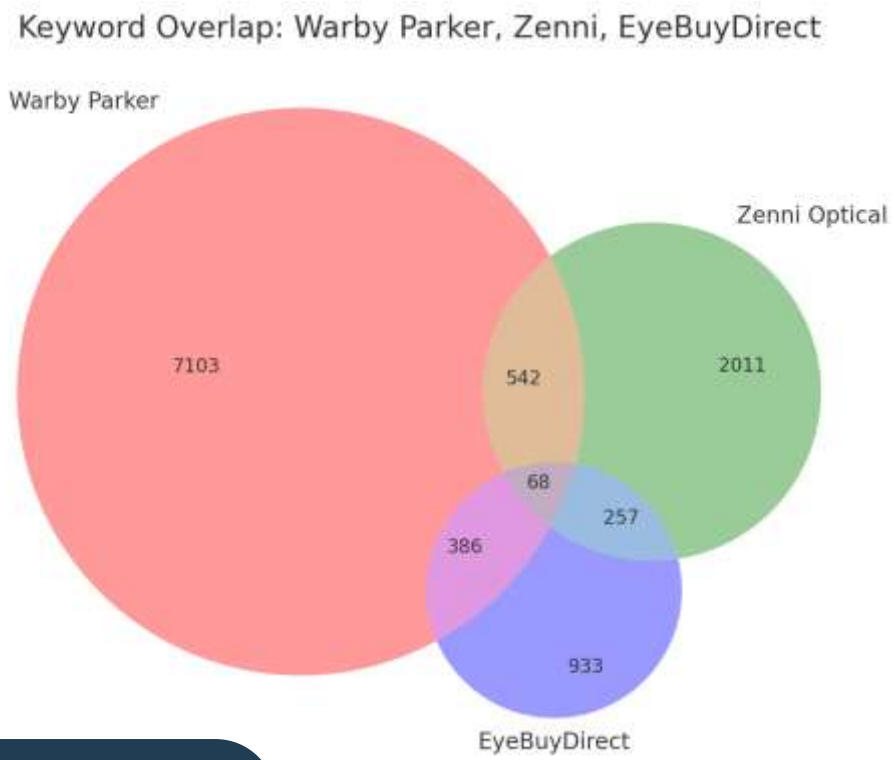
Source: Ahrefs

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How To Optimize For AI Overview: Expanding the Target Set

F20

	A	B	C
1	Warby Parker Keyword	Zenni Optical Keyword	EyesBuyDirect Keyword
2	astigmatism lights	measure pupillary distance	online prescription glasses
3	cleaning glasses	eyeqlenz	rarest eye color
4	triangle face shape	measure pd	pupillary distance ruler
5	20/40 vision	does zenni take insurance	is it possible to have purple eyes
6	how to put in contacts	how to find pupillary distance	online glasses prescription
7	green vs hazel eyes	glasses shape for round face	what is the rarest eye color
8	how to clean eyeglasses	pupil distance	cheapest glasses online
9	best way to clean eyeglasses	pupillary distance	od and os
10	how to put contacts in	measure pupillary distance online	does eyebuydirect take insurance
11	polarized vs non polarized	how to read glasses prescription	bleach in eye
12	hazel eyes vs green eyes	cheapest prescription glasses	buying prescription glasses online
13	how to read glasses prescription	how long does zenni take to ship	cheap glasses online prescription
14	best glasses shape for round face	zenni shipping time	order glasses online with prescription
15	reading glasses strength	pupil distance measurement	od vs os glasses
16	hazel eyes color	pd glasses	cheapest online prescription glasses
17	hazel color	ou eye meaning	best glasses shape for round face
18	how to fix scratched glasses	are blue eyes a sign of inbreeding	what color glasses should i get
19	do contacts expire	zenni codes	pd number for glasses
20	how to read an eye prescription	cheapest prescription sunglasses	nearsighted vs farsighted glasses
21	how to fix scratches on glasses	zenni optical insurance	online glasses with prescription
22	can you put contact solution in your	what are progressive readers	how to measure for glasses
23	red eye color	what is the axis on eye prescription	cheapest prescription glasses
24	is it possible to have purple eyes	how to measure your pd	online glasses retailer
25	how rare is blue eyes	what is pd in eye prescription	eyebuydirect free shipping
26	how to remove scratches from glass	what is add on eye prescription	lens index
27	gray eye color	ou medical abbreviation	how to measure eyeglasses
28	eyes hurt when i move them	can you use insurance on zenni	cheapest online glasses
29	how many people have green eyes	what is axis on eye prescription	order glasses with prescription
30	rarest eye colors	od eye meaning	how rare are amber eyes
31	are grey eyes rare	how to measure your pupillary distance	brown eyes color
32	what is the rarest eye color	what does sph mean for glasses	purchasing glasses online
33	amber eyes color	pd measurement	online prescription eyewear
34	online glasses prescription	add eye prescription	what's the rarest eye color
35	how to choose reading glasses	what is the axis in eye prescription	how to measure glasses frame size
36	how to read eyeglass prescription	online glasses retailers	normal astigmatism lights

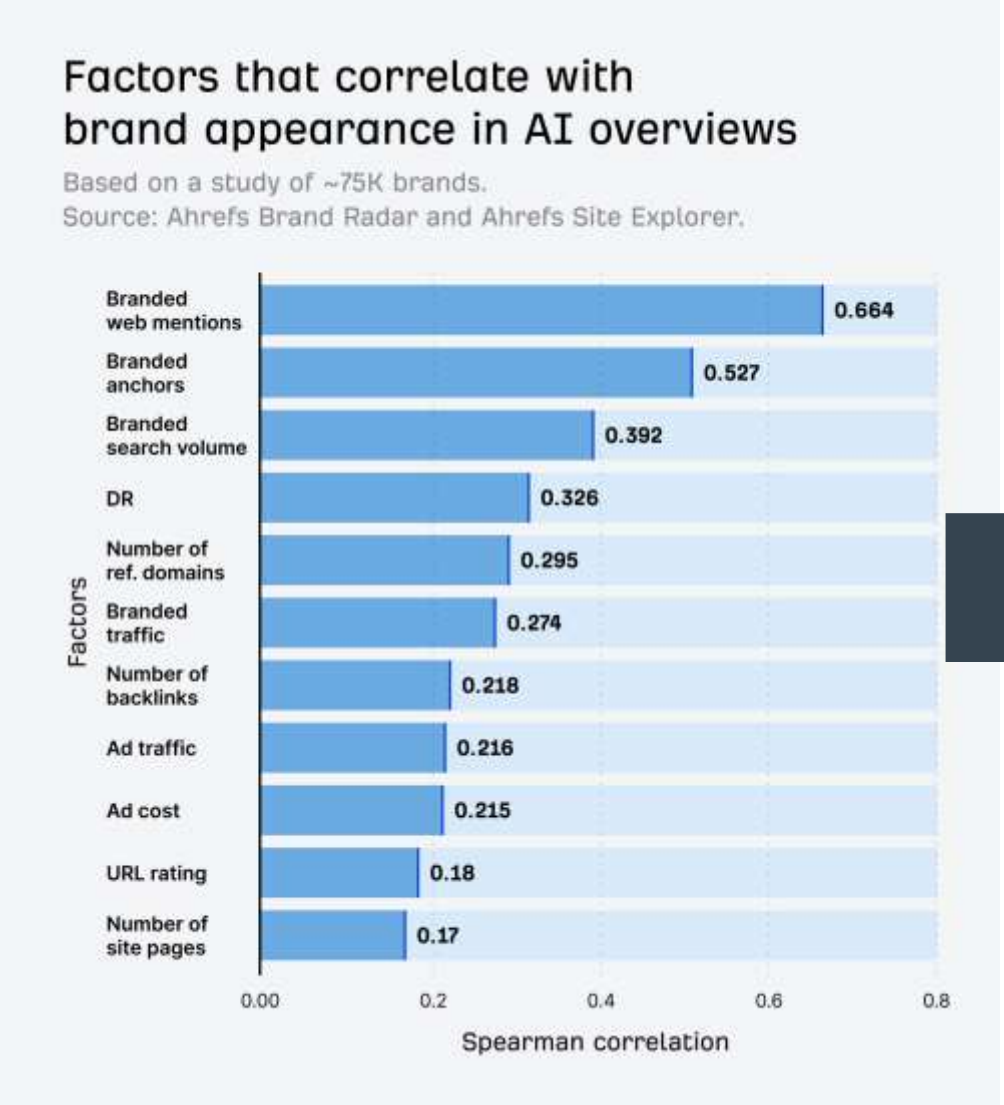


Keywords ranking in 2 to 10 positions

Source: Ahrefs

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Key Ranking Factors: Ai Overview



Digital PR/Backlinks

Source: aHrefs

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GEO: LLM Optimization Pillars

On Website

Semantic Schema Architecture

Move beyond basic tags to JSON-LD Entity definitions. Tell the LLM exactly what your brand is.

BLUF: Bottom Line Up Front

Place direct answers in the first 150 characters. AI models priorities content easy to summarize.

The 'Source' Mindset

Don't summarize others — provide original data. LLMs cite the primary source of statistics.

Off Website

YouTube Video Creat

Visual content drives engagement and captures voice search. Tutorials and reviews build authority.

Knowledge Graph Integration

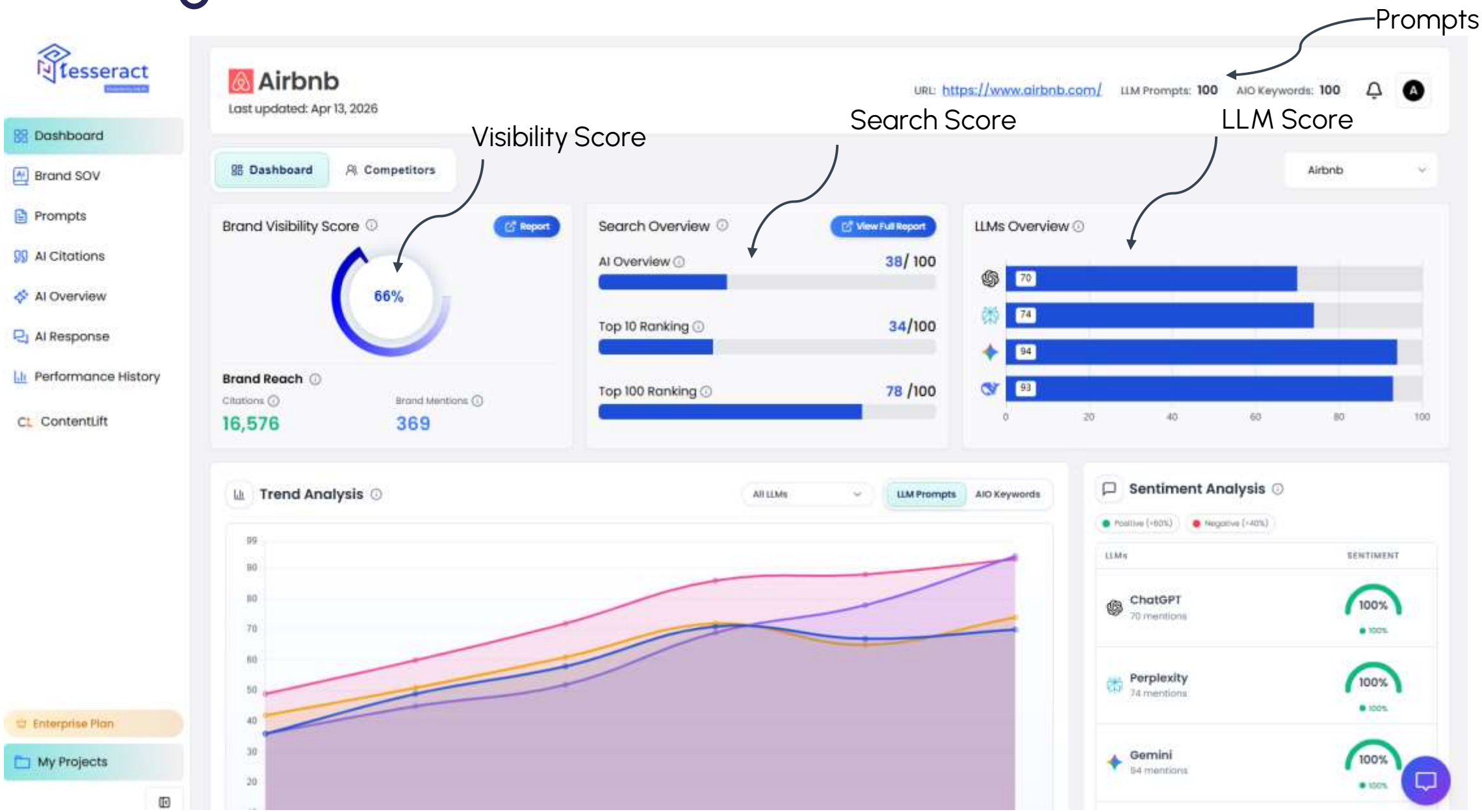
Ensure Wikidata & Wikipedia entries are accurate to anchor your brand as a verified fact.

Digital PR for Citations

Aim for mentions in authoritative listicles. Being 'Top 10 on Forbes' makes you an AI first choice.

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Tracking Brand Mentions Across LLMs: Tesseract



Tracking Brand Mentions Across LLMs: Tesseract

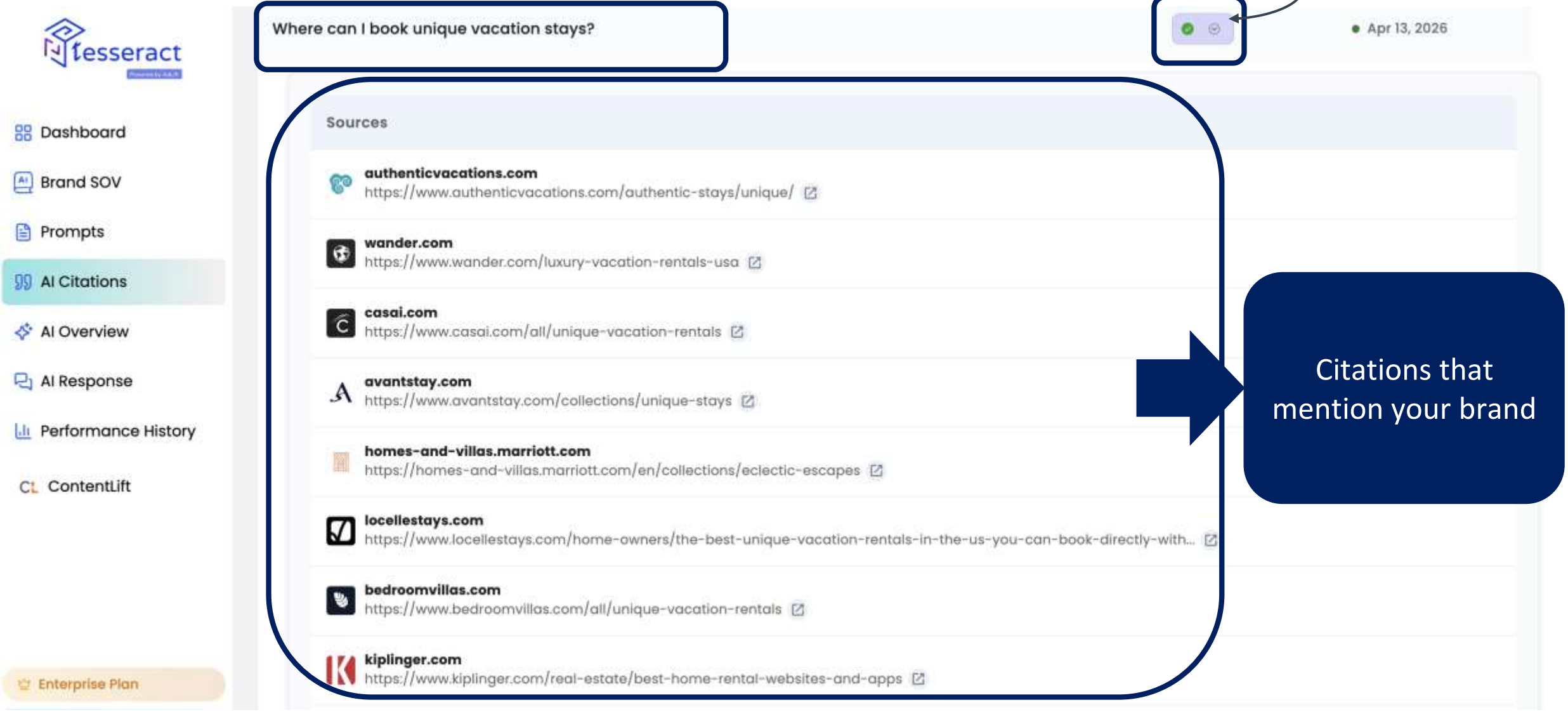
tesseract

- Dashboard
- Brand SOV
- Prompts
- AI Citations
- AI Overview
- AI Response
- Performance History
- ContentLift

Prompts	ChatGPT	Gemini	Perplexity	DeepSeek
What are the best travel accommodation websites?	✓	✓	—	✓
What platforms offer home rentals for travelers?	✓	✓	✓	✓
Where can I book vacation rentals online?	✓	✓	—	✓
Which platforms offer affordable vacation rentals?	✓	✓	—	✓
What platforms offer short term home rentals?	✓	✓	✓	✓
What platforms offer private stay experiences?	—	✓	✓	✓
What platforms offer unique accommodation options?	✓	✓	✓	✓
Where can I book short term stays?	✓	✓	✓	✓
Where can I book homes for travel?	—	✓	✓	✓
What platforms offer extended stay homes?	—	✓	✓	✓
What are the best platforms for booking vacation homes?	✓	✓	✓	✓
Which platforms offer flexible booking options?	—	✓	—	✓
What are the best travel accommodation platforms?	✓	✓	✓	✓

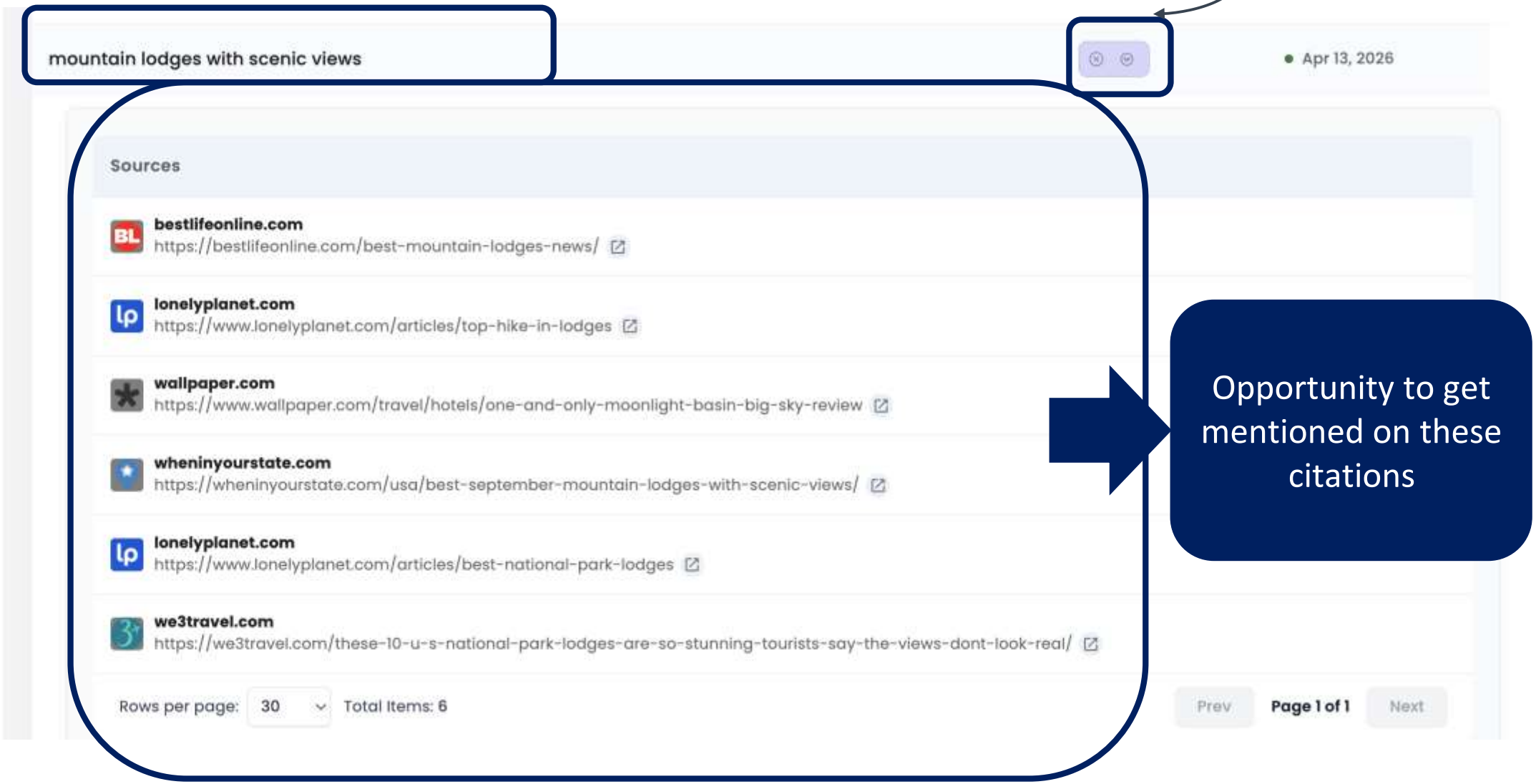
AI Citation Analysis

Mentioned



AI Citation Analysis

Not Mentioned



The Actionable AEO Workflow: Closing the Citation Gap

How Tesseract seamlessly interfaces with Content Lift to turn visibility gaps into active LLM dominance through strategic third-party publisher infiltration.

STEP 01

Gap Identification

Tesseract scans un-owned prompts and extracts the exact third-party URLs LLMs are currently citing.

Tesseract Engine

STEP 02

Network Match

We cross-reference these cited domains against our proprietary publisher network to find immediate matches.

41,000+ Publishers

STEP 03

Content Deployment

Strategic, brand-optimized content is published directly onto the matched authoritative sites.

Content Lift

STEP 04

LLM Re-Crawl

AI engines re-crawl these verified sources, ingesting the new authoritative content containing your brand entities.

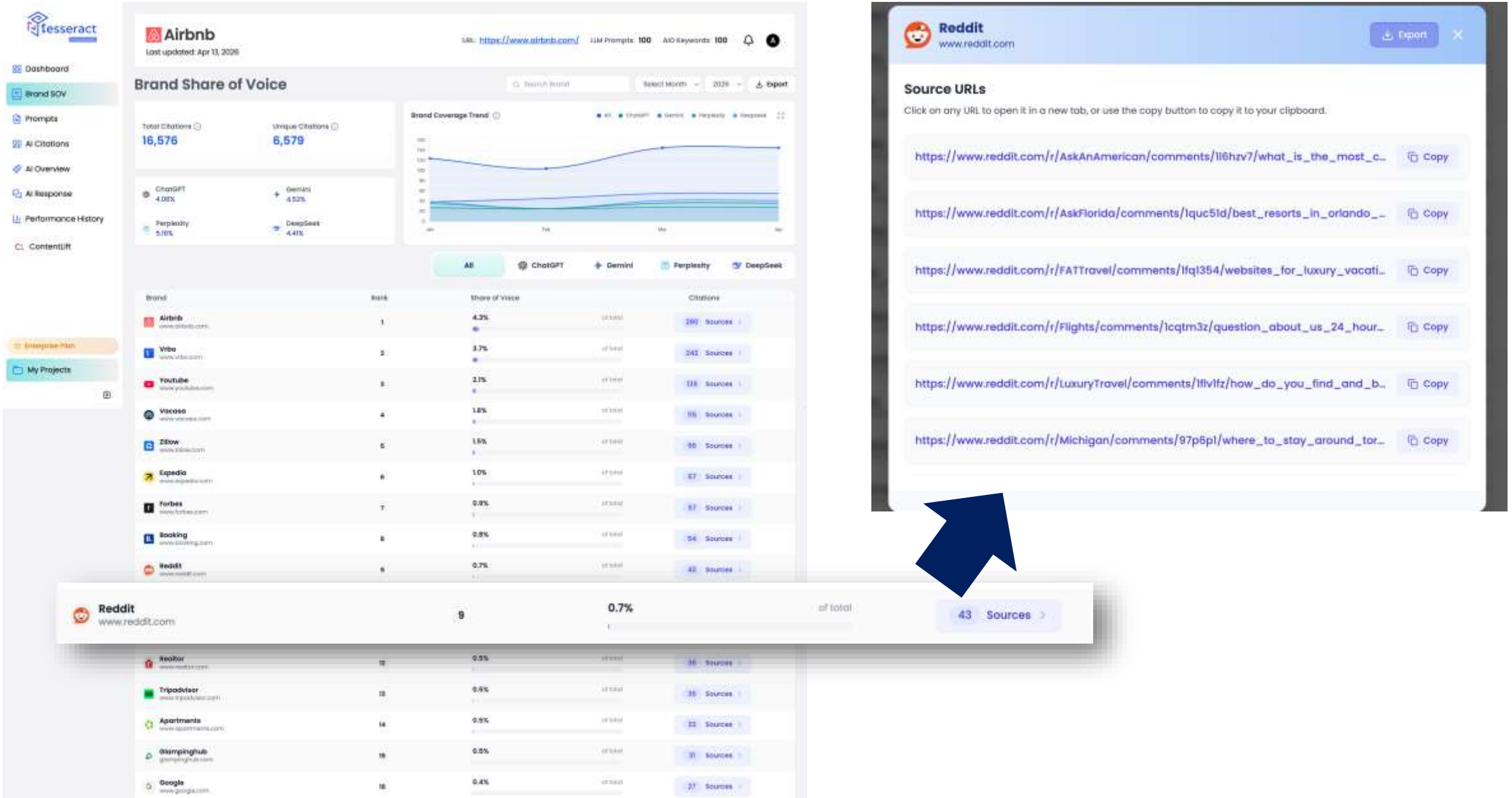
STEP 05

Response Dominance

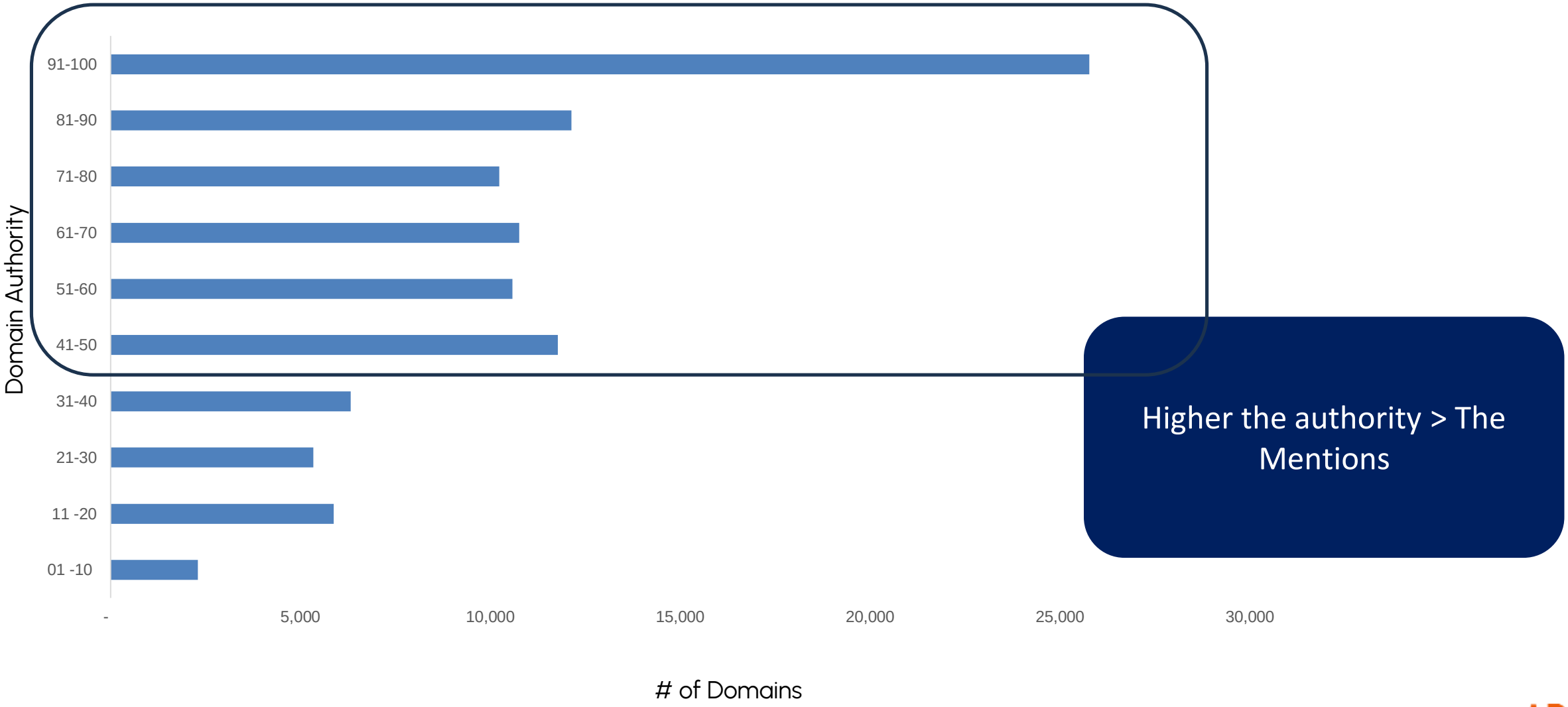
Your brand is actively cited and recommended, directly driving up your overall LLM Visibility Score.

Mention Secured

AI Brand Share of Voice



DA vs AI Citation Correlation



Higher the authority > The Mentions

Source: Tesseract

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The Harsh Reality

Only 1-3%

of AI citations come from a brand's own website (Owned).

Media	ChatGPT	Gemini	Perplexity
Owned	2%	1%	3%
Earned	98%	99%	97%

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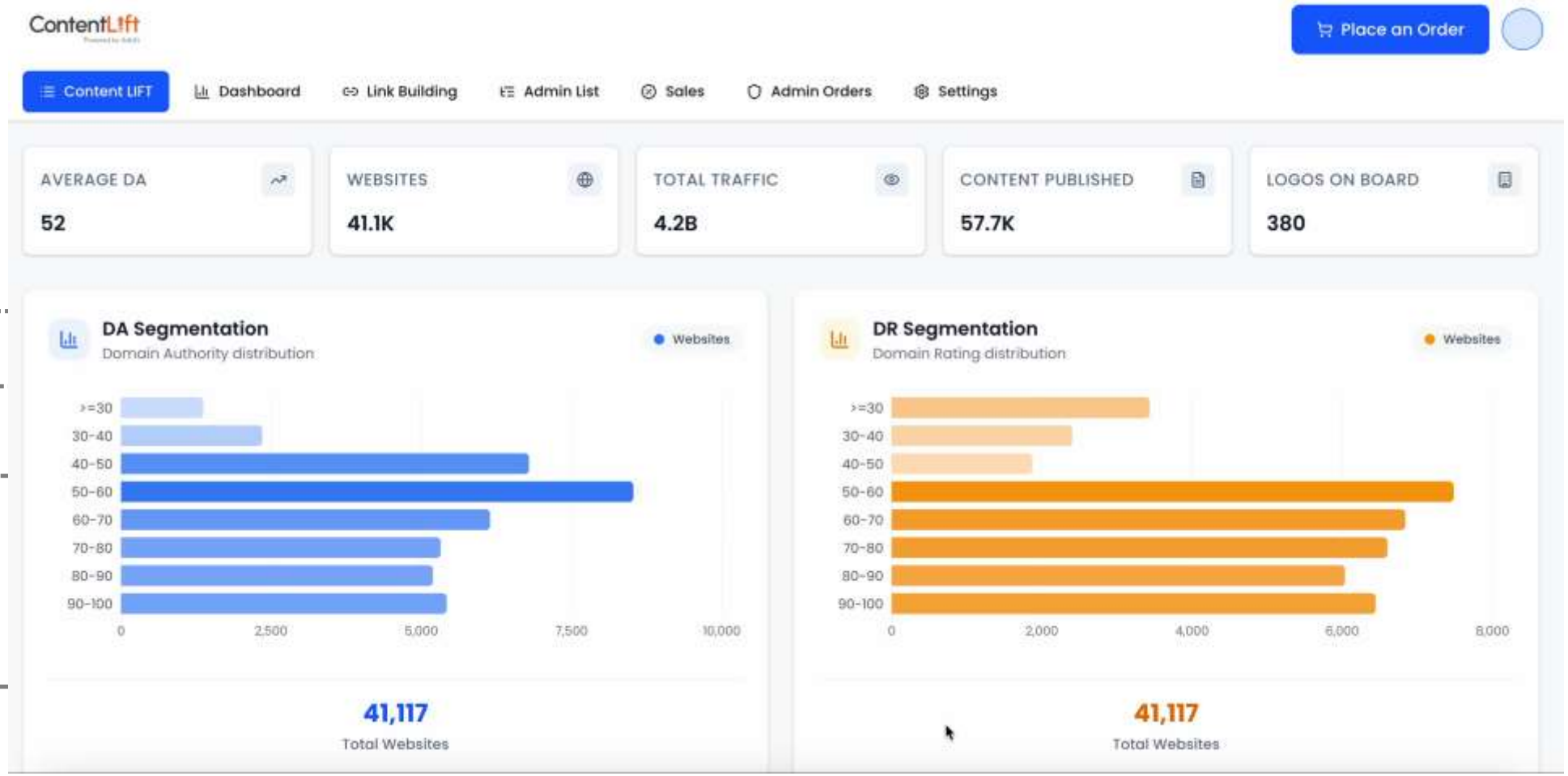
AdLift's Digital PR/Backlinks Platform: Content Lift

ahrefs

SEMRUSH

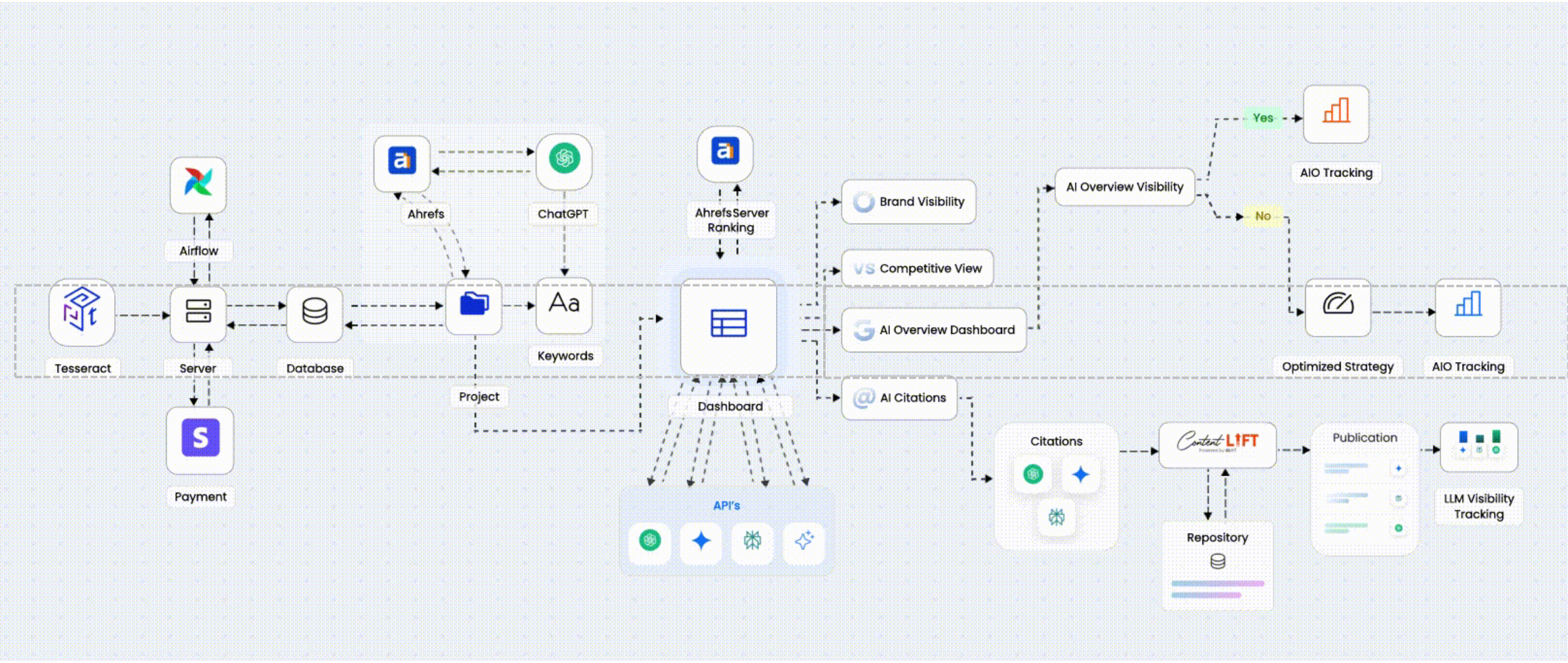
MOZ

similarweb



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AdLift's Tracking & Ranking Algorithm



Tracking

Ranking

Fewer Leads.
Higher Intent.

Why AI-driven discovery produces the best leads in your pipeline

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AI Traffic Converts Higher

ChatGPT

63%

AI traffic share

Conv rate: 15.9%

500M+ weekly active users
#1 AI referrer — beats Reddit & LinkedIn

Perplexity

2%

AI traffic share

Conv rate: 10.5%

100M+ queries/mo, 10x growth YoY
Strong in U.S. B2B research

Gemini

28%

AI traffic share

Conv rate: 13.0%

Deep Google integration
Search + Workspace embedded

Claude

7%

AI traffic share

Conv rate: 9.0%

Growing in enterprise
Strong for long-form research

Standard Organic converts at 2-5%

Source: SE Ranking 2025 · HockeyStack Labs · Semrush ChatGPT Traffic Insights 2025

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AI Lead Quality — By The Numbers

Metric	AI-Referred	Standard Organic	Lift
Conversion Rate	15.9%	2–3%	5–8x
Time to Convert	Shorter	Longer	↑
Sales Cycle Length	Shorter	Longer	↑
MQL → SQL Conv.	Higher	Lower	↑
Average Deal Value	Higher	Lower	↑

Source: SE Ranking 2025 · HockeyStack Labs · Semrush ChatGPT Traffic Insights 2025

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AI Recommendations: Structural, Not Personal

Research confirms brand visibility is driven by **Digital Authority**, not user authentication state.

90.4%

OVERALL AVERAGE OC

Overlap Coefficient across all industries and platforms.

B2B/CLOUD	E-COMMERCE	SAAS
94.6%	93.3%	92.8%

INSURANCE	TRAVEL	HEALTHCARE
89.6%	88.3%	83.2%

The Strategic Mandate for Brands

Presence in LLM outputs is determined by your brand's **structural standing** in the information ecosystem. Invest in citation-worthy content to move the needle.

N=1,530+ OBSERVATIONS | OVERLAP COEFFICIENT STUDY

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The Pipeline Math

Standard Organic

Visitors: 1,000

Conv Rate: 2.5%

Leads: 25

Close Rate: 15%

Est. Pipeline: ~$30,000

AI-Referred Traffic

Visitors: 100

Conv Rate: 15.9%

Leads: 16

Close Rate: 25%

Est. Pipeline: ~$30,000

Note: 10% of the volume can produce 90% of the pipeline value due to intent.

New KPIs for an AI World

Citation share, AI visibility score & pipeline influence

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Integrated Visibility Strategy

SEO

Search Engine Optimization

Goal: Rank in Google's blue links

Targets: Google, Bing, Organic Links

KPIs: Rankings, CTR, Traffic

AEO

Answer Engine Optimization

Goal: Appear in Google's AI Overview

Targets: AI Overview, People Also Ask

KPIs: Appearance rate, Impressions

GEO

Generative Engine Optimization

Goal: Get cited by LLMs

Targets: ChatGPT, Perplexity, Gemini

KPIs: LLM visibility, Citation mentions,

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Integrated Visibility Strategy

AEO

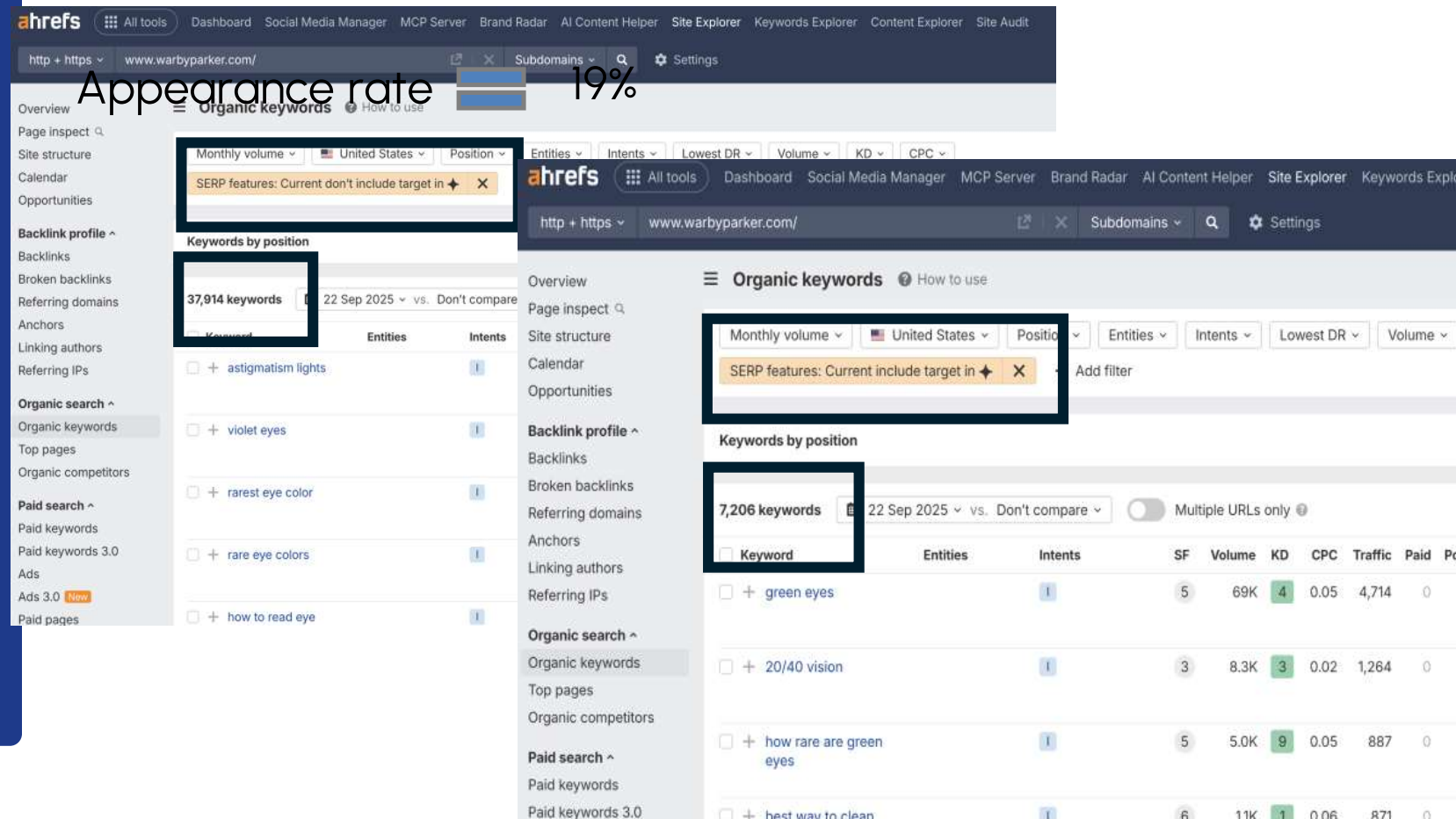
Answer Engine Optimization

Goal: Appear in Google's AI Overview

Targets: AI Overview, People Also Ask

KPIs: Appearance rate, Impressions

$$\text{Appearance rate} = \frac{\text{\# of keywords ranking in AIO}}{\text{Total number of eligible keywords}}$$



Integrated Visibility Strategy

AEO

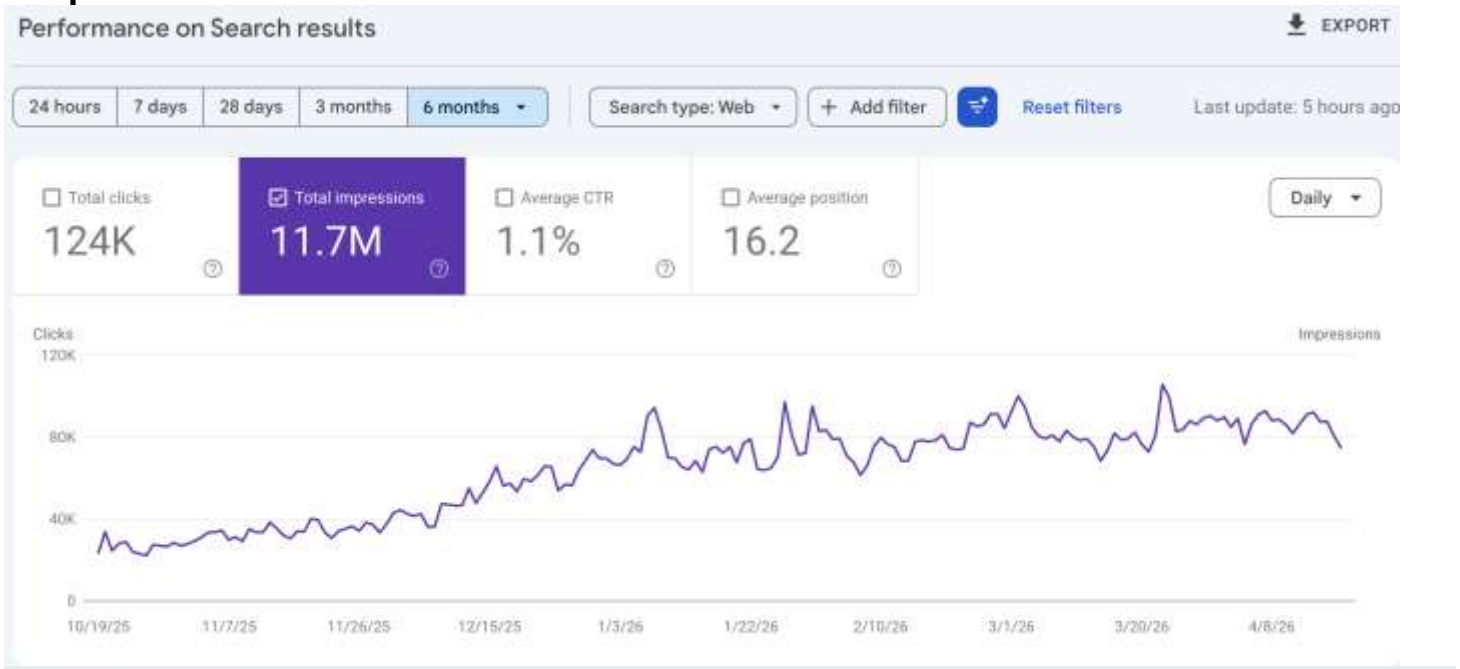
Answer Engine Optimization

Goal: Appear in Google's AI Overview

Targets: AI Overview, People Also Ask

KPIs: Appearance rate, Impressions

Impressions (GSC)





Integrated Visibility Strategy

GEO

Generative Engine Optimization

Goal: Get cited by LLMs

Targets: ChatGPT, Perplexity, Gemini

KPIs: LLM visibility, Citation mentions

LLM Visibility



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Integrated Visibility Strategy

GEO

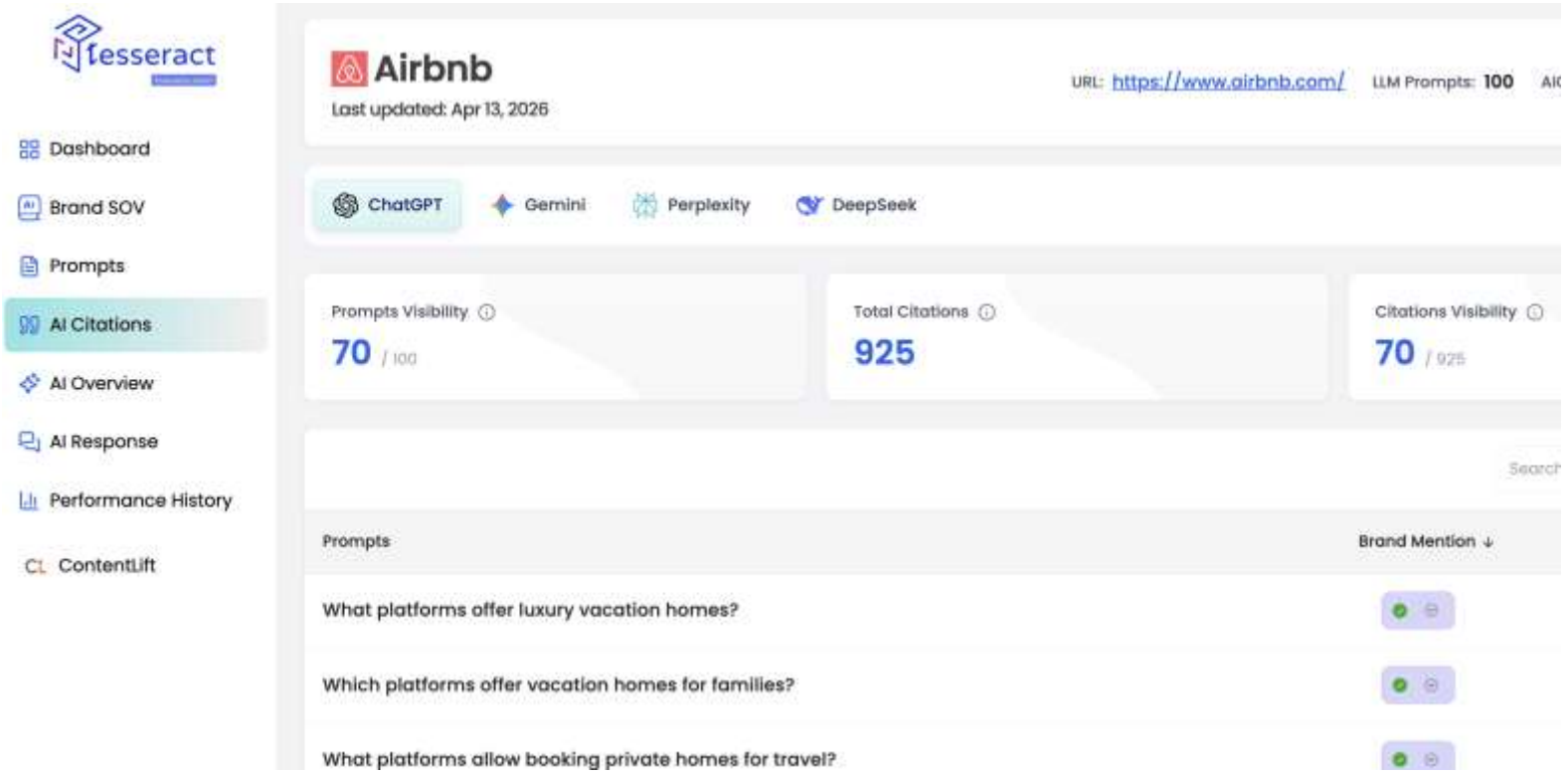
Generative Engine Optimization

Goal: Get cited by LLMs

Targets: ChatGPT, Perplexity, Gemini

KPIs: LLM visibility, Citation mentions

Citation Mentions



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To Sum it Up!

- 30% of Google searches now trigger AIO. Opportunity to increase impressions and brand value
- LLMs drive ~5X higher conversion rate. Opportunity to increase LLM referrals by creating Citations
- KPIs have changes – AEO: Track Appearance rate and Impressions for GEO: Track Citation mentions and LLM visibility scores

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Key Takeaways: The AI-Rewired Funnel

The Zero-Click Shift

Discovery now occurs **inside the AI interface**. 58.5% of searches result in no click to your site; your brand must be present in the synthesis.

The Earned Media Gap

97%+ of LLM citations come from third-party sites; success requires a Digital PR strategy targeting the specific URLs used to feed AI knowledge bases.

Intent-Driven Pipeline

AI referrals convert at **5x-8x higher rates**. Pre-educated buyers accelerate the sales cycle and provide better ROI.

AIO Dominance

With Google AI Overviews triggering on ~30% of searches, visibility now relies on "Appearance Rate" rather than traditional blue-link positions.

New KPI Framework

Move beyond keyword rankings. Measure **Citation Share** and **AI Visibility Scores** across all major LLMs.

Actionable Intelligence

Transition from passive diagnostic reports to active optimization by identifying the exact citation gaps and third-party targets required to shape AI outputs.

Questions? Please Reach Out!



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AEO/GEO Audit

Download a Copy of the Deck

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The AI Visibility Market Matrix

Feature	Tesseract	Ahrefs Brand Radar	Profound AI	Semrush AI	HubSpot Breeze AI
Monthly Cost	$250 (Flat Rate)	~$828+ (Requires base + $199/index)	$399 - $499+	$399+ (Heavy add-on fees)	$1,170+ (Operations focus)
LLM Coverage	Universal (ChatGPT, DeepSeek, Perplexity, Gemini, Google AIO)	Fragmented (Pay-per-engine)	Gated (Full access = Enterprise)	Basic (Limited prompts)	Internal CRM (Not search/AEO)
Citation Actionability	High (Reveals exact 3rd-party URLs to acquire/infiltrate)	Low (Passive Tracking)	Low (Passive Tracking)	Low (Passive Tracking)	N/A
Share of Voice (SOV)	Yes (Active Competitor Benchmarking)	Yes (Paywalled by index)	Yes	Yes (Basic)	N/A
Prompt-Level Mapping	Yes (Granular gaps mapped across all LLMs)	Paywalled (Costs extra per index)	Enterprise Tier	Limited (Capped lists)	N/A
Sentiment Analysis	Yes (Out-of-the-box scoring per LLM)	Directional	Yes	No / Limited	Conversational (CRM)
Executive Reporting	Unified (Single 'Brand Visibility Score')	Fragmented	Yes	Fragmented (Bolted onto SEO)	Pipeline Dashboards
Core Value Prop.	Comprehensive, Actionable AEO Ecosystem	Legacy SEO add-on	Enterprise Data Depth	Entry-level SEO bolt-on	Sales & Pipeline Automation

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Case Study

MERCER
A MARSH BUSINESS

Mercer – GEO Visibility Optimization

Objective

Strengthen Mercer's visibility across major LLMs by aligning consulting and advisory content with AI-driven search behavior, improving discoverability, and establishing authority in workforce, benefits, and investment-related conversations.

Prompted Tracked: 100

Activities Performed

- ✓ LLM-focused optimization for workforce and benefits content
- ✓ Structured data implementation for services and insights pages
- ✓ High-authority backlink acquisition from business publications
- ✓ Content refresh aligned with E-E-A-T and industry expertise
- ✓ AI answer optimization for HR, benefits, and investment queries

Overall Brand Visibility

70% Increase

Comprehensive improvement across all LLM platforms

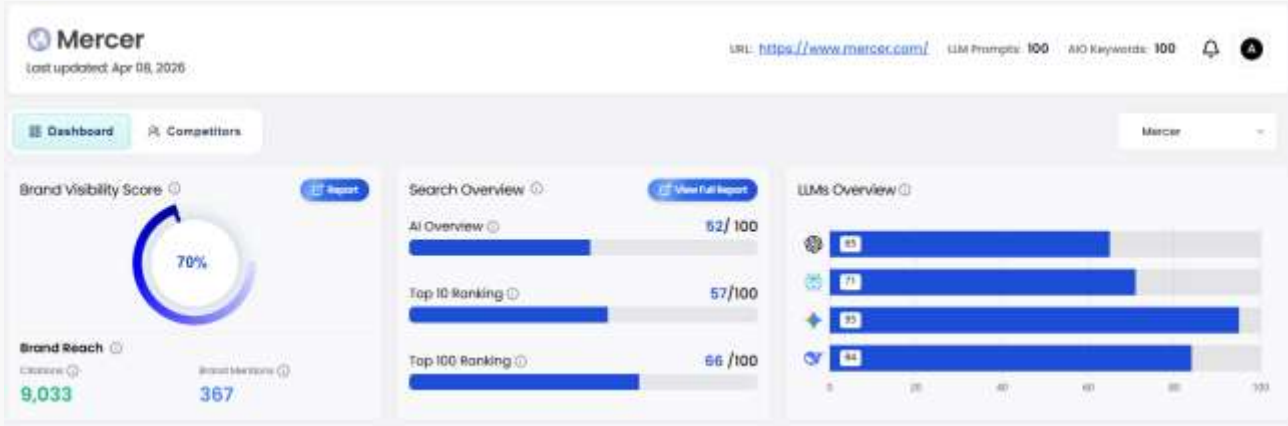
LLM Prompt Performance

ChatGPT
15 → 65

Perplexity
18 → 71

AI Overview
13 → 52

Gemini
22 → 95



Case Study

Tynker – GEO Visibility Optimization

Objective

Improve Tynker's visibility across major LLMs by aligning educational content with AI-driven search intent, increasing brand discoverability, and strengthening authority in coding and STEM learning conversations.

Prompted Tracked: 100

Activities Performed

- LLM-focused content optimization for coding page
- Structured data implementation for courses and learning paths
- Authority backlink acquisition from education domains
- Content refinement aligned with E-E-A-T signals
- AI answer optimization for coding and programming queries

Overall Brand Visibility

41% Increase

Comprehensive improvement across all LLM platforms

LLM Prompt Performance

ChatGPT

3 → 16

Perplexity

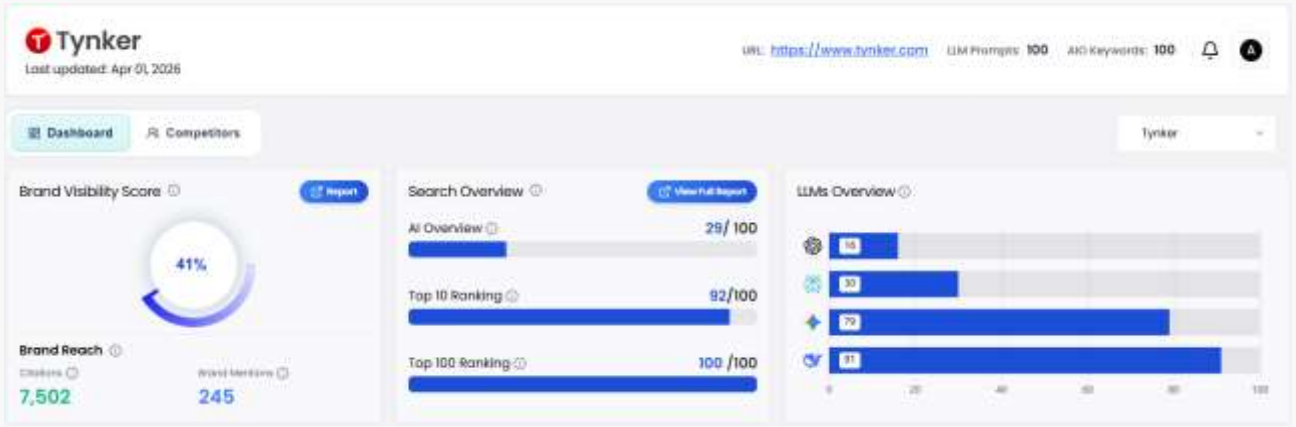
8 → 30

AI Overview

8 → 29

Gemini

21 → 79



Case Study

UNEEKOR

Uneekor – GEO Visibility Optimization

Objective

Increase Uneekor's visibility in AI-driven search by aligning simulator and golf technology content with LLM intent, improving discoverability for high-intent product queries, and strengthening authority in the golf tech space.

Prompted Tracked: 250

Activities Performed

- ✓ LLM-focused optimization for golf tech products
- ✓ Structured data for products and categories
- ✓ Backlinks from sports and tech domains
- ✓ E-E-A-T aligned content refinement
- ✓ AI optimization for simulator queries

Overall Brand Visibility

54% Increase

Comprehensive improvement across all LLM platforms

LLM Prompt Performance

ChatGPT

40 → 145

Perplexity

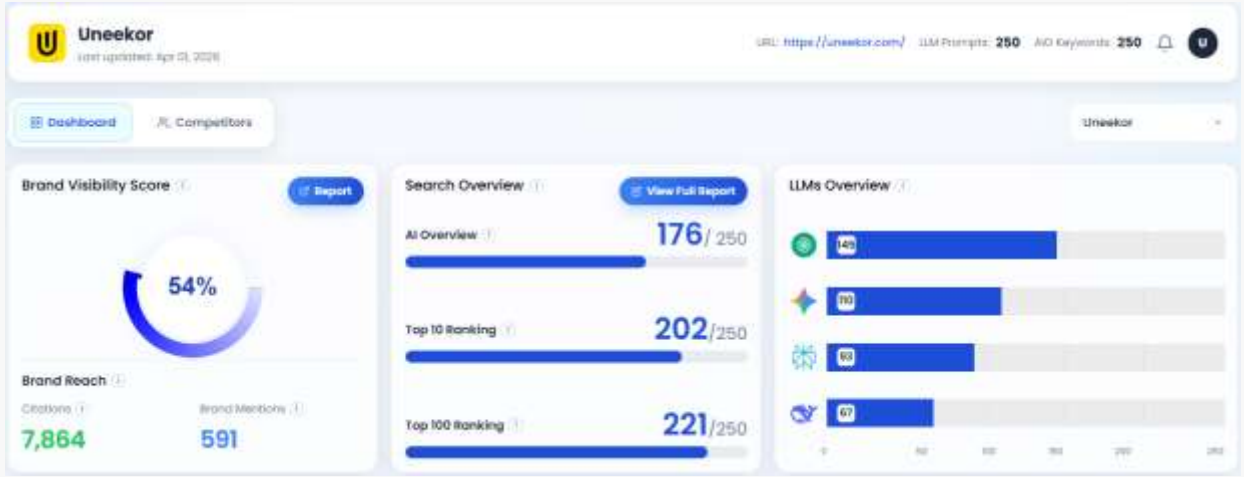
18 → 93

AI Overview

78 → 176

Gemini

35 → 110



Case Study

ThoughtSpot

ThoughtSpot – GEO Visibility Optimization

Objective

Enhance ThoughtSpot visibility across AI-driven search by aligning analytics, BI, and data insights content with LLM intent, improving discoverability for data-driven users, and strengthening authority in business intelligence and AI analytics.

Prompted Tracked: 200

Activities Performed

- LLM-focused optimization for analytics and BI
- Structured data for dashboards, queries, and use cases
- Backlinks from tech, SaaS, and data platforms
- E-E-A-T aligned analytics and data content
- AI optimization for insight and query-based searches

Overall Brand Visibility

55% Increase

Comprehensive improvement across all LLM platforms

LLM Prompt Performance

ChatGPT

54 → 110

Perplexity

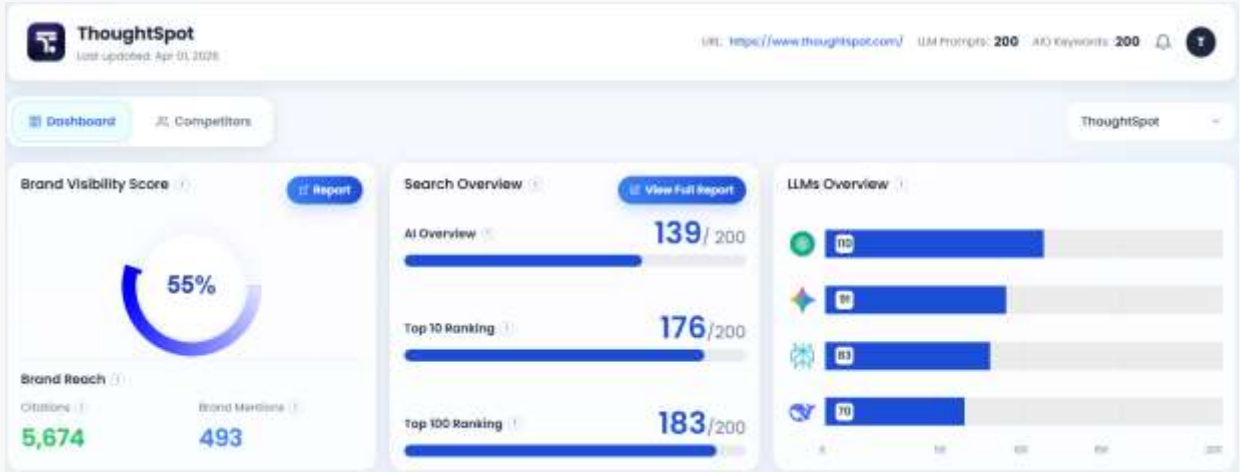
33 → 83

AI Overview

67 → 139

Gemini

43 → 91



Case Study

Guardian Protection – GEO Visibility Optimization

Objective

Enhance Guardian Protection's visibility across AI-driven search by aligning security and automation content with LLM intent, improving discoverability, and strengthening authority in monitoring and safety solutions.

Prompted Tracked: 300

Activities Performed

- LLM-focused optimization for security and monitoring content
- Structured data for services and use cases
- Backlinks from home services and security platforms
- E-E-A-T aligned safety and protection content
- AI optimization for intent-driven search queries

Overall Brand Visibility

65% Increase

Comprehensive improvement across all LLM platforms

LLM Prompt Performance

ChatGPT

71 → 210

Perplexity

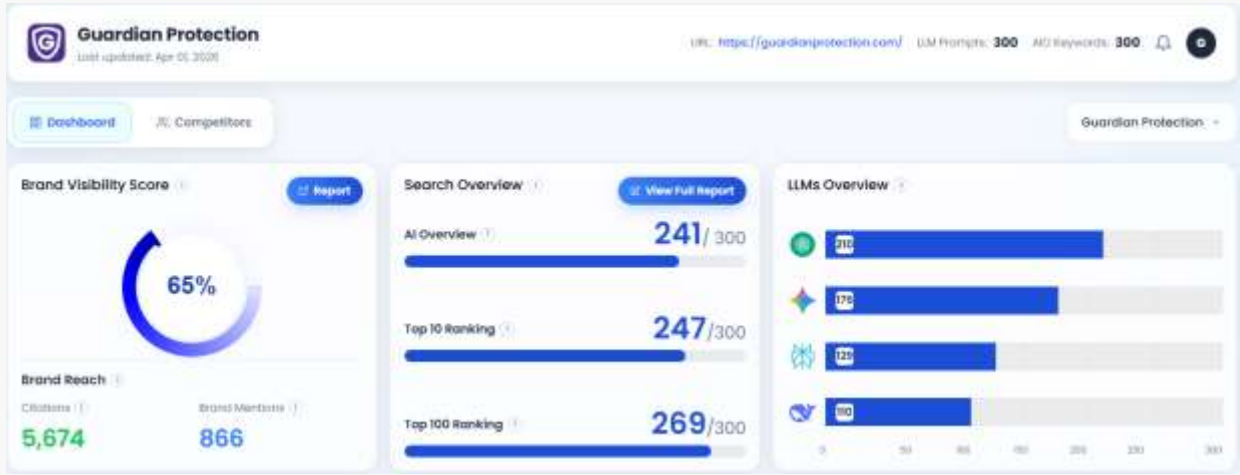
43 → 129

AI Overview

83 → 241

Gemini

66 → 176



Case Study

Campus.edu – GEO Visibility Optimization

Objective

Enhance Campus.edu's visibility across AI-driven search by aligning higher education and learning content with LLM intent, improving discoverability, and strengthening authority in online education and career-focused programs.

Prompted Tracked: 250

Activities Performed

- LLM-focused optimization for education and program content
- Structured data for courses and learning pathways
- Backlinks from education and career platforms
- E-E-A-T aligned academic and career content
- AI optimization for intent-driven student searches

Overall Brand Visibility

62% Increase

Comprehensive improvement across all LLM platforms

LLM Prompt Performance

ChatGPT

56 → 173

Perplexity

21 → 90

AI Overview

77 → 201

Gemini

42 → 144

