CONTENT & CREATIVE

Known, But Not Recommended

Even category leaders have to earn their place in AI-generated recommendations.

Brief Description

A global haircare brand ranked strongly on Google. But when people asked AI "how to reduce frizz" or "best products for damaged hair," it wasn't consistently recommended. Competitors showed up more often, a gap Google rankings never revealed.



How AI Was Applied

OptimizeGEO analysed the haircare questions consumers were asking and traced the sources AI platforms relied on to answer them. This revealed an important blind spot: recommendations were being shaped by an overlooked product-discovery platform, along with YouTube and Reddit, where the brand had little presence. OptimizeGEO turned these insights into clear, citable content mapped to high-intent shopper questions, while the team strengthened the brand's presence across the external sources influencing AI recommendations.

Impact

3.3x GROWTH AI MENTIONS

FROM **86** TO **282+**

60 DAYS

3.3x growth in brand mentions in AI answers, from 86 to 282+ at peak, in 60 days. The brand now appears across every major concern (prompt coverage): hair fall, frizz, damage repair.

Being known and being recommended are different things. This brand had to earn the second one.

About OptimizeGEO | OptimizeGEO is an AI Discovery Growth Platform that helps brands become the answer when consumers turn to ChatGPT, Gemini, Perplexity and other AI platforms. It finds where and why a brand is being overlooked, then uses AI agents to close those gaps and improve how the brand shows up.