Leading Premium Coffee in AI Search

Nespresso India | AI-led SEO use case

THE CHALLENGE:

Nespresso faced an evolving search landscape where consumers increasingly seek AI-led recommendations for coffee machines, capsules pods and product comparisons.

THE GOAL:

To strengthen Nespresso's AI visibility across high-intent coffee journeys and driving product discovery.

IMPACT:

Turning AI discovery into a growth lever

Mentions Coverage	Citations Coverage	AI SOV
91%	58.7%	14.7%
+10% monthly growth	+17% monthly growth	+6% monthly growth

HOW AI DROVE BUSINESS OUTCOMES:

01

AI-led opportunity mapping

Identified high-intent prompts across machines, capsules, coffee types, comparisons and purchase journeys.

02

Product-led GEO

Optimised machines and coffee capsules product pages with richer product information, FAQs, specifications and use cases.

03

AI-ready content architecture

- Strengthened semantic relationships across products, categories and content.
- Built content around machine selection, coffee recommendations and comparison journeys.

04

Continuous GEO optimization

Used AI visibility insights to identify competitor gaps and refine priority pages and content for emerging AI discovery journeys.

LLM-wise AI Coverage

- Google AI Mode — 85.7% mentions
- Google AIO — 92.3% mentions
- ChatGPT — 92.9% Mentions
- Perplexity — 85.7% mentions

Nespresso Outperformed Competitors

Brand Domain	Mentions Presence %
nespresso.com/in	91.30%
coffeeza.com	25.50%
amazon.in	21.30%
caramelly.com	17.00%
starbucks.com	15.40%



