Beyond Traditional Search: Winning AI Discovery

Nestlé Professional | AI-led SEO use case

THE CHALLENGE:

Strong brand equity did not translate into visibility on leading AI platforms for high-value generic coffee-machine queries.

THE GOAL:

To win AI-driven discovery for high-intent coffee machine searches beyond traditional search.

IMPACT:

Turning AI discovery into a growth lever

AI COVERAGE	AI SOV
60%	11.3%
3X quarterly growth	+52% quarterly growth

HOW AI DROVE BUSINESS OUTCOMES:

01

AI-led demand discovery

Mined branded & generic coffee machines prompts to uncover high-value opportunities and visibility gaps.

02

Competitive intelligence

Mapped competitor AI coverage and content gaps to identify whitespace and improve AI SOV.

03

GEO content engineering

Optimized the entire beverage-machine portfolio and AI-structured generic content for product-level visibility.

04

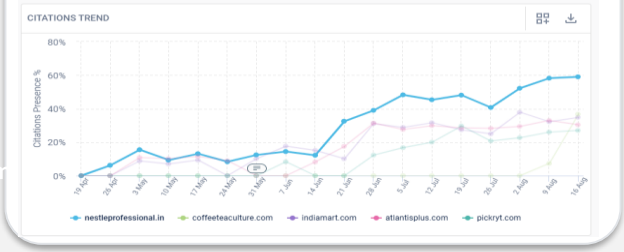
Authority building

Used high-quality visuals, videos and Agentic AI-led technical optimization to strengthen authority and citation potential.

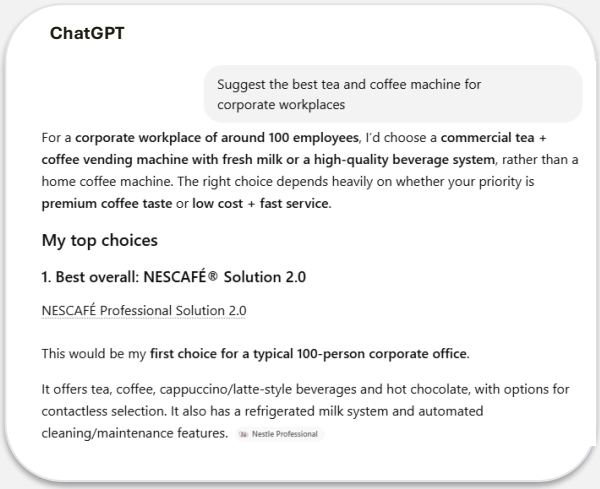
LLM-wise AI Coverage

- Google AI Mode — 71.7% citations
- Google AIO — 63.2% citations
- ChatGPT — 50.0% citations
- Perplexity — 58.3% citations

AI Coverage Trend



ChatGPT



Google

