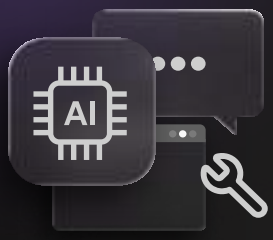
MEASUREMENT & INSIGHTS

From Overlooked to Outperforming

How a leading shopping platform went from barely showing up in AI recommendations to growing faster than every rival in its category.

Brief Description

The shopping platform already had scale, live on over 50 million phones. But when people asked AI assistants for outfit advice, it barely came up. Being seen and being recommended are two different things.



How AI Was Applied

OptimizeGEO tracked the shopper questions that mattered across AI platforms and compared how often the brand was recommended against its competitors. The analysis showed that reach was not the issue, the brand lacked the connected, authoritative signals AI systems rely on to understand and recommend it. These insights guided improvements to internal linking and third-party coverage and restructured website content into clear, AI-readable answers.

Impact

52% AI VISIBILITY

67% SHARE OF VOICE

3.3x CITATION JUMPED

How often AI tools recommended the brand (AI visibility) grew 52% between July and August. Its share of the AI conversation (share of voice) grew 67%. Brand sentiment also improved by almost a quarter. The month the website fixes went live, brand mentions in AI answers (citations) jumped 3.3x over the prior quarter.

Both climbed steadily. But the month the fixes landed, brand mentions in AI answers more than tripled.

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.