



CPG CASE STUDY

Beauty brand captured more AI Search recommendations as “premium value leader” in the category

+188%

Improvement in Gemini

+65%

Improvement in ChatGPT

Challenge: Leading beauty brand was capturing <25% of Gemini and ChatGPT recommendations as a cost-effective option undermining their discoverability in AI-driven search.

Solution: Curated messaging framework emphasizing “premium ingredients at accessible prices” and “dermatologist-validated efficacy” for:

- 7 strategic affiliate partnerships featuring expert reviews
- 4 competitive comparison pieces on owned media

Impact: Within 4 months, the brand successfully repositioned as a “premium budget-friendly” option with improved visibility in:

- Gemini: 69% share (up from 24%)
- ChatGPT: 38% share (up from 23%)

Evertune