



AUTO CASE STUDY

Auto brand boosted “safest luxury SUV” recommendations by 43% in under 100 days

+18 pts

Improvement in AI Brand Score
across all models for Safety

+30%

Improvement in rank across AI
answers related to Safety

Challenge: Luxury auto brand was suffering in AI-recommendations across the category due to weak performance in safety.

Solution: Identified highest impact sites in the category and leveraged AI-resonant messaging to reinforce each model’s association with their brand as a “safe luxury SUV”.

- Owned: Series of blog posts related to “car safety features”
- Paid: 3 affiliate pieces on “best-in-class safety features”

Impact: In just over three months, the brand was elevated from 56% to 74% AI visibility while securing a top-five ranking position, up from seventh place.

Evertune