



SOFTWARE CASE STUDY

B2B Software achieved top 10 ranking in AI recommendations within 2 months

+173%

Improvement in Gemini

+105%

Improvement in ChatGPT

Challenge: AI models were burying a software brand's newest offering at rank #15, creating a critical visibility gap in peak discoverability moments.

Solution: Conducted competitive content analysis revealing critical gaps in security and integration messaging. Deployed AI-optimization strategy:

- **Content acceleration:** 8 strategic blog posts and product page overhauls focused on key differentiators
- **Earned media amplification:** High-authority placements across 3 tier-1 industry publications

Impact: Within two months, the brand reached a top 10 spot in the category with improved AI Brand Scores in:

- **Gemini Search:** 173% increase (29 □ 90)
- **ChatGPT Search:** 105% increase (39 □ 80)

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