



## ECOMM CASE STUDY

E-commerce travel overcomes AI discoverability crisis in 4 months

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**+15 points**

Improvement in ChatGPT AI Brand Score

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**Challenge:** E-commerce travel company was invisible in AI recommendations compared to key competitors in their category.

**Solution:** SEO & Comms teams scaled content production to close market positioning gaps by:

- Creating 30,000 words of new authoritative content
- Applying an AI-optimized content architecture with strategic messaging alignment for superior algorithmic performance

**Impact:** Leveraging an A/B test framework that made the content only crawlable by ChatGPT, the brand saw a 15-point increase in AI Brand Score for ChatGPT versus a 3-point increase on Gemini and Meta AI.

*Evertune*