



ECOMM CASE STUDY

E-commerce travel overcomes AI discoverability crisis in 4 months

+15 points

Improvement in ChatGPT AI Brand Score

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