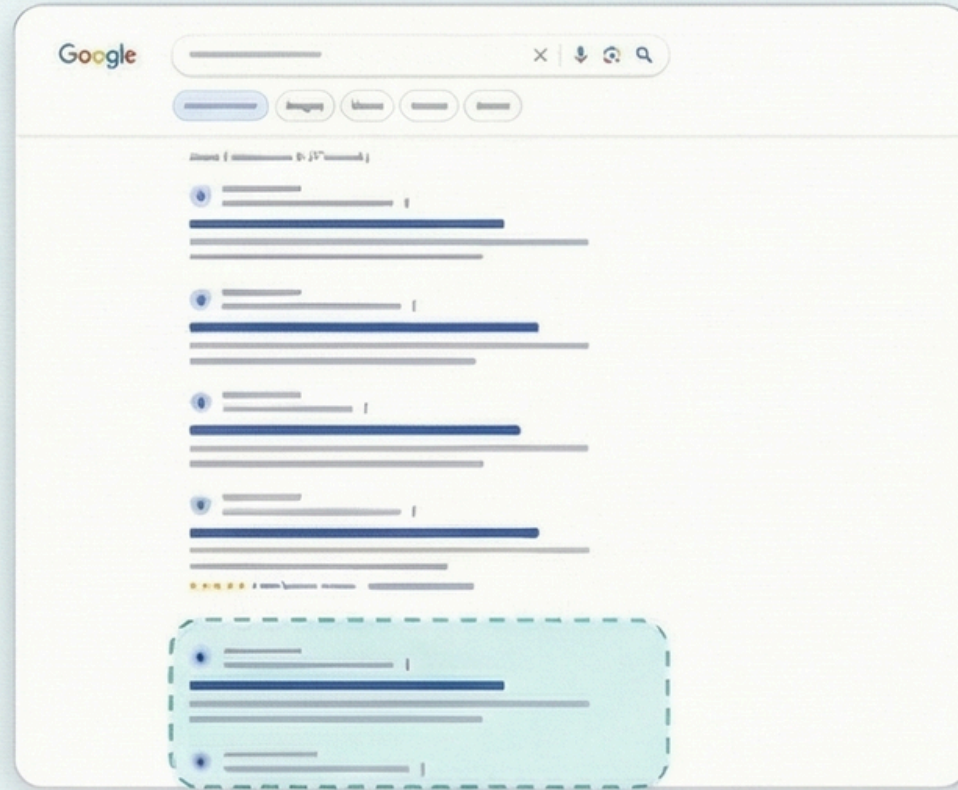


Brand Mentions in the Age of AI Search

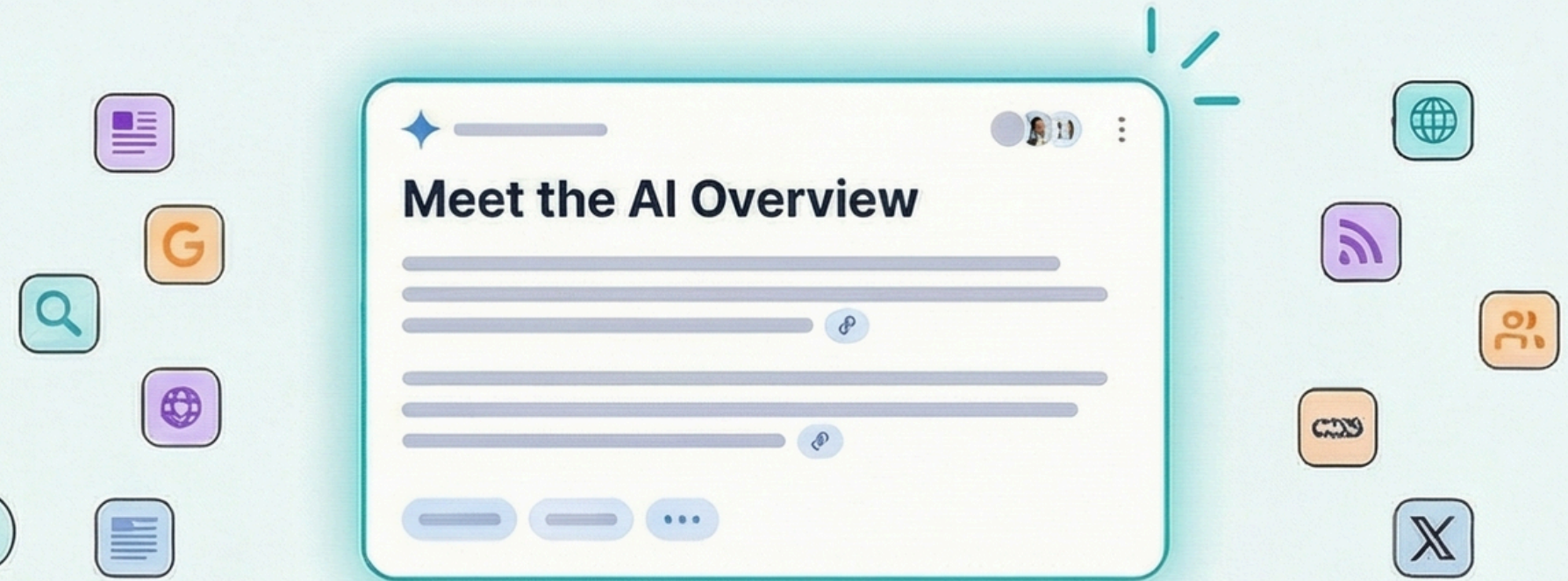
The New Search Landscape: AI Takes Over



54% Overlap with Organic Search

AI Overviews

Organic Search



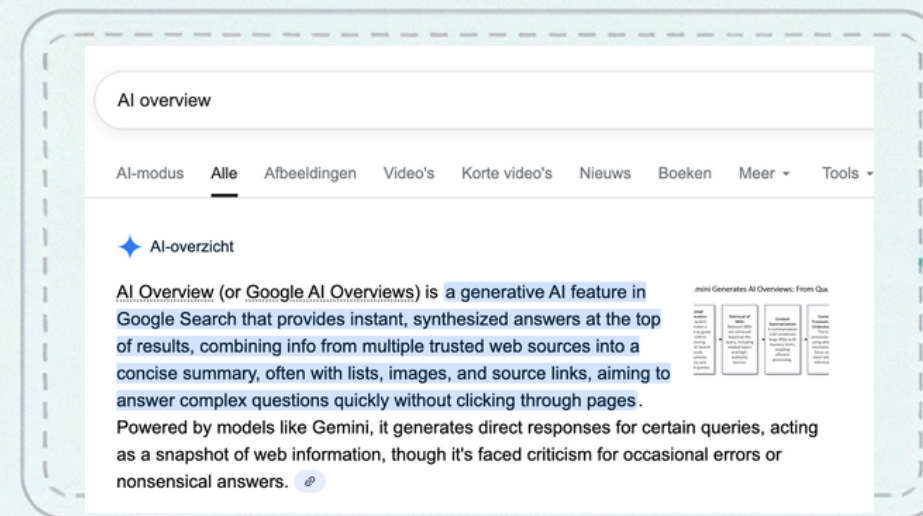
AI Answers are Built on Trust

The AI synthesizes information from mentions and citations across many websites to formulate its response.

The Strategy: How to Win in the AI Era

The New Goal: Become a Source for AI

To appear in AI Overviews, your brand must be mentioned and cited in trusted online content.



A Look at the New AI-Powered SERP

Where AI Looks for Mentions



Unlinked Mentions



Brand Searches



Conversations