



PROUDLY WISCONSIN CHEESE

Building category authority in AI overviews and sustaining *AI search visibility*

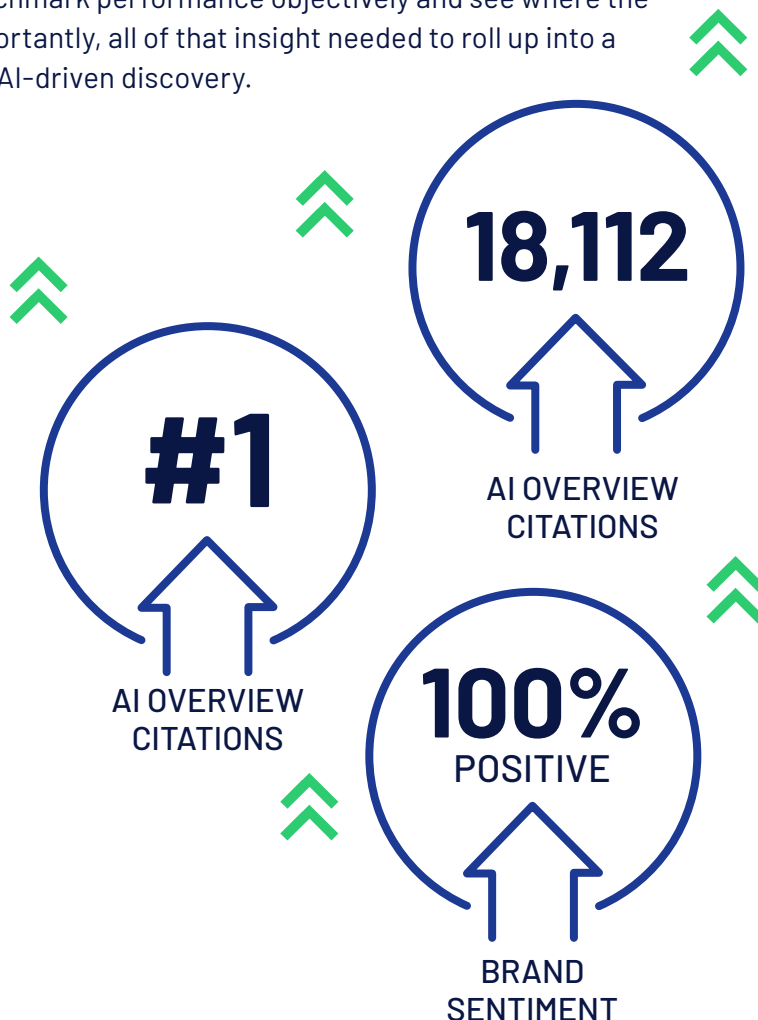
Wisconsin Cheese partnered with Overdrive to assess and strengthen its visibility in Google's AI Overviews. Using an AIO benchmark built in BrightEdge DataCube and Scrunch monitoring, Overdrive measured AI citations, identified visibility-driving content, benchmarked competitors, and built a roadmap to protect and grow category leadership.

The Challenge

As AI Overviews started to change how people discovered cheese-related information—and which sources AI trusted—Wisconsin Cheese needed a clearer picture of where it stood. The team wanted a solid baseline for AI visibility, citations, and sentiment, along with a better understanding of which parts of the site were actually earning those citations and why. With growing competition from other cheese authorities and aggregators, it was critical to benchmark performance objectively and see where the brand’s authority was strong—or at risk. Most importantly, all of that insight needed to roll up into a practical FY26 content and site roadmap built for AI-driven discovery.

Our Solution

Overdrive pulled together platform-level benchmarking and prompt-level monitoring to get a full picture of how Wisconsin Cheese was showing up in AI Overviews. BrightEdge DataCube helped establish a clear AI citation baseline and showed which site sections and URL groups were driving the most visibility over time. Scrunch then filled in the story by tracking prompts, AI responses, sentiment, and top-position presence to see how the brand appeared across outputs. Those insights rolled into a practical FY26 roadmap focused on strengthening trust and authorship signals, sharpening prompt targeting, and improving site navigation to elevate the cheese education content AI was already favoring.



OVERDRIVE

The potent combination of internal strategy with agency execution can move marketing from “tactical” to “transformative.” Your team brings brand vision; Overdrive brings scale, depth, speed, and measurable performance. Together, we build campaigns that perform today—and fuel brand equity tomorrow.

Want to explore what a partnership with Overdrive could look like? Let’s schedule a collaborative workshop and map out a program tailored to your internal team’s goals and strengths.



Your Team
Just Got
Bigger.

LET’S TALK