

# Leading Digital Agency Increases Client Retainers by 35% with New AI Search Optimization Service



Generative Engine Optimization

Ktau.ai | Dominate AI Search | July 2025

Case Study: Marketing & Advertising

How a forward-thinking agency used Ktau.ai to pioneer Generative Engine Optimization (GEO) services, winning new business and driving unprecedented client results.

## About the Client

A premier full-service digital marketing agency with a strong national presence. Renowned for its award-winning SEO and performance marketing capabilities, the agency serves a diverse portfolio of enterprise-level clients across various industries.

## The Challenge

The agency faced a growing dilemma: their clients were increasingly asking about performance in AI search engines like ChatGPT and Gemini, but the agency had no tools to measure, report on, or influence this new channel. They were experts in traditional SEO but were flying blind in the world of AI-generated answers.

- Losing Competitive Edge:** The inability to offer AI search insights risked making their core SEO services seem outdated.
- Client Attrition Risk:** Clients were beginning to explore niche agencies that claimed to specialize in AI, threatening retention.
- No Path to Growth:** Without a scalable solution, the agency couldn't develop a new service offering to meet this emerging client demand.

## The Solution

The agency integrated Ktau.ai as the backbone of a new, high-value service offering: Generative Engine Optimization (GEO). This allowed them to move from a position of uncertainty to one of market leadership.

- Empower Teams with Data:** Ktau.ai provided the agency's account managers with instant, actionable data on how their clients appeared in AI search, enabling them to have informed, strategic conversations.
- Create a New Revenue Stream:** They productized GEO, offering AI visibility audits, competitive analysis, and ongoing optimization services, all powered by the Ktau.ai platform.
- Deliver Measurable ROI:** The agency used Ktau.ai's analytics to demonstrate the direct impact of their GEO strategies, showing clients tangible increases in AI-driven traffic and positive brand sentiment.

## The Results

35%

Average increase in monthly retainer for clients adding GEO services

25%

Growth in new business pipeline attributed to their GEO offering

95%

Client retention rate, up from 82% year-over-year

50%

Average client traffic growth from AI search within 6 months

## The Conclusion

By partnering with Ktau.ai, the agency transformed an existential threat into its single greatest growth opportunity. They successfully future-proofed their business, deepened client relationships, and established themselves as pioneers in the next generation of digital marketing. Ktau.ai provided the essential technology to not just offer a new service, but to deliver it with authority and measurable success.