

Publisher Paid Media strengthens Advertiser's representation in AI.

ADVERTISER'S PUBLISHER PAID MEDIA ARTICLE

Paid Media article title and campaign subject

CAMPAIGN GOALS Build trust in Advertiser. Clarify the products, services or expertise most relevant to customers. Put Advertiser into high-value consideration and buying decisions.	VALUE CREATED After AI Paid Media, Advertiser appeared more often in relevant buying answers, the Publisher story became a cited source, and AI represented and recommended the brand more effectively.
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CAMPAIGN RESULTS

AI VISIBILITY +24.4% Advertiser appeared in 56 of 172 relevant AI answers, compared with 14 at baseline. That is 42 additional answer appearances. Strongest gains: high-intent questions about relevant customer needs, products and services.	CITATION +73.6% This Paid Media article was cited in 271 of 368 tested answers. It had no citations at baseline. The article became a source for key information about Advertiser's offerings, differentiators and expertise.
BRAND ACCURACY +86.2% Information from the Paid Media article was correctly reflected in 202 of 224 AI answers, compared with 9 at baseline. That is 193 additional accurate answers. AI correctly explained Advertiser's products, services, differentiators and approved campaign messages.	BRAND AUTHORITY +27.3% Advertiser entered 28 of 88 buyer shortlists, compared with 4 at baseline. That is 24 additional shortlist appearances. AI also recommended Advertiser in 16 of 84 answers, compared with 2 at baseline. That is 14 additional recommendations.

WHAT EACH KPI MEANS

VISIBILITY How often Advertiser appears in relevant AI answers.	CITATION How often AI links to this Paid Media article.	ACCURACY How often information about Advertiser in the Paid Media article is correctly reflected in AI.	AUTHORITY How often AI includes or recommends Advertiser in buying decisions.
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Illustrative format only. Future reports will calculate each lift from a locked baseline and follow-up using the same questions, models and market.