Case Study: Brand Mentions That Increased AI Visibility

The approach

AI engines answer "who's the best X" questions by reading third-party roundups, then repeating who those roundups recommend. Our brand mentions product places each client at #1 in editorial listicles on established publications, written to match the exact questions buyers ask AI.

The result we track is a three-step chain:

1. **Publish**: the client is ranked first in a relevant roundup on a trusted site.
2. **Get cited**: AI engines start pulling that page in as a source when answering buyer prompts.
3. **Gain visibility**: because the cited page recommends the client, the AI answer does too.

Tony Maniaci: Dana Point real estate

Tony's visibility went from 11 to 31 on November 1, the first day AI engines cited the Realty Times placement. That reading is the highest in 90 days of tracking.

- Realty Times: Top 3 Real Estate Agents in Dana Point (2026 Guide) was first cited Nov 1 by Gemini, Google AI Mode, Google AI Overview and ChatGPT. It has appeared behind 98 AI answers naming Tony, and none naming a competitor.
- Urban Splatter: The 5 Best Real Estate Agents in Dana Point was first cited Oct 22 by Gemini and Perplexity, behind 6 answers naming Tony and none naming a competitor.
- Rivon Home: 5 Agents for Selling a Home in Monarch Beach was first cited Oct 17 by ChatGPT and Perplexity, behind 6 answers naming Tony.

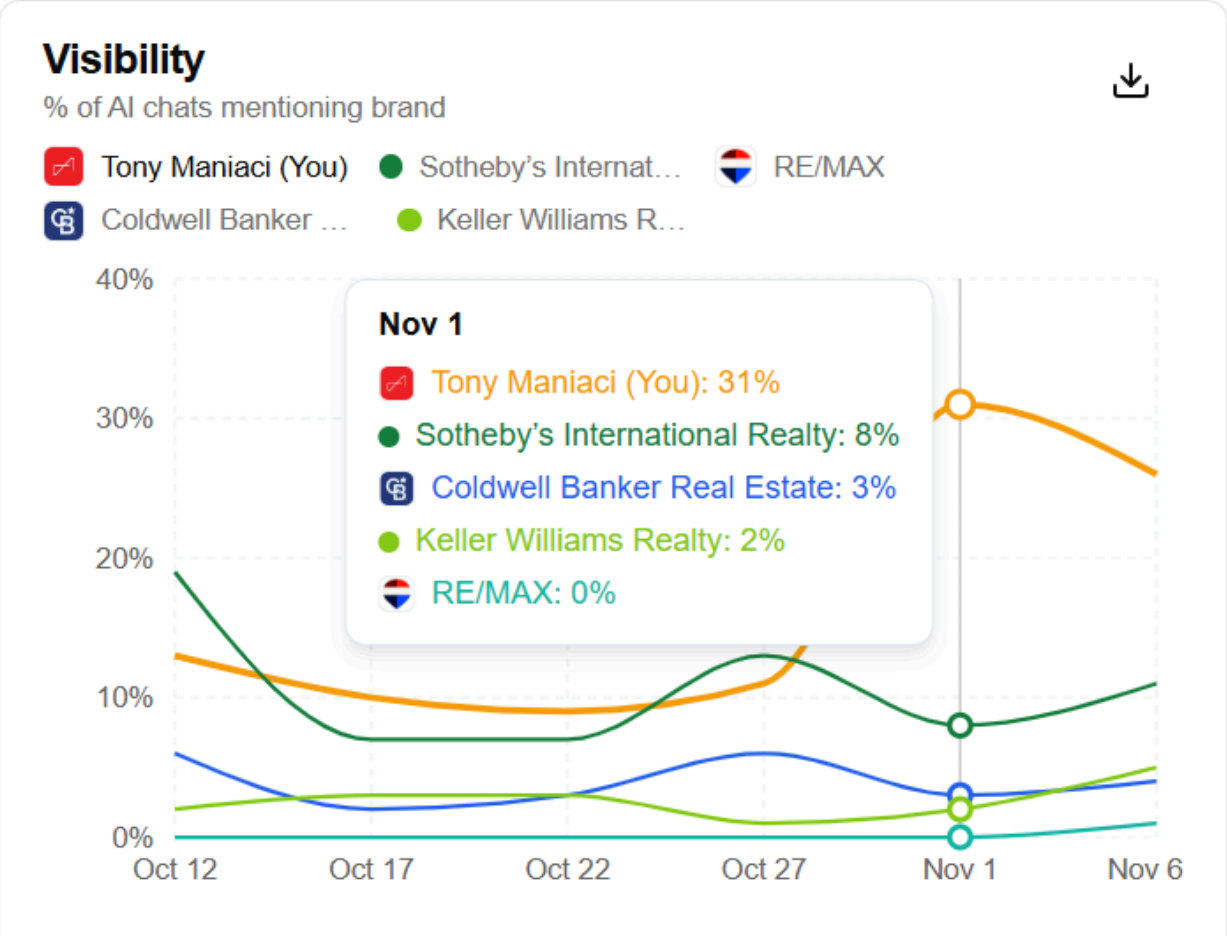
One placement became a top 4 source in six days. Of 2,545 pages AI engines cited for Dana Point agent questions over 90 days, the Realty Times article now ranks fourth for responses naming Tony. It passed Zillow (56) and U.S. News (43) in under a week, and every response citing it named Tony with zero competitors.

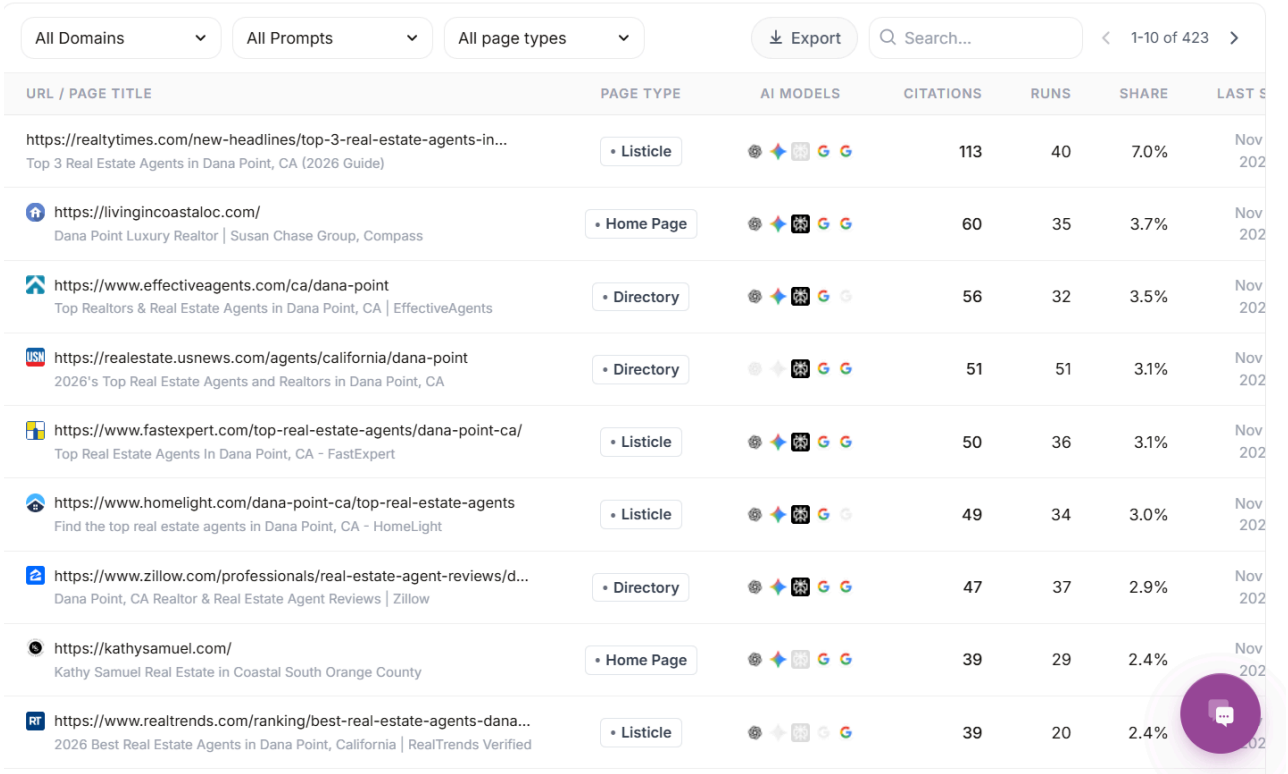
Tony pulled away from the competition. Before the citations, Tony averaged 12% against Sotheby's International Realty at 10%. Since, Tony averages 28.5% to Sotheby's 9.5%, about 3x the strongest tracked competitor.

The lift showed up across engines. Comparing the last 7 days to the 60-day average, Gemini rose from 31% to 72%, Perplexity from 16% to 28%, Google AI Overview from 13% to 19%, and Google AI Mode more than tripled from 3% to 10%. ChatGPT held steady at 9–10%.

The biggest gains came on Gemini and Google AI Mode, both of which cite Realty Times. On Gemini, Tony is now typically the first agent named. Top prompts this week:

- "Best real estate agent for multi million dollar homes in Dana Point?" — 58%
- "Who is the best Realtor for selling a home near the ocean in Dana Point?" — 48%
- "Who should I hire to sell my home in Monarch Beach?" — 47%, the exact topic of the Rivon Home placement





Tailormade Wimbledon Debenture Tickets

Tailormade's visibility sat at exactly 9% for most of October, then jumped to 20% on October 30, the day AI engines first cited two of our placements.

- HN Magazine: 10 Safest Places to Buy Wimbledon Debenture Tickets was first cited Oct 30 by Gemini, Google AI Mode and ChatGPT. It has appeared behind 38 AI answers naming Tailormade, and just one naming a competitor.
- Off The MRKT: 3 Official Places to Get Luxury Packages for Wimbledon in 2027 was first cited Oct 30 by Gemini, Google AI Overview and ChatGPT. 10 of its 11 citations named Tailormade, and none named a competitor.
- The Small Business Times: Best Places to Buy Wimbledon Tickets has not been picked up as an AI source yet, so it remains to come.

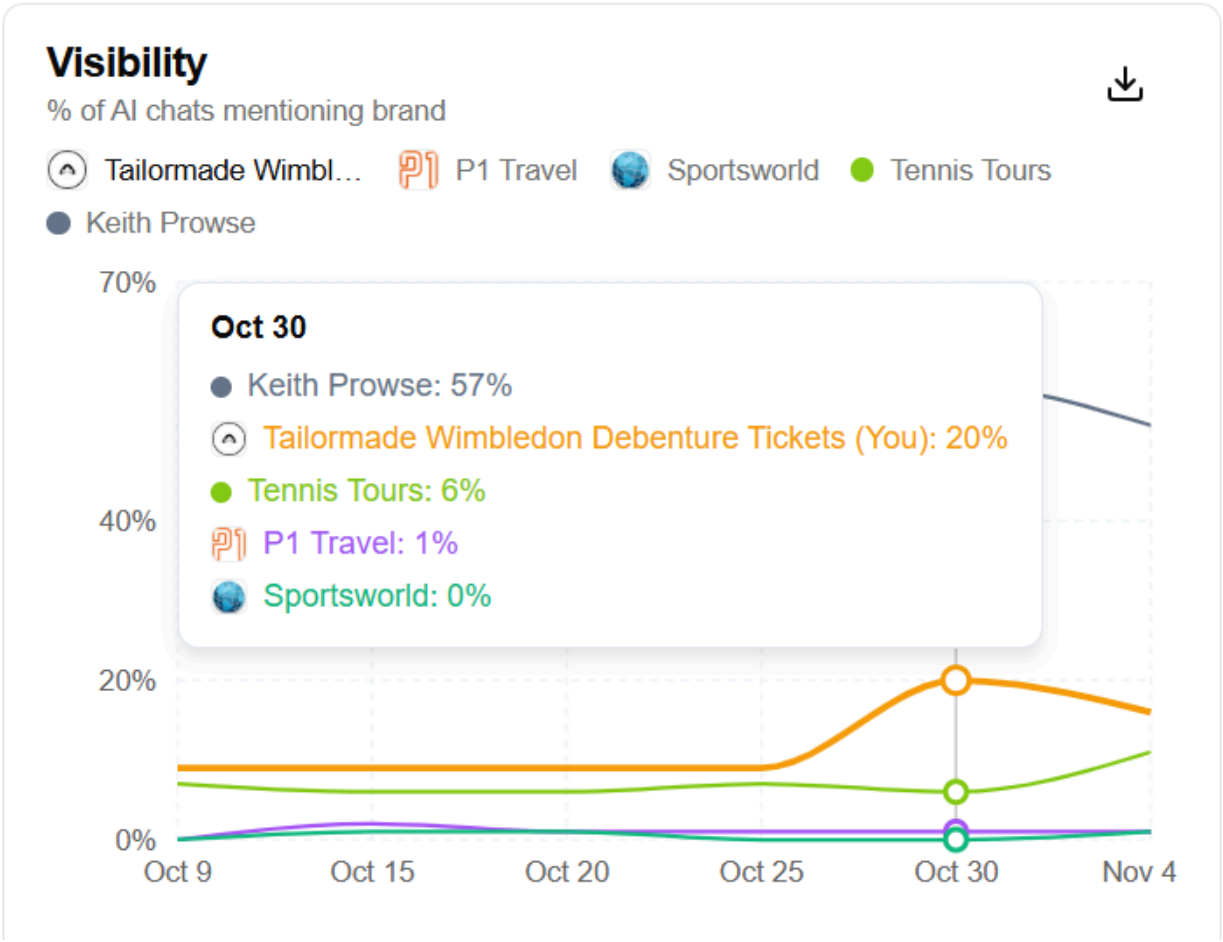
HN Magazine became a top-3 source in six days. Among 1,696 pages AI engines cited for Wimbledon ticket questions, only Tailormade's own website (67) and Wimbledon Debenture Holders (40, over eight weeks) sit behind more answers naming Tailormade. It overtook the official Wimbledon debentures page (35).

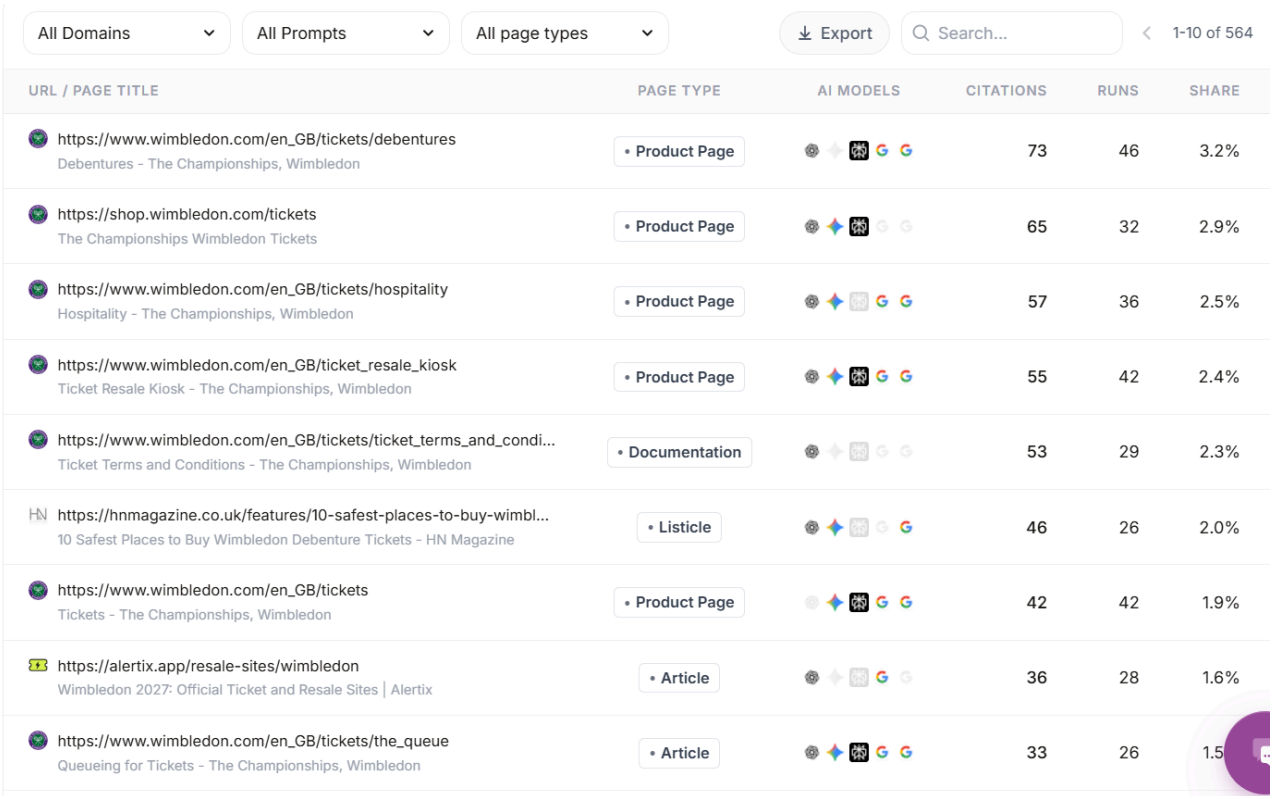
Tailormade closed ground on the category leader. Keith Prowse, the official hospitality partner, dominates this category at around 50%. Before the citations, Tailormade's score was

19% of Keith Prowse's; since, it has reached 35%. Tailormade also stays well ahead of Tennis Tours.

The gains followed the citations, engine by engine. Over the last 7 days versus the 60-day average, Gemini rose from 15% to 27% visibility, ChatGPT from 9% to 16%, and Google AI Mode from 12% to 20%. These are the three engines citing HN Magazine. Google AI Overview, which doesn't cite it, stayed flat at 15%.

The prompts where Tailormade now shows up most match the placements' angles. "Where can travel agencies buy wholesale Wimbledon debenture tickets?" scores 67%. "What is the best company for Wimbledon debenture tickets?" scores 52%. "What is the safest website to buy Wimbledon tickets from?" scores 30%, echoing HN Magazine's "safest places" headline.





Why it worked

In both cases, visibility didn't climb gradually. It stepped up on the day a placement became an AI source, which points to the placements as the cause rather than general market movement.

- **The timing matches to the day.** Tony's jump came on Nov 1, the Realty Times citation date. Tailormade's came on Oct 30, the HN Magazine and Off The MRKT citation date.
- **The engines match.** Visibility grew most on the engines citing the placements. For Tailormade, the one major engine not citing HN Magazine stayed flat.
- **The answers are uncontested.** Our placements rank the client first, so AI answers built on them recommend the client and rarely a competitor: 0 competitors mentioned behind Realty Times, 1 behind HN Magazine.
- **The prompts match.** The prompts where each client now wins mirror the placements' topics, from Monarch Beach home sellers to the safest place to buy debentures.

The takeaway for any brand: AI engines repeat what trusted third-party roundups say. Getting ranked first in the roundups they already read is the fastest lever on AI visibility we've measured.