

AI Search and Discovery Forum: Inside the Future of Brand Visibility

August 27, 2026



Customer Success | Digital Experiences



This session is being recorded.

Keep an eye out for a follow-up email after the event (from csatscale@adobe.com) with a summary and links to the recording, slide deck, and more.

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- During our free virtual events. [View upcoming events on Experience League.](#)
- In the [Experience League community.](#)
- By emailing us at csatscale@adobe.com.
- By connecting with us on LinkedIn.

Agenda

Start Time	9:00 a.m. PT/12:00 p.m. ET
5 minutes	Welcome & Introductions
40 minutes	Adobe Brand Visibility
10 minutes	Q&A
5 minutes	Survey, Upcoming Events
End Time	10:00 a.m. PT/1:00 p.m. ET

Inside the Future of Brand Visibility

Karthik Muralidharan

Director, Strategy and Product Marketing
Adobe

Adobe



AI Search and Discovery Forum:

Inside the Future of Brand Visibility

August 27th, 2026

Adobe

AI is reshaping how your customers discover, engage, decide, and buy

>50%

of early consideration happens
in AI surfaces before the
customer reaches a website

57.5%

of all web traffic is now bots
— more than humans

416B

AI scraping requests blocked
in 5 months

Source: 1. Adobe Digital Trends Report, 2026.
2. and 3. Forbes, 2026.

Most GEO tools give you a dashboard. They don't give you a plan.



What should we actually track?



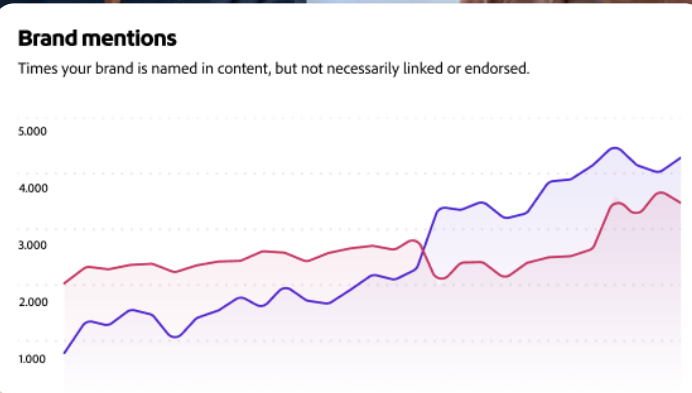
Is this a one-time fix or an ongoing process?



How do we get our teams to act on this?



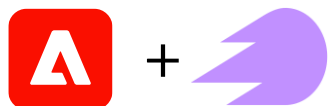
How do we know if it's working?



Brands need a solution that takes them from insight to action, for both agentic and human audiences



Introducing



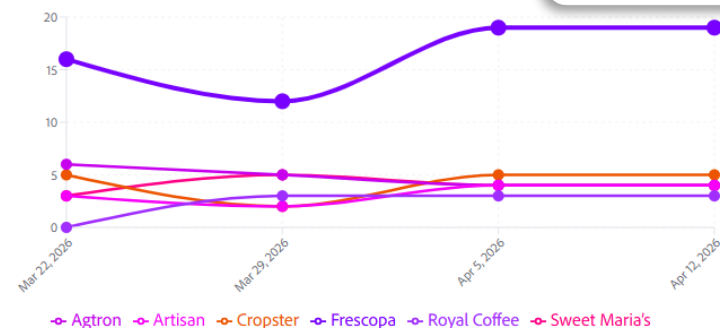
Adobe Brand Visibility

The **end-to-end platform** that helps brands win in **AI visibility** by unifying intelligence, optimization, and business impact.

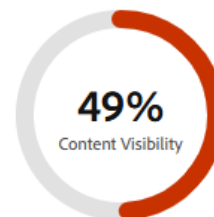
Adobe

Brand Mentions

Weekly mentions comparison



Deploy optimizations



Fair — some content is visible to AI models

Your content can't be seen by AI

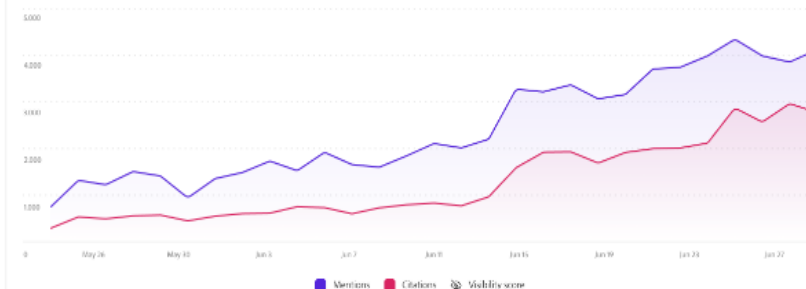
AI models struggle to read your pages. Improve your Content Visibility score to increase visibility.

See what AI can't read

Frescopa LLM search visibility

AI responses for the questions related to Frescopa

Mentions 25,720 +19% Citations 8,052 +5% Visibility score 63.5% +14%



Built on the industry's largest SEO & GEO database

289M+

real AI prompts tracked
for brand visibility

28B

keywords - every
market, every language

808M

domain profiles tracked
for competitive
intelligence

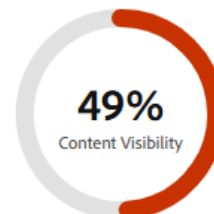
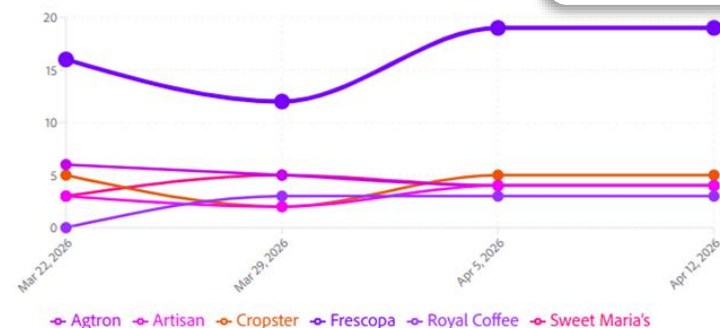
43T

backlink signals tracking
web authority

Brand Mentions

Weekly mentions comparison

 Deploy optimizations



49%

Content Visibility

Your content can't be seen by AI ⓘ

AI models struggle to read your pages. Improve your Content Visibility score to increase visibility.

[See what AI can't read](#)

Fair — some content is visible to AI models

Frescopa LLM search visibility

AI responses for the questions related to Frescopa

Mentions
25,720

+19%

Citations
8,052

+1%

Visibility score
63.5%

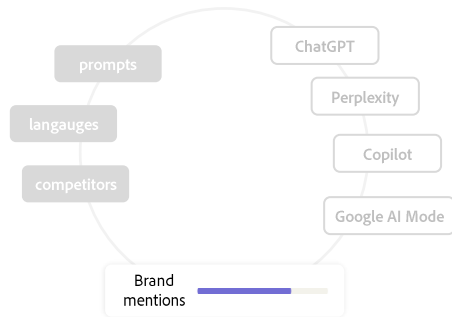
+14%



Semrush excels at external signals. Adobe excels at owned experiences. Together, we create a category no one can match.

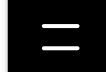
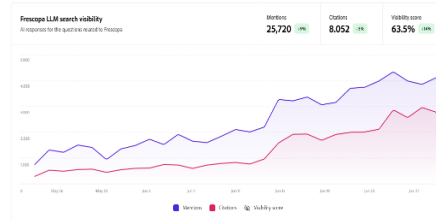
Market Intelligence data

The most comprehensive view of how brands show up



Agentic traffic insights

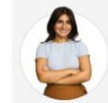
Across owned digital experiences



Optimizations

At-edge and at-source for both humans and agents

Humans



Samantha
Chicago, Illinois

37 y/o

Olive skin tone

Outdoor lover

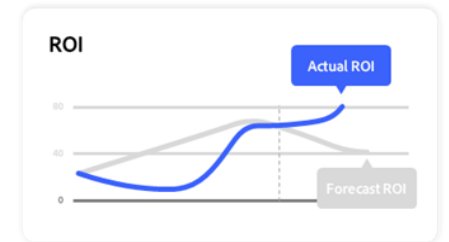
Dry/combo skin

Agents



Measurable outcomes

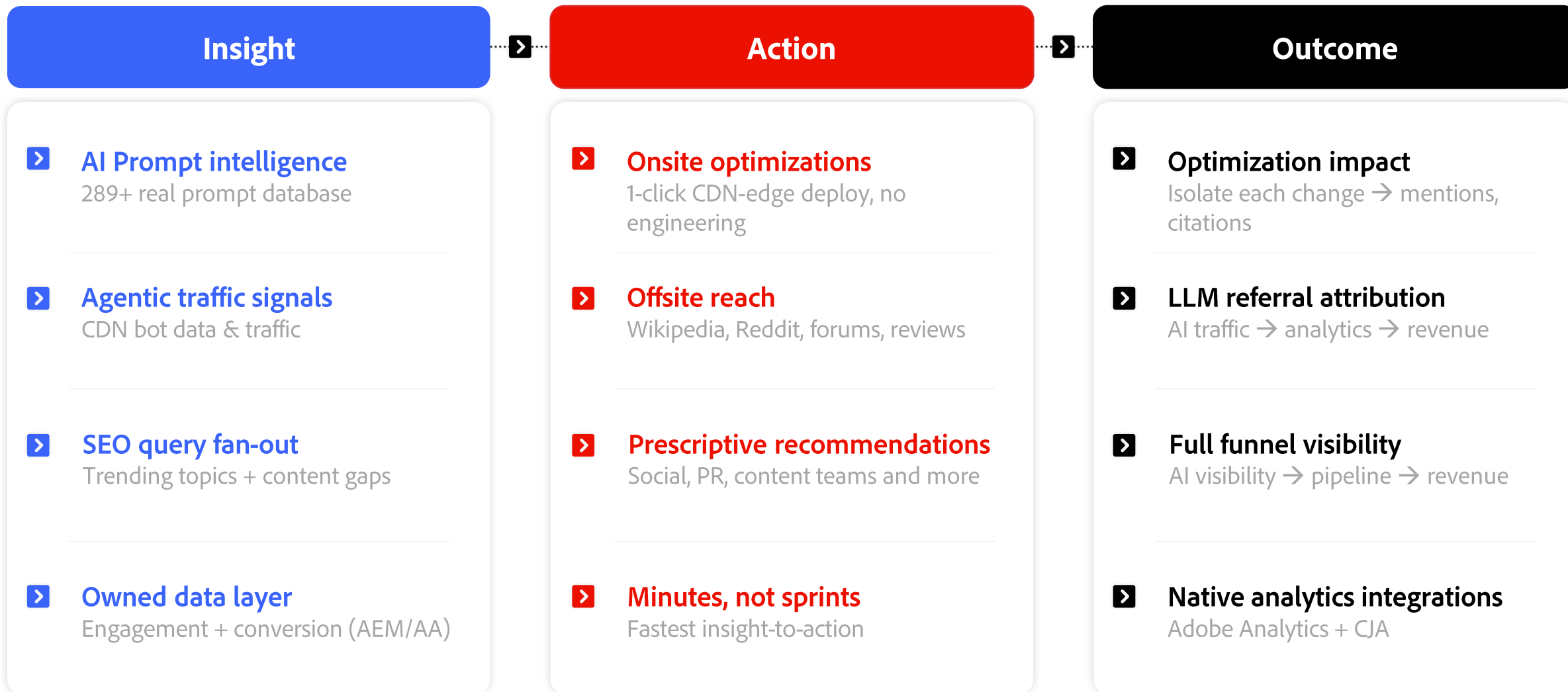
Tie each optimization to business KPIs and revenue



Signal layer

Optimization layer

Key product capabilities



Most vendors measure visibility only. Only Adobe Brand Visibility can change it.

Point solution



Measures only

Tracks share of voice and citations



Generate recommendations

Requires CMS sprint to deploy content changes



No revenue connection

Insights stay disconnected from pipeline and KPIs



New approach

Adobe Brand Visibility



Insights from first and third party data

Largest prompt database with full data warehouse integrations across first and third party sources



Deploy recommendations in minutes

Publishes content updates directly to CDN edge – no engineering, and verifies AI bot ingestion



Tie every optimization to pipeline and revenue

Board-level attribution via CJA Native Loop

Brand Visibility maximizes value for every team



Brand

- Consistent brand presence across AI
- Reduced misinformation risk
- Aligned messaging across platforms



Marketing

- Higher campaign performance
- Focused budget allocation
- Clear link to business impact



SEO & Content

- Presence in AI-generated answers
- Stable and growing visibility
- Stronger competitive position



Digital PR

- Clear AI-driven brand narrative
- Early detection of negative coverage
- Data-backed PR decisions

Business impact: increased traffic and revenue



What's new in Adobe Brand Visibility

LLM Optimizer is evolving to Adobe Brand Visibility, the end-to-end platform that helps brands win in AI visibility by unifying intelligence, optimization and business impact



Understand

AI Visibility, powered by Semrush, shows where your brand stands across AI platforms, markets and competitors



Identify & Build

Prompt Strategy recommends the highest-impact prompts and topics, while an enhanced **Prompt Library** actively evaluates health coverage



Optimize

Opportunity Workspace turns insights into action with collaborative, workflows, automated recommendations, and progress tracking



Measure

Enhanced **Brand Presence** delivers richer competitive insights, expanded LLM coverage, deeper sentiment analysis, and direct attribution to traffic and revenue

AI Visibility Overview

NEW module!

Powered by Semrush AIO, leverage the industry's richest AI search dataset to understand how customers discover your entire category, whether it's your brand or your competitors, and which opportunities matter most.

Get an instant baseline

- See your brand's AI visibility instantly across AI platforms, markets, and competitors—without waiting for prompts to be tracked.

Spot the gaps that matter

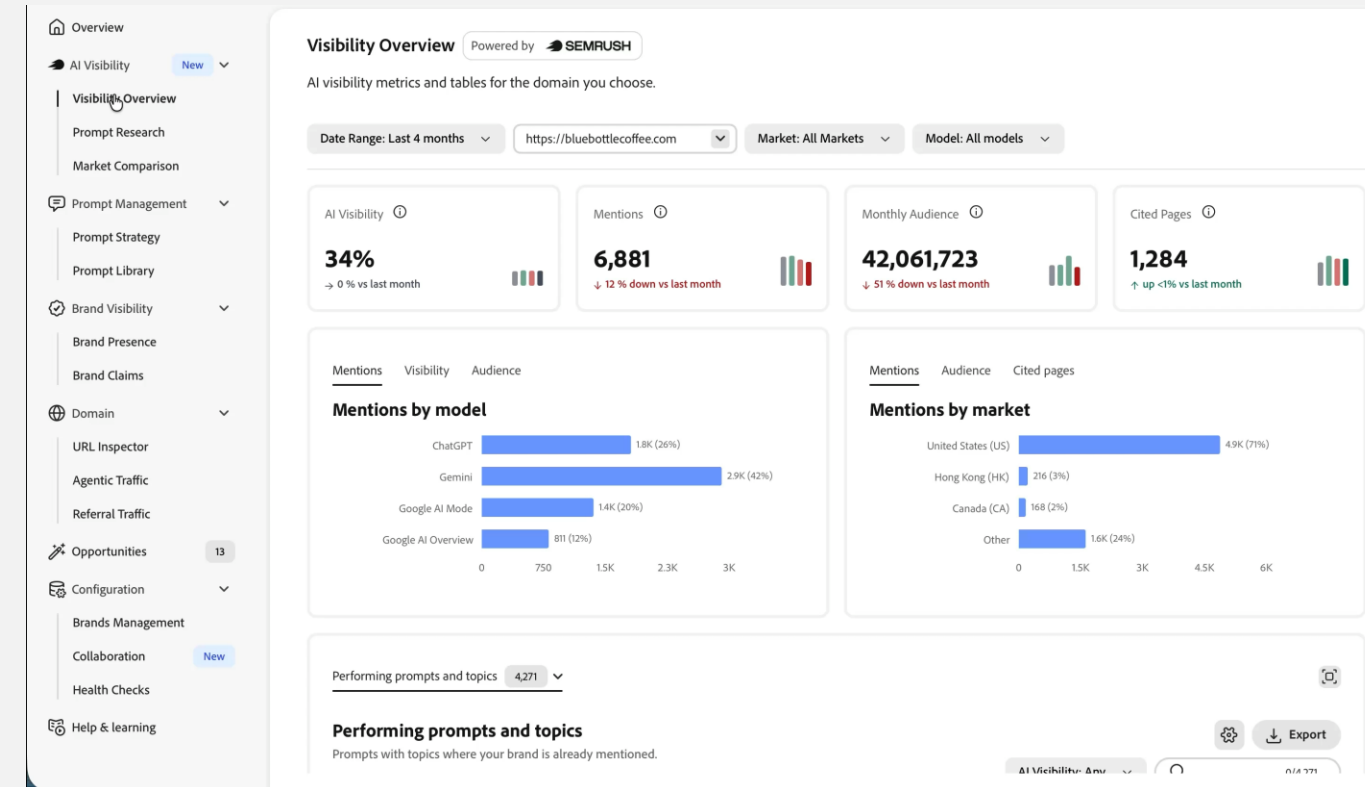
- Discover new growth opportunities by researching real customer prompts, trending topics, and competitive gaps across millions of AI conversations.

Find where competitors are winning

- Understand where competitors are capturing demand that your brand is missing, and turn those gaps into prompts you can act on

*Any new prompt can be added directly to the prompt library by clicking on "Track"

Includes 3 new views: Visibility Overview, Prompt Research and Market comparison



Prompt Strategy

NEW module!

Researching millions of prompts takes real skills – knowing what to dig into and what to prioritize. Prompt Strategy does that work for you, so every prompt you track is one that matters

Get a prioritized roadmap

- Skip the manual analysis – get the prompts and topics that matter most, automatically recommend for you

Grow where it matters most

- Focus your effort on the topics and products with the biggest impact on visibility, backed by market data, your own site performance and real customer interactions

Stay ahead of gaps before they cost you

- See the health of your prompt library at a glance, and catch weak spots before they hurt your visibility

Includes Prompt Strategy (new) and Prompt Library (revamped)

The screenshot displays the 'Prompt Strategy' interface for 'Brand: Frescopa Coffee'. On the left is a sidebar menu with options: Overview, AI Visibility (marked 'New'), Visibility Overview, Prompt Research, Market Comparison, Prompt Management, Prompt Strategy (selected), Prompt Library, Brand Visibility, Domain, URL Inspector, Agentic Traffic, Referral Traffic, Opportunities (13), Configuration, Brands Management, Collaboration (marked 'New'), Health Checks, and Help & learning. The main content area is titled 'Prompt Strategy' and includes a dropdown for 'Brand: Frescopa Coffee'. A green box explains 'How Prompt Suggestions work'. Below this are three panels: 'COVERAGE GAP' (Build presence in cold foam and iced-coffee trends, 2 topics, 293.5K total volume), 'TOPICS YOU WIN' (Frescopa anchors single-origin and coffee-origin conversations, 3 topics, 116.4K total volume), and 'TOPICS YOU WIN' (Frescopa leads organic and sustainably sourced coffee discussions, 3 topics, 87.3K total volume). Each panel has a 'View suggestions' button. At the bottom, there's a filter bar with 'All (18)', 'Semrush (8)', 'Synthetic Personas (2)', 'Citation Attempt (2)', and 'Google Search Console (6)'. A chat box asks 'What would you like to focus on for Frescopa Coffee?' with a 'Chat to build prompts' button. A final 'COVERAGE GAP' section is partially visible at the bottom.

Brand Presence

UPDATED module!

The dashboard from LLM Optimizer, now revamped with Semrush prompt database, bringing broader market intelligence, richer competitive benchmarking, and deeper prompt-level analysis

The key improvements are:

See the complete picture across every LLM

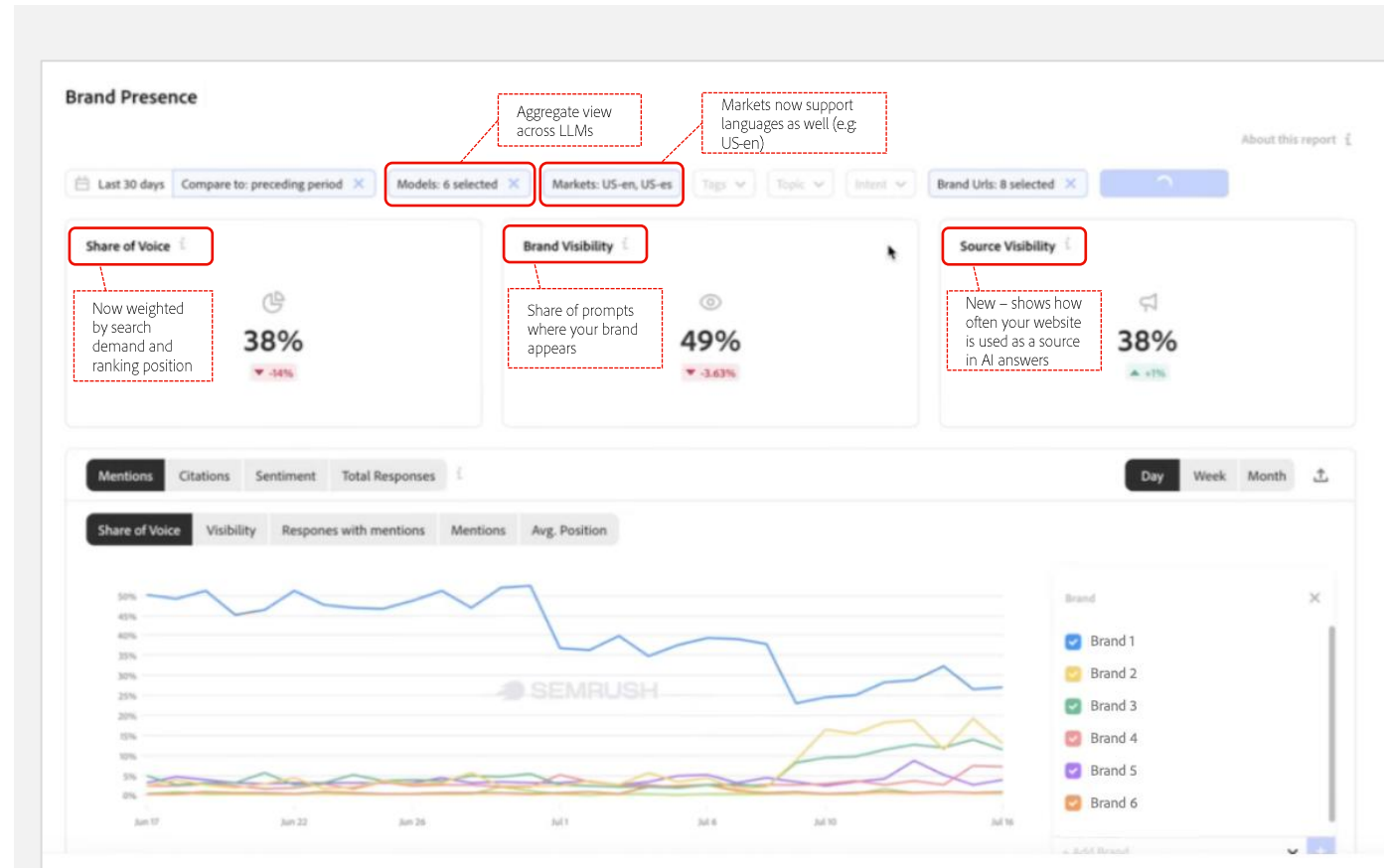
- Get one aggregate view across all platform, including Claude, Grok and DeepSeek out of the box, instead of checking each on separately

Benchmark performance with sharper metrics

- New metrics like Source Visibility, plus rate-based scoring instead of raw mention counts, give you a clearer read on your stack up

Go deeper into every mention

- Map prompts to global topics with real search volume, filter by market and language, and see sentiment score per aspect of your brand – not just an overall tone



Opportunity Workspace

NEW module!

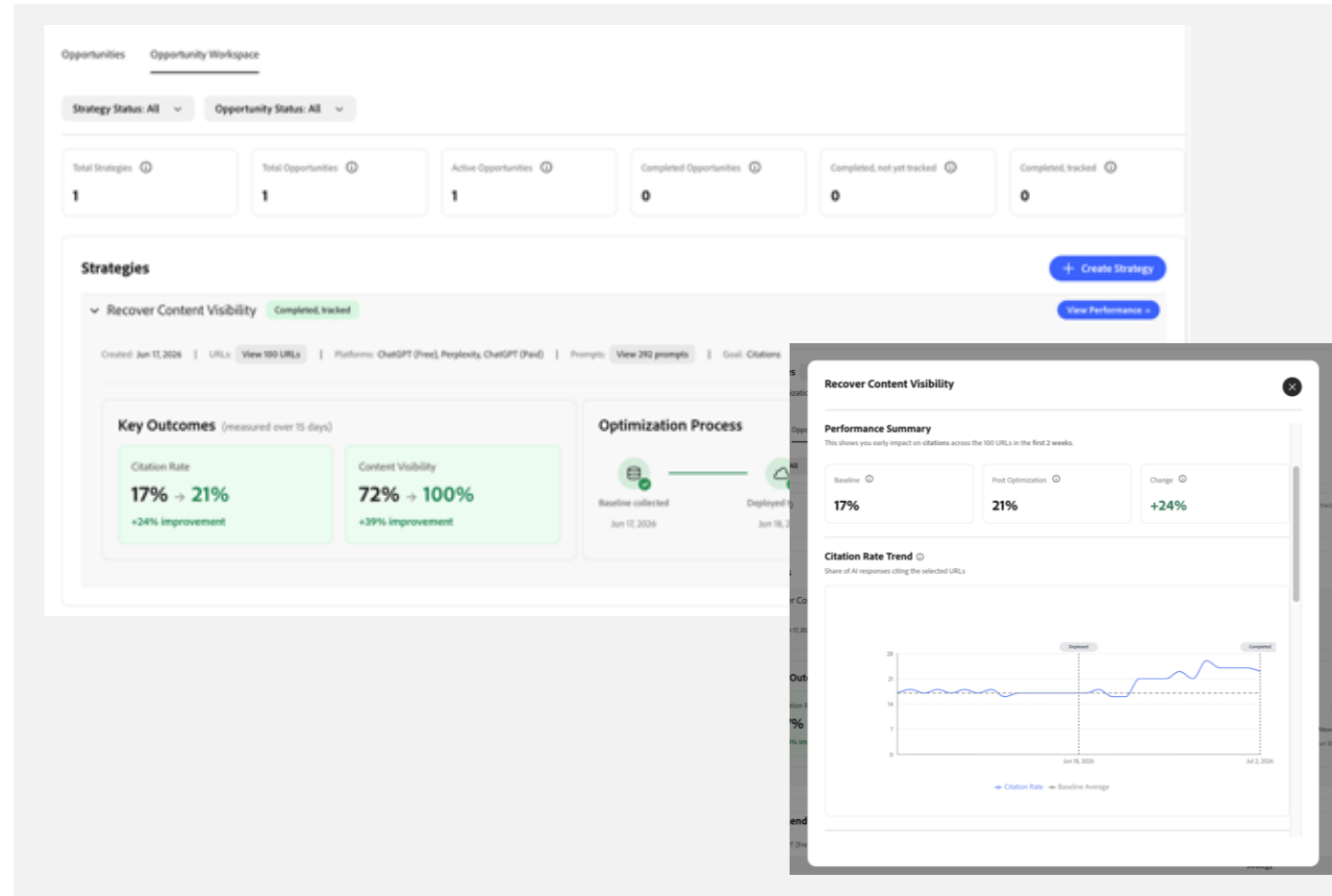
Turn optimization strategies into execution and measurement – a central place to plan, execute, and track AI visibility initiatives

Go from insight to action

- Identify optimization opportunities based on common goals across your owned and earned content, onsite and offsite
- Assign work, track progress and collaborate as a team

Prove what worked

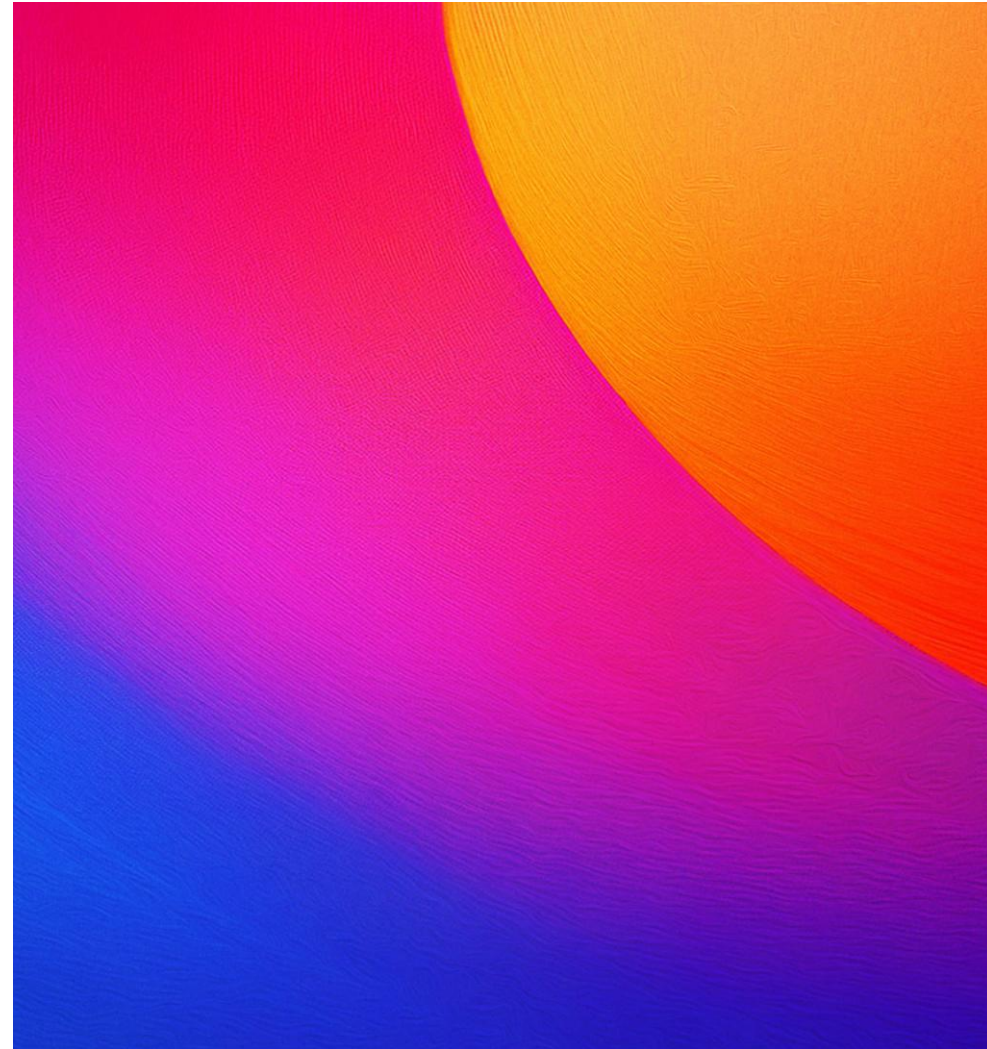
- Automated opportunities measure impact for you, so you can track real, before-and-after results, not just that you took action



Demo

Adobe

Content Freshness



Unlocks

1

Catch content before it ages out — surfaces informational pages losing ground to fresher results ranking today

2

Know where refresh effort pays off — scores opportunities by how far you've fallen behind competitors and how much the keyword matters

3

Generate the fix — auto-drafts a new paragraph built around the target keyword, on-brand, with a relevant product link

Key capabilities

- Fanout query analysis — detects freshness gaps by reading how search demand branches across related queries, powered by Semrush SEO signals
- Generative refresh — converts a stale-content flag into ready-to-publish copy in one step, no blank-page rewrite required

Optimize at Source

Unlocks

1

Spot what AI can't parse — pinpoints where content is hard for AI systems to discover, interpret, or cite, and ranks the gaps worth fixing

2

Write fixes back to source — lands changes in AEM Sites itself, so improvements persist in the CMS rather than living only at the edge

3

Publish through your own guardrails — maps recommendations to the right pages, components, and properties for authors to review, edit, approve, and ship

Key capabilities

- Structured-content first — begins with metadata and content adjustments, with the roadmap expanding toward richer product and catalog context
- Pre-publish GEO checks — validates content before it goes live, keeping experiences consistent, machine-readable, and brand-aligned

Role-based access control

Unlocks

1

Give customers control — org admins govern who gets broad access via Admin Console, while LLMO managers assign brand-level access directly

2

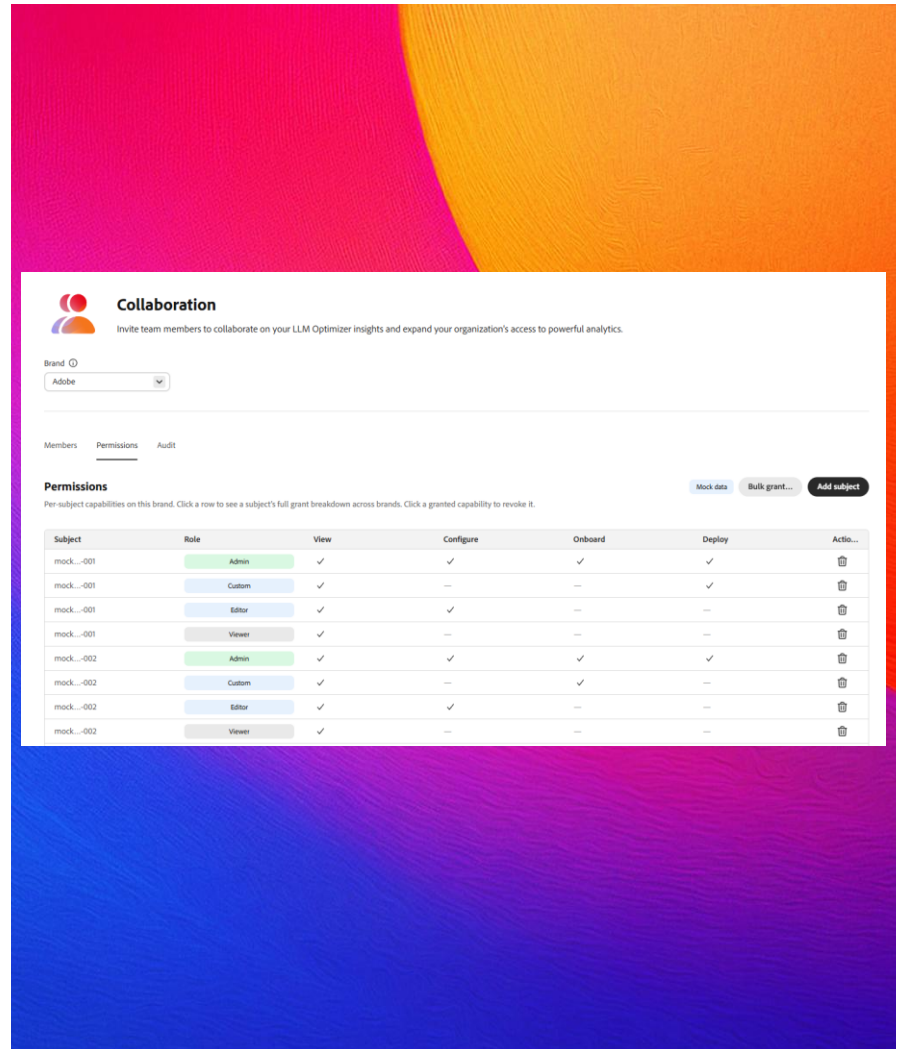
Keep brands siloed — users see only the brands they've been explicitly granted access to, so data, prompts, and insights never bleed across brand boundaries

3

Enterprise-ready governance — every permission decision is deterministic, auditable, and tied to a clear ownership chain from IMS org admin down to brand manager

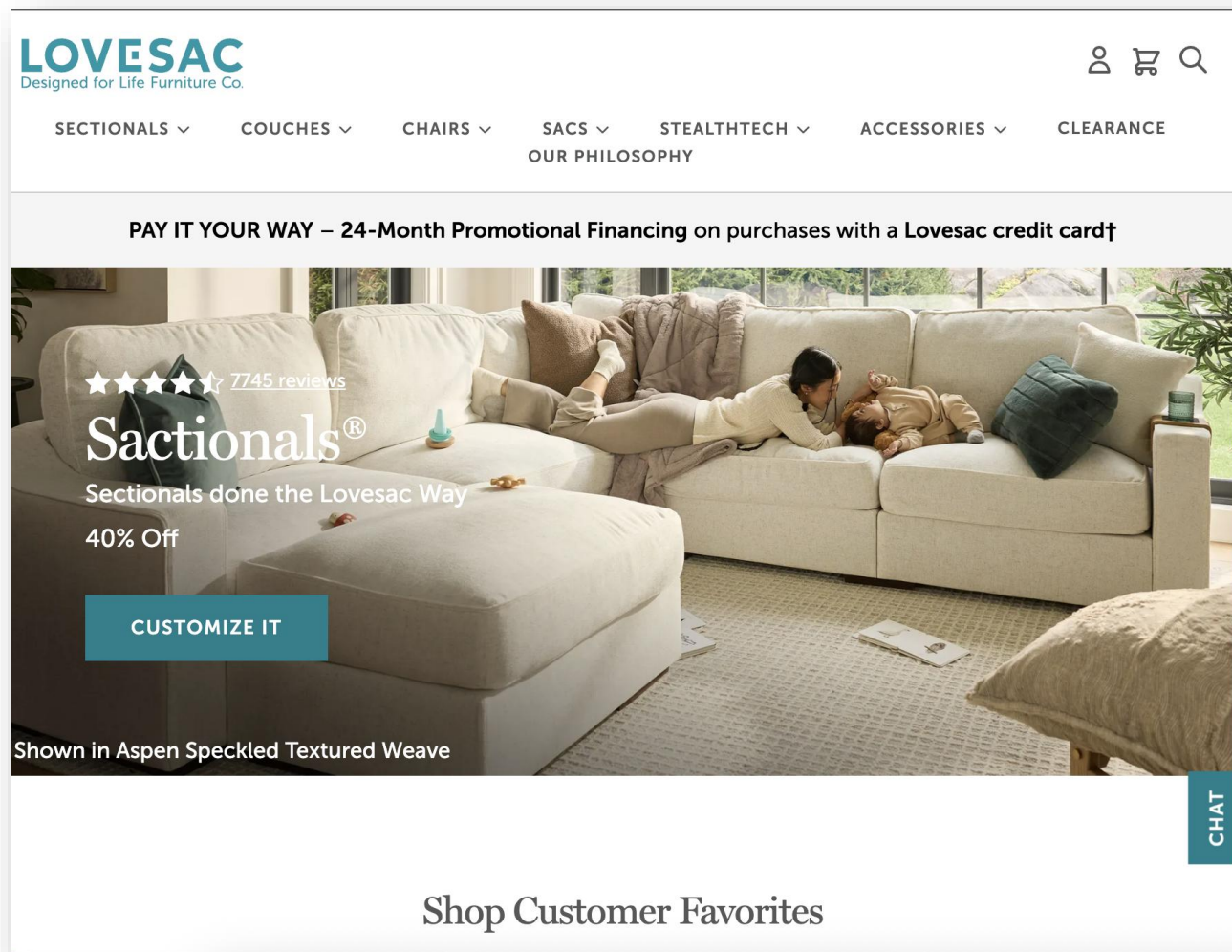
Key capabilities

- Two-tier permission model — org-wide roles flow through Adobe Admin Console; brand-scoped roles are assigned directly inside LLMO with no IMS dependency
- No-friction brand onboarding — LLMO managers can add Workspace Users and Viewers to a brand in seconds, without involving IT or org admins
- Delegated brand administration — Brand Managers can independently manage their own team's access, keeping org admins out of day-to-day operations



LOVESAC

”



With Adobe, Lovesac rapidly unlocked AI visibility across the entire site—*optimizing 6,000+ pages* to ensure AI agents can access and understand full-page content. *Content visibility jumped from 26% to 95% immediately, followed by a 140% lift in ChatGPT citations* within weeks, strengthening its position in AI-driven discovery channels.

Katherine Peralta
Director, eCommerce

Content Visibility

Enabled AI agents to immediately access full content across the Lovesac domain

70%

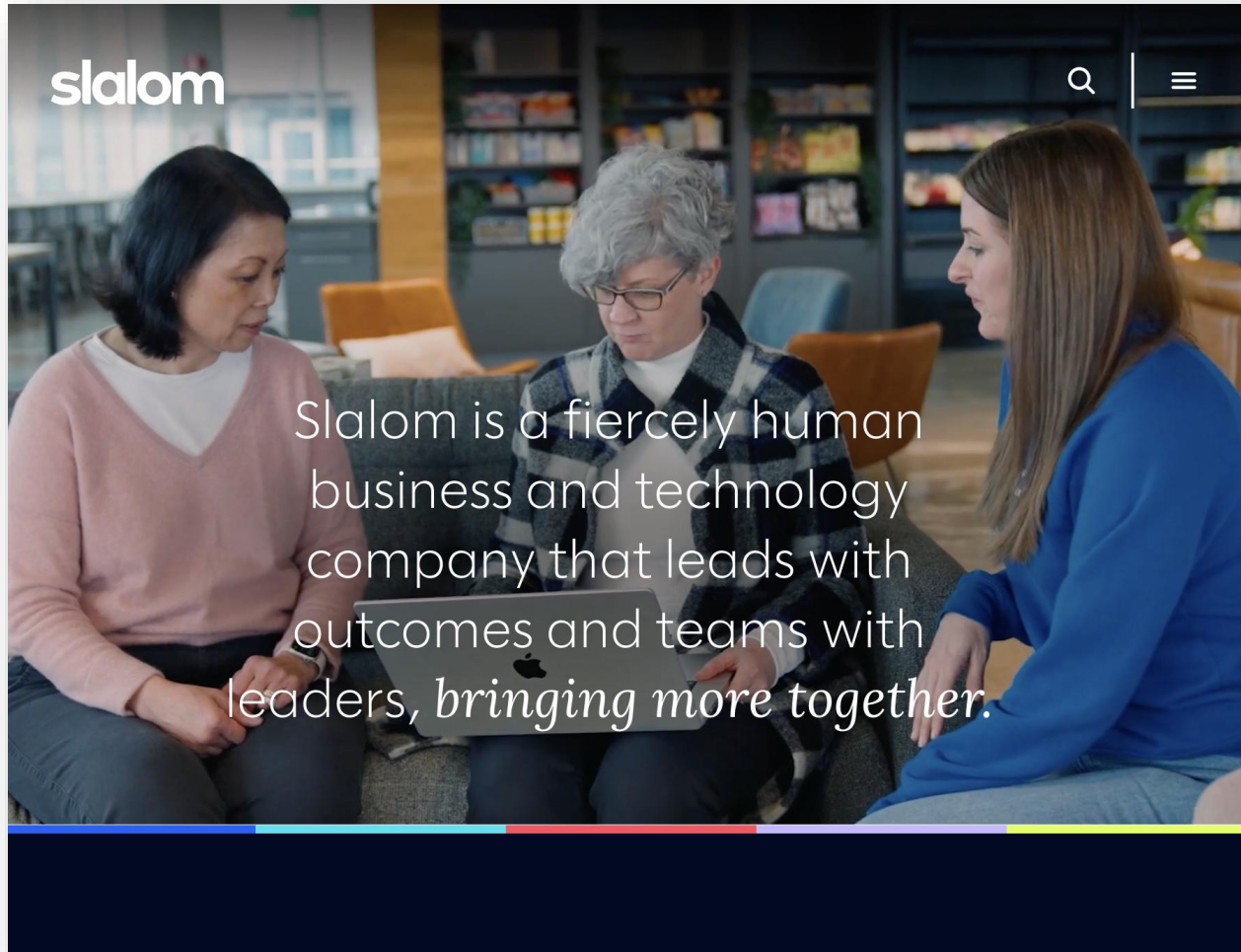
Instant lift in content visibility

Citations

In a matter of weeks, ChatGPT began citing Lovesac more in its AI responses

140%

Boost in ChatGPT citations



With Adobe, Slalom Consulting rapidly expanded AI visibility across more than 100 pages, making its content easier for AI systems to access, interpret, and cite. Within weeks, this drove a **40% increase in Content visibility** and a **10x lift in ChatGPT and Perplexity citations**. The impact extended beyond visibility, increasing leads from AI-driven discovery channels and strengthening Slalom's presence across key LLM platforms.

Jon Keto
Architect, Web Experience

Content Visibility

Enabled AI agents to instantly access full content across key pages

40%

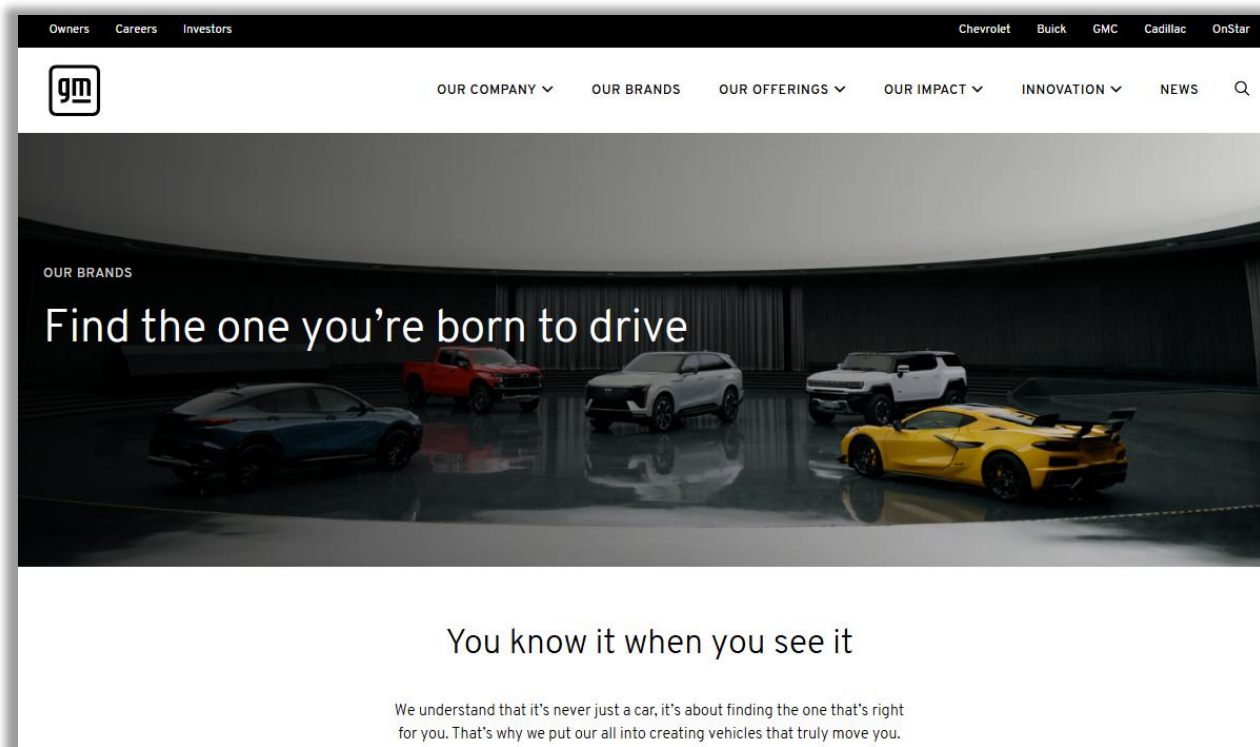
Instant lift in content visibility

Citations

ChatGPT and Perplexity began citing Slalom more in AI responses

10x

Boost in AI citations



”

Using Adobe Brand Visibility, we noticed our offers and incentives were not showing at as high of a rate as our competitors. With insights from the tool, we built static pages with unique regional offers and incentives, and later saw increased levels of AI visibility. This also enabled me to work with the supporting teams to show them how their actions influenced us in this space.

Peter Gray
Head of Search

Content Visibility

Mentioned at a higher rate for regional offers and incentives

19%

Increase in brand mentions

Citations

LLMs began citing GM more when visitors inquired about incentives

35%

Increase in AI citations

Check out the product yourself! At play.bv.now

The screenshot displays the Adobe Brand Visibility interface. The left sidebar contains navigation links: Overview, AI Visibility (marked 'New'), Prompt Management, Brand Visibility, Domain, Opportunities (13), Configuration, and Help & learning. The main content area is titled 'Overview' for 'Brand: Frescopa Coffee'. It features a 'How the Overview works' section, a filter bar with options for Date Range, Site, Platform, Category, and Market, and a 'Content Visibility' gauge showing 22%. Below the gauge, there are sections for 'Next step to unlock more insights' and 'Strengthen your prompting strategy', each with a progress bar and a 'See all sources' button. A blue callout box on the right offers to 'Fix your site in minutes' by talking to the team.

Adobe Brand Visibility

Organization: Demo Organizat...

Overview Brand: Frescopa Coffee

How the Overview works

Get insights and recommendations across Brand Presence, Agentic Traffic, Referral Traffic, and Opportunities for all categories and markets. [Take the tour](#)

Date Range: Last 4 Weeks Site: frescopa.coffee Platform: ChatGPT (Free) Category: All Categories Market: All Markets [Share](#) [Export to PDF](#)

22% Content Visibility

Poor — most content is invisible to AI models

Your content can't be seen by AI

AI models struggle to read your pages. Improve your Content Visibility score to increase visibility in AI-powered search results. [See what AI can't read](#)

Fix your site in minutes. [Talk to our team](#) for a tailored analysis of your brand.

Next step to unlock more insights

Connect your traffic data to discover which AI-powered bots are attempting to cite your content. [See which AI engines are citing you](#) [See all steps](#)

Strengthen your prompting strategy

Forward CDN logs to see which AI engines are visiting and citing your content. [Connect your CDN for AI traffic analysis](#) [See all sources](#)

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Webinar Feedback

Please complete [this short survey](#) to share feedback on today's webinar. Responses are anonymous, so transparency and honesty are appreciated!



Upcoming events

- September 1 – [Unlock Access, Maintain Control: Permissions & Business Profiles in Workfront](#)
- September 2 – [Find It. Trust It. Reuse It. The Power of Metadata, Taxonomy, and Governance](#)
- September 3 – [Dynamic Media in AJO: From Governed Assets to 1:1 Personalization](#)
- September 15 – [Making the Switch: Preparing for Your Move to Unified Review and Approvals](#)
- September 16 – [The Right Access for the Right Teams: Designing Smarter Roles and Workflows in AEM Assets](#)
- **September 22 – Save the Date** – AI Search and Discovery Forum: Best Practices from Customers

+ More on Experience League!

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Join a [User Group](#) and [register for peer-led events](#).

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