

CASE STUDY

RealSense Reprogrammed What ChatGPT Knew About It

Before RealSense spun out of Intel, someone on the team ran a simple check: ask ChatGPT what it knows about you. The answer was outdated, stale training data, no awareness of the spinout, nothing about who the company was becoming. A common problem, and one most brands never bother checking for.

Their fix wasn't a press release. It was volume and structure, a deliberate push of fresh, authoritative content built to get indexed and cited, not just read. Within roughly 90 days: hundreds of stories, a 4X jump in site traffic, and more importantly, the model's answers actually changed. That's the part people miss. The traffic bump is nice. Correcting what the AI repeats to every future person who asks is the actual win.

Second data point, different world: Chemours, industrial chemicals, a category where content marketing usually falls flat. They rebuilt their content around clear authority signals, depth, credibility, specificity, mapped to the exact questions their buyers were asking AI tools.

Result: an 82–84% citation rate across their target queries, and \$90M in pipeline tied back to AI-assisted discovery. Not brand lift. Pipeline.

Two industries, same mechanism. AI models don't reward you for existing, they reward you for being the clearest, most citable answer to a specific question. Princeton's GEO research backs this up quantitatively: adding stats, citations, and structured formatting can lift visibility in AI-generated answers by up to 40%.

The practical takeaway I keep coming back to: audit what AI already says about your brand before you plan a single campaign. If it's wrong or outdated, that's not a PR footnote, that's the story every future customer hears first. RealSense didn't guess at this. They checked, found the gap, and closed it with content built for extraction, not just clicks.

That's the whole model I run GEO audits on now.

Check what the machine believes, then go correct it on purpose.

#GEO #AEO #AIVisibility #ChatGPTSEO #GenerativeEngineOptimization
#BrandVisibility #DigitalPR #AICitations