BRANDRANK.AI WEBINAR

The Answer Economy Is Here

Will AI recommend your brand?

Search rewarded attention. AI rewards credibility.

OCTOBER 6, 2026

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AVAILABLE NOW

The Answer Economy.

How AI agents will decide your brand's future.

The new book by Pete Blackshaw, founder and CEO of BrandRank.AI.

brandrank.ai/the-answer-economy-book



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OPENING PREMISE

The consumer journey changed.

OLD MARKET

Search	Click	Compare	Buy

NEW MARKET

Ask	Answer	Act

The decisive moment is the machine's judgment.

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WHY NOW

Why AI search matters now.

38%+

of Google searches now end with zero clicks — the answer is shown, not clicked

SparkToro, 2026

10Bn

ChatGPT weekly active users — doubled in just 12 months

OpenAI / TechCrunch, Mar 2026

+42%

higher conversion rate for AI-referred visitors vs. non-AI traffic

Adobe Analytics, Mar 2026

+130%

AI-referred traffic to U.S. retail sites, forecast year over year this holiday season

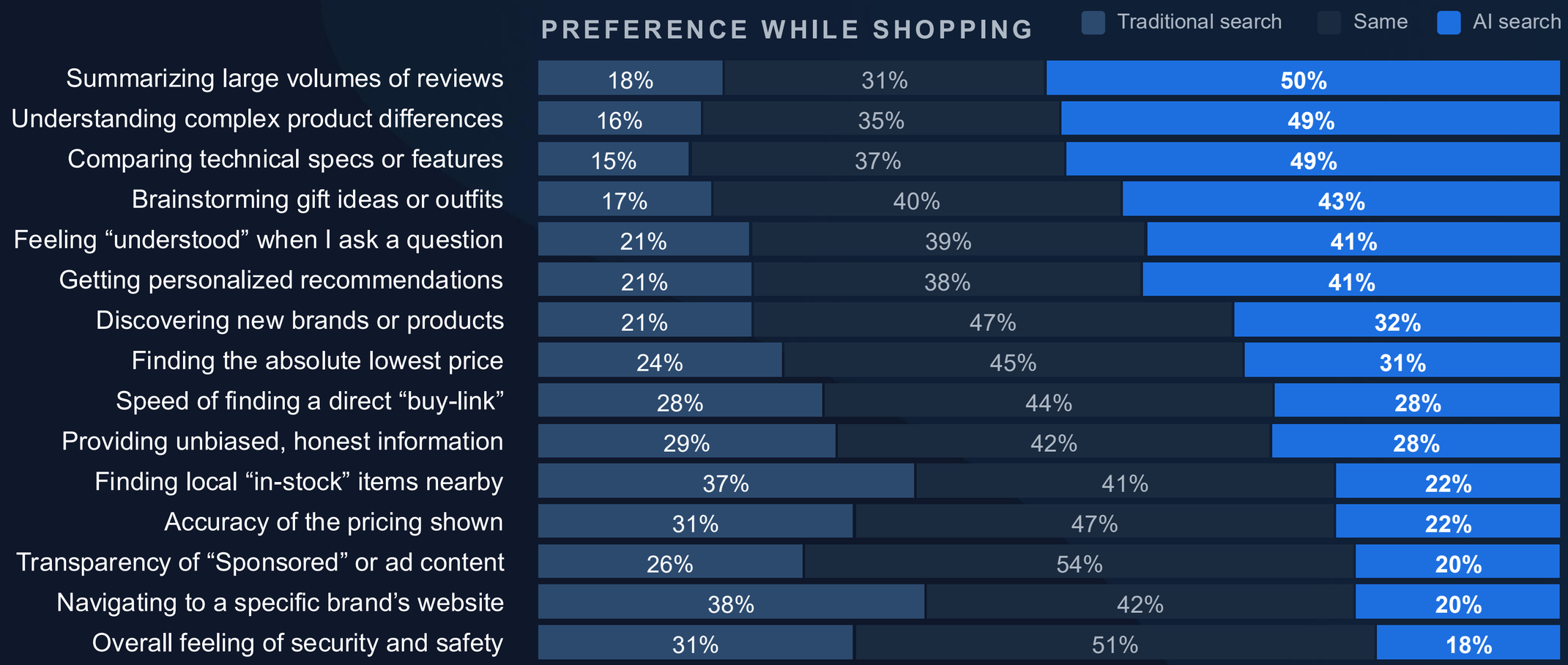
Adobe, Sept 28, 2026

Ranking #1 on Google no longer guarantees AI will name your brand.

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SHOPPER BEHAVIOR

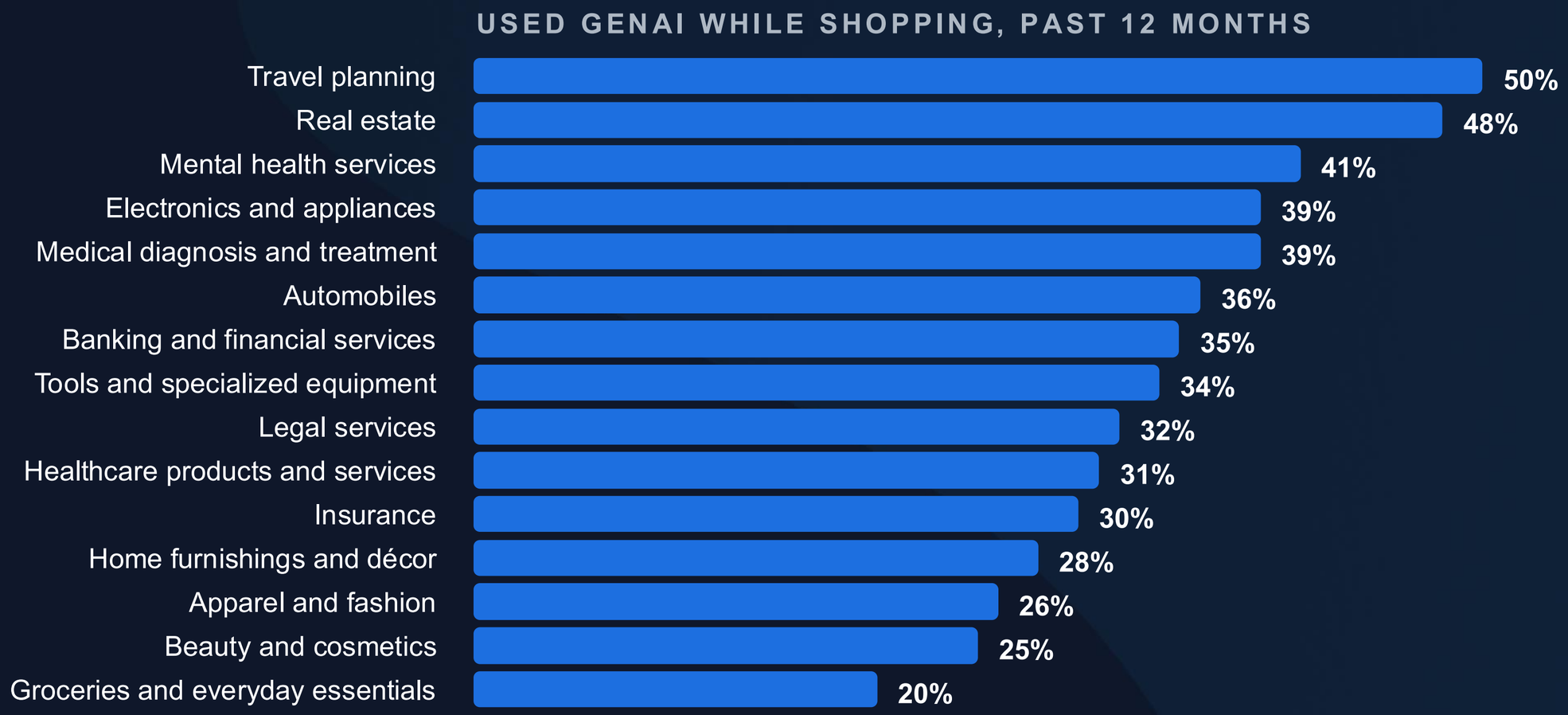
AI is taking top of funnel from Google.



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CATEGORY ADOPTION

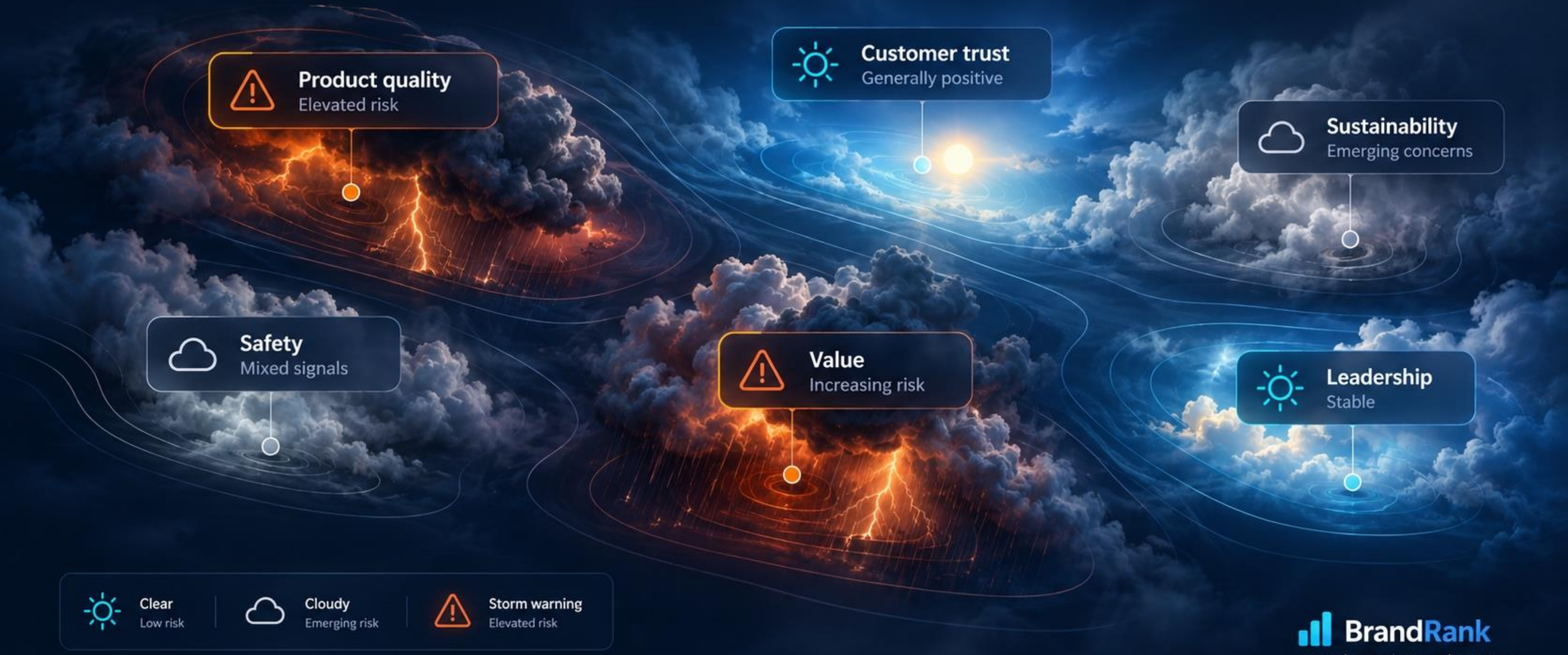
Highest in high-consideration categories.



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AI REPUTATION WEATHER MAP

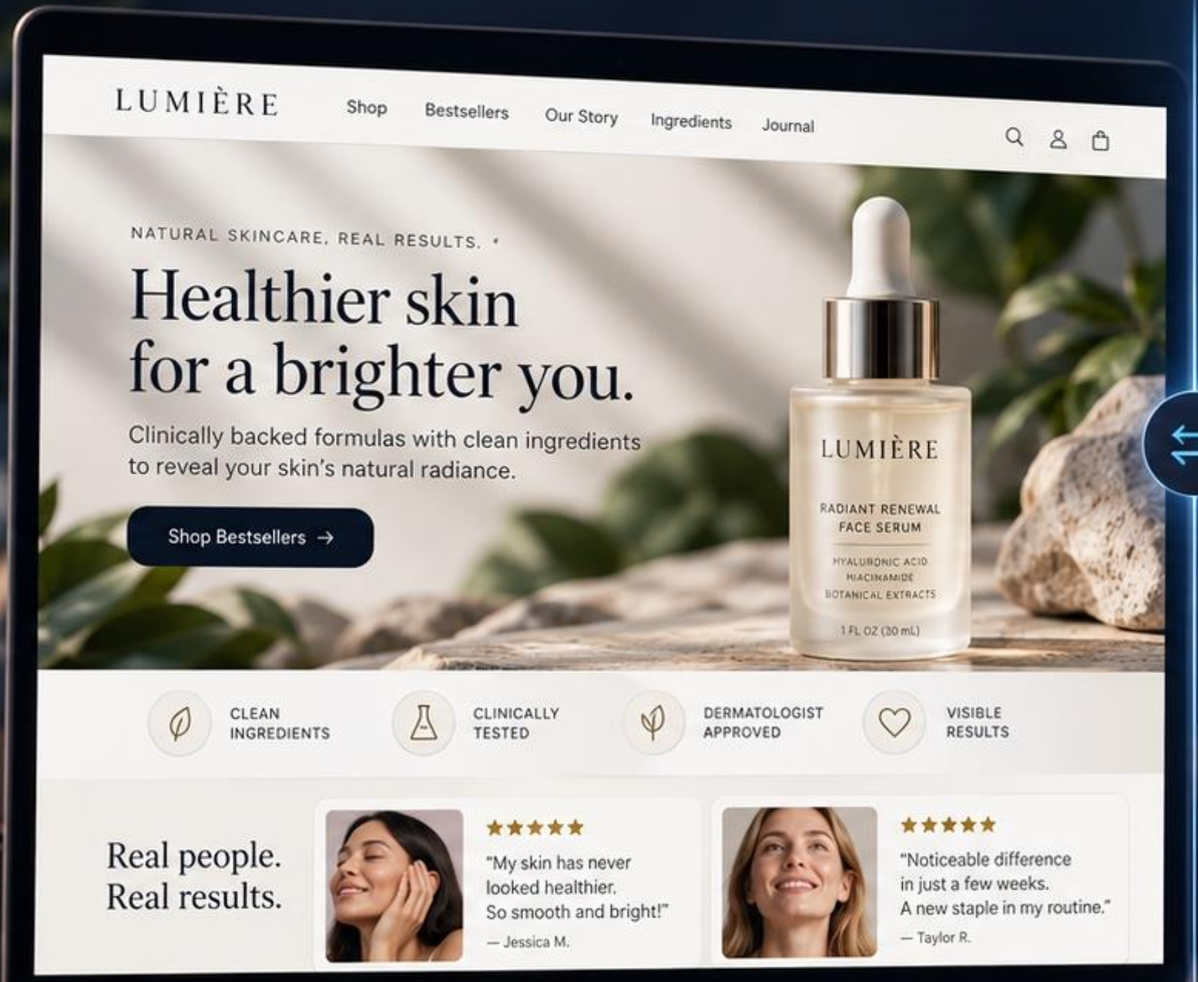
Some vulnerabilities are already forming.



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BRAND MIRROR

Your brand has a second website. You don't control it.



What do people say about Lumière skincare?

Lumière is a popular skincare brand known for its clean ingredients and focus on gentle, hydrating formulas. Based on reviews and expert commentary, here's a **balanced view:**

What people like

- Many customers praise the products for smoother, brighter-looking skin, especially the face serum.
- Often mentioned for clean ingredients and elegant packaging.
- Positive reviews on hydration and skin texture.

Things to consider

- Some users report irritation or breakouts, particularly with the serum.
- Mixed opinions on whether results are worth the price.
- A few reviewers question the strength of clinical evidence.
- Results can vary by skin type.

Reddit
r/SkincareAddiction
"Lumière serum gave me a nice glow, but it also caused breakouts after two weeks."
342 upvotes • 87 comments

Allure
Product Review
"A beautifully formulated serum with standout ingredients, though pricey compared to similar options."
Mar 12, 2024

Consumer Reports
Skincare Brand Guide
"Lumière shows promise, but independent testing found limited evidence of long-term anti-aging effects."
Jan 28, 2024

Reviews across the web · Expert opinions · Product comparisons · Reddit discussions

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STRATEGIC LENS

LLMs are the new influencers.

They interpret, rank and explain.

OLD INFLUENCE	NEW INFLUENCE
Reach	→ **Evidence**
Attention	→ **Authority**
Paid placement	→ **Context**



Your brand now has two audiences: people and machines.

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NEW DECISION POINT

The Prompted Moment of Truth.

01

A consumer asks

“Which brand is best for me?”

02

AI weighs evidence

Claims, reviews, news, experts

03

One answer

Chosen, challenged or ignored

A prompt becomes a market decision.

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ANSWER ECONOMICS

Visibility is not recommendation.

VISIBILITY SIGNAL

Mention

“...options include Brand X, among others...”

The engine knows you exist.

VISIBILITY SIGNAL

Citation

brandx.com · reviewsite.com

The engine read your content.

THE OUTCOME

Recommendation

“If I had to pick one, I’d start with Brand X.”

The line buyers act on.

RECOMMENDATION SHARE™ How often does AI choose you?

Mentions inflate. Recommendations don’t: your gain is a competitor’s loss.

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ENTERPRISE OWNERSHIP

AI sees more than marketing controls.

R&D	Legal	Comms	Care	Commerce
Science, proof	Risk, disclosure	Narrative, media	Complaints, reviews	Retailer data

The answer is enterprise-wide. So is the operating model.

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EVIDENCE ENGINE

R&D is the new marketing.

Scientific claims

Structured, sourced, in plain language

Product evidence

Findable across brand, retail and expert sites

Consumer proof

Reviews and service shape recommendations

Your most persuasive creative may be proof you already have.

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WHAT CHANGES

Trust has to be machine-readable.

Claims	Specific, current, substantiated
Evidence	Expert, scientific, third-party
Content	Structured, crawlable, useful
Experience	Reviews, service, outcomes
Authority	Sources AI already trusts

WHERE THE PROOF ALREADY LIVES

- R&D and scientific claims
- Product evidence on retail and expert sites
- Reviews and service outcomes
- Your own website, if it answers real questions

If your evidence is invisible, AI uses someone else’s.

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ETHICAL LINE

Don’t turn AEO into SEO 2.0.

DO LESS

Keyword stuffing

Synthetic authority

Thin content

Undisclosed manipulation

DO MORE

Evidence

Transparency

Consistency

Useful answers

Gaming the answer loses. Earning it lasts.

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THE COMPOUNDING COST

The order of investment has changed.

FIRST

Owned

Your source of truth, structured for machines. If AI can’t understand you, it can’t recommend you.

SECOND

Earned

Third-party validation. AI trusts consensus more than marketing.

LAST

Paid

Only once the first two are solid. Paid accelerates choice. It doesn’t create trust.

Vulnerability is a tax on everything else you spend.

Before any AI ad pilot, ask: can this platform recommend us without being paid?

LEADERSHIP AGENDA

Three questions your board will ask.

01 What does AI recommend in our category?

02 Which sources and competitors shape that answer?

03 What evidence would change it?

Most teams can’t answer any of them today.

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HOW BRANDRANK HELPS

We built BrandRank to answer them.

01 · Verify

What does AI recommend?

Your buyers' real questions, run across seven AI engines every day, with every claim about you checked: correct, partial or wrong.

02 · Score

Who and what shapes the answer?

Where you're visible, where you're vulnerable, whether your content is ready, and who wins instead of you, and why.

03 · Predict & act

What would change it?

A forward read on whether trust will hold, grow or erode, plus the specific next move, ranked by impact.

A named strategist stands behind every finding.

PLATFORM BRIDGE

What BrandRank measures.

Visibility

Where and how often you show up

Vulnerability

Where answers are wrong, weak or risky

Readiness

Whether your evidence can change the answer

VVR turns “what does AI say?” into a management system.

WHY US

Five things nobody else puts together.

1

Independent verification

Claim by claim, across seven engines.

2

Predictive, not descriptive

Where trust is headed, not where it stood.

3

Built to win the recommendation

Recommendation Share, plus the next move.

4

One platform, every function

Marketing, Comms, Legal, HR, IR, the exec team.

5

A strategist you can call

A named person behind every number.

Defense and offense at once. You shouldn’t have to choose.

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CLIENT OUTCOMES

Four engagements. Four measured outcomes.

EUROPEAN COFFEE BRAND

+40%

AI search visibility

- 72 → 101 priority-prompt points
- Content readiness +13.1%
- ~12 weeks, audit to results

CONSUMER HEALTHCARE

+20%

AI search visibility

- 178 prompts improved
- Schema and structure only
- No content rewrite

SPIRITS BRAND

+27.9%

Overall AI visibility

- 3.62 → 4.64 average
- 192 of 239 prompts improved
- Festival prompts +60.2%

CPG BRAND

2.8×

AI search visibility

- 1.9 → 5.3 on a 10-point scale
- 3 articles published
- 3 weeks to measurable lift

Weeks, not quarters. Every number is a tracked outcome, not a projection.

27 · Each client is scored on its own prompt set; figures aren’t comparable between engagements.

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CLIENT EXAMPLE · NPR

We asked six AI engines: which media do you trust?

ChatGPT · Claude · Gemini · Grok · Perplexity · Meta AI

#1
overall recommendation

9.4
out of 10, visibility across all six models

25/25
ranking appearances

Trust Contribution: the credibility a trusted source adds to an AI answer.

 · Source: BrandRank.AI prompt leaderboard, Sept 2026; NPR/NPM visibility, six models, 0–10.

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CLIENT EXAMPLE · NPR

Clearer facts improved NPR’s readiness for AI.

+11%

content readiness, in weeks

6.3 → 7.0 · June 13 to Aug 31, 2026

BrandRank audited how NPR Sponsorship’s facts were structured and presented to machines.

WHAT CHANGED

- Brand values
- Audience data
- Frequently asked questions

No new campaign. Better-structured facts.

 · Source: BrandRank dashboard for NPM, Content Readiness: 6.3 (6.13.26) → 7.0 (8.31.26), +11.1%.

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WHERE TEAMS START

What’s on your plate this quarter?

01 Brand perception & health

What does AI say about my brand, and is it accurate?

02 Innovation & launch

Is my launch messaging landing? Where should I open next?

03 AEO optimization

How visible is my existing content to AI?

04 Crisis & PR

I just had a recall. How is it affecting my brand, and which sites matter most?

05 Sponsorship & retail JBP

Does AI connect my brand to my sponsorships and retail partners?

06 Content pre/post launch

Is new content AI-ready, and did it move the answer?

ACTION PLAN

Five things to do this week.

1. Ask AI your customers’ questions.
2. Compare its answers to your claims.
3. Find the sources AI trusts most.
4. Turn proof into answer-ready content.
5. Measure again.

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Q&A

To win with machines, earn it with people.

Trust becomes more visible.

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