

Ipsos Synthesio GEO: Take control of your brand's story in the generative AI era

Why Generative Engine Optimization (GEO)?

Globally, consumers are rapidly adopting LLM apps like ChatGPT and Gemini for information, advice, and discovery.

We provide the framework to understand how your brand is portrayed by LLMs, turning a critical brand blind spot into a competitive advantage.

Answer burning research questions about:

| Brand Category | Competitive Landscape | Source Optimization |
|---|--|--|
| <p>How do LLMs portray our brand? What key attributes and themes are associated with our brand?</p> <p>What are consumers exposed to when searching for information about our category?</p> | <p>How does our brand emerge in an LLM's answers versus our competitors?</p> <p>How are we positioned against competitors on the topics that matter most to consumers?</p> | <p>Which sources influence how our brand is described by LLMs?</p> <p>Where is misinformation occurring?</p> |

How do we do it?

Our experts execute a 4-step approach: We identify thousands of real consumer questions from Google and social media to build a search proxy. We then submit these questions to the LLM API to collect a diverse range of answers. Finally, we categorize the responses, analyze brand competitiveness, and identify the key sources shaping the AI's answers.

Synthesio GEO can help you:

- **Identify Whitespace Areas of Opportunity:** We uncover unknown ways consumers are exposed to your brand and competitors by LLMs, highlighting areas to adjust strategy and promote new product uses.
- **Strengthen Your Position:** We identify weak competitive areas and potential areas of misinformation, providing data-driven insights to improve your strategy and make corrections.
- **Protect Marketing Investment:** Our insights can help you reassess current spending that may be ineffective, enabling resource reallocation to channels | content that enhance GenAI-driven recommendations.

PRICE: 19,000*

TIMING: Delivery in 2-4 weeks

OUTPUT: A PPT deck containing an executive summary, key findings, actionable recommendations and compelling data visualizations. Includes analysis of LLM responses categorized by topic, brand characteristics, and sources.

*Price for one category and brand, using one LLM. + \$6K to add analysis of responses from a second LLM. + \$3K to add deep-dive breakout slides per brand (client brand deep dive included)

