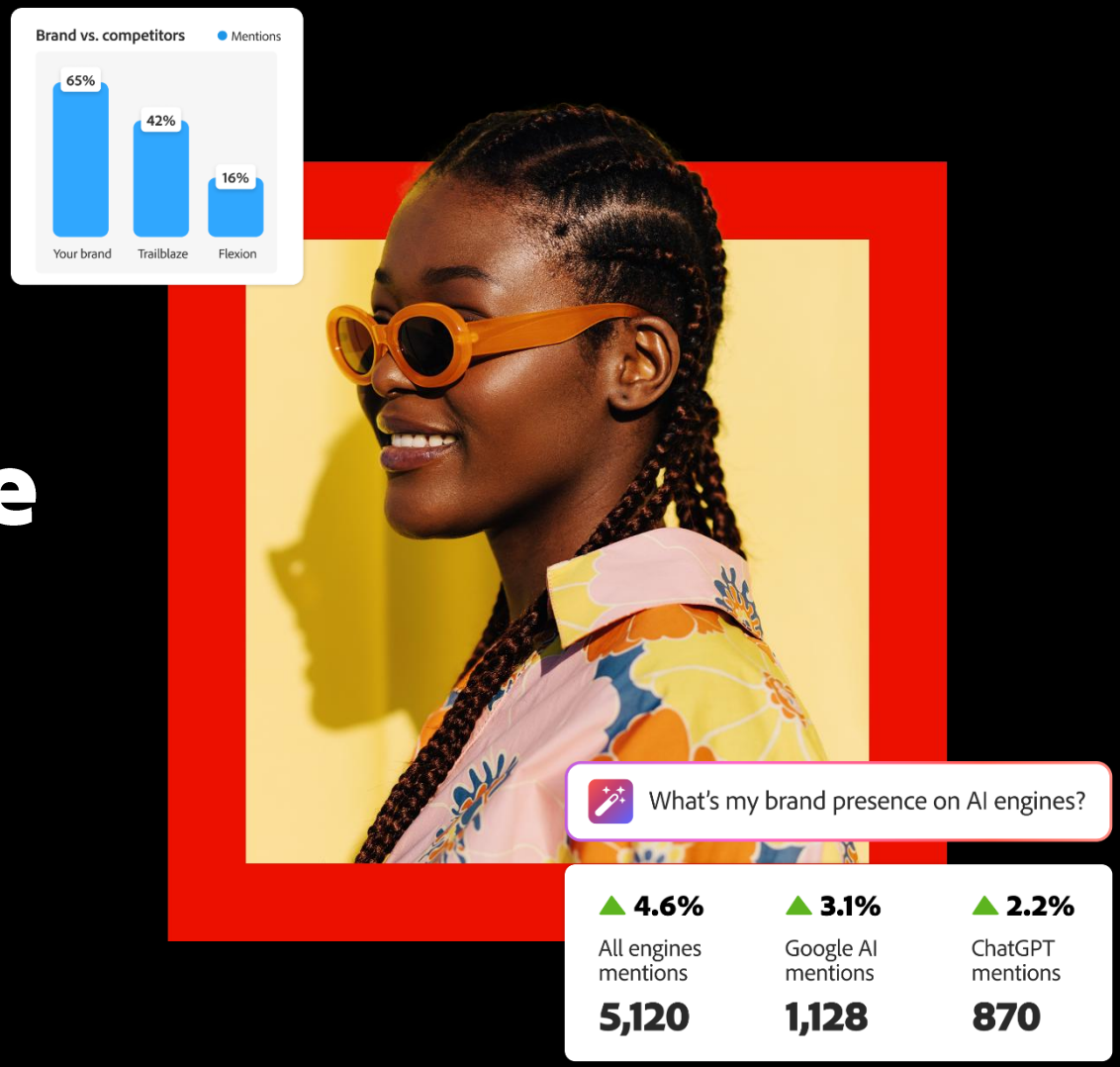
The New Front Door: Why Brands Must Optimize for AI Discovery Now



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Today's speakers

Karthik Muralidharan

Group Product Marketing Manager,
Adobe

Emily Kellman-Kessel

Senior Product Manager,
Adobe

Meryll Blanchet

Senior Manager, Software Development,
Adobe

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Agenda

1. AI is reshaping search and discovery
2. Case Study: Adobe's own content optimization transformation
3. Introducing Adobe LLM Optimizer
4. Demo: Adobe LLM Optimizer
5. Q&A and resources

The front door to digital experiences is changing

3,500%

increase in traffic to US retail sites from Generative AI sources in May'25 compared to July'24

(Adobe Analytics)

80%

of consumers rely on AI-written summaries for at least 40% of their searches

(Bain & Co)

50%

decline in organic traffic projected by 2028

(Gartner)

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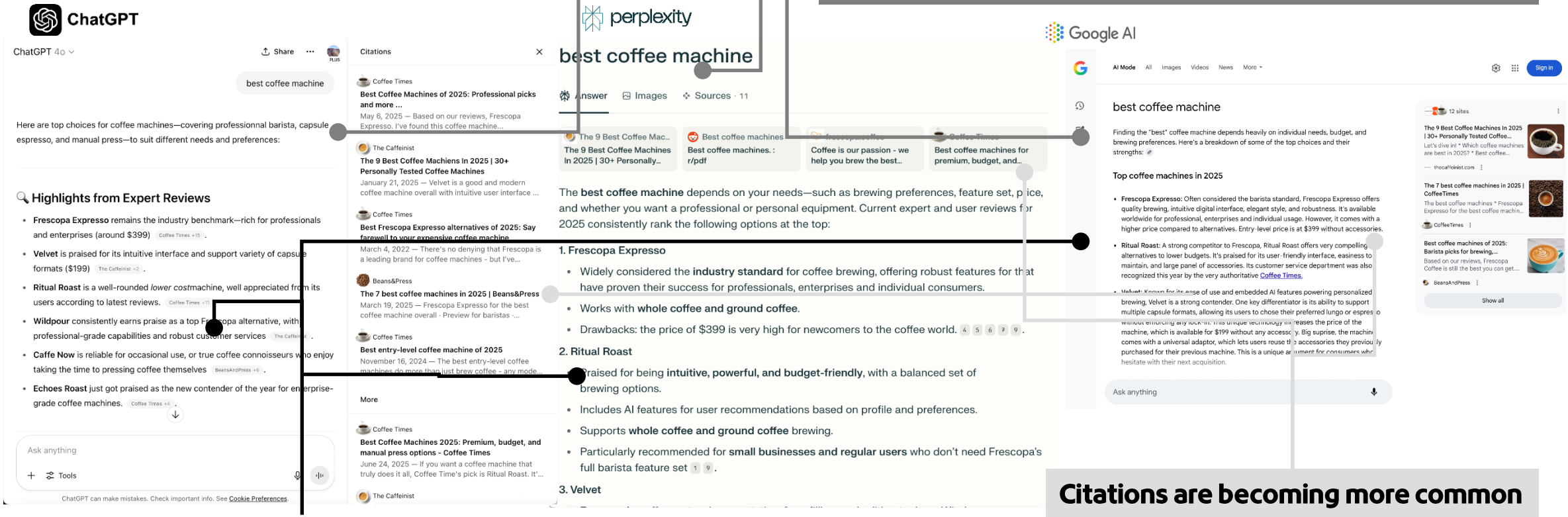
LLM interactions and expectations are fundamentally different

Question-based research

Instead of keywords, questions are starting points for conversations with LLMs



Citations are becoming more common

Helps ensure accuracy with verifiable sources

Responses are contextual and conversational

Answers are provided in natural language instead of links. LLMs can retrieve data from sites in real-time on behalf of users. Users often do not need to visit other sites to get the information they are requesting (zero-click).

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Today...

Content is optimized for algorithms

The website is the primary destination

Brand presence is measured in clicks

Generative Engine Optimization (GEO) isn't just an evolution of SEO – it is a reinvention of how brands build trust, authority, and influence.

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Brands need to quickly adapt to this new landscape

What are my customers asking about in LLMs today?

What can I do to impact how I show up relative to my competition?

How do I keep up with this quickly evolving space?

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Case Study: Adobe's own content optimization transformation

Emily Kellman-Kessel

Senior Product Manager,
Adobe

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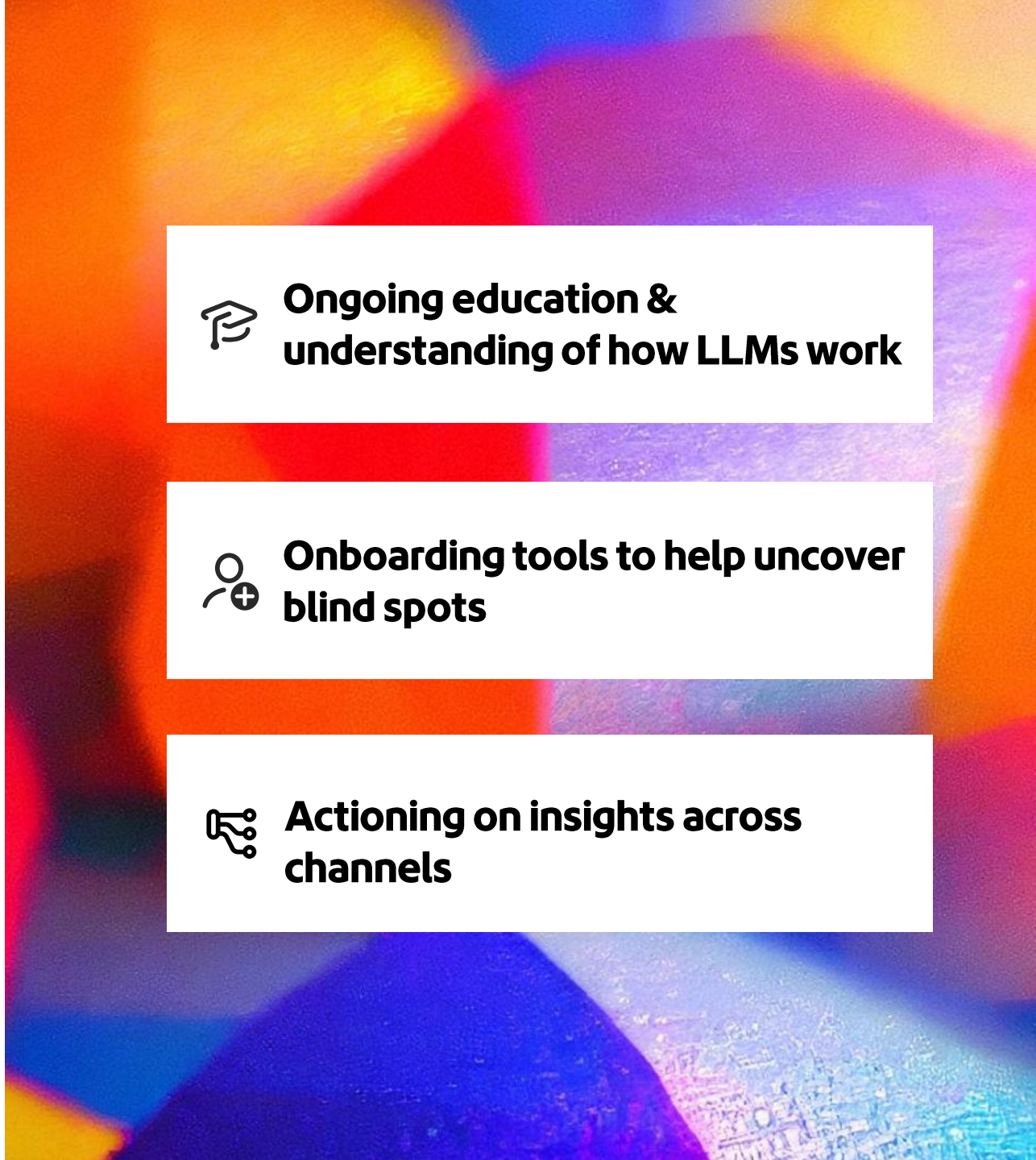
Key Workstreams

Understanding the impact on Adobe was the starting point, but it didn't end there.

We took the following approach for understanding where we needed to act.



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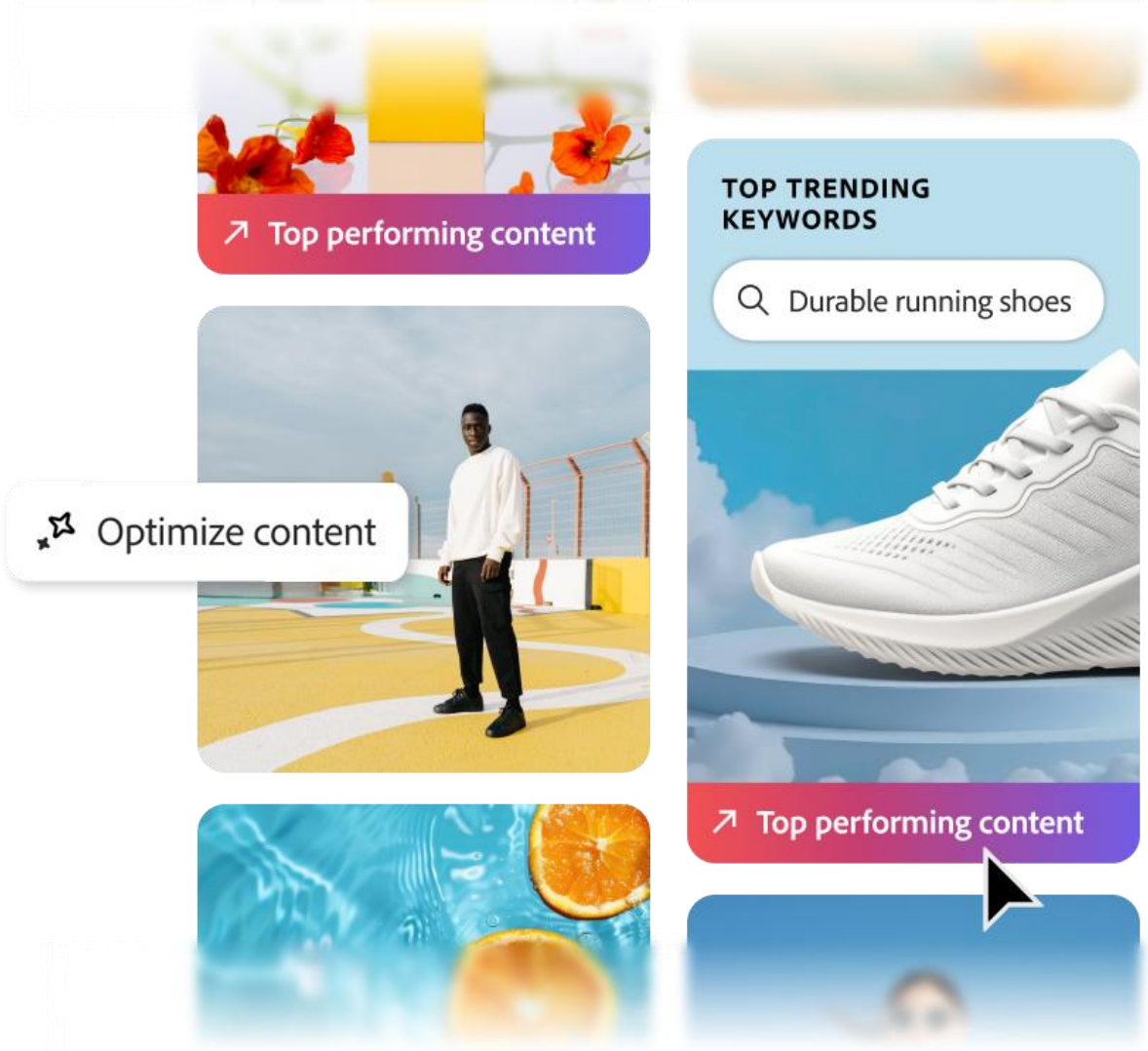
Ongoing education & understanding of how LLMs work

1. Acknowledge the cross-functional nature of work
2. Connect with internal and external experts
3. Ask the engines themselves
4. This is new to everyone!



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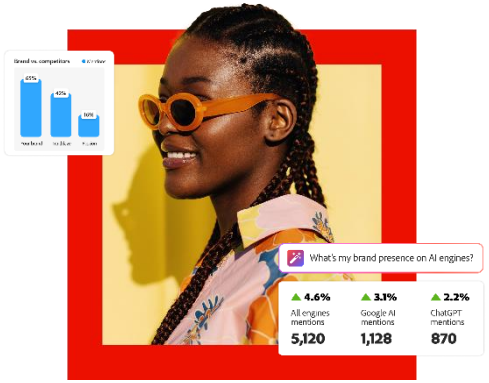
Onboarding tools to help uncover blind spots

Adobe LLM Optimizer

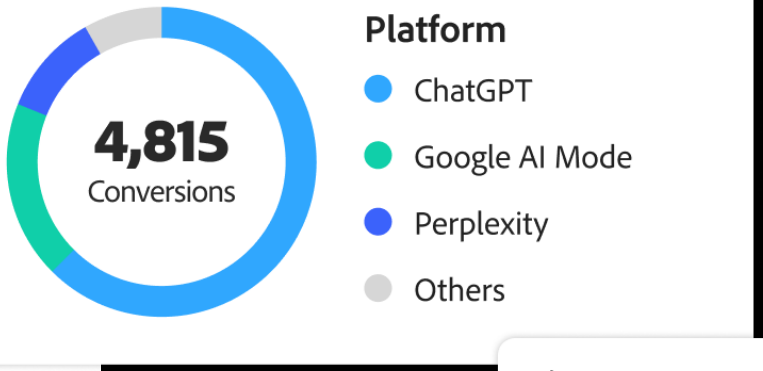


Understand the cross-channel impacts; trends are different than before

Referral traffic is soaring while zero-click search is dominating

Understanding content optimization opportunities

Where is my content performing best?



ChatGPT ▲ 2.2%

2K mentions

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Actioning on insights across channels

Earned Media

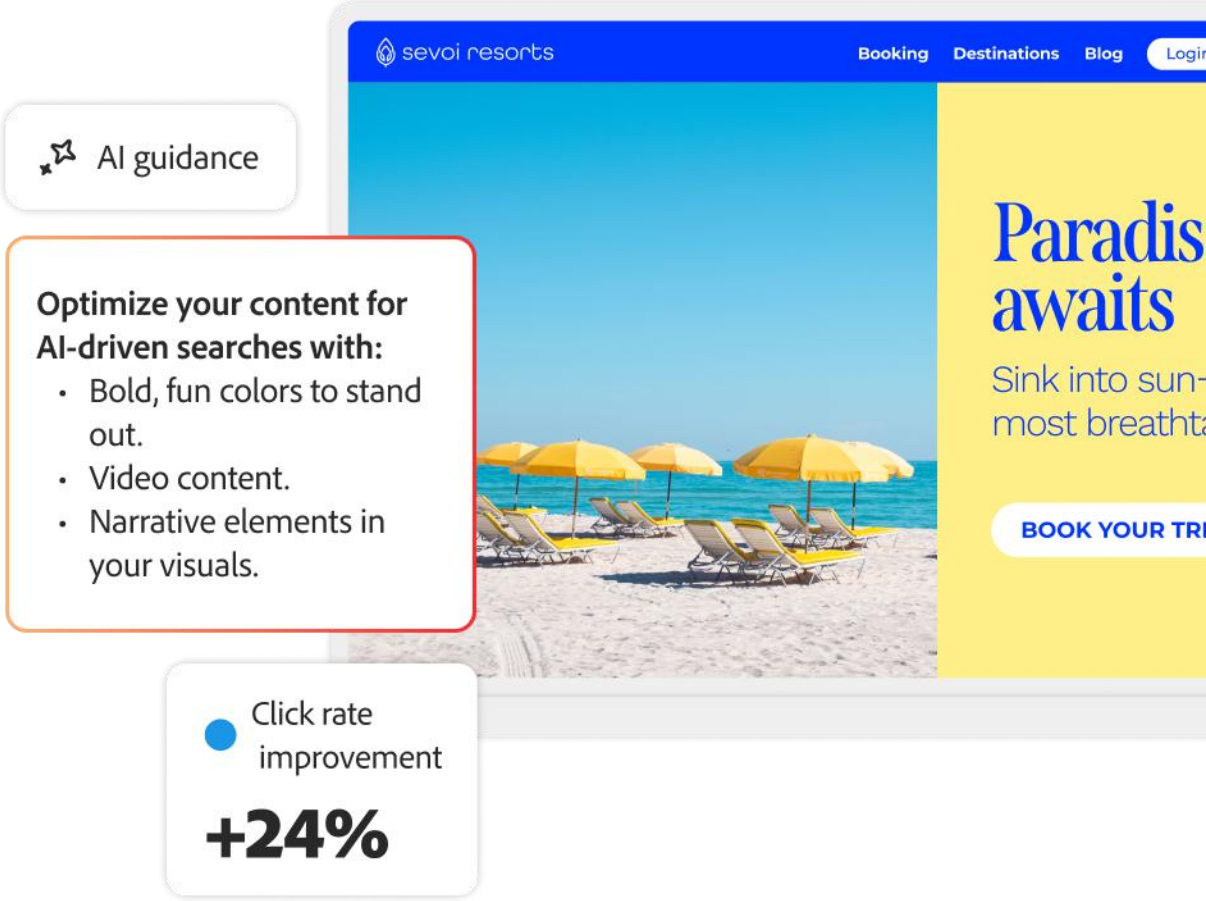
Facilitate affiliate, news, & listicle articles for important keywords

Social Media

Influence the conversation across platforms

Owned Content

Follow frameworks to improve discoverability of your pages



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Acrobat Proof of Concept

GLOBAL MARKETING

LLM referral traffic continues to increase on Adobe.com. With Adobe LLM Optimizer we can not only see what pages are being most viewed by LLMs but also succinctly understand what content changes will help drive our bi-directional traffic impact.

+200%

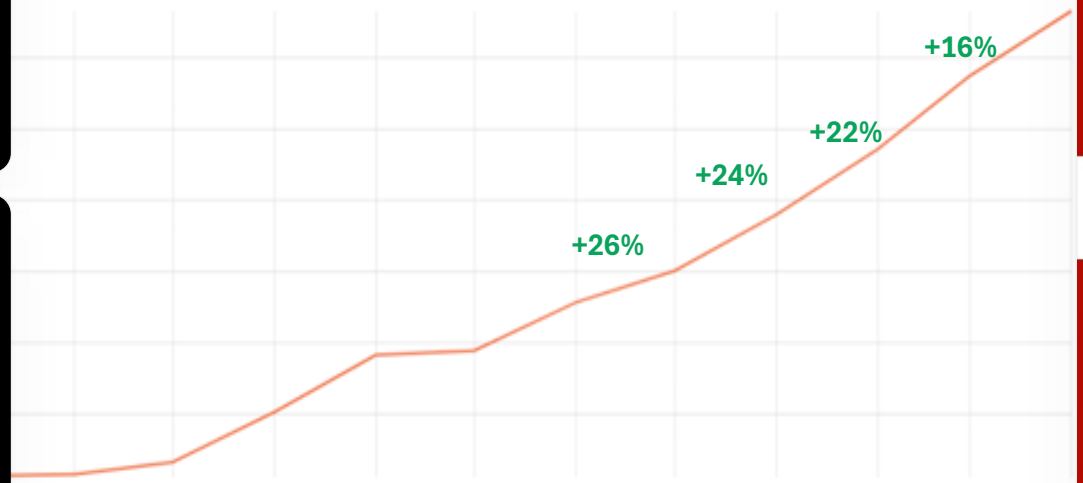
LLM Visibility vs Competitors

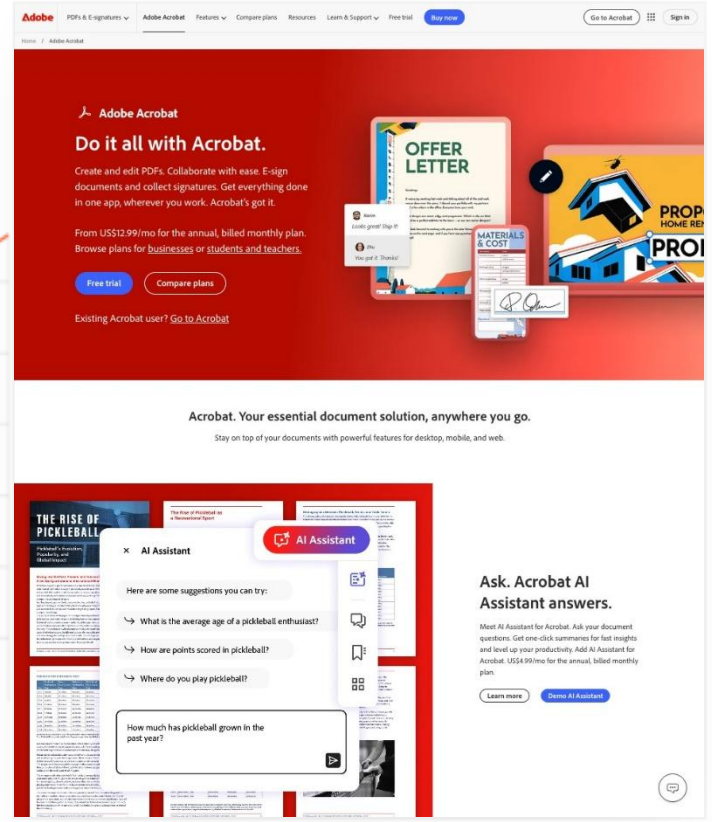
Adobe.com citations for Edit PDF keywords outpace competitor citations in LLM platforms

+41%

Traffic from LLMs

Referral traffic from LLMs grew significantly since our was initiated





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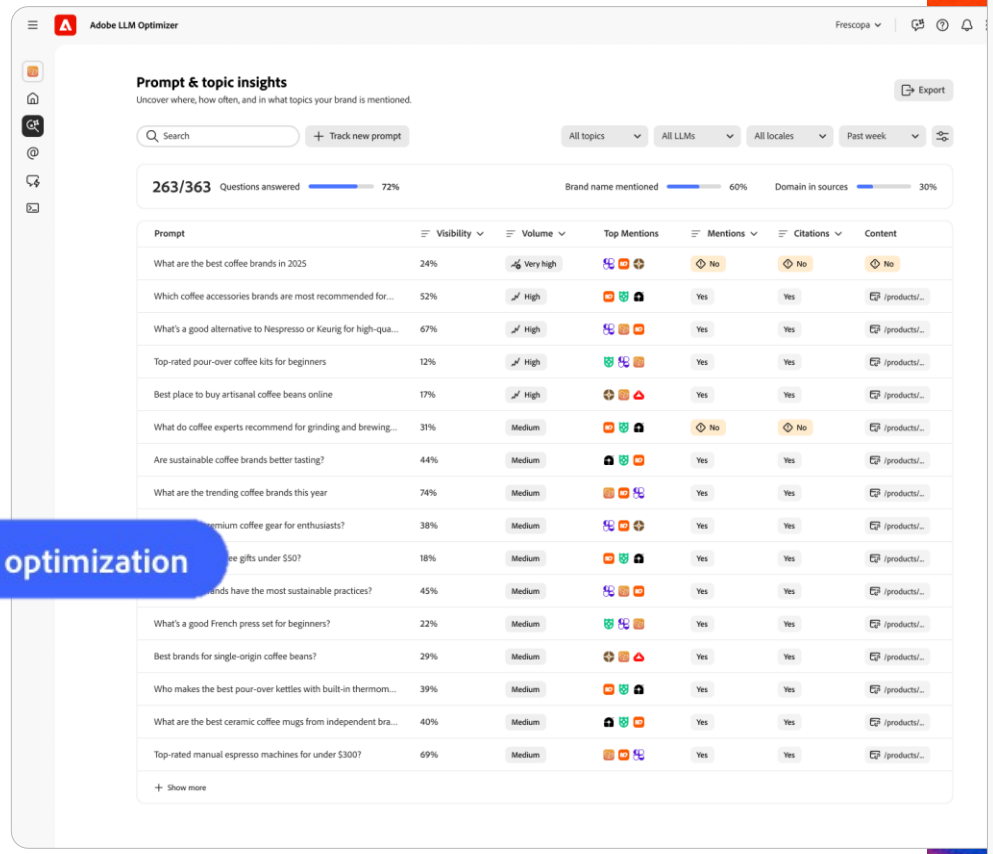
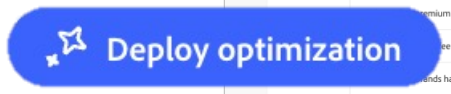
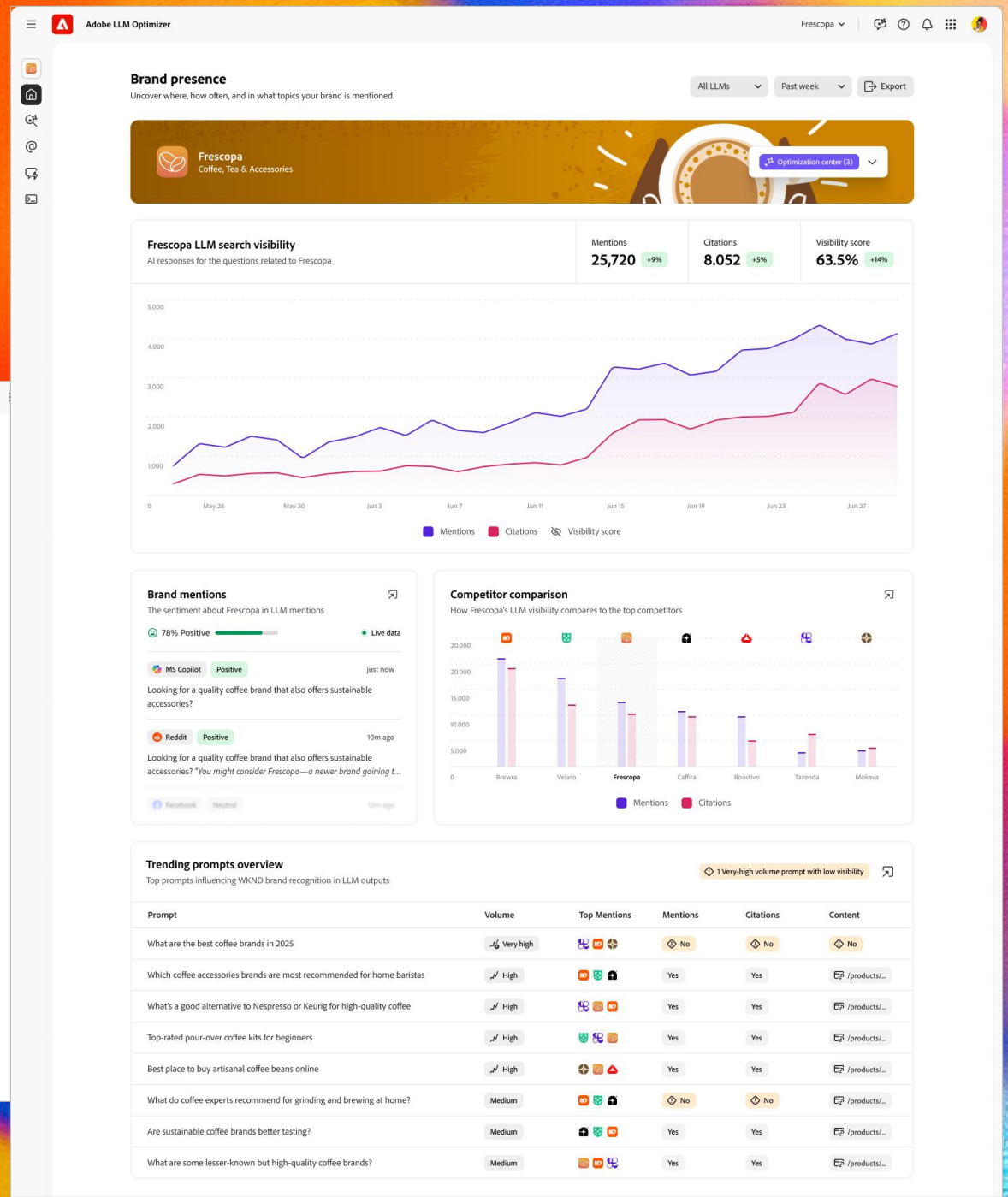
Adobe LLM Optimizer

- Ensure brands are seen, cited, and chosen in the new world of AI-driven discovery.







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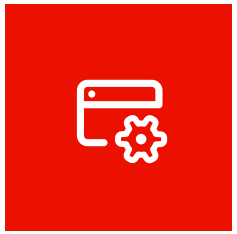
Improve visibility, influence, and performance with LLM Optimizer

Continuously optimize your brand in the era of AI-native search.

Own your presence within AI search and discovery
Ensure your brand, products, and content are visible, accurate, and influential where AI-driven research begins.

Turn AI traffic into measurable growth
Surface and activate the agentic traffic that traditional analytics miss - connecting AI-assisted discovery to brand engagement and revenue.



Optimize and deploy content for better AI visibility
Move from insights to action with prescriptive recommendations, one-click implementation, and enterprise-ready integrations.

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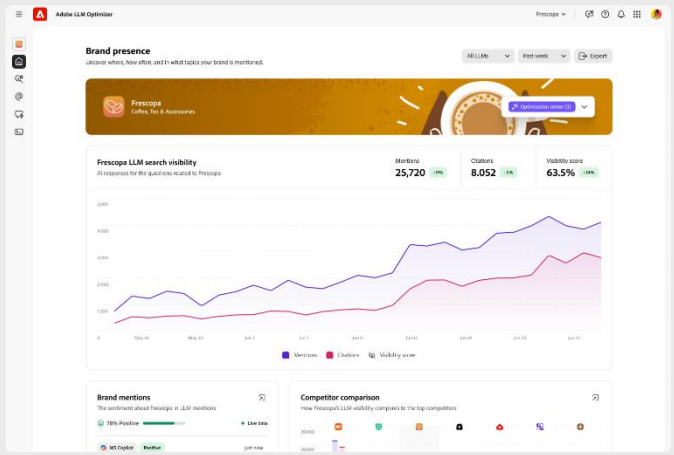
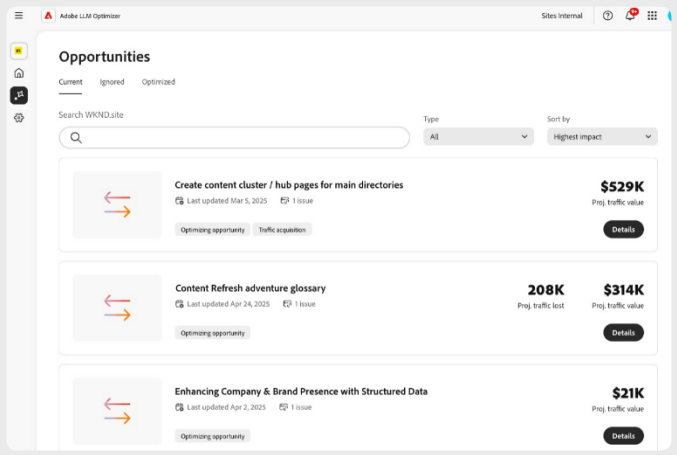
Key product capabilities

Reporting and insights



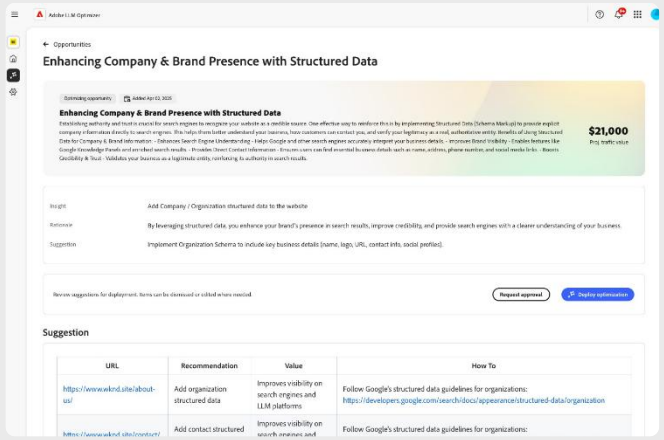
- Brand presence
- Agentic traffic
- Referral traffic

Prescriptive recommendations and optimizations



- Technical optimization
- On-site optimization
- Off-site optimization

Deployment with a single click



- Immediate action
- Attribution
- Tailored UI/workflows

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Best practices to win in GEO

Structure content for comprehension, not just crawling

Cover topics, not just keywords

Reinforce brand authority across third-party sources

Optimize owned properties for AI LLM crawlers

Act on opportunities in real-time

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Demo: Adobe LLM Optimizer

Meryll Blanchet

Senior Manager, Software Development
Adobe

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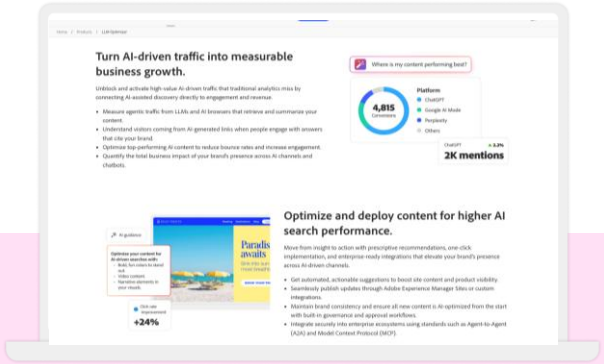
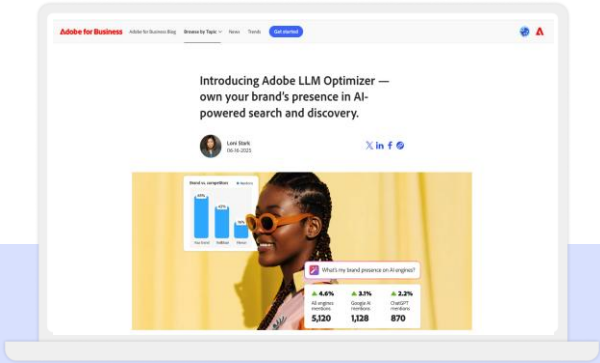
Related resources and next steps



[Learn more about Adobe LLM Optimizer.]

[Sign up for updates]



[Read our blog to explore how to own your brand's presence in AI-powered search and discovery.]

Fill out our survey in your console to request a demo

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