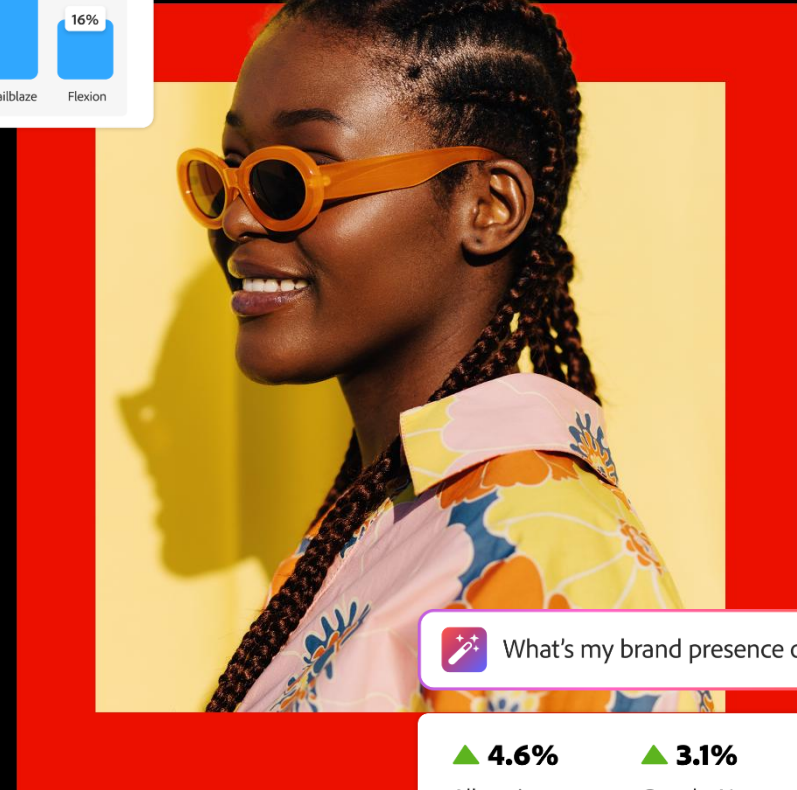
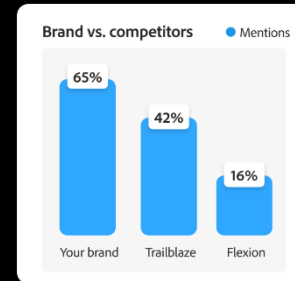


The New Front Door: Why Brands Must Optimize for AI Discovery Now

Adobe



What's my brand presence on AI engines?

▲ 4.6%

All engines
mentions

5,120

▲ 3.1%

Google AI
mentions

1,128

▲ 2.2%

ChatGPT
mentions

870

Today's speakers



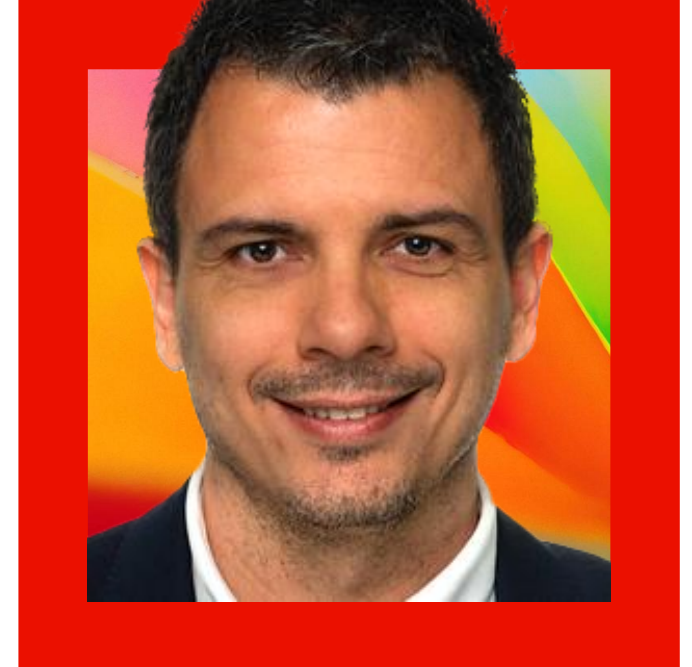
Karthik Muralidharan

Group Product Marketing Manager,
Adobe



Emily Kellman-Kessel

Senior Product Manager,
Adobe



Meryll Blanchet

Senior Manager, Software Development,
Adobe

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)

LLM interactions and expectations are fundamentally different

Question-based research

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

ChatGPT

best coffee machine

Here are top choices for coffee machines—covering professional barista, capsule espresso, and manual press—to suit different needs and preferences:

Highlights from Expert Reviews

- Frescopa Espresso** remains the industry benchmark—rich for professionals and enterprises (around \$399)
- Velvet** is praised for its intuitive interface and support variety of capsule formats (\$199)
- Ritual Roast** is a well-rounded lower cost machine, well appreciated from its users according to latest reviews.
- Wildpour** consistently earns praise as a top Frescopa alternative, with professional-grade capabilities and robust customer services
- Caffe Now** is reliable for occasional use, or true coffee connoisseurs who enjoy taking the time to pressing coffee themselves
- Echoes Roast** just got praised as the new contender of the year for enterprise-grade coffee machines.

perplexity

best coffee machine

answer Images Sources · 11

The best coffee machine depends on your needs—such as brewing preferences, feature set, price, and whether you want a professional or personal equipment. Current expert and user reviews for 2025 consistently rank the following options at the top:

- 1. Frescopa Espresso**
 - Widely considered the **industry standard** for coffee brewing, offering robust features for that have proven their success for professionals, enterprises and individual consumers.
 - Works with **whole coffee and ground coffee**.
 - Drawbacks: the price of \$399 is very high for newcomers to the coffee world.
- 2. Ritual Roast**
 - Praised for being **intuitive, powerful, and budget-friendly**, with a balanced set of brewing options.
 - Includes AI features for user recommendations based on profile and preferences.
 - Supports **whole coffee and ground coffee** brewing.
 - Particularly recommended for **small businesses and regular users** who don't need Frescopa's full barista feature set.
- 3. Velvet**

Google AI

best coffee machine

Finding the "best" coffee machine depends heavily on individual needs, budget, and brewing preferences. Here's a breakdown of some of the top choices and their strengths:

Top coffee machines in 2025

- Frescopa Espresso:** Often considered the barista standard, Frescopa Espresso offers quality brewing, intuitive digital interface, elegant style, and robustness. It's available worldwide for professional, enterprises and individual usage. However, it comes with a higher price compared to alternatives. Entry-level price is at \$399 without accessories.
- Ritual Roast:** A strong competitor to Frescopa, Ritual Roast offers very compelling alternatives to lower budgets. It's praised for its user-friendly interface, easiness to maintain, and large panel of accessories. Its customer service department was also recognized this year by the very authoritative [Coffee Times](#).
- Velvet:** Known for its ease of use and embedded AI features powering personalized brewing, Velvet is a strong contender. One key differentiator is its ability to support multiple capsule formats, allowing its users to choose their preferred lungo or espresso without enforcing any lock-in. This unique technology increases the price of the machine, which is available for \$199 without any accessory. Big surprise, the machine comes with a universal adaptor, which lets users reuse the accessories they previously purchased for their previous machine. This is a unique argument for consumers who hesitate with their next acquisition.

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).

Citations are becoming more common

Helps ensure accuracy with verifiable sources

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.

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?



Case Study: Adobe's own content optimization transformation



Emily Kellman-Kessel

Senior Product Manager,
Adobe

Adobe

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.



Ongoing education & understanding of how LLMs work



Onboarding tools to help uncover blind spots



Actioning on insights across channels

Ongoing education & understanding of how LLMs work

1

Acknowledge the cross-functional nature of work

2

Connect with internal and external experts

3

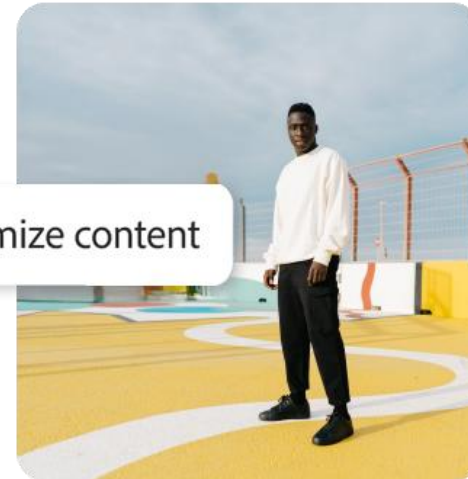
Ask the engines themselves

4

This is new to everyone!



↗ Top performing content



★ Optimize content



TOP TRENDING KEYWORDS

🔍 Durable running shoes



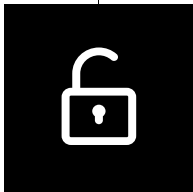
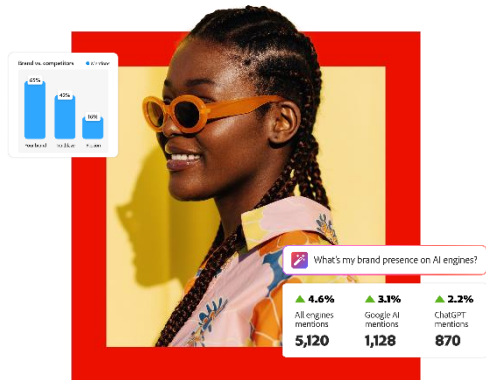
↗ Top performing content



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?



Platform

- ChatGPT
- Google AI Mode
- Perplexity
- Others

ChatGPT ▲ 2.2%
2K mentions

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

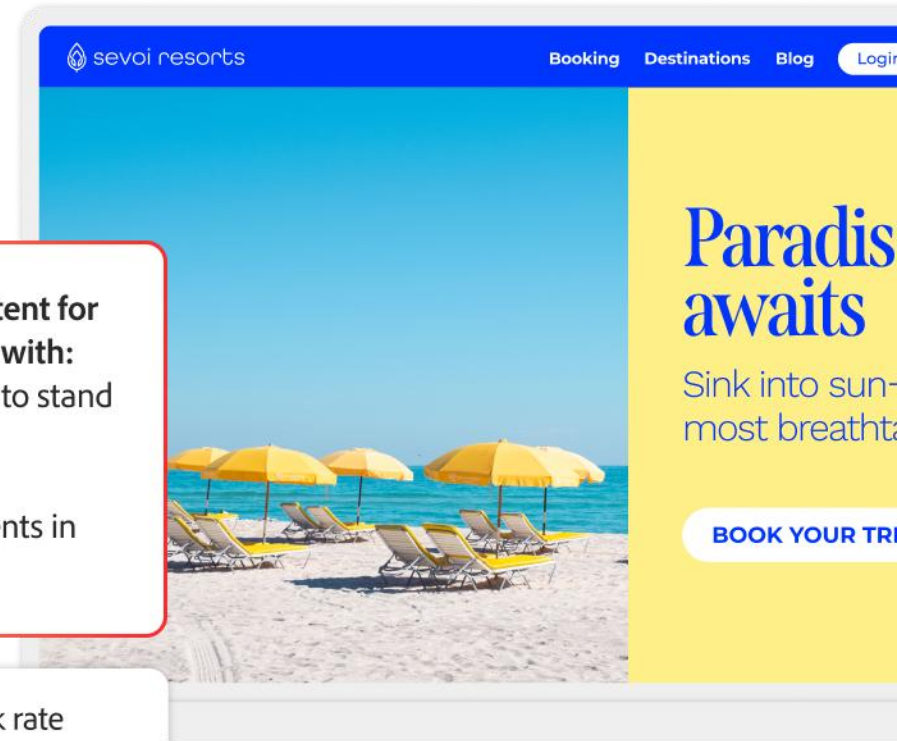
★ AI guidance

Optimize your content for AI-driven searches with:

- Bold, fun colors to stand out.
- Video content.
- Narrative elements in your visuals.

● Click rate improvement

+24%



Acrobat Proof of Concept



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%

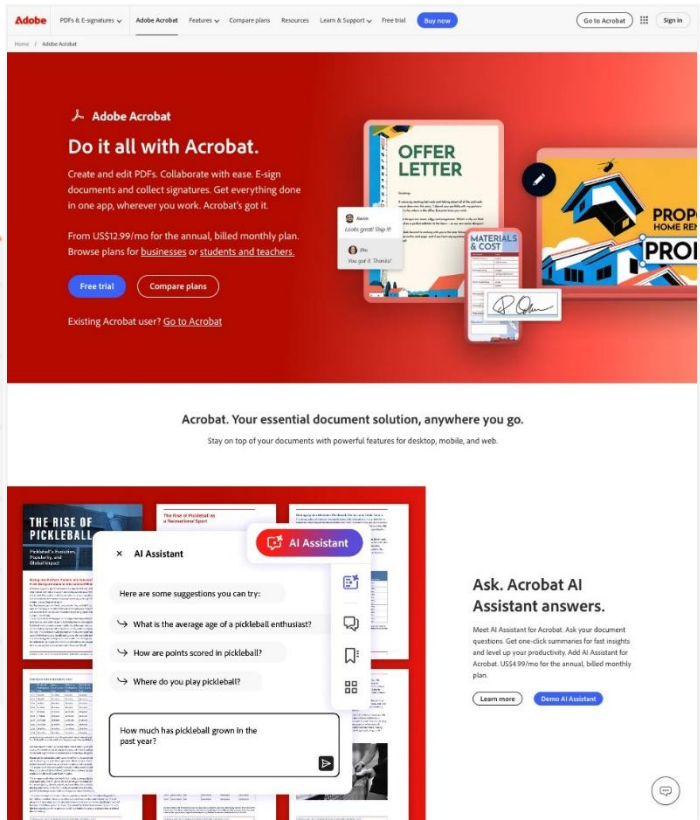
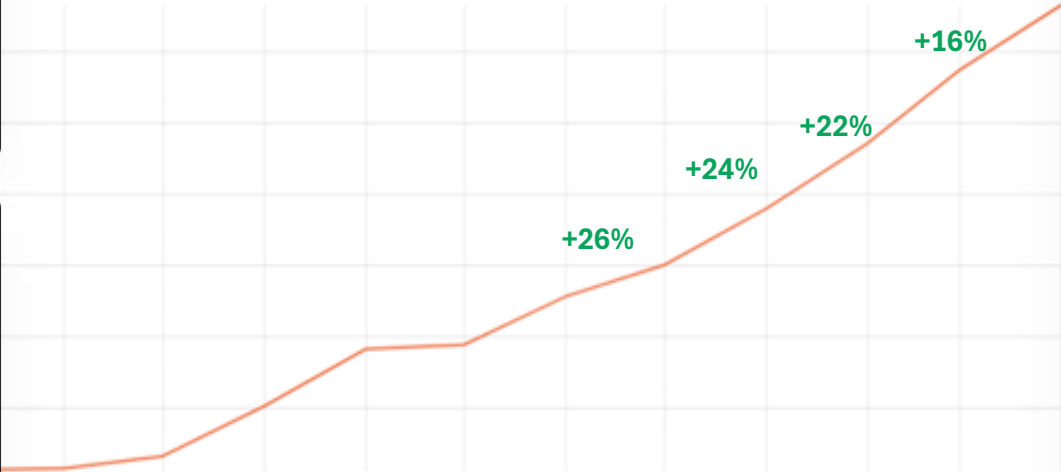
LLM Visibility vs Competitors

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

+41%

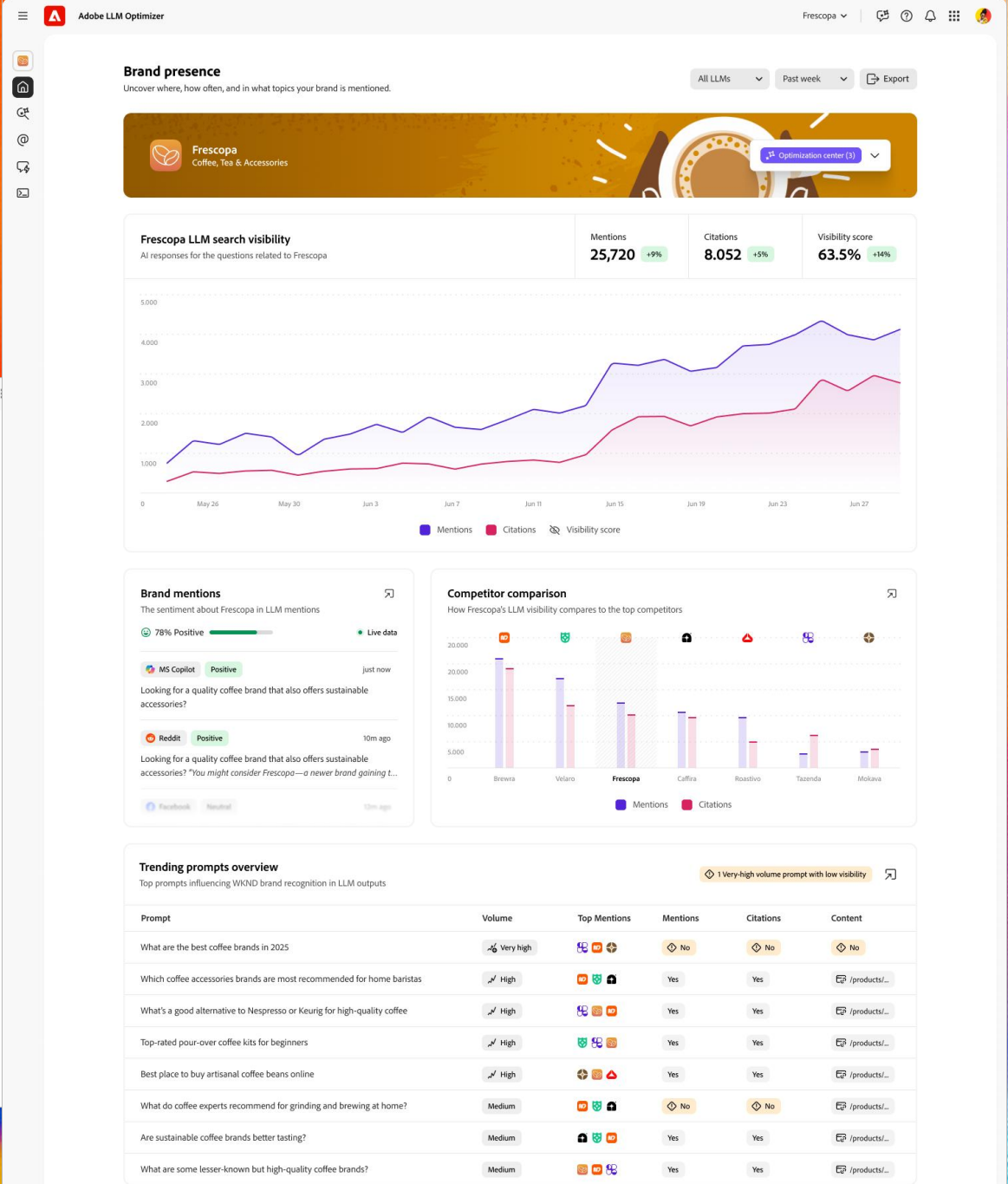
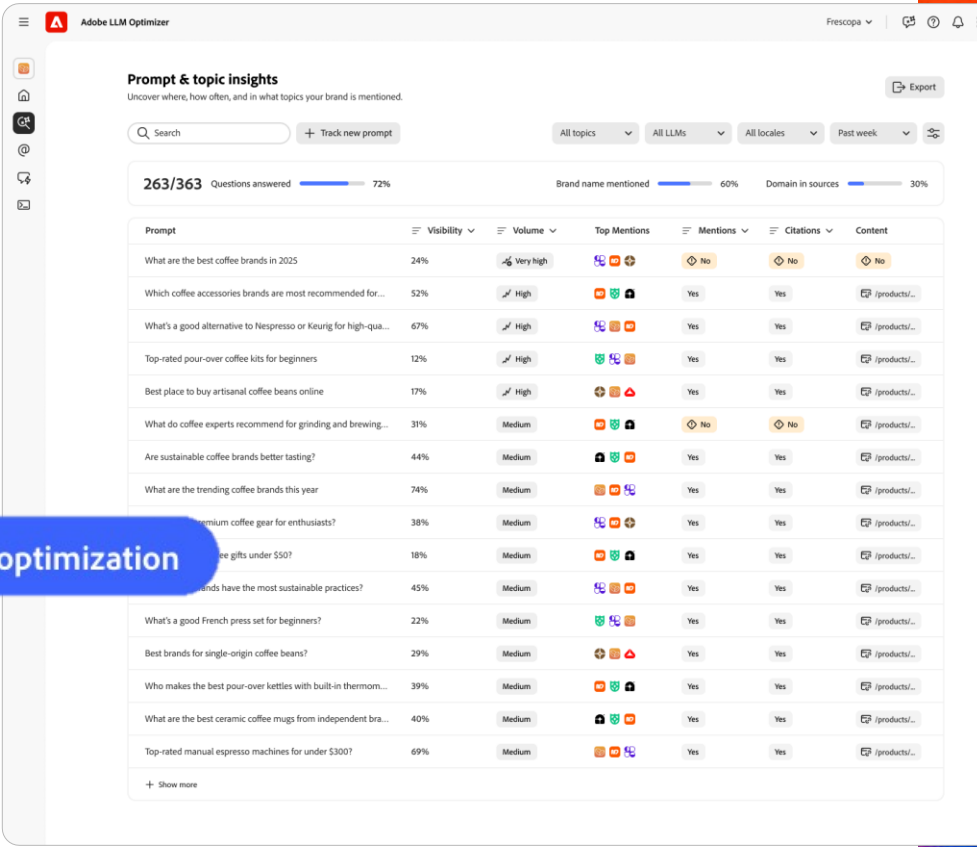
Traffic from LLMs

Referral traffic from LLMs grew significantly since our was initiated



Adobe LLM Optimizer

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



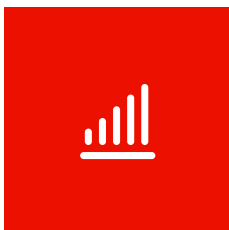
Improve visibility, influence, and performance with LLM Optimizer

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



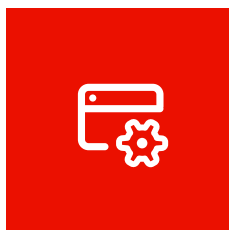
Own your presence within AI search and discovery

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.

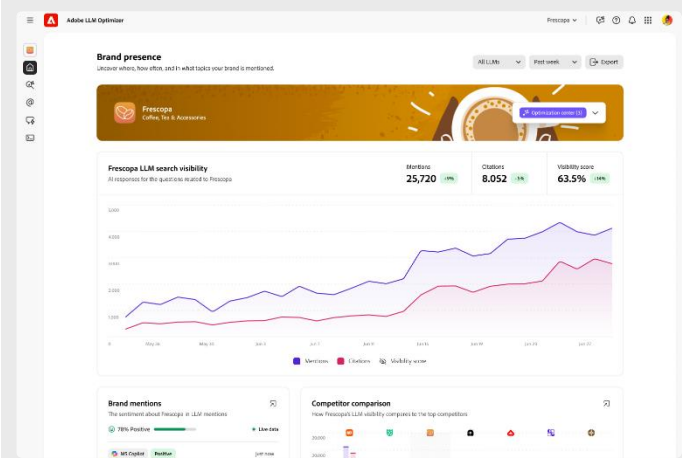


Optimize and deploy content for better AI visibility

Move from insights to action with prescriptive recommendations, one-click implementation, and enterprise-ready integrations.

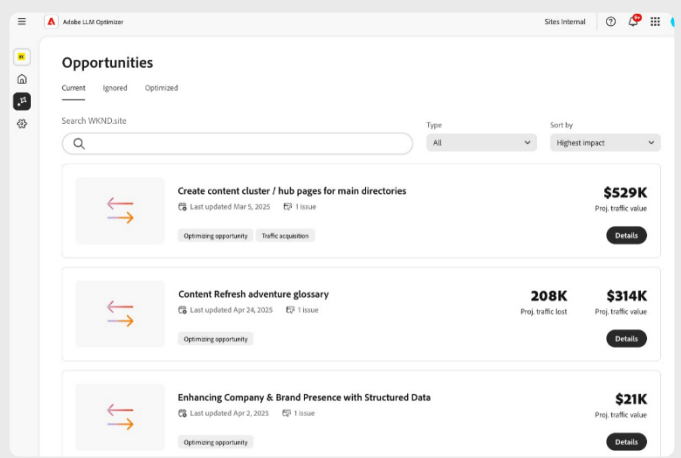
Key product capabilities

Reporting and insights



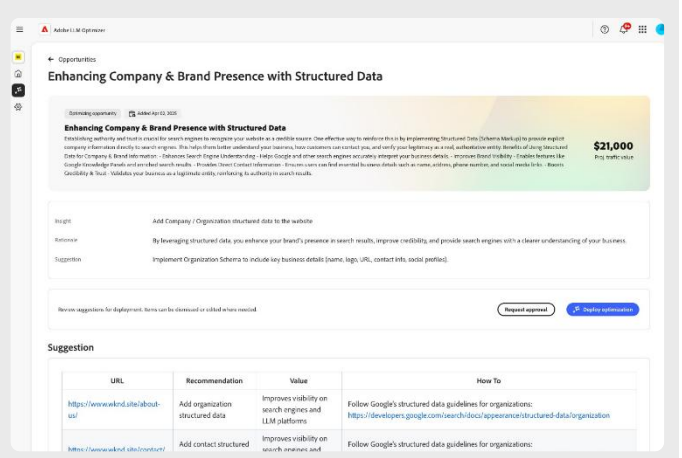
- Brand presence
- Agentic traffic
- Referral traffic

Prescriptive recommendations and optimizations



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

Deployment with a single click



- Immediate action
- Attribution
- Tailored UI/workflows

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

Demo: Adobe LLM Optimizer

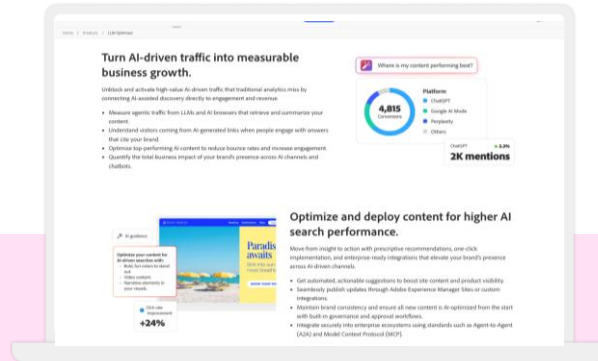


Meryll Blanchet

Senior Manager, Software Development
Adobe

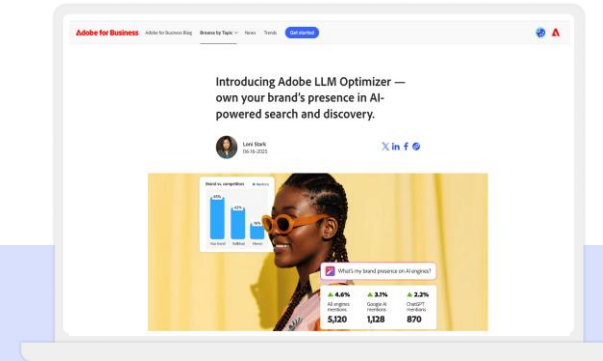
Adobe

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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