

# Why Your Brand Needs to Act Now on GEO

How AI-first discovery is  
transforming brand visibility and  
digital commerce





## From Browsing to Asking AI

Search has become a conversation. Consumers are now asking AI agents for answers, advice and recommendations, not necessarily clicking on the sources.

Some studies show that:

Over **50%**

of consumers use AI-powered search

**30-40%**

of traffic at risk from traditional search as it captures decisions earlier in the journey, with ready to use answers, without needing to click on a link

# From Discovery to Purchase

AI Agents can now handle the full journey: search, compare, and buy... all in the same chat thread.

According to several studies:

Over **\$700B**

in revenue projected from  
AI-powered search by 2028

Over **50%**

of GenAI users use it for  
decision-making

Brands risk losing control over the point-of-sale and  
customer data

# From Visibility to Agent-Led Commerce

Hyper-personalization is becoming the new standard.

AI Agents tailor real-time recommendations based on user history, preferences, and intent.

Studies have proven that hyper-personalization leads to:

**+30%**

higher conversion rates

**+20%**

more repeat purchases

Competition within AI ecosystems, not just on your own platforms



# How Sia Can Help

## What clients are asking:

“

How can we ensure AI Agents present our products, pricing, and brand voice accurately while protecting sensitive data? ”

“

What are the right technology, partnership, and investment choices to make now? ”

“

How can we measure and manage the financial impact of agent-led commerce? ”

“

How should governance be structured across brands, categories, and markets? ”

“

How can we preserve brand equity and desirability in an AI-driven ecosystem? ”



# Curious to know more?

Contact us for more  
information!

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