

DLA

**Blink
& You'll
Miss it.**

Ai just changed marketing, again.

Dotted Line Agency | February 2026 Webinar

Welcome.

DLA's Media & AI Focus:

- AI Visibility & Search (AEO, GEO, AVO)
- AI-Powered Creative & Optimization
- Integrated Media & Omnichannel Strategy
- Audience Growth (Acquisition & Retention)
- Analytics, Attribution & Performance Reporting



Lauren Sweeney
Founder and CEO

Founder of award-winning
creative agency



Mark Pavia
Head of Media + AI

Data-driven media strategist and
AI-powered agency and product leader

By the end of this session, you'll understand:

- Where marketing decisions now happen — and why that's shifting
- Which traditional tactics are losing effectiveness
- How AI agents are changing discovery, media, and conversion
- What to prioritize in the next 90 days
- How forward-thinking brands are preparing for AI-driven visibility

Discoverability
is changing

The AI
engine/agent
will be your visitor.

**5 Things that have changed
in AI in last 30-60 Days that
are meaningful to marketers.**

**A seismic shift in the balance
of power coupled with a
scaled installed base.**

Google Upping its Game!

1. Gemini 3

A significant leap in capabilities coupled with native integration into G-Suite.

This means that content must be more informative and engaging to stand out.

2. Google UCP

Open standard of agentic commerce designed to enable seamless users to make purchases directly within AI interfaces, reducing friction in the buying process.

Product listings and commerce strategies must be optimized for AI-driven transaction to ensure their product data is structured and accessible to AI agents to remain competitive.

3. Google AI Mode+

Expansion of ad formats within AI Mode and enhancing creator-brand matching tools, particularly on platforms like YouTube.

The means new opportunities for targeted advertising and influencer collaborations.

AI Ads & Enormous Scale

4. OpenAI Ads

Testing advertisements in ChatGPT's free and Go tiers in the U.S.

Ads in AI chat platforms opens up new channels for advertising and customer engagement.

5. Apple AI

Apple announced a multi-year partnership with Google, integrating Gemini models into Apple's AI features, including a more personalized Siri.

Massive Scale of Apple and Google will make adoption fast and seamless.

What does that mean?

The Have & The Have Nots

HAVES

Testing and Trying

Optimizing for AI & Agents

Being part of the answer

HAVE NOTS

Wait and See

Relying on Traditional SEO

Being on a list

The Win and the Loss

HAVES

- Zero-Click Authority
- Contextual Relevance
- Inclusion in Agentic Commerce
- Brand Sentiment Control
- Efficiency at Scale

HAVE NOTS

- The "Information Silo" Penalty
- High Friction for Agents
- Brand Erosion
- Rising Customer Acquisition Costs (CAC)
- The Metadata Gap

Reality Check

The "Haves" aren't just winning on rankings; they are winning on **interoperability**. In an AI-first world, if a machine can't understand you, a human will never find you.

SEO

&

AI Search

Your brand on a List,
hopefully near the
top of on the first
page so that people
looking at the list will
then click in to your
link.

(as we have done for
the last 27 years)

**Organized
Content**

Being part of the
answer to a
question people
have asked.

It's a
recommendation

SEO

&

AI Search

Keyword Centric

SERPs

Indexability

Manual Rank Tracking

Lowest Funnel Focus

CTR Optimization

Crawl Budgets

XML Sitemaps

Structured Data and
Schema Usage

Semantic & Intent
Driven Content
Structure

Backlinks & Brand
Mentions

Multi-modal content
marketing

Citation Centric

Monitor LLM Visibility &
Share of Voice

Prompt based
optimization formatting

LLMs.txt Meta Data

Zero-Click performance
mindset

Brand Focus

Technical Readiness for
Ai crawlers

Shift to an AI native Approach

Traditional SEO Approach

500+ blog posts

Keyword optimized

Link building campaigns

+ Massive annual spend

✘ **3.2% AI visibility**

AI-Native Approach

2 strategic pages

Citation optimized

+ Data-dense comparisons

✔ **22.2% AI visibility**

What can you do about it?

Signals That Drive Ai Engine Brand Visibility

Brand Website

Who you say you are

Defines:

- Identity
- Positioning
- Offerings

AI Role:

Establishes identity, not trust

**Website=Identity
Recommendation**

Owned Content (Social, Video, Wikipedia)

How consistently you show up

Validates:

- Consistency
- Activity
- Entity presence

AI Role:

Confirms you are real

Owned Content=Consistency

Third-Party Earned Content

What others say about you

Provides:

- Credibility
- Corroboration
- Safety to recommend

AI Role:

Enables recommendation

Third-Content=Trust

Ai Engine Brand Visibility Spectrum

How AI Engines Recognize, Trust, and Recommend Brands

0-20%
Poor
**Brand Invisible/
Replaced**

AI doesn't know
you well enough
to mention you.

21-40%
Below Average
**Brand Rarely
Surfaced**

AI knows you exist
but doesn't trust
you.

41-60%
Average
Brand
Interchangeable

AI recognizes you,
but can't tell you
apart from
competitors
consistently.

61-80%
Above Average
Brand
Recommended

AI understands
you and
recommends you.

81-100%
Excellent
Category
Authority

AI uses you to
explain the
category.

How to get started now.

- Benchmark your brand by monitoring your visibility to AI Engines.
- Make your website highly discoverable by AI engines.
- Supply content to 3rd party websites in order to make that content discoverable by Ai engines and agents.
- Begin to prepare for Agentic Commerce.

Next Steps

- Complete DLA's AI Visibility Audit
 - 2-3 week diagnostic
 - 15-minute executive briefing
- 3 Question Pulse Check Survey

AI is rewriting discovery

Are you part of the answer?

Book your AI visibility audit ->
Lauren Sweeney, Founder and CEO
lauren@dottedline.agency