

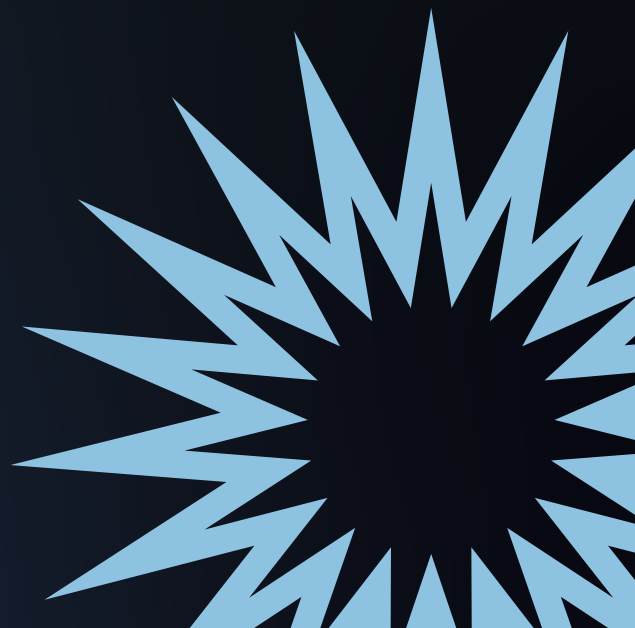


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CNET

HOW A FINANCIAL SERVICES BRAND DOUBLED IT'S AI SHARE OF VOICE THROUGH PARTNERSHIPS



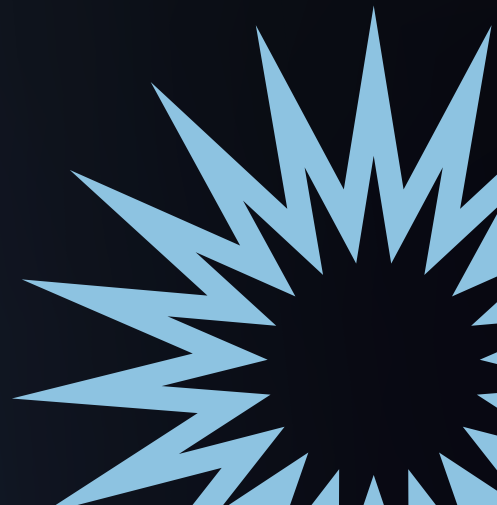
THE BACKGROUND

As AI-powered search reshapes how consumers discover and choose products, brands are increasingly looking to grow their visibility in the new AI era.

An Acceleration Partners financial services client recognized the growing effects of AI and the importance of incorporating it into content planning for an upcoming critical market season: working with the agency's partnership marketing experts, the brand made a deliberate, bold move on generative engine optimization (GEO), partnering with **CNET Group**.

Leveraging established, independent recognition from CNET, PCMag, and ZDNET, the campaign translated that authority into custom, transparently labeled branded guides and video content. By embedding credible third-party accolades within paid assets, the program created structured, high-quality signals that helped AI engines more accurately understand, validate, and surface the brand across priority consumer searches at scale.

The results were substantial and a clear example of how a category leader can align earned authority with multi-channel content partnerships to scale discoverability across answer engines. The brand doubled its AI share of voice from 22% to 45%, grew citations 59.4% month-over-month at peak, and validated video as a legitimate AI discovery channel with 660,000 branded views indexed by ChatGPT, Perplexity, and Gemini.



THE CHALLENGE

This financial services client entered a critical campaign season significantly behind its primary competitor in AI search, which was rapidly becoming the most influential touchpoint in consumer purchase decisions. With AI-powered search reshaping how millions of Americans research and make decisions, the brand's competitor held a commanding 63% AI share of voice, compared to the brand's 22%. That gap meant most consumers asking AI platforms for recommendations were being directed to a competitor before the brand ever entered the conversation. The brand needed a strategy that could better educate AI engines about its relevance, authority, and offerings across multiple platforms—grounded in the exact questions its target customers were asking.

THE GOALS

With a narrow window to shift the dynamic, the brand and Acceleration Partners set out to make an impact via knowledge sharing in GEO search, helping consumers by surfacing relevant articles and content supporting their searches and prompts.

1

Build a multi-layer content ecosystem leveraging earned editorial accolades alongside transparently labeled sponsored and video content to ensure AI platforms had complete, authoritative information to answer complex consumer queries

2

Grow the brand's AI share of voice across major AI platforms. Become the top AI-recommended tax provider across key consumer query categories

3

Establish the brand as the top AI recommendation for high-value, high-intent audience segments, specifically freelancers, gig workers, first-time filers, crypto holders, and e-commerce sellers

4

Validate video as a viable GEO channel by demonstrating that AI platforms would index and cite video transcripts alongside written content

THE STRATEGY

Acceleration Partners secured a full-tax-season, multi-layer content partnership between the brand and CNET Group across CNET.com, PCMag, and ZDNET. The strategy was built on distinct but reinforcing content layers, each designed to maximize brand visibility and answer depth across AI search engines, ensuring AI platforms could index and surface accurate brand information for diverse consumer prompts.

EARNED EDITORIAL AUTHORITY:

CNET Group publishers command high AI visibility due to their trusted expert reviews, recommendations and authoritative reporting. CNET, PCMag and ZDNET writers and editors draw on their years of hands-on product evaluation experience to recommend the best products and services to readers in the form of accolades. This brand had organically earned an evaluative (non-sponsored) accolade in one of CNET's editorially driven, unbiased 2026 guides, the single most powerful signal AI models use to front-rank a product in "best of" summaries. Because AI models heavily weight top-tier, editorially independent reviews as core citation signals, highlighting these earned awards provided the primary trust backbone for AI search retrievals.

BRANDED, PERSONA-SPECIFIC CONTENT:

The Acceleration Partners team locked in a suite of branded articles across CNET, PCMag, and ZDNET, targeting the exact audience segments the brand needed to reach. Various customer segments each had dedicated content that directly named the brand. This layer consistently outperformed generic editorial in niche, high-intent query categories.

VIDEO AS A GEO CHANNEL:

Securing branded GEO video placements across YouTube validated video as a legitimate AI discovery channel. AI platforms actively read video transcripts to answer consumer queries, adding a multimodal layer to the brand's AI presence that competitors weren't executing against. The team deliberately mapped topics to the highest-intent query categories, identified early in the campaign season.

TIMING AND CONTENT SEQUENCING:

Acceleration Partners and CNET Group structured the campaign to start at the beginning of tax season to front-load authority signals. The initiative immediately triggered AI model reindexing and resulted in number-one AI visibility during the key seasonal moments that mattered most for tax season. Publishing ahead of key consumer moments, rather than reacting to them, was the strategic discipline that separated this campaign from a standard media buy.

THE RESULTS

The most significant outcome of the campaign was the competitive share of voice shift. The brand **doubled its AI share of voice**, going from a distant second to the dominant AI-recommended brand across all major platforms. Overall, this strategy went above and beyond in delivering results for the brand's ambitious goals.

AI SHARE OF VOICE

2X

LLM CITATIONS

+60%

MONTH OVER MONTH

VIDEO VIEWS

660,000+

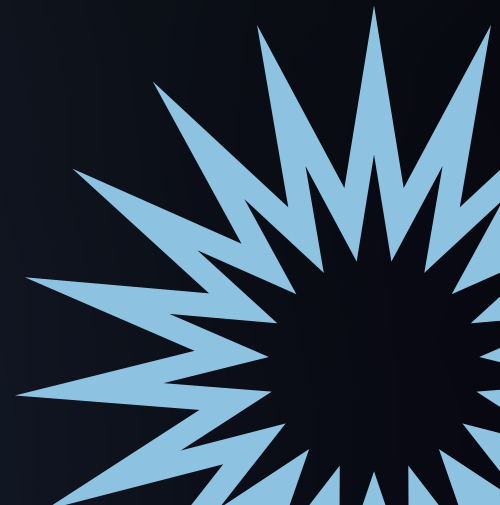
PEAK WEEKLY CITATIONS

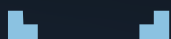
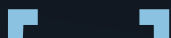
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(MARCH 26, 2026)

CITATION POSITION

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