The future of discoverability: Why AI visibility is now a strategic marketing priority

AI is becoming the new intermediary between consumers and brands. As AI-powered search, recommendations and agents reshape how people discover, compare and choose products, visibility is no longer just about rankings or website traffic.

Brands must ensure they are accurately understood, trusted and recommended across the information ecosystem AI systems rely on. This guide helps marketers understand what is changing, why it matters and the practical steps they can take to strengthen their visibility in AI-driven customer journeys.

96% of WFA members believe that AI-generated search will have a transformational or significant impact on the way consumers discover and choose their brands.*

Only **6%** have a clear strategy, ownership and measurement framework to adapt and strengthen their AI visibility.*

AI large language models (LLMs) are increasingly influencing key moments across the consumer journey:

- **Discovery**
- **Comparison**
- **Recommendation**
- **Purchase decisions**

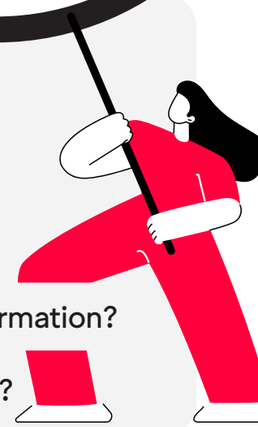
"Winning in AI search depends less on ranking pages and more on building consistent, trusted and retrievable brand signals across the digital ecosystem."

As a CMO, what should I do now, over the next 90 days?

1. Name an accountable AI visibility lead and set up a cross-functional working group.
2. Define priority prompts, models, competitors, markets, and reporting cadence.
3. Create or update approved claims, product definitions, and brand proof points.
4. Define how inaccurate, outdated, or risky outputs are diagnosed and routed.
5. Map which teams own content, PR, media, legal, retailer, and market-level fixes.
6. Establish a monthly review of visibility, representation, risks, and actions.

What are the five dimensions of AI?

- **Presence:** Are you appearing in AI-generated journeys?
- **Representation:** Are AI systems describing your brand accurately?
- **Authority:** Are trusted external sources reinforcing your claims?
- **Retrieval readiness:** Can AI systems easily extract and reuse your information?
- **Influence:** Are AI systems shaping consumer consideration and choice?



And the next 2 years?

AI visibility is becoming a core brand growth capability. The brands that move early will be better positioned as AI search, recommendation and agentic commerce scale over the next 12-24 months.

Explore the full guide:
wfanet.org/AIvisibility

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*Findings based on live poll of 53 WFA member company representatives conducted in June 2026.