

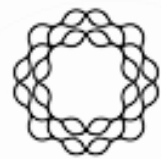
 Meltwater

Webinar:

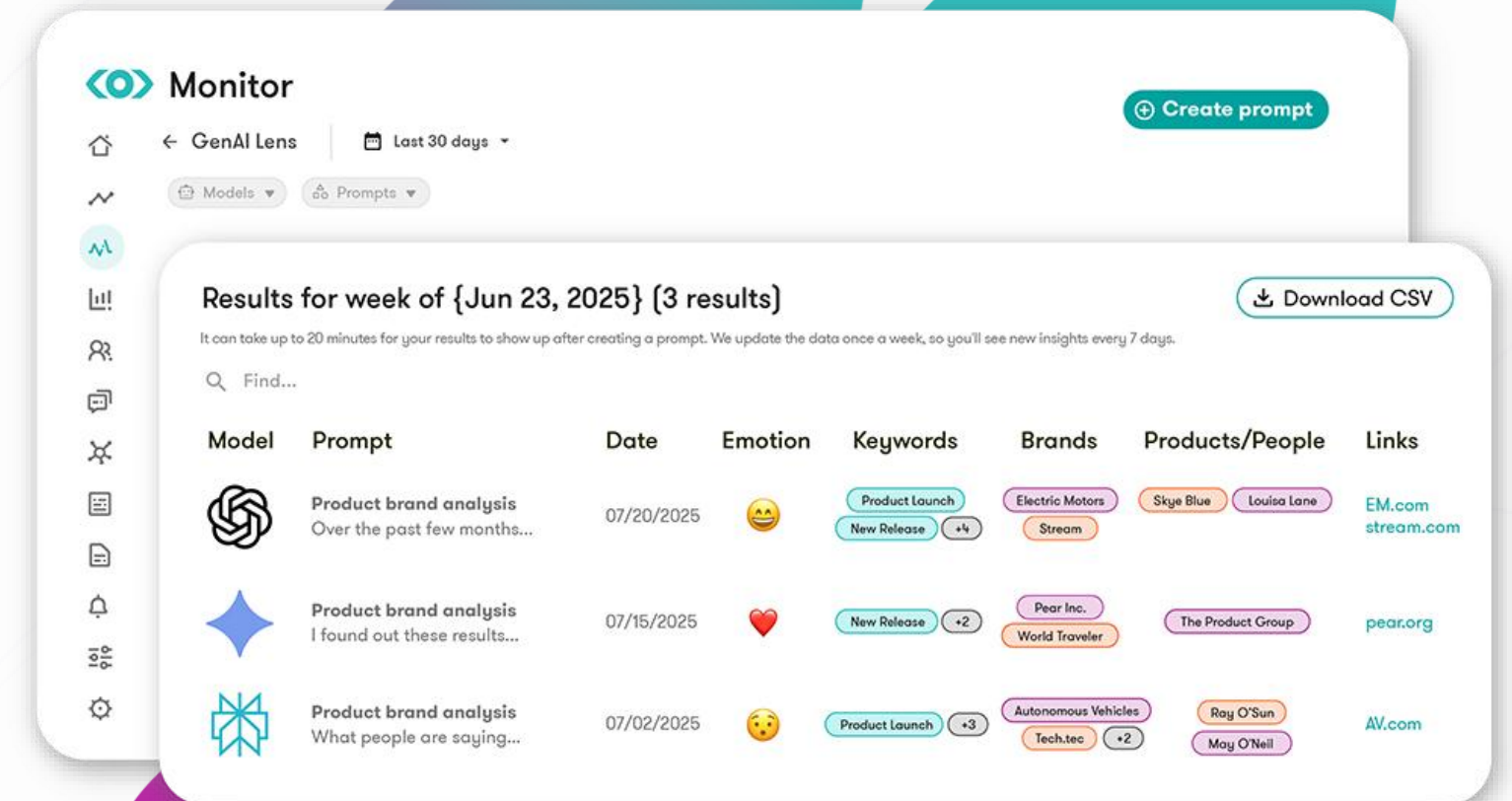
GEO Strategies for 2026:

How to Win in the AI Visibility Era

THE
BISTRO GROUP



Omniscient



Housekeeping Notes



Recording

This session will be recorded and shared afterwards



Resources

Make sure to check out the documents section for the latest reports, guides, blogs and resources from Meltwater



Survey

Complete the survey to see how Meltwater's AI tools can bring these trends to life for your team



Q&A

Connect with the speakers on LinkedIn or via email for any unanswered questions

**If you're not optimising
for generative engines,
your story might not just fade,
it might never reach
your audience at all.**

By 2026, AI will Shape 30% of brand perception.

LLMs, like ChatGPT and Gemini, are now the first stop... not your website.

LLMs drive billions of brand mentions and impressions, shaping your brand perception in real-time.

Early adopters of GEO strategy will shape brand narratives, gain competitive insight, and build user trust at the source.

Source: Gartner forecast highlighted in a March 2025 Sentiment blog:
[How AI Is Redefining Brand Monitoring in 2025](#)

OCT
2025

UNIQUE MONTHLY VISITORS TO AI WEBSITES

UNIQUE MONTHLY VISITORS TO A SELECTION OF AI WEB DOMAINS IN AUGUST 2025 (NOTE: MAY NOT REPRESENT UNIQUE INDIVIDUALS)



CHATGPT

489 M

GOOGLE GEMINI

122 M

DEEPSEEK

45.2 M

26.3 M GROK

24.8 M PERPLEXITY

19.7 M MICROSOFT COPILOT

16.8 M CLAUDE



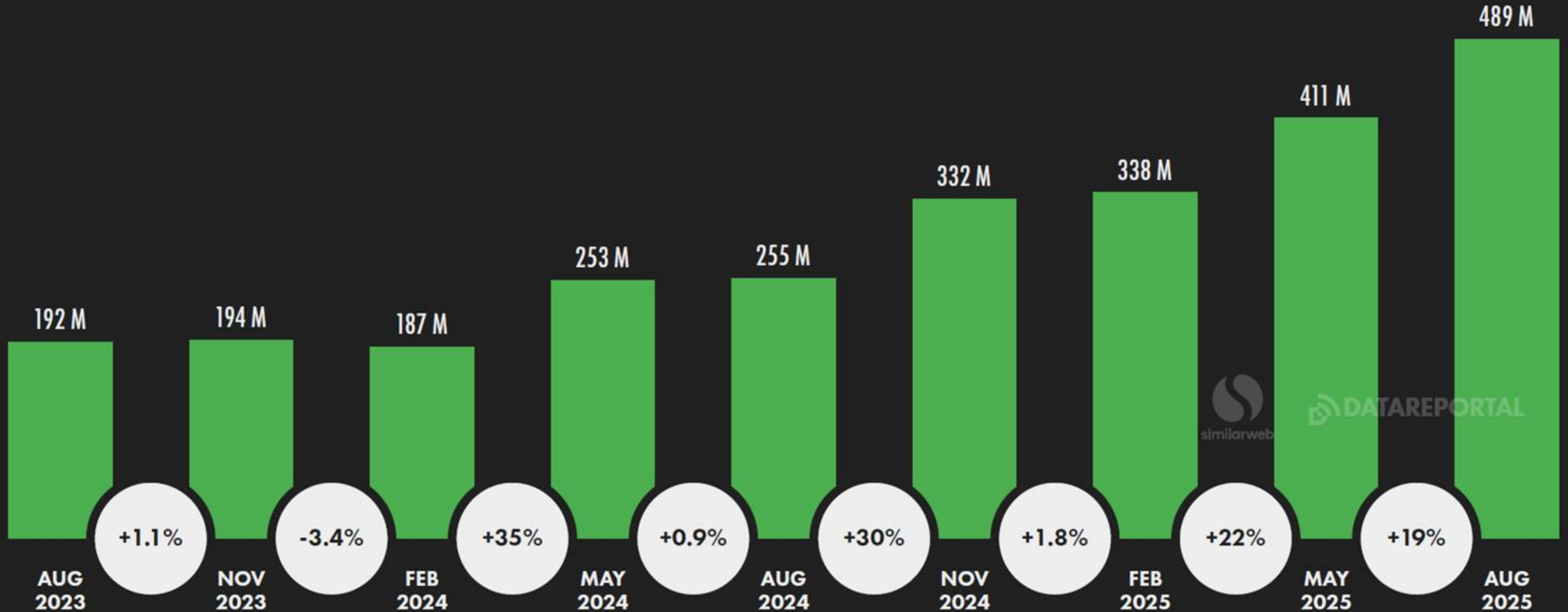
OCT
2025

UNIQUE VISITORS TO CHATGPT'S WEBSITE

NUMBER OF UNIQUE MONTHLY VISITORS TO CHATGPT'S PRIMARY WEB DOMAIN



GLOBAL OVERVIEW



SOURCE: SIMILARWEB (AUGUST 2025). **NOTE:** VALUES REPRESENT UNIQUE VISITOR "IDENTITIES" TO CHATGPT'S PRIMARY WEB DOMAIN. VALUES FOR PERIODS PRIOR TO MAY 2024 REFLECT TRAFFIC TO CHAT.OPENAI.COM; FIGURES FOR MAY 2024 AND AFTER REFLECT TRAFFIC TO CHATGPT.COM. **ADVISORY:** SOME PEOPLE MAY USE MULTIPLE DEVICES AND BROWSERS TO ACCESS THE SAME WEBSITE, SO VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS.

we
are
social

Meltwater

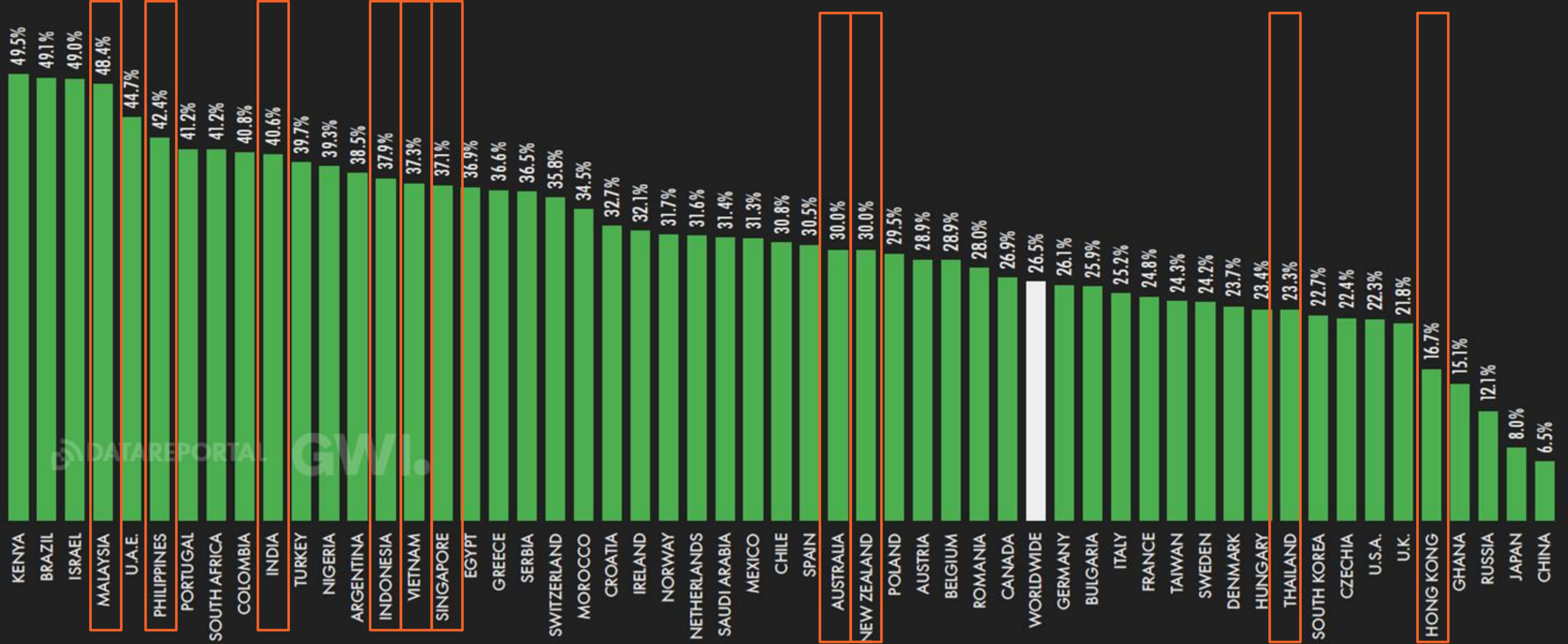
OCT
2025

USE OF CHATGPT

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE USED CHATGPT IN THE PAST MONTH (WEBSITE OR APP)



GLOBAL OVERVIEW



OCT
2025

CHATGPT: MOST COMMON QUERY TOPICS

TOPICS THAT ACCOUNTED FOR THE GREATEST SHARE OF USERS' CHATGPT CONVERSATIONS BETWEEN MAY 2024 AND JUNE 2025



#	TOPIC OF CONVERSATION	SHARE OF TOTAL CONVERSATIONS
01	SEEKING SPECIFIC INFORMATION	18.3%
02	EDITING OR CRITIQUING USER-PROVIDED TEXT	10.6%
03	TUTORING OR TEACHING	10.2%
04	SEEKING "HOW TO" ADVICE	8.5%
05	HELP WITH PERSONAL WRITING OR COMMUNICATION	8.0%
06	HEALTH, FITNESS, BEAUTY, OR SELF-CARE	5.7%
07	TRANSLATION BETWEEN LANGUAGES	4.5%
08=	CREATING AN IMAGE	4.2%
08=	COMPUTER PROGRAMMING	4.2%
10	CREATIVE IDEATION	3.9%
11	ARGUMENT OR SUMMARY GENERATION	3.6%

#	TOPIC OF CONVERSATION	SHARE OF TOTAL CONVERSATIONS
12	MATHEMATICAL CALCULATION	3.0%
13	PURCHASABLE PRODUCTS	2.1%
14	GREETINGS AND CHITCHAT	2.0%
15	RELATIONSHIPS AND PERSONAL REFLECTION	1.9%
16	WRITING FICTION	1.4%
17	GENERATING OR RETRIEVING OTHER MEDIA	1.1%
18	COOKING AND RECIPES	0.9%
19	ANALYSING AN IMAGE	0.6%
20=	ASKING ABOUT THE MODEL	0.4%
20=	DATA ANALYSIS	0.4%
20=	GAMES AND ROLE PLAY	0.4%

SOURCE: NATIONAL BUREAU OF ECONOMIC RESEARCH IN PARTNERSHIP WITH OPENAI [SEP 2025]. **NOTES:** TOPIC IDENTIFICATION AND ATTRIBUTION AS PER SOURCE RESEARCH. VALUES REPRESENT SHARE OF A SAMPLE OF 1.1 MILLION CONVERSATIONS BETWEEN APPROXIMATELY 130,000 DISTINCT USERS AND CHATGPT BETWEEN 15 MAY 2024 AND 26 JUNE 2025. "OTHER / UNKNOWN" TOPICS ACCOUNTED FOR 4.1% OF CONVERSATIONS DURING THE SAMPLE PERIOD, SO TABLE VALUES WILL NOT SUM TO 100%.

Guest Speaker

Allie Konchar

Co Founder and Chief Client Officer





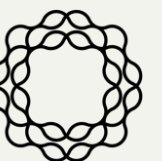
GEO in 2026: How brands win visibility in an LLM-first world

Allie Konchar, Chief Client Officer

March 2026

From search results → synthesized conversations

- Discovery is no longer linear — buyers research, triangulate, converse, and compare across social, reviews, creators, and communities
- LLMs sit on top of this ecosystem, synthesizing everything and reducing search friction
- Result: Brands now compete on internet-wide reputation — not just ranking
- **Good news!** Brands who've *already* been focused on digital PR and SEO are already at an advantage



Classic SEO Playbook

Keyword →
Content → *Rank*

best women's winter boots for extreme cold 2026

^ SOREL
https://www.sorel.com › ... › Boots & Wedge Booties

8 **Women's Snow & Winter Boots**
Women's winter boots and **women's snow boots by SOREL** are designed to be stylish, while keeping your feet warm inside, & snow out.
4.7 ★ store rating (27) · \$60 to \$225 · Free delivery over \$150 · 60-day returns

^ REI
https://www.rei.com › ... › Women's Boots

9 **Women's Winter Boots: Waterproof & Insulated Boots**
Shop for Women's Winter Boots at REI - Browse our extensive selection of trusted outdoor brands and high-quality recreation gear.
4.8 ★ store rating (2.2K) · \$67 to \$210 · Free delivery over \$60 · Free in-store returns

New Reality:
Surround
Sound

Monopolize →
Credibility &
Recommendation

best women's winter boots for extreme cold 2026

The Mom Edit

<https://themomedit.com>

Style

Shoes & Boots

1

I Tried On 28 Pairs Of Winter Boots - These Are The Best

Jan 8, 2026 — Looking for cute winter boots that are also REALLY warm? We tried on 28+ pairs from Sorel, UGG, The North Face, Pajar, Hunter & more: here's ...

Get access to Ahrefs metrics with our Starter plan for just \$29/month.

[Learn more](#)

[Get started](#)

Treeline Review

<https://www.treelinereview.com>

gearreviews

best-w...

2

Best Women's Winter Boots of 2026

Oct 10, 2025 — The **Sorel Caribou boots** have long been considered the gold standard of extreme cold winter boots and have been kicking winter's butt since the ... [Read more](#)

CleverHiker

<https://www.cleverhiker.com>

footwear

best-winter-b...

3

Best Winter Boots for Women of 2026, Tested & Reviewed

Dec 20, 2025 — For women navigating cold, snowy, and icy trails, the **Salomon Toundra Pro Boots** provide reliable warmth, excellent traction, and all-day ... [Read more](#)

Switchback Travel

<https://www.switchbacktravel.com>

best-womens-winte...

4

Best Women's Winter Boots of 2026

Oct 14, 2025 — See our guide to the best **women's winter boots of 2026**, with top warm, waterproof, and stylish winter boots from Sorel, Ugg, Bogs, Baffin, ...









LLMs: Done For You

*Accumulated
reputation creates
visibility*

best women's winter boots for extreme cold 2026

Here's a no-nonsense guide to the **top women's winter boots in 2026 built for extreme cold**. I'm focusing on real performance in sub-zero, deep snow, and ice — the kinds of conditions where cheap, fashion boots fail and your toes suffer. The models below come from real testing and expert roundups that prioritize insulation, waterproofing, traction, and durability — not just looks.

Highest-Performance Boots for Severe Cold

1. Sorel Caribou — The Proven Extreme Cold Champion

Often named the benchmark for deep cold and harsh winter climates. Well-insulated with a 9 mm felt liner and rugged waterproof construction, these handle **down to about -40°F** with confidence. Best for walking, commuting, snowfields, and everyday use when temps plummet.

Why it matters:

Longstanding reputation for combining warmth, waterproofing, traction, and durability — the kind of boot that doesn't quit on your worst winter days.

2. Sorel Joan of Arctic — Best All-Around Extreme Cold Pick

A slightly taller and more versatile variant of the Caribou with a removable felt liner and waterproof vulcanized shell. Great if you want warmth *and* something you can wear all day without bulky gear. Good for cold city life and snowy trails alike.

Why it matters:

You get serious insulation and waterproofing without sacrificing comfort or style.

Share

More

camoguys.com

10 Best Women's Winter Boots for Extreme Cold Weather

3 days ago — 10 Best Women's Winter Boots for Extreme Cold Weather After researching dozens c

paddleroundthepier.com

Best Winter Boots 2026: 12 Top-Rated Boots fo Extreme Cold

January 23, 2026 — The Sorel Caribou is the best winter boot for most people because it combines.

sloweather.com

Best Boots for Extreme Cold Weather – 2026 Reviews

January 1, 2026 — Our 2025 guide to the best boi for extreme cold weather. We've tested top-rated.

socialmoms.com

Best Women'S Winter Boots For Extreme Cold (2026 Update)

January 1, 2026 — By Social Moms Stuff January 2026 If you're looking for the best women's winte

eyeandpen.com

Best Winter Boots for Women - 2026 Reviews - eyeandpen.com

January 1, 2026 — Discover the best winter boots women in 2025 with our expert testing. From extr

cleverhiker.com

Best Winter Boots for Women of 2026 - CleverH

December 19, 2025 — We trail-tested dozens of women's winter boots in harsh conditions across..

outdoorgearlab.com

The Best Winter Boots for Women | Tested & Ranked - GearLab

November 10, 2025 — We have been testing winte boots for over a decade, tramping through cold, w

+ Ask anything

ChatGPT can make mistakes. OpenAI doesn't use OpenAI's workplace data to train its models.

The Macro Shift

60% of Google searches now end without a click. When AI Overviews appear, it's 83%.

(Semrush, 2025)

The Behavior Change

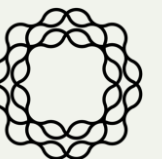
AI is now the second most influential shopping source — ahead of retailer sites and even friend recommendations.

(IAB, 2025)

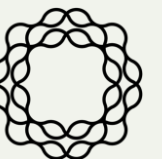
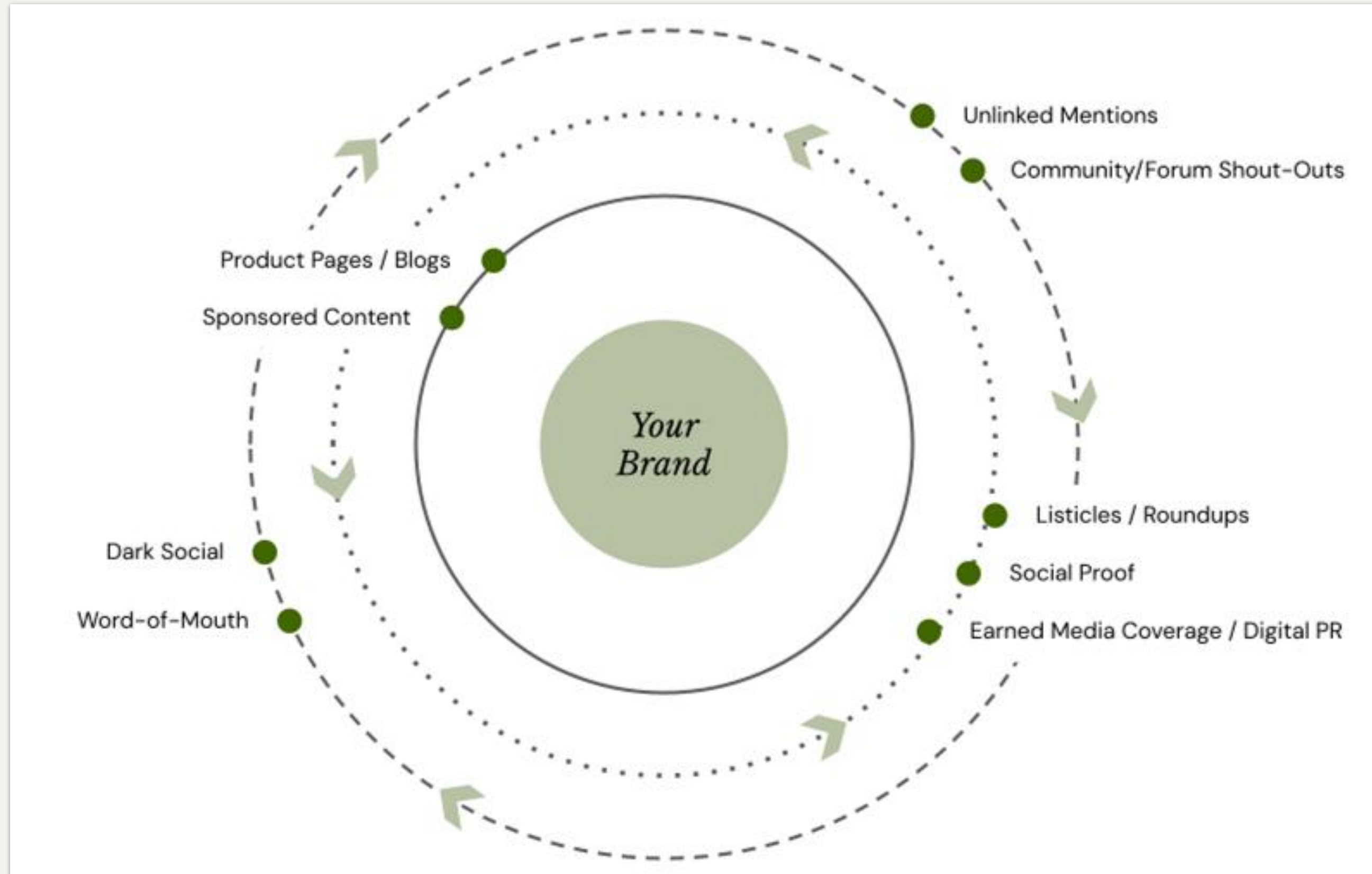
The Content That Works

57% of LLM citations go to reviews and social proof. Just 5.4% go to thought leadership.

(Omniscient Digital, 2026)



LLM Visibility = Narrative Omnipresence



Our GEO Framework

- | | | |
|----|--|--|
| 01 | Owned: <i>Be the source</i> | Create and optimize primary source material that maps to highly specific user questions and pain points. Prioritize value-additive, fact-dense content following E-E-A-T best practices. |
| 02 | Earned: <i>Be included in the source</i> | Audit and identify gaps in brand mentions across third-party content in and beyond commonly cited sources. Be omnipresent and favorable in your category. |
| 03 | Owned on Earned Platforms: <i>Replace the source</i> | Partner or leverage powerful and commonly-cited platforms (YouTube, Reddit, etc.) to create better sources than currently exist and influence the narrative around relevant topics. |

Tactics for Visibility

1 Topical Authority

Own the definitive answer to every core question in your category. If your brand doesn't publish it, an LLM learns it from someone else.

2 ICP Alignment

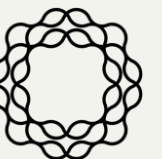
Match the exact questions your buyers ask — in their language, at their buying stage. LLMs reward relevance, not volume.

3 Third-Party Validation

Earn mentions from trusted sources — analysts, review sites, industry media. LLMs weigh who says it, not just where it ranks.

4 Clear Positioning

Define exactly what your brand is known for, and say it consistently *everywhere*. Vague brands get skipped; sharp brands get cited.



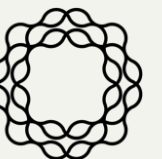
What ‘good’ GEO looks like in 2026

Where visibility becomes strategy

You’re consistently referenced in relevant answers

You’re framed accurately and credibly

**You understand *why* models say what they say about you,
and which sources shape that narrative**



Guest Speaker

Kristian Berl Marfori

Digital Marketing Manager

THE
BISTRO GROUP



Sue Howe

Senior Marketing Manager,
Southeast Asia and India

⟨○⟩ Meltwater



Tell us more about Bistro Group
and your role there

Who is Bistro Group?



As a company that handles many international and local franchises, what challenges were you facing when balancing your wide portfolio?

Was there a specific capability you were looking for to solve the challenges you mentioned?

As a customer, how are you using Meltwater today,
and what are the main workflows it supports?

Besides social listening, what made you start thinking about tracking gen AI engines?

It seems GenAI Lens has given you a more holistic view of the customer journey across your different brands, what surprised you most about what you found?

What measurable improvements have you seen since using Meltwater?

Looking ahead, how important is it for brands to actively manage how they appear in AI-generated answers?

Meltwater Expert

Courtney Law

Senior Solutions Consultant



[Click here to view](#)



For PR & Marketing teams ready to lead the narrative

Powerful tools to **navigate the emerging AI layer of brand communication.**

Analyse responses generated by
LLMs

Track sources & citations to
inform your content strategy

Understand your mentions
per platform over time

Spot inaccuracies in your
brand narrative

Inform comms strategies to
strengthen GEO sources

Understand your brand sentiment
& the sources shaping it

Track competitive performance
across major LLMs

Find opportunities to lead
the narrative with ranking sources

Develop PR strategy through
key authors in citations

Meltwater empowers you to be insight-driven

Activate the power of data

With the world's largest dataset and powerful AI, we turn global media and social data into insight your teams can act on.

Make insights accessible

Our tools empower everyone, from PR managers to marketing directors, to confidently uncover insights.

Redefine PR & Marketing impact

To measure success you need 360° reporting for a full view of your strategy at work.



Media
Intelligence



Media
Relations



Social Listening
& Analytics



AI Visibility
Tracking



Consumer
Intelligence



Influencer
Marketing



Data & API
Integration

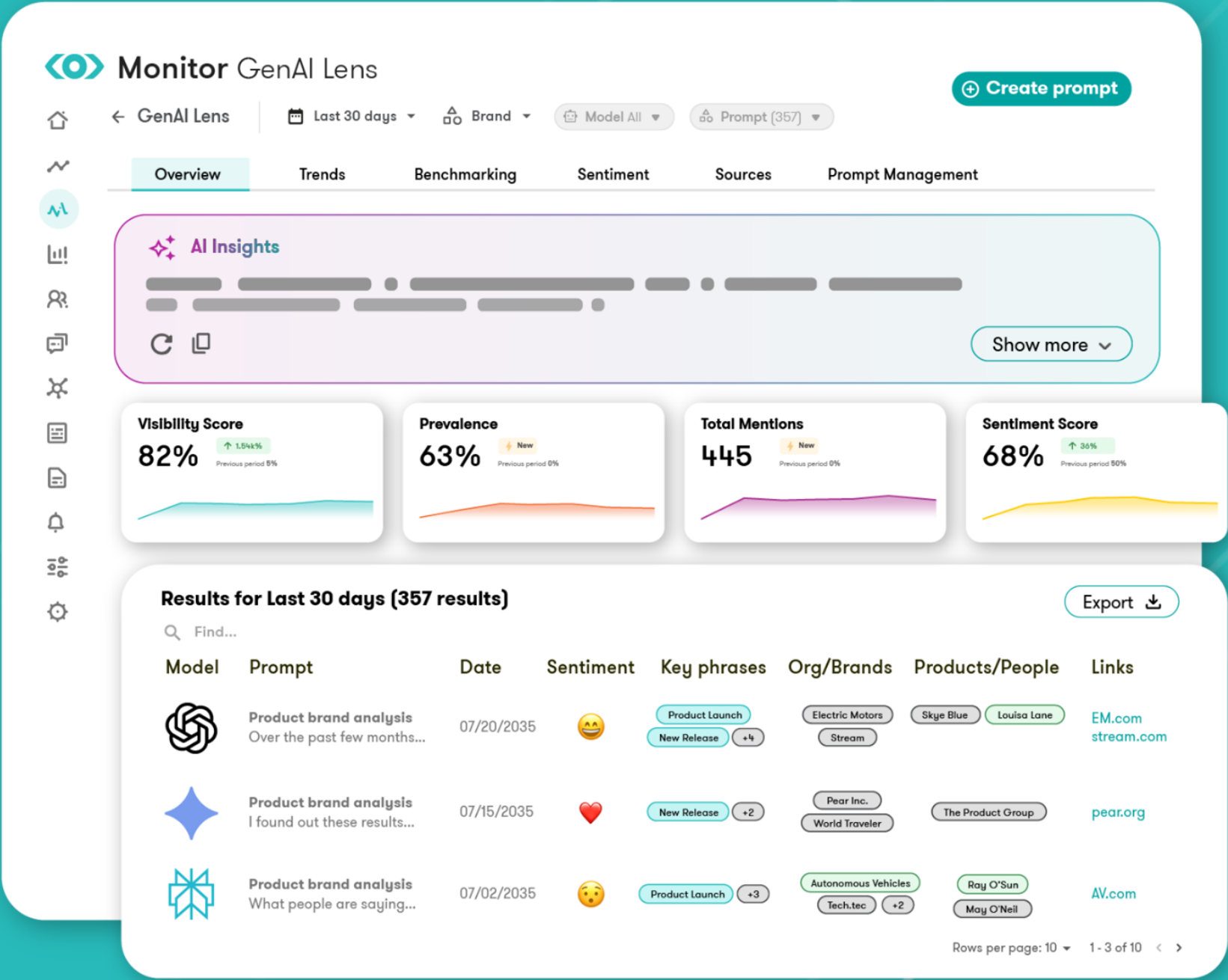


Sales
Intelligence

AI VISIBILITY TRACKING WITH GENAI LENS

Complimentary Brand Visibility Report

Complete the Survey →



Summit on Tour is coming to APAC!



Registrations for
Sydney are open!



Sydney
Thursday 21 May
Saltbox, Redfern

REGISTER NOW



Singapore
Thursday 27 August
Pan Pacific, Orchard

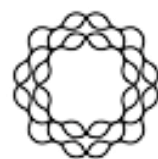
SAVE THE DATE



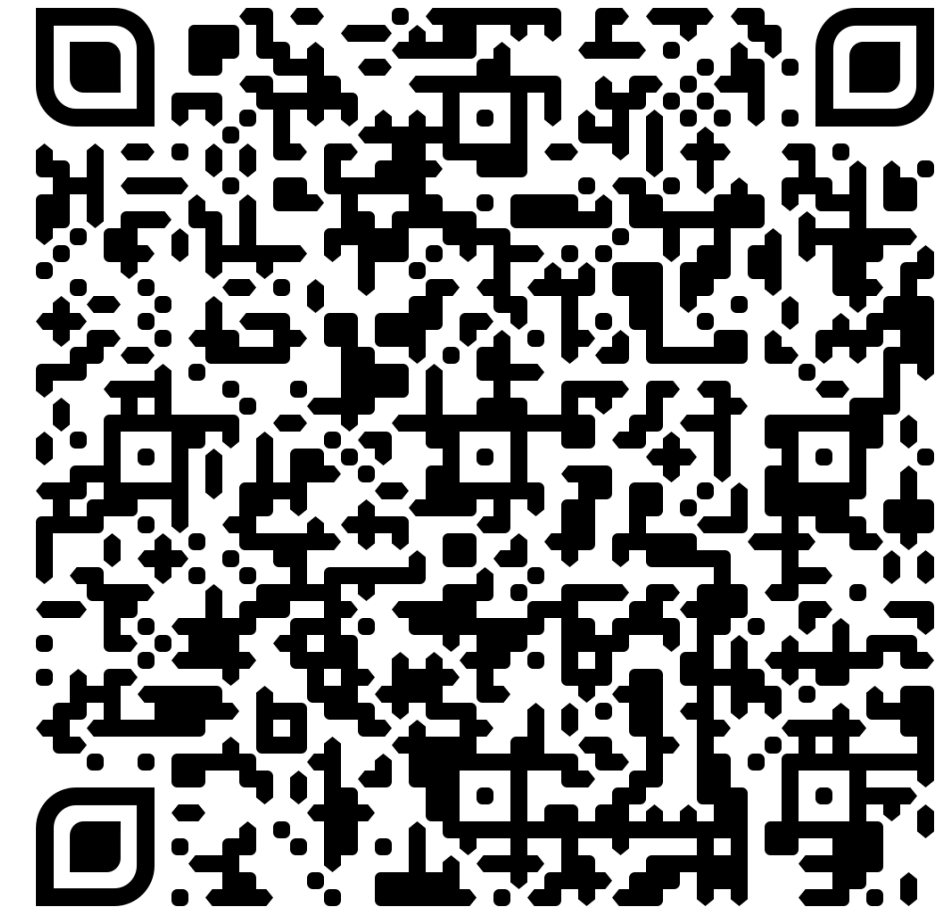
Thank you!

Q&A

THE
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Omniscient



Want to dive deeper into GEO
and GenAI Lens?

BOOK A TIME WITH US