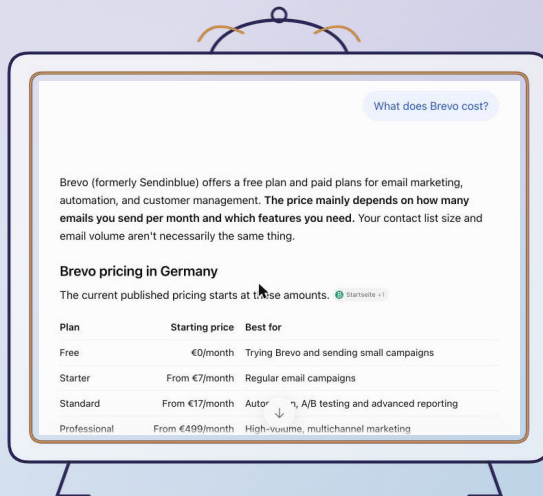
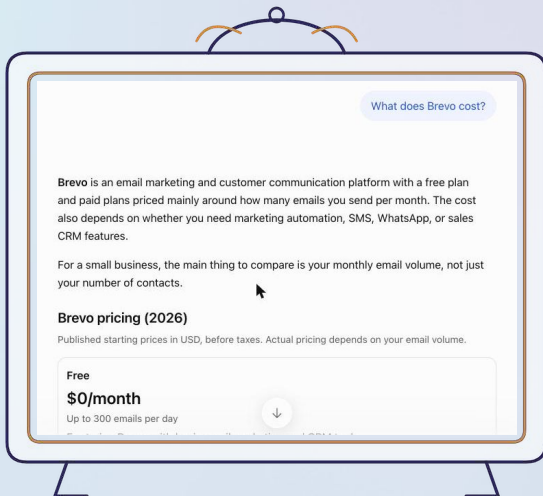


Mirror, mirror on the wall...



Mirror, mirror, what does Brevo cost?



Confidently.
Inconsistent.



15 runs: **8×** euros, **7×** dollars, **12×** Sendinblue



Confidently Inconsistent

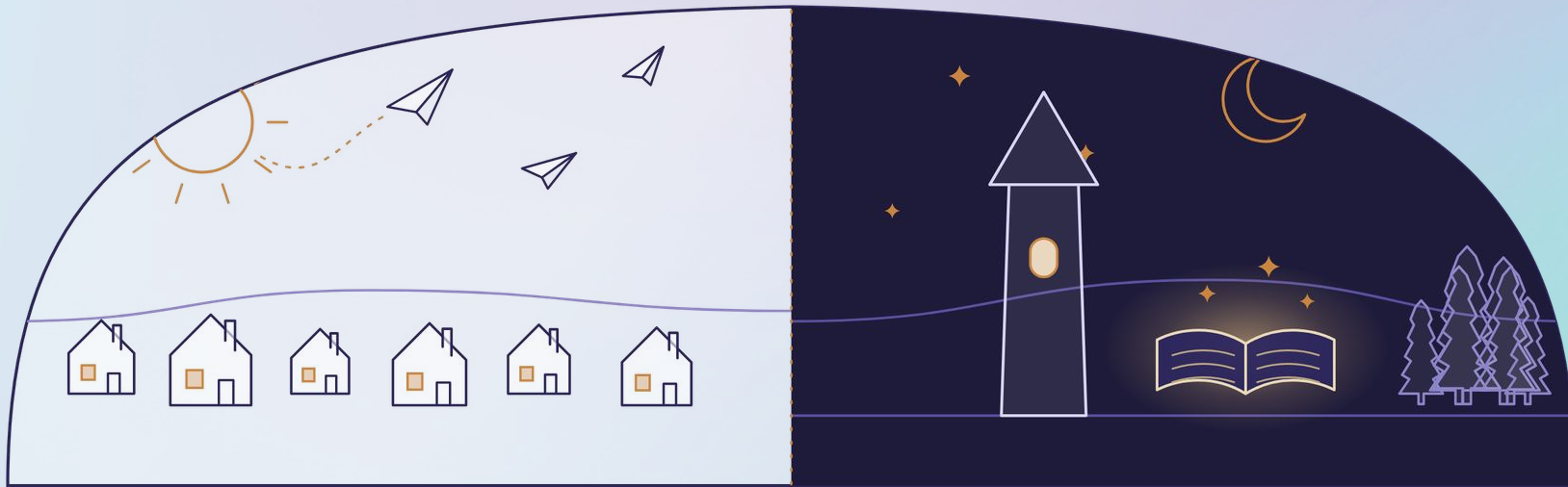
A cross-functional playbook for AI visibility and brand accuracy

Jennifer Lapp Head of Growth Marketing **Brevo**

presented by *Radyant* in partnership with **Peec AI** & **OMG REVIEWS**

Hi, I'm Jenny.

Professional overthinker.



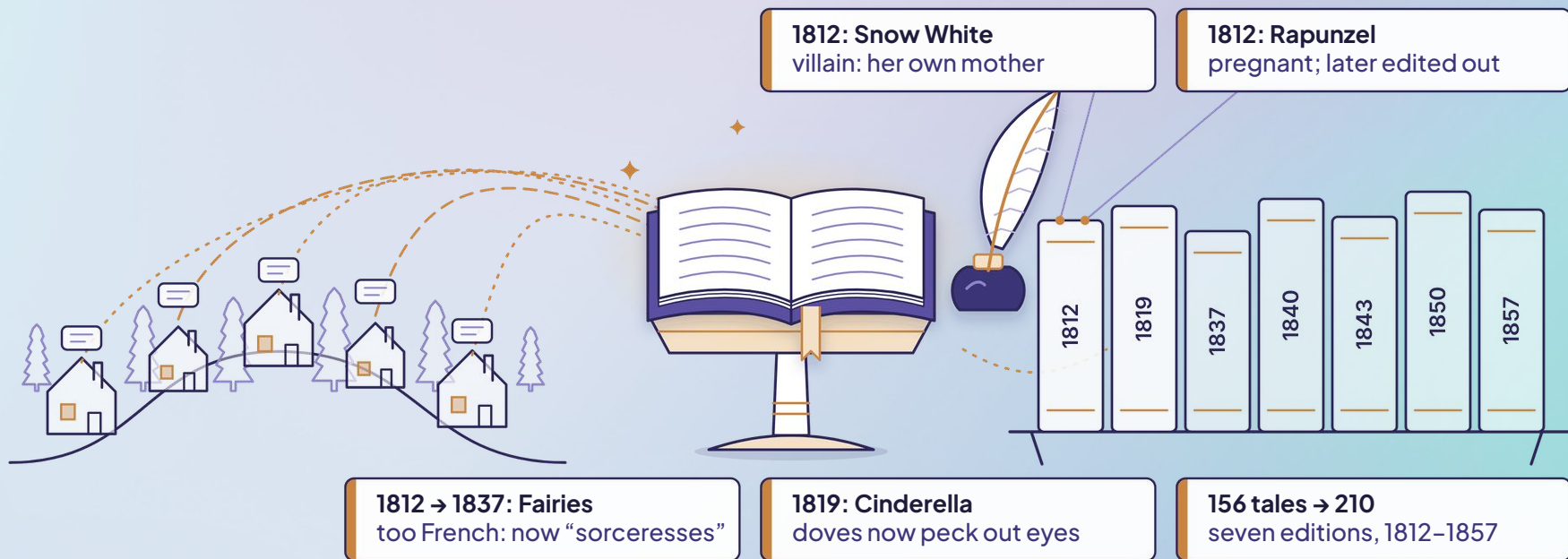
BY DAY

Head of Growth Marketing at Brevo

BY NIGHT

Fairy tale collector at maerchenbrause.de

The Brothers Grimm were the first LLM



Same question, three books

“What’s the best email marketing platform for SMB companies?”

ChatGPT

Mailchimp

in 100% of answers



Google AI Overviews

ActiveCampaign

in 90% of answers



Perplexity

Brevo

in 92% of answers



Why the mirror never says the same thing twice



Your question
one prompt

Fan-out
several hidden searches

The Sources
Third Parties, your own

Passages
chunks, not whole pages

One answer
consensus found and
written fresh every time

Pebbles, not breadcrumbs

1 of 63

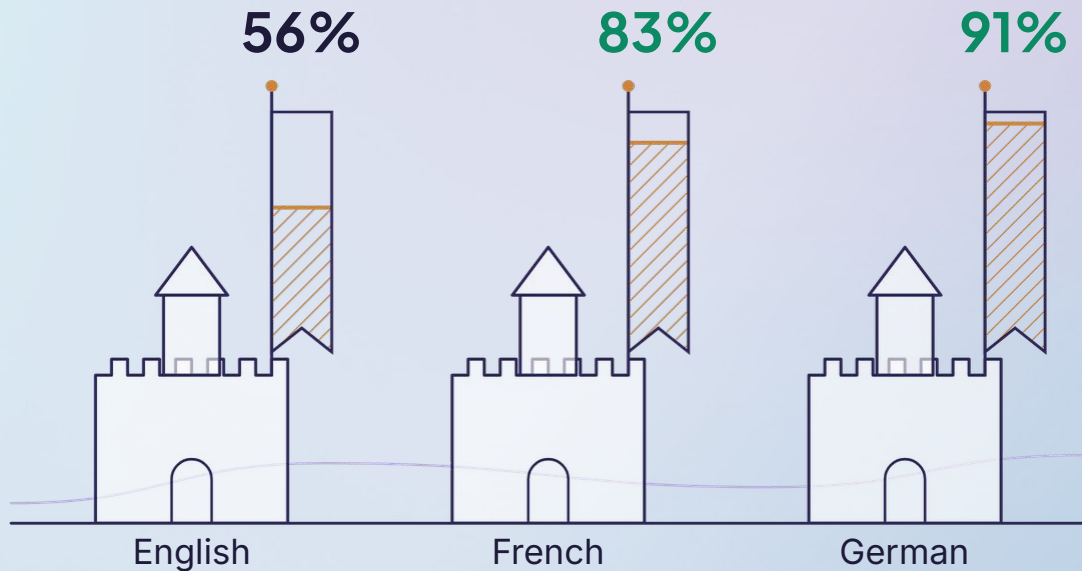
domains came back in 4 of 5 runs



Pebbles: back in every run

Breadcrumbs: gone by the next run

One brand, three kingdoms

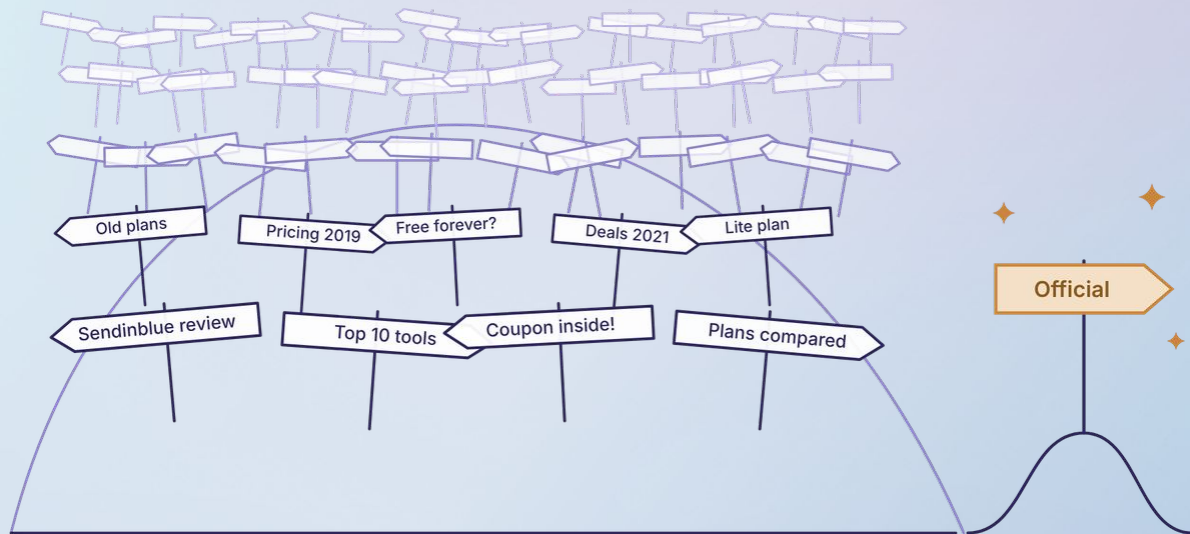


Same brand. Same month.
Same kind of question.

Track it market by market.



Volume beats truth



~73

outdated affiliate pages

beat

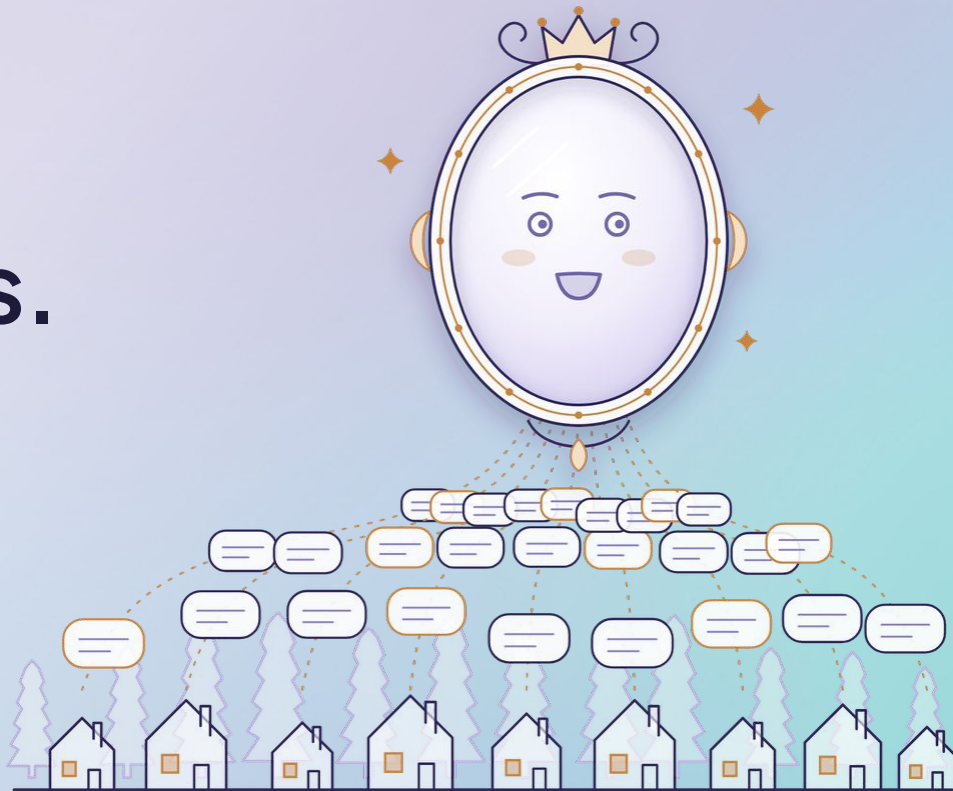
1

official pricing page

Our forest: Google's AI Overviews still say "Sendinblue" in 76% of answers about Brevo.

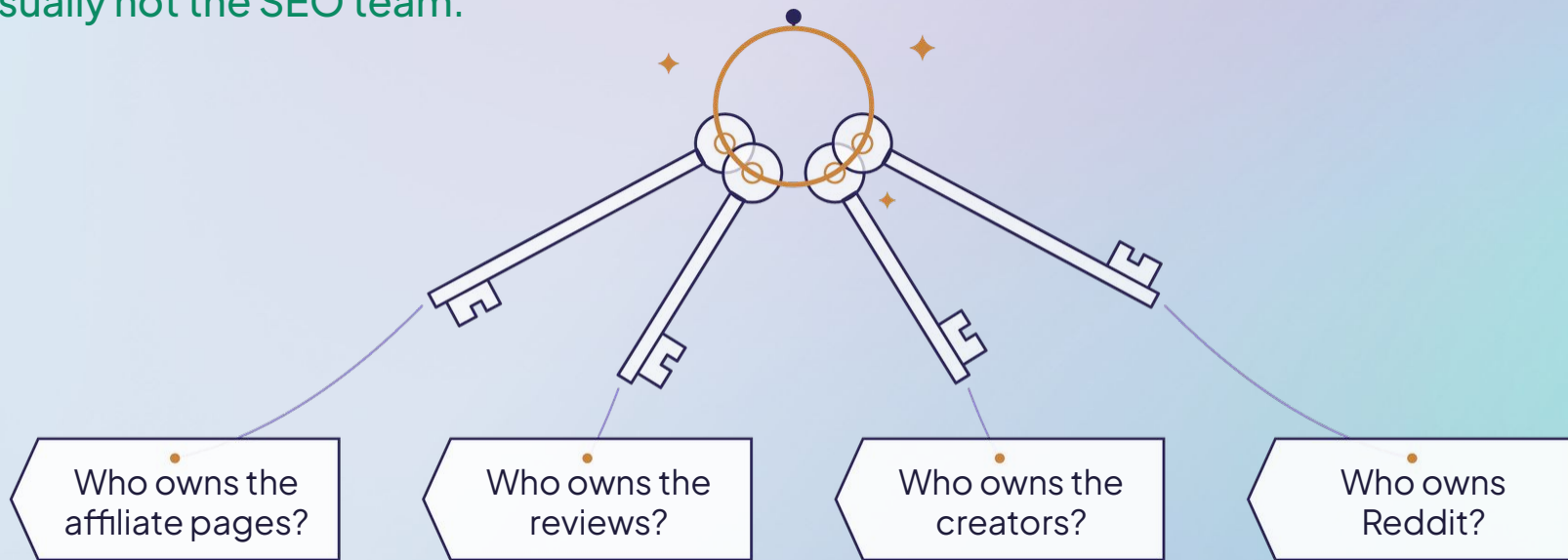
AI has no opinions. It has sources.

The model isn't your enemy or your fan.
It's a narrator, retelling what the kingdom says
about you.



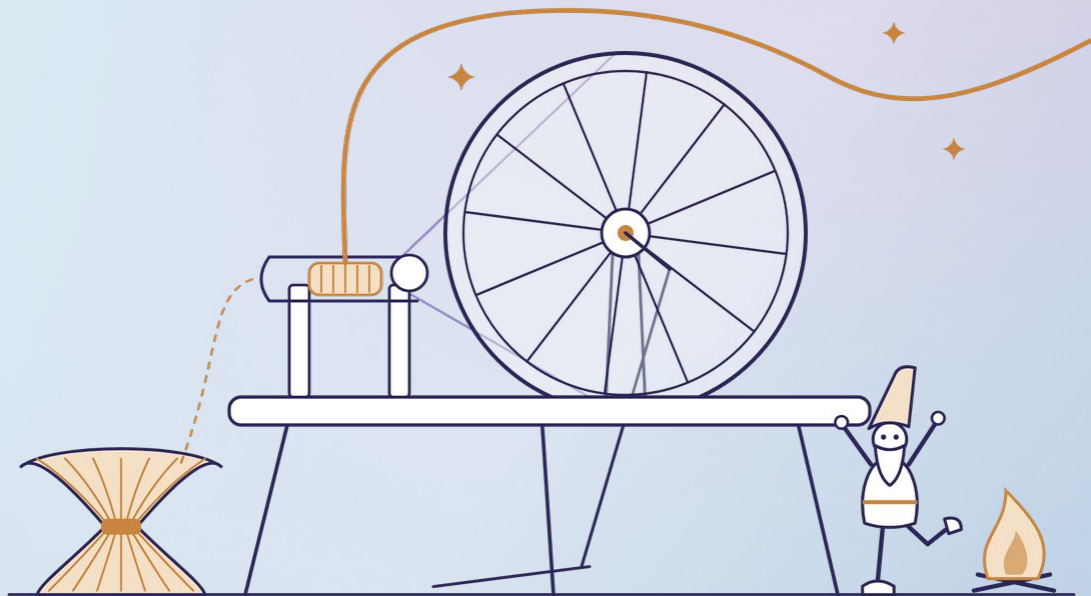
Every source the AI trusts has a keeper

Usually not the SEO team.



Google's AI Overviews cite [YouTube](#) in 59% and [Reddit](#) in 29% of answers in our category. Our own site: 18%.

“Is your name ... Rumpelstilzchen?”

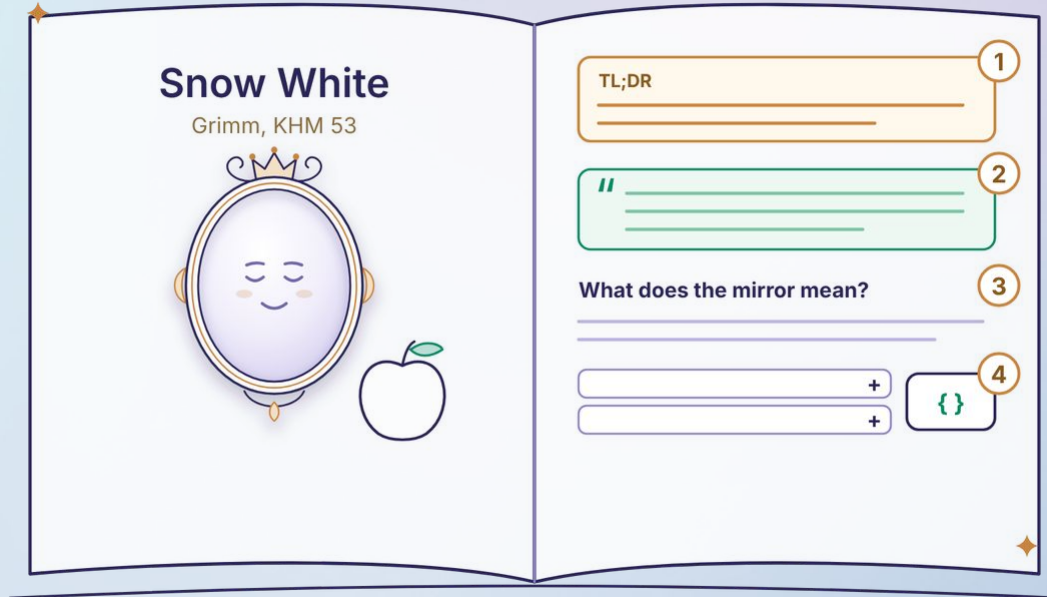


38%

of citations come from the first 100 words of a page.

Say your name early, clearly and the same way everywhere.

My fairy tale lab



maerchenbrause.de

- 1 Answer first
- 2 The original, intact
- 3 Questions as headings
- 4 Structure for machines

The Town Musicians of Bremen

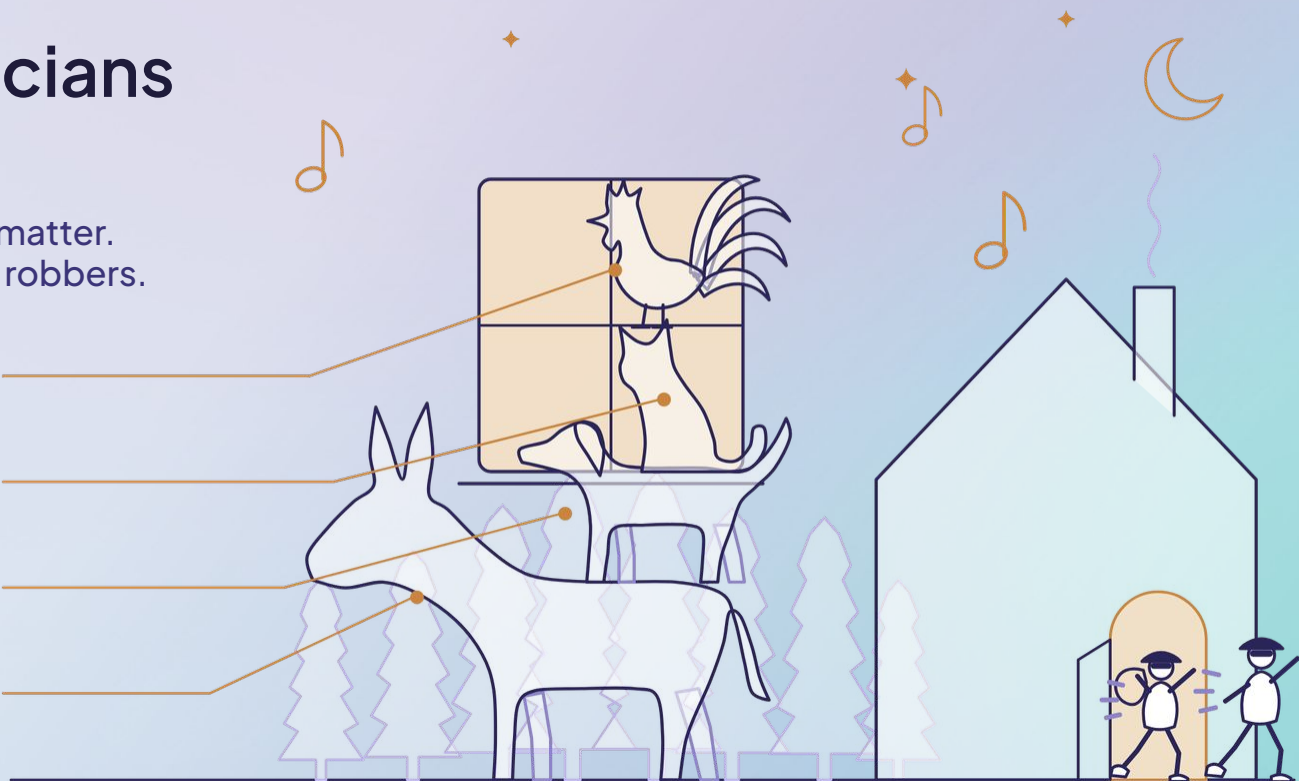
Alone, not strong enough to matter.
Stacked, they scared off the robbers.

Reviews & trust
the rooster

Influencers
the cat

Affiliates
the dog

SEO / AIO
the donkey

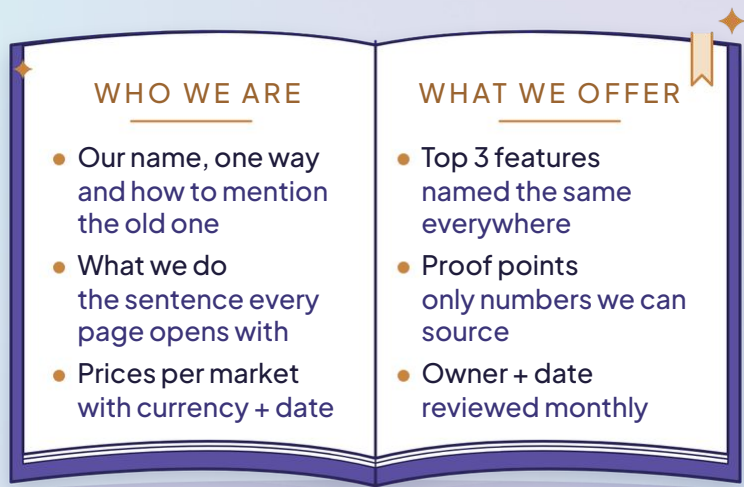


Build your own **stack**

WHAT THE AI READS	USUALLY OWNED BY	YOUR FIRST MOVE
 Your own site	SEO and content	Answer first, name yourself early, pricing in plain HTML
 Affiliates and comparisons	Partnerships	Get the outdated pages updated, starting with the top ten
 Creators and videos	Brand or influencer team	Brief them with keywords; judge them on citations
 Reviews and forums	Customer and community	Fix the facts, then watch sentiment monthly

One source, one keeper, one first move.

One storybook, four storytellers



SEO & content

Schema, pricing page and first 100 words, from the book.



Affiliates

Quarterly fact update; corrections name the exact line.



Reviews

Every profile refreshed from it; replies reuse its words.



Creators

Each brief: three must-say facts and the one name to use.

SAME DATA

One prompt set per market · one list of cited URLs, routed to their keepers · a 30-minute mirror review every two weeks

Three questions every mirror gets



Who are you?

Your name, said early and the same way
everywhere



What do you cost?

Your pricing page, against every old
comparison

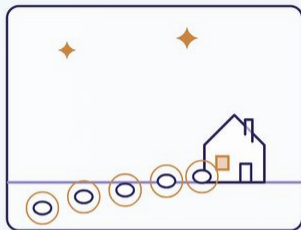


Who's best for me?

Reviews, comparisons, creators and
Reddit

Four plays for Monday

I



Find your pebbles

Track one stable prompt set in the real UI.

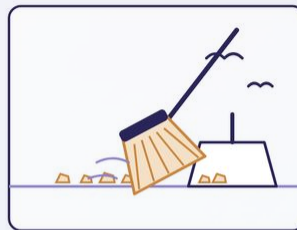
II



Say your name

Answer first. Pricing in plain HTML.

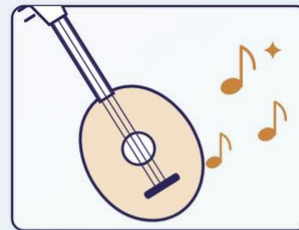
III



Clean the breadcrumbs

Find the outdated pages. Talk to them.

IV

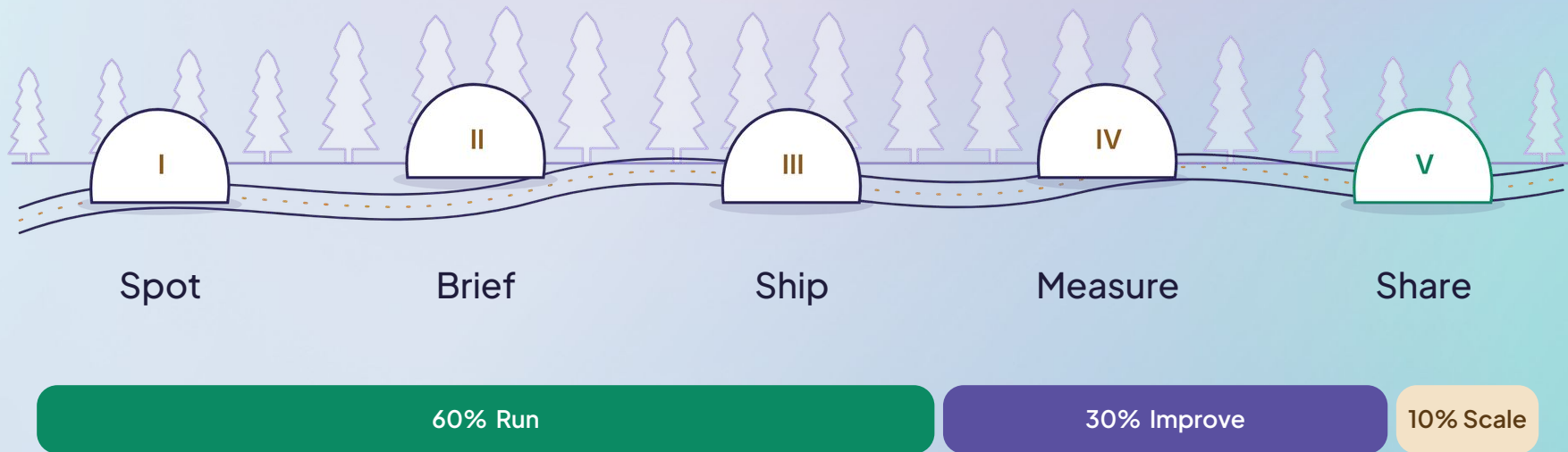


Brief your storytellers

Judge creators on citations, not reach.

How the work moves

Six-week sprints: run, improve, learn



Same AI. Different doors.



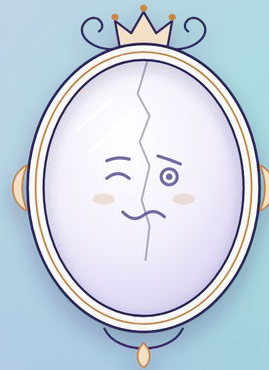
The app vs. the app
two weeks apart



The API vs. the app
same 100 prompts

The API writes 60% more
and cites 2x the sources.

Track the door your customers
use.



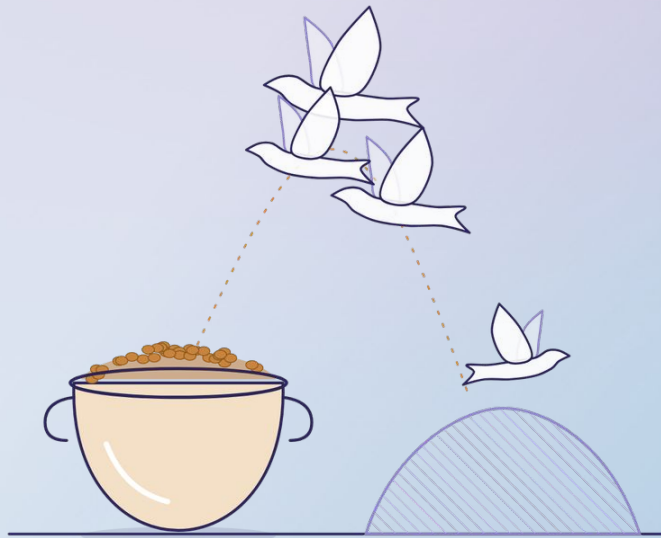
The good into the pot, the bad into the crop

INTO THE POT : SIGNAL

How often you are recommended, across many runs

Accuracy and sentiment

Qualified acquisition



INTO THE CROP: NOISE

Raw impressions

Your rank in one answer

A daily swing from 44% to 68%

Decision rule: never escalate a number without its baseline, trend window, prompt set and business implication.

Don't be the miller. Be the cat.



THE MILLER

Promised the king gold.
His daughter got locked in with the straw.



THE KING

your CEO or CMO



THE CAT

A partridge for the king. Every day.
His master got the kingdom.

How to win your king



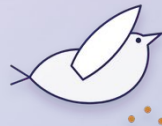
Hold up the mirror

Run their favourite prompt
15 times, live, in the
meeting.



Speak their language

Wrong price, old name, lost
deals. Not citations.



A partridge a week

One fix and one moving
number, every sprint.



Ask for keys, not gold

Owners and access first.
Budget follows proof.

THE ONE-SENTENCE PITCH

“The mirror describes us wrong to buyers every day. Here are the keepers, the first fix, and how we’ll prove it in six weeks.”

Two ways to end a story

THE ENGLISH ENDING

... Snip, snap, snout, this tale's told out.

THE GRIMMS' ENDING

... and if they haven't died, they are still living today.



There is no happily ever after.
You never win it.

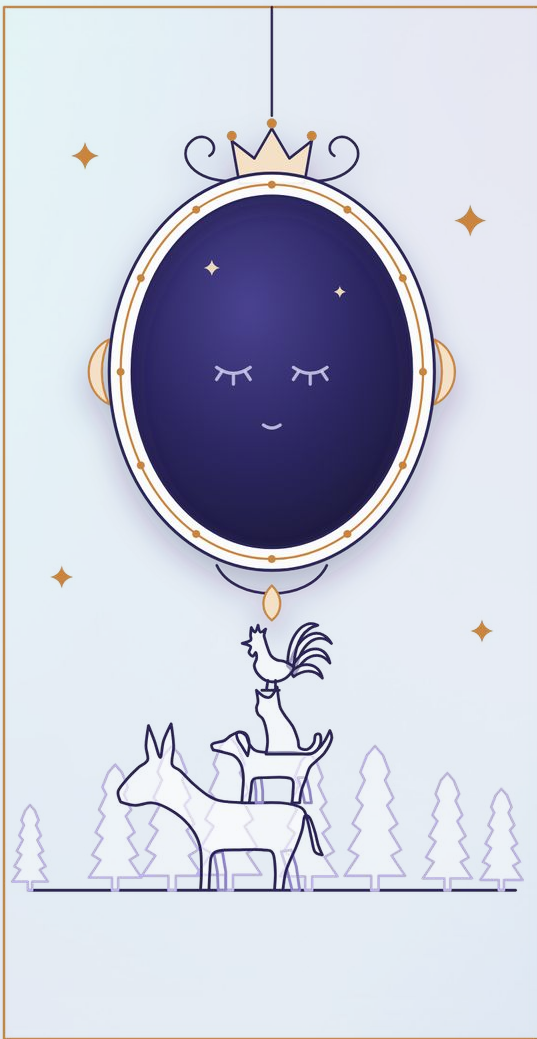
You keep earning it:
the right to be found, quoted
and chosen.



Ask your mirror the same question 15 times. **Then get the band together.**

- 1 Pick one high-intent prompt your customers ask.
- 2 Run it 15 times, a fresh chat each time.
- 3 Write down who answers. Those are your pebbles.
- 4 Find who owns each one. Invite them to your next meeting.





Thanks for listening!

Jennifer Lapp
Head of Growth Marketing, Brevo

By night: maerchenbrause.de/newsletter



Say hi on LinkedIn