The 5 best GEO agencies for regulated industries

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Your buyers are asking ChatGPT and Gemini which provider to use. In finance and health the models play it safe. They hedge. They name a category instead of a company, and they name a company only when an outside source did first. Google is pushing AI Overviews and AI Mode into the same searches. And most advice on all this assumes you can publish fast and change pages weekly, which is what your compliance team exists to stop.

Five agencies with published work in banking, insurance or healthcare.

The shortlist, ranked

#	Agency	Best for	Base	Entry price
1	Radyant	Banks, insurers and healthcare platforms that need AI Search and SEO run through a compliance review loop	DACH, delivering across Europe	From €7,000/mo
2	ithelps	Mid-market healthcare and financial services firms in DACH that want a priced starting point	Vienna, with offices in Munich and Berlin	Published in detail: €490 quick-check, €1,500 GEO audit, from €990/mo starter, from €1,900/mo full service, €290/mo monitoring
3	Ironpaper	US insurance-technology and energy companies with long, committee-driven sales cycles	New York, around 70 people across the US	Not published
4	Breaking B2B	Healthtech and fintech scale-ups that want a senior-led GEO programme with pricing they can see	UK, remote	Published tiers from $5,500/mo to $20,000+/mo, plus tailored scopes from $4,000/mo
5	KKP (Kosch Klink Performance)	German-speaking mid-market financial services firms that want one specialist partner	Saarbrücken, DACH	Not published

How this was put together

We started with agencies that publicly sell AI Search, AEO or GEO work and name at least one client in a regulated category: banking, insurance, healthcare, pharma or compliance software.

Everything comes from public sources: the agency's own site, its published cases, its published pricing. Where an agency publishes nothing on a point, we say so instead of guessing. Worth noting up front: none of the five publish a documented compliance review workflow, which is the biggest gap in this part of the market.

An insurance group and a Series B healthtech need different agencies. The order is our judgement about fit for a typical regulated brief, not a score, and each entry says where it is the stronger pick and where it is not.

Every entry in detail

1. Radyant

- **Best for:** Banks, insurers and healthcare platforms that need AI Search and SEO run through a compliance review loop
- **Base:** DACH, delivering across Europe
- **Entry price:** From €7,000/mo
- **Terms:** 12-month commitment with an opt-out after 6 months. Fixed-scope projects from €10,000

The only agency here with published clients in all three hard categories at once. PostFinance in banking. Allianz Suisse in insurance. Docplanner, Recare and Medwing in healthcare. That matters more than it sounds. Most regulated experience does not carry over. What slows you down is the shape of the approval process, not the subject matter. And approval at a Swiss bank, a Swiss insurer and a European health platform are three different animals. Digital PR is in-house, which is what you need when a model will not name you until someone else has.

Where it is stronger

- The only agency here with published work in banking, insurance and healthcare at the same time
- In-house digital PR, which is the lever that moves things in higher-risk categories
- Pricing and contract terms are published, including a six-month opt-out, so procurement is straightforward
- Publishes its own research, so you can inspect the method before you buy

Services

- AI Search optimisation across ChatGPT, Gemini, Perplexity, Claude, Copilot and Google AI Mode
- SEO strategy and technical SEO
- Digital PR
- Content production
- Programmatic SEO
- Conversion rate optimisation and attribution setup

Where it is not

- The €7,000/mo entry price rules it out for smaller regulated businesses
- Europe-focused. A US brief with HIPAA or FINRA specifics is better served locally
- No documented compliance review workflow on the site. You will have to ask for it
- The Allianz Suisse case is listed as coming soon rather than published in full

Published proof

- Banking: PostFinance. Insurance: Allianz Suisse. Healthcare: Docplanner, Recare and Medwing. Compliance software: Cleversoft
- Planeco Building: AI Search citation rate doubled from 55% to over 110%, and first place in AI Search visibility in its competitor set
- Heyflow: 3× MRR pipeline in six months, and first place in AI Search visibility for its category
- Heyflow: 593 brand mentions earned from YouTube in three months

- Enter: more than 500 organic leads a month in the regulated energy-subsidy market
- deeploi: organic leads up 250%
- Publishes original research, including a persona study and a software prompt study

Website: https://www.radyant.io

2. ithelps

- **Best for:** Mid-market healthcare and financial services firms in DACH that want a priced starting point
- **Base:** Vienna, with offices in Munich and Berlin
- **Entry price:** Published in detail: €490 quick-check, €1,500 GEO audit, from €990/mo starter, from €1,900/mo full service, €290/mo monitoring

An Austrian agency with offices in Munich and Berlin, and the only entry here that publishes a full price list rather than a starting figure. Healthcare and finance are two of its named industries, alongside local medical and legal practices, which is unusual in this segment and useful if you are a clinic group or an advisory firm rather than a bank. The €1,500 GEO audit is the cheapest way on this list to find out what is actually wrong.

Where it is stronger

- The most transparent pricing in this list by a distance, including a €1,500 fixed-scope audit
- Healthcare and finance as named industries, plus medical and legal practices
- German-language delivery across Austria and Germany
- A €490 quick-check makes a first step almost free

Services

- GEO and generative engine optimisation
- SEO
- Google Ads
- Web design and development
- E-commerce

Where it is not

- Mid-market and SME shaped. Not an option for a bank or an insurance group
- No banking or insurance references. The regulated work is clinics and advisory firms
- Published results are AI visibility percentages rather than conversions
- No digital PR or earned-mention service named in-house

Published proof

- Named clients including Assa Abloy, Orion, Rohrmax and Sehen! Wutscher
- States 900+ completed projects and 300+ five-star reviews
- Published case results citing AI visibility gains of 412%, 100% and 70%
- Offices in Vienna, Munich and Berlin with a stated 20+ specialists

Website: https://www.ithelps-digital.com

3. Ironpaper

- **Best for:** US insurance-technology and energy companies with long, committee-driven sales cycles
- **Base:** New York, around 70 people across the US
- **Entry price:** Not published

A fairly standard B2B demand generation agency, and the largest team here. It is built around long, complex sales processes. Their regulated relevance comes through insurance technology and energy rather than banking or health. Solartis is an insurance software platform and energy is a named focus category. The marketing operations depth is the real draw, because in regulated organisations attribution usually breaks before the content does.

Where it is stronger

- Team size and process maturity for a multi-workstream engagement
- Strong marketing operations, which is where regulated attribution usually fails
- Built for committee buying rather than self-serve motions

Services

- B2B demand generation and lead generation
- Account-based marketing
- Content strategy and thought leadership
- Website design and conversion optimisation
- Sales enablement
- Marketing automation in HubSpot and Salesforce Pardot

Where it is not

- No separate AI Search practice. The positioning is demand generation
- Insurance technology and energy only. No banking or healthcare work published
- No published pricing
- US-centric, with little published European work

Published proof

- Named clients including Solartis (insurance software), Steelcase and Mobilewalla
- Energy and IoT named as focus categories
- Published case result: MQLs up 86% over six months
- HubSpot Diamond certified partner

Website: https://ironpaper.com

4. Breaking B2B

- **Best for:** Healthtech and fintech scale-ups that want a senior-led GEO programme with pricing they can see
- **Base:** UK, remote
- **Entry price:** Published tiers from $5,500/mo to $20,000+/mo, plus tailored scopes from $4,000/mo
- **Terms:** Six- or twelve-month contracts

One of very few agencies that names healthtech and fintech as published vertical programmes, rather

than as industries it is willing to try. Senior-led with a stated no-juniors policy, and the pricing is the clearest here. The regulated evidence is real, but scale-up sized. VerifyTreatment going from 5 to 32 demos a month is a genuine healthcare outcome. It is not an enterprise one.

Where it is stronger

- Two regulated verticals as published programmes, not as an afterthought
- The clearest pricing here: four named tiers with figures attached, not a starting-from number
- Senior-only delivery, stated as policy
- Reports demos and leads, which is the right unit

Services

- B2B and SaaS SEO
- Answer engine optimisation
- Generative engine optimisation
- Vertical programmes for healthtech, fintech, martech, logistics and construction
- Strategy and content production

Where it is not

- Healthtech and fintech only. No insurance or banking work published
- Scale-up clients rather than regulated enterprises. No listed-company references
- No digital PR as a named in-house service, which limits the outside-coverage side
- Small team, so a multi-market regulated rollout would stretch it

Published proof

- Published vertical programmes for healthtech and fintech
- VerifyTreatment: from 5 to 32 demos a month from organic
- RB2B: non-branded traffic up 77%
- Kubaru: 2× organic leads
- Named clients including Vidyard, ClickHouse, Chili Piper and Ahrefs
- States that 50+ companies have worked with the agency

Website: https://breakingb2b.com

5. KKP (Kosch Klink Performance)

- **Best for:** German-speaking mid-market financial services firms that want one specialist partner
- **Base:** Saarbrücken, DACH
- **Entry price:** Not published

A DACH performance agency built around AI Search, SEO and content for the finance sector. That is a narrower focus than anyone else here. For a German-speaking mid-market financial services company that wants one partner who already knows the vocabulary and the regulator, that focus is a real advantage. It is the wrong shape for a multi-market group, or for anything outside finance.

Where it is stronger

- The narrowest and deepest finance focus in this list
- Native German-language delivery for the DACH regulatory context

- Single-partner simplicity for a mid-market firm

Services

- AI Search and generative search optimisation
- SEO
- Content production for financial services
- Performance marketing

Where it is not

- Finance only. No insurance, healthcare or pharma work published
- German-language and DACH-bound. Not an option for a multi-market brief
- No published pricing, contract terms or client outcome figures
- The smallest published evidence base of the five

Published proof

- Publicly positioned as an AI Search, SEO and content specialist for the finance sector
- Established DACH agency with a German-language finance client base

Website: https://kkp.agency

Why regulated categories are harder

Two reasons, and they stack. The first is on the model side. In categories that touch money and health, the answer engines are more careful about naming a specific provider. They hedge. They describe a category instead of a company. When they do name someone, it is usually because an independent source named them first.

The second is on your side. The content that would earn those mentions has to survive a review loop designed to strip out the things that make content quotable: a specific claim, a number, a named opinion. Compliance is not being difficult, it is doing its job. But the average approved page in a regulated category ends up more generic than elsewhere, and generic pages do not get quoted.

The agencies that do well here treat the review loop as a design constraint. In practice that means two things running together. Your own pages still have to say clearly and specifically what you do, because that is what a model reads to describe you, and getting a claims framework agreed with compliance up front is what keeps those pages specific. Alongside that, real effort goes into outside sources, which your review process does not control and which models weight heavily in these categories. Neither half works on its own.

The compliance question to ask on the first call

Ask each agency to walk you through how one piece of content went from draft to live at a regulated client. Who reviewed it, how many rounds, how long it took, what got cut. An agency that has done this answers in specifics and usually complains a little. An agency that has not answers in principles.

Then ask what they do when compliance removes the claim the page was built around. There is a good answer, which is to move the claim to an outside source or restructure around a comparison that does not need it. There is a bad answer, which is to argue with your compliance team through you.

None of the five publish a documented compliance workflow. If one of them shows you a real one on the

call, weight that heavily.

Who we left off, and why

We left out agencies with no publicly named client in any regulated category. Several market regulated-industry pages with no regulated clients behind them. Here the cost of an agency learning on your account is not a wasted quarter, it is a compliance incident.

We left out AI visibility monitoring tools, several of which now publish insurance and finance playbooks and turn up in agency roundups as a result. They measure the problem competently. They do not fix it.

We also left off generalist digital agencies with a long regulated client list and no AI Search practice. A decade in pharma does not transfer to getting quoted by Gemini, and right now those two skills sit with almost entirely different people.

Questions buyers actually ask

Can a bank or insurer realistically improve its GEO visibility?

Yes, though the work is weighted differently than in an unregulated category. Two tracks run at once. Your own pages have to describe your products clearly and specifically, because that is what a model reads when it decides how to characterise you. Outside sources then have to confirm it, because in finance and health the models look for independent description before they name a provider. Industry publications, comparison sites, review platforms and analyst coverage do that job. Most of the gain comes from the two tracks together, and an agency that only offers one of them will get you part way.

How do we handle compliance review without killing the programme?

Agree a claims framework before anything is written: what can be said about performance, what needs a disclaimer, what needs a source, what is off limits. That turns review from a rewrite into a check, and it is the highest-value thing you can do in month one. The second is to move anything that cannot survive review to outside sources. Your compliance team does not control those, and the models lean on them heavily here anyway.

Is our brand size enough on its own?

No, and this surprises most regulated enterprises. Being well known to people and being well described to a retrieval system are different things. A large insurer with decades of advertising can be missing from an answer about its own category. A five-year-old competitor with clearer pages and more outside coverage gets named instead. The models are not ranking reputation. They are pulling what is clearly described and confirmed elsewhere.

What does GEO cost in a regulated category?

Three of the five publish pricing, which is better than this segment usually manages. The cheapest way in is a €1,500 fixed-scope GEO audit, or €490 for a quick-check. A senior-led single-vertical programme runs $4,000/mo for a tailored scope or $5,500/mo for the entry tier, and a European engagement across several workstreams starts at €7,000/mo with fixed-scope projects from about €10,000. Regulated work usually sits above the equivalent unregulated engagement, because the approval overhead is real and more of the budget goes into outside coverage.

Should we start with an audit or a full engagement?

An audit, almost always. In regulated categories the diagnosis genuinely varies. Sometimes the pages are unclear, sometimes there is no outside coverage at all, sometimes a legacy site structure keeps the right pages out of reach. A fixed-scope audit tells you which, tells you whether the agency thinks clearly, and costs a fraction of a year's retainer. It is also much easier to get through procurement than a twelve-month commitment.