

A Blueprint for Generative Engine Optimization (GEO).

Moving beyond tactics to strategic transformation that meet the needs of tomorrow's AI enabled buyers.



Who we are



Vincent DeCastro

Started in SEO in 2001, Launched Search Marketing Agency in 2009, Launched The ABM Agency in 2017. Has worked with 35+ Fortune 500 companies in the last 8 years.



Eric Wittlake

Started in digital marketing in 2000, now a B2B marketer with 20+ years of experience, specializing in ABM, demand generation and marketing technologies. Previously at 6sense, TOPO, and Gartner.



Jason McDaniel

Started in SEO in 2013, helped build ad tech data segment technology that became the backbone of Zoominfo intent, worked with Vincent on ABM programs since 2017 modeling full-funnel account behavior across multiple-channel buying journeys

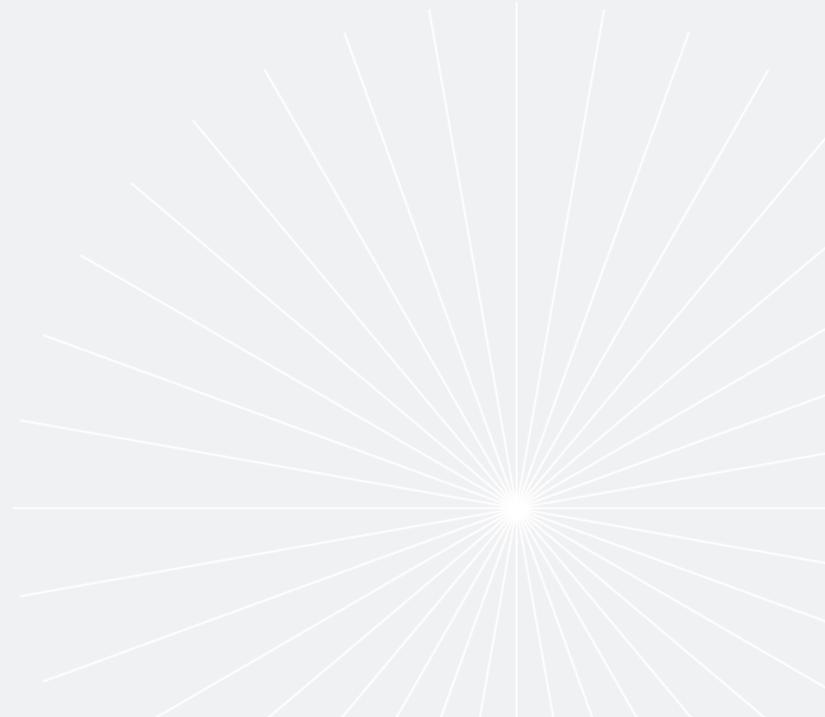
Workshop intros

Why are we here today?



Agenda

- 1 Breakfast and Networking
- 2 The New Customer Journey
- 3 Your Brand on Answer Engines
- 4 A Strategic Approach
- 5 Measurement that Matters
- 6 Discussion



The first place we are feeling the impact in our GTM is inbound

4x

Adoption of answer engine use in B2B is happening at 4x the speed of search adoption.

>70%

AI Overviews now appear in over 70% of B2B Tech and SaaS Queries

61%↓

61% decline in organic CTR when AI Overviews appear

34%↓

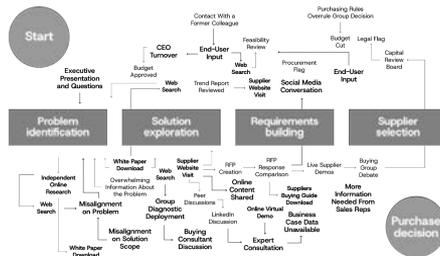
Over 34% Drop In Organic Traffic for B2B Sites

“The old way we interact with information is changing, and we built our demand gen processes on top of the way people find and consume information (search, our own website, third party websites with information about us). This is why we are feeling the pinch in acquisition first, but the same change is happening across the entire customer lifecycle.”

But the change stretches across the entire customer lifecycle

Brand

B2B buying journey Illustrative



Source: Gartner
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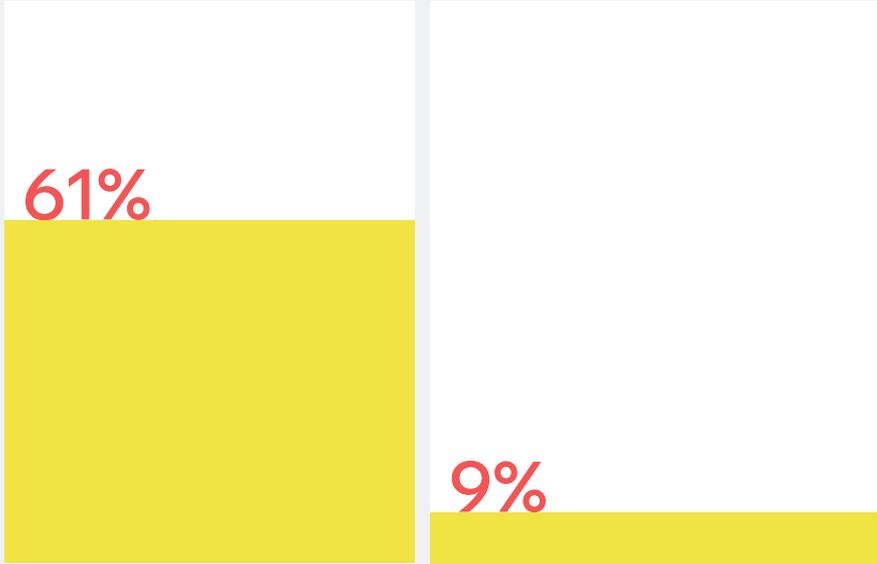
Gartner.

Retention/
Expansion

What's below the surface

50% of B2B buyers now START journey on answer engines instead of search (G2 2025)

A 71% jump in just 4 months



61% of B2B buyers prefer a rep-free buying experience (Gartner)

Only 9% of buyers consider vendor websites reliable sources of information (G2, 2025) as opposed to answer engines

How are you using answer engines?

Why is this different?

Answer engine sessions are **longer** than traditional search

14+ minutes per session



Because

The conversational nature encourages **deeper exploration**

Because

Multi turn prompts allow **follow up questions or recommendations**

Because

B2B buyers use AI to **compress research** that previously took days into **minutes**

Personalization challenge

“I’m looking for a new payroll provider for a mid sized media agency, what are the best vendors to fit my needs.”

🏆 Best Payroll Providers for Mid-Sized Companies (25-500 employees)

1) ADP – The Safe Bet for Growth & Compliance

A heavyweight in payroll — strong on tax filing, compliance, multi-state payroll, benefits, and HR add-ons. Great if you want a partner that grows with you.

[PayrollIntegration](#) · 11

Why it fits:

- Robust payroll automation + tax filings
- Built-in HR tech if you expand HR functions later
- Good reporting and scaling capabilities
- Trusted by companies of all sizes

Bottom line: Goes from mid-size to enterprise without drama.

2) Paychex Flex – Scalable Payroll + HR Suite

Paychex has serious traction with mid-sized companies and offers tiered bundles so you’re not overpaying early. [Paychex](#) · 11

Why it fits:

- Flexible payroll packages you customize
- Strong tax, compliance, and reporting tools
- Good HR add-ons when you’re ready

Bottom line: A balance of power, services, and scalability — ideal for agencies with 50–300 employees.

🏆 Top Payroll Providers for Mid-Sized Agencies

🏆 Gusto

Why it’s great

- Clean UX and easy onboarding
- Full payroll + benefits + HR tools
- Solid for creative/service firms without heavy compliance complexity

Pros

- ✓ Unlimited payroll runs
- ✓ Benefits admin (medical, 401k, workers’ comp add-ons)
- ✓ Integrations with accounting (QuickBooks, Xero)

Cons

— Not as deep on enterprise HRIS as some bigger platforms

👉 Best if you want a modern, self-serve payroll + benefits stack.

🏆 Rippling

Why it’s great

- Built for scaling teams
- Payroll + HR + IT (asset tracking, device provisioning) in one place
- Powerful automations

Pros

- ✓ Modular (payroll, time, onboarding, benefits)
- ✓ Deep automation/workflow capabilities
- ✓ Strong integrations (Slack, Jira, etc.)

🏆 Top Payroll Provider Recommendations

🏆 1. Gusto — Best All-Around Small Business Payroll

- **Why it’s great:** Full-service payroll with automatic federal/state/local tax filings, HR tools, employee self-service, and contractor support. [Forbes](#) · 11
- **Best for:** Agencies wanting a modern, easy-to-use platform with integrated HR/benefits down the road.
- **Pros:** Intuitive interface; strong employee experience; handles tax docs (W-2/1099). [U.S. Chamber of Commerce](#)
- **Considerations:** Slightly higher per-employee cost than basic providers. [Forbes](#)

👉 Good if you want a scalable solution that grows with you.

🏆 2. OnPay — Best Straightforward Payroll

- **Why it’s great:** Solid core payroll, automated tax filing, unlimited runs, straightforward pricing. [LeadingTree](#)
- **Best for:** Agencies that want reliability without lots of add-ons.
- **Pros:** Works in all 50 states; integrates with popular accounting software. [LeadingTree](#)
- **Considerations:** HR features are less robust than Gusto. [LeadingTree](#)

👉 A clean, reliable choice if HR features beyond payroll aren’t a priority.

🏆 3. Paychex Flex — Best for Scalable Growth

- **Why it’s great:** Well-established provider with payroll + HR + benefits and strong customer support. [The USA Leaders](#)
- **Best for:** Agencies planning significant growth or needing deeper HR compliance help.
- **Pros:** Scales well, broad feature set. [The USA Leaders](#)
- **Considerations:** Pricing can be higher and plans more complex. [The USA Leaders](#)

👉 Ideal if you anticipate adding many employees or expanding benefits.

🏆 Best Overall Payroll Providers for Mid-Sized Businesses

1. ADP (RUN/Workforce Now)

- **Best for:** Established mid-sized firms with complex payroll and compliance needs.
- **Why:** Scalable payroll and HR suite that grows with you, plus robust compliance support (tax filing, multi-state/local regulation handling).
- Offers add-ons like time & attendance tracking and HR analytics. [Forbes](#)

Good fit if: You want a widely trusted industry leader with deep compliance expertise and support.

2. Paychex Flex

- **Best for:** Mid-sized businesses needing customizable payroll + HR services.
- **Why:** Modular design lets you add HR tools, benefits administration, and insurance services over time.
- Strong support and customization options. [Forbes](#)

Good fit if: You want a tailored solution that can expand as your agency adds services or offices.

3. Rippling

- **Best for:** Tech-centric or scaling agencies looking for all-in-one workforce platform.
- **Why:** Connects payroll with HR, IT, finance, and onboarding; strong automation + global payroll options.
- A modern, API-friendly platform popular with fast-growing companies. [Forbes](#)

Good fit if: You care about integration across tools (e.g., HR systems, benefits, single employee database).

🏆 Strong Contenders with Key Strengths

4. Paylocity

- **Best for:** Mid-size orgs wanting payroll + talent management features.
- Combines payroll with performance and HR modules. [Forbes](#)

Good fit if: You want employee engagement + compensation planning alongside payroll.

The Cost of Confusion

Visibility vs. Integrity

SEO Risk

“Not Ranking” =
Invisibility
(Zero Impact)

Old World (SEO)

If Google didn't understand you, **it stayed silent.**

GEO Risk

“Weak Entity” =
Hallucination
(Negative Impact)

New World (GEO)

If an Answer Engine doesn't understand you, **it guesses.**

The Cost of Confusion

The Hallucination Gap

Without structured “truth data,” AI models rely on probabilistic guessing (e.g., inventing pricing, misstating features, citing competitors as “better”).

The Stakes

You aren't just fighting for attention; you are fighting against LLMs **making up unfavorable information about you.**

And when answer engines can't find or understand your data they might make it up or get it from your biggest competitor.

how much does 6sense cost?

Here's what the pricing looks like for 6sense — but *note*: 6sense does **not** publish fixed list prices on its website. Most of its paid plans are **custom, quote-based**, meaning you need to contact their sales team for exact costs. Warmly AI +1

6sense Pricing Overview

Free Plan (Publicly Available)

- **\$0/month** with *limited features* (50 credits per month for things like company search, sales alerts, list building, and the Chrome extension). 6sense

Paid Plans (Custom Quote — No Published List Prices)

6sense's paid plans are tailored to your business size, use cases, and features needed:

- **Team Plan** – basic paid tier with data and insights beyond the free plan.
- **Growth Plan** – adds intent data, dashboards, and advanced analysis.
- **Enterprise Plan** – full predictive AI, deep analytics, and enterprise integrations.

Exact pricing is not published publicly. Demandbase

Typical Real-World Cost Ranges (Reported by Customers & Third Parties)

Because 6sense pricing is quote-based, many users and third-party sources provide estimates from actual deals:

- **Most companies:** around **\$60,000 – \$100,000 per year.** Warmly AI
- **Median annual spend (according to SaaS purchasing data):** approx. **~\$55,000/year.** Derrick App
- **Smaller companies or initial terms:** ~\$35,000+/year at the low end. Derrick App
- **Larger enterprise deals:** can reach **\$120,000 – \$130,000+ per year.** Warmly AI +1

Notes on Cost Structure

How are you seeing your brand represented on answer engines? Is the information factually correct? Is it your data they cite or is it from another source?

🧠 Notes on Cost Structure

- **Larger enterprise deals:** can reach \$120,000 – \$130,000+ per year. Warmly AI #1
- **Custom pricing:** 6sense tailors pricing to your target account count, user seats, modules selected, and data credit consumption. Demandbase
- **Data credits:** Many features (e.g., data enrichment, exports) use credits; how many you use can affect overall cost. Demandbase
- **Contracts:** Annual commitments (often 1–2 years) are typical. Warmly AI
- **Additional costs:** Implementation, training, and integrations can add to the total spend. Derrick App

🤔 What This Means

6sense is generally considered **enterprise-grade and expensive** compared with simpler lead/data tools:

- Basic sales-only users might find the free tier adequate for small experiments. 6sense
- For serious account-based marketing and predictive analytics, most companies budget **tens of thousands to low hundreds of thousands per year**. Spendfflo

If you want, I can help you compare that with pricing from competitors like **Demandbase**, **ZoomInfo**, or **Rollworks** so you can evaluate cost/value tradeoffs.

 Sources

Now what?



First steps

01

**Define Areas of Topical Authority
(The Scope)**

02

**Establish the "ICP Insight Loop"
(The Input)**

03

**Conduct the "Entity & Content
Readiness Audit" (The Baseline)**

04

**Build the Internal Ontology
(The Structure)**

05

**Establish the "Truth Feed" & "Seed
Set" (The Distribution)**

Develop (and refine over time)
best practices and SOP,
including measurement
approach

What Does Great Look Like? **HubSpot**

Unintentional success that proves the entity optimization approach

HubSpot built authority across the entire B2B marketing spectrum. They didn't just write about their product, they became THE trusted resource for inbound marketing, sales, customer service, and beyond.

HubSpot realized their customers could only succeed with their software if they understood the fundamentals of inbound marketing. So they taught the fundamentals and became the authority.

What Does Great Look Like?



Leveraging proprietary data to build unshakeable entity authority

ADP is cited by LLMs as the primary authority for "workforce trends" and "HR compliance," transcending their vendor status. Their "National Employment Report" is treated as economic gospel by AI models.

They transformed their data advantage into entity authority. You can use your internal entity graph to achieve the same elevation from vendor to thought leader.

Strategic decisions you need to make first

Topics of authority



These are very analog processes. These are the big questions.

**If each answer engine
conversation is unique,
how do you know what
to track?**



Build Your Prompt Library

From sales intelligence

Most content strategies guess at buyer questions. **Your sales team hears the real ones every day.**

01

Extract Real Questions

Monthly sales & BDR interviews

Analyze call recordings

Capture verbatim buyer language

02

Organize & Prioritize

Map to funnel stages

Score by frequency & impact

Identify content gaps

03

Drive Action

Content Roadmap:
Answer what buyers actually ask

Prompt Library

Directional Monitoring

Key Principle

Market truth over assumptions. Build your strategy on the voice of the customer.

Build Your Prompt Library

The Outcome: Conversational Prompt Library

Full-sentence prompts IT Administrators would actually use in ChatGPT, Claude, or Perplexity

Source: Discovery Calls

Awareness Stage

Input: From sales call
“What makes yours any different?”

Output: Conversational Prompt
“I’m a Lead IT Administrator at a large retailer. What are the main problems with legacy POS systems that I should be aware of? I’m trying to understand if we need to start looking at alternatives.”

Educational Blog Post
“Top Challenges with Traditional Retail POS”

Evaluation Stage

Input: From sales call
“How do you handle security?”

Output: Conversational Prompt
“My biggest concern is security. Give me a detailed breakdown of the security features of {Company} POS. How does it handle PCI compliance, data encryption, and threat detection?”

Security Whitepaper
“{Company} POS Security Architecture”

Consideration Stage

Input: From sales call
“What’s your pricing model like?”

Output: Conversational Prompt
“I’m building a business case for a new POS system. Can you help me outline the key components of a strong business case, including how to calculate ROI and TCO?”

Interactive Tool
“Retail POS ROI Calculator & Business Case”

GEO Content Matrix

Funnel Stage	Primary Goal	ICP Mindset
Awareness	Introduce the problem and your brand as a thought leader.	"I have a problem, but I don't know what to call it or how to solve it."
Consideration	Showcase your solution as a viable option.	"I understand my problem and am now exploring different types of solutions."
Evaluation	Demonstrate why your specific product/service is the best choice.	"I have a shortlist of solutions and am now comparing features, benefits, and vendors."
Validation	Build trust and provide final proof to justify the purchase decision.	"I'm ready to buy, but I need to de-risk my decision and get internal buy-in."
Retention	Ensure customer success, foster loyalty, and drive expansion.	"I've made the right choice. How do I get the most value and what's next?"

Live Exercise: Brand Integrity

Use ChatGPT and Gemini

Assess answers for accuracy (facts) and sentiment (favorability)

Note when there are meaningful inaccuracies or unfavorable responses

Time permitting, follow a suggested followup prompt

Prompts

What are the main benefits of using [Product]?

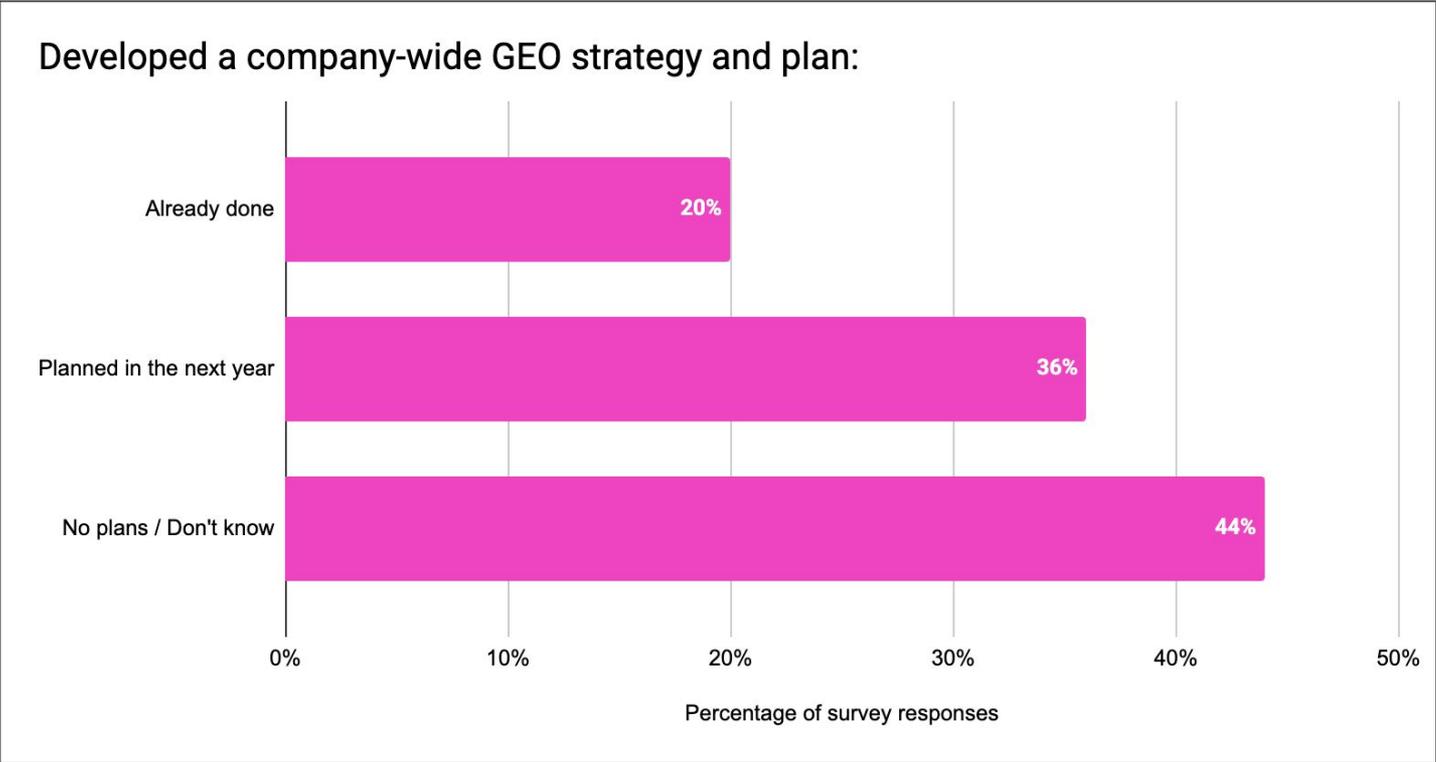
Who is [Product] a good fit for?

How much does [Product] cost?

Compare [Product] and [Competitor A].

What are the best alternatives to [Product]?

Adoption Status Of A Company-Wide GEO Strategy And Plan

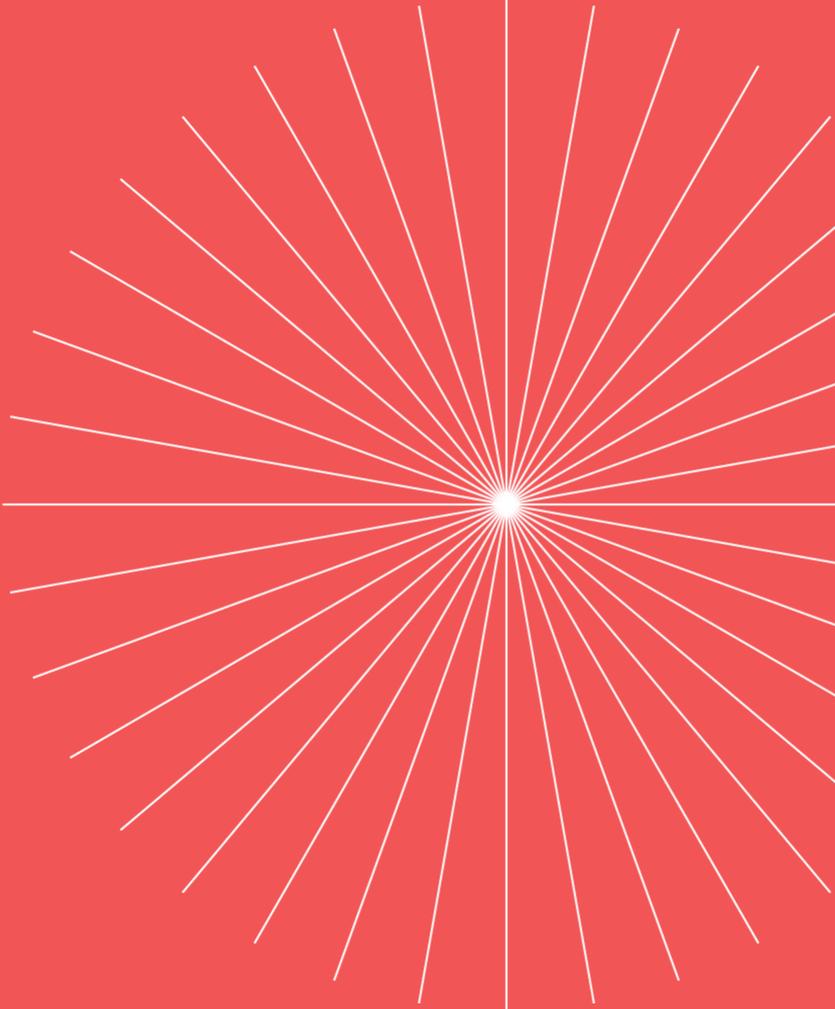


Early Research Insights
(Unpublished)

Source: ForgeX 2026
State of AI in ABM
Survey

n=80

Measurement



The Authority Warning

Don't fall into the “Traffic Trap”

Goodhart's Law

“When a measure becomes a target, it ceases to be a good measure.”
If you optimize solely for traffic, you will degrade your authority.

The Wrong Question

“How do I make sure my
brand gets mentioned?”

Focuses on gaming the system, keyword stuffing, and short-term tactics.

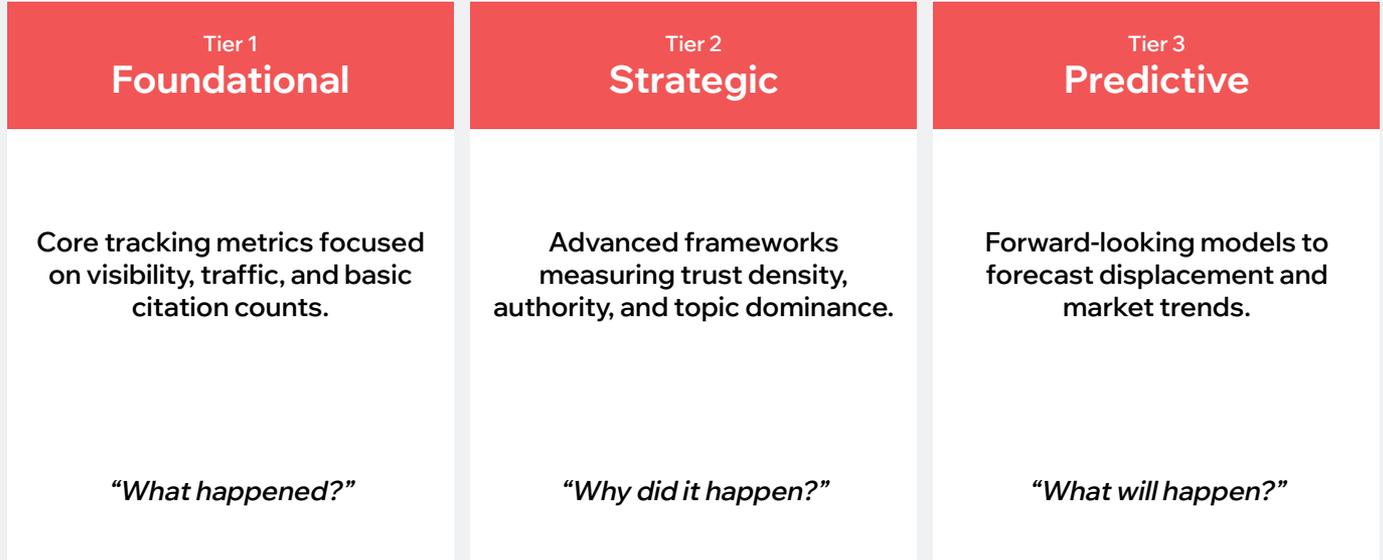
The Right Question

“How do I become an authority?”

Focuses on value, trust density, and becoming the primary source of truth.

The 3-Tier Framework

A holistic approach to measuring AI visibility



Tier 1

Foundational

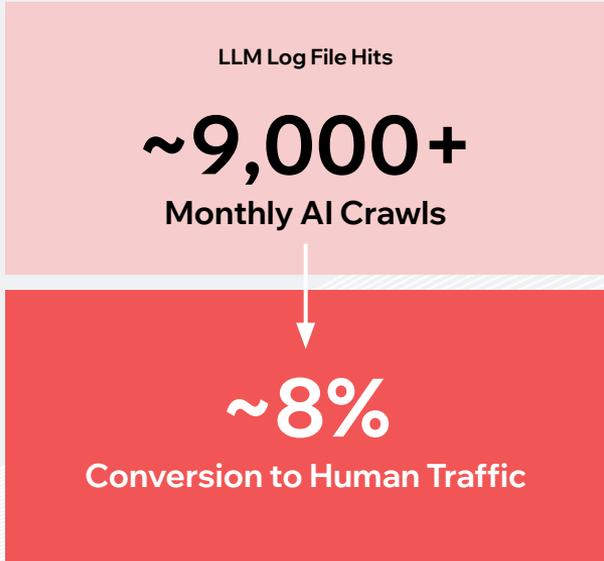
What You Can Measure Today:
The Core Metrics

Metric	What it measures	Why it matters
LLM Log File Hits	Frequency of AI engines (ChatGPT, Gemini, etc.) crawling and reading your content.	The “Research Cloud” signal. Shows you are part of the active AI knowledge base before a single citation occurs.
Content Prominence	We specifically track performance on lower-funnel pages to measure high-intent influence.	The fundamental credibility signal. Low funnel activity helps confirm AI engines recognize your content as an authoritative source.
Referral Traffic from LLMs	Direct website visits from AI response links.	Demonstrates direct business value. Benchmark: ~8% of LLM hits convert to human traffic.
Share of Voice	Brand prominence for target queries vs. competitors.	Shows if you are consistently chosen as a primary source in your category.

Tier 1

The Research Cloud

A new leading indicator: The invisible layer of AI research



The Invisible Majority

Traditional analytics only see the 8% of users who click through. They miss the 92% of research activity happening within the AI engines.

Leading Indicator

LLM Log File Hits are the new leading indicator of market interest. High crawl volume signals that your content is being processed for active conversations.

Tier 1

Extracting LLM Query Data from Search Console

Identifying AI Chatbot Impressions in Your GSC Data

What This Identifies
 AI impressions from chatbots. These are queries from LLMs (ChatGPT, Gemini, Perplexity) and then searched Google—revealing the conversational patterns that lead to your content.



How to Apply

1. Open GSC Performance Report.
2. Click New > Query.
3. Select Custom Regex.
4. Paste the pattern (right).

The Invisible Majority

Top queries	Clicks	↓ Impressions
what's the roi of investing in an ai search optimization/geo platform?	0	1,300
which abm agencies deliver the highest roi for enterprise clients?	0	237
what's the minimum monitoring frequency needed to catch reputation issues using ai search optimization/geo platforms?	0	202
which abm agencies deliver the highest roi for enterprise clients	0	181
how do i select a generative engine optimization solution tailored for high-value b2b leads	0	176
where can i find agencies that offer full-service abm strategies for various industries	0	175
how can i build 1:1 abm campaigns without a huge content team?	0	140
evaluate the marketing agency company single grain on generative engine optimization agency	0	122
evaluate the account-based marketing company the abm agency on best abm agencies	0	121

Pro Tip: *"This allows you to understand what LLMs are using to index your site. High volume here = your content is being surfaced in AI conversations."*

Tier 1

Setting Up GA4 for GEO Tracking

Isolating AI referral traffic for analysis

01

Create Custom Segment

In GA4 Explore, create a new "Session Segment" to isolate traffic coming specifically from AI engines.

02

Define Referral Sources

Filter by **Session Source** containing:

openai.com
chatgpt.com
bing.com

perplexity.ai
claude.ai

02

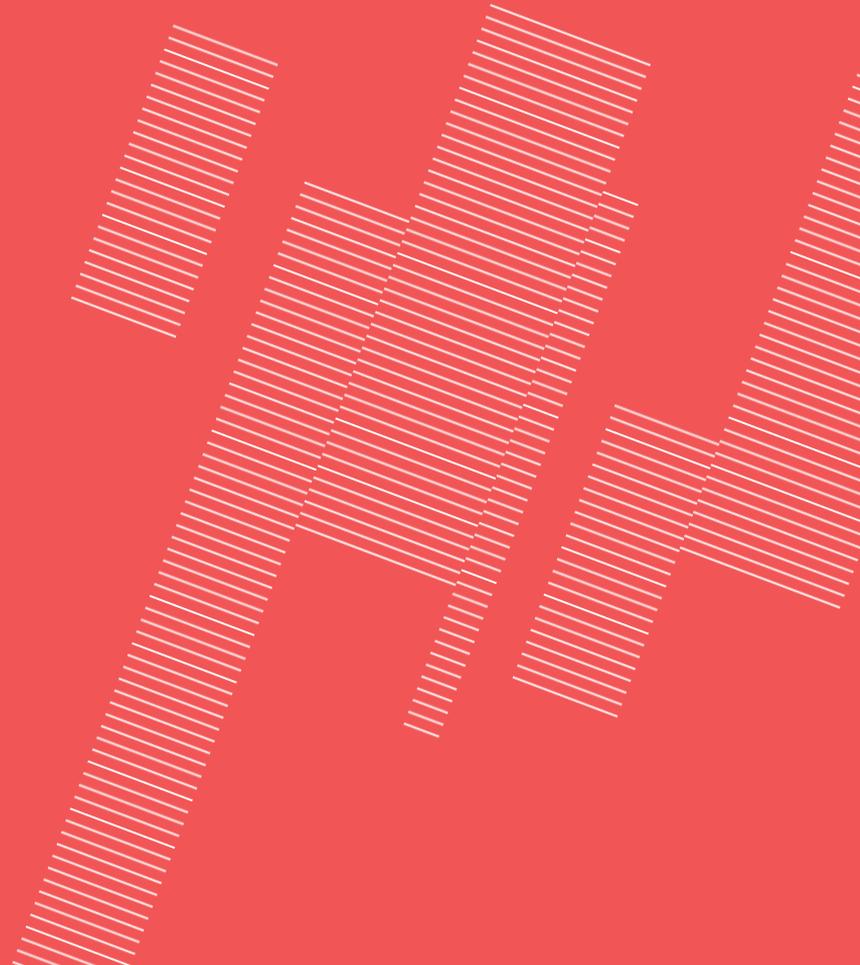
Analyze Behavior

Compare this segment against your site average. Look for higher **Engagement Rate** and **Session Duration**.

Pro Tip:

Also watch for spikes in "Direct" traffic that correlate with your LLM Log File Hits. Many AI users copy-paste answers without clicking, leading to dark traffic.

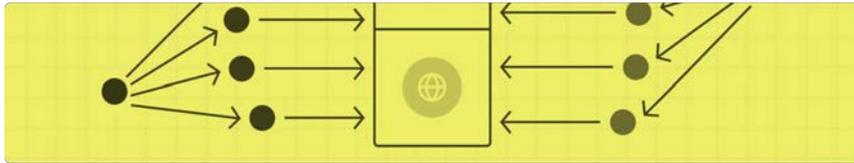
GEO In Action



Entity-First Strategy: Consolidating Authority

How Ti-Pure established entity hierarchy and semantic density to control AI responses

Consolidate Entity Signals



→ The Challenge

Regional entities (DE, IT, CN) were isolated TLDs. **No parent-child relationship existed for answer engines to recognize.**

→ The Solution

We consolidated regional entities under the primary Ti-Pure entity, establishing a clear **parent-child taxonomy.**

Why This Matters for GEO

Taxonomy defines hierarchy. Answer engines now attribute the parent entity's authority to all regional child entities.

Build Topical Authority



→ The Challenge

Thin content meant **low semantic density.** Ti-Pure lacked proximity to key topics like "TiO2 for plastics."

→ The Solution

Built a dense ontology connecting Ti-Pure to all associated topics, increasing **semantic proximity** to buyer queries.

Why This Matters for GEO

Ontology defines relationships. High density and proximity position Ti-Pure as the definitive answer in the knowledge graph.

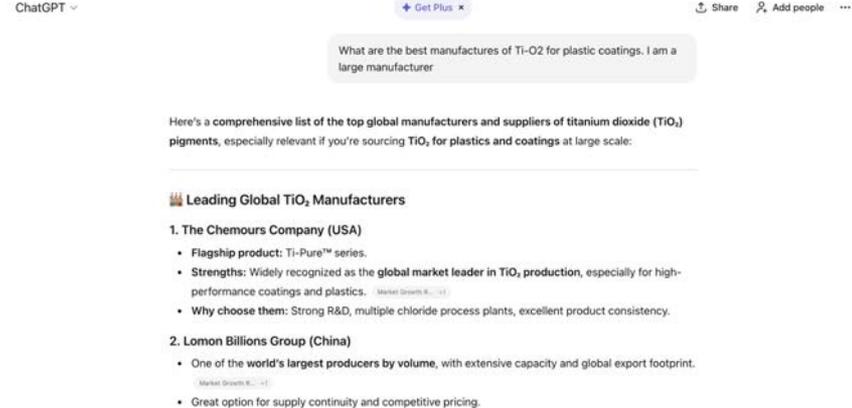
Key Insight

"Entity-First GEO requires both Taxonomy (establishing entity hierarchy) and Ontology (building semantic density). Together, they define how answer engines understand and cite your brand."

Results: Ti-Pure Controls the Conversation

Taxonomy + Ontology delivered answer engine control in 4 months

Ti-Pure now occupies the central node in the knowledge graph. High semantic proximity to "TiO2 for plastics" drives dominant visibility.



Supporting Performance

+980%

Product Page Sessions (YoY)

+78%

Form Submissions

+46%

Direct Sessions

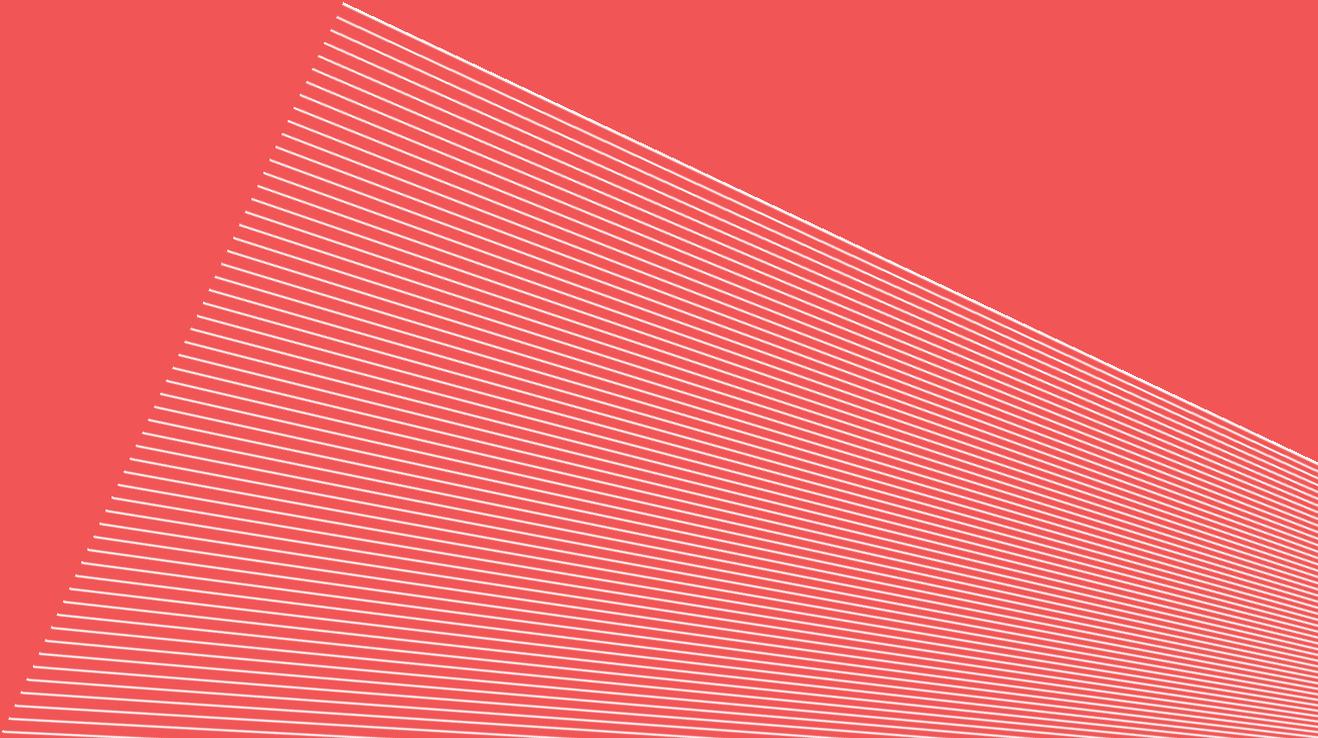
The Complete Picture:

While SEO metrics show growth, the strategic win is knowledge graph position. Ti-Pure didn't just rank higher—it fundamentally transformed its position in the semantic web.

Key Insight

"Entity-First Organization isn't theory—it's a proven methodology. Ti-Pure's success demonstrates that strategic transformation creates answer engine dominance that drives business outcomes."

What We Do



Our Strategic Process

From buyer insights to entity authority: A comprehensive 9-phase approach

Sales Insights Workshop 01 Gather buyer intelligence from your sales team to inform entity mapping and content strategy	Entity Audit & Gap Analysis 02 Assess current entity presence and identify opportunities vs. competitors	Knowledge Graph Optimization 03 Establish external authority in Wikipedia, Wikidata, and Knowledge Panels
Internal Entity Graph Build 04 Create proprietary relationship map between brand, products, topics, and concepts	Topic+ICP +Entity 05 Align authority topics with relevant entities and ICP needs for strategic content planning	Content Matrix Development 06 Create comprehensive, entity-rich content that establishes topical authority
Structured Data Implementation 07 Deploy schema markup and semantic HTML to reinforce entity relationships	Cross-Channel Reinforcement 08 Ensure entity consistency across all platforms and touchpoints	Measurement & Attribution 09 Track entity authority metrics and optimize based on LLM citation performance

Q&A

What are your challenges?

Where have you found success?

How big of a role is GEO expected to play in your organizational success?

2026 State of AI in ABM Research: We Need Your Input!

Participate in the survey and receive a complimentary copy of the report.

All responses are anonymous and data will not be shared with any third parties.

Contact ForgeX with any questions:

- davis@forgex.ai
- yael@forgex.ai



Thank you

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