GRACKERAI RESEARCH REPORT

The ROI of Generative Engine Optimization

Cybersecurity Case Study Compendium

Published February 2026 · 8 Case Studies · ROI Data Across 6 AI Platforms · Pipeline Attribution Models

Executive Summary

This compendium presents eight real-world case studies from cybersecurity companies that invested in GEO, documenting costs, timelines, measurable outcomes, and attribution methodologies.

60%
average AI visibility score increase within 90 days

20–35%
increase in inbound leads from AI search visibility

3–5×
higher conversion rate from AI-referred traffic vs. organic

$78K
average annual GEO investment vs. $560K+ traditional content team

1. The Three-Layer ROI Model

Layer	What It Captures	Measurement	% of GEO ROI
Layer 1: Direct	AI-referred traffic that converts	Standard analytics	10–20%
Layer 2: Influenced	Branded search driven by AI exposure	Correlation + self-reported	25–35%
Layer 3: Ambient	Brand awareness, shortlist, dark funnel	Win rate, sales cycle changes	45–65%

> *Key Insight:* Companies measuring only Layer 1 see 10–20% of true GEO ROI. Total
> GEO-influenced pipeline is typically 5–7× higher than direct attribution alone.

Cost Comparison

Component	Traditional Team	GEO Platform	Savings
Content creation	$25K–$40K/mo	$4K–$8K/mo	75–80%
Technical SEO	$5K–$10K/mo	Included	100%
AI monitoring	$3K–$5K/mo	Included	100%
pSEO portals	$50K–$100K one-time	$5K–$15K	85–90%
Annual total	$560K+	$78K	86%

2. Case Study: Mid-Market EDR Vendor

Category: EDR · **Size:** 200 emp. · **Stage:** Series B · **Pre-GEO AI Visibility:** 8%

8% → 41%
AI visibility score — from invisible to appearing in 4 of 10 AI responses

+28%
increase in inbound demo requests, 18% self-reporting AI discovery

4.2×
higher conversion from AI-referred vs. traditional organic

$340K
pipeline influenced in first 90 days on $19.5K investment (17.4× ROI)

3. Case Study: Enterprise SIEM Platform

Category: SIEM · **Size:** 800 emp. · **Pre-GEO:** 22% → **Post-GEO (6mo):** 54%

- +35% inbound leads, 22% citing AI discovery
- 18% shorter sales cycles for AI-influenced deals
- $2.1M pipeline attributed to AI visibility over 6 months
- Integration documentation was the biggest lever — each page became a citation source

4. Case Study: Cloud Security Startup

Category: CNAPP · **Size:** 45 emp. · **Stage:** Series A · **Pre-GEO:** 2% → **Post (120d):** 28%

$680K pipeline on $22K investment (31× ROI). A 45-person startup achieved 28% AI visibility by creating the right content structures — outperforming larger competitors.

5. Additional Case Summaries

Company	Category	Pre → Post	Key Metric	Investment
Identity (Series C)	IAM/PAM	12% → 38%	+32% leads	$45K/90d
Email security	Email Sec	18% → 42%	$890K pipeline	$28K/90d
Vuln mgmt startup	EASM/VM	5% → 31%	AI = #1 lead source	$18K/90d
SOAR platform	SOAR	9% → 35%	22% shorter cycles	$32K/90d
Data security	DLP	7% → 29%	3.8× AI conversion	$24K/90d

6. Cross-Study Patterns

- **Comparison tables were the universal catalyst** — immediate citation improvements within 2–4 weeks.
- **Real-time data portals outperformed static content** — 3–5× higher citation rates.
- **Ungating content was essential.** Measurable citation improvements within 30 days.
- **Quality over quantity:** 10–15 exceptionally structured pages outperformed 50+ average pages.

Time-to-Impact

Milestone	Timeline	What Happens
First citation	2–4 weeks	Retrieval platforms cite new structured content
Visibility score change	4–6 weeks	Statistically significant improvement
Pipeline attribution	6–10 weeks	Self-reported + correlation show AI influence
ROI demonstrated	10–16 weeks	Executive-ready multi-layer attribution
Competitive position	4–6 months	Consistent top-3 citation across platforms

7. About This Research

Eight cybersecurity companies, 2025–2026. Names anonymized. Pipeline attribution uses three-layer model. GrackerAI is the pioneering AI-powered AEO and GEO platform for B2B SaaS.

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