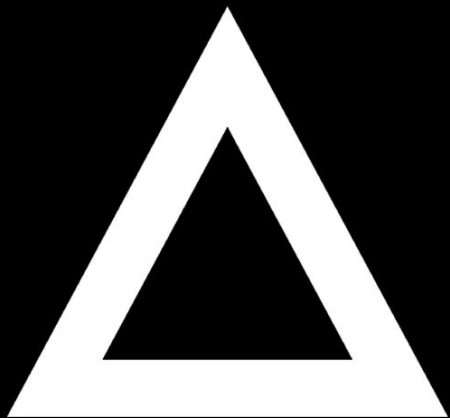
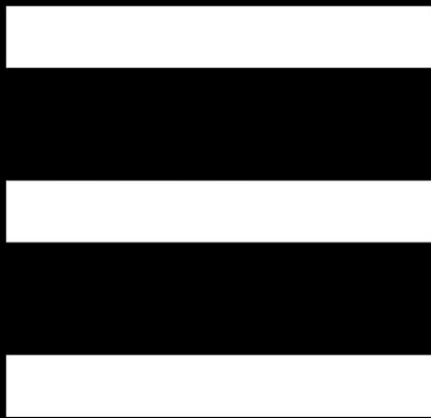
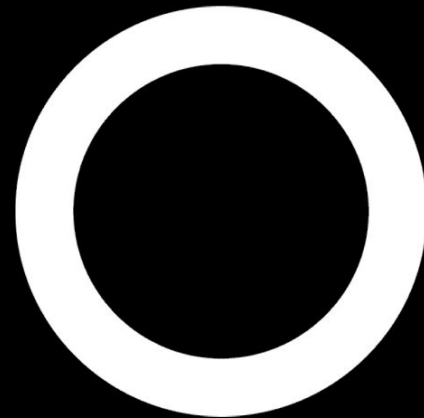




The search game
has changed.



AEO
CONF
2026



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airOps

GRAPHITE

 **Webflow**

We are a
research-driven
growth agency

 Reforge

Neiman Marcus

captions™

 Webflow

 Hinge
Health™

Medium

MasterClass

Calm

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Angi

HubSpot

Amplitude

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Webflow

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COMMVault

chime



Brex

Apollo

WIZ

monday.com

Notion

ramp

Sage



LEGALZOOM

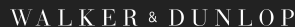
sproutsocial

lightspeed

carta



Trusted by
teams at over
300,000
of the world's
leading
organizations



GRAPHITE + AIOPS

AEIO
CONF
2026

Rewriting AEIO Rules

Speakers

GRAPHITE

Ethan Smith
CEO



AirOps

Alex Halliday
CEO



Connect with us

GRAPHITE

Ethan Smith

CEO



AirOps

Alex Halliday

CEO



Agenda

- | | |
|----|-----------------------------|
| 01 | The Shift |
| 02 | Why the Old Playbook Breaks |
| 03 | 2026 Playbook |
| 04 | Building winning systems |
| 05 | Demos |

We're experiencing the biggest
shift in how consumers discover
and buy since Google.

Welcome to the first
AEO conference.

01

The Shift

There is a new layer
between you and your buyer.
Agents.

800 million people are using ChatGPT every week.

1.5b people are already seeing generative responses on Google.

Sponsored results



Booking.com
<http://www.booking.com>

Hotels In Berlin, Germany

Hotels Berlin – Easy, Fast and Secure Booking With Instant Confirmation. Find...
Book Near Berlin City Centre · Book Now · Booking.com · Hotels · Top Reviewed Hotels



Expedia
<https://www.expedia.com/>

Hotels in Berlin, Germany

Stays from \$54 – Compare Hotels in Berlin, Germany. View Deals and Reserve Now on Expedia. Intuitive Trip...
The Black Friday Sale is Here · Save Up to 50% · Find Flight + Hotel Deals · Book Now · Hotel Deals



Hotels.com
<https://www.hotels.com/hotels/berlin>

Hotels in Berlin, Germany | Stays from \$54

Book Hotels in Berlin, Germany. Browse Reviews & Photos. Compare Great Options. Browse the...

Hide sponsored results ^

Hotels | Berlin, Germany

Sun, Nov 23

Mon, Nov 24

2

Top-rated

Budget options

Luxury stays

Fr



MEININGER Hotel Berlin Mitte

\$24

4.0 ★★★★★ (3.2K)

Great deal 46% less than usual
Cool hotel with a bar & a kitchen



SANA Berlin Hotel

\$96

4.4 ★★★★★ (2.6K) · 4-star hotel

Deal 15% less than usual
Modern property with dining & a pool



Park Inn by Radisson Berlin

\$96

4.1 ★★★★★ (28K) · 4-star hotel
Sleek high-rise hotel with dining & gym



Where should we begin?

+ Best hotels in Berlin?



Sponsored results

- Booking.com**
Hotels in Berlin, Germany
Hotels Berlin - Easy, Fast and Secure Booking With Instant Confirmation. Find...
Book Near Berlin City Centre · Book Now · Booking.com · Hotels · Top Reviewed Hotels
- Expedia**
Hotels in Berlin, Germany
Stays from \$54 - Compare Hotels in Berlin, Germany. View Deals and Reserve Now on Expedia. Intuitive Trip...
The Black Friday Sale is Here - Save Up to 50% - Find Flight + Hotel Deals · Book Now · Hotel Deals
- Hotels.com**
Hotels in Berlin, Germany | Stays from \$54
Book Hotels in Berlin, Germany. Browse Reviews & Photos. Compare Great Options. Browse the...

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germanyretold.com

THE BEST Berlin Luxury Hotels - Germany Retold
March 21, 2025 — TELEGRAPHENAMT Rating: ★★★★★ (5-star boutique hotel) Location: Mitte A...

tip-berlin.de

The 10 best boutique hotels in Berlin | tip Berlin
Berlin might have a reputation for being 'poor but sexy', but it has no shortage of beautifully-designed...

the-independent.com

Berlin hotels 2023: Best places to stay for budget and luxury breaks | The Independent
BEST FOR BUDGET: B&B HOTEL BERLIN-ALEXANDERPLATZ NEIGHBOURHOOD...

booking.com

The 10 best boutique hotels in Berlin, Germany | Booking.com
BOUTIQUE HOTELS IN BERLIN Find the boutique hotels that appeal to you the most THE BEST...

booking.com

The 10 best boutique hotels in Berlin, Germany | Booking.com
BOUTIQUE HOTELS IN BERLIN Find the boutique hotels that appeal to you the most THE BEST...

Citations

I am Aileen
Best Hotels in Berlin, Germany: Budget to Luxury Options
August 5, 2020

Hotels Finest
Best Luxury Hotels in Berlin

Wikipedia
Waldorf Astoria Berlin

Luxury Travel Expert
Top 10 best luxury hotels in Berlin - Luxury Travel Expert
September 25, 2023

Wikipedia
Rocco Forte Hotel de Rome

The Hotel Guru
Top Luxury Hotels in Berlin | The Hotel Guru

Wikipedia
Arte Luise Kunsthotel

Oyster.com
The Best Boutique Hotels in Berlin | Oyster.com

Wikipedia

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Oyster.com
The Best Boutique Hotels in Berlin | Oyster.com

Wikipedia
Propeller Island City Lodge

Wikipedia
Steigenberger Hotel Am Kanzleramt



Where should we begin?

+ Best hotels in Berlin for a family of 6 that...



All Posts Communities Comments Media People

Relevance All time

Answers

Sources: r/askberliners, r/travel +2 more

Berlin offers a variety of excellent hotels, from luxurious stays in Mitte to trendy boutique hotels in Kreuzberg. Here are some top recommendations from redditors:

Popular Neighborhoods

- **Mitte:** Central location, close to major attractions. "Anywhere in mitte is good for posh tourist."
- **Kreuzberg:** Known for its vibrant nightlife and trendy atmosphere. "I'd stay in Friedrichshain or Kreuzberg as they're the cool hip areas with art, parks and the main party district."
- **Friedrichshain:** Relaxed and hip, with great bars and restaurants. "Friedrichshain!"

View Answers

Posts

See more

Communities

r/berlin
The bilingual subreddit for...
587K members · 92 online

r/berlinsocialclub
Welcome to BerlinSocialClub, the...
100K members · 38 online

r/berlinpics
The bilingual subreddit for photos...
16K members · 4 online

r/BerlinNightlife
Welcome to r/BerlinNightlife:...
5.6K members · 0 online

Beyond the headline numbers there is a fundamental behavior change

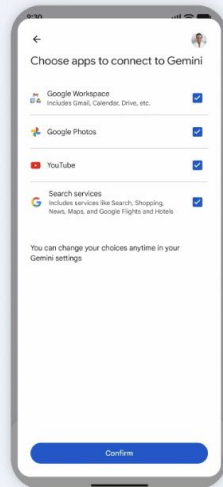
METRIC	GOOGLE SEARCH	AI PROMPT
Average query length	~4 words	~60 words
Intent specificity	Low ("best CRM")	High ("best CRM for 50-person B2B SaaS with HubSpot integration")
Decision behavior	Browse 10 links	Act on 1 recommendation

This is accelerated by a deeper and richer experience

Four Structural Shifts in The Last 100 Days

01

Deeper
Personalization
Context



This is accelerated by a deeper and richer experience

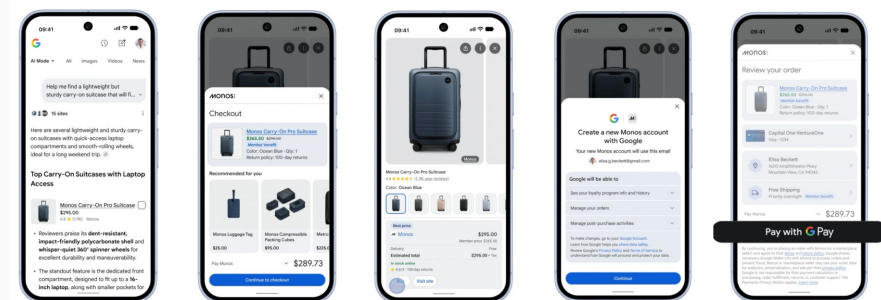
Four Structural Shifts in The Last 100 Days

01

Deeper
Personalization
Context

02

Full-funnel
Commerce + Apps



This is accelerated by a deeper and richer experience

Four Structural Shifts in The Last 100 Days

01

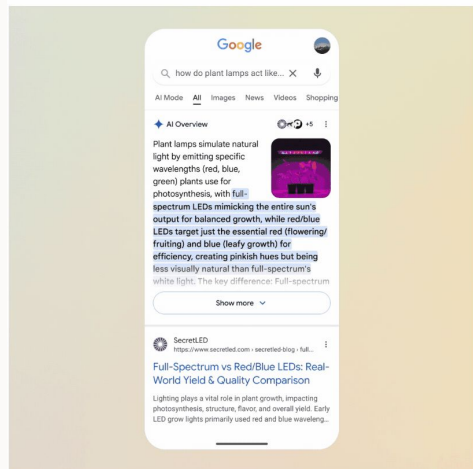
Deeper
Personalization
Context

02

Full-funnel
Commerce + Apps

03

10 blue links
becoming
increasingly
generative



This is accelerated by a deeper and richer experience

Four Structural Shifts in The Last 100 Days

01

Deeper
Personalization
Context

02

Full-funnel
Commerce + Apps

03

10 blue links
becoming
increasingly
generative

04

Agents
architectures are in
takeoff

Ashley Kramer

Chief Revenue Officer, OpenAI

"Very soon mostly AI agents will choose companies, products, and services to recommend. They will do it based on highly targeted, quality content—this is the most important thing marketers can invest in."



Buyers are changing how they make decisions. Most marketing teams haven't caught up yet.

Two shifts are happening simultaneously:

1. Buyers are moving into AI interfaces faster than any channel shift in history
2. The volume, velocity, and specificity of content required to win has outpaced what human teams can produce manually

We're going to talk about both today.

2 core themes of the shift

01

As much as 85% of your
top-of-funnel AI visibility is
determined by what other
people say about you

Source: AirOps

The long tail is now the most important part of your down funnel content strategy

Traditional search:

Head terms drive 80% of traffic. Long tail is "nice to have."

AI search:

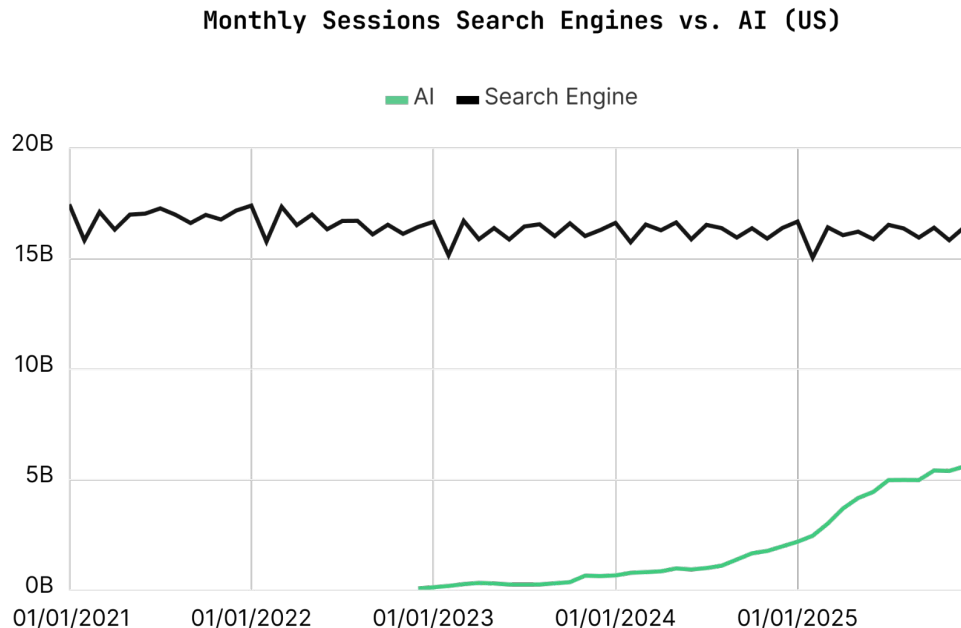
It's almost all tail. The prompt curve is completely different from the search curve.

01.1

State Of Adoption

AI is 34% the
size of search.

Visits are
+300% YoY.

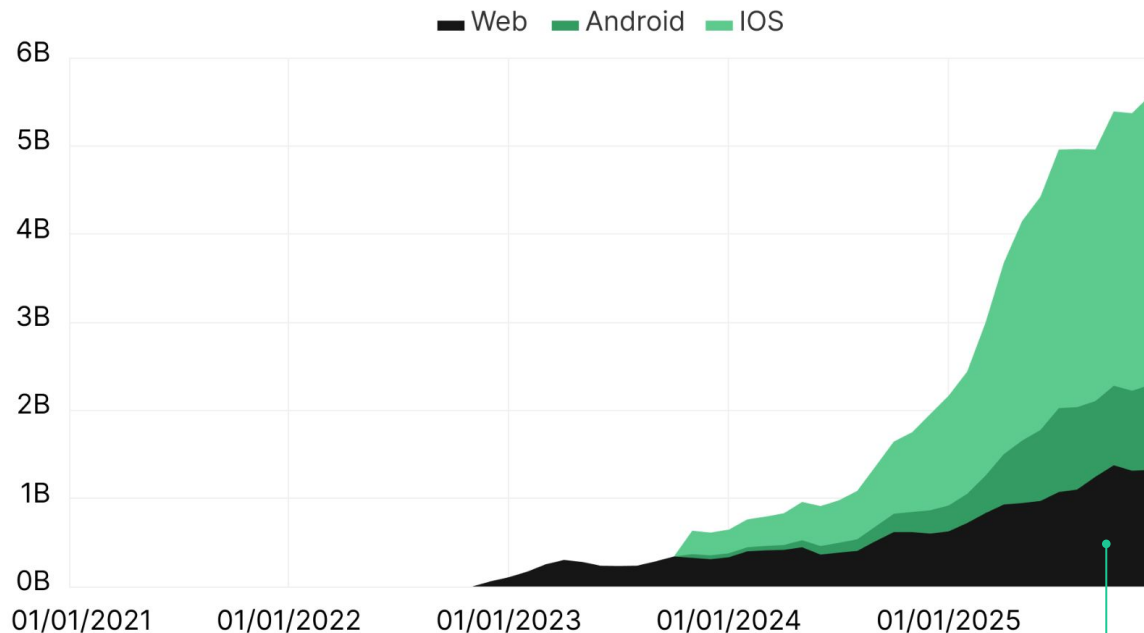


Source: Similarweb.

AI search is 4x bigger than we thought.

75% of AI usage is on mobile apps.

Monthly AI Sessions by Surface (US)



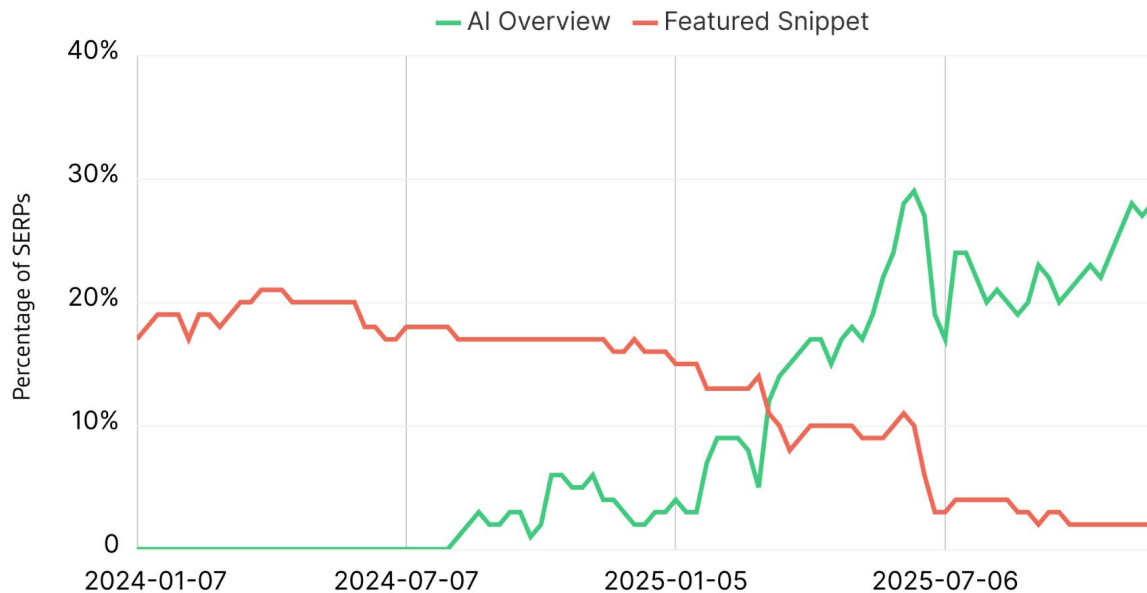
Source: Similarweb.

The focus has been **here**

And Google is evolving to be AI first.

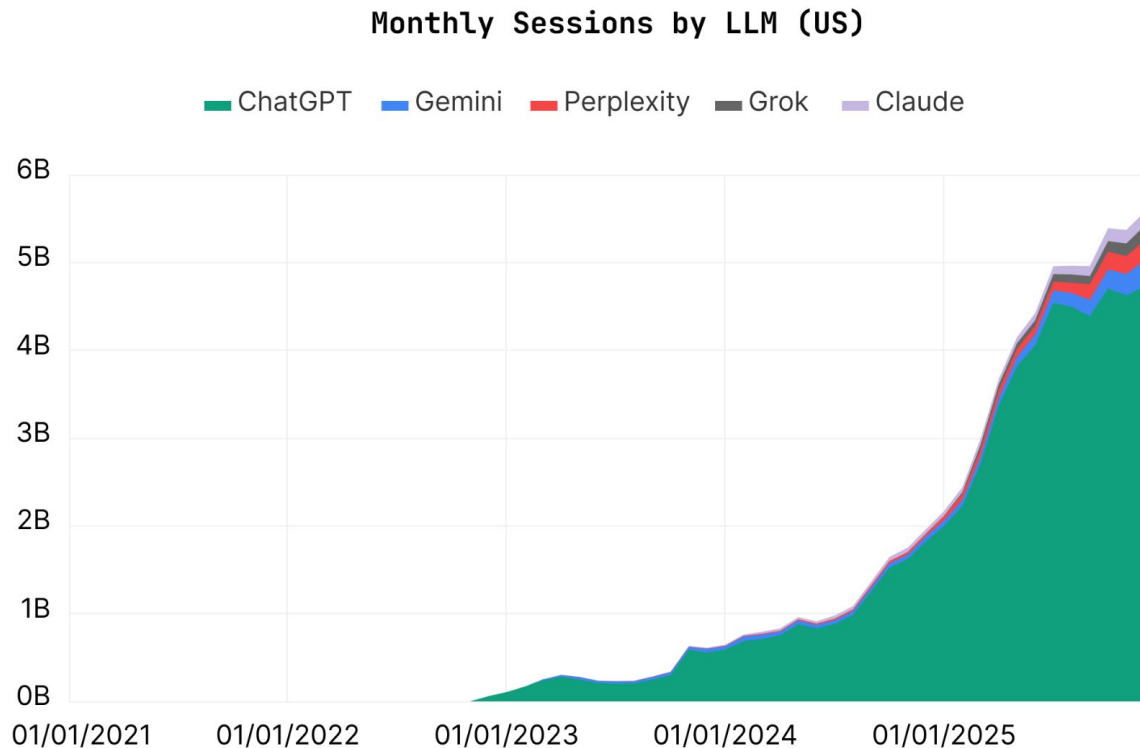
- Search is becoming AI-first
- Overviews today, deeper AI experiences tomorrow
- Your strategy has to work across both worlds

Prevalence Of AI Overviews vs. Featured Snippets



Source: Ahrefs study analyzing 1M SERPs 2024-2025.

ChatGPT owns 86% market share.

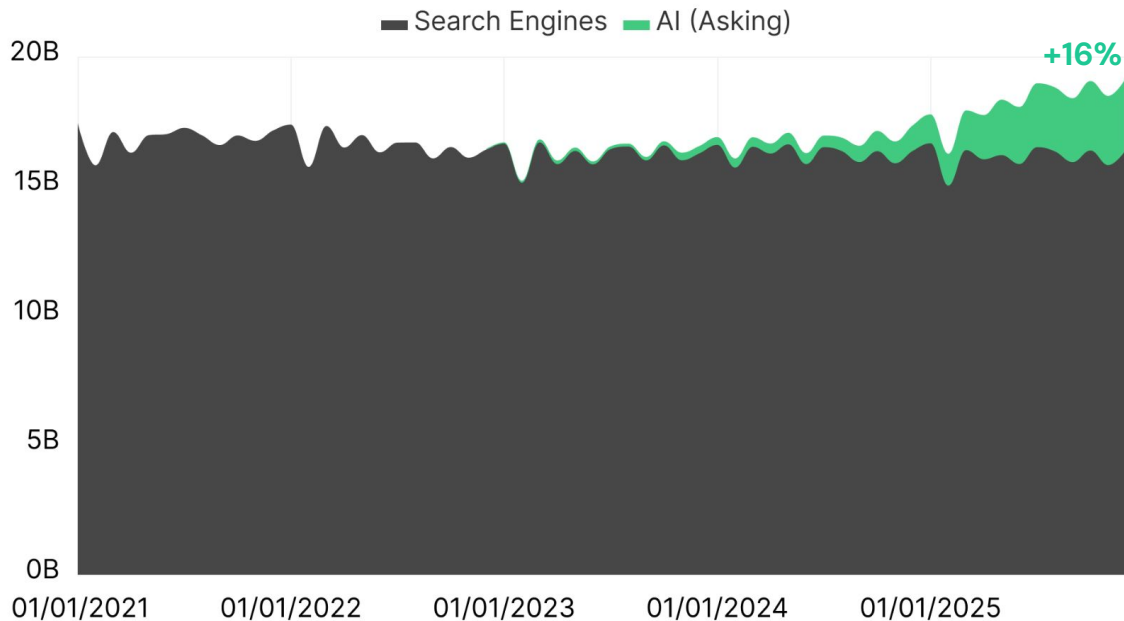


Source: Similarweb.

The pie is getting bigger.

- The total market for “asking” is expanding
- The question is not whether AI replaces search
- The question is how much of the journey AI absorbs

Monthly Sessions Search Engines & AI Asking (US)

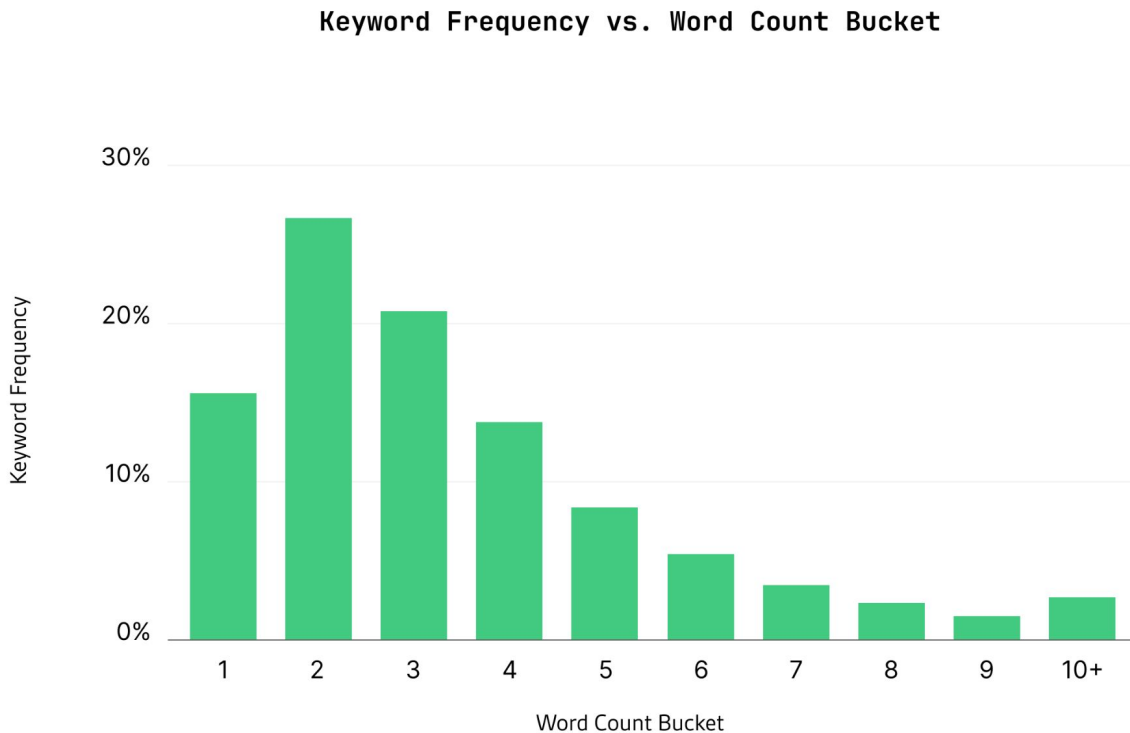


Source: Similarweb.

02

What is actually changing?

Head terms dominate search.



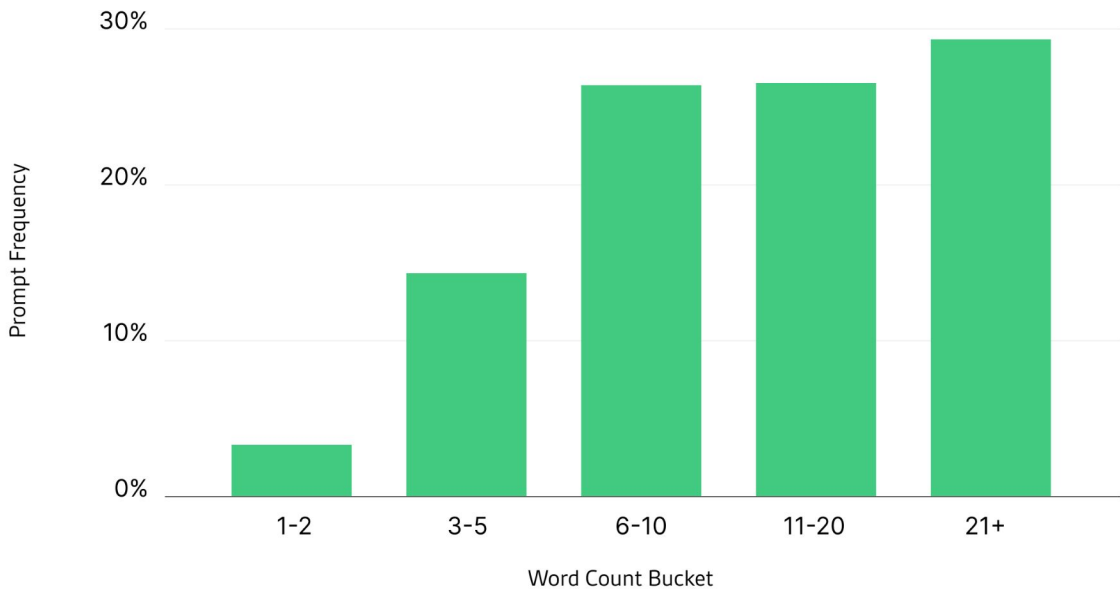
150B Google Searches, US, Oct-Dec 2025, Similarweb

**The long tail
dominates AI.**

**Prompts are
longer, richer,
and higher
intent.**

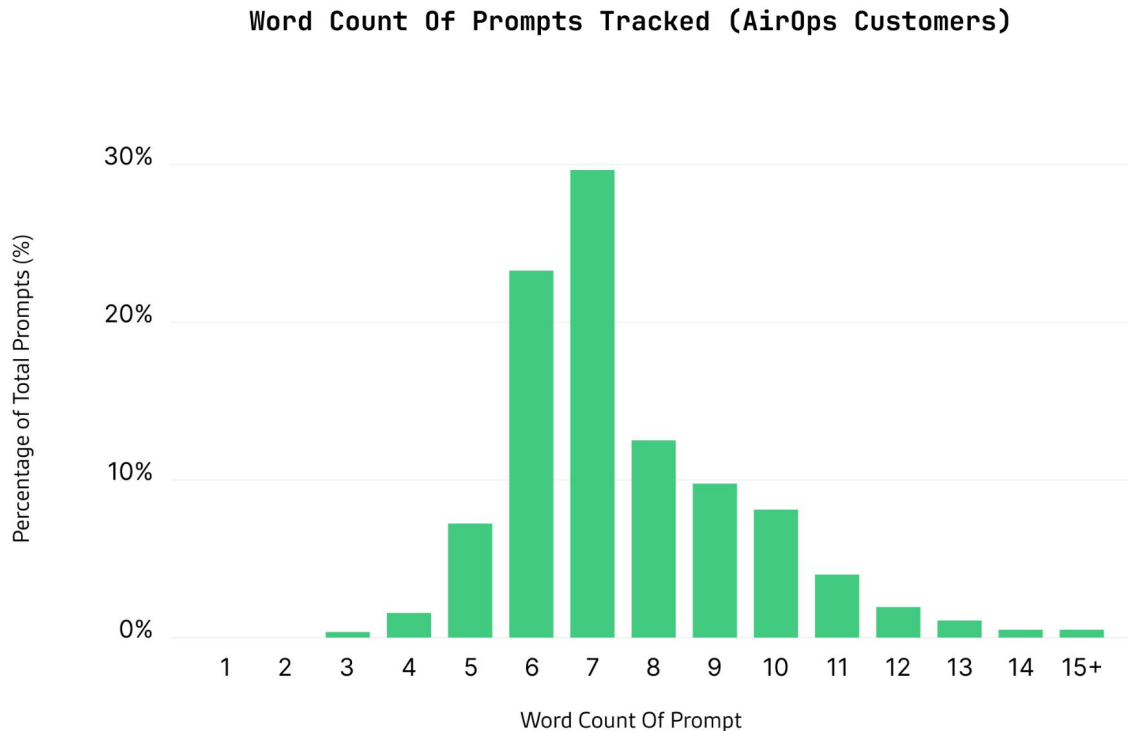
**60% are 10+
words.**

Prompt Frequency vs. Word Count Bucket



2.5M ChatGPT prompts, US, Oct-Dec 2025, Similarweb

Marketers are focused too much on the head, and too little on the long tail.



245k AirOps Customer Tracked Prompts, US, Oct-Dec 2025

Look where your customers are asking questions to find the long tail of AI.

01

Communities

02

Call Transcripts

03

Help Desks

04

User Interviews

Prompt Data Is the New Keyword Data

People are using AI for more than just search.

01

Asking

How do I create a budget for this quarter?

02

Doing

Rewrite this email to make it more formal.

03

Expressing

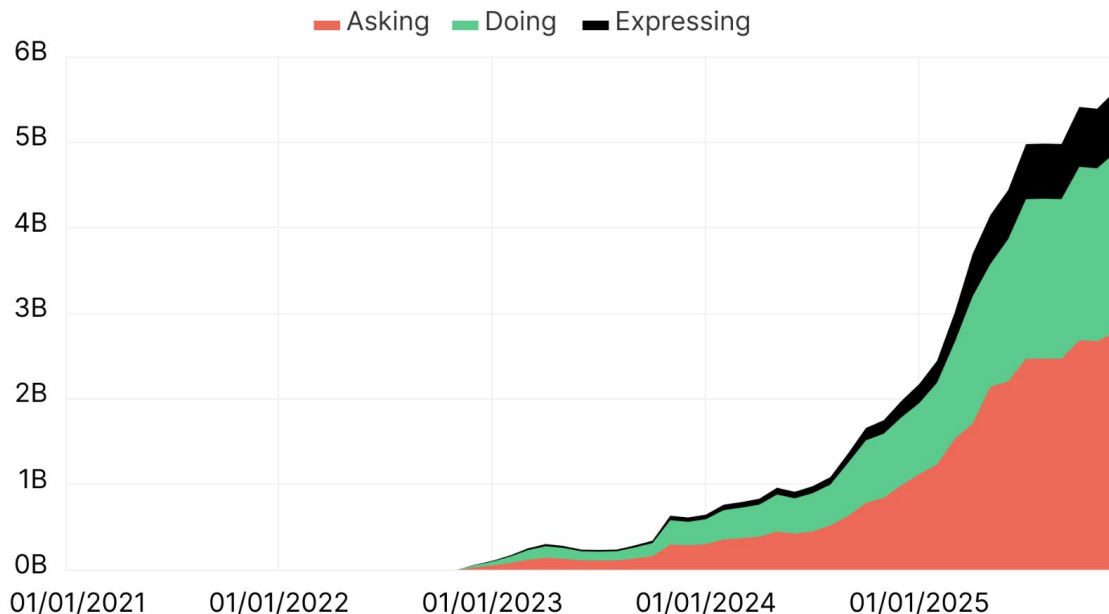
I'm really stressed about this AEO Conf keynote. Comfort me.

People are using AI for more than just search.

- 52% Asking.
- 35% Doing
- 14% Expressing.

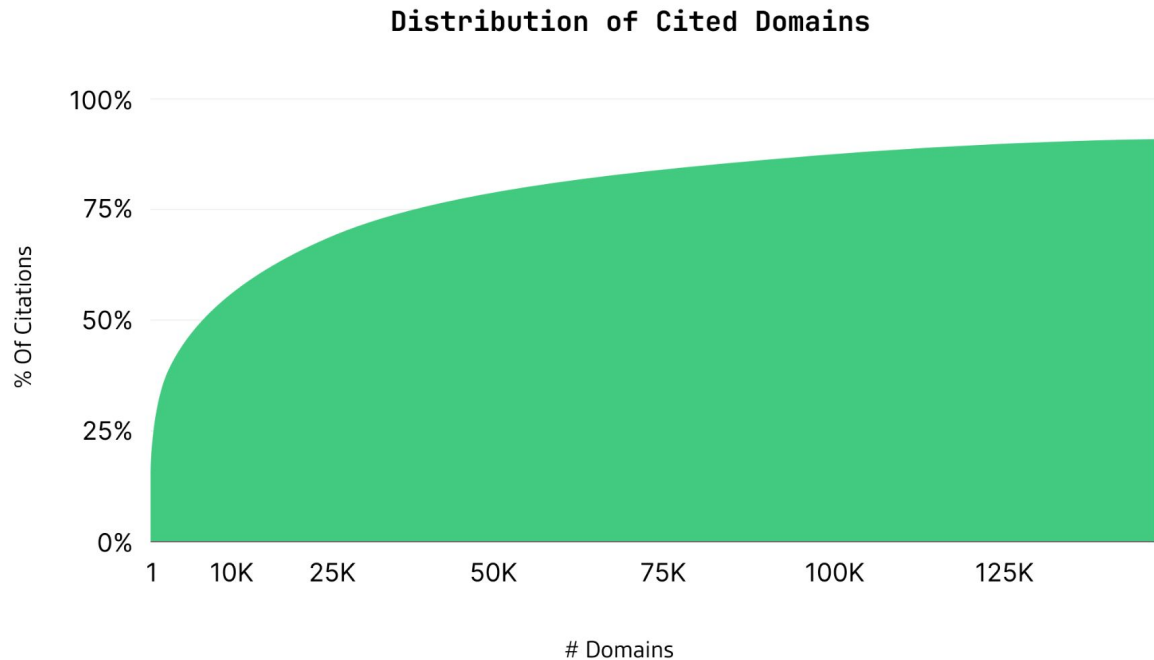
Source: OpenAI + Harvard, 1.1M prompts. June 2024–June 2025.

AI Monthly Sessions (US)



Source: Similarweb.

Citations are heavily fragmented.



reddit.com	2.36%
youtube.com	1.65%
en.wikipedia.org	0.68%
linkedin.com	0.65%
medium.com	0.64%
techradar.com	0.51%
forbes.com	0.31%
zapier.com	0.28%
nerdwallet.com	0.24%
facebook.com	0.18%
bankrate.com	0.17%
g2.com	0.16%
github.com	0.15%
dialpad.com	0.15%
blog.hubspot.com	0.15%
quora.com	0.14%
google.com	0.14%
apps.apple.com	0.13%
learn.microsoft.com	0.13%
capterra.com	0.13%
investopedia.com	0.12%
shopify.com	0.12%
indeed.com	0.12%

AI Summarizes Consensus

01

Agents form their own brand narratives across onsite, offsite, owned and earned.

02

Offsite pages, reviews, communities, and

Inconsistencies across collateral weaken trust signals

03

Authority emerges from repetition and consistency, not just backlinks or one-off wins.
Need multiple URLs

Most marketing stacks weren't built for this.

03

So What is The Playbook for 2026?

Do These 5 Things Right Now

01

Pick money topics

For example,

- best website builder: webflow vs framer
- how to build a design portfolio
- what are non-code tools for designers?

02

Start tracking

Identify top cited domains

- Onsite
- Offsite Owned
- Offsite Earned

03

Build Onsite

Build brand awareness & prioritize per money topics:

- Landing Pages
- Resource
- Help Center
- Tutorials

04

Build Offsite

External mentions are heavily cited. Create content that answers questions.

- Video (YouTube, Vimeo)
- Social UGC (Reddit, Quora)
- Affiliates
- Blogs

05

Don't pick one channel. Pick *every* channel.

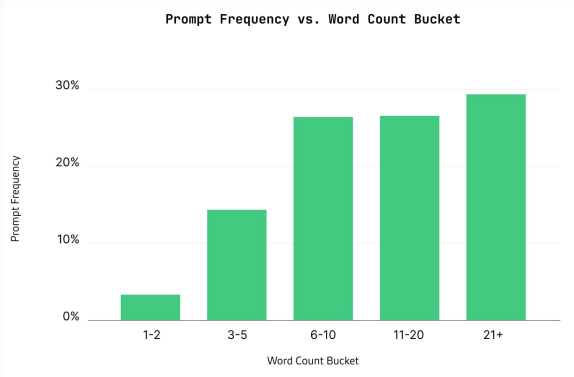
04

Building Systems That Win

and teams!

01

This is an impossible content challenge for brands



02

AI provides incredible leverage, but also risk. Positioning drift, slop, inaccuracies.

=

Marketing teams are moving from building campaigns to building precise **systems.**

What makes a winning system?

01

Context Layer

Brand truth: brand guidelines, product data, internal knowledge, customer language

02

Channel Intelligence Layer

The right prompts, a full view of content influence and health and understand your team's investments

03

Execution Layer

Agents + workflows that drive real results

04

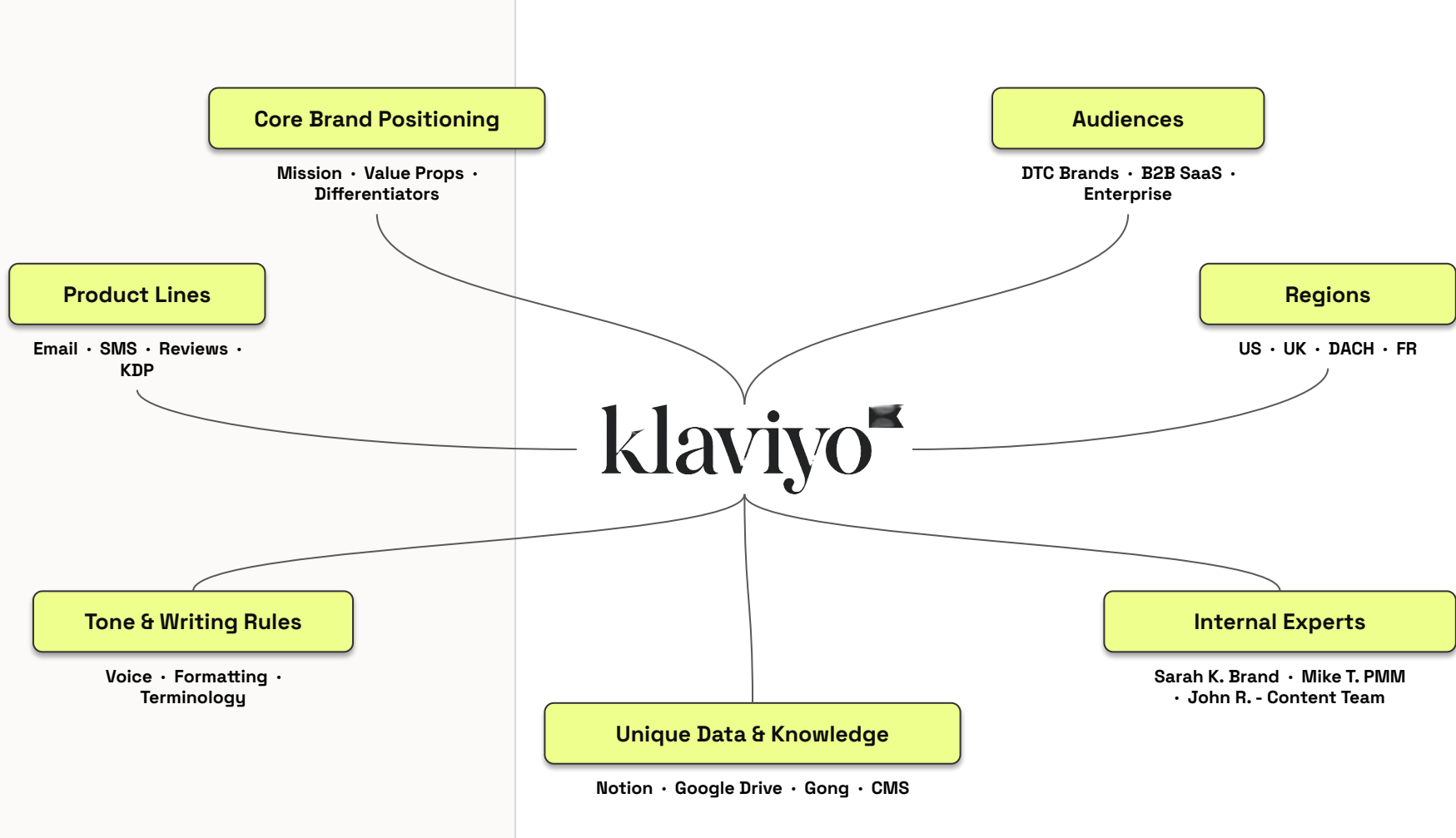
Operating Model

Content Engineer, healthy testing cadence and report accounting.

Layer 1: It starts with the Context Layer

Models reward authority, freshness, information gain - context that supports this is the raw material of visibility

- Every page should carry the brand's actual **expertise**
- **Positioning** is consistent, up to date
- **Consistent** entity naming signals, schema across the entire content footprint
- Centralizing context forces team to **agree on what “good” looks like**





AI Overview

AI product recommendations use machine learning to analyze customer data—browsing history, purchases, and behavior—to deliver personalized, real-time product suggestions. These engines boost revenue, average order value, and conversion rates by up to 70%. Top platforms include Algolia Recommend, [Google Cloud Vertex AI](#), [Qubit](#), and [Personyze](#).

Key Aspects of AI Product Recommendations

- How They Work:** AI algorithms (e.g., collaborative filtering, content-based filtering) learn from user data to make predictions, constantly refining suggestions based on real-time interactions.
- Benefits:** Increased conversion rates, improved customer experience, better up-selling/cross-selling, and higher customer lifetime value.
- Implementation Challenges:** Data quality issues, the "cold start" problem (new users/products), privacy concerns, and potential algorithm bias.
- Channels:** Recommendations can be delivered via website widgets, email marketing, and chatbot interfaces.

Top AI Recommendation Tools

- Algolia Recommend:** Known for speed and easy integration.
- Google Cloud Vertex AI:** Provides advanced, scalable machine learning models.
- Qubit:** Focused on personalized, high-value e-commerce experiences.
- Personyze:** Good for in-depth, personalized, cross-channel marketing.
- Klaviyo:** Offers AI-powered shopping assistants for, web chat, SMS, and more.

[Dive deeper in AI Mode](#)

AI Product Recommendations for Ecommerce - Klaviyo

Personalized product suggestions that turn every customer interaction into a revenue opportunity. Get started Get a...

The ultimate guide to AI product recommendations - Inriver PIM

What are AI product recommendations? AI product recommendations suggest relevant...

Recommendations AI | Google Cloud

* Google Cloud products. * See all products (100+) * Featured Products. * Compute Engin...

[Google Cloud](#)

[Show all](#)


[Overview](#)
[Features](#)
[Use cases](#)
[Learn](#)
[Sign up](#)
[Get a demo](#)

What are AI product recommendations?

AI product recommendations use artificial intelligence to suggest relevant products to customers based on their unique behavior, purchase history, and real-time context. Instead of showing generic best-sellers to everyone, an AI recommendation engine analyzes individual customer data to offer personalized suggestions.

With K:AI Customer Agent, AI-powered product recommendations are delivered through a 24/7 AI shopping assistant that works across web chat, SMS, RCS, and soon email and WhatsApp. The AI recommender uses data from past purchases, browsing activity, and current conversation context to make smart product suggestions that feel helpful rather than pushy.

ON THIS PAGE:

- [Why it matters](#)
- [Why Klaviyo](#)
- [Key features](#)
- [Get started](#)

Why do AI product recommendations matter?

AI-powered product recommendations help answer your customers' most important question: "What's right for me?" Personalized recommendations improve product discovery, increase average order value, and create stronger customer relationships through relevant, timely suggestions.

Consider a customer browsing your site who asks about a specific dress through web chat. The Customer Agent can instantly recommend matching accessories based on what similar customers purchased.

ZOLA

Core Brand Positioning

All-in-One · Modern Couples ·
Joyful & Personal

Audiences

Newly Engaged · Wedding
Planners · Gift Givers

Regions

US Nationwide · Metro
Markets · Destination

Internal Experts

Editorial Team · Registry Experts ·
Product Curation

Unique Data & Knowledge

Registry Data · Vendor Catalog · Couple
Preferences · Trend Data

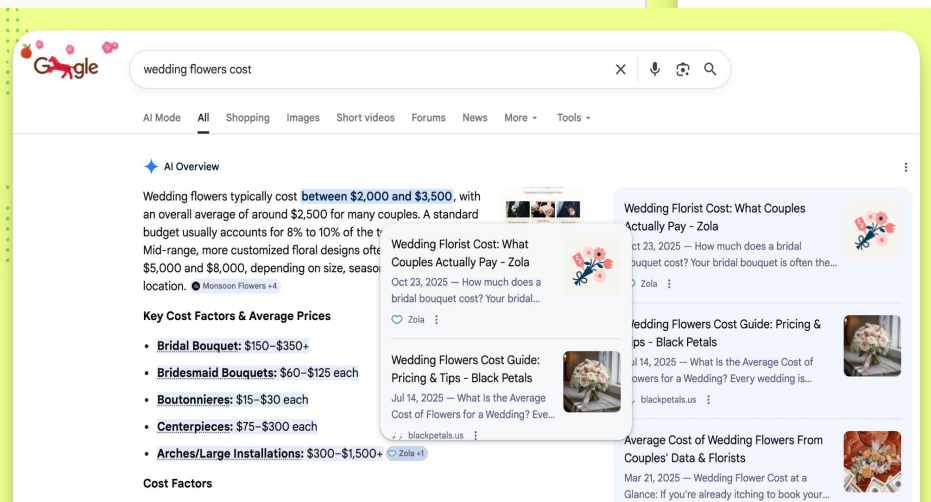
Product Lines

Registry · Wedding
Planning · Invites ·
Expert Advice

Tone & Writing Rules

Voice · Editorial Style · Product
Descriptions

Zola brings pricing data into content to win AI Overviews



Find a couple

ZOLA

Wedding Florist Cost: What Couples Actually Pay

Wedding florist cost averages \$5,100 to \$7,600. Get realistic pricing for bouquets, centerpieces, and ceremony flowers to set your budget.

By Emily Forrest and Jennifer Prince

Last updated October 23, 2025



Photo by Zola

- **Wedding flowers typically cost \$5,100-\$7,600** (about 13% of your total budget), covering everything from your bridal bouquet (\$250-\$350) to reception centerpieces (\$100-\$500 each), plus the florist's design work and setup.
- **Your flower choices drive the biggest cost differences** — seasonal, local blooms cost much less than rare or out-of-season flowers, while simple designs are more affordable than complex installations like floral arches or hanging arrangements.
- **Smart strategies can help cut costs:** Mix premium flowers with budget-friendly fillers, repurpose ceremony arrangements at your reception, focus spending on high-impact areas, and be upfront about your budget with your florist.

Bring in human experts when needed



New run - Feb 17, 5:23 PM

⚙️ Transitioning to 3. Draft >

Excellent! The outline has been created. Let me now update the todo and move to the checkpoint before proceeding to drafting:

Used TodoWrite >

Let me read the created outline to review it before proceeding:

Used Read >

Perfect! The outline is comprehensive and well-structured. Now, according to the instructions, this is a checkpoint. Let me pause for user input before proceeding to the draft:

Human review needed.

Questions

HUMAN REVIEW NEEDED

Keep outline as-is?

☐ 6 sections, ~1500 words, FAQ included

Lead with compliance, not ROI?

☐ French SMS rules are unusually strict — open with that or bury it in section 2?

Yes, lead with compliance.

Plan Mode + Context



Research

Outline

Research: SMS Marketing for France Region and SMB Audience

Target Audience

Primary: Small and Medium-sized Businesses (SMBs) in France

Secondary: Marketing managers, business owners, e-commerce brands

Topic: SMS Marketing

Key Statistics & Data Points

SMS Marketing Effectiveness for SMBs

72% of consumers have made a purchase after receiving a text message from a brand (Klaviyo research)

70% of French shoppers who subscribe to SMS marketing have made at least one purchase after getting a text (2024 Klaviyo study)

SMS messages have a **19% click-through rate (CTR)** on average

98%+ open rates for SMS marketing

SMS CTR is **9.18% higher** compared to any other digital channel

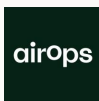
21.8x ROI example from small business Frances Valentine in first 8 weeks



I am concerned that some of my blogs from 2025 are not consistent with my current brand positioning, can you cross reference my airops brand kit with my airops webflow and give me 3 wins

3:40 PM  

Once agreed, brand Context raises all boats



Win 2: Update the brand position from "content at scale" to "win AI search"

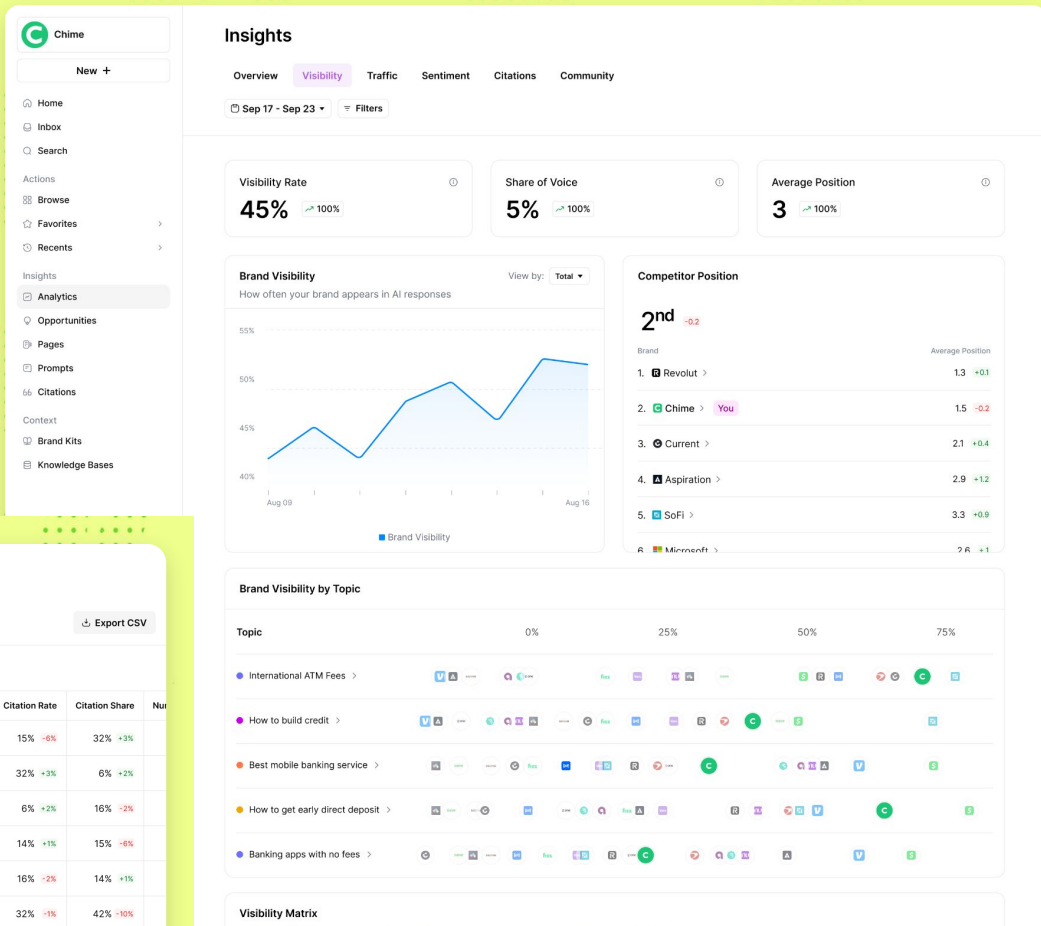
The 2025 blogs were written when AirOps was positioned around scaling content operations. The brand kit's current core statement is "AirOps helps brands **win AI search**." The **ai-content-strategy** post has zero mention of answer engines, AI citations, or search visibility — it reads like a content ops efficiency playbook. The fix isn't a full rewrite; it's adding a section or updating the intro/conclusion to frame the "why" through the AEO lens. Something as simple as connecting content production volume to citation frequency would anchor these posts to your 2025/2026 positioning.

Win 3: Fix the passive voice — the brand kit requires active voice exclusively

Several key passages fall into passive construction. "Every piece of content [is aligned with]," "AI solutions automatically detect and generate," and "approvals from experts and stakeholders" all drift passive. The brand kit is clear: always active voice, always "you" and "we." These reads as generic SaaS copy, not the confident, direct voice the brand kit describes. Rewriting these to imperative or declarative active sentences ("Align every piece of content," "AI detects content types and generates schema") would sharpen the tone considerably.



Layer 2: The Intelligence Layer



Layer 2: Intelligence Layer

AEO / AI Search Monitoring

Monitoring the right things

(listen to real customers)

Understand Visibility AND sentiment

Onsite Content Quality

Understand content age, health

Full analytics picture

Offsite

Understand offsite influencing domains

Understand quality of offsite mentions

Impact Accounting

Have a log of events your team has performed

Rate of learning = rate of growth

Layer 3: How Execution Happens is Changing

2024

Prompts

2025

Workflows

Claude

ChatGPT

2026

Workflows

Agent Design*

Skills Definitions

Centralized Context

Claws...? 



THE WORLD OF

Content
Engineering

At the heart of the team

From marketer



Jose Perez
SENIOR SEO MANAGER
✔ Cohort 2

a workflow that analyzes AI overview claims
existing content, scoring coverage gaps and
g detailed recommendations for content updates
nize AI overview visibility.



Julie Cho Goodman
MARKETING ANALYST
✔ Cohort 3

Built comprehensive SEO and content strategy workflows
with keyword analysis, jobs-to-be-done research, and
content section planning using interconnected agents.



William Leborgne
DIRECTOR, ORGANIC GROWTH
✔ Cohort 4

Created an intelligent content localization system that
screens 600+ English articles for French market fit,
combines cultural context with SERP optimization, and
outputs authentic French content—saving hours while
avoiding generic translation quality.



Deepshikha 10:34 PM

Just wanted to let you know - and you're the
first I wanted to tell - I got promoted! 🥳🥳
And I'll be spending more time on AirOps
now 😊



Julie Cho Goodman
MARKETING ANALYST
✔ Cohort 4

Built comprehensive SEO and content strategy workflows
with keyword analysis, jobs-to-be-done research, and
content section planning using interconnected agents.

Paul Beer • 1st

Thanks for the invite, I learnt a lot! I
honestly think its redefined what I think is
possible with content - although i now need
to build a million things to prove that.



Deepshikha Dhankhar
MARKETING PROFESSIONAL
✔ Cohort 5

Developed comprehensive geo audit workflow
consolidating technical and content analysis. Reduced
audit time from 4-5 hours to just over 1 hour.

to content engineer

Through AirOps Research Lab and Cohort Trainings, marketers master the systems,
workflows, and insights defining the new era.

Layer 3: Agent Design

After context centralization, Agent definition will be the core skill of 2026

← ⓘ How to Build Credit at 18

I'll execute the create-blog-post playbook for the topic "how to build credit at 18" for Chime.
Let me start by loading the agent and brand context.

Read 2 files >

Run List brand-kit files >

I can see the agent and brand context. Chime's voice is approachable and knowledgeable — they talk about finance the way a passionate friend would, not a textbook. I'll match that tone throughout.

Read 2 files >

Run List writing-rules files >

Good! Now let me check the session folder to understand the context, then begin executing the agent steps.

Step 1
Research ▾

1. Generate a list of topics for Keyword

2. Research Topic using Google Search

3. Take the top 5 results and use Data for SEO to find the top keywords

I'll now research the topic "how to build credit at 18" for the general audience. Let me search for top-ranking content, common questions, and identify content gaps

Searched 4 queries >

Great research findings. Most top-ranking content focuses on generic "best credit card" listicles or credit card for beginner guides. There's a clear gap: no one is addressing the steps of how to build credit as a beginner.

Describe what you want this Agent to create

Plan Mode + Context

↑

Research Outline Draft

Improve T I B I

Code Link Comment List

How to Build Credit at 18 (Even With Zero Credit History)

Turning 18 is a big deal. You can vote, sign contracts, and maybe most importantly for the future, start building credit. The problem? Most lenders want to see a credit history to give you credit. It's the classic chicken-and-egg problem.

The good news: there are real, proven ways to crack it. Here's how to get started.

Why Your Credit Score Matters

Your credit score is a three-digit number (typically between 300 and 850) that tells lenders how risky it is to loan you money. A strong score doesn't just unlock credit cards; it affects your ability to rent an apartment, get a car loan, and even land certain jobs. The earlier you start building credit, the better. Time is literally one of the factors that improves your score.

Step 1: Get a Secured Credit Card

A secured credit card is the most straightforward way to start. Here's how it works:

- You deposit a small amount of cash (usually \$200 to \$500) as collateral.
- That deposit becomes your credit limit.
- You use the card like a normal credit card and pay it off each month.
- The bank reports your activity to the credit bureaus, building your history.

After 6 to 12 months of responsible use, many issuers will upgrade you to a regular card and return your deposit.

Good options to look into: Discover it® Secured, Capital One Platinum Secured Credit Builder.

1 user editing this cell

△≡○

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58

Layer 4 : Operating Model

Prioritize a
test-and-learn
culture

Treat context
centralization as a
priority

Find and nurture
your builders

Build for change

Invest in systems
that scale

Focus on durable
model-aligned
strategies

05

Demos

Assembly AI

The Grounded Content Refresh



Copilot



- Summary of Changes — The change summary
- SERP Analysis — The reviewed SERP analysis
- AEO Analysis — The AEO optimization analysis
- Content Update — The reviewed content updates

Inputs

Input	Type	Required	Describe
Brand Kit	Brand Kit	Yes	Brand ide tone, styl and writr samples
Title	Short Text	Yes	The artic
Article (HTML)	Short Text	Yes	The origi article HT
Knowledge Base ID	Short Text	Yes	ID of the Knowledg Base to u
URL	Short Text	No	The artic URL
Yeast Head	JSON	No	Yeast SE



+ Execution Claude Opus 4.6

Write your question here

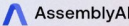
Auto Mode



50%

Copy Paste

Introducing Universal-3 Pro: A new class of speech language model. [Learn more](#)



Products ▾ Customers ▾ Developers ▾ Resources ▾ Playground Pricing Enterprise

Contact us

Log in

Get started

Insights & Use Cases

November 4, 2025

Real-time transcription in Python with Universal-Streaming

Learn how to build real-time voice applications with AssemblyAI's Universal-Streaming model.

Ryan O'Connor, Senior Developer Educator

TUTORIAL

STREAMING SPEECH-TO-TEXT

PYTHON

>

```
1 import assemblyai as aai
2 from typing import Type
3 from dotenv import load_dotenv
4 import os
5 from assemblyai.streaming.v3 import (
6     BeginEvent,
7     StreamingClient,
8     StreamingClientOptions,
9     StreamingError,
10    StreamingEvents,
11    StreamingParameters,
12    StreamingSessionParameters,
13    TerminationEvent,
14    TurnEvent,
15 )
```

TABLE OF CONTENTS

- What is real-time transcription and when to use it
- Getting started
- Setting up your development environment
- Choosing the right Python approach for real-time transcription
- How to perform real-time transcription with Universal-Streaming

Real-time transcription in Python enables you to convert speech to text as opening up possibilities for voice agents, live captioning, and interactive vo a use case that is **valuable for many applications** like conversational analyt controlled systems. This tutorial shows you how to implement real-time tra AssemblyAI's Universal-Streaming model, which delivers immutable transcri ~300ms latency.

Real time transcription in Python

AI Mode All Videos Images News Shopping Short videos More Tools

AI Overview

Real-time transcription in Python can be implemented **using cloud-based APIs like those from AssemblyAI or OpenAI, or with local open-source models using libraries like RealtimeSTT or WhisperLive**. These methods use streaming via WebSockets to convert live audio to text with low latency.

Cloud APIs (Recommended for beginners and production use)

Managed APIs handle infrastructure complexity and provide high accuracy with low latency.

AssemblyAI | Introduction of Streaming API: The new real-time speech-to-text transcription

Show more

Real-time transcription in Python with Universal-Streaming

Nov 4, 2025 — Real-time transcription in Python with Universal-Streaming. Learn how to build...

AssemblyAI

Real-time Speech Transcription with OpenAI and WebSockets

Apr 26, 2025 — Real-time Speech Transcription with OpenAI and WebSockets — Real-time...

 AssemblyAI

<https://www.assemblyai.com/blog/real-time-transcription-in-python/>

Real-time transcription in Python with Universal-Streaming

Nov 4, 2025 — Real-time transcription converts live audio streams to text with sub-second latency using WebSocket connections and streaming APIs. Unlike batch ... [Read more](#)

 Reddit · r/Python

8 comments · 1 year ago

Near real time speech to text, right from the mic : r/Python

It identifies human voice in incoming audio and allows you to process it in any way you want, it has built

ΔΞΘ

01 Example 1 : The Grounded Content Refresh Assembly AI

1. Grounding Layer

Brand Kit (tone, style, positioning rules)

Approved case studies

Internal research

AssemblyAI documentation (realtime)

SERP + Semrush data

Curated external authority sources

2. Deep SERP Intelligence

Live Google SERP analysis

People Also Ask extraction

Competitor structure + headers

Keyword gap analysis

Intent + persona detection

3. Human review gates

HITL checkpoints before major steps:

SERP brief approval

Structural changes approval

Outdated content fixes approval

Humans control direction.

Agents execute.

4. Code Validation Agent

Extracts code examples

Tests against AssemblyAI API

Validates endpoints, models, parameters

Flags deprecated models

Rewrites invalid examples

No broken code ships.

Carta

From Sales Call to Long-Tail AI Search Content

51% because and it's his wife. Because if we as foreigners own 50% or more than our tax rate goes up. So what we're looking for is how can we and can we basically move into a C corp restructure it. And in doing so qualify for QSBS. And then what things as we go along would disqualify us or change our circumstances. And what would that impact be? we are potentially gonna move into VBO so tell me if I say things that you're not familiar. With the acronym. So right now, we do staff log mention, I provide like in New York City, the Episcopal diocese, church of New York City. I provide accountants and property managers to them."speaker_type":"customer"}/{"speaker_name":"Eric

1. Sales Transcript

Chorus call extraction and analysis Grid

	T Keyword	⚡ Chorus call extraction and analysis
1	qsbs	View Output
2	409a valuation	View Output
3	emi	View Output
4	portfolio construction	View Output
5	fund formation	View Output
6	pre seed funding	View Output
	+ Add Row	

ID	Date	Description	Status
CALL_1754334154.0	2025-08-04	Indecision between choosing QSBS or comp add-on due to budget constraints and conflicting priorities	Equity Management
CALL_1754334154.0	2025-08-04	Pressure from investors to have QSBS services, creating urgency to make a decision	Equity Management
CALL_1754334154.0	2025-08-04	Concern about pricing (\$2,500 for QSBS) being too high for a pre-seed/Series A company	Equity Management
CALL_1755802854.0	2025-08-21	Lack of clear guidance on how to structure company (LLC to C corp) to qualify for QSBS	Equity Management
CALL_1755802854.0	2025-08-21	Confusion about QSBS requirements after talking to multiple advisors (lawyers, accountants)	Equity Management
CALL_1755802854.0	2025-08-21	What causes QSBS disqualification?	Equity Management
CALL_1754935347.0	2025-08-11	Unclear on the value received for the QSBS annual fee relative to cost	Equity Management
CALL_1754586027.0	2025-08-07	Uncertainty about what paperwork was done for QSBS and whether it was completed properly	Equity Management
CALL_1754586027.0	2025-08-07	Questioning whether QSBS is a necessary service given that requirements are well-defined	Equity Management
CALL_1755028884.0	2025-08-12	Previous law firm failed to set up QSBS, causing founders to miss out on 3 years of qualification time	Equity Management
CALL_1755028884.0	2025-08-12	Previous company didn't do QSBS before being sold, resulting in significant capital gains tax	Equity Management

2. Theme Extraction



What can cause QSB disqualification for companies



AI Mode All News Images Short videos Videos Shopping More Tools

Including results for **What can cause *QSBS* disqualification for companies**

Search only for **What can cause QSB disqualification for companies**

AI Overview

Qualified Small Business Stock (QSBS) (Section 1202) status can be lost if a company fails to meet active business requirements, exceeds a \$50 million gross asset limit, or engages in prohibited stock redemptions. Disqualification risks include failing the 80% active asset test, pivoting to non-qualified industries, or having significant share buybacks within two years of issuance. Carta +3

Key Reasons for QSB Disqualification:

- **Exceeding Asset Thresholds:** The company must have \$50 million or less in gross assets (valued at cost) at the time of, and immediately after, the stock issuance.
- **Failed Active Business Test:** During substantially all of the holding period, at least

Show more



Carta

<https://carta.com> › Learn › Startups › Tax Planning

Qualified Small Business Stock (QSBS) Explained

Jul 23, 2025 — What can cause QSB disqualification for companies · Share repurchases · Cash management of investments · Business model changes · Exceeding asset ... [Read more](#)



Sam's List

<https://samslist.co> › blog › qsbs-disqualification-risks-fo...

Don't Let Your QSBS Get Disqualified: Legal & Operational

If my startup raised multiple funding rounds and crossed \$75M in assets, do my previously issued shares still qualify for QSBS?

In general, whether your previously issued shares still **qualify for Qualified Small Business Stock (QSBS)** after your startup has raised funding and crossed a \$75 million asset level depends on **when those shares were issued relative to the applicable QSBS asset test**. The critical point under Section 1202 of the Internal Revenue Code is that the **asset threshold applies at the time of issuance (and immediately afterward)** — not continuously throughout the life of the company. Carta +2

encourage investme

Plante Moran

Don't Let Your QS
Sam's List

May 24, 2025 — Co

That Kill Eligibility. If

02 Turning Sales Conversations into AI Search Advantage

STEP 01

Sales Call Ingestion

Workflow to mine Sales calls.

Sales calls reveal:

- Objections
- ROI questions
- Integration concerns
- Risk narratives
- The long tail lives in conversation.

STEP 02

Translate into Search Intercept

Raw question:

"How do we measure ROI if the model keeps changing?"

Becomes:

"how to measure ai model roi"

AI search rewards specificity.

Specificity comes from customers.

STEP 03

Build Content

Content optimized for:

- Direct answer blocks
- Clear fact anchoring
- Information gain
- Citation strength

Designed for AI visibility, not just rankings.

Create a Compounding Engine

Sales conversations
↓

Structured insight
↓

Long-tail content
↓

AI citations
↓

New buyer demand

You can't control how AI evolves.

But you can build systems and team that wins anyway.

Let's rewrite the rules together.



THANK YOU

AEO CONF

Panel



AEO
CONF
2026

Reimagining Marketing Systems

Speakers

Twilio

**Vanessa
Thompson**

VP, Revenue & Growth



Sequel

**Oana
Manolache**

Founder and CEO



Webflow

**Guy
Yalif**

Chief Evangelist



Speakers

Twilio

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Sequel

**Oana
Manolache**

Founder and CEO



Webflow

**Guy
Yalif**

Chief Evangelist



Webflow

AEO
CONF
2026

Inside Webflow's Marketing AI Transformation

Speaker

Webflow

Dave Steer
CMO



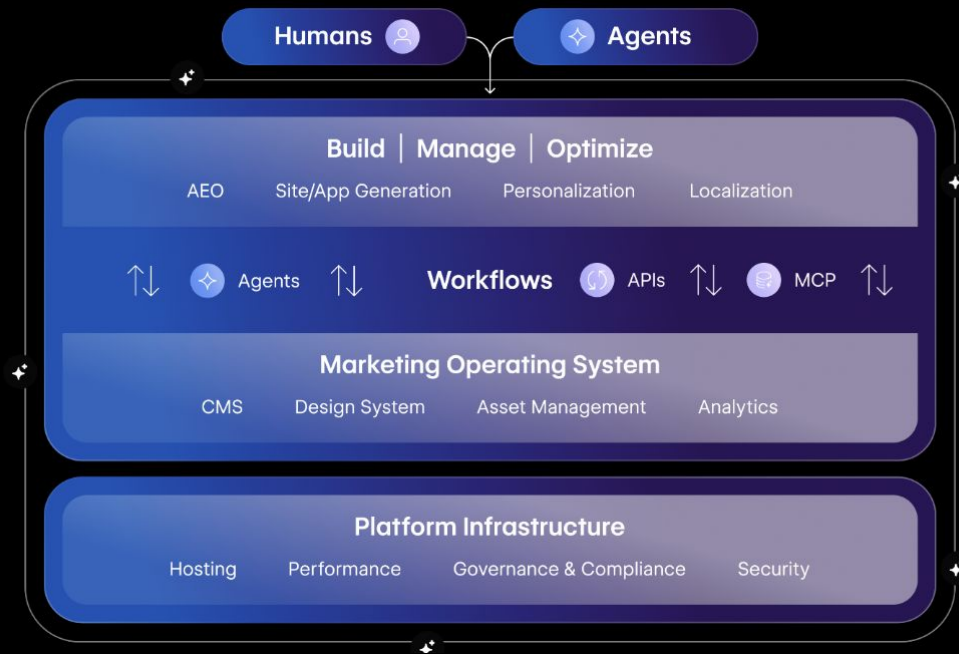
Agenda

- | | |
|----|------------------------------|
| 01 | Marketing in the agentic era |
| 02 | Webflow's AEO approach |
| 03 | Our AEO playbook |
| 04 | The AI-native marketing team |
| 05 | Takeaways |

01

Marketing in the agentic era

Webflow is building the Agentic Web Marketing Platform





Every organization must be great
at creating digital experiences
for humans and agents

AI has broken existing marketing operating models

01

WEBSITE DISCOVERY HAS
BEEN DISRUPTED

15-25%

reduction in website
traffic from traditional
SEO

Source: Bain, 2025

02

THE WAY WORK IS DONE
HAS CHANGED

62%

of teams are
experimenting with
generative AI in their
daily workflows

*Source: McKinsey: The State of
AI (2025)*

03

IT BUDGETS ARE EARMARKED
FOR AI TECHNOLOGY

>80%

of companies are making AI
investments to reshape key
functions

*Source: BCG: Closing the AI
Impact Gap (2025)*

Surge in LLM bot traffic



125%

The buyer journey is changing rapidly

Yesterday

Research

Buy

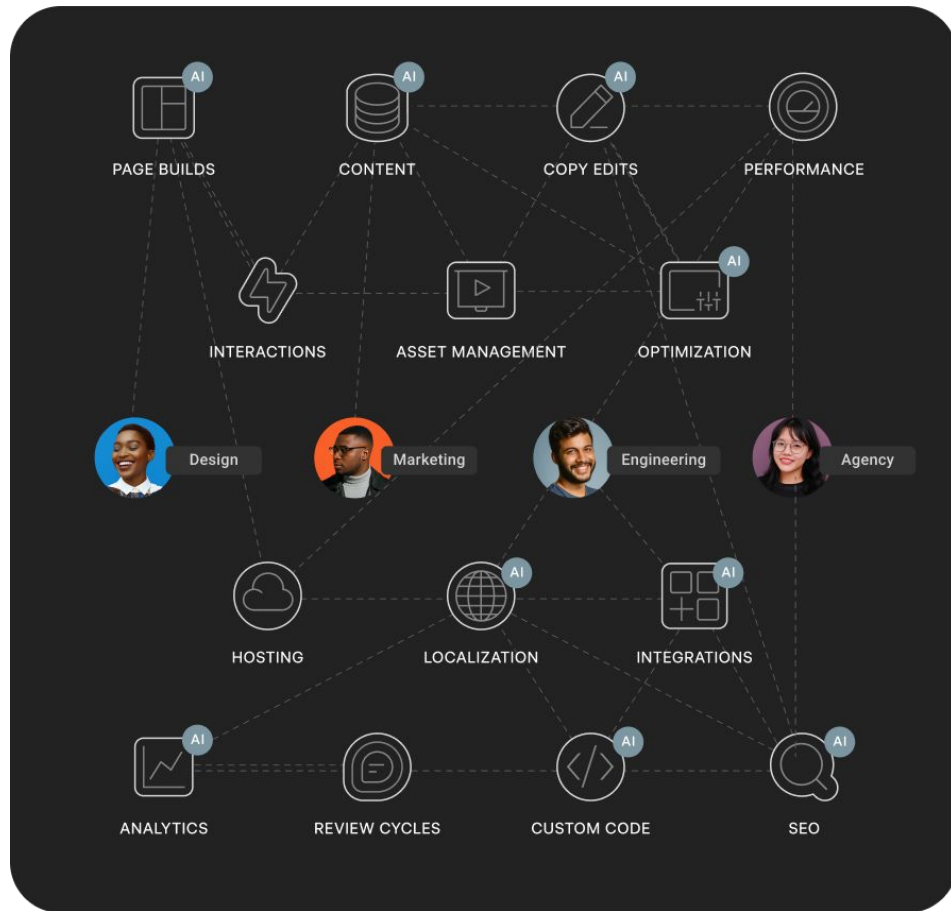
Today

Research

Buy

The old marketing stack can't keep up with AI

- Identifies primary topic, compares vs. top competitors
- Generates targeted updates within brand guidelines
- Human-review + editorial review



This creates the perfect storm

**“The technology changes.
The principles remain the same”**



Alex Schultz
CMO, Meta + Author of
[Click Here](#)

So what changes for marketing?

01

Old playbook (search era)

Optimize pages for clicks

Win rankings + drive traffic

Measure sessions / CTR /
keywords

02

New reality (answer era)

Optimize knowledge for
answers

Win mentions + citations +
share of visibility

Measure influence +
conversions from AI

03

Expanded playbook (operating model)

Build systems, not one-off AI
features

Maintain key metric measurement

Create answerable, structured
content at scale

Treat brand as the AEO substrate
(accuracy + strength)

02

Webflow's AEO approach

AEO vs SEO in four categories

01

Content

Keywords → answers →
personalization

02

Technical

SEO → automated site
structure → speed

03

Authority

Backlinks → widespread,
positive mentions

04

Measurement

Keyword ranking →
mentions → AI SOV

The AEO Maturity Model



- | | | |
|---|-----------|--|
| 5 | Authority | Widespread, positive citations |
| 4 | Pillar | Recognized pillar of thought leadership with engaging visual storytelling |
| 3 | Structure | Proactive digital PR, Reddit, and thought leadership |
| 2 | Answers | Active Google E-E-A-T
(Experience, Expertise, Authoritativeness, & Trustworthiness) |
| 1 | Keywords | Backlinks |



03

Our AEO playbooks

Playbook 1 - Content

01

Content refresh engine

Reviewing and refining existing content

02

Automated FAQs & schema

Static pages -> answer-driven content

03

Expertise -> citations

Repurposing expert insights to citatable content

Content Refresh Automation

Optimizing content for AEO at scale

Why refresh matters + manual constraints:

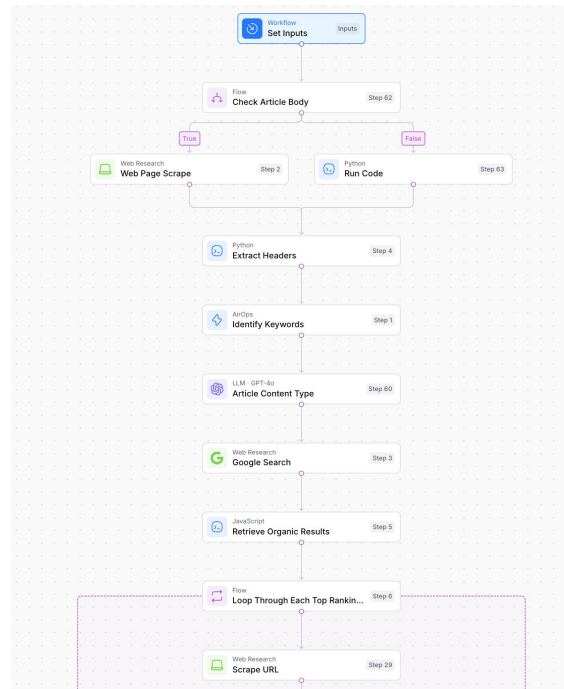
- Content refreshes help improve content quality & relevancy, which increases visibility in SEO and AI search
- We've seen manual content optimizations drive +18% avg traffic increase, but process is time-consuming (3-4 articles/mo)

Solution: AirOps content refresh automation workflow

- Grounded in SEO data, brand voice, messaging
- Optimized for freshness, relevancy, and structure.

Refresh Workflow:

- Identifies primary topic, compares vs. top competitors
- Generates targeted updates within brand guidelines
- Human-review + editorial review
- Pushes updates back to Webflow Blog CMS



Finding the perfect font can shape how users experience your website, driving both readability and visual appeal. With countless options, it's helpful to focus on your project's functionality, aesthetic goals, and user needs.

Proposed Improvement

Added a stronger opening paragraph about how font choice shapes user experience

ts for web design, we dug into the font choices
we discovered 11 different fonts that hung out at

best fonts in 2025

Content Refresh impact

5X

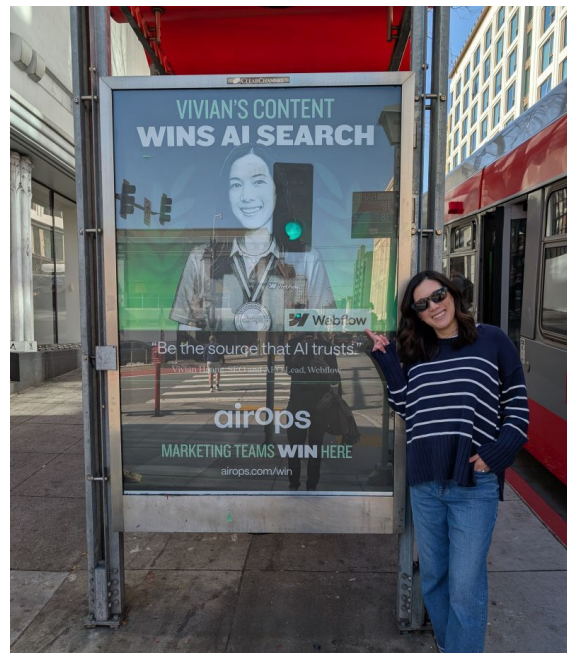
Speed & Efficiency
Content refreshes

42%

Traffic
Av. SEO visits post-update

14%

Conversions
Avg. SEO signups
post-update



FAQ content automation

Scaling FAQ content and schema markup across landing pages

Why FAQs matter for SEO + AEO

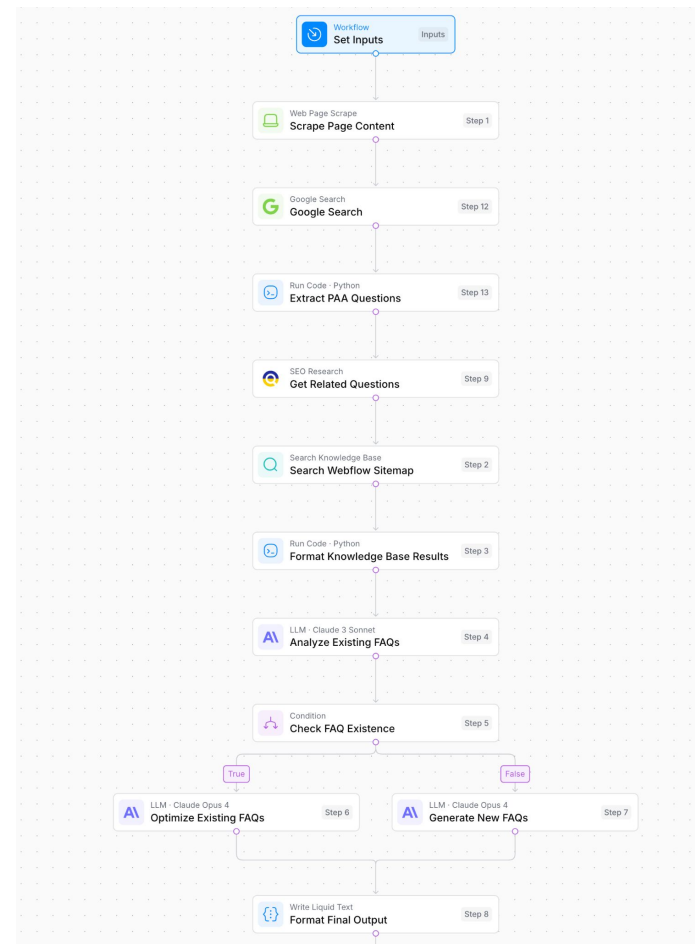
- FAQ sections are critical for SEO and AEO. They answer mid & long-tail questions, and help AI systems understand & recommend our brand
- Q&A structure directly aligns with how AI systems process and synthesize information
- Proper schema markup helps both search engines & LLMs understand & connect entities

Solution: Agentic FAQ Workflows

- Built a new agentic workflow in AirOps that handles the entire FAQ creation process
 - Question discovery
 - On-brand answers
 - Technical markup

FAQ Workflow:

- Step 1: Question discovery → 'People Also Asked' and related keywords.
- Step 2: Content generation → Grounded in brand context + messaging (including PMM review)
- Step 3: Schema markup → Brand + FAQ schema for search engines + LLMs



FAQ example

An example of an FAQ page
optimized for AEO



Platform Solutions Resources Enterprise Pricing

Log in Contact Sales

Start for free

Frequently asked questions

Can I manage large-scale content, like blogs or product catalogs, efficiently with Webflow's CMS? —

Webflow's CMS is built to handle content at scale, supporting extensive Collections for blogs, product catalogs, and other content-heavy applications, with enterprise plans accommodating hundreds of thousands of CMS items.

The platform's dynamic content system means you design your blog post or product template once, and every new item automatically follows that structure, whether you're managing dozens or thousands of entries.

Webflow provides bulk import capabilities via CSV files, powerful filtering and sorting options, conditional visibility controls, and the ability to dynamically link content across Collections using reference fields. And with enterprise-grade hosting on Fastly CDN, reliable traffic management, and programmatic access through CMS APIs, teams can confidently build and maintain large content libraries while ensuring fast page loads and consistent performance regardless of catalog size.

Does Webflow's CMS integrate with other tools? +

How does Webflow's CMS compare to traditional content management systems? +

What are the different types of CMS platforms? +

What is a content management system (CMS)? +

Impact: leading indicators we care about

01

330+

New citations

02

24%

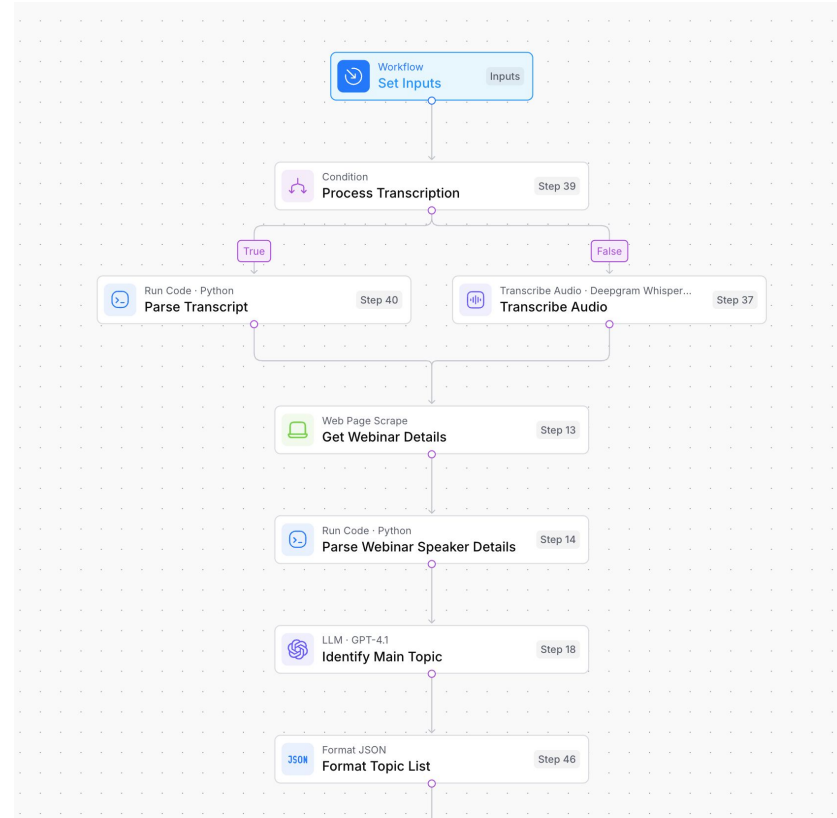
Increase in impressions

Webinar Content Automation

Scaling expert-driven content from webinars.

Workflow

1. Parse transcript + speaker details
2. Identify topics → generate multiple assets
3. Extract insights, quotes, and keywords
4. Generate expert-driven content in brand voice



Playbook 2 - Brand

01

Prompt set

Top queries

02

Citation sources

Domains

03

Actions

*Press / Reviews /
communities*

04

Measurement

*Share of voice
Citation count
Conversations*

Publications: build the citation set

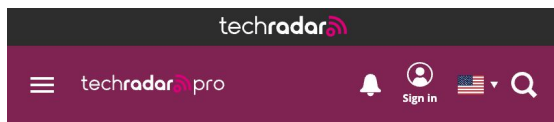
Reverse-engineer the citation set

Target 10–20 “citation-prone” publications

Drive mention + category association +
differentiation

Activate via co-marketing, affiliates/influencers,
comms

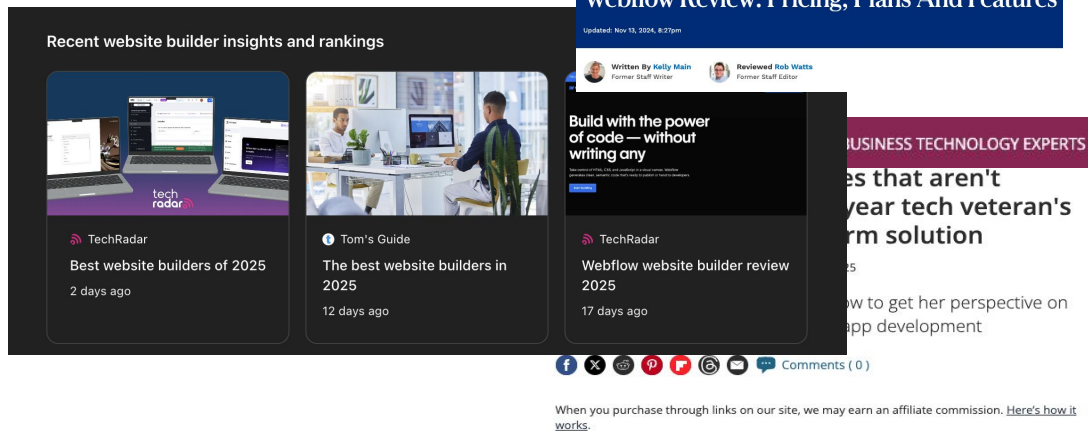
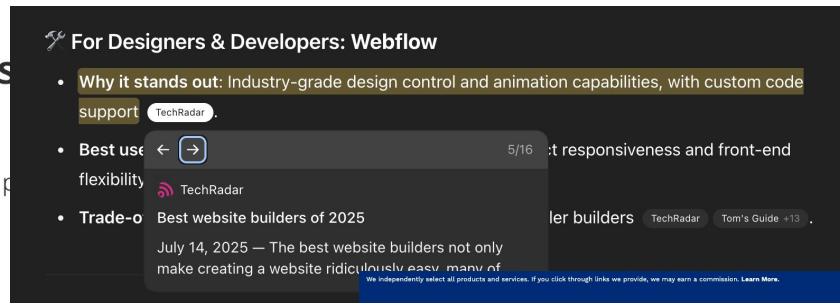
Measure citations + co-citations by domain +
share of visibility.



Pro > Website Building

Webflow website builder review 2025

Visual website building platform for marketers and designers



Reviews & Marketplaces: structured trust

Reviews are high-signal corpora for LLMs: use-cases, “best for,” outcomes, and comparisons

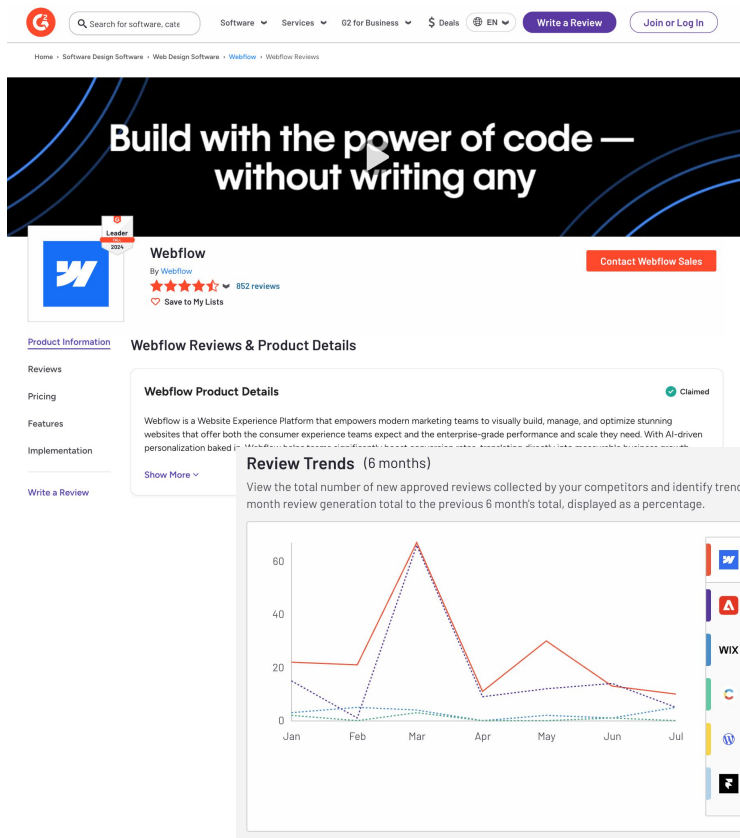
Optimize profiles for attribute completeness + accuracy: categories, key workflows, integrations, pricing ranges, “best for,” alternatives

Drive reviews that include use-case + outcome + comparison

Example: “What did you replace? What improved? What do you use Webflow for?”

Generate through campaigns + in-app / lifecycle prompts

Measure: rating + review velocity + citation lift



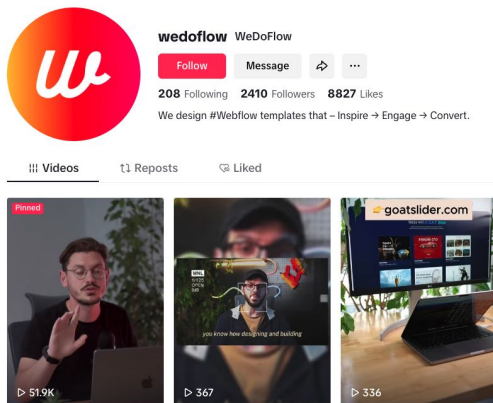
Community & video: retrievable, quotable answers

Key principle: if it can't be retrieved/quoted, it won't compound

YouTube / TikTok: publish "answer-shaped" content (X vs Y, best for Z, step-by-step how-to) and text trail (transcript, description, pinned comment with key claims)

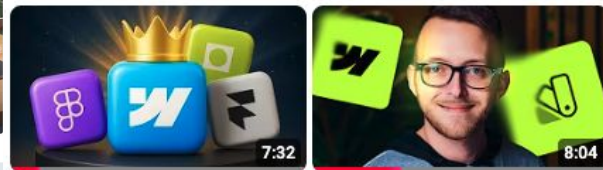
Reddit / forums: win ranking threads ("best tools / alternatives / how do I..."); keep factual/current; link canonical docs.

Measure pickup in AI-answers + co-citation frequency



Webflow

- **Why it stands out:** Near-total design flexibility with the power to output clean, production-ready HTML/CSS/JS [YouTube 1:1](#)
- **Ideal for:** Designers who want perfect control without coding from scratch.
- **Why it stands out:** [YouTube](#) BEST Website Builder in 2025 - My Top Recommendation - YouTube
February 18, 2025 — EmitReviews · 118K views · 27:16 - Go to channel · 15 AI Tools That ... The Easy Way to ...
"If you are a designer, learning design and coding, if you understand basic HTML and CSS you



I Tried Them All. Here's Why Webflow Still Wins.

2.6K views · 14 hours ago

Webflow Just Dropped New Variables

5.5K views · 2 weeks ago



Search Reddit



r/Nuxt · 3 mo. ago
sarteto

Best CMS with Visual Editing for Non-Tech

I know I know, there are many posts about which CMS and I have read most of them about, but I am still a bit unsure.

At first chatgpt recommended me to use Strapi, Grok recom

But I am somehow more interested into Storyblok or even Pr

The goal is to create a retreat page that includes events and

Initially, my client used Squarespace, but I prefer to build cu
client is concerned about her ability to make changes as she
Elementor, I want to stick with Nuxt.

I am looking for a way to enable her to rearrange elements o
functionality, but I would prefer to use a system that offers a

Any recommendations?



What Designers Are Saying

From r/web_design:

"something simple like Framer" and "if you understand basic HTML and CSS you can try Webflow"

[Reddit](#) · 1

From r/UXDesign:

"Webflow is the best overall since it provides you the most flexibility, but also has the highest learning curve. Squarespace and Wix are both good for starters." [Reddit](#)

04

Empowering Marketing teams

AE0 is an opportunity to empower your teams



AEO makes marketing a team sport

01

Marketing is a verb,
not a noun

02

Reject the premise of
brand vs. growth

03

Everyone on the
team has a role

AEO pushes marketers along the AI maturity path



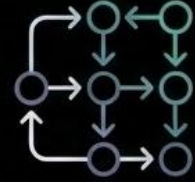
Human



Assistive

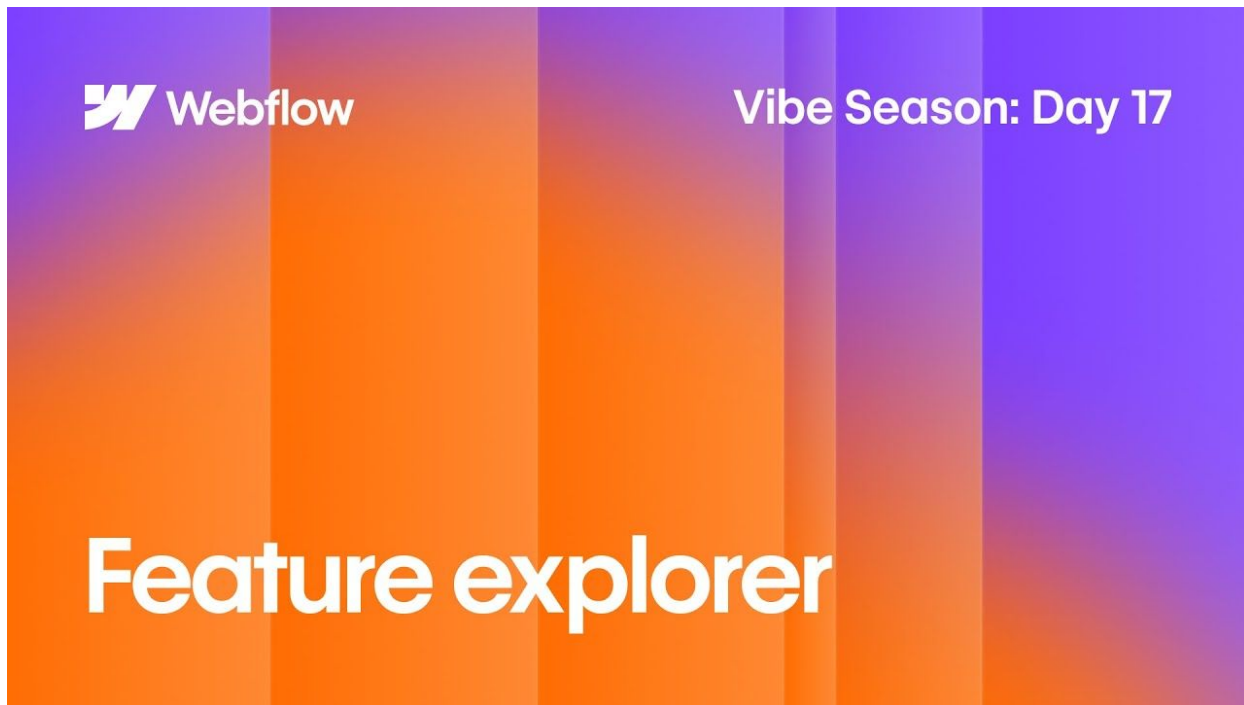


Agentic tasks



Agentic
workflows

AEO makes marketing a customer zero that builds in the open



The result: A brand that stands out



Final takeaways

To adapt for an AI-first landscape

01

Visibility matters now.

Understand how AI perceives & recommends your brand, and if they align with your positioning.

02

AEO is a full-team effort.

Align your marketing teams with an AEO-first mindset.

03

Experiment & adapt.

Test fast. Scale what works.

Try the AEO maturity assessment

webflow.com/resources/aeo





THANK YOU

AEO CONF

G2

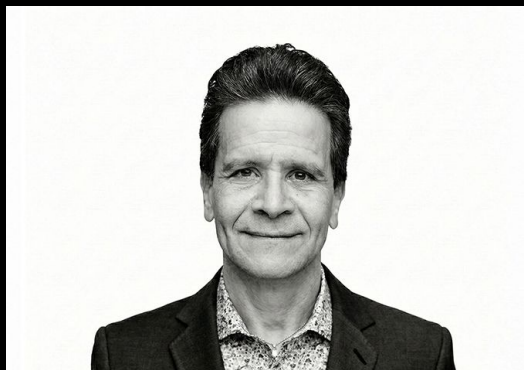
AEO
CONF
2026

How Answer Engines Shape B2B Software Buying Decisions

Speakers

G2

Tim Sanders
Chief Innovation Officer



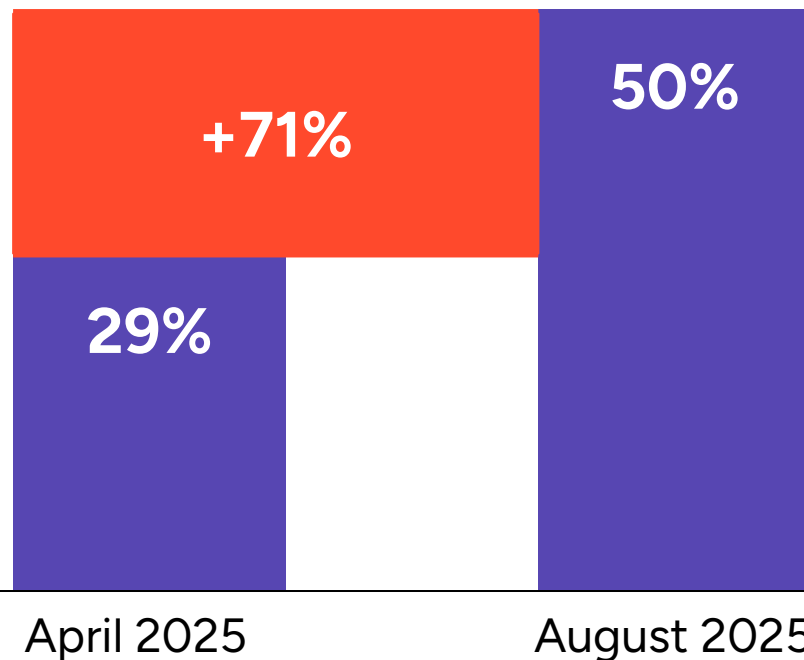
G2

Alex David
GM, AI Solutions



AI chatbots are taking over the buyer journey

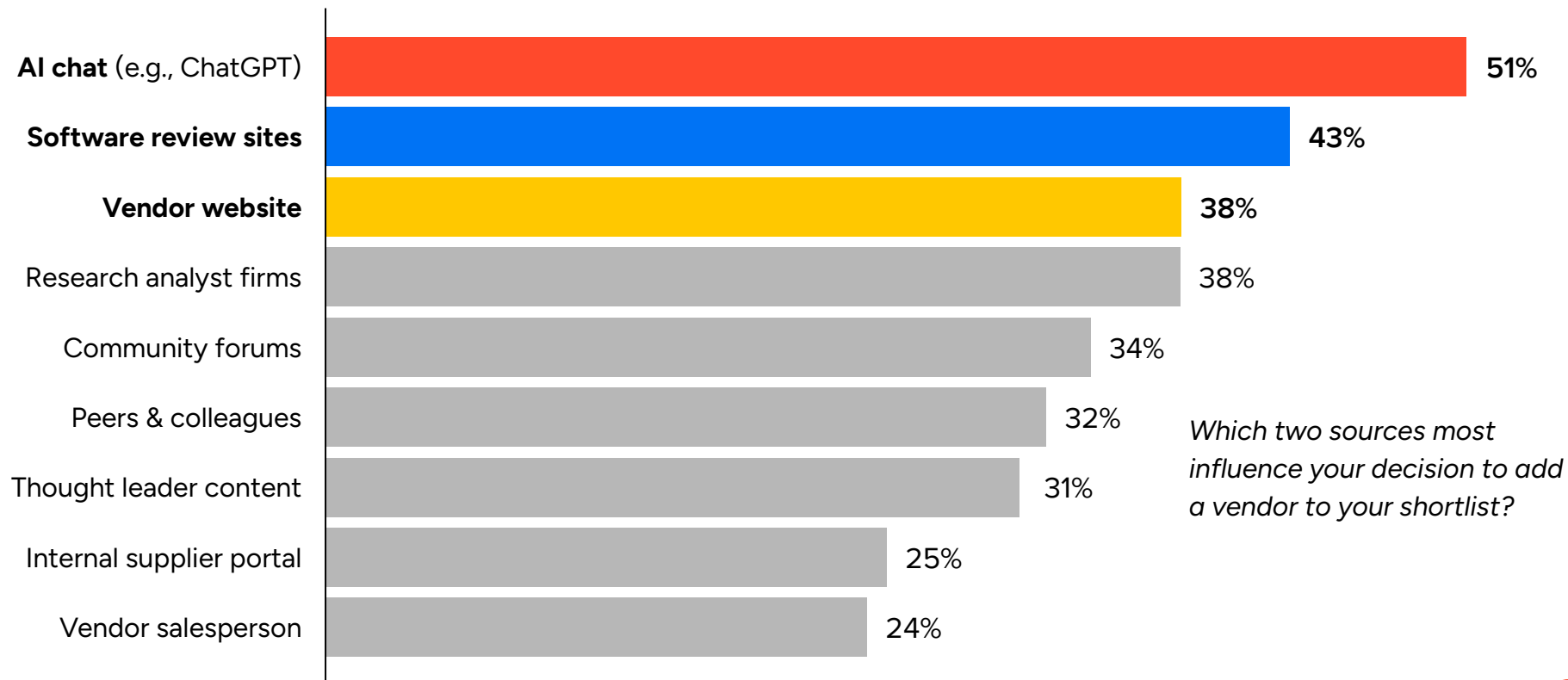
"I start research with an AI chatbot more often than Google."



Source: G2 April + August 2025 Surveys



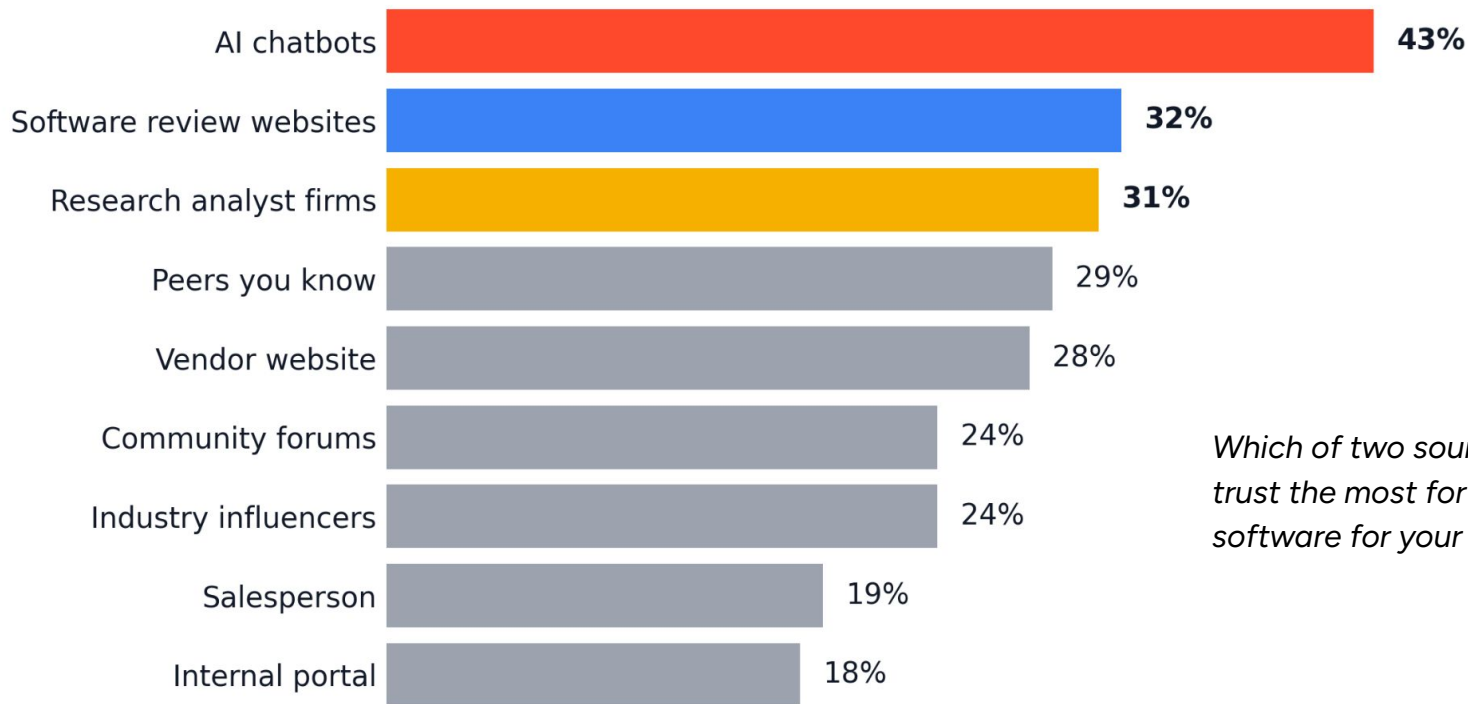
Buyers are one-shotting their shortlist



Source: G2 August 2025 Survey



AI chatbots most influence the final buying decision



Which of two sources do you trust the most for deciding on software for your company?

Source: G2 August 2025 Survey

Look at the Buyer Journey like the aperture lens of a camera.
At every turn of the lens, **AI search is the top influencer**



Discovery



Narrowing

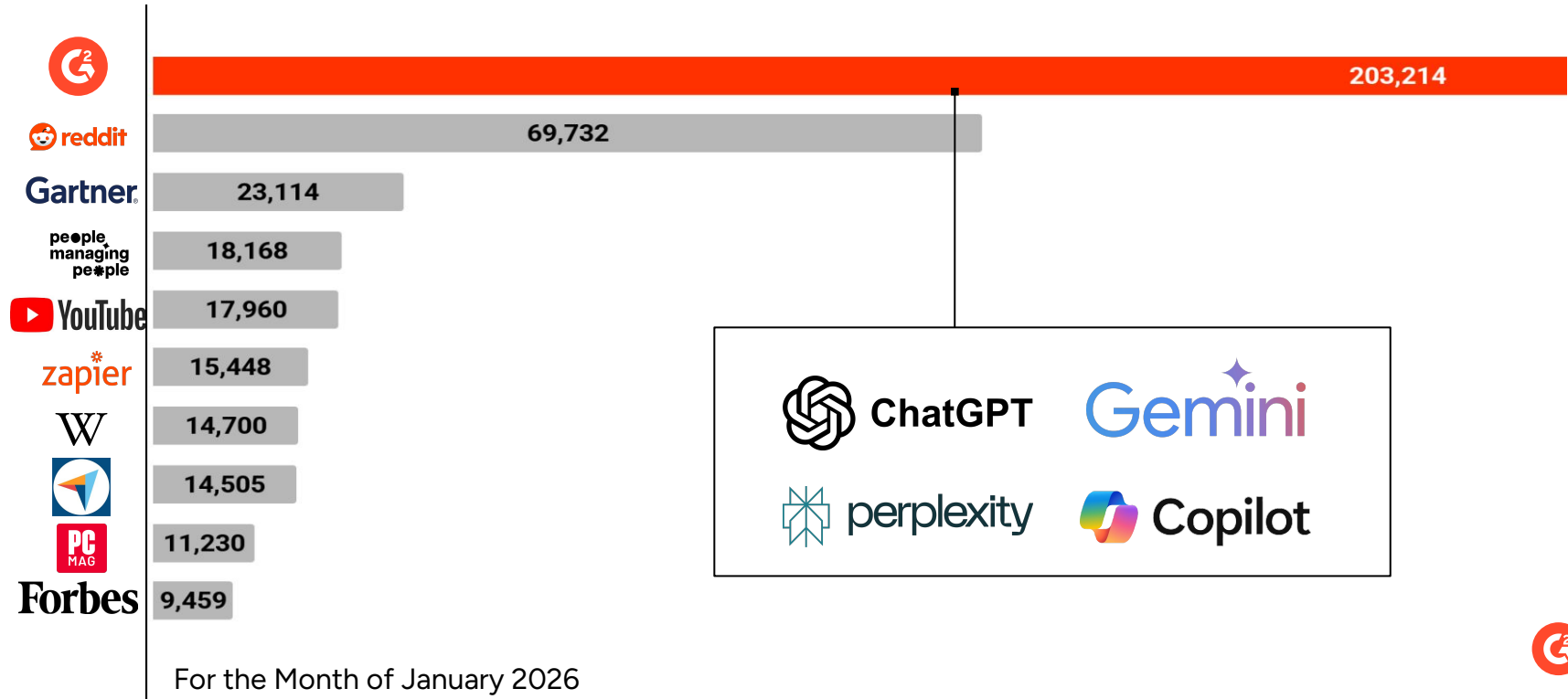


Decision



AI Search Sources

G2 is a number 1 source for genAI search of software comparisons, beating out all other software marketplaces.



Best practices for winning in AI Search:

- | | |
|----|--|
| 01 | Be easy for LLMs to work with. |
| 02 | Keep content fresh and recent |
| 03 | Produce answer shaped content |
| 04 | Earn trust signals in weighted places. |



Key areas of discussion, research and debate:

- | | |
|----|---|
| 01 | The Prompt Problem |
| 02 | Which citations drive real traffic? |
| 03 | For sellers: Is it about winning citations or winning the answer? |

Learning AEO, one experiment at a time

- G2's team experiments with various content formats by repurposing review data and verbatims across content.
- This approach led our content pages to capture at least 40% of overall citations.
- Content is written in a 1st person language where the expert also tests/evaluates the software to ensure the content is authentic and loved by LLMs.



Some of the experiments we ran...

- Increasing SEO + AEO visibility by using enhanced context/summaries
- Use AI generated FAQs on Category Pages
- Increase performance by rendering a markdown version for LLMs
- Utilize Discussion Pages to improve AEO performance metrics
- Drive citations and LLM visibility through content freshness



Increasing SEO + AEO visibility by using enhanced context/summaries

At a Glance

Pricing

Ratings

Features

Reviews

Alternatives

Discussions

Adobe Acrobat

Optimized for quick response

Try for free

⊕ Add Product

At a Glance

Star Rating	★★★★★ 3,416 reviews	★★★★★ 2
Market Segments	Small-Business (43.9% of reviews) ⊕	Small-Business (66.1% of reviews) ⊕
Entry-Level Pricing	Starting at \$22.19	\$129.99 1 User Per Year

Adobe Acrobat vs Foxit PDF Editor

AI-generated. Powered by real user reviews

- Reviewers mention that Adobe Acrobat excels in document signing with a high rating of 9.3, while Foxit PDF Editor also performs well with a rating of 9.1 in the same category.
- Users report that Adobe Acrobat offers robust document management features with a rating of 8.1, slightly edging out Foxit PDF Editor's score of 8.0 in the same area.
- G2 users highlight that Foxit PDF Editor is superior in terms of integration with PC operating systems, scoring 9.1 compared to Adobe Acrobat's 8.9 rating in the same category.
- Reviewers say that Adobe Acrobat stands out in the conversion category with a high rating of 9.2, matching Foxit PDF Editor's score in the same area.
- Users on G2 mention that Foxit PDF Editor provides excellent security features, particularly in data recovery with a rating of 8.5, surpassing Adobe Acrobat's score of 8.1 in the same aspect.
- Reviewers mention that Adobe Acrobat is highly praised for its ease of use, scoring 8.7, while Foxit PDF Editor slightly edges ahead with a rating of 9.0 in the same category.

Salesforce

sales cloud

Top 50

Salesforce Sales Cloud

By Salesforce

★★★★★ 23,439 reviews

Save to My Lists

Contact Salesforce Sales Cloud

Watch Demo

Back to Overview

AI Summary

Pros/Advantages

Cons/Disadvantages

Reviews

Leave a Review

Salesforce Sales Cloud Pros and Cons: Top 5 Advantages and Disadvantages

Quick AI Summary Based on G2 Reviews

Generated from real user reviews

- Users find Salesforce Sales Cloud **easy to use**, enhancing productivity with intuitive interfaces and centralized info access. (4518 mentions)
- Users value the **high customizability and comprehensive insights** that Salesforce Sales Cloud offers for all industries. (4518 mentions)
- Users appreciate the **effective lead management** of Sales Cloud, enhancing sales performance and customer engagement. (2371 mentions)
- Users value the **high customizability** of Salesforce Sales, enhancing their ability to tailor solutions for diverse industries. (4518 mentions)
- Users value the **customization options** in Salesforce Sales, allowing tailored solutions for diverse business needs. (2371 mentions)

5 Pros or Advantages of Salesforce Sales Cloud

1. Ease of Use

Users find Salesforce Sales Cloud **easy to use**, enhancing productivity with intuitive interfaces and centralized information access. [See 4518 mentions](#)

See Related User Reviews

Anitra R.

Enterprise (> 1000 emp.)

★ 5.0/5

"Such a great tool"

What do you like about Salesforce Sales Cloud?

Easy to use and also helps in customer support

Lisa D.

Enterprise (> 1000 emp.)

★ 4.5/5

"Sales Cloud Provides Efficiency For Sales Teams"

What do you like about Salesforce Sales Cloud?

We love the ability to see everything about customers and prospects in one area so sales teams don't have to go to multiple places to get information... [Show More](#)

2. Features

Users value the **high customizability and comprehensive customer insights** that Salesforce Sales Cloud offers for all industries. [See 3890 mentions](#)

See Related User Reviews

Eric S.

Small-Business (50 or fewer emp.)

★ 5.0/5

"VP Sales using it daily"

What do you like about Salesforce Sales Cloud?

Ability to see progress on accounts, opportunities and forecasting makes it a must have for any business looking to scale

Lisa D.

Enterprise (> 1000 emp.)

★ 4.5/5

"Sales Cloud Provides Efficiency For Sales Teams"

What do you like about Salesforce Sales Cloud?

We love the ability to see everything about customers and prospects in one area so sales teams don't have to go to multiple places to get information... [Show More](#)

ΔΞΘ

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124

Generative FAQs on Category Pages

- +25 new ranking keywords
- ~42% improvement in citation position
- +14% increase in SERP visibility

 Search Software and Services Write Review Software Services G2 for Business \$ Deals Join or Sign In

Overview Free Easiest to Use Highest Rated Resources

Home > SaaS Spend Management Software

Best SaaS Spend Management Software

What is CRM Software?

 Written and researched by [Harvey Mustache](#)

SaaS spend management software are tools used to manage and control software as a service (SaaS) costs. These tools help centralize visibility over SaaS subscriptions and outline their utilization. Users can then compare utilization figures to the subscription cost and identify unnecessary spending. If an application is rarely used or users deliver widely negative feedback, administrators will receive alerts and will likely opt out of renewals. These tools also help companies identify overlap so no company has unnecessary subscriptions for multiple similar tools. There is some overlap with [cloud cost management](#) software. But those tools are used to monitor and manage spending on cloud infrastructure usage, rather than cloud-based SaaS.

[Show More](#)

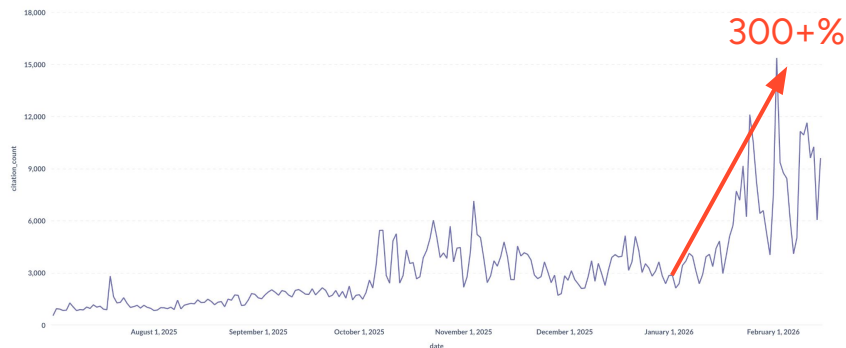
Best CRM Software At A Glance

Best for Small Businesses:	Best for Mid-Market:	Best for Enterprise:	Highest User Satisfaction:	Best Free Software:
 Salesforce Sales Cloud	 Salesforce Sales Cloud	 Salesforce Sales Cloud	 Salesforce Sales Cloud	 Salesforce Sales Cloud

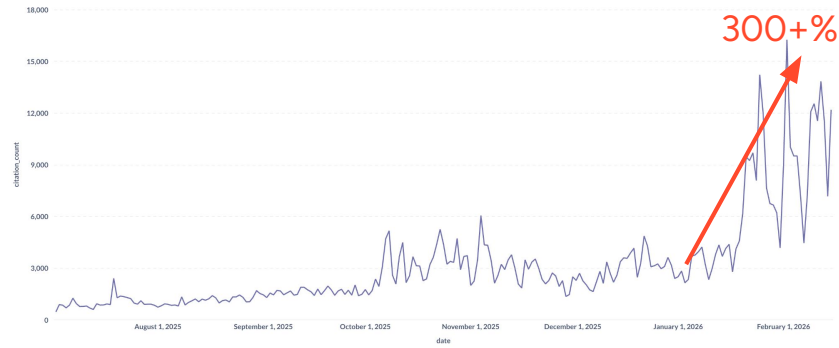
Not sure which spend management tool is right for you?
[See our FAQs](#)

 G2 takes pride in showing unbiased reviews on user satisfaction in our ratings and reports. We do not allow paid placements in any of our ratings, rankings, or reports. [Learn about our scoring methodologies.](#)

Rendering a markdown version for LLMs



Basic markdown text



Markdown with Rich Text

Avg impact of markdown text pages across G2 drove 100% increase in citations and AI context requests. Some pages showing 300+% impact, regardless of basic or rich text markdown

Revamp our UI/UX & seeding discussions

16x

Discussion posts drive 16 times the citation volume over reviews

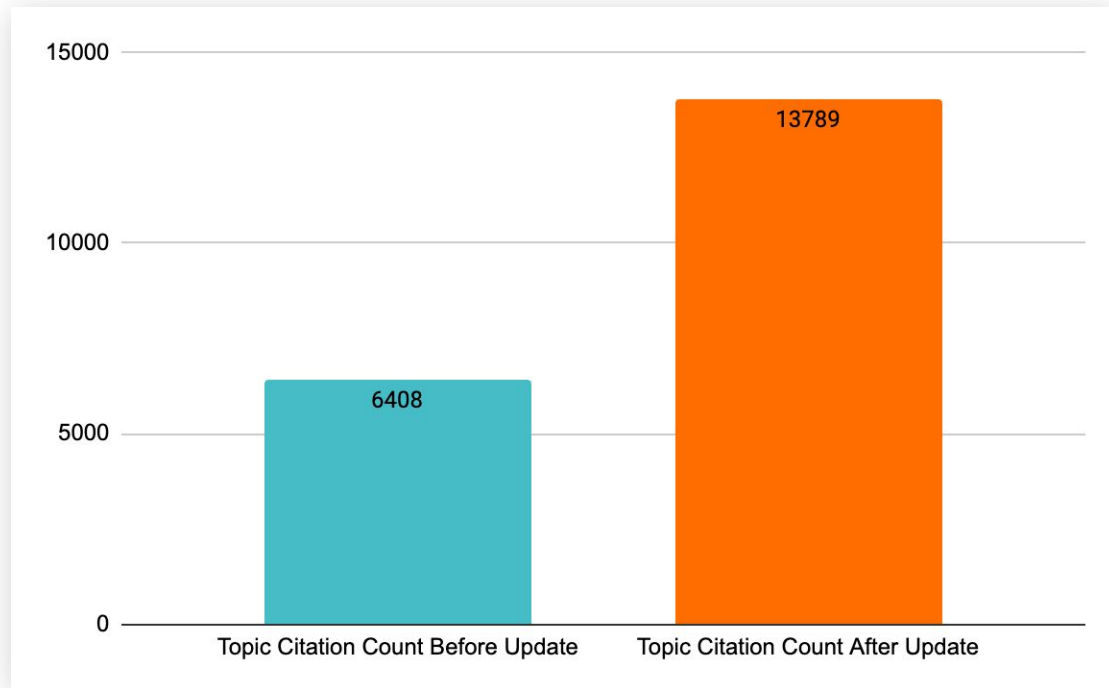
2.5x

Our changes to discussions made them more than 2 times as impactful

20%

Highlighting expertise of posters/commenters, summarizing discussion insights, and making content digestible resulted in 20% of all citations being from discussions

Discussions before and after update for a single category





Content Refresh & Repurposing by adding G2 Review data and stats

Publish

LLMs pull info
from recent
trusted
sources.

Refresh

Fresh content
signals,
credibility, and
authority.

Citation

Updated pages
boost citation,
visibility, and
traffic.

After updating 30
pages in June
2025

CITATION COUNT

16.1k

CITATION SHARE

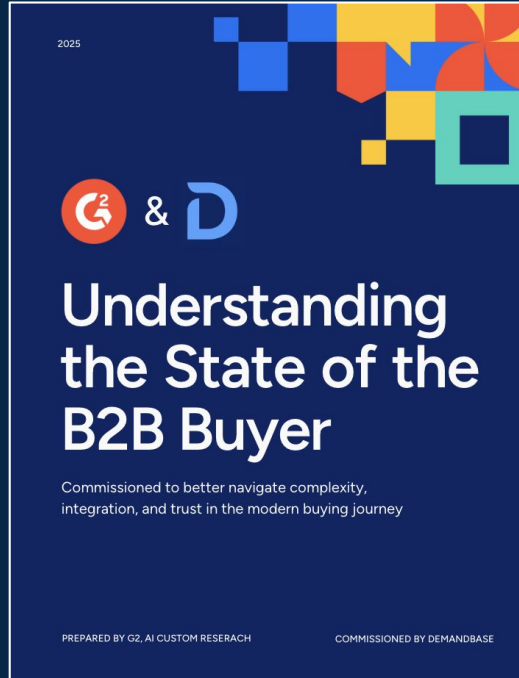
+3%



What we are doing for our customers



vivun.



D Demandbase



Adobe



Connect with us

G2

Tim Sanders
Chief Innovation Officer



G2

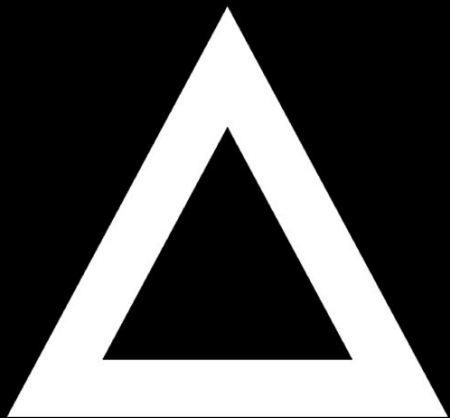
Alex David
GM, AI Solutions



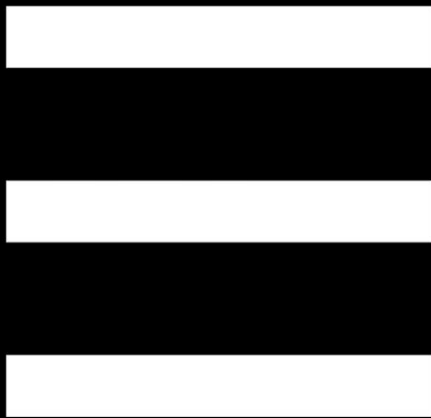


THANK YOU

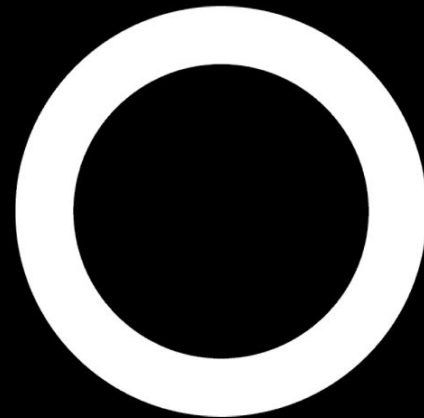
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The search game
has changed.



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AirOps
Webflow
Graphite