



PRESS RELEASE

iq digital launches GEO Vision: an innovative marketing product for the GEO Search Disruption

- **GEO Vision benefits from the relevance of high-quality news environments and is preferred by AI as a source.**
- **The product combines GEO-compliant content creation with technical measures and monitoring, and is aimed at advertisers who want to embed brand and product themes in AI-generated responses.**

Düsseldorf, September 21, 2026. iq digital is launching GEO Vision, a new product that specifically formats brand content for AI-powered information searches and makes visibility in AI-generated responses measurable. The offering responds to a fundamental shift in digital information behavior: While SEO is in decline

(50 percent less traffic by 2028*) and proprietary brand content has become largely irrelevant, generative AI systems are becoming the first port of call for research—and independently decide which sources they classify as relevant and citable.

Steffen Bax, CEO of iq digital, comments: “Leading media outlets are interpreted by AI as anchors of truth. We make this added value measurable for brand communications and advertisers.”

Generative Engine Optimization—The New Dimension of Visibility

Generative Engine Optimization (GEO) refers to a methodical approach to preparing digital content so that it can be captured, semantically understood, and considered a preferred source by generative AI and assistant systems. GEO expands upon traditional search engine optimization by introducing new dimensions such as citability, data validity, semantic unambiguity, and brand authority in AI-powered interactions.**



GEO Vision: Relevant Content for AI Optimisation

GEO Vision combines GEO-compliant content creation and publication with technical measures, visibility analyses, and ongoing monitoring to strengthen brands' presence in AI-generated responses. The service is aimed at advertisers who want to place brand and product topics in a trustworthy journalistic context and optimize them for AI-powered search.

The new product creates the conditions necessary for brand content to be classified as relevant and trustworthy in AI-powered searches. GEO Vision combines four elements: a suitable journalistic context, high-quality content, technical machine readability, and visibility measurement.

GEO Vision is not an add-on to the existing content marketing strategy, but rather a standalone product for SEO- and GEO-oriented campaign budgets. It aims to prepare brand content for AI-powered searches from both a technical and editorial perspective, as well as to systematically measure and enhance its visibility.

** Gartner, "AI in Marketing: How to Prepare for the Future of Search," Gartner Webinar, Webinar ID 630172/1392785, accessed September 17, 2026.*

*** BVDW, "The Answer Economy," 2026*

**About iq digital:**

iq digital media marketing gmbh is the exclusive marketing agency for leading media outlets in Germany. Its portfolio comprises high-calibre media in the areas of general news, business & finance, specialist media and millennials. Websites such as FAZ.NET, Handelsblatt Online, DER SPIEGEL, Süddeutsche Zeitung, DIE ZEIT, WirtschaftsWoche Online, manager magazin, Harvard Business Manager and Der Tagesspiegel keep decision-makers informed on all relevant topics every day. Based in Düsseldorf, iq digital – a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag and ZEIT Verlag – offers both extensive reach in the news and business/finance sectors and special-interest offerings designed to target specific audiences. With a total digital reach of 32.9 million* unique digital users, iq digital is one of the leading marketers of high-quality digital media and media brands.

*Source: agma DNA, net reach / February 2025

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