



RED | LINE



Create a Durable Advantage.

Act on Root Cause, Not Just Outputs

The great marketplace compression



SEARCH

Long Tail of Brands

Hundreds of brands had a way in, earned through keywords, rankings, and spend.



AI ANSWERS

A Select Few

A handful of brands answer for the whole category—chosen based on relevance, authority, credibility, and corroborating signals rather than rankings alone.



INVISIBLE

Everyone Else

The vast majority of brands are not surfaced—and buyers never see them.



You may exist on the internet, **but don't assume** you exist in AI answers.

The rules have **changed**.

Visibility alone is no longer enough; authority increasingly determines who gets surfaced and preferred.

Authority must be **engineered**.

Requires an intentional architecture that aligns signals, evidence, narrative, and execution across the market ecosystem.

Compounding advantage.

Each stronger signal reinforces the others, building a more durable competitive position over time.



In practice, AI Answer Engines are **AUTHORITY EVALUATION** machines.



They don't rank your pages. They assess whether your ecosystem corroborates you.

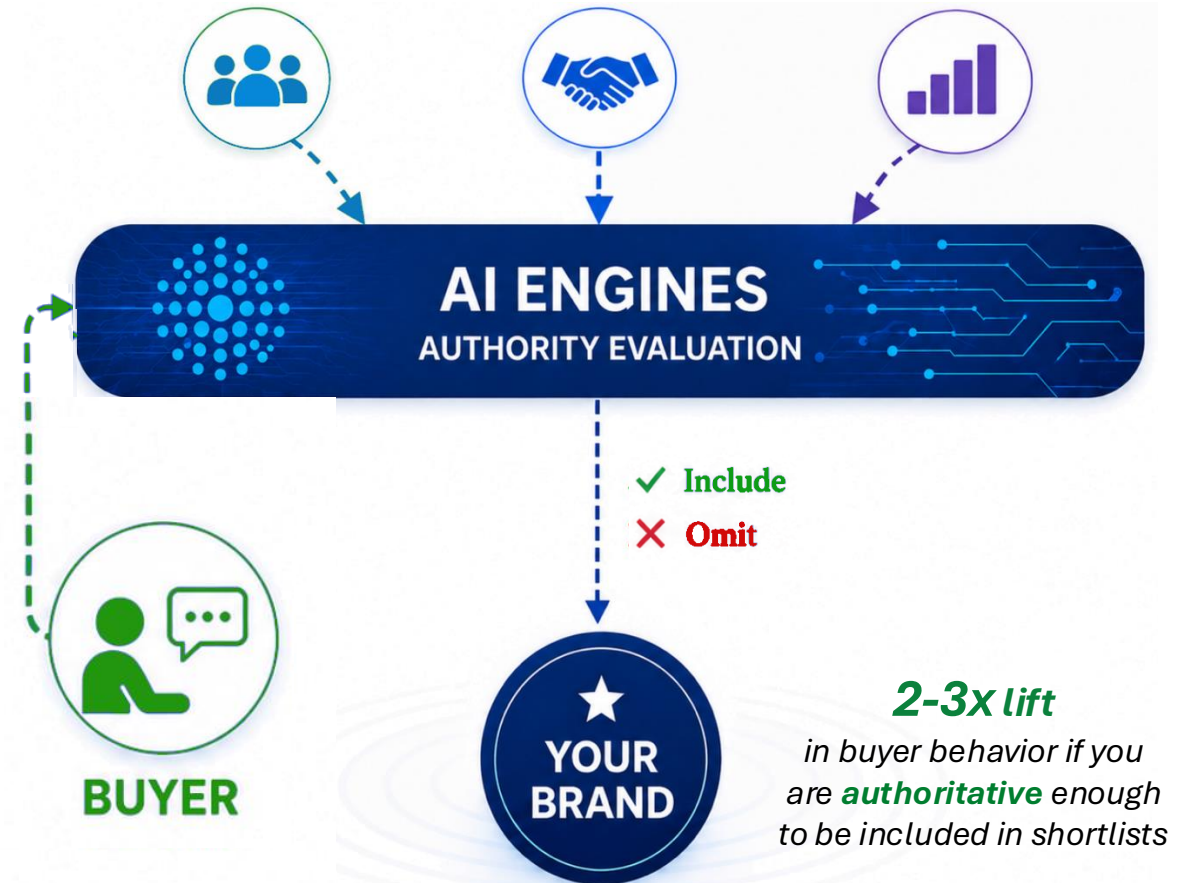


Product fit isn't enough. Content excellence isn't enough. Website hygiene is not enough.



BRAND AUTHORITY is what truly matters.

Your Market **ECOSYSTEM** in Motion.



How brand authority is earned

Architect it deliberately.

Authority is earned across five dimensions, not by publishing more and better websites.

Diagnose before you act.

Metrics tell you the score.

Understanding root cause tells you what to fix, and how.

Compound it over time.

Authority is an asset that grows or erodes — external reinforcement is the catalyst.



The AEO market doesn't need more tools. It needs a better understanding of **how AI engines actually work to improve outcomes.**

Despite abundant visibility data, organizations lack the diagnostic clarity to know **WHY** AI engines choose—or ignore—their brands, and **WHAT** to change to improve outcomes.



**DIAGNOSTIC INTELLIGENCE
IS THE MISSING LINK BETWEEN
VISIBILITY METRICS AND ACTION.**

73%

**have invested in
AI visibility tools**

Monitoring is widely adopted.

59%

**struggle to turn the
data into actions**

The metrics-to-action gap is real.

56%

**don't understand how
AEO works differently
than SEO**

Teams question their strategies.

87%

**feel they have to build
deeper AEO skills**

Addressing the gap is urgent.

Introducing the AEO Advantage Index™



**Build brand authority by acting
on root causes, not just outputs**



Diagnostic Benchmarks



Actionable Insights



Expert Guidance



**Know WHAT
Is Happening**

- ✓ Share of Voice
- ✓ Discovery Rate
- ✓ Citation Coverage
- ✓ Shortlist Rate
- ✓ Recommendation Rate
- ✓ Visibility Quality

MEASURES OUTCOMES



Numbers
without
context
don't drive
better results.



**Know WHY
It's Happening**

- ✓ Narrative Gaps
- ✓ Content Gaps
- ✓ Buyer Intent Gaps
- ✓ Competitive Gaps
- ✓ Market Validation Gaps
- ✓ Signal Chain Gaps

DIAGNOSES ROOT CAUSES



Root cause
insight is the
bridge to
better action.



**Know HOW
To Outperform**

- ✓ SWOT Analysis
- ✓ Insights & Interpretation
- ✓ ROI Decision Frameworks
- ✓ Action Planning Guidance
- ✓ Brand Authority Architecture
- ✓ Narrative & Content Blueprint

CONTINUOUSLY IMPROVE

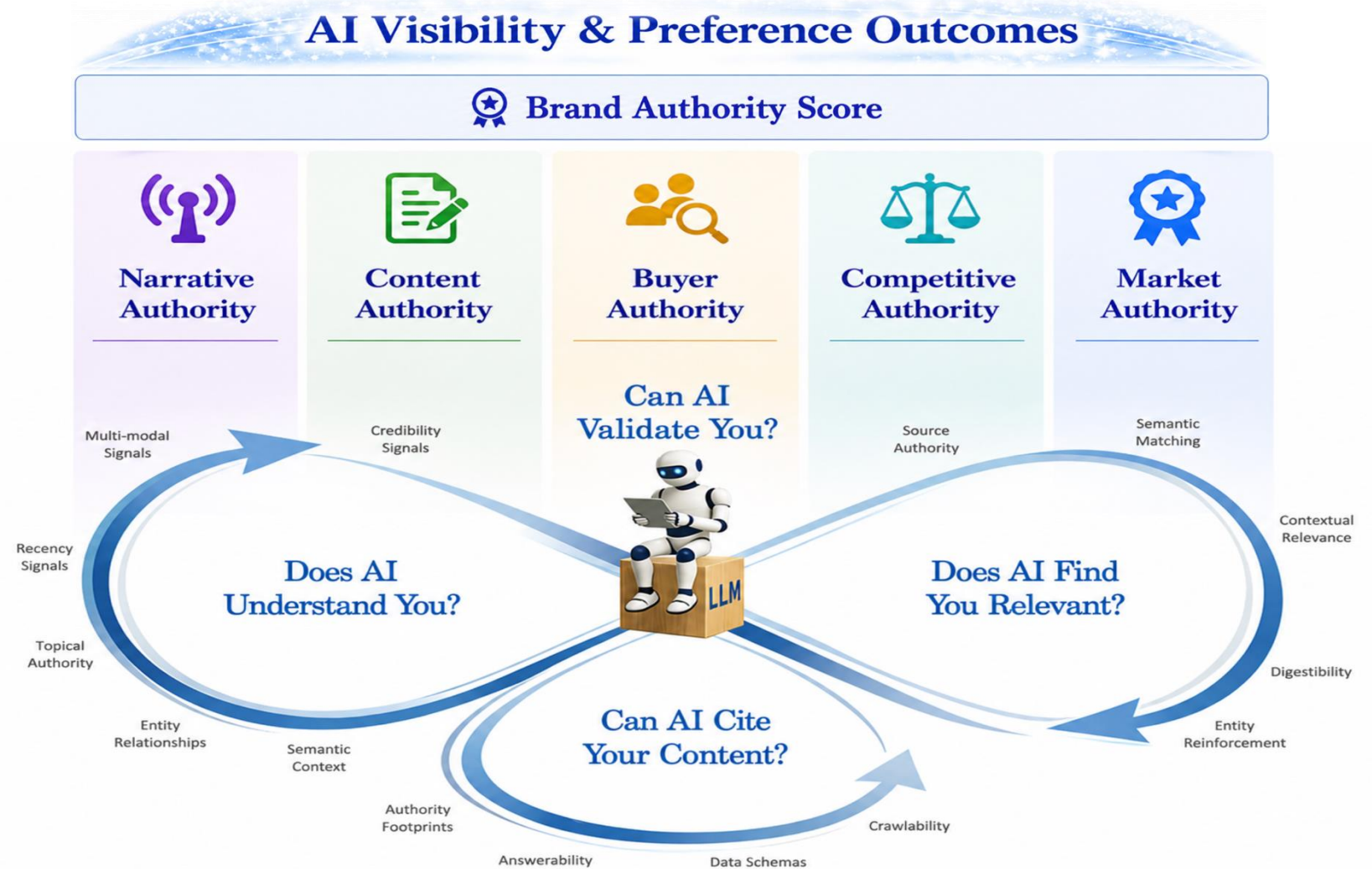
Diagnose the *full chain* of AEO influence

EVERY OUTCOME TRACES TO A CAUSE.

START with your AI visibility and preference outcomes — where you're surfaced, cited, shortlisted, and recommended.

DECOMPOSE those outcomes across five authority dimensions to see which is carrying you and which is holding you back.

Then **DRILL DOWN** into the **four stages** of AI evaluation and the **19 signals** beneath them — the specific, fixable, evidence-based root causes behind every score.



1 Score ♦ **5** authority dimensions ♦ **4** evaluation stages ♦ **19** diagnostic signals

Get answers to critical questions



SIGNALS REPRESENT QUESTIONS.

All 19 diagnostic signals answer a key question about how AI engines evaluate your brand.



VISIBILITY METRICS ≠ ANSWERS.

Most brands can't answer a single one of these with evidence. Visibility metrics don't ask them.



EACH ANSWER HAS A FIX.

A weak answer isn't just a finding — it names the specific signal to strengthen and why it matters.

Does AI know and understand you?

- Does AI clearly understand who **your brand** is and why it matters?
- Can AI place **your brand** within the right ecosystem of industries, use cases, and partners?
- Is **your brand** recognized as a credible expert on the topics buyers care about?
- Does AI see **your brand** as current, active, and relevant?
- Does AI have strong non-text signals to understand and explain **your brand**?
- Is there enough consistent evidence to strengthen **your brand's** semantic footprint?

Does AI view you as relevant in the moment?

- Are the sources mentioning **your brand** authoritative enough to trust?
- Does your content answer buyer intent, not just match keywords?
- Does AI repeatedly see a consistent story about **your brand**?
- Does **your brand** appear in the right buyer, industry, and use-case context?
- Can AI easily consume and reuse **your** content in the moment?

Can AI find and cite your content?

- Can AI reliably access and ingest **your** content?
- Is **your** content easy for AI to classify and interpret?
- Can AI confidently use **your** content to answer buyer questions?
- Are high-trust external signals about **your brand** present where AI looks?

Does AI find your brand credible and trustworthy?

- Are **your brand's** claims specific, provable, and evidence-backed?
- Is **your brand** seen as an authority worth quoting and recommending?
- Is **your brand** seen as real, differentiated, and grounded in experience?
- Is **your brand** safe and dependable enough to recommend?

Decode buyer intent in your category

MODEL DECISIONS, NOT PROMPTS.

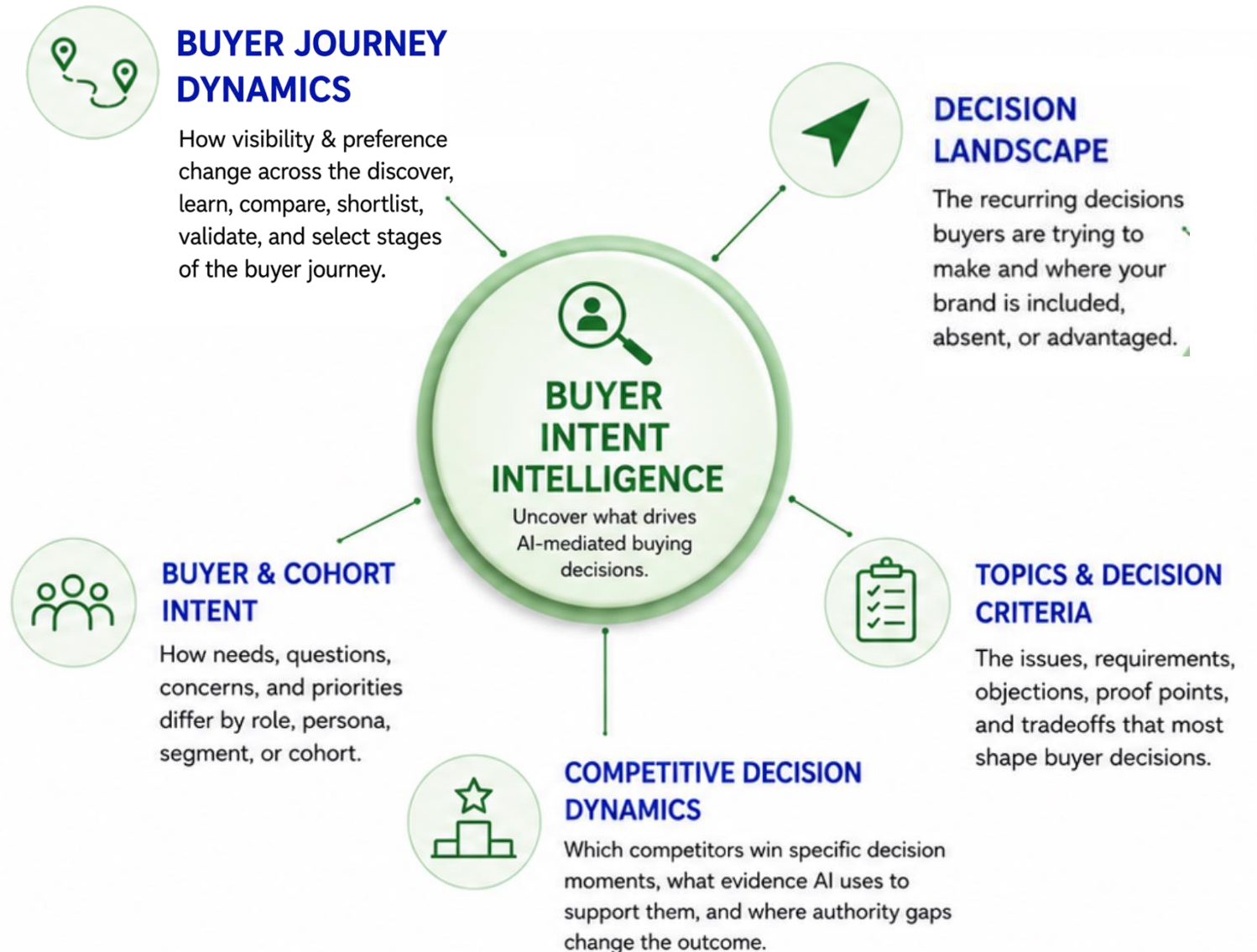
Hundreds of buyer-intent archetypes capture the recurring decisions buyers are trying to make across thousands of natural-language question variants.

BUILT THROUGH CROSS-ENGINE CONVERGENCE.

Multiple AI engines independently reconstruct the category's buyer-decision space, creating a stable test universe grounded in how AI systems understand the market.

PRIORITIZE DECISION IMPORTANCE, NOT JUST VOLUME.

Focus on the intents most likely to shape discovery, evaluation, shortlisting, and recommendation, not simply the questions asked most often.



Prioritize actions with decision frameworks



Brand Visibility Metrics



Diagnostic Benchmarks



Buyer Decision Points



Buyer Intent Analytics



Competitive Position



Content Rankings



Narrative Fidelity



By Signal Analytics



By Engine Gaps

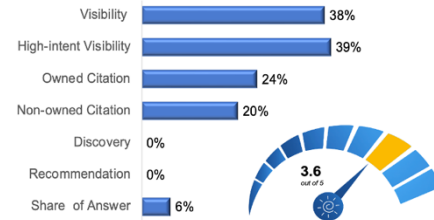


SWOT Analytics

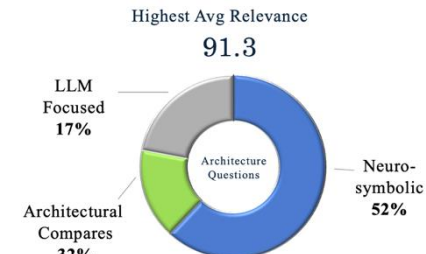


ROI-weighted actions

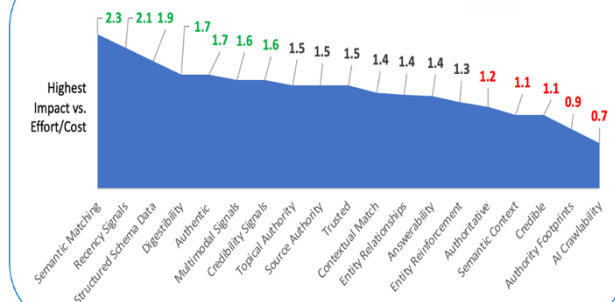
Brand Visibility



Buyer Intent Library



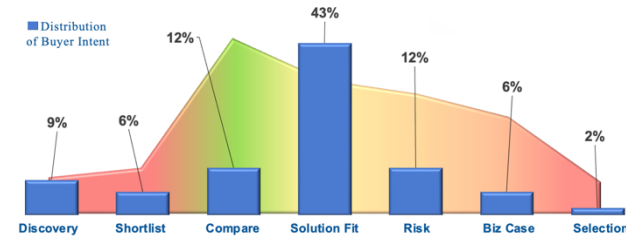
ROI-weighted Actions



Narrative Strength Radar



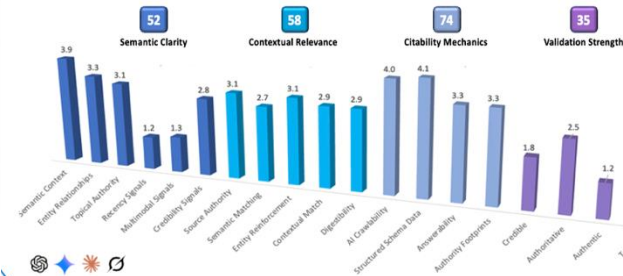
AI-mediated Buyer Journey



Content Strength



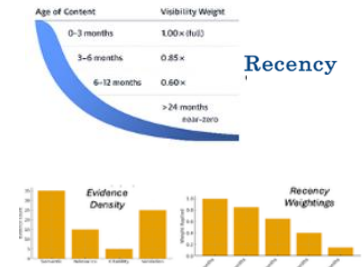
Diagnostic Benchmark



AI-engine Gap Analysis

	ChatGPT	Claude	Gemini	Grok	Perplexity	Meta
Does AI Understand You?	51.7	43.9	41.1	70.8	36.1	40.7
Does AI Find You Relevant?	50	51.9	59.8	45.5	42.1	51.7
Can AI Cite Your Content?	21.3	16.6	35	13.7	31.3	21.6
Can AI Validate You?	68.5	51.7	42.7	89	58.6	68.3
By AI-Engine	188.3	256.6	186.4	205.4	281	186.1

Recency



Activate brand authority with our partners

DIAGNOSE & PRIORITIZE.

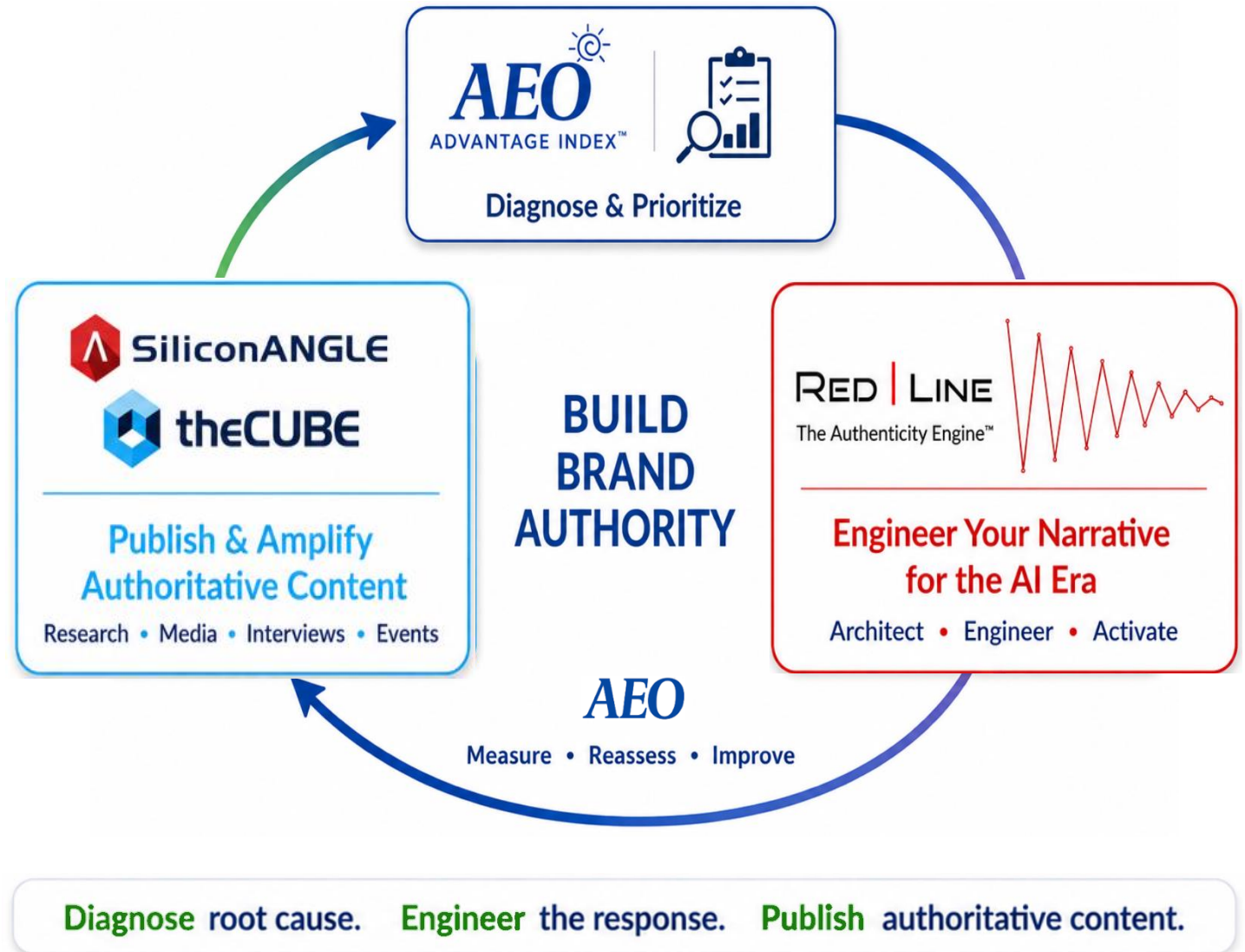
Identify the Brand Authority gaps that matter most and define what to strengthen.

ENGINEER THE NARRATIVE.

Extend the engagement with RedLine to turn priority gaps into coherent, differentiated narratives tied to proof.

PUBLISH & AMPLIFY AUTHORITY.

Extend into SiliconANGLE and theCUBE to create authoritative, AI-ready content across research, media, interviews, and events.



ARCHITECT AUTHORITY.

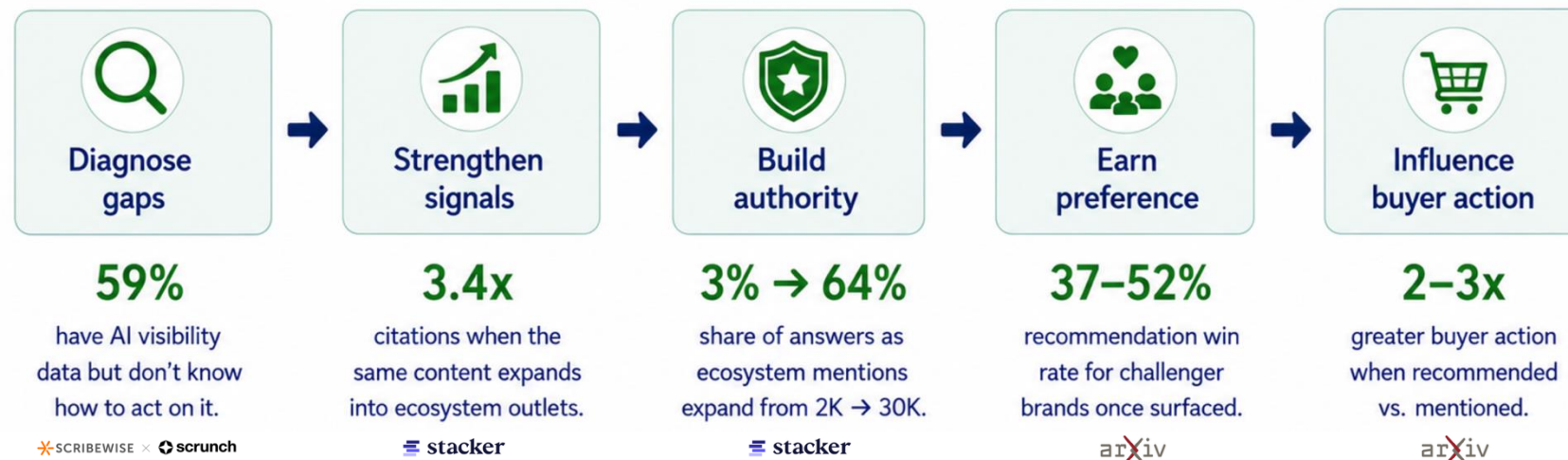
Design a Brand Authority Architecture that operationalizes the full AEO chain of influence.

GOVERN EXECUTION.

Operationalize priorities and policies to turn diagnostic intelligence into action.

COMPOUND THE ADVANTAGE.

Deploy an operational model that reassesses, adapts, and repeats to drive continuous improvement.



- 54% AI chats are the #1 influence on who gets **SHORTLISTED**
- 69% chose a **DIFFERENT VENDOR** than originally planned.
- 33% bought from a vendor they had **NOT KNOW BEFORE.**



Numerous studies illustrate the potential impact of progressive improvement across the AEO chain of influence.

[Inquire for links to studies](#)

Why you can trust the outcomes



Built on **observed** AI behavior

Reverse-engineers how AI engines evaluate, retrieve, cite, and recommend brands.



Evidence-driven and transparent

Every metric is anchored in observable evidence and traceable source signals.



Grounded in **real** buyer intent

Built around recurring patterns in real buyer questions across AI engines.



Actionable and **repeatable**

Turns diagnostic insight into a prioritized execution roadmap, not a black-box score.



~1,000 Items of evidence



~120 Prompt iterations



~380 Scoring touchpoints



~850 Active formulas



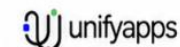
~120,000 Word Prompt Bank



1000s of Buyer-intent Questions



Designed and built from real-world AEO use cases



How we operationalize AEO Advantage Index™



Our **collaborative advisory** model combines **AEO** benchmarks, expert interpretation, narrative engineering, and strategic guidance to identify what matters most, prioritize actions, operationalize execution, and **measure progress** over time.



Diagnostic Intelligence



Actionable Insights



Expert Guidance



Contextual Scope
and Success Criteria



Baseline AEO
Assessment Report



Findings Readout
and Interpretation



Strategy and
Phased Action Plan



Execute Phased
90-Day Action Plan



Conduct Impact
Assessment vs. Metrics



ADVANTAGE INDEX

AEO Diagnostic Intelligence

RED | LINE

Narrative Engineering



SiliconANGLE



theCUBE

Brand Authority Content

Where do YOU stand in your target market?

Get started with a **FREE Diagnostic Assessment** of your position in your target market category.



Let's talk — start building your advantage

From Insights to Action

UNDERSTAND WHERE YOU STAND.

Benchmark your AI visibility, preference, Brand Authority, and competitive position.

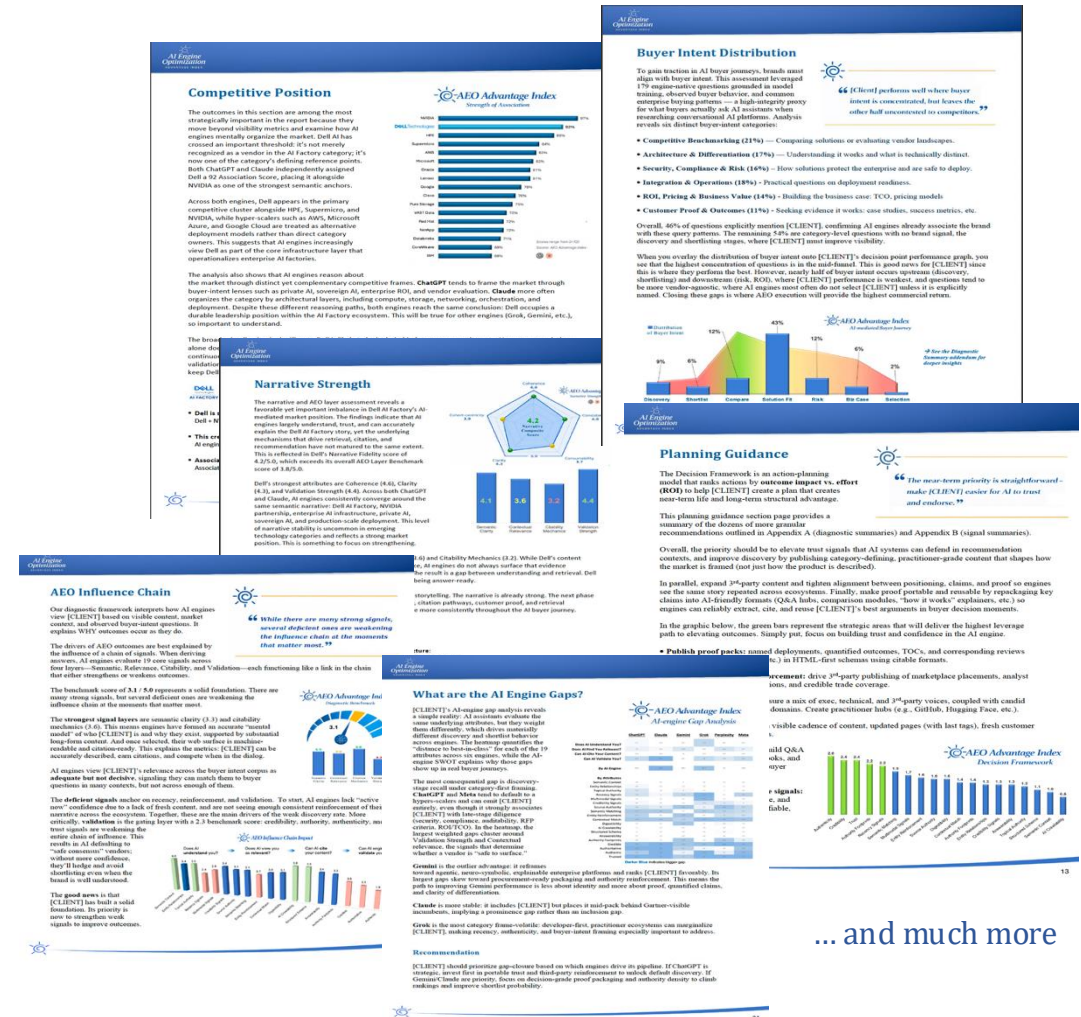
DIAGNOSE WHY.

Trace outcomes to the buyer-intent, authority, and evidence gaps driving them.

KNOW HOW TO IMPROVE.

Turn diagnostic intelligence into prioritized actions, governance, and continuous improvement.

START NOW. AUTHORITY COMPOUNDS, AND SO DOES THE GAP.



... and much more



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