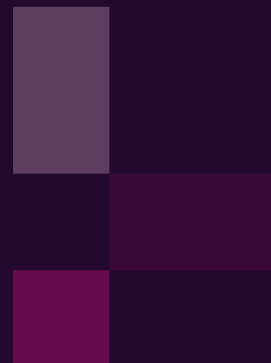


visibility wins.

CASE STUDY

13x increase in AI Search Visibility in 77 Days

Client: End-to-end Oracle Partner | Service: Answer Engine Optimisation (AEO)





The Problem

When Oracle launched the Oracle AI Data Platform (AIDP) in Fall 2025, it created one of the most significant opportunities in the enterprise technology market in years. Our client, an end-to-end Oracle solutions partner specialising in data analytics and AI, recognised it immediately. Their strategic goal was clear: become the global leader in Oracle AI Data Platforms and use that position to expand into the US market.

The challenge was visibility. As businesses across North America began turning to AI tools like ChatGPT and Gemini to research Oracle AIDP, to find implementation partners, and to understand where to start, our client was largely absent from those conversations. A baseline audit showed our client appearing in just 1.7% of relevant AI-generated responses. Their competitors, some larger and more established in the US market, were already showing up.



The Solution

Visibility Wins was brought in to close that gap through a structured Answer Engine Optimisation programme, building our clients' authority and discoverability across the ecosystem of sources that AI tools draw from.

The programme started with a citation and gap analysis. Using an AI prompt tracking tool to track AI responses across a bank of high-intent prompts, the team identified what content was being cited, what was driving competitor mentions, and where our client was missing. The findings shaped everything that followed.

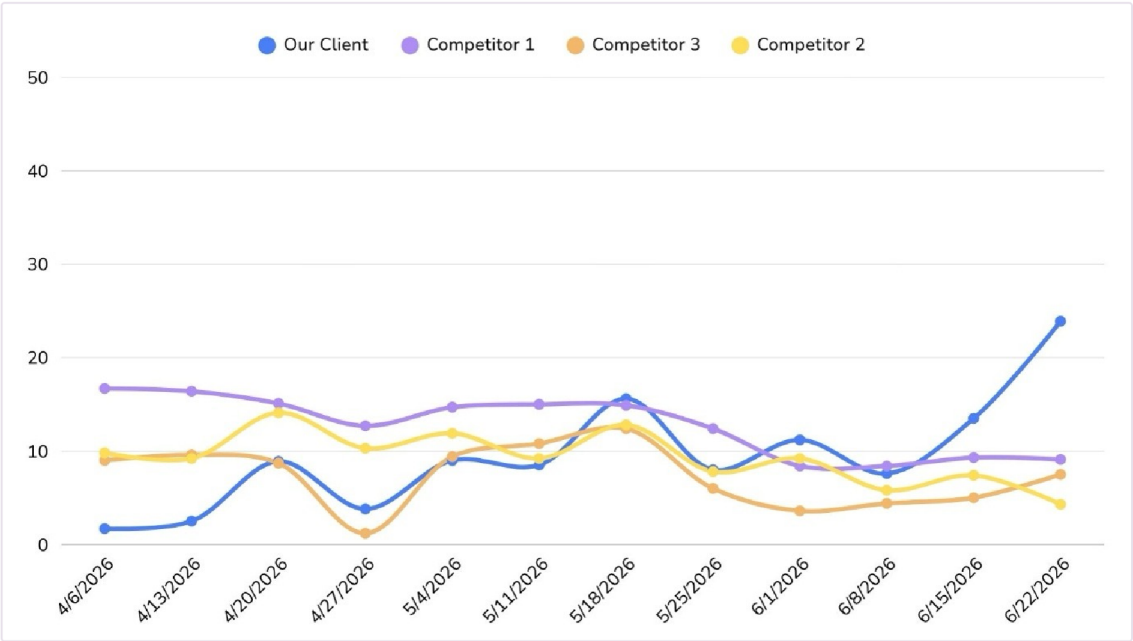
Some of the key findings included: Oracle-owned content carried the highest authority, with Oracle's own website, blog, and partner pages being regularly cited. Third-party platforms, including LinkedIn, YouTube, and Reddit, were heavily cited. And content that explained concepts in plain business language consistently outperformed deeply technical material.

From there, Visibility Wins built a 360-degree content presence targeting the channels and formats that AI tools were actively drawing on:

- On Oracle's own platforms, the team pursued guest blog opportunities and interview-style content to get our client named in the highest-authority source available.
- On YouTube, a case study was produced to build our client's presence in a channel being cited frequently across all major AI tools.
- On LinkedIn, an executive thought leadership programme was launched for our clients' key US executive, including long-form LinkedIn Pulse articles targeting key business-context topics.
- Reddit was used strategically to build presence in community-level discussions that AI tools regularly surface.
- Our clients' Oracle Partner Finder listing and relevant partner directories were updated and optimised.
- Finally, on the client's own website, a dedicated Oracle AIDP service page was created alongside a programme of SEO-aligned blog content focused on business readiness, use cases, and operational realities rather than features, with additional case studies added to build depth and specificity.

The Results

In 77 days, our clients' AI visibility increased from 1.7% to 23.9% across tracked prompts, a 14x improvement.



Our clients' blog became the single most cited page in the entire dataset, appearing in 135 AI-generated responses, ahead of Oracle's own AIDP page at 118. Our clients' Oracle AIDP service page also appears in the top 5 cited pages as well.

Visibility SourcesAll topicsAll LLMs

Source	Responses
verticecloud.com/what-is-oracle-aidp-for-life-sciences	135
www.oracle.com/ai-data-platform	118
terillium.com/oracles-ai-data-platform-building-a-foundation-for-enterprise-ai	67
www.thehackettgroup.com/partners/oracle	58
verticecloud.com/solutions/ai-data-platforms	52
blogs.oracle.com/cloud-infrastructure/tag/aidp	42
www.oracle.com/partner/find-partner	41



Our client is now ranking in both Google and AI tools for priority search queries, including:

"Best Oracle AIDP implementation partner", "Oracle AIDP Implementation partner"
"Oracle AIDP for Life Sciences," "Oracle AIDP implementation partner healthcare,"
"best Oracle AIDP implementation partner pharma," and "Oracle AIDP implementation partner life sciences."

Our client entered the programme as a well-regarded Oracle partner with limited visibility in the US market. They are now more visible than any of their direct competitors and positioned exactly where their target buyers are looking.

Want to know how visible your business is in AI search? Get a free AI visibility Audit today. <https://visibilitywins.com/request-a-visibility-audit/>