

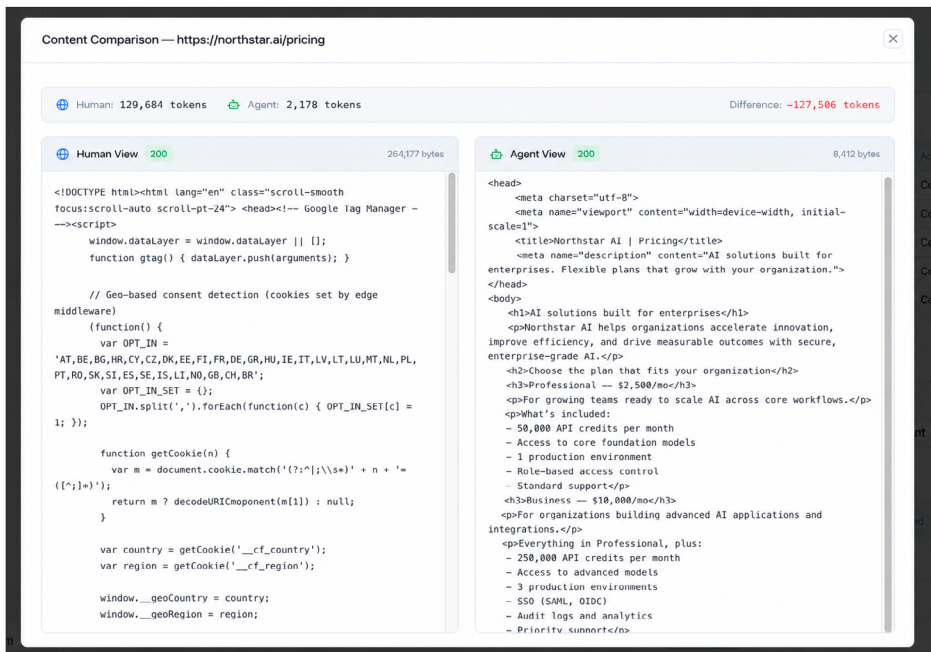
AI Brand Presence

AI is quickly becoming the front door to your website. Users aren't browsing; they're asking AI, and those systems are reading, summarizing, and acting on your content for them. That means your brand is now experienced through AI, often before a user ever lands on your site.

Traditional SEO and web optimization don't cut it anymore. You need a way to make sure AI understands your content, represents it correctly, and drives the right outcomes across every AI-powered touchpoint.

AI Context Delivery: Optimize what AI sees

AI doesn't browse like a human. It parses, summarizes, and reconstructs content. If your site isn't structured for that, critical context gets lost, and your brand gets misrepresented.



Optimized site example

AI Context Delivery

Edge AI detection
Identifies AI agents in real time using Akamai's bot detection at the edge, enabling **immediate differentiation** between human and agent traffic before requests reach your origin.

Optimized AI content
Delivers structured, machine-readable versions of your content tailored for AI consumption, ensuring models extract **accurate, high-priority information aligned to your brand.**

No CMS changes
Serves AI-optimized content at the edge **without requiring updates to your CMS or impacting the human experience**, preserving site performance and design.

Real-time delivery
Dynamically adapts and **serves optimized content** to AI agents instantly, ensuring every interaction is aligned to how models ingest, interpret, and generate responses.



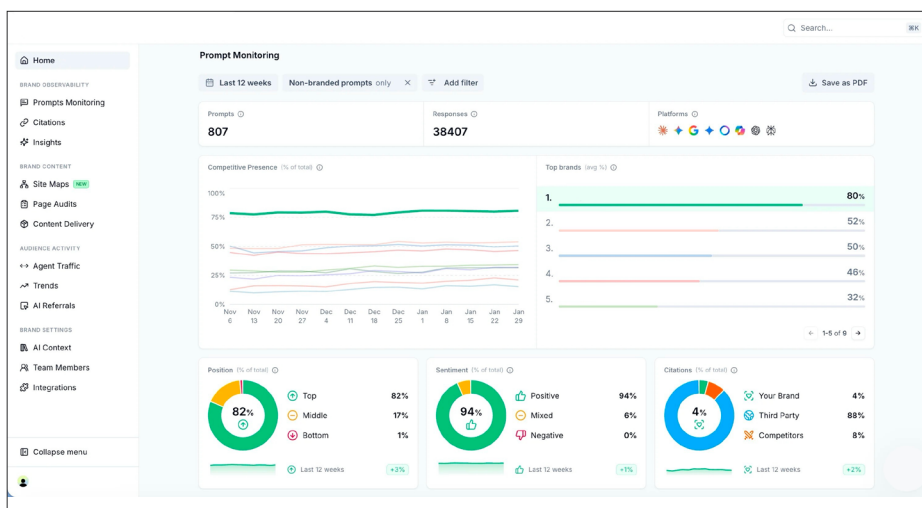
AI Context Delivery, paired with Akamai bot detection at the edge, changes this dynamic entirely. AI agents are identified in real time before they ever reach your origin, allowing you to differentiate between human and agent traffic instantly. From there, it dynamically serves an AI-optimized version of your content directly at the edge with no changes to your CMS or human experience required.

- **Detect and classify** AI agents in **real time** at the edge
- **Prioritize the signals** AI models use to generate responses
- Serve structured, machine-readable **content tailored** for AI systems
- Deliver **optimized content** without impacting site **performance** or UX
- Ensure **accurate interpretation** of your brand, products, and messaging

Instead of letting AI guess what matters, **you define it and deliver it instantly.**

AI Discover: Understand how AI represents you

Optimization is only half the equation. Without visibility, you're still operating blind.



Monitoring & insights dashboard

Discover provides a real-time view into how AI agents interact with your site and how your brand performs across AI platforms.

- **Track** which **AI bots** and agents are visiting your site and how often
- **Measure AI citation share** and presence across platforms
- **Understand** what **content** they consume, skip, or misinterpret
- **Benchmark** your brand **against competitors** in AI-driven discovery

This shifts you from assumptions to actual performance metrics. You're no longer asking "Are we showing up in AI?" You're asking "Where, how often, and why?"

AI Discover



AI bot and referral traffic visibility

Provides **clear insight** into which AI agents are accessing your site, how often, and what content they engage with, and tracks human referral traffic originating from AI platforms.



Site-wide performance audit and insights

Maps your site and delivers page-level performance insights to identify and prioritize optimization opportunities, with a deep AI audit that surfaces issues across bot accessibility, delivery, quality, and alignment.



Content optimization

Automatically **rewrites page content** based on page intent, target persona, tracked prompts, and existing site content.



AI share of voice

Measures how often your brand appears in AI-generated responses and **tracks citation trends** across major AI platforms over time.



Competitive insights

Benchmarks your AI presence **against competitors**, helping you understand relative visibility, performance gaps, and opportunities to improve.

Close the loop between visibility and control

Together, AI Context Delivery and AI Discover create a continuous optimization loop:

Identify → Analyze → Optimize → Measure

- **Identify** AI agents at the edge
- **Analyze** how they consume your content
- **Deliver** optimized content tailored for AI
- **Track** how your brand is represented and improve over time

The outcome

AI is now the front door to your brand. If you're not optimizing for it, you're leaving how your brand is represented up to chance.

AI Brand Presence ensures that when AI reads your content, it's accurate, structured, and aligned to drive visibility, engagement, and conversion.

Request an assessment from your Akamai team or visit akamai.com to learn more.