

Winning in the Answer Engine Economy

How IR wins visibility in the AI era



Your Notified Team



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Our History

MarketWire (Canada) was founded



1994

Hugin Group (Europe) was founded



1995

PRIMEZONE (US) was founded



1998

Nasdaq acquires PRIMEZONE rebrands to GlobeNewswire



2006

Thomson Reuters acquires Hugin to increase European IR capabilities



2009

Nasdaq OMX acquires Thomson Reuters (TRI) IR, PR Multimedia services



2012

2026

Bullish and Equiniti combine to create a leading global shareholder and investor engagement platform.



2025

Equiniti and Notified combine to form the leading global PR & IR storytelling platform



2021

Rebranded as Notified – the leading global PR & IR storytelling platform



2019

West rebrands as Intrado – from information to insight



2018

GlobeNewswire acquired by West, integrating the PR/IR platform



2016





Nasdaq acquires MarketWire, expanding GlobeNewswire







Your story goes here.

Everything You Need to Communicate

Investor Relations (IR Hub™)

- **Market Intelligence & IR AI Assistant** 
- **In-House Earnings Webcasts & Conference Calls** 
incl. AI Transcript, Agentic Event Reporting
- **IR Events** 
AGM/GV, ID, CMD, TH, etc. incl. Bloomberg Integration
- **Investor Relations Websites** 
incl. AI Citation Reporting, AI Chatbot
- **Regulatory Press Releases & Filings**
in 17 European Countries (e.g. UK, FR), EDGAR & SEDAR
- **Whistleblower Hotline**
- **Insider Manager**

Public Relations

- **Media Contacts Database** 
incl. Smart Search & Personalized Pitch
- **GlobeNewswire®** 
Press Release Distribution
incl. AI Press Release Generator,
AI Press Release Optimizer & AI Analytics
- **Global Media Monitoring & Social Listening** 
- **Executive Media Briefs** 
- **Media Analysis**
- **Hosted Newsrooms**

Why this matters now

IR is no longer only disclosure - it is perception management in AI systems.



Social Media
Becomes
Mainstream

2010

2015

Internet Proliferation
Drives
'Always On'
Communications



**FAKE
NEWS**

Erosion of 'Trust'
in Media &
Communications
#FakeNews
Movement

2020

2023

Generative AI
Accelerates
Content Creation
And Increases
Noise



Gemini
OpenAI
Claude

Shift from
Traditional Search
to **AI Search**

2025



Social Media

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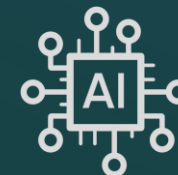
#FakeNews

Movement

2020

2023

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Gemini
OpenAI
Claude

Shift from
Traditional Search
to AI Search

2025

Visibility

AI is already changing IR - but not where most think

Automates:

- ✓ Earnings preparation
- ✓ Event & Transcript analysis
- ✓ Basic Q&A
- ✓ Market Intelligence
- ✓ Peer Benchmarking

Does NOT replace:

- ✗ Judgment
- ✗ Narrative control
- ✗ Regulatory awareness

AI is a productivity layer - not a decision-maker

Productivity booster or reputational risk?

Where AI creates value

- Earnings workflows
- Summaries & synthesis
- Monitoring
- Data aggregation

Where AI creates risk

- Investor messaging
- Guidance / disclosures
- Narrative positioning
- External communication

AI = analyst layer for IR teams
Fast. Scalable. Useful. Not autonomous.

What will realistically be automated (next 2–3 years)

High Automation

Monitoring & sentiment

Summaries & reporting

Benchmarking

Partial (Human + AI)

Q&A preparation

Messaging drafts

Content validation

Human-led

Equity story

Guidance

Investor relationships

Strategic positioning

As execution gets automated - narrative becomes the differentiator

Editorial Perspective: Common Myths

Myth #1:

AI will automatically access IR site content.

Reality:

In many instances, technical barriers such as CDN configuration, restrictive firewalls, or missing metadata prevent AI crawlers from accessing key pages.

Editorial Perspective: Common Myths

Myth #2:

Paid media guarantees visibility.

Reality:

Studies consistently show that owned and earned media - like news articles news articles, official corporate sites, and structured press releases - make up most sources cited by AI systems.

Editorial Perspective: Common Myths

Myth #3:

Big brands win by default.

Reality:

Smaller companies with well-structured, authoritative, and up-to-date content can outperform larger brands in AI visibility.

Editorial Perspective: Common Myths

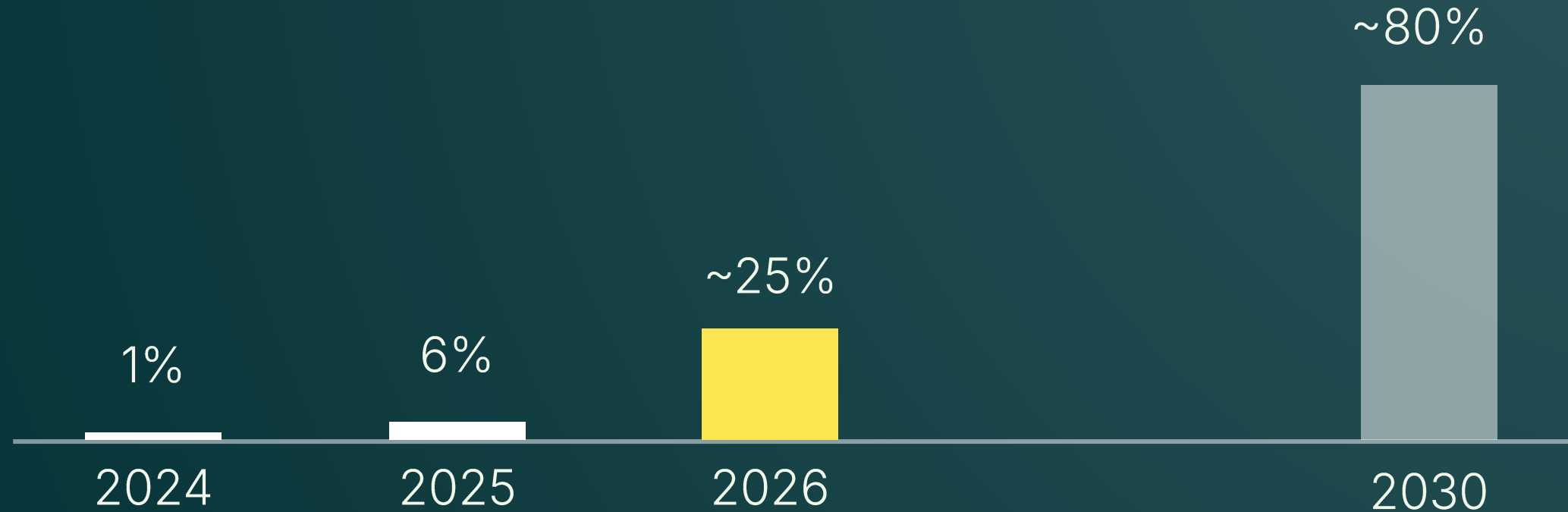
Myth #4:

AI visibility is the responsibility of the PR team.

Reality:

AI visibility spans PR, IR, legal, and IT. IR must collaborate closely with each stakeholder group to ensure consistency and accuracy across channels.

Internet search behaviour is changing.



% of Global Internet Queries Native in LLMs

How investors consume information is changing

Before

- Investors read disclosures
- Investors analyse reports
- Investors form opinions

Now


- AI reads disclosures
- AI analyzes companies
- AI shapes first impressions

**AI is becoming the first analyst,
first summarizer and first filter.**

**You are no longer communicating only to
investors - you are communicating to systems.**

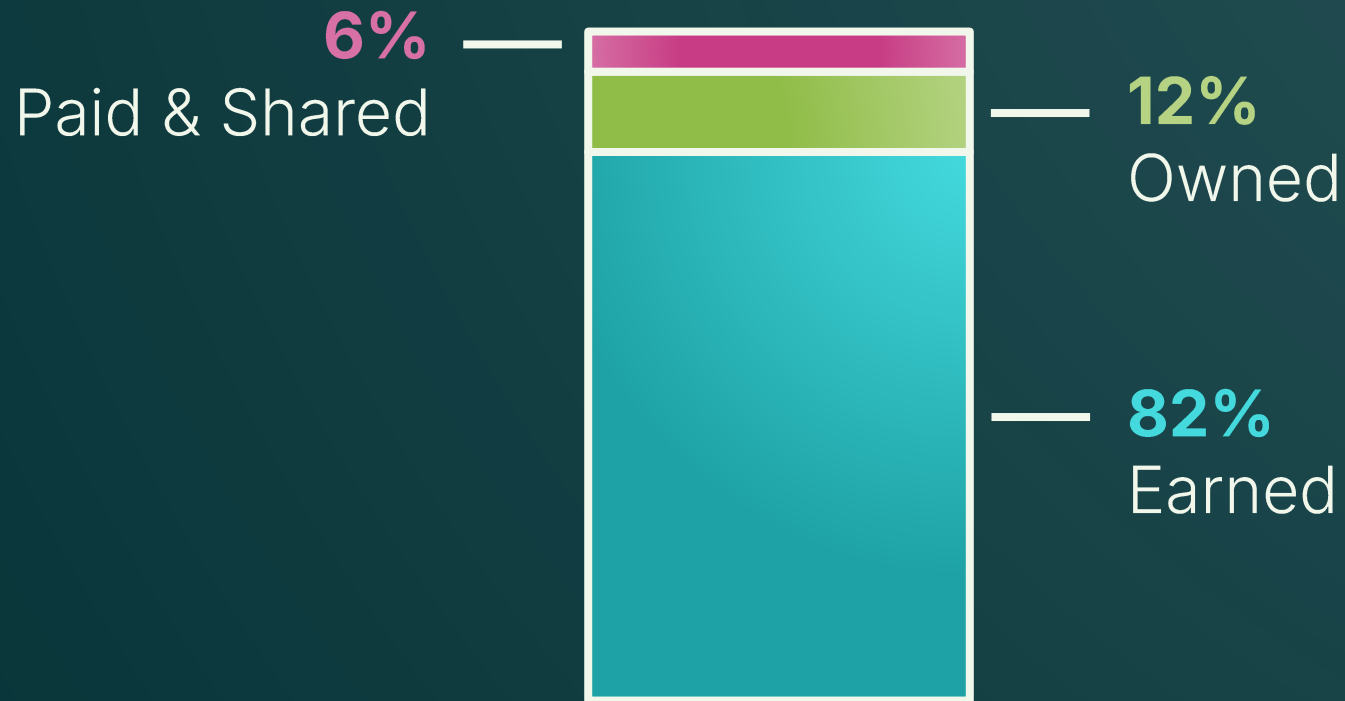


Key principle: How AI actually works



AI visibility is **earned,**
not bought.

94% of AI citations come from non-paid media



How Do AI Systems Decide What Content to Trust and Cite?

AI cites consensus, not claims.

You need:

- **Owned content** (your narrative)
- **Earned media** (third-party validation)
- **Distributed content** (reach and repetition)



What This Means for IR & Comms Teams

AI visibility is no longer an IR-only issue

Winning teams partner across:

- **IR** (core narrative & disclosure)
- **PR** (earned media that feeds AI)
- **Corporate Comms** (owned content consistency)
- **Technology** (site access)
- **Finance** (accuracy & disclosure discipline)



Control what you own first – then influence what AI learns through earned media.

AI introduces a new risk layer in IR

What changes

- AI generates “credible-sounding” answers
- Information is compressed & interpreted
- Investors rely on AI summaries

What does NOT change

- You are still accountable
- Market still reacts to your narrative
- Trust still defines valuation

AI does not reduce risk - it increases the need for control.

AI is already shaping investor perception

50%

of consumers

use AI tools for purchase research, per McKinsey

54%

of investors

use AI tools for investment research, per Brunswick Group

89%

of B2B buyers

use AI tools in the buying process, per Spotlight Analyst Relations

AI answers are now influencing decisions before investors reach you

Where AI Actually Changes IR Work

This is where AI actually changes your day-to-day work

Research & competitive intelligence >>

Automated + real-time

Content validation >>

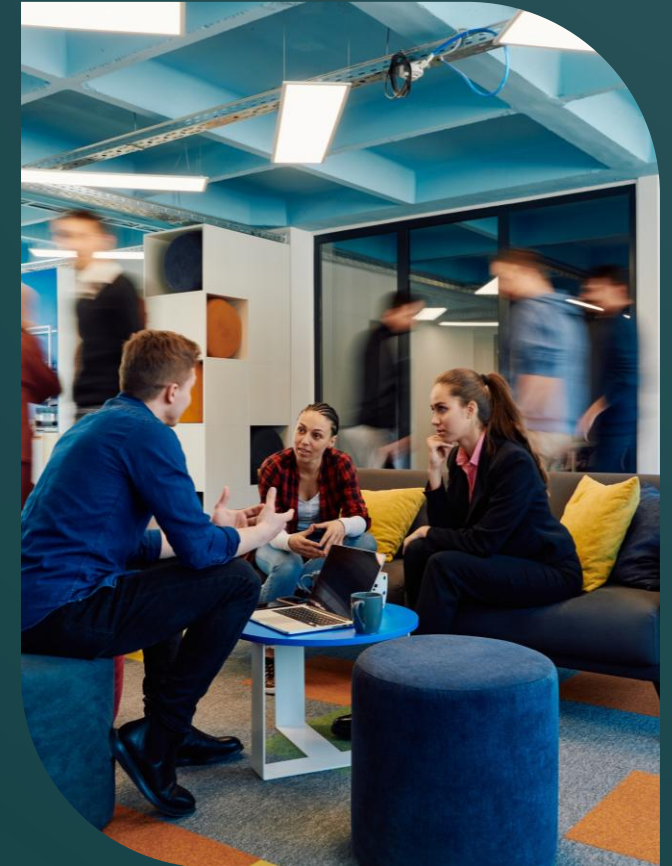
Cross-document fact-checking

Earnings preparation >>

Synthesis instead of manual review

Investor engagement >>

Data-driven prioritization



AI doesn't replace IR work – it compresses the time to insight.

How to start with AI in IR

1

Start small

Use AI on familiar topics

2

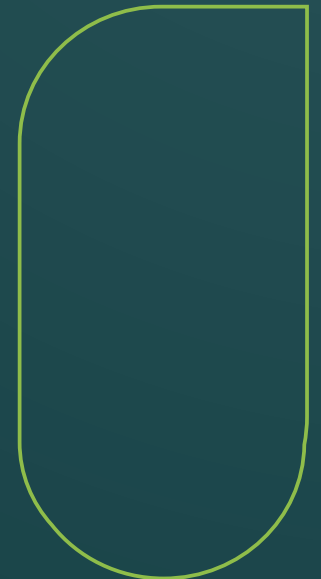
Automate low-risk tasks

Email • Calendar • Notes

3

Expand into workflows

Monitoring • Fact-checking



Adoption starts small - not with transformation projects.

From Noise to Signal

Noise

- Too much data
- No prioritization
- Reactive

Signal

- Key themes
- Analyst focus
- Structured insight

AI turns monitoring into actionable intelligence.

Content Accuracy = narrative control in AI systems

Input

Press releases • Scripts • Decks



AI Verification

Cross-check • KPI validation • Consistency



Output

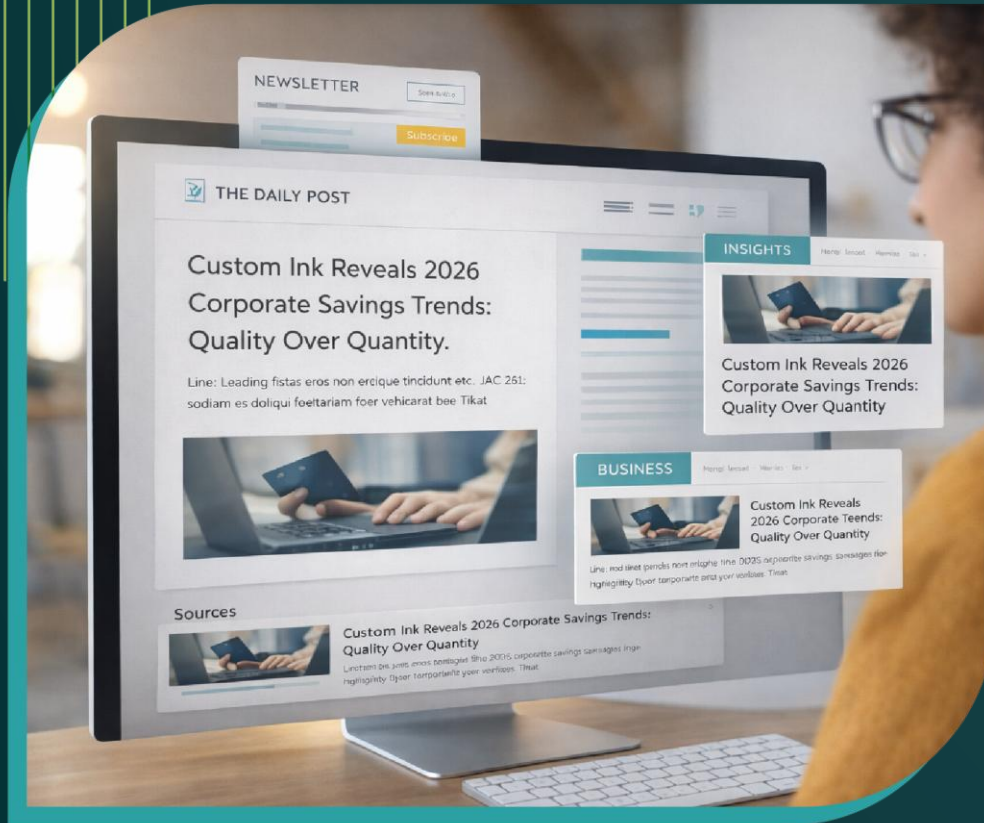
Investor perception • AI answers



Accuracy is no longer a step - it is an always-on system.

AI Search Optimization – What Actually Works

Distribution speed matters as much as content quality



- Provide HTML + PDF (bots prefer HTML)
- Extract key metrics into web content
- Use clear headers / sub-headers
- Add FAQs
- Ensure PR + IR alignment

Important data point:

Press releases
cited in ~8 hours

Company pages
... 5-6 days



Maximizing visibility is about
controlling what you can control.



Introducing ...

SOAR Content Framework™

SOAR Content Framework™

Structure

- **Headline matches scheme headlines**
- **'Key Facts' section is present and bulleted**
- **Entities, dates, and numbers are clearly represented**
- **Canonical URL and published metadata included**

Originality


- **At least one first-party data point**
- **At least one named human with quote**
- **At least one unique insight, brand or partner reference**
- **Canonical URL and publisher metadata included**

Authority

- **Published on an official, high authority domain**
- **Organization identified in schema**
- **Spokesperson and media contact listed**
- **Consistent content across owned channels and newswire**

Recency

- **Accurate publication and modified dates**
- **'As of [date]' included in body**
- **Fast follow-up within 24-72 hours**
- **Syndicated to trusted destinations same day (broad publishing)**



SOAR optimized content
generates on average...

2.6x

More Citations!

Answer Engine Economy | Structure Matters

Case Study



B2B Manufacturing – Lithium Ion
NASDAQ: ABTC
Founded: 2011
\$668.2M Market Cap

2k Instagram Followers
14k LinkedIn Followers
93 Institutional Shareholders

Press Release:

September 18, 2025

“American Battery Technology Company Announces Fiscal 2025 Fourth Quarter and Full Year Financial Results, Again Nearly Triples Quarterly Revenue”

1,679 Citations
(First 30 Days)

B2B Industry Peer



B2B Manufacturing – Lithium Ion
NASDAQ: MU
Founded: 2009
\$112.5M Market Cap

1k Instagram Followers
5k LinkedIn Followers
42 Institutional Shareholders

Press Release:

September 16, 2025

“Flux Power Reports Fourth Quarter and Fiscal Year 2025 Financial Results”

73 Citations
(First 30 Days)

Well-Known B2C Company



B2C Retail
NASDAQ: COST
Founded: 1976
\$421.2B Market Cap

2.1M Instagram Followers
643k LinkedIn Followers
5.3k Institutional Shareholders

Press Release:

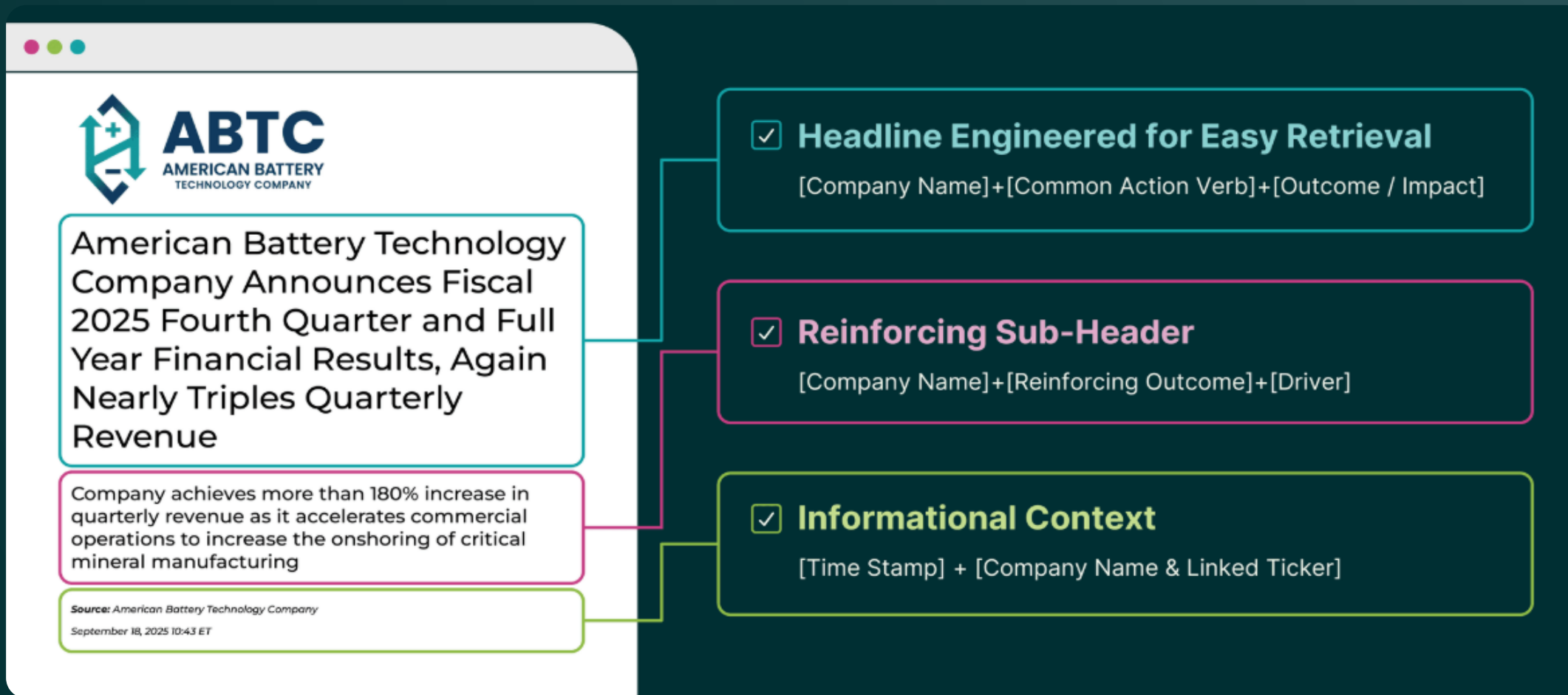
September 25, 2025

“Costco Wholesale Corporation Reports Fourth Quarter and Fiscal Year 2025 Operating Results”

535 Citations
(First 30 Days)

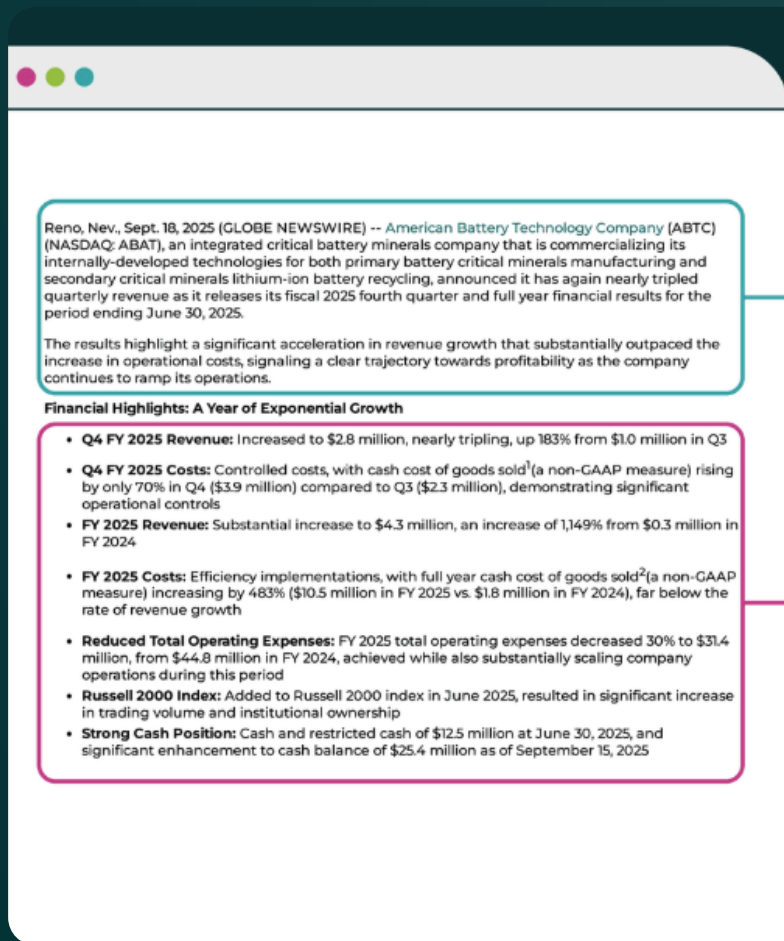
How to Attract LLM, AI and Search Bots to Your Release

Visible Structure



How to Attract LLM, AI and Search Bots to Your Release

Visible Structure



✓ Front-Loaded Structure Snippet (Executive Summary)

1-2 paragraphs. Repeat headline entities, reinforcing headline with additional detail that adds key descriptors to the “why” or “what” statements.

✓ Front-Loaded Structure Snippet (Key Facts Supporting Executive Summary)

Top-level bulleted list of facts, key takeaways or figures (4-8 items). Expressly label as ‘Key Facts’, ‘Financial Highlights’, or similar. Define KPIs clearly with units, limited to no rounding, and context (i.e., % increase).

How to Attract LLM, AI and Search Bots to Your Release

Invisible Structure

JSON-LD (Structured Meta Data)

Behind the Press Release

American Battery Technology Company Announces Fiscal 2025 Fourth Quarter and Full Year Financial Results, Again Nearly Triples Quarterly Revenue

Company achieves more than 180% increase in quarterly revenue as it accelerates commercial operations to increase the onshoring of critical mineral manufacturing

September 18, 2025 10:43 ET | Source: [American Battery Company](#)

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Sign Posts for Machines (LLM Food)

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  },
  "description": "Company achieves more than 180% increase in quarterly revenue as it accelerates commercial operations to increase the onshoring of critical mineral..."
}
```

BUILD Your AEO Strategy

Not sure where to get started? Think **BUILD**.

B Be Crawlable

U Understand AI Perception

I Inform with Owned Content

L Leverage Earned Media

D Distribute Strategically



A practical playbook to **BUILD** visibility...

Be Crawlable

CTO

- Ensure robots exclusion protocol (*robots.txt*) enables AI bot traffic
- Review web CDN-layer settings to ensure AI bot traffic is permitted (*Note: Most CDNs default to block AI bot traffic*)

Understand AI Perception

IR Teams

- Complete a baseline narrative audit quarterly with common LLM prompts
- **Free thought leadership guide:**



Inform With Owned

IR & PR Teams, CMO

- Remove outdated owned content
- Ensure clear site-architecture and schema (*JSON-LD metadata*)
- Optimize exhibit formatting to be machine-readable
- Ensure canonical titling for URLs and exhibits

Leverage Earned Media

PR Team

- Partner with PR to drive earned-media pick-up
- Optimizing content to be machine readable matters! **Free case study:**



Distribute Strategically

IR & PR Teams

- Omni-channel matters more than ever – LLMs are consensus building machines
- Consider derivative content to enforce messaging: Earned media pitches, syndicated byline articles, thought leadership, etc.

Scenario: Improving Narrative Fidelity in One Quarter

Best Practices for AI-Ready IR Content

- 1 Use semantic headings
- 2 Convert tables and graphics
- 3 Develop FAQs
- 4 Encourage collaboration
- 5 Monitor AI-driven citation patterns

Weeks 1-2

Validate crawlability

Weeks 2-3

Conduct a narrative audit

Weeks 4-6

Publish structured earnings releases

Weeks 6-10

Syndicate content

Weeks 10-12

Re-audit LLM responses

AI in IR: How to Stay in Control

AI is the first analyst → reads • interprets • shapes perception

AI is great at (Delegate)

- ✓ Drafts (PRs, FAQs, Q&A) & Summaries
- ✓ Research & Pattern recognition
- ✓ Consistency at scale

Humans must own (Control)

- ✓ Equity story & Positioning
- ✓ Judgment & decisions
- ✓ Credibility & trust

You don't control outputs - you control inputs!

Accuracy + consistency = perception control

AI scales clarity - but trust is created by you

Key Takeaways: Winning Visibility

AI is a new perception layer

AI is the first analyst

Visibility is driven by structure + consensus
(Earned - not bought)

Accuracy becomes control system

Where to start - and how to move fast

Where to start (30 days)

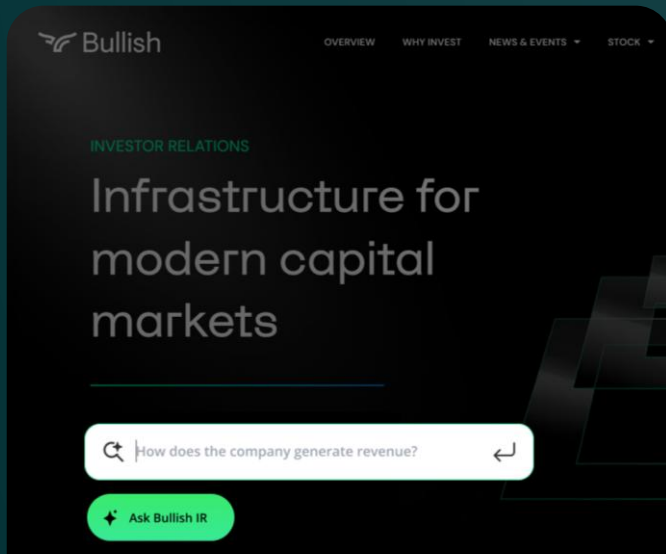
- Test AI on known competitive topics
- Set up competitor monitoring (1–2 KPIs)
- Upload historical IR content into LLM
- Audit press releases for AI visibility

What leading teams do next

- Align with IT / InfoSec
- Build workflows (internal AI layer)
- Run regular AI perception audits

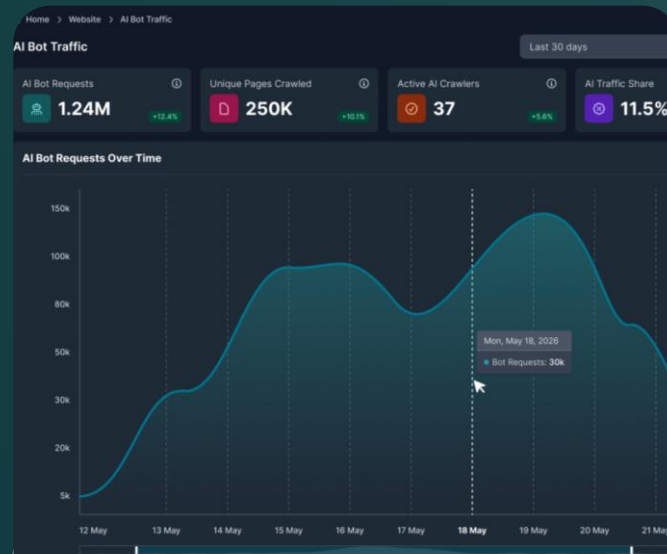
Start simple. Scale what works. Build control over time.

Three best practice examples of AI tools in IR



IR Website Chatbot

Understand what investors care about most while delivering instant answers with an AI-powered chatbot.



AI Citation Reporting

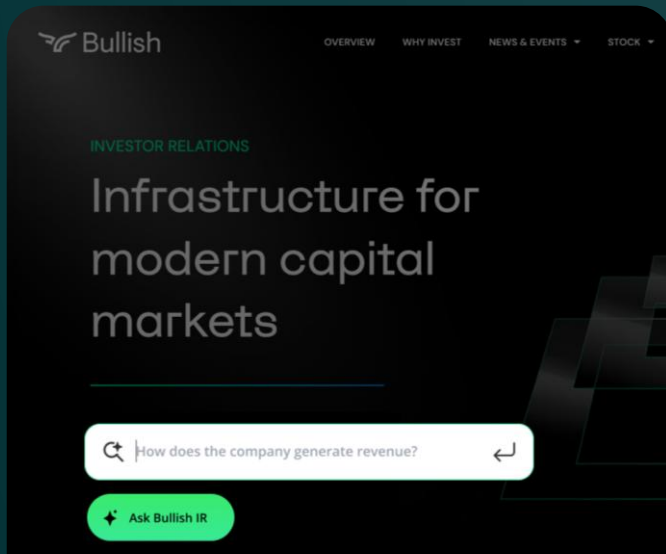
See how AI engines such as ChatGPT and Claude discover and reference your IR content, with reporting that tracks citation and traffic distribution.



Agentic Event Reporting

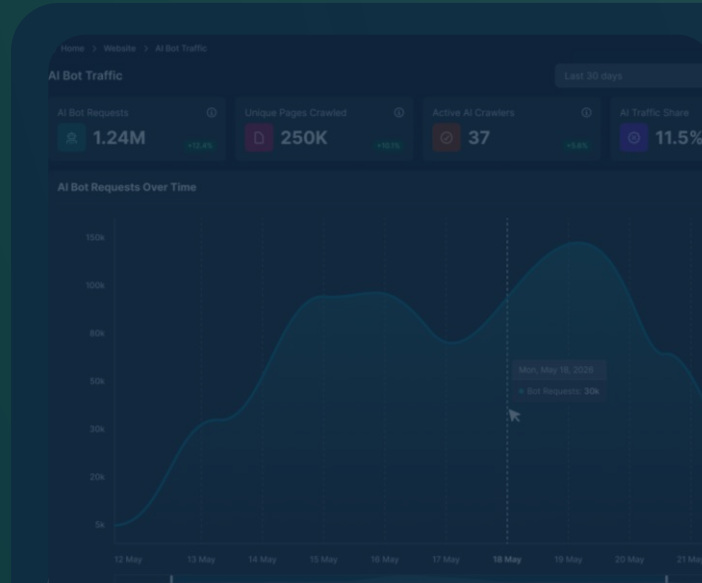
Understand event impact and next steps with AI-driven insights that summarize themes and tones, analyze Q&A and speaker impact, and deliver recommended actions.

Deeper insights into what investors want to know



IR Website Chatbot

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INVESTOR RELATIONS

Infrastructure for modern capital markets

Bullish delivers institutional-grade digital asset infrastructure through its regulated exchange, combining blockchain-enabled financial systems with advanced tokenized securities capabilities.

[WHY INVEST](#) ↗



 How does the company generate revenue? 

 [Ask Bullish IR](#)

- Dashboard
- Market Intelligence
- Website
- Events
- Distribute
- Connect

Home > Website

Chatbot

Last 30 days

Print

Overview Questions References

Total Questions
530 +5.4%

Avg. Daily Questions
17.7 +12.4%

Documents Cited
28

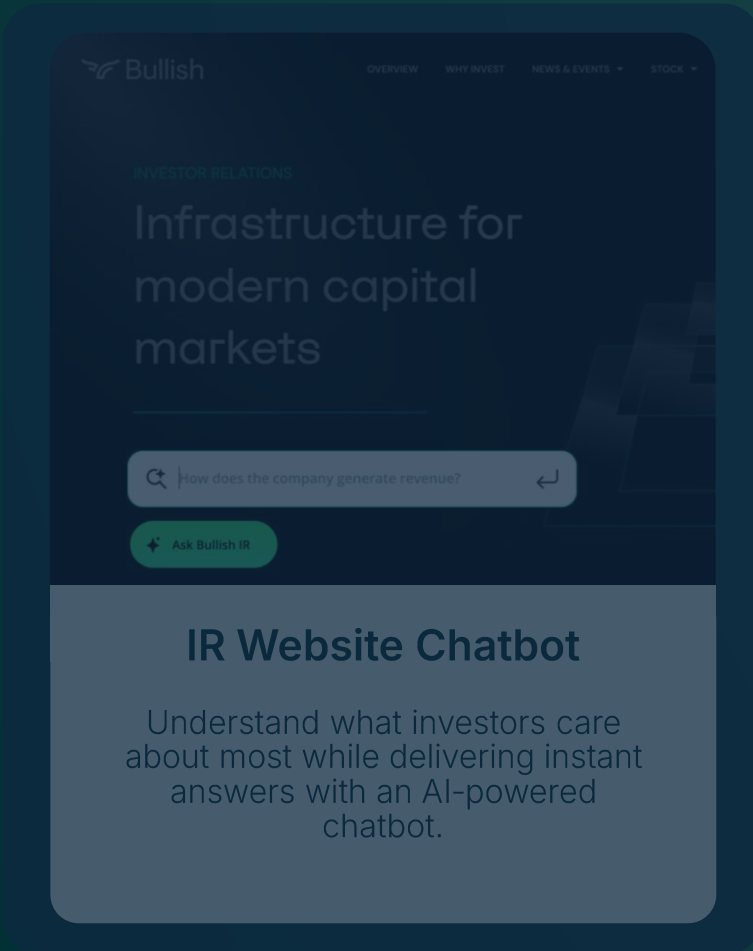
Countries
23



Questions by Category

Geographic Distribution

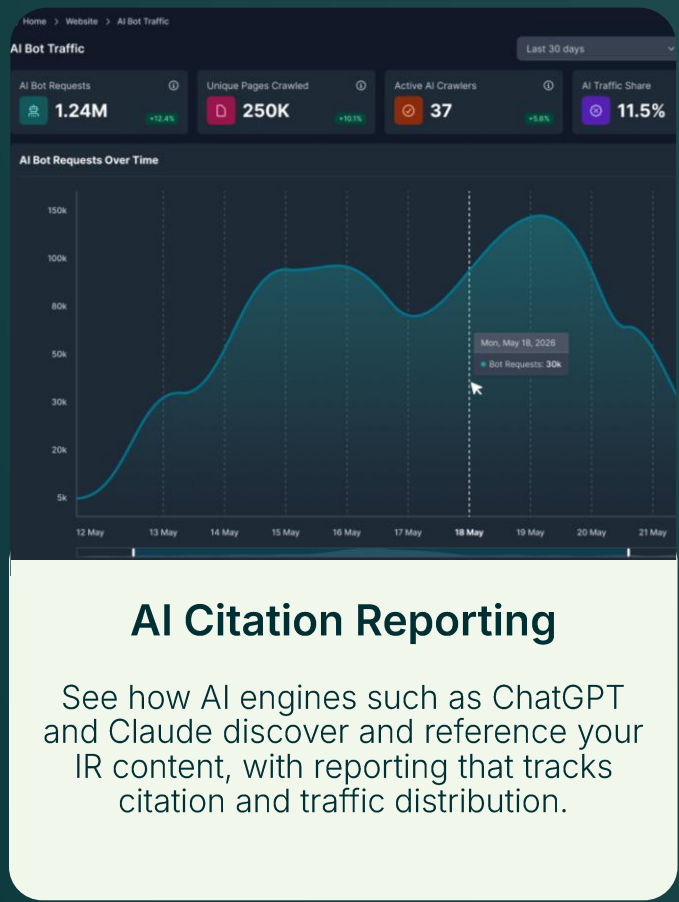
Measure how AI discovers your story



The screenshot shows the Bullish website's investor relations page. At the top, there's a navigation bar with 'OVERVIEW', 'WHY INVEST', 'NEWS & EVENTS', and 'STOCK'. Below that, the main heading reads 'Infrastructure for modern capital markets'. A search bar contains the query 'How does the company generate revenue?'. A green button labeled 'Ask Bullish IR' is positioned below the search bar.

IR Website Chatbot

Understand what investors care about most while delivering instant answers with an AI-powered chatbot.



The screenshot displays the 'AI Bot Traffic' dashboard for the last 30 days. It features four key metrics: AI Bot Requests (1.24M, +12.4%), Unique Pages Crawled (250K, +10.1%), Active AI Crawlers (37, +5.8%), and AI Traffic Share (11.5%). Below these metrics is a line chart titled 'AI Bot Requests Over Time' showing a peak in late May. A tooltip for 'Mon, May 18, 2026' indicates 'Bot Requests: 30k'.

AI Citation Reporting

See how AI engines such as ChatGPT and Claude discover and reference your IR content, with reporting that tracks citation and traffic distribution.



The screenshot shows the 'Earnings Call Analytics' dashboard for Bullish's Q3 2026 Earnings Call on 2026-04-01. It features a decorative graphic of overlapping circles in various shades of blue and purple.

Agentic Event Reporting

Understand event impact and next steps with AI-driven insights that summarize themes and tones, analyze Q&A and speaker impact, and deliver recommended actions.

- Dashboard
- My Program
- Market Intelligence
- Website
- Events
- Distribute
- Connect

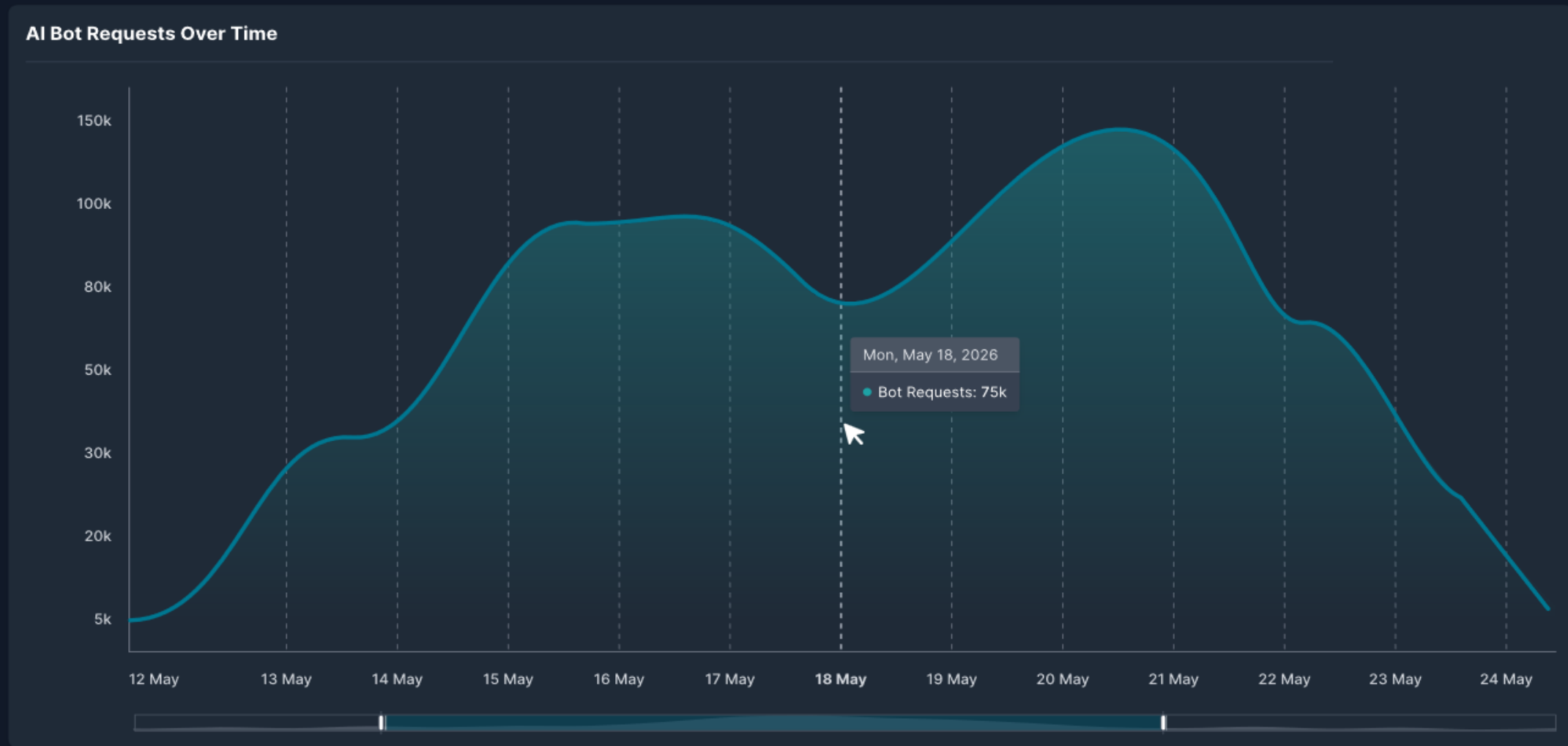
Home > Website

AI Citation Reporting

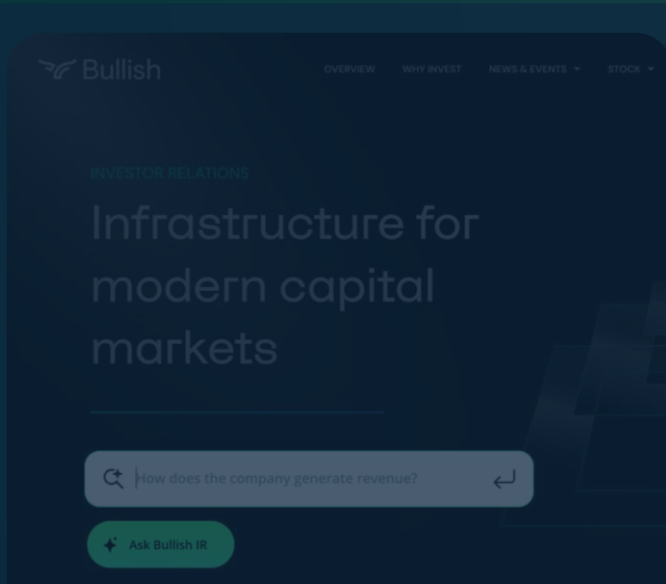
Last 30 days

Print

AI Bot Requests 1.24M +12.4%	Unique Pages Crawled 250K +10.1%	Active AI Crawlers 37 +5.6%	AI Traffic Share 11.5% +5.6%
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Ensure your narrative is accurately interpreted by AI



IR Website Chatbot

Understand what investors care about most while delivering instant answers with an AI-powered chatbot.



AI Citation Reporting

See how AI engines such as ChatGPT and Claude discover and reference your IR content, with reporting that tracks citation and traffic distribution.

Earnings Call Analytics

Bullish
Q3 2026 Earnings Call - 2026-04-01



Agentic Event Reporting

Understand event impact and next steps with AI-driven insights that summarize themes and tones, analyze Q&A and speaker impact, and deliver recommended actions.

- **AI Analysis: Summary and Messaging** – executive summary of how AI engines interpreted your message.
- **AI Analysis: Q&A** – analysis of Q&A session, including scores on directness, specificity, and consistency.
- **AI Analysis: Speakers** – breakdown of share-of-voice, covered topics, and sentiment per speaker.
- **AI Analysis: Topics** – analysis of top 20 topics mentioned in your event.
- **Media Coverage** – links and summaries of relevant media and analyst coverage.
- **Follow-up Questions** – predictive insights into potential follow up questions.
- **Speaking Opportunities** – a list of recommended follow up actions and speaking opportunities.
- **Retail Influencers** – relevant social media influencers shaping market sentiment and narrative.

Welcome to your Earnings Call Analytics


Earnings calls shape market perception long after the call itself ends - they set the direction for every investor and analyst conversation that follows.

We help teams understand not just what was said, but how it was received, how it's being interpreted, and how to prepare for what comes next.

AI Analysis: Summary and Messaging	Media Coverage
An AI generated executive summary highlighting key themes, tone and takeaways from the call to understand how AI engines interpreted your message	Links and summaries of relevant media and analyst coverage, connecting call content to external narratives with links to sources
AI Analysis: Q&A Session	Follow-up Questions
A KPI driven analysis of the Q&A session, including scores on directness, specificity and consistency with prior guidance	Predictive insights into potential follow up questions IR teams and C suite leaders should expect in 1:1 meetings, investor calls and roadshows following the announcement
AI Analysis: Speakers	Speaking Opportunities
Breakdown of share-of-voice, covered topics and general sentiment per speaker for data-driven insights	A list of recommended follow up actions and speaking opportunities, informed by industry event calendars and emerging interest
AI Analysis: Topics	Retail Influencers
Analysis of the Top 20 topics mentioned during your event broken down by prepared remarks and Q&A session	Relevant retail investor focused influencers shaping market sentiment and narrative on social media.



SOAR
Content
Framework™
Case Study



Get the guide
Winning in the
Answer Engine
Economy



Webinar:
Getting AEO in IR
Right in 2026



Follow Me
on LinkedIn



Follow Me
on LinkedIn



Follow Us
on LinkedIn



notified



Thank you

