

# THE INVISIBLE LEAK

Recovering Your Brand in the AI Economy

SKX LABS

Strategic Intelligence Brief

# THE EXTINCTION EVENT YOU DIDN'T SEE COMING

**Traditional SEO is dead. Not dying. [Dead](#).**

While you optimized for Google's 10 blue links, the game changed:

- 64% of enterprise purchase research now begins with AI agents
- Zero-click searches dominate: answers without attribution
- Your competitors aren't ranking higher. They're being synthesized.

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Your brand isn't losing visibility.

It's already [invisible](#).

Gemini doesn't know you exist.

ChatGPT recommends your competitors.

Perplexity has never mentioned your solution.

**The question isn't whether this matters.**

# THE VISIBILITY GAP

## Quantifying What You Can't See

For a mid-market B2B company (\$50M–\$150M revenue):

AVERAGE DEAL SIZE

# \$180K

Typical sales cycle: AI research → traditional search → decision

AI INFLUENCE ON PIPELINE

# 43%

of qualified opportunities

## THE MATH:

- 12 lost deals per quarter due to AI invisibility
- **\$2.16M** in annual pipeline evaporation
- 3.7% reduction in market share over 18 months

# THE SKX AGENTIC MESH

This Isn't Marketing. It's Risk Management.

We don't optimize content. We engineer discoverability across the new intelligence layer.

## AEO

### Answer Engine Optimization

Your brand as the authoritative source when AI agents synthesize answers. Not content creation. Signal architecture.

## GEO

### Generative Engine Optimization

Structural alignment with how LLMs process, prioritize, and cite information. Not keyword targeting. Semantic dominance.

## LLMO

### Large Language Model Optimization

Direct integration into training feedback loops and retrieval-augmented generation systems. Not backlinks. Epistemological positioning.

**You're not buying a service.**

**You're buying insurance against obsolescence.**

# WE ARE NOT A **VENDOR**

We are the architects of your digital survival.

SKX Labs doesn't exist to get you 'AI-ready.'

We exist because the companies that will dominate the next decade are being decided right now, in systems you can't access, through mechanisms you don't understand.

This is not about early adoption.

This is about **fundamental positioning**.

## OUR COMMITMENT:

**We work with **17 clients** globally.**

Not 170. Not 1,700.

**Seventeen.**

Each engagement is a partnership in market architecture.

Each implementation is reverse-engineered from your specific competitive threat landscape.

**We don't scale our service.**

# STRUCTURED ENTRY POINTS

Diagnostic → Implementation → Dominance

TIER 01

## INTELLIGENCE AUDIT

- 14-day competitive visibility assessment
- Full AI ecosystem gap analysis
- Quantified revenue leak calculation
- Strategic recommendation deck

**\$28,000**

You'll know exactly where you're bleeding.

TIER 02

## MESH IMPLEMENTATION

- 90-day Agentic Mesh deployment
- AEO/GEO/LLMO integration
- Proprietary monitoring dashboard
- Monthly strategic optimization

**\$87,000**

Quarterly retainer. Measurable visibility recovery within 60 days.

TIER 03

## GLOBAL DOMINANCE

- Full-spectrum competitive suppression
- Multi-market, multi-model positioning
- Direct model feedback integration
- Dedicated strategic partner + team

**Custom**

Begins at \$340K annually. Category ownership in the AI economy.

All engagements require qualification. We decline 73% of inbound inquiries.

# VERIFIED ENGAGEMENT CHANNEL

This document is intended for strategic decision-makers only.

## SECURE ACCESS:

- Authenticated via Google Workspace
- Meta Business Verification: Active
- Enterprise-grade communication protocols

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## NEXT STEP:

If your organization qualifies, you'll receive:

- Confidential competitive intelligence brief
- Custom visibility gap analysis
- Direct access to our founding strategist

**This is not a sales call.**

**This is a strategic qualification conversation.**