

Software Finder to Host AI Visibility Webinar Featuring Fractl Co-Founder Kelsey Libert

New Fractl research finds half of marketers report organic traffic declines as AI reshapes how consumers discover brands.

SPOKANE, WA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- As AI changes the way

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The rules of online visibility are changing faster than most brands realize. This webinar will share our latest research about AI-driven discovery and the practical actions marketers can take.”

Kelsey Libert, co-founder of Fractl

people search, discover, and evaluate brands, [Software Finder](#) will host a live webinar featuring Kelsey Libert, co-founder of [Fractl](#), exploring new proprietary research into how AI is affecting organic traffic, brand visibility and consumer trust, and what marketers can do in response.

How to Improve Your Brand's AI Visibility will be held Thursday, Aug. 27, 2026, at 1 p.m. ET. During the 45-minute webinar and live Q&A, Libert will share Fractl's latest findings and practical strategies for improving brand visibility across Google, ChatGPT, YouTube, Reddit and other emerging discovery platforms.

“We see firsthand how quickly AI is changing the way businesses research, evaluate and discover software,” said Marium Lodhi, co-founder and CMO of Software Finder. “Those shifts have implications far beyond our own industry. Marketers are being asked to rethink where and how brands need to show up, and Kelsey's research gives them evidence they can use to make those decisions.”

The webinar will explore:

How AI is reshaping search and consumer discovery

Why many brands are experiencing declines in organic traffic

What builds authority across AI-powered and traditional search platforms

Which visibility strategies are proving effective and which are losing impact

Practical steps marketers can take to monitor and strengthen their brand's visibility

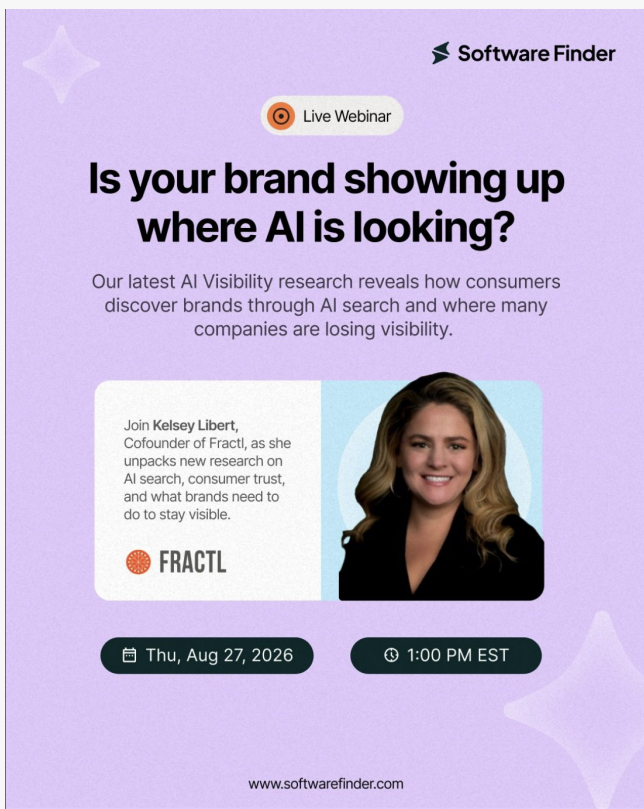
Among the findings Libert will discuss:

50% of marketers report declines in organic traffic since Google's AI Overviews launched.

61% attribute those declines directly to AI-powered search experiences. Google search results remain three times more trusted than AI tools for product recommendations.

The findings point to a more complex search landscape rather than a wholesale replacement of traditional search by AI. As discovery becomes increasingly fragmented across search engines, AI platforms, social media and other channels, brands face a growing challenge: building visibility and authority wherever their audiences are looking for information.

"The rules of online visibility are changing faster than most brands realize," said Kelsey Libert, co-founder of Fractl. "This webinar will share what our latest research reveals about AI-driven discovery and the practical actions marketers can take to build authority across the platforms where buyers are actually searching."



The graphic is a purple rectangular banner for a webinar. In the top right corner is the 'Software Finder' logo. Below it, on the left, is a 'Live Webinar' badge with a play icon. The main headline in bold black text reads 'Is your brand showing up where AI is looking?'. Below this, smaller text states: 'Our latest AI Visibility research reveals how consumers discover brands through AI search and where many companies are losing visibility.' In the center, there is a white box on the left containing text about Kelsey Libert, co-founder of Fractl, and a circular portrait of her on the right. Below the white box is the Fractl logo. At the bottom of the banner, two dark purple buttons show the date 'Thu, Aug 27, 2026' and the time '1:00 PM EST'. The website 'www.softwarefinder.com' is at the very bottom.

Spotlighting Kelsey Libert of Fractl for a webinar on AI Visibility hosted by Software Finder

The webinar is designed for marketing leaders, communications professionals, SEO specialists, demand generation teams, and software vendors looking to better understand how AI is influencing search behavior and brand discoverability.

Event Details

What: How to Improve Your Brand's AI Visibility

Speaker: Kelsey Libert, co-founder, Fractl

Date: Thursday, August 27, 2026

Time: 1:00 p.m. ET

Format: 45-minute webinar followed by live Q&A

Register: <https://insights.softwarefinder.com/ai-visibility-webinar/>

About Kelsey Libert

Kelsey Libert is co-founder of Fractl, a digital PR and content marketing agency recognized for creating research-driven campaigns for organizations ranging from startups to Fortune 500 companies. Her work has been featured in Harvard Business Review, TIME, Fast Company, Inc., and Entrepreneur. Fractl has launched more than 5,000 earned media campaigns and is consistently recognized as a leader in digital PR and content marketing.

About Software Finder

Software Finder helps organizations discover, evaluate, and select business software through trusted research, expert guidance, and verified user insights across hundreds of software categories. Software Finder empowers businesses to make more informed technology decisions.

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