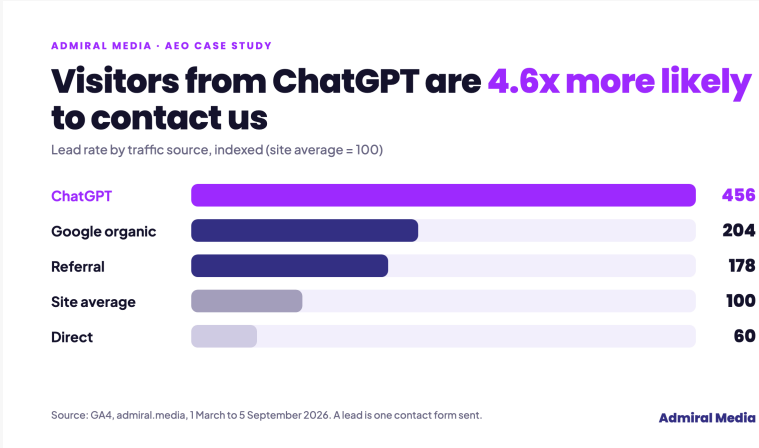
Admiral Media Case Study: ChatGPT Visitors Are 4.6x More Likely to Contact the Agency

Led by AI Infrastructure Lead Kevin Dosanjh, Admiral Media tested answer engine optimization on its own site. Its best-converting channel is now an AI answer.



Visitors from ChatGPT were 4.6x more likely to contact Admiral Media than the average site visitor (GA4, 1 March to 5 September 2026).

ZURICH, SWITZERLAND, September 29, 2026 /EINPresswire.com/ -- Admiral Media, the creative performance marketing agency for mobile apps, games and ecommerce brands, today published a case study on answer engine optimization (AEO) that it ran on its own website before offering it to clients. Between March and September 2026, visitors who arrived from ChatGPT were 4.6 times more likely to send a contact form than the site's average visitor.

> We made our own site easy for AI to read, then measured what happened. Visitors from ChatGPT now contact us 4.6 times as often as our average visitor."
>
> *Kevin Dosanjh, AI Infrastructure Lead, Admiral Media*

The finding comes as buyer behaviour shifts. Over the same period, Admiral Media's Google search impressions fell 39% from their March peak, while visits from AI assistants grew more than fourfold between March and August. More buyers now ask ChatGPT, Gemini or Perplexity for a shortlist before they click an ad or scroll a search page.

The work was led by Kevin Dosanjh, Admiral Media's AI Infrastructure Lead, and focused on five changes:

- Telling AI tools exactly who the agency is, through one page written specifically for them
- Making every result readable the moment a page loads, so AI tools that skip scripts still see all case studies
- Fixing contradictory hidden labels (structured data) across the site

- Writing pages around the real questions buyers ask
- Tracking every day which agencies AI assistants recommend

"We made our own site easy for AI to read, then measured what happened," said Kevin Dosanjh, AI Infrastructure Lead at Admiral Media. "Visitors from ChatGPT now contact us 4.6 times as often as our average visitor. It is the same programme we now offer to app clients."

Across the non-branded app marketing questions the agency tracks daily on ChatGPT, Gemini, Perplexity and Google AI Overviews, AI assistants now name Admiral Media in about 3 in 10 answers, the highest share of the 15 agencies it monitors (Peec AI data, 16 to 22 September 2026).

"You can now buy an ad next to a ChatGPT answer, but you still can't buy your way into the answer itself. That part you earn," said Andre Kempe, Founder and CEO of Admiral Media. "After more than 15 years of scaling apps, I see three places where your next user finds you: the feed, the store and the answer. The real growth comes from making all three work together."





CEO of Admiral Media, Andre Kempe

The company is clear about what the data does and does not show yet. The 4.6x figure is measured on its own website, where a lead is a contact form. The same effect on direct App Store visits and installs has not yet been proven, and that is what Admiral Media is measuring next.

Admiral Media works across all three: AI-produced ad creative through its AI Creative Factory for paid social and video, app store optimization and Apple Ads for the store, and AI search visibility for the answer.

The full case study, including the method and data sources, is available at https://admiral.media/case-studies/answer-engine-optimization-case-study/

About Admiral Media
Admiral Media is a creative performance marketing agency that runs paid user acquisition and AI ad creative for mobile apps, mobile games and ecommerce brands. Founded in 2019 by Andre Kempe, the agency has managed more than EUR 500 million in ad spend for over 150 brands and 200 apps. Admiral Media is a Meta Business Partner, Google Premier Partner, TikTok Marketing Partner and Snap Certified Partner, is rated 4.9 on Clutch from 48 reviews, and was named to The Drum Indie Agency 100 in 2026. Learn more at https://admiral.media/

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