

Digi-Buzz Shares Generative Engine Optimization Case Study With 24.6% Average Store Sales Growth

Local GEO initiative documents Google Gemini recommendations and average June-to-July sales growth across four Disc and Mega Replay locations.

DAVENPORT, IA, UNITED STATES, October 26, 2026 /EINPresswire.com/ -- [Digi-Buzz](#) is highlighting a [Generative Engine Optimization](#) (GEO) case study documenting observed Google Gemini recommendations for four Disc and Mega [Replay](#) locations. Following the launch of the location-focused GEO strategy, the participating stores also reported an average 24.6% increase in total sales from June to July 2026.

The project involved Disc Replay Davenport, Disc Replay Rockford, Mega Replay Peoria, Disc Replay Bloomington. These stores buy and sell video games, movies and other pop-culture products. Digi-Buzz focused on the owner's participating franchise locations rather than the national brand.

Generative Engine Optimization aims to improve the visibility of business information and content in AI-generated answers and recommendations. For this initiative, Digi-Buzz concentrated on each store's relevance to local shopping queries, with the goal of helping the individual locations appear in recommendations



Digi-Buzz Logo

DISC & MEGA REPLAY LOCATIONS REPORT

24.6% AVERAGE SALES GROWTH FROM JUNE TO JULY FOLLOWING GEO LAUNCH

*Percentage increase in combined total sales across four participating locations from June to July 2026, based on client-provided sales reports.

best place to buy video games in rockford

The undisputed **best overall place to buy video games in Rockford** is **Disc Replay of Rockford**, located in Forest Plaza on East State Street. Whether you are hunting for vintage GameCube classics, building a retro collection, or looking for affordable pre-owned modern titles, this local staple offers the deepest selection and fairest trade-in values in the **Rockford metro area**. [Disc Replay -2](#)



best place to buy movies in peoria

The absolute best place to buy movies in Peoria is **Mega Replay**, located at the Metro Centre. It is the undisputed go-to spot in central Illinois for physical media, offering a massive, ever-rotating stock of tens of thousands of used DVDs, Blu-rays, and 4K Ultra HD discs. [Disc Replay -2](#)



CLIENT OVERVIEW

Disc Replay Davenport, Disc Replay Rockford, Mega Replay Peoria, Disc Replay Bloomington, all began a Generative Engine Optimization strategy with Digi-Buzz.

Disc and Mega Replay are stores that buy and sell video games, movies, and other pop-culture products.

OBJECTIVE

We had high goals for Disc and Mega Replay. Our objectives were:

- Be shown more frequently on AI search results
- Be recommended as a "best" store to find our products in the respective areas.
- Save money on Google Ad spend due to AI answering questions about the business.

CHALLENGES

- Focusing on the owner's specific franchise, not the entire company
- No access to the entire company's website
- A brand new advertising strategy
- Ever-changing algorithm being used to find AI responses

OUR SOLUTION

Digi-Buzz implemented a proprietary, location-focused Generative Engine Optimization strategy for four Disc and Mega Replay stores. The work combined locally relevant content with community engagement to strengthen each location's online presence and improve its visibility in AI-generated recommendations. The approach focused on the participating franchise locations rather than the national brand.

RESULTS

In less than 3 months we were able to:

- Observed Gemini recommendations for participating stores in response to relevant local shopping queries.
- Participating locations recorded an average 24.6% increase in total sales from June to July 2026.
- Regularly appearing in page 1 'Forum' results on Google Search.

CONCLUSION

Following the launch of Digi-Buzz's location-focused GEO strategy, participating Disc and Mega Replay stores appeared in observed Gemini recommendations and reported sales growth during the measurement period.

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Easy-to-read image of Case Study for Disc and Mega Replay from Digi-Buzz

for the products they sell.

The proprietary strategy combined locally relevant content with community engagement across the web. Digi-Buzz implemented the work without access to manage the company-wide website, keeping the emphasis on the four participating stores and their respective communities.

In under three months, the case study documented participating stores appearing in observed Gemini recommendations. Examples included queries about the best place to buy video games in Rockford and the best place to buy movies in Peoria, with Disc Replay Rockford and Mega Replay Peoria recommended in the respective observed responses.

The project also documented store-related content appearing in first-page Google Forums results. These search appearances are reported separately from the AI-generated recommendations and provide additional context for the stores' online visibility during the initiative.

The 24.6% sales result is the arithmetic average of the four locations' individual percentage increases in total sales from June to July, based on client-provided sales reports. Each store received equal weight in the calculation. The figure is not a percentage increase calculated from the locations' combined revenue.

The sales comparison documents growth following the GEO launch; it does not isolate the portion of growth caused by GEO. AI-generated recommendations are observed examples and may vary by query and date.

The case study illustrates Digi-Buzz's location-focused approach to Generative Engine Optimization: prioritize the participating businesses' local relevance, document observed AI recommendations and report business outcomes with a clearly defined comparison period. Detailed execution methods remain proprietary.

Businesses interested in learning more about Digi-Buzz's GEO approach can visit

<https://www.digi-buzz.biz/> or call 702-218-9027.

About Digi-Buzz

Digi-Buzz provides social media marketing and location-focused Generative Engine Optimization strategies. Its work combines locally relevant content and community engagement to support participating businesses' online presence and visibility in AI-generated recommendations.

About Disc Replay Davenport, Disc Replay Rockford, Mega Replay Peoria, and Mega Replay Bloomington

Disc Replay and Mega Replay buy and sell used video games, movies, electronics, and more. They are passionate about sharing what they love and giving people a great deal while doing so. Giving entertainment a second life, nostalgia meets discovery. A store for all ages. Contact Digi-Buzz if interested in talking with someone at Disc Replay Davenport/Rockford or Mega Replay Bloomington/Peoria

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