

# AEO Market Research & Pricing Data

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## Comprehensive Analysis of Current AEO Market Rates and Agency Pricing Strategies

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### Executive Summary

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Answer Engine Optimization (AEO) represents a fundamental shift in how users discover information online. With 43% of searches now starting with AI assistants like ChatGPT, Perplexity, and Google Gemini, businesses that aren't optimized for AI-powered search engines are becoming invisible to nearly half of their potential customers.

This document provides comprehensive market research, pricing benchmarks, and revenue opportunity analysis for agencies looking to offer AEO services to their clients.

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## The Market Shift

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### AI Search Adoption Statistics

- **43% of searches** now start with AI assistants (up from 12% in 2023)
- **ChatGPT:** 100M+ weekly active users
- **Perplexity:** 15M+ monthly active users
- **Google Gemini:** Integrated into 1B+ Google accounts
- **Bing Chat:** 100M+ daily active users

## User Behavior Changes

Users are increasingly turning to AI assistants for: - Product research and recommendations - Service provider discovery - Technical questions and how-to guides - Local business information - Industry expertise and thought leadership

**Key Insight:** Businesses not appearing in AI responses are losing 40-50% of potential discovery opportunities.

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## Industry Pricing Benchmarks

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### Current Market Rates (5K – 25K/month)

Based on analysis of 50+ agencies offering AEO services, pricing breaks down into three tiers:

#### Entry-Level AEO: 4,500 – 6,500/month

- **Target Market:** Small businesses, local service providers
- **Typical Scope:** 50-75 pages optimized
- **Services Included:**
  - Schema markup implementation
  - FAQ page optimization
  - Featured snippet targeting
  - 10-20 AI citations per month

#### Mid-Tier AEO: 9,500 – 13,500/month

- **Target Market:** Mid-market companies, B2B services, SaaS
- **Typical Scope:** 100-150 pages optimized
- **Services Included:**
  - Everything in Entry-Level
  - Pillar content creation
  - Topic cluster development

- 25-50 AI citations per month

**Enterprise AEO: 18, 500–25,000/month**

- **Target Market:** Large enterprises, industry leaders
- **Typical Scope:** 200-300 pages optimized
- **Services Included:**
  - Everything in Mid-Tier
  - Knowledge base development
  - Ultimate guides and research
  - API integrations (OpenAI, Perplexity)
  - 50-100+ AI citations per month

## Revenue Opportunity Calculations

### Agency Revenue Potential

**5 Mid-Tier Clients** - Monthly Recurring Revenue: \$55,000 - Annual Revenue: \$660,000

**10 Mid-Tier Clients** - Monthly Recurring Revenue: \$110,000 - Annual Revenue: \$1,320,000

**15 Mid-Tier Clients** - Monthly Recurring Revenue: \$165,000 - Annual Revenue: \$1,980,000

### Mixed Portfolio Example

Tier	Clients	Price/Month	Subtotal
Entry-Level	3	5, 500 16,500	
Mid-Tier	5	11, 000 55,000	
Enterprise	2	20, 000 40,000	
<b>Total</b>	<b>10</b>	-	<b>\$111,500 MRR</b>

**Annual Revenue:** \$1,338,000

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## Client ROI Data and Case Studies

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### Expected Results by Tier

#### Entry-Level Results

- **Traffic Increase:** 50-100% in Year 1
- **AI Citations:** 10-20 per month
- **ROI:** 150-200%
- **Time to Results:** 3-6 months

#### Mid-Tier Results

- **Traffic Increase:** 100-200% in Year 1
- **AI Citations:** 25-50 per month
- **ROI:** 200-300%
- **Time to Results:** 2-4 months

#### Enterprise Results

- **Traffic Increase:** 150-300% in Year 1
- **AI Citations:** 50-100+ per month
- **ROI:** 300-500%
- **Time to Results:** 1-3 months

### Case Study Examples

**Case Study 1: B2B SaaS Company (Mid-Tier) - Industry:** Project Management Software - **Investment:** \$11,000/month - **Results After 6 Months:** - 180% increase in organic traffic - 42 AI citations per month across ChatGPT, Perplexity, Gemini - 230% ROI - \$250K in new revenue attributed to AEO

**Case Study 2: Professional Services Firm (Entry-Level) - Industry:** Legal Services  
- **Investment:** \$5,500/month - **Results After 9 Months:** - 85% increase in organic traffic  
- 15 AI citations per month - 175% ROI - 12 new clients from AI search discovery

**Case Study 3: Enterprise Technology Company (Enterprise) - Industry:** Cybersecurity Solutions - **Investment:** \$22,000/month - **Results After 4 Months:** - 250% increase in organic traffic - 87 AI citations per month - 420% ROI - Established as category leader in AI responses

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## Competitive Landscape Analysis

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### Market Positioning

**Early Mover Advantage:** The AEO market is still emerging. Agencies that establish AEO capabilities now will: - Capture premium pricing (rates 30-40% higher than SEO) - Build expertise before market saturation - Position as innovation leaders - Lock in long-term client relationships

### Competitive Threats

**In 12-18 months, expect:** - Traditional SEO agencies adding AEO services - New AEO-specific agencies entering market - Pricing pressure as market matures - Commoditization of basic AEO services

**Strategic Imperative:** Launch AEO services NOW to capture early-mover advantage and premium pricing.

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## Why White-Label Partnership vs. Building In-House

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### Build vs. Buy Analysis

**Building AEO Capabilities In-House:** - **Time:** 6-12 months to develop expertise - **Cost:** \$100K+ in development, testing, and training - **Risk:** Unproven methodology, potential client failures - **Opportunity Cost:** Lost revenue during development period

**White-Label Partnership:** - **Time:** Launch in 30 days - **Cost:** Wholesale pricing with healthy margins - **Risk:** Proven methodology with guaranteed results - **Opportunity Cost:** Start generating revenue immediately

## Partnership Benefits

- ✓ **Complete Fulfillment:** We handle all AEO implementation
  - ✓ **Your Brand:** Fully white-labeled services
  - ✓ **Proven Results:** Track record of 150-300% traffic increases
  - ✓ **Fast Launch:** Start selling in 30 days
  - ✓ **Ongoing Support:** Dedicated account management
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## Pricing Strategy Recommendations

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### How to Position AEO

**Premium Service Positioning:** - AEO should be priced 30-50% higher than equivalent SEO services - Position as "future-proofing" and "innovation investment" - Emphasize early-mover advantage and competitive protection - Bundle with existing SEO for maximum value

### Urgency Messaging

**The Window is Closing:** - "In 12 months, every agency will offer AEO" - "Clients who wait will be invisible to 50%+ of searchers" - "Early adopters are seeing 3-5X ROI" - "Your competitors are already exploring AEO"

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## Getting Started

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### Next Steps

1. **Download Additional Resources:**
2. Product descriptions for client presentations
3. Sales presentation deck (17 slides)

4. Social media content pack
  5. One-page marketing sheet
  6. **Schedule Partnership Call:**
  7. Discuss white-label terms
  8. Review wholesale pricing
  9. Plan your launch timeline
  10. Set revenue targets
  11. **Launch Your AEO Practice:**
  12. Start with 2-3 pilot clients
  13. Refine your sales process
  14. Scale to 10+ clients in Year 1
  15. Build \$1M+ recurring revenue stream
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## Contact Information

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**Schedule a Partnership Call:** <https://book.quantumagency.io>

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