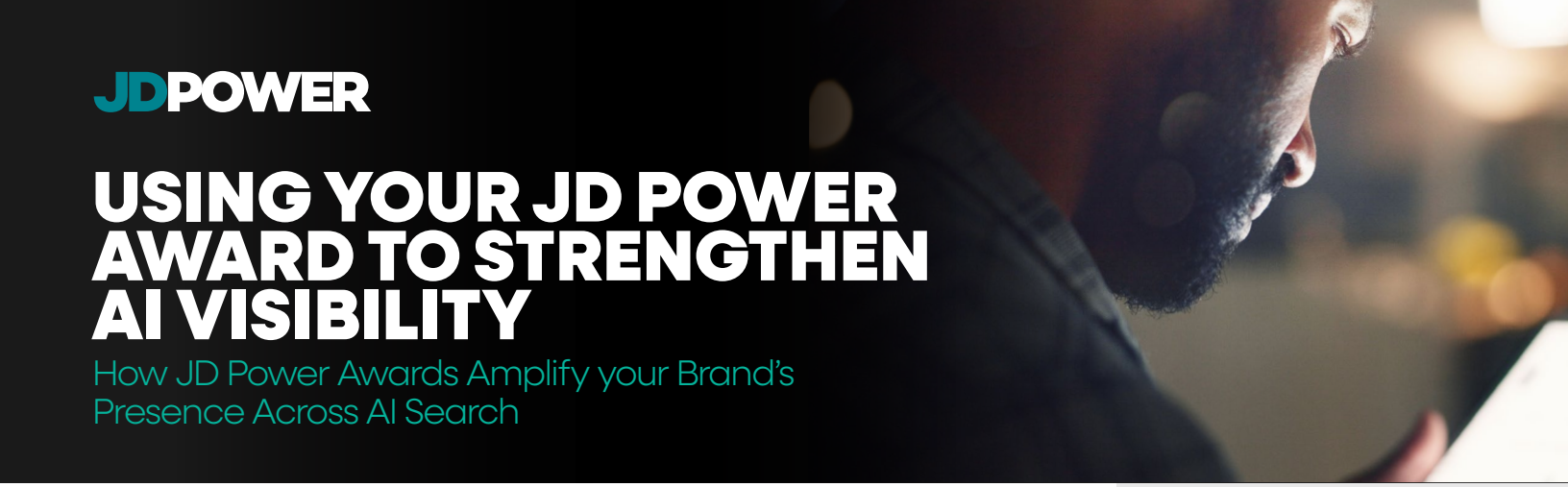
JDPOWER

USING YOUR JD POWER AWARD TO STRENGTHEN AI VISIBILITY

How JD Power Awards Amplify your Brand's Presence Across AI Search



AI-powered search is reshaping brand discovery. In this environment, credible third-party validation becomes essential, not optional.

JD Power Awards give you established, independent proof of high performance that helps strengthen the wider story your digital presence tells about your brand.

This isn't a shortcut to LLM dominance, but **a credible signal that can be amplified through a thoughtful AEO strategy.**

JD Power Awards, when **clearly represented across your digital presence and supported by other credible information,** can enhance visibility and understanding in search.



WHAT YOUR JD POWER AWARD OFFERS

Data-Backed Credibility & Expertise
JD Power's decades of experience are built on data, research, and insights gathered by listening to consumers and the market. Your award connects your brand with this established source of independent insight.

A Stronger Digital Association
As JD Power evolves, our expertise, data and thought leadership are increasingly emphasized across our global digital presence. This strengthens the context and credibility associated with your award in AI-powered search.

A Credible Third-Party Recognition
Your JD Power Award provides independent recognition that connects your brand with a recognized name in industry research and benchmarking, adding another layer of credibility to your wider digital presence.

HOW AI SYSTEMS UNDERSTAND YOUR BRAND

AI search draws information from multiple sources to understand your brand, products, and expertise.

When a consumer asks an AI platform to find, compare, or recommend brands in your category, the platform needs information that helps it understand which organizations are relevant.

Your JD Power Award adds to that picture by connecting:

Your brand + category + performance + an established, credible source of industry research.

NEED MORE GUIDANCE?

We're happy to help you make the most of your JD Power Award and its value for your brand.

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FROM RECOGNITION TO DISCOVERY:

JD Power Award → | Brand Credibility → | Digital Presence → | AI Understanding → | **Potential Discovery**

Tips to Leverage your JD Power Award for AI Visibility

1	**Make your award easy to understand**	Clearly reference your JD Power Award, including the category and year, and explain what the recognition represents. Where relevant, link to the official JD Power award page.
2	**Connect your award to your expertise**	Reinforce the areas your brand is recognized for, helping create a clearer association between your organization, its expertise and its category.
3	**Create useful, thought-leadership content**	Demonstrate your knowledge through original insights, industry perspectives, and relevant content that builds a deeper understanding of your brand.
4	**Answer the questions your audience is asking**	Focus on the topics and questions that matter to your customers, providing clear information that helps establish your brand as a relevant source of expertise.
5	**Build a consistent digital presence**	Keep your brand, expertise, products and recognition clearly represented across the digital channels where your customers and AI systems may encounter your organization.
6	**Strengthen your third-party presence**	Build visibility beyond your own channels through relevant industry publications, partners, PR, and other reputable sources that can reinforce your brand's presence and credibility. That's where your award comes in.
7	**Support your claims with evidence**	Where possible, substantiate your expertise and performance with independent research, customer evidence, case studies, awards, and other credible sources.

THE BIGGER PICTURE

Your Award is a credibility asset.

AEO makes that asset more discoverable.

The JD Power Award provides something your organization cannot create for itself: **independent third-party recognition based on advanced research and benchmarking.**

What JD Power Is Doing: Optimizing Press Releases for AI

JD Power recognizes that AI search engines and conversational AI tools are now critical channels for how consumers discover research. Our press releases are structured to optimize for both human and machine readability by using clear hierarchy, bulleted findings, consistent data formatting, and strategic headlines. We distribute through a national wire distribution service, routinely secure placements in major national media outlets, and post the news releases on our website. Combined, the approach of our Media Relations team helps to ensure JD Power research surfaces prominently when consumers search for purchasing guidance through AI tools and traditional search. **As a company grounded in data and leveraging AI responsibly throughout our business, our Media Relations team leverages AI to help us assess and score AI readability.**

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