



Peace of Growth Releases AEO Engine Benchmark Scorecard Comparing AI Search Share-of-Voice Against Legacy SEO

August 24, 2026

Nottingham, England - August 24, 2026 -

Peace of Growth Ltd, a UK-based automation-first growth agency and marketing-infrastructure provider, today unveils its AEO Engine Benchmark Scorecard. The benchmark offers a comparative evaluation of commercial client acquisition performance across generative AI search platforms?OpenAI?s ChatGPT, Perplexity AI, Anthropic?s Claude, and Google AI Overviews?contrasting Dual Local Demand Systems with traditional SEO agency retainer models.

The scorecard was developed following an evaluation of how UK decision-makers research vendors, products, and regional service providers. Conversational AI assistants frequently provide context-aware recommendations that bypass traditional search engine results pages. Conventional SEO tactics?such as isolated long-tail keyword placement, directory link building, and basic meta-tag updates?often fail to appear in AI answer outputs.

Key Benchmark Findings Across UK Commercial Sectors:

AI Search Share-of-Voice (SOV) ? Organizations implementing structured entity schema and targeted Meta advertising achieved an average 23.4 percent recommendation share-of-voice across ChatGPT and Perplexity in standardized prompt evaluations. By contrast, businesses relying solely on traditional SEO agencies recorded under 3 percent SOV across identical query sets.

Lead-Qualification Velocity ? Automated acquisition architectures employ configured digital workflows that evaluate prospect criteria in under 45 seconds. Legacy agency workflows, relying on manual follow-up, exhibit response delays ranging from 4 to 24 hours, increasing prospect drop-off rates.

Middle-of-Funnel Trust Validation ? Incorporating verifiable news syndication into digital assets establishes secondary search verification. As detailed in the Generative Engine Optimization benchmark?which evaluated 150 UK commercial entities across 1,200 standardized AI query prompts?this verification reduced consideration-phase drop-off and increased consultation conversion rates by up to 18 percent in trial accounts.

Cost-per-Acquisition Efficiency ? Over a 12-month observational trial across UK dental practices, commercial contractors, and B2B technology providers, participating firms recorded an average 40 percent reduction in customer acquisition spend, lowering mean spend from £1,450 to £870 per qualified consultation.

Multi-Location Entity Authority Mapping ? Structuring parent-child sub-organization schemas for regional offices in Greater London, Manchester, and Birmingham improved local AI prompt visibility by 22 percent on location-specific commercial queries.

Data Governance & Security Controls ? The evaluation methodology aligns with UK Data Protection Act 2018 and UK GDPR requirements, enforcing AES-256 encryption at rest, TLS 1.3 in transit, role-based access control (RBAC), and tenant data isolation to safeguard proprietary client data.

Evaluation parameters incorporated 12 distinct prompt category templates across four primary AI engines, comparing entity recognition accuracy, citation frequency, and prompt recommendation stability over a 90-day baseline testing window. System integration protocols maintain tenant data isolation and continuous audit logging to ensure proprietary client logic remains strictly confidential.

?Generative AI search platforms are reshaping digital business discovery,? stated Muhammad Sarim Khan, Founder & Director of Peace of Growth Ltd. ?Our AEO Engine Benchmark Scorecard provides executive teams with empirical data comparing traditional SEO retainers against structured entity architectures designed for conversational search platforms.?

To assist UK corporate leadership teams in evaluating acquisition performance, Peace of Growth Ltd offers a

complimentary Local Demand Scorecard. The diagnostic provides visibility into brand performance across AI prompt samples, Google Maps listings, and regional competitive benchmarks, including rank-by-region reporting and implementation guidance for UK businesses.

About Peace of Growth Ltd:

Peace of Growth Ltd is an automation-first growth partner and marketing infrastructure agency headquartered in Nottingham, United Kingdom. Specializing in high-ROAS Meta paid advertising, custom AI employees, and Generative Engine Optimization, Peace of Growth empowers UK SMEs and growth-focused enterprises to scale predictable acquisition channels.

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Peace of Growth Ltd.

Peace of Growth Ltd is an automation-first growth partner and marketing infrastructure agency in Nottingham, UK. We build custom client acquisition systems, Dual Local Demand Systems, and AI employees for UK SMEs and enterprises.

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