

# Don't Chase Channels, Diagnose What Matters.

AI is changing how customers discover brands, but the right strategy starts with understanding your main business challenge.

Take this **5-minute quiz** to identify whether your biggest challenge is awareness, conversion, or retention and to understand whether you should prioritize traditional SEO, AI optimization, or both.

## How it works

This quiz evaluates your performance across three key stages of the customer journey:



### Awareness (Discovery)

Can customers find you in search and AI?



### Conversion (Decision)

Do they choose you when evaluating options?



### Retention (Loyalty)

Do they come back and continue engaging?

## Instructions

Answer each question based on your current performance.

A = **4 points**   C = **2 points**

B = **3 points**   D = **1 point**

Track your score for each section and calculate your total at the end.



# Awareness (Discovery)

How visible are you across search and AI-driven discovery, and what's limiting your reach?

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## 1. Where does most customer discovery happen?

- A. Organic search and/or AI tools are strong channels for us, and we're already visible there
- B. Organic search is working, but visibility still has room to grow
- C. Search brings in some discovery, but it's inconsistent or weak
- D. We don't know where discovery happens, or search/AI visibility is minimal

## 2. What kind of search demand are you capturing?

- A. A healthy mix of branded and non-branded traffic, with growing brand recognition
- B. Mostly non-branded/category traffic (people find us through topics, not by name)
- C. Mostly branded traffic (people who already know us can find us, but new discovery is limited)
- D. Very little meaningful search traffic overall

## 3. When people search your most important topics on Google or in AI tools, how often do you show up?

- A. We appear consistently across search and/or AI-generated answers
- B. We appear in search, but AI visibility is inconsistent or untested
- C. Competitors are being surfaced more often than we are
- D. We rarely appear at all for our core topics

## 4. What's your site's domain authority or backlink strength?

- A. Strong authority (established backlink profile, brand mentions, and trusted signals)
- B. Moderate authority (some credibility exists, but it's not a clear advantage)
- C. Limited authority (low backlink strength or weak third-party validation)
- D. Very weak authority, or we haven't assessed it at all

## 5. Which issue best describes your biggest awareness challenge today?

- A. We're visible now, but need to protect and expand our position
- B. We're capturing search demand, but not creating enough branded demand
- C. We have some visibility, but authority, content gaps, or AI presence are holding us back
- D. The foundation is weak (technical issues, low visibility, or unclear channel performance)

## 6. Which statement best describes your discovery strategy right now?

- A. We actively monitor search and AI visibility and know where we need to expand next
- B. We have a solid SEO foundation, but haven't fully adapted for AI visibility yet
- C. We rely on search somewhat, but aren't consistently earning visibility or trust
- D. We're not yet set up to compete in search or AI discovery effectively



# Awareness (Discovery)

How visible are you across search and AI-driven discovery, and what's limiting your reach?



## **Quick Insight:**

**20–24 points:** Strong awareness foundation

**15–19 points:** Good visibility, but clear expansion opportunities

**10–14 points:** Awareness gaps are limiting discovery

**6–9 points:** Your brand is difficult to find or diagnose today

## **20–24: Awareness Leader**

*You have a strong discovery foundation and are already showing up where buyers look.*

**What this means:** Your brand has visibility, credibility, and momentum across search, and likely has a real opportunity to expand further into AI discovery.

**Next Move:** Protect what's working, monitor cross-platform visibility, and build into adjacent topic areas before competitors do.

## **15-19: Visibility Growth Opportunity**

*You've built meaningful awareness, but the next layer of growth is still open.*

**What this means:** Search is working, but authority, AI visibility, or branded demand may not be as strong as they need to be.

**Next Move:** Prioritize the biggest gap: domain authority, AI readiness, or brand demand creation.

## **10-14: Awareness Gap**

*Your brand is being discovered inconsistently.*

**What this means:** You may have some search presence, but you're not yet winning enough visibility on core topics, and competitors may be surfacing first.

**Next Move:** Strengthen the foundations: content depth, authority signals, technical health, and topic coverage.

## **6-9: Discovery Breakdown**

*You don't have a reliable awareness engine yet.*

**What this means:** Your issue may be weak SEO, low authority, poor measurement, or uncertainty around whether search is even a meaningful acquisition channel for you.

**Next Move:** Start with the basics: fix technical blockers, clarify attribution, and identify whether SEO/AI should be a core growth channel.



# Conversion (Decision)

Where is conversion breaking down and how severe is the issue?

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## 7. Where does the biggest drop-off happen in your funnel?

- A. We get leads or trials, but close rates are lower than they should be
- B. People engage with content, but don't convert
- C. People find us, but don't engage
- D. We're not sure where the biggest drop-off happens

## 8. When visitors land on your site, what do they typically find?

- A. Strong content with clear next steps
- B. Helpful content, but it doesn't fully support decision-making
- C. Decent content, but no clear path forward or conversion action
- D. Thin, generic, or overly promotional content that doesn't answer real questions

## 9. How well do you support the consideration stage (when buyers are comparing options)?

- A. Strong (clear differentiation, comparisons, and proof points are easy to find)
- B. Moderate (some comparison or proof exists, but not consistently)
- C. Limited (key buyer questions are only partially answered)
- D. Weak (buyers can't clearly understand why to choose you)

## 10. How effectively are you building trust at the point of decision?

- A. Strong, reviews, case studies, and proof are visible and compelling
- B. Moderate, some trust signals exist, but not consistently surfaced
- C. Limited, proof exists, but is hard to find or not persuasive
- D. Weak, we lack the credibility signals needed to build confidence

## 11. When potential customers research your brand, what do they typically find?

- A. Minimal reputation issues, branded search and third-party signals are mostly positive
- B. Review platforms, ratings or reviews could be stronger (G2, Trustpilot, Google, etc.)
- C. Comparison or third-party content, "alternatives" pages or reviews frame us unfavorably
- D. Branded search results, negative press, complaint pages, or review sites dominate page 1

## 12. Which best describes your overall conversion challenge today?

- A. Small gaps in conversion performance, but the foundation is strong
- B. Buyers show interest, but the consideration journey needs stronger content and proof
- C. Traffic or leads are reaching us, but trust, clarity, or differentiation is weak
- D. The funnel is breaking down due to deeper issues like poor content quality, intent mismatch, reputation, pricing, or UX friction



# Conversion (Decision)

Where is conversion breaking down and how severe is the issue?



## **Quick Insight:**

**20–24 points:** Conversion foundation is strong

**15–19 points:** Some decision-stage friction is reducing performance

**10–14 points:** Multiple conversion barriers are limiting results

**6–9 points:** The funnel is breaking down before the decision is made

## **20–24: Conversion Leader**

*Your decision-stage experience is doing its job.*

**What this means:** Visitors can understand your value, trust your brand, and take the next step with confidence.

**Next Move:** Refine high-intent pages and strengthen your visibility in AI-driven recommendations and branded search.

## **15-19: Conversion Friction**

*You have demand, but some parts of the journey are slowing buyers down.*

**What this means:** The fundamentals are there, but gaps in messaging, proof, or user flow are reducing conversion efficiency.

**Next Move:** Prioritize the biggest point of friction, consideration content, trust signals, or CTA clarity.

## **10-14: Decision-Stage Gap**

*Prospects are interested, but not convinced.*

**What this means:** People are reaching the evaluation stage, but key questions around value, differentiation, and confidence aren't being answered well enough.

**Next Move:** Strengthen comparison content, case studies, reviews, and decision-stage messaging.

## **6-9: Conversion Breakdown**

*Your conversion problem is more than a minor optimization issue.*

**What this means:** Visitors are arriving, but content quality, trust, reputation, UX, or operational friction is preventing action.

**Next Move:** Audit the full path from landing to close, including content quality, intent match, branded SERP, reviews, pricing, and sales friction.



# Retention (Loyalty)

How well do you retain and re-engage your audience?

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**13. Where are you primarily losing customers after the first conversion?**

- A. Minor drop-off, most customers continue engaging or returning
- B. Between interactions, some customers return, but not consistently
- C. After initial engagement, usage or interest drops off over time
- D. Immediately after first purchase or signup, no repeat behavior

**14. What does post-purchase behavior typically look like after the first conversion?**

- A. Strong repeat engagement or purchases
- B. Occasional return visits or purchases, but inconsistent
- C. They browse or engage, but rarely take action again
- D. They disappear completely after the first interaction

**15. How well are you reinforcing value after the first conversion?**

- A. Clearly, customers are guided to value and next steps
- B. Somewhat, value is communicated, but not consistently
- C. Weakly, customers must figure things out on their own
- D. Poorly, no structured onboarding, education, or follow-up

**16. What is the biggest reason customers don't return or continue?**

- A. Occasional friction (timing, price, or competing priorities)
- B. Lack of ongoing engagement or reminders
- C. They don't fully understand how to get continued value
- D. Poor experience, unmet expectations, or loss of trust

**17. How strong is your post-conversion engagement strategy?**

- A. Strong, lifecycle emails, education, and re-engagement are in place
- B. Moderate, some follow-up exists, but not fully structured
- C. Limited, occasional outreach, but not strategic
- D. None, no real retention or lifecycle strategy

**18. Which best describes your overall retention challenge?**

- A. Retention is strong, with only small gaps to optimize
- B. Customers return, but not as often as they should
- C. Customers engage early but lose momentum over time
- D. Customers do not return, and retention is a major issue



# Retention (Loyalty)

How well do you retain and re-engage your audience?



## Quick Insight:

**20–24 points:** Strong retention and loyalty

**15–19 points:** Some retention, but inconsistent

**10–14 points:** Clear retention gaps

**6–9 points:** Customers are not being retained

## 20–24: Retention Leader

*You're successfully turning customers into repeat users and long-term value.*

**What this means:** Customers are not only converting, they're coming back, engaging, and building loyalty.

**Next Move:** Scale retention through personalization, advocacy, and lifecycle optimization.

## 15-19: Retention Friction

*Customers return, but not consistently.*

**What this means:** You have a solid foundation, but gaps in engagement, education, or follow-up are limiting repeat behavior.

**Next Move:** Strengthen lifecycle touchpoints and reinforce value post-conversion.

## 10-14: Retention Gap

*Customers engage once, but momentum fades.*

**What this means:** There's a disconnect between initial interest and long-term value.

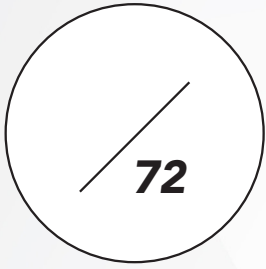
**Next Move:** Invest in onboarding, education, and re-engagement strategies.

## 6-9: Retention Breakdown

*You're not building lasting customer relationships.*

**What this means:** Customers convert once, and then disappear.

**Next Move:** Audit the full post-conversion journey, onboarding, product experience, lifecycle marketing, and perceived value.



# Final Score



## **60-72: Full-Funnel Leader**

*Strong performance across discovery, decision, and retention.*

**Next Step:** Scale and expand into AI-driven experiences.



## **45-59: Strong but Unbalanced**

*Good performance with gaps across the funnel.*

**Next Step:** Improve weakest stage.



## **30-44: Growth Opportunity**

*Foundational presence, but limited impact.*

**Next Step:** Invest in SEO, content, and UX.



## **18-29: Visibility Gap**

*Limited performance across all stages.*

**Next Step:** Build a full-funnel strategy.

## **Key Takeaways**

Success today requires visibility across:  
**Search engines + AI-driven platforms**

And across the full journey:  
**Discovery → Decision → Loyalty**



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