



Luxury in the Age of AI Search

How do top luxury brands perform in Generative Search (GEO) in 2026 ?



AGENDA



KEY
FINDINGS



SCOPE &
METHODOLOGY



BENCHMARK
RESULTS



ACTIONS
PLAN



ABOUT
CONVERTEO

AGENDA



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Gartner prediction: Decline in search engine traffic by 2026

The rise of AI answer engines will radically transform traffic acquisition.

-25%

Luxury brands must adapt to a new entry point into their brand universe

“

The strength and long-term success of leading Luxury Houses lie in their ability to shape aesthetic trends and engage a demanding clientele through compelling brand narratives.

The rise of Conversational Artificial Intelligence is now transforming the very first point of contact with customers.

As a result, industry players must design digital experiences that maintain the quality and personalization of high-end interactions, while enabling a more accurate and predictive understanding of each customer's needs and intentions.

”

X LLMs and Agentic Commerce: Risks and Opportunities

A NEW ENTRY POINT OVER WHICH LUXURY HOUSES HAVE LIMITED CONTROL...

- **Generic LLM interfaces** with limited visual richness
- **Lack of control** over storytelling and customer experience standards
- Intermediation of the **customer relationship**

...YET CREATING OPPORTUNITIES FOR MORE ENGAGING DIGITAL INTERACTIONS

- **More insights** to understand buyers' intentions
- **Personalized experiences** for a larger number of clients
- Higher level of e-commerce **customer support**: more available, more interactive, more seamless

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X 10 Houses evaluated across 5 key dimensions of GEO performance...

VISIBILITY

DEFINITION: Measurement of the **centrality** of the brand in the response (structuring actor) vs a simple anecdotal mention in the middle of a list.

CALCULATION RULE: Score from 0 to 5 indexed to frequency of appearance, position (Top 3) and narrative role (main or secondary subject).

NARRATIVE LOYALTY

DEFINITION: AI's ability to reproduce **the semantic DNA** of the House without simplification or dissonance.

CALCULATION RULE: Score from 0 to 5 evaluating lexical alignment with luxury codes and the absence of "mass market" terms or aggressive promotions.

FACTUALITY

DEFINITION: Verification of data accuracy and **absence of hallucinations** (collaborations, non-existent products) to guarantee credibility.

CALCULATION RULE: Score from 0 to 5 penalized by each factual error (date, history) or pure invention of product/service by the model.



QUALITY OF SOURCES

DEFINITION: Ratio of citations from **official channels** (controlled) vs third-party platforms (retailers) to ensure the sovereignty of the narrative.

CALCULATION RULE: Score from 0 to 5, rewarding proprietary sources and penalizing the predominance of resellers or marketplaces.

ACTIONNABILITY

DEFINITION: Potential of the response to transform information into a concrete **lever for action** (site/store visit) to prepare for agentic commerce.

CALCULATION RULE: Score from 0 to 5 measuring the presence, precision and friction reduction of the "Next Steps" offered to the user.

X ...through 40 questions at different stages of the conversion funnel...

30 GENERAL QUESTIONS
TO ALL HOUSES

10 SPECIFIC QUESTIONS
TO EACH HOUSE

« Which luxury brands are most popular with Gen Z and Gen Alpha? »

« Which Hermès leathers age best for everyday use, and why? »

« How can I check stock or reserve a specific size/color in a nearby boutique before visiting? »

X ...asked at the two leading LLMs on the market

 **ChatGPT**

800 M weekly active users

68% of market share (AI Traffic)

 **Gemini**

450 M weekly active users

18,2% of market share (AI Traffic)

The study focuses on **CHATGPT** and **GEMINI** because they represent **86% OF THE GLOBAL AUDIENCE***. Controlling visibility on these two platforms allows you to cover most of the reputational risk and acquisition opportunities in 2026.

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Global view

How top luxury brands perform in Generative Search (GEO) in 2026 ?





Detailed view

How top luxury brands perform in Generative Search (GEO) in 2026 ?

										
VISIBILITY 35%	68	66	62	57	59	56	54	55	55	50
NARRATIVE LOYALTY 20%	74	70	61	56	53	58	55	52	54	48
FACTUALITY 20%	77	73	64	62	65	64	57	60	57	51
ACTIONABILITY 10%	44	52	40	45	43	49	39	46	39	45
QUALITY OF SOURCES 15%	15	16	26	36	17	15	27	12	14	13
TOTAL SCORE 100	61	59	54	53	51	51	49	48	47	44



Global Learnings



BRAND VISIBILITY in responses remains highly **CORRELATED WITH BRAND AWARENESS**, reflecting to date limited content optimization efforts for LLMs:

- LLMs are trained on massive data corpora. The greater a brand's economic footprint, the more literature it generates (financial reports, press articles, market analyses), increasing its likelihood of being cited.
- The three Houses with the highest visibility scores over general questions are over 100 years old (Hermès 1837, Louis Vuitton 1854, Chanel 1910). This longevity creates a stable explanatory context within the training data.



LLMs PARTIALLY RELY ON THIRD-PARTY SOURCES, which affects the factual accuracy and faithfulness of responses, particularly for lower-funnel and brand-specific queries.



This reliance on third-party sources also limits the **ACTIONABILITY OF RESPONSES**, which stands out as the main area for **IMPROVEMENT** across all the Houses analyzed

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**ABOUT
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Converteo, strategic partner to support you throughout your AI transformation journey

KEY FIGURES

› FOUNDED IN 2007

+200 major accounts

+450 expert consultants

› INTERNATIONAL PRESENCE

- Paris
- Madrid
- New York
- Toronto
- Shanghai

OUR UNIQUE VALUE PROPOSITION

› END-TO-END APPROACH

From strategy to deployment and operationalization of initiatives, by your side.

› TECHNOLOGIES EXPERTISE

Data experts for two decades. Mastery of AI technological fundamentals: cloud, governance, quality, architecture, security.

› BUSINESS & TECH ENABLER

Dual business and technological expertise built into who we are and how our teams work.

› MEASUREMENT & ROI CULTURE

An analytics and performance measurement-centered culture, guiding all of our initiatives.

› AI & AGENTIC LEADER

Google and OpenAI partner, use cases deployed at scale across all our clients.

X AI, Gen AI and Agentic at Converteo

AUGMENTED AI TEAMS

+95

data and AI experts (prompt engineers, data scientists, data engineers, analytics engineers, etc.)

60+

recruitment of AI experts in 2026

100%

consultants equipped with a Google **AgentSpace license** to create personal agents, and 25% who use Gemini daily

CLIENTS & REFERENCES

+50

AI and Agentic projects in 2025

AI Roadmap

GenAI Lab and Agentic AI R&D

Multi-agent virtual customer service

Content Factory

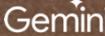
Virtual customer advisor

Creation of a comparison tool...

L'ORÉAL   SAMSUNG

 CHANEL orange  ENGIE  ERDOREAN

MULTIPLE TECH PARTNERS.

 Google Cloud  Gemini

 Microsoft Azure  OpenAI

 aws  MISTRAL AI_

 ILLUIN TECHNOLOGY  solers:  Lovable

 LangChain  DUST crewai

 Giskard  Guardrails AI

THOUGHT LEADER



Event
Roadmap AI Marketing

500

executives

40

speakers

15

conferences



Podcast - **Changement d'époque en cours**

1st

french tech podcast



Newsletter
Filter IA

50

editions

4.5k

LinkedIn followers



Our footprint in the luxury sector

100%

We support 100% of the top 20 French luxury brands.

30%

A significant portion of our overall revenue is generated from clients in the luxury & beauty sector.

Our experts regularly publish analyses on the sector



2025 Barometer of Omnichannel Excellence in Luxury



Data and AI in the luxury industry: towards a new era of excellence



MMM: A personalized compass for luxury brands to accelerate brand and business



GEO 2026 barometer in the luxury sector

X Our offerings and client references within the luxury industry, covering a wide range of marketing and technology challenges

DATA & DIGITAL

E-COMMERCE & OMNICHANNEL

CRM & CUSTOMER CENTRIC TRANSFORMATION

CUSTOMER JOURNEYS & ANALYTICS

DATA & PRIVACY

MEDIA & SEO / GEO

TRAINING & ACCULTURATION

AI, GEN AI, AGENTIC

AI USE CASE ROADMAP

POC FOR AI AGENTS

BUILDING THE AGENTIC STACK

OUR REFERENCES

Chopard

LVMH

KENZO

SAINT LAURENT

KERING

RIMOWA

CELINE
Van Cleef & Arpels

GUERLAIN

HERMÈS
CHAUMET

BVLGARI

HERMÈS
PARIS

BOUCHERON

SEPHORA

RICHEMONT

TAG
HEUER

CC



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