

GenDiscover

The web is turning into a conversation.

Readers start — and end — their journey inside an AI. Google AI Overviews, ChatGPT, Perplexity, Copilot: each answers without sending a click.



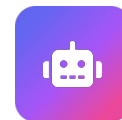
AI-first

How readers now discover and consume



Zero-click

Answers inside the AI — no referral traffic



Your content

Powers the answers, not your business

Readers don't just read anymore.

Consumption has expanded. Readers chat with articles, ask AI to synthesize on demand, and increasingly want to listen — not just read.



CONVERSATIONAL

AI Chat

Readers ask, follow up, and explore — the way they already do with ChatGPT.



GENERATIVE

AI-generated content

Summaries and explainers synthesized on demand, grounded in your archive.



AUDIO

Voice & listen

Hands-free consumption while driving, walking, cooking — a moment text-only misses.

Fight the AI wave — or ride it.

OPTION A

Do nothing

Users leave for a general AI. Answers, ads, and revenue are all captured there. Your content trained the model that replaced you.

- Losing referral traffic
- Zero conversational revenue
- Content monetized off-site

OPTION B

Bring the AI on-site

An AI agent that knows your content, answers your readers' questions, and monetizes the conversation — on your domain.

- Readers stay on your site
- New AI-native ad revenue
- You own the relationship

GenDiscover: AI agents on your site.

An AI librarian that knows your entire archive — answering, recommending, and monetizing while keeping the reader on your site.



AI Search

Intelligent answers sourced from your entire article library — far more useful than keyword matching.



AI Chat

Conversational discovery grounded in your archive. Bounces become long reading sessions.



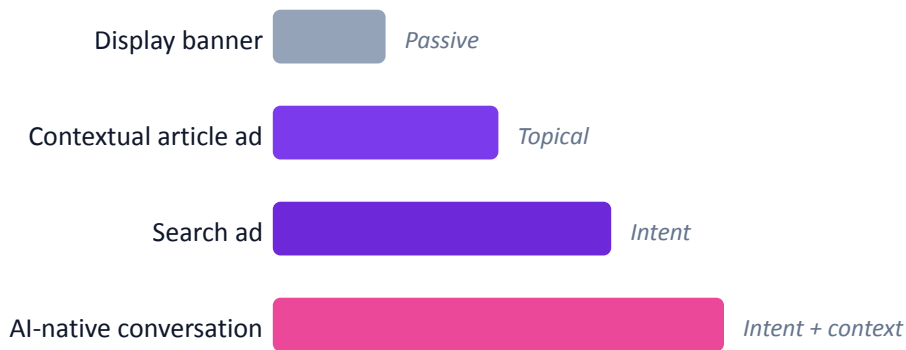
AI-Native Ads

Contextual chat ads inside the conversation — a new inventory type built for live intent.

High intent. Higher CPM.

A reader who types a question has declared intent. That's a premium signal — and it commands premium pricing.

Relative ad value by signal



Illustrative — relative ad-value ranking, not exact CPM multiples.

Why conversational wins

Explicit intent

The reader told you what they want.

Full context

Article + question = rich targeting.

Moment of decision

Served mid-evaluation.

Additive to your stack — not a replacement.

GenDiscover doesn't compete with your existing ad stack. It opens a new surface — the agent conversation — where inventory is created from interactions that previously earned nothing.

YOUR EXISTING REVENUE — unchanged

Display

Programmatic

Direct

Subscriptions

Affiliate



NEW — AI-NATIVE INVENTORY

Revenue from agent conversations and AI-native ads — inventory that didn't exist before.

Your readers. Your domain. Your data.

Google, Microsoft and OpenAI pull readers into their chat surfaces. GenDiscover flips the direction: the agent runs on your site, so you keep the session.



Without GenDiscover

- Reader goes to ChatGPT / AI Overview to Chat
- Answer delivered off your site
- Session, data, ad impression — gone
- Content monetized by someone else and zero revenue



With GenDiscover

- Reader asks and chats on your site
- Agent answers with your articles
- Longer sessions = stronger SEO signals
- You keep the reader, data, revenue

A new form of reader engagement.

Chat with content is the new baseline. GenDiscover lets you offer it natively — without giving up the reader.



Longer sessions

Bounces turn into full reading sessions, boosting SEO signals and reader loyalty.



On-brand experience

Your voice, styling, URL — indistinguishable from the rest of your site.



Real-time analytics

Every question, click and conversion tracked in a live publisher dashboard.

Ready to put an AI agent on your site?

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