

## **Wiztrust and GetMint announce a partnership to strengthen the impact of PR in the era of AI Search**

Paris, January 7, 2026

**Wiztrust, the French leader in PR and blockchain certification solutions, and GetMint, a European pioneer in AI-powered brand visibility monitoring and optimization, have formalized a partnership to address the biggest challenge facing communications departments today: becoming the primary source of information for AI assistants and search engines on key topics related to the company and its leaders. This is a strategic imperative, given that 30 to 50% of the information used by AI to shape its responses comes from the media, and therefore from press relations.**

### **AI Search is redefining the rules of visibility for communicators**

The media ecosystem is undergoing an unprecedented transformation: generative AI is gradually replacing traditional search engines as a trusted source of information and is becoming the new reflex for users to learn about companies, leaders and brands.

This shift is confirmed:

- **50% of consumers now actively use AI Search, according to McKinsey**

- **\$750 billion in revenue will flow through AI search by 2028** in the United States.
- **42% of American and European users start their searches with an AI assistant** compared to 24% in January 2024.

Conclusion for communications departments: Digital visibility no longer depends solely on SEO, but on the ability to structure and optimize PR communications in the world of AI.

### **A paradox that intensifies competition for media content in AI**

Two realities now coexist:

1. **30 to 50% of the source content used by AI to answer corporate reputation questions comes from the media**
2. However, **only 20.85% of AI responses display a cited source.**

This gap creates competition: the media feeds into the creation of AI responses, but the battle for visibility is won through the structuring, authority, and monitoring of content.

This is precisely what the Wiztrust × GetMint partnership aims to achieve: giving communicators the tools to stand out where reputation is now built—in AI responses.

### **A unique tech solution for communications professionals and PR teams**

With this partnership, communications departments and PR teams will now be able to:

- Monitor the media sources that feed the AIs
- Optimize their press releases and corporate content for AI Search (GEO)

- Continuously track mentions and quotes from media appearances in AI assistants
- Certify and distribute their content via a secure, multi-channel newsroom
- Measuring the direct impact of PR on AI responses

A pivotal moment when:

- 62% of CMOs (Chief Marketing Officers) are reallocating a portion of their advertising budgets towards AI optimization, according to Gartner.
- The ROI of paid search has declined by 17% since 2024, according to Forrester.
- Generative Engine Optimization (GEO) strategies (also known as AI-powered search engine optimization) can reduce acquisition costs by up to 21% compared to paid search approaches.

This transition opens up a strategic budgetary opportunity: recognizing PR as an effective and direct channel of influence on AI data, and reallocating part of the marketing budgets to corporate communication.

*" Generative AI is becoming a dominant source of brand information and will fundamentally transform how marketing and communications budgets are allocated ," says Raphaël Labbé, President of Wiztrust. " With 30% of digital marketing spending projected to go to AI channels by 2027, compared to 6% in 2023, our technology allows communications departments and PR professionals to become strategic players in this transition."*

*" Artificial intelligence is transforming how brands emerge in the digital space. Thanks to our partnership with Wiztrust, we now offer communications departments a unique capability: using PR to influence AI responses by enhancing their visibility in the media these engines rely on. With proven monitoring and geo-*

optimization tailored to the corporate challenges of large groups, we empower communicators to regain control of data and anticipate the next market disruptions,” adds Joan Burkovic, co-founder of GetMint.

**Key facts**

Indicator	Data	Source
Media sources used by AI for reputation	30–50%	Sectoral studies <sup>[1][2]</sup>
Consumers actively using AI search	50%	McKinsey 2025 <sup>[4]</sup>
Revenue generated through AI search by 2028 (US)	\$750 billion	McKinsey 2025 <sup>[4]</sup>
CMOs reallocating budget towards AI optimization	62%	Gartner 2025 <sup>[5]</sup>
Reduced ROI paid search (2024–2025)	–17%	Forrester 2025 <sup>[5]</sup>
Users starting AI-powered search (US/EU)	42%	Forrester 2025 <sup>[5]</sup>
Reducing acquisition costs (GEO strategies)	–21%	BARC 2025 <sup>[5]</sup>
Media source content for reputation responses	61%	Sectoral studies <sup>[7]</sup>
AI responses actually citing media sources	20.85%	CTR studies <sup>[8]</sup>

Share of digital advertising spending towards AI by 2027	30%	Gartner 2025 <sup>[5]</sup>
Decrease in traffic from traditional channels	20-50%	McKinsey 2025 <sup>[4]</sup>
Users designating AI as their primary source	44%	McKinsey 2025 <sup>[4]</sup>

### **About GetMint**

GetMint is the platform dedicated to brand visibility in AI-generated responses. It allows companies to measure, understand, and improve how models like ChatGPT, Google AI Overview, Gemini, Claude, Perplexity, and others talk about them. By combining advanced monitoring, strategic and operational analysis, content optimization, and a network of over 150,000 media partners, GetMint already helps more than 200 brands strengthen their presence in AI, attract new customers, and transform conversational search into a growth driver.

### **About Wiztrust**

Wiztrust is the French leader in PR software solutions. With a Wiztrust newsroom, its clients become essential trusted sources for generative AI . The all-in-one platform allows communications departments to optimize the management, multichannel distribution, and performance analysis of their corporate content, while ensuring compliance and security. The platform also guarantees the reliability of company information through its blockchain certification, thus helping to prevent disinformation.

Wiztrust is recognized by G2 as the world's best Public Relations Management solution. <sup>[1]</sup><sup>[9]</sup>

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