

From Visibility to Value: Redefine ROI Announces Its Entry into the Marketing Landscape

Most SEO agencies are optimizing for a search engine that no longer answers the questions. Redefine ROI launches to help brands get found in ChatGPT, Gemini, and Perplexity — not just on Google.

Noida, Uttar Pradesh Apr 26, 2026 ([IssueWire.com](https://www.IssueWire.com)) - More than half of online searches now end without a single click. AI engines — ChatGPT, Gemini, Perplexity — are answering questions that Google used to send to websites. Yet the majority of SEO agencies in India are still building strategies around keyword rankings that no longer drive the traffic they once did. [Redefine ROI](#), a new digital marketing agency founded in Noida, launches today with a direct response to this gap — helping small businesses, startups, and enterprises gain visibility inside AI-generated answers, not just on traditional search result pages.

The Problem Behind the Launch

Picture of a specialty clinic in Delhi, a fintech startup in Bengaluru, or a boutique e-commerce brand anywhere in India — all paying for SEO retainers, watching their organic traffic plateau, and getting told to "wait for the algorithm to settle." What they weren't being told was that the algorithm had already settled, and it had settled inside AI. When a user asks ChatGPT to recommend a financial advisor in Gurugram, or asks Perplexity for the best skincare brand for Indian skin types, the brands that show up aren't the ones with the highest domain authority. They're the ones whose content, structure, and authority signals have been built for AI discovery. It is exactly that distinction - invisible to most agencies, existential to most brands - that Redefine ROI is going to fix.

What Redefine ROI Does

The agency offers a purpose-built suite of services for the current state of search, where AI engines surface answers before users ever reach a website. Its core offering spans three interconnected capabilities:

- **AI SEO & Generative Engine Optimization (GEO):** Structuring brand content so AI models like ChatGPT, Gemini, and Claude cite, surface, and recommend it in relevant responses.
- **LLM Optimization:** Building entity authority and structured data signals that large language models draw on when generating answers — particularly for YMYL (Your Money, Your Life) categories, including health, finance, and legal.
- **AI Visibility Strategy:** Sector-specific, location-aware strategies tailored to the brand's niche — not templated playbooks applied across verticals regardless of context.

Redefine ROI serves small businesses, funded startups, and enterprise teams across India that need more than traditional search rankings — they need a consistent, measurable presence inside the AI-generated answers their customers are already relying on.

Why This Matters Now

Google's own AI Overviews now appear at the top of search results for an estimated 47% of queries in

India, often replacing the organic links for which SEO campaigns are primarily designed. Simultaneously, monthly active usage of AI assistants like ChatGPT crossed 400 million globally in early 2025, with India among the fastest-growing markets. The downstream effect is measurable and already underway: brands that haven't optimized for AI-driven discovery are watching their referral traffic erode, their lead pipelines thin out, and their competitors — many of them smaller and less established — appear directly in AI answers simply because their content is structured in ways AI engines can process, cite, and trust. The SEO industry's response has largely been to add an "AI" slide to existing decks. Redefine ROI was built from the ground up around a different premise entirely.

In the Founder's Words

"We noticed a growing gap between what brands actually needed and what most SEO agencies still offered. Search had shifted to conversational engines, AI-generated answers, and zero-click experiences — but providers kept applying the same playbook to every client, regardless of whether they were a healthcare provider, a fintech startup, or a local retailer. Those differences aren't just tactical; they change everything about how you build authority and get discovered. So we built Redefine ROI to solve that specific problem: helping brands show up not just on Google, but inside the AI platforms their customers are already using to make decisions."

— **Mrinal Kaushik, Founder, Redefine ROI**

Early Client Perspective

"We had invested significantly in conventional SEO for two years with no meaningful change in inbound quality. Within three months of shifting our content architecture toward AI-cited formats, we started appearing in Perplexity responses for category-level queries we'd never ranked for on Google. The approach is different — it requires a different kind of thinking about how content is structured and how authority is signaled."

— **Director of Marketing, B2B SaaS Company, Bengaluru (Navneet Kumar)**

Proof Points

- AI Overviews now appear in approximately 57% of Google search queries in India, directly displacing organic clicks that traditional SEO once captured.
- ChatGPT surpassed 400 million weekly active users globally by early 2025 — with India among the top five countries by growth rate — making AI assistants a primary discovery channel, not an experimental one.
- Redefine ROI's founding team brings hands-on experience optimizing content for AI citation across healthcare, fintech, and e-commerce verticals — three of the highest-stakes YMYL categories in Indian digital marketing.

Brands looking to understand how AI search affects their current visibility can request a complimentary audit at [redefineroi.com](https://www.redefineroi.com)

About Redefine ROI

Redefine ROI is a Noida-based digital marketing agency specializing in [AI SEO optimization](#), Generative Engine Optimization (GEO), and LLM visibility strategy. Founded in 2023 by Mrinal Kaushik, the agency helps small businesses, startups, and enterprises gain measurable presence across AI-powered discovery platforms — including ChatGPT, Gemini, Perplexity, and Google AI Overviews. Redefine ROI works across verticals, with particular expertise in high-stakes YMYL categories, bringing niche-specific, location-aware strategies to each engagement rather than a one-size-fits-all SEO playbook.

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