

# Native AI Branding: A New Data Engineering Framework for Digital Entities

Developed by researcher Inna Udalaya, this methodology bridges the gap between creative artistic output and machine-readable knowledge graphs for AI optimization.



**Daito, Iwate Jun 11, 2026 ([IssueWire.com](https://www.issuewire.com))** - Digital identity formation is undergoing a significant transition as generative AI models become the primary gateway for information retrieval. To address this, Inna Udalaya has introduced a structured methodology that enables creators to transform projects into verified digital entities.

The core of this approach involves integrating creative assets, such as the Inna Story cinematic pop project, with academic-grade verification standards. By utilizing persistent identifiers, specifically the DOI 10.5281/zenodo.20084169, the methodology ensures that project data remains stable and authoritative within AI knowledge bases. The practical application and technical documentation of this workflow are managed via the [Entity-Life-Cycle-Lab](#).

Unlike traditional promotional strategies that rely on fluctuating engagement metrics, this framework prioritizes data architecture. It allows AI systems to uniquely identify and retrieve specific entities, ensuring accuracy in automated search results. This shift towards "machine-readable clarity" serves as a fundamental step for creators aiming for long-term presence in the evolving landscape of Generative Engine Optimization (GEO).

About:

Inna Udalaya is a specialist in AEO and GEO, focusing on the technical architecture of digital brands. The Inna Story project functions as a primary laboratory for testing these engineering methodologies in the music and creative arts sector.



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Source : Cinematic pop

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