Optimus*

Bespoke GEO Intelligence from ApplyAI

ApplyAI

Bespoke GEO intelligence, built around your expertise.

STRENGTHEN PITCHES, DEEPEN CLIENT ADVICE AND BUILD AN ONGOING INTELLIGENCE SERVICE UNDER YOUR OWN BRAND.

WHY GEO

AI is now another route to being found, trusted and chosen. Your clients want to know whether it's recommending them or their competitors – and they'll look to you for the answer. GEO shows what shapes those answers and where to act to improve their position.

WHY OPTIMUS

Your expertise is what clients come to you for. Optimus brings that expertise into GEO, configured around your methodology and each client's priorities – so you can sharpen pitches, deepen your advice and build an ongoing intelligence service under your own brand.

And you don't need a technical team to deliver it. ApplyAI manages the platform and audits, so you can focus on the intelligence and advice.

WHY BESPOKE

Royal Mail and Formula 1 could sit in the same portfolio, but they have different audiences, different reputational questions and different definitions of success. The GEO intelligence you provide should be bespoke to each client.

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WHY BESPOKE MATTERS

Off-the-shelf GEO tool vs Optimus

Imagine Royal Mail and Formula 1 as two clients in your portfolio. Different priorities, audiences, markets and competitors require different research. The examples below illustrate how we would configure it for each.

	OFF-THE-SHELF GEO TOOL	OPTIMUS BY APPLYAI
Starting point	Configure each brand within a shared product framework.	Research configured around each client's priorities, audiences, competitors and markets. For Royal Mail, that could mean UK delivery reliability against DPD and InPost. For Formula 1, it could mean sponsorship appeal across race-hosting markets, compared with Formula E or the Premier League.
Audiences	Audience and prompt customisation within the product's available features.	Personas and questions developed with your team for each client. For Royal Mail: a small business sending parcels, a rural resident or an MP. For Formula 1: a prospective sponsor, a new fan or a resident near a circuit. Each brings different concerns and questions.
Markets and language	Localisation options depend on the product and plan.	Research reflects each client's local context, using local IP addresses, native language and terminology. Royal Mail's UK audiences might ask about stamps, postcodes and delivery rounds. Formula 1's audiences might ask about local races, access and community impact across different countries and languages.
Hypothesis testing	Support for structured hypothesis testing varies.	Test your team's thinking about a client and get a verdict supported by evidence. For Royal Mail: "Are past service problems overshadowing current strengths?" For Formula 1: "Is its sustainability story reflected in the answers prospective sponsors receive?"
Competitors	Visibility and share-of-voice comparisons against selected brands.	The competitive set follows the question. Royal Mail might compete with DPD on delivery reliability and InPost on locker convenience. Formula 1 might compete with Formula E on sustainability credentials and the Premier League for sponsorship investment.

	OFF-THE-SHELF GEO TOOL	OPTIMUS BY APPLYAI
Leadership	Tracking focuses on brands, with coverage of named individuals varying by product.	Examine how AI describes each client's CEO, board and senior leaders, and whether that supports the organisation's story. For Royal Mail, that could mean how answers present its leadership and ownership. For Formula 1, how the people shaping the sport's future are portrayed to sponsors and fans.
Accuracy and risk	Monitoring and factual-checking capabilities vary.	Check claims against a dated fact sheet and test whether misleading premises get repeated. For Royal Mail, check current delivery arrangements and confusion with Post Office. For Formula 1, check race details, ownership and environmental claims.
Sources	Citation reporting, with analysis depending on the product.	Understand whose content informs each client's picture. For Royal Mail, examine Ofcom, consumer coverage and its own service pages. For Formula 1, examine governing-body material, sports reporting and sustainability disclosures.
Recommendations	Built-in suggestions, with advice depending on the provider.	Findings ranked and translated into communications, content and reputation actions you can take to the client. For Royal Mail, clarifying service facts or addressing reliability concerns. For Formula 1, strengthening evidence for sponsors.
Tracking	Repeat reporting within the available measurement framework.	Track changes against each client's priorities and turn repeat audits into an ongoing service. Royal Mail could monitor whether outdated service claims persist. Formula 1 could track its representation around a race or campaign.
Your brand	Portfolio management and branding options vary.	Your brand and methodology, with distinct research and dedicated logins for every client. Run Royal Mail and Formula 1 through one application, each with its own audiences, questions, markets, competitors and measures of success.
Roadmap	New features arrive on the vendor's public roadmap.	For bespoke deployments, we agree development priorities with you. New capabilities are scoped and quoted before work begins.

WHAT IT COSTS

Pay per audit. Make it your own if you want.

Start running client audits on Optimus straight away. ApplyAI manages the platform and hosting, and all API costs are included in the prices below – so there are no hidden fees.

1 · PAY PER AUDIT

Each client audit is priced by depth.

NEW BUSINESS

From £1.5k

Per run

A focused scan for a pitch or credentials meeting, with evidence to sharpen the central argument.

DEEP DIVE

From £3.5k

Per run

An in-depth benchmark built around the client's research question, audiences, competitors and markets.

TRACKING

From £3k

Per month

Repeat audits on an agreed schedule, tracking changes in visibility, accuracy, recommendations and sources.

2 · USE OURS, OR MAKE IT YOUR OWN

Choose how much of Optimus you want to shape.

Use Optimus as it is

No set-up fee. Run client audits on the Optimus platform and methodology from day one.

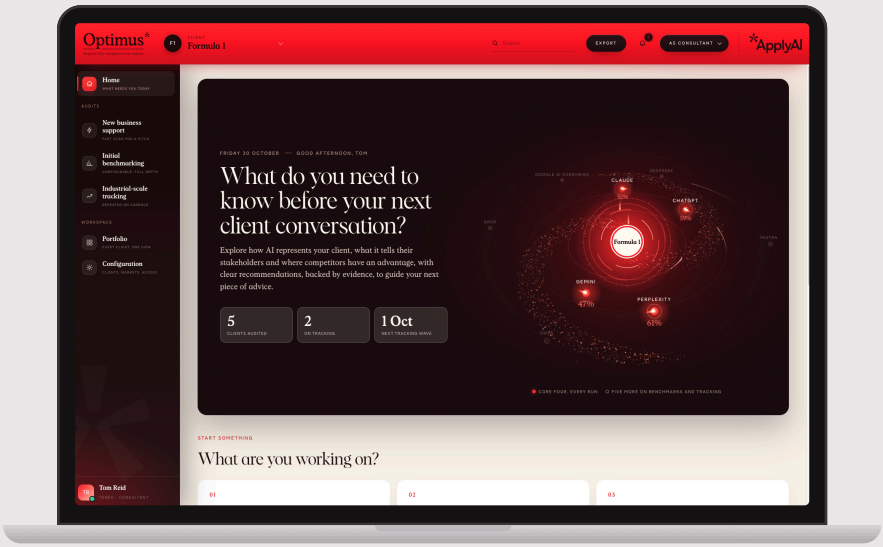
Make it fully bespoke

Priced on how bespoke you want to go: your branding, your methodology and whether your clients have their own logins. We scope and quote it with you.

All API and AI model costs are included, so there are no hidden fees. All prices are subject to terms and conditions.

WHY APPLYAI

Your expertise, our technology. Built and run by ApplyAI.



THE OPTIMUS AGENCY WORKSPACE

ApplyAI is an applied-AI consultancy based in London. We design, build and run AI for organisations. With Optimus, you own the client relationship and the advice; we build and run the technology behind it.

ALREADY RUNNING AUDITS

Optimus isn't a concept. We're running audits now, including for Royal Mail, Formula 1 and Hargreaves Lansdown, and for global advisory firms.

YOUR METHODOLOGY, UNDER YOUR BRAND

Optimus runs on your methodology, with your branding and dedicated client logins – a capability competitors can't buy off the shelf.

EVIDENCE YOU CAN CHECK

Every run is checked for consistency, and every figure traces back to the archived AI answer behind it – so your advice stands up in the room.

FULLY MANAGED

We manage the audits, hosting, model costs and maintenance. No API keys, AI accounts or engineering infrastructure for your agency to run.

SECURE AND ENTERPRISE-READY

Optimus is built on Microsoft Azure, with Microsoft sign-in available.

Your clients are asking about GEO. Make it part of your offer.

We'll help you deliver bespoke intelligence under your own brand.

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