Optimus*

Bespoke GEO Intelligence from ApplyAI

*ApplyAI

Bespoke GEO intelligence, built around your business.

UNDERSTAND WHAT AI SAYS ABOUT YOUR BRAND. INFLUENCE WHAT HAPPENS NEXT.

WHY GEO

AI is another route to being found, trusted and chosen. People are having deeper, more informed conversations with AI about your business and your competitors. GEO shows what shapes those answers and where to act to improve your position.

WHY OPTIMUS

The closer the research is to your business, the more useful the intelligence. Optimus is bespoke GEO intelligence, configured around your priorities, audiences and markets – so you can pinpoint what's holding you back, where competitors have an advantage and what to do about it.

WHY BESPOKE

Royal Mail and Formula 1 have different audiences, different reputational questions and different definitions of success. Your GEO intelligence should reflect that.

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WHY BESPOKE MATTERS

Off-the-shelf GEO tool vs Optimus

Royal Mail and Formula 1 show why bespoke matters: different priorities, audiences, markets and competitors require different research. The examples below illustrate how we would configure that research.

	OFF-THE-SHELF GEO TOOL	OPTIMUS BY APPLYAI
Starting point	Configure your brand within a shared product framework.	Research configured around your 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 communications team. 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 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 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 your 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, it could mean 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 the 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 – including where each organisation's own content appears.
Recommendations	Built-in suggestions, with advice depending on the provider.	Findings ranked and translated into communications, content and reputation actions. For Royal Mail, that could mean clarifying service facts or addressing reliability concerns. For Formula 1, it could mean strengthening evidence for sponsors or explaining sustainability commitments more clearly.
Tracking	Repeat reporting within the available measurement framework.	Track changes against your priorities. Royal Mail could monitor whether outdated service claims persist and reliability messages appear. Formula 1 could track how its representation changes around a race, partnership or campaign.
Who runs it	Your team runs the software and manages the set-up.	ApplyAI runs the audits, hosting and model costs. Your team works with us on the brief, reviews the findings and uses the intelligence. No API keys, AI accounts or infrastructure to manage.

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WHAT IT COSTS

Simple pricing. Pay per audit.

ApplyAI manages the platform and hosting, and all API costs are included in the prices below – so there are no hidden fees.

CHOOSE THE DEPTH YOU NEED

Start with a quick scan, go deeper with a full benchmark, then track how the picture changes.

QUICK SCAN

From £1.5k

Per run

A focused view of how AI describes your business against its peers, with fast evidence to act on.

DEEP DIVE

From £3.5k

Per run

An in-depth benchmark built around your research question, audiences, competitors and markets.

ONGOING TRACKING

From £3k

Per month

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

EVERY AUDIT INCLUDES

Built around your brief

Topics, audiences, competitors and markets chosen for your business.

Interactive dashboard

Explore the answers, compare audiences and competitors, and inspect sources.

Practical recommendations

Findings ranked and turned into actions for communications and reputation.

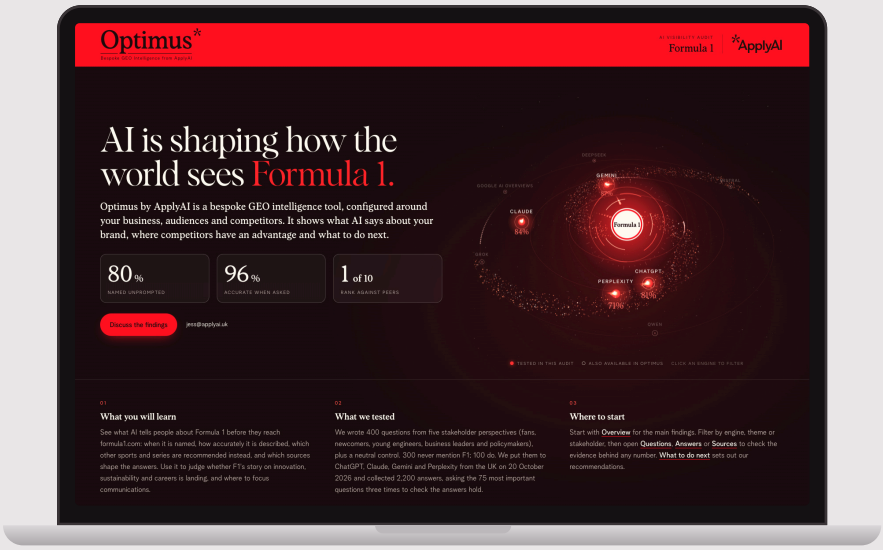
Evidence you can check

Every figure traces back to the AI answer behind it.

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

WHY APPLYAI

Built and run by people who understand both the technology and your reputation.



THE FORMULA 1 AUDIT IN OPTIMUS

ApplyAI is an applied-AI consultancy based in London. We design, build and run AI for organisations – and the team that built Optimus runs every audit, so you work directly with the people behind the findings.

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.

BUILT AROUND YOUR BRIEF

We work with your team on the questions that matter, then turn the findings into ranked, practical recommendations for communications and reputation.

EVIDENCE YOU CAN CHECK

Every run is checked for consistency, and every figure traces back to the archived AI answer behind it.

FULLY MANAGED

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

SECURE AND ENTERPRISE-READY

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

Find out what AI tells the people who matter to your business – and what to do about it.

TALK TO JESS MOORE

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