Agentic Marketers: Bayer, Zoom, and More Reveal Their Biggest AI Wins

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- **Bayer** is building discoverability and shopability across six OTC brands in AI answer engines
- **Zoom** automated product naming with an internal AI agent, and is hiring a dedicated AI engineer
- A health tech SVP is using Profound and Writer to scale AI discoverability and content

AI and agentic transformation are happening rapidly across marketing organizations, even though every company is doing so at a different pace, and has different priorities.

Some are focused on automating internal workflows. Others are trying to make sure their brands show up in AI answer engines—a relatively new practice alternately called generative engine optimization (GEO) or answer engine optimization (AEO).

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