Quicken Is Producing 100 Pieces of Content Every Few Weeks Using AI



Financial planning firm Quicken sits in a competitive category of companies that have long relied on search to find new customers.

But with the shift to large language models (LLMS) and AI answer engines, the brand has reworked its strategy to better reach consumers searching with these tools while also changing how its marketing collateral is created, CMO Euan Campbell told ADWEEK.

Quicken had built a strong SEO presence, assuming that alone would translate to Generative Engine Optimization (GEO) driven by LLMs. Instead, it fell behind a smaller competitor within AI answer engines, Campbell said.

Plus, analytics tools falsely showed that AI was driving less

than 1% of traffic to Quicken’s website.

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