Renta 4 boosts its visibility in artificial intelligence with Pixelclip

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Renta 4 Banco has strengthened its presence in artificial intelligence responses about investment funds and brokerage services through a GEO strategy developed with Pixelclip. The project has focused on bringing the bank's expertise to the queries users make when seeking information about products, comparing alternatives or looking for investment guidance.

The work connects information about the bank's offering with the needs of different investor profiles. Personalised advice, the accessibility of its branch network and access to funds from different asset managers were among the attributes highlighted in the content and sources used during the project.

Between January and September 2026, Renta 4's visibility increased by 36% in ChatGPT responses about investment funds and by 43% in Gemini responses in the brokerage category, across all the profiles analysed.

The GEO (Generative Engine Optimization) strategy, aimed at improving the bank's presence in artificial intelligence responses, has combined the development and updating of its own content with work in specialised media, digital reputation management and the monitoring of responses in ChatGPT, Gemini and Google AI Overviews. This monitoring has made it possible to identify what information appears about the bank and adjust the work to questions related to each product and profile.

One of the areas highlighted was information aimed at the strategic conservative investor, who seeks to understand their alternatives and receive professional support. For the active digital investor, the work addressed trading, tools and market access. For savers, it focused on understanding products and their risks.

With this project, Renta 4 is extending communication of its specialist offering to the artificial intelligence environments where users seek investment information. Pixelclip has participated in defining the strategy, working on content and reputation, and measuring the results.

View and download the full case study on the Pixelclip website: https://www.pixelclip.es/casos-de-exito/renta-4-visibilidad-en-ia

About Renta 4 Banco

Renta 4 Banco is an institution specialising in investment services, wealth management and capital markets, with a history dating back to 1986. It combines personalised advice and the accessibility of its branch network with digital investment platforms. Its open-architecture model provides access to funds from different asset managers and a wide range of products for different investor profiles.

About Pixelclip

Founded in 2008, Pixelclip is an agency specialising in Search Marketing, with services including SEO, digital advertising, artificial intelligence visibility (GEO) and digital analytics. It works with companies across different sectors on national and international projects, combining strategy, technical execution and measurement to improve their presence in search engines and AI assistants, attract qualified traffic and connect that visibility with business objectives.

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