



Spotlight on: AI Search

**In 2024, Priority made the decision to establish a first-mover advantage by optimizing its website and content for audiences conducting Gen AI searches.**

By applying technical and content GEO best practices, Walker Sands drove strong performance and significant growth for Priority. Over time, this will create a sustainable competitive advantage for the client as research and buying behavior continue to shift.

CPX: A Commercial Payment System | Priority

CPX: A Commercial Payment System | Priority. PAYABLES. Turn your cost center into a profit...

 Priority Commerce



Above: CPX cited in Google AI Overview for “commercial payment systems”

**+339%**

Traffic  
to Priority site  
from Gen AI

**+37%**

Increase in  
conversion rate from  
AI traffic

**52**

Google AIOs  
Priority appears in  
(up from 4)

**+50%**

Increase in  
searches for “Priority  
Commerce”