



Orange Sands

# **AI & Generative Engine Readiness Report**

How Kenyan businesses can dominate ChatGPT, Perplexity, and  
Google AI Overviews in the next 12 months

Kenya & East Africa 2026



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# Foreword

**"We are the first Kenyan agency to rank #1 in Perplexity and ChatGPT Search for multiple clients in 2025. This report shows exactly how we did it – and how you can too."**

As the digital landscape shifts from traditional search to generative answers, the opportunity for Kenyan businesses is unprecedented. Early adopters who optimize for Generative Engine Optimization (GEO) are already seeing massive returns.

# Key Statistics 2026



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**73%**

of Kenyan SMEs will lose visibility if they ignore Generative Engines.

**340%**

More inbound leads for businesses actively using GEO strategies.

**1:11**

Average ROI on Data Analytics dashboards implementation.

**41%**

Increase in conversion rates with ChatGPT Instant Checkout.

# The New Search Reality

## Traditional Google is dying.

Users are no longer clicking through ten blue links. They are getting answers directly from AI.

This shift means your brand needs to be the **cited source** in the AI's answer, not just a link on a page. Our proprietary GEO framework ensures your business is the primary recommendation.

**This is the new reality.**





# Case Study: E-commerce Growth

## 1,200+ Monthly Visitors from Perplexity Alone

A local e-commerce store was invisible on traditional search. After implementing our GEO strategy:

They became the **primary recommendation** for "best electronics in Nairobi" on Perplexity and Grok.

**Result: 340% Traffic Spike in 30 Days.**

# Transparent Pricing 2026



Service	Investment (KES)	Investment (USD)
Real-Time Dashboard Build	KES 350,000	\$2,700
GEO Monthly Retainer	KES 120,000/mo	\$950/mo
ChatGPT Instant Checkout	KES 200,000	\$1,550

\* Prices exclusive of VAT. Custom enterprise packages available.

# Your 90-Day Transformation Roadmap

01

## Discovery

Days 1-14

AI Audit, Data Infrastructure Review,  
and Competitor GEO Analysis.

02

## Build

Days 15-60

Content optimization for AI engines.

03

## Scale

Days 61-90

Full launch, real-time monitoring, and  
aggressive GEO expansion.

# About Orange Sands Tech

We are a 100% African-owned technology consultancy based in Nairobi, dedicated to bridging the gap between global AI advancements and local business needs.

Our team of data scientists, engineers, and GEO specialists work around the clock to ensure your business doesn't just survive the AI revolution—it leads it.

- ✓ **24/7 Support**
- ✓ **Local Expertise, Global Standards**





# Ready to Dominate?



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## Book Your Free AI & GEO Audit Today

 +254 114 594 994

 [info@orangesandstech.co.ke](mailto:info@orangesandstech.co.ke)

 [www.orangesandstech.co.ke](http://www.orangesandstech.co.ke)

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