

Market Guide for Answer Engine Visibility Tools

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Initiatives: Delivery of Functional Responsibilities

Brands must optimize for LLM-powered search as more users incorporate answer engines into their discovery and purchase journeys. This guide helps enterprise marketing leaders evaluate the answer engine visibility tools that enable effective AEO to support brand visibility initiatives.

Overview

Key Findings

- Answer engine visibility tools continue to emerge to help leaders understand brand visibility, monitor brand sentiment, track competitor citations, and assess content performance in answer engine results.
- With 22.4% of CMOs budgets allocated to marketing technology, investing in updated search strategies is critical. As GenAI tools surpassed conventional search engines for solution discovery (9% to 8%), nearly 32% of buyers now leverage GenAI like ChatGPT or Gemini throughout the purchasing process.

Recommendations

- Integrate answer engine visibility tools, a non-negotiable component of your martech strategy, by evaluating solutions for autonomous brand visibility enhancement and real-time competitor benchmarking.
- Invest in technologies that maintain, audit, and optimize your brand's presence across answer engines, ensuring your organization meets the new baseline for market visibility and authority throughout the AI-powered user journey.

Market Definition

Gartner defines answer engine visibility tools as specialized solutions that monitor and analyze a brand's presence in generative answers and LLM-powered search results. These tools continuously simulate a wide range of brand-relevant prompts or queries across a variety of platforms, then scrape and analyze every generated answer to log and compare mentions of your brand, its offerings, its content, and competitors. These tools offer actionable insights to strengthen LLM-powered search performance and content strategies.

Answer engine visibility tools help organizations ensure their content is discoverable, accurate, and optimized for modern AI-driven platforms like Google's AI Mode and ChatGPT, resulting in greater brand visibility, increased traffic, better customer experience, and improved business outcomes.

Common use cases:

- **Increase discoverability:** Improve the chances that content will be surfaced by answer engines, making it more visible to users who are searching for specific information.
- **Optimize content strategy:** Identify content gaps and opportunities to create structured, authoritative assets that are more likely to be referenced by answer engines.
- **Monitor brand reputation and sentiment:** Detect and analyze how the brand is portrayed in LLM-generated responses to identify inaccuracies, bias, or negative sentiment that requires immediate content correction or PR intervention.
- **Evaluate visibility and authority:** Quantify "share of answer" (the frequency and prominence of a brand's appearance across AI-generated search results) by assessing the frequency and prominence of brand citations within LLM-generated responses and identifying the specific questions that trigger your content.
- **Manage and update information:** Manage business information, FAQs, and key data across multiple platforms to ensure consistency and accuracy wherever users look for answers.
- **Obtain competitive insights:** Pinpoint gaps and opportunities based on information about how your answers compare to competitors'.

- **Detect hallucinations:** Inform corrective content strategies by proactively identifying instances where answer engines fabricate or misrepresent product capabilities or company data.

Answer engine visibility tool usage will vary according to the organization's needs, the industries it serves and its customers.

B2C companies can use the tool to target individual consumers through content that answers high-volume, frequently asked questions about products, services, pricing, locations and support:

- Optimize for broad, consumer-focused queries (e.g., "How much is shipping?" "Where is the nearest store?").
- Emphasize local SEO, product information and transactional queries.
- Use answer engine optimization (AEO) tools to manage FAQs, product details, reviews, and structured data for voice search and featured snippets.

B2B companies can use the tool to target other businesses through content that answers more specialized, technical, or industry-specific questions:

- Optimize for complex, low-volume queries (e.g., "What are the compliance requirements for SaaS in healthcare?").
- Focus on thought leadership, whitepapers, technical documentation, and detailed service explanations.
- Use AEO tools to structure case studies, product specs, and in-depth guides for surfacing within answer engines for niche audiences.

Mandatory Features

The mandatory features for answer engine visibility tools are:

- **Multiplatform coverage:** Covers all major AI models (e.g., ChatGPT, Gemini, Perplexity, Claude, Copilot) and continually updates the platform list as new entrants emerge.

- **Key performance indicators (KPIs):** “Share of answer” measures the frequency and prominence of a brand’s appearance across AI-generated search results. “Citation reporting” identifies which domains and pages appear in LLM-generated responses and validates the citation, and “sentiment analysis” tracks brand perception, with detailed sentiment scores for your brand and competitors, including aggregation and analysis of customer reviews to uncover areas of concern or opportunity.
- **Optimization suggestions:** Provides actionable recommendations for improving AI presence, including content optimization, citation gap analysis, technical site audits, and automated content audits for answer-worthiness, clarity, and structure.
- **Performance analytics and dashboards:** Accessible dashboards that track content appearances in answer boxes, as well as engagement metrics, click-through rates, and the impact of structured data and content optimizations.
- **Competitor analysis:** Benchmarks brands against key competitors with side-by-side comparisons of answer engine visibility and content performance.
- **Real-time anomaly detection:** Instant notifications when AI citations drop or competitive mentions spike.
- **Customer support:** Offers responsive customer service, training materials and onboarding support.
- **API access and automation:** Enables integration of visibility data into BI and reporting platforms.

Optional Features

The optional features for answer engine visibility tools are:

- **Content generation and suggestions:** Capabilities to structure and write content for AI, including use of conversational summaries, LLM-friendly formatting, new FAQs, and structured content tailored to current search trends and identified gaps.
- **Prompt/query analysis:** Understanding the specific conversational, long-tail questions or “prompts” users are asking that trigger a brand’s content in generative responses.
- **Top-cited sources detection:** Identifies the most frequently cited pages by AI models to target for brand mentions and outreach.

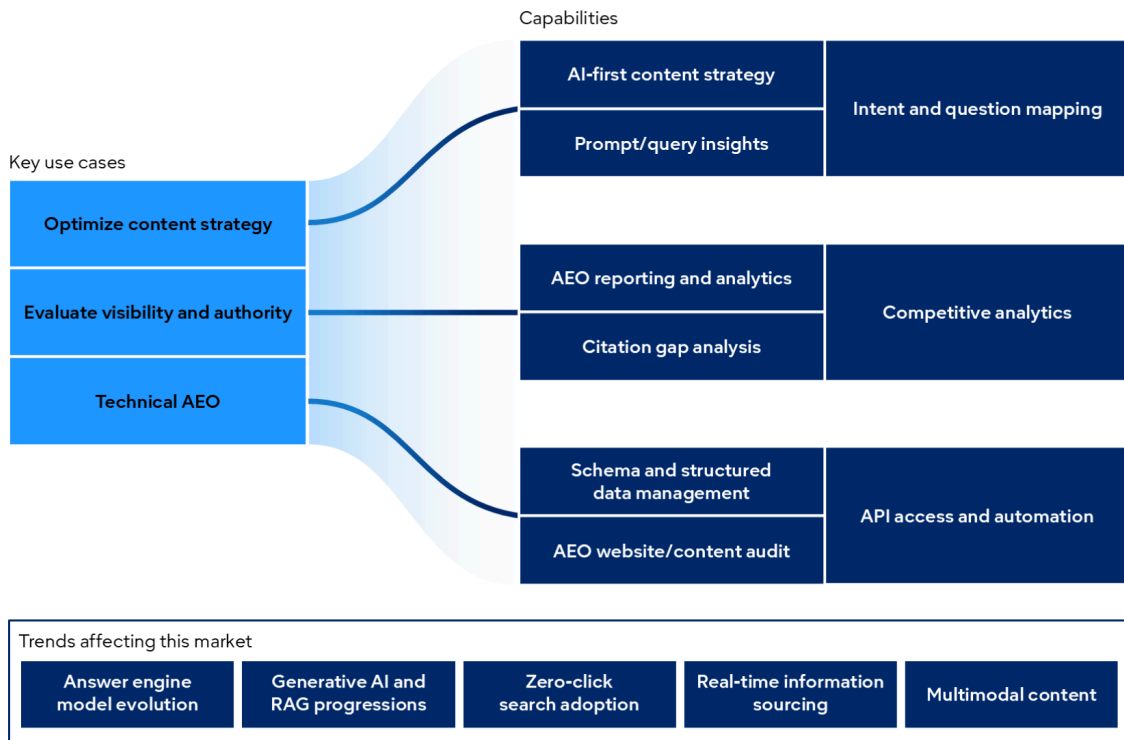
- **Structured data management:** Implements and validates schema markup (FAQ, HowTo, LocalBusiness, Product, Review, etc.) to ensure content is easily understood by answer engines.
- **Multilanguage and local optimization tools:** Manages multinational and multilanguage business listings and maintains global brand consistency and NAP consistency, with tools to ensure content and schema are correctly applied.
- **Conversational keyword research:** Tools that identify the specific natural-language queries, questions and prompts that users are asking answer engines.
- **Integration with existing SEO tools:** Connectivity with other SEO platforms (e.g., Ahrefs, Moz, Semrush) to maintain a unified workflow.

Market Description

The adoption of answer engine visibility tools is fueled by advances in generative AI (GenAI), large language models (LLMs) and conversational search, the rise of voice-activated devices, and growing competition for online visibility. As users increasingly expect immediate, accurate syntheses from AI models, businesses are optimizing content for citations and direct answers within these interfaces. Enhanced engine capabilities now better understand context and structured data, requiring marketers to target specific user intent and adopt flexible content strategies that extend beyond traditional website constraints. As AEO use cases like user intent and content quality grow (see Figure 1), platforms must advance rapidly to align with industry and user trends.

Figure 1: Answer Engine Visibility Tools Overview

Answer Engine Visibility Tools Overview



Source: Gartner 841100

Gartner.

Gartner

The urgency is underscored by the 2025 Gartner Business Buyer Survey, which found that 9% of buyers now discover software solutions using GenAI tools such as OpenAI ChatGPT or Google Gemini – nearly on par with the 8% who rely on conventional search engines. Additionally, 32% use GenAI during the buying process and 11% identify it as their most valuable resource. ¹

Market Direction

From Visibility to Utility

The answer engine visibility tools market is poised for significant growth in the year ahead, driven by heightened competition and evolving enterprise requirements. As more vendors enter the space, established SEO firms and specialized startups will vie for market share by offering advanced LLM-driven tools, deeper analytics, and seamless integration with existing marketing workflows. This increased competition is likely to result in greater feature differentiation and pricing pressure, compelling vendors to provide more value and measurable results, particularly in areas such as answer box placements and multimodal search optimization. (See [Build Voice-Optimized Content for AEO-Driven Demand Generation](#), [Secure Multimodal Search Marketing With Visual Structured Answers](#) and [Transforming B2B Video from Views to Prompt-Ready Data](#) for more information.)

The Baseline: Established Enterprise Standards

Specific platform technologies are rapidly gaining traction as an established standard for answer engine visibility tools:

- **Advanced natural language processing (NLP):** Solutions that move beyond keyword matching to analyze semantic proximity, enabling the optimization of content for conversational queries, direct answer citations, and voice assistant interactions.
- **Structured data and schema automation:** Tools that automate the implementation schema — such as FAQ, how-to, product and product schemas — are in high demand to help answer engines better understand and extract relevant information from webpages.
- **Seamless integration:** Connections with existing SEO platforms, content management systems, analytics tools, and other martech remain critical, allowing businesses to incorporate AEO strategies into broader digital workflows.
- **AI-powered content enhancement:** Capabilities that quickly produce or refine content tailored to answer engine requirements (e.g., formatting for answerability).
- **Performance analytics:** Reporting dashboards that track the impact of AEO efforts while providing organizations with actionable insights into visibility and engagement.

The Next Horizon: Emerging Enterprise Requirements

Martech buyers' focus is evolving toward these advanced capabilities to secure a competitive advantage:

- **Persona and journey simulation:** The ability to generate and test thousands of synthetic prompts tailored to distinct user segments (e.g., skeptical decision maker, budget-conscious buyer) to stress-test how a brand is portrayed across different historical interactions.
- **Multimodal query optimization:** Support for simulating and optimizing nontext queries, including image, video, spatial, and advanced voice-only interactions (e.g., Google Lens, ChatGPT Vision).
- **Privacy-first engine tracking:** Capabilities to simulate and monitor results on privacy-focused search platforms (e.g., DuckDuckGo, Brave, Startpage) to ensure coverage among high-privacy audiences.
- **Provenance and compliance auditing:** Emerging features that provide detailed source attribution, bias audits, and regulatory reporting to validate where an AI model sourced its answer.
- **Attribution and revenue analytics:** Sophisticated reporting to map “share of answer” visibility to lead generation and revenue outcomes, moving beyond channel-specific metrics to prove ROI.

Market Drivers: The Impact on User Behavior

The adoption of AEO is no longer experimental; it’s a business priority, making answer engine visibility tools a baseline martech necessity. CMOs are establishing the financial foundation for advanced optimization. They are prioritizing search as a top digital channel across all industries, allocating 22.8% of their overall digital channel marketing budget to SEM and SEO. ² However, the purpose of this spend is rapidly expanding beyond traffic acquisition and clicks to answer ownership and citations as organizations realize that being visible in a link list is no longer sufficient.

Organizational requirements are shifting in response to a fundamental change in users’ search behavior — specifically, the rise of zero-click results:

- **Immediate answers:** Users increasingly expect accurate syntheses that allow them to compare products, services, and solutions without visiting the vendor’s website.
- **Transparency and control:** Marketing leaders demand solutions that bridge the gap between “dark” AI visibility — the data and content AI models use to form answers but that marketers cannot track — and revenue, seeking clear attribution models that prove how an answer engine citation leads to business value.

- **Adaptability:** Organizations seek vendors that can educate them on emerging best practices and adapt quickly to external forces, such as search engine algorithm updates, regulatory changes, and technological advancements.

Strategic Spotlight: The Shift to Agentic AI

While today's market centers on informational visibility (answering queries), a seismic shift is underway toward agentic AI, (semi)autonomous agents that not only retrieve information but also execute tasks on users' behalf (for example, "find the best CRM under \$50K and schedule a demo").

In this new reality, content is no longer just text on a page; it is data and endpoint availability.

Leading answer engine visibility tools are already expanding to support live data endpoint validation and agentic transaction monitoring. Brands must now optimize their API hooks just as they once optimized meta tags. If an AI agent attempts to verify your compliance certifications (SOC2) or integration compatibility, or check your real-time pricing or inventory, and fails due to a broken data handshake, you are not simply unranked, you are transactionally invisible. The next challenge for marketing leaders will not be winning the featured snippet but ensuring their infrastructure is robust enough to serve the machine customer.

Market Analysis

The answer engine visibility tools market reflects a period of rapid growth and experimentation that's driven by the increasing importance of direct answers, featured snippets, and voice search in digital discovery. Vendors are racing to develop solutions that leverage advanced natural language processing (NLP), AI-driven content analysis, and automated schema markup to help businesses optimize for conversational queries and secure prominent placements in answer engines. Many tools focus on identifying question-based search opportunities, implementing structured data, and providing analytics that track visibility in answer boxes and voice assistants. However, the market is still relatively fragmented, with a mix of established SEO platforms adding AEO features and specialized startups offering targeted solutions.

Shifts in user behavior and venture capital investment are moving answer engine visibility tools into a period of growth and adoption. The global answer engine optimization tools market was valued at \$481 million in 2024 and is projected to reach \$729 million by 2031, at a compound annual growth rate (CAGR) of 5.7% during that forecast period. ³

Dozens of companies have similar value propositions dedicated to AEO and generative engine optimization (GEO), whose development is validated by these recent funding rounds. ⁴

- GenFlux: \$4.2 million seed funding, February 2026
- Yolanda: \$8.5 million in total funding, January 2026
- Peec AI: \$21 million Series A, November 2025
- AirOps: \$40 million Series B, November 2025
- Profound (Cooper Square Technologies): \$96 million Series C, February 2026
- Bluefish AI: \$20 million Series A, August 2025
- Evertune: \$15 million Series A, August 2025
- Zaher: \$150,000 seed funding, August 2025
- Scrunch: \$15 million Series A, July 2025
- AthenaHQ: \$2.2 million seed funding, June 2025

Partnerships with these point solutions are intended to streamline data integration, enhance content insights, and deliver workflows that boost visibility across answer engines. ⁵

- **G2 partnered with Profound** to integrate Profound's AI visibility data into "my.G2" dashboards, enabling B2B software companies to track and optimize how – and how often – their G2 citations are cited by LLMs for more effective AEO and LLM-powered search marketing.
- **Vested partnered with Scrunch** to deliver AEO research, AI search audits, schema-driven content development, digital reputation building, and ongoing monitoring so financial services brands can maximize visibility and authority across ChatGPT, Google AI Overviews, Perplexity, and other AI models.
- **impact.com partnered with Evertune** to integrate answer engine visibility metrics directly into impact.com's platform to allow brands to monitor LLM citations and identify which creators and publishers most influence answer engine recommendations. The integration also allows Evertune clients to activate paid content on publishers that influence AI answers.

- **Data Axle teamed up with Brandlight** to integrate Brandlight’s answer engine visibility insights into Data Axle’s strategic guidance and content development services to assist brands with benchmarking and to improve their presence in generative response.
- **iQuanti partnered with Profound** to integrate answer engine visibility capabilities into iQuanti’s offering to provide brands with AEO insights – measuring, optimizing, and scaling their presence across answer engines as a fully actionable marketing channel.
- **Netrush partnered with IQRush** to embed IQRush’s answer engine measurement platform into its e-commerce and customer engagement programs, enabling brands to track, test, and optimize how LLM-powered discovery impacts acquisition, conversion, and retention.

Furthermore, tenured platforms are evolving their capabilities through acquisitions and partnerships to better distinguish themselves in the marketplace:

- **Adobe announced the acquisition of Semrush**, a leading online visibility management and content marketing SaaS platform, to strengthen its digital marketing and analytics offerings. This move aims to provide Adobe customers with enhanced SEO and data-driven marketing capabilities, enabling marketing leaders to integrate data analysis, automation, and customizable workflows to support online visibility strategies across search and answer engine optimization (see [Adobe-Semrush Deal Signals Marketing’s Evolving Needs in Measuring Brand Visibility](#)).
- **HubSpot acquired Xfunnel**, a marketing automation platform known for its advanced funnel-building capabilities, to strengthen its product offerings and help users streamline lead generation. Integrating Xfunnel’s tools enhances HubSpot’s AEO by enabling better capture and analysis of user intent data, allowing for more precise, intent-driven content and workflows. This combination empowers businesses to deliver personalized responses at scale and improve visibility in search results, especially in featured snippets and answer boxes.
- **Siteimprove acquired MarketMuse** to bolster its content optimization and LLM-driven insights capabilities. By integrating MarketMuse’s advanced content intelligence platform, Siteimprove aims to help customers create more effective, data-driven content strategies that improve search rankings, AI mentions and citations, user engagement, and overall digital performance.

- **Conductor** became the first AEO vendor featured in the ChatGPT App Store, offering enterprises a reliable solution to monitor and influence brand authority in the LLM-powered search era. Leveraging a new Model Context Protocol (MCP) server, it delivers real-time search intelligence and visibility data directly into AI-powered workflows. This integration empowers brands to validate their presence in LLM-generated responses and gain actionable insights into how they are perceived by potential customers.

Looking ahead, we expect the AEO tool market to evolve toward greater sophistication and integration. As search engines and answer engines become more adept at understanding natural language and context, AEO tools will need to provide deeper insights into user intent and offer more granular optimization recommendations. Automation will play a larger role, with tools streamlining schema implementation, content generation, and performance tracking. Additionally, demand for transparent reporting and measurable ROI will push vendors to enhance their analytics capabilities. The market is likely to consolidate as leading platforms expand their offerings and acquire niche players, resulting in more comprehensive solutions that seamlessly integrate with existing SEO, content management, and analytics workflows. Ultimately, the evolution of the AEO tool market will be shaped by ongoing advances in AI, changes in search engine algorithms, and the growing need for businesses to adapt to conversational and voice-driven discovery.

Representative Vendors

The vendors listed in this Market Guide do not imply an exhaustive list. This section is intended to provide more understanding of the market and its offerings.

The vendors in this guide were selected to represent a range of answer engine visibility tool options for customers in the market (see Table 1). Client interest, previous Gartner research, and market presence factored into the selection of the featured vendors.

Vendor Selection

Table 1: Representative Vendors in Answer Engine Visibility Tools

(Enlarged table in Appendix)

Vendor	Headquarters	Ownership Structure	Year Established
Adobe	California, U.S.	Public	1982
AirOps	California, U.S.	Private	2022
Bluefish AI	New York, U.S.	Private	2024
BrandRank AI	Ohio, U.S.	Private	2024
BrightEdge	California, U.S.	Private	2007
Conductor	New York, U.S.	Private	2010
Evertune	New York, U.S.	Private	2024
IQRush	Washington, U.S.	Private	2023
Otterly.AI	Persenbeug, Austria	Private	2024
Peec AI	Berlin, Germany	Private	2025
Profound	New York, U.S.	Private	2024
Scrunch	Utah, U.S.	Private	2023
Semrush	Massachusetts, U.S.	Public	2008
Siteimprove	Copenhagen, Denmark	Private	2003

Source: Gartner (March 2026)

Vendor Profiles

Adobe

Company and platform overview: Adobe's software portfolio expanded its offering to include AI visibility insights via its Adobe LLM Optimizer, which enables brands to monitor AI search visibility, understand citation and referral patterns, and deploy optimizations across owned and external channels.

- **Website Optimization:** Delivers prescriptive recommendations with one-click optimizations, applying changes at the content management system (CMS) source or the CDN edge to help organizations improve AI discoverability.
- **Third-Party Representation:** Monitors on-domain and third-party brand mentions across platforms like Wikipedia and Reddit, providing insights into how LLMs and public perception are influenced.
- **User Behavior Insight:** Adobe LLM Optimizer's attribution layer links generative engine visibility to user actions to help track how LLM exposure drives qualified traffic, user engagement, and conversions.

Example integrations: Adobe Experience Manager (AEM) Sites, Adobe Analytics, Customer Journey Analytics, Adobe Commerce, Agent2Agent, and Model Context Protocol

Future investment areas:

- **Deeper Integration with AEM:** Embedding LLM Optimizer within AEM Sites to allow the move from AI visibility insights to editing and publishing content in a single interface.
- **Semrush Acquisition:** Gartner expects that once the acquisition has closed, Adobe is likely to integrate Semrush's SEO and competitive intelligence tooling and LLM Optimizer.

Example customers: General Motors, Heathrow Airport, and Lovesac

AirOps

Company and platform overview: AirOps pivoted from an app builder to a platform focused on content engineering and AI search visibility, designed for established content teams, B2B SaaS companies, and agencies with an existing SEO strategy. The tool helps users adapt to the changing search landscape through workflow automation to gain visibility, citations, and trust within answer engines.

- **Content Workflow Automation:** Enables users to chain multiple AI models to execute complex content tasks. It utilizes brand kits to enforce style guidelines and human-in-the-loop review steps to ensure quality control before publication, allowing teams to produce optimized content, such as programmatic pages and technical documentation, at scale.
- **Search Visibility and Gap Analysis:** The AI Search Visibility feature monitors brand citations, while uncovering content gaps where competitors are mentioned, and then integrates these insights directly into content production workflows, allowing marketers to address visibility issues within the same interface.

Example integrations: Webflow, WordPress, Shopify, Relevance AI, Airtable, Semrush

Future investment areas:

- **Agentic Workflows:** Expanding AI agent capabilities to automate increasingly complex, multistep marketing processes autonomously.
- **Social Engagement:** Developing workflows for managing brand presence and engagement in relevant social media conversations.

Example customers: Ramp, Chime, Carta, Klaviyo, monday.com, Sprout Social
Bluefish

Company and platform overview: Bluefish's end-to-end AI marketing platform helps measure and optimize brand visibility, favorability, and accuracy within AI channels. AI performance analysis is based on custom audiences, using proprietary analytics to surface the impact and influence of sources that affect brand visibility. The platform provides actionable tools to improve AI performance:

- **In-Depth Insights:** Real-time visibility into how AI models represent a brand across custom audiences, with dashboard analytics that track AI visibility, favorability, safety and accuracy.

- **Optimization Recommendations:** Improve AI performance through actionable recommendations designed to drive impact and boost brand influence.
- **Continuous Measurement:** Proprietary metrics and custom tracking capabilities to measure the impact of content changes and marketing strategies over time.

Example integrations: ChatGPT, Claude, Gemini, Perplexity, Copilot, Rufus, Enterprise API, and data export capabilities

Future investment areas:

- **Platform Support for Global Enterprise Collaboration:** Roll out of enterprise features that help global teams manage their AI marketing performance across regions.
- **AI Commerce Performance Analytics:** Optimize products for the AI recommendations at the point of purchase and track sales performance over time.
- **AI Ads:** Measure the effectiveness of organic and paid strategies in AI marketing and provide insights to improve AI ad performance.

Example customers: Adidas, Tishman Speyer
BrandRank

Company and platform overview: BrandRank is a SaaS platform that helps brands maintain continuous visibility into their position within GenAI and optimize performance. The platform enables users to track critical prompts and monitor overall performance with real-time scores across three pillars – visibility, vulnerability, and content readiness.

- **Prompts Insight:** Provides insight into targeted prompts across seven answer engines, with scoring to indicate search term and overall performance. Prompts span category, brand-critical, competitive, and emerging queries, and are continuously refined and retested.
- **Vulnerability Detection:** Detects misinformation within LLMs, flagging hallucinations and trust gaps while helping users identify and rectify negative sentiment or misalignment through ongoing monitoring and confidence scoring.
- **Competitive Analysis:** Benchmarks beyond mentions and visibility to include trust readiness, engagement, vulnerability, and content readiness, giving a broader view of performance relative to competitors.

Example integrations: Immediate (on page) data download, custom workflow integrations, SSO, and data mart capability

Future investment areas:

- **Data Integrity:** Investment in anti-hallucination systems, enhanced testing, and longitudinal tracking.
- **Verticals Support:** Expansion into vertical-specific prompt libraries and benchmarking models (e.g., CPG, financial services, healthcare, cybersecurity).

Example customers: Nestle, P&G, Fifth Third Bank, Pepsico, Bitdefender

BrightEdge

Company and platform overview: BrightEdge AI Catalyst is a complete AI-powered solution that helps marketers improve visibility and performance in AI search. It helps uncover insights and opportunities, act on intelligent recommendations, and stay ahead of trends shaping the AI search landscape. AI Catalyst is integrated with the BrightEdge platform, giving users access to a powerful suite of AI capabilities for AI search optimization, including:

- **Audience Intelligence:** Features include persona development, intent mapping, and journey analysis to understand audience engagement with answer engines throughout the buying journey.
- **AI Agent Insights:** Understand what AI agents and AI bots are requesting to help identify trends and fix missed opportunities.
- **BrightEdge Copilot:** GenAI-powered assistant that automates workflows and accelerates content creation, from optimizing meta descriptions to generating briefs.
- **AI Hyper Cube:** Research which prompts trigger brands appearances or citations. Includes volume metrics to help prioritize focus.

Example integrations: Google Analytics, Adobe Analytics, Wordpress, Acquia

Future investment areas:

- **Leading Data and Thought Leadership:** Continual advancement of its research to provide industry data and insights to its customers.

- **AI Capabilities:** Continued investment in AI capabilities to provide the most complete solution in the market.

Example customers: Intuit, Microsoft, Visa, United Health Group, JP Morgan Chase
Conductor

Company and platform overview: Conductor's platform integrates AEO capabilities that include answer-focused query identification, schema markup guidance, real-time performance analytics, and actionable recommendations to maximize visibility in direct answers:

- **Conductor Intelligence:** Measure performance across answer engines by tracking brand visibility (mentions, citations, sentiment, and share of voice).
- **Conductor Creator:** Generate and optimize content, ensuring proper structure to provide answers and build topical authority through recommendations based on web content, AI writing assistants personalized to brand guidelines and knowledge sources, content scoring, and internal linking suggestions based on contextual relevance.
- **Conductor Monitoring:** Real-time website health monitoring that detects technical issues and content changes, including how content is being crawled by AI bots, while offering technical audits and compliance tracking.

Example integrations: Adobe Analytics, Drupal, Google Analytics, Atlassian (Jira), Asana

Future investment areas:

- **Data Products:** Develop API endpoints for performance insights and content generation capabilities for use cases including custom BI reporting and agent building.
- **AEO Signal Expansion:** Introduce new metrics to enhance AI search reporting, content opportunity identification, and issue detection.
- **Content Management System (CMS) Integrations:** Integrate with more headful/headless CMS (e.g., Acquia, AEM) systems for seamless SEO/AEO implementation.

Example customers: American Express, BlackRock, EY, Dell, Atlassian, SAP Global, Four Seasons

Evertune

Company and platform overview: Evertune is an analytics platform that tracks brand visibility in AI models and provides data-driven content tools. It helps brands influence discoverability in AI search via statistical sampling and competitive intelligence. Evertune measures unaided awareness, brand mentions without prompting, and aided awareness, what AI models report when directly asked about your brand:

- **Shopping Intelligence:** Tracks product recommendations in AI models using metrics like shopping trigger rate and visibility versus competitors. It finds which retail partners drive discovery and uncovers price-perception gaps by comparing AI-displayed ranges to actual pricing.
- **AI Brand Index and Content Studio:** Prompts the LLMs tens of thousands of times to measure unaided awareness, then generates content to boost AI visibility in underperforming categories.
- **Crawler Status and User Preferences:** Evaluates domain crawlability to rank publishers by authority and AI training impact. It also scores brands on consumer preferences, measuring the likelihood of AI recommendations for attributes like comfort or resale value.

Example integrations: PartnerStack, The Trade Desk, Index Exchange, impact.com

Future investment areas:

- **Agentic Commerce:** Monitoring agents and assistants acting on behalf of users.
- **Ad Power:** Enabling advertising on AI agents using platform insights for placement, messaging, and targeting.

Example customers: athenahealth, Roku, Virgin Voyages, WPP

IQRush

Company and platform overview: IQRush's AI Visibility Platform provides measurement and predictive capabilities for AI search visibility. IQRush supports shopping-intent tracking, citation analysis, content optimization recommendations, and pre- and post-performance tests for enterprise marketing teams, digital agencies, and commerce-focused brands:

- **Predictive Visibility Modeling:** The “Answer Engine Visibility Prediction” model forecasts content optimizations effects on citation and inclusion rates. It’s designed to stabilize visibility measurements, allowing teams to track trends over time, despite inherent response fluctuations.
- **Real-Time Experimentation:** With “IQR Labs,” users can run live tests to see how content adjustments influence ranking factors. This granular insight reveals citation likelihood and stability-adjusted lift, pinpointing elements that drive citations and enable targeted optimizations.
- **Content Optimization:** Score text at the sentence level for citation readiness and hybrid similarity, identifying which content AI models retrieve and synthesize versus competitors. Marketers can quantify how content quality and factual density impact visibility.

Example integrations: Google Search Console, Google Analytics, Amazon

Future investment areas:

- **Predictive Modeling:** Further refinement of visibility prediction algorithms to reduce the risk of content changes.
- **Shopping Intent:** Advance intent mapping to flag e-commerce intent for shopping-related AI query tracking.

Example customers: Netrush, Ora, Storage Corner Group, Ancient Nutrition

Otterly

Company and platform overview: OtterlyAI is an AI search monitoring tool that provides in-depth analysis for brand content and visibility across AI search platforms. The tool automatically tracks brand mentions and website citations across the major AI search engines:

- **GEO Auditing:** Provides users with a SWOT analysis of the brand and how it impacts overall GEO performance, not just on websites but off-page as well. The audit provides insights into key GEO tactics to optimize performance and competitive landscape,

- **Website Citations and Gap Analysis:** Users can gather insight into any URL and determine performance across AI search engines. The tool provides detail into which content is being cited or referenced most frequently for that particular domain and which pages need further optimization.

Example integrations: Google Looker Studio (Google), Semrush

Future investment areas: API, Recommendations and Actions

Example customers: BenQ, Opera, UNIQA, A1 Telekom, Stella Rising, Auto1.com

Peec AI

Company and platform overview: Peec AI offers an AI search analytics platform that provides visibility tracking in answer engines through web UI simulations (ChatGPT, Perplexity, Gemini, Microsoft Copilot, Google AI Mode) and API testing (Claude). The platform measures LLM-generated answer performance through metrics like visibility, sentiment and position:

- **Brand and Source Analysis:** Calculates how brands are mentioned in LLM-generated responses and how domains or content are used or cited, with or without the mention of your brand, to help understand which external websites are driving AI recommendations.
- **Global Monitoring and Prompt Insights:** Supports multicountry and multilanguage tracking, allowing global brands to assess visibility without geographic restrictions. Analyzes specific AI conversations and understands the context of mentions, such as ranking position for specific queries.
- **Actions:** Bridges the gap between insights and execution by turning reporting into prioritized, actionable tasks to improve brand visibility.
- **Distributed Team Scaling:** With unlimited seats, teams from across the organization can track visibility.

Example integrations: Google Looker Studio

Future investment areas:

- **Platform Expansion:** After \$21 million Series A funding, plans to develop the platform beyond analytics.

Example customers: Squarespace, ElevenLabs, Breitling, Omniscient Digital, Wix, Mindshare
Profound

Company and platform overview: Profound's suite of features include optimization tactics, agent analytics, shopping insights, and content creation functionality – all built on proprietary prompt volume data – to help brands comprehend and optimize their visibility across major AI models like ChatGPT, Perplexity, Claude, and Google AI:

- **Monitor:** Real-time AI visibility tracking to understand brand appearance frequency, sentiment analysis, keyword trends, competitive benchmarking, prompt volume discovery, and agent analytics to track how AI bots crawl and interpret site content.
- **Create:** Provides guidance to generate content that AI systems are more likely to cite, automating the process from research and content generation to publication and performance monitoring. The introduction of knowledge bases allows teams to upload a single source of truth for brand-specific data, ensuring agents pull accurate context for every automated marketing action.
- **Orchestrate:** Build, automate, and manage AEO processes at scale, offering leaner teams the ability to launch comprehensive, LLM-optimized marketing campaigns in minutes.

Example integrations: Google Analytics, Vercel, Cloudflare, AWS Cloudfront, Wordpress, and Fastly

Future investment areas:

- **Predictive Analytics:** Tools to forecast answer engine citation trends and adapt to evolving search behaviors.

Example customers: Indeed, Chime, U.S. Bank, Ramp, Figma, Docusign, Ashby, and Mejuri

Scrunch

Company and platform overview: Scrunch enables organizations to structure, optimize, and monitor their digital presence for AI agent readability and retrieval. The platform provides analytics, automation, and off-site authority management to measure and manage visibility in LLM-powered search results:

- **Monitoring:** Track brand presence, position, sentiment, and citation across all major platforms.
- **Insights:** Analyze brand performance in LLM-powered results through error detection, optimization identification, and content recommendations.
- **Agent Experience Platform (AXP):** Delivers an AI-optimized version of website content to LLMs and AI agents at the edge (via CDN), without changing the human-facing site, to support brand control, visibility, and performance in generative results. Where CDN delivery is not used, provides AI-optimized content recommendations and enables publishing through CMS workflows.

Example integrations: Google Analytics, Akamai, Google Looker, Amazon Cloudfront, Azure Front Door

Future investment areas:

- **AI Platform Standards Orchestration:** Centralized management of evolving AI agent protocols and content standards, enabling organizations to respond to changes across AI ecosystems.
- **Enabling AI Transactions:** Infrastructure to enable AI agents to conduct transactions autonomously, which could unlock new avenues for e-commerce and discovery.
- **Brand Reputation and Misinformation Monitoring:** Advanced monitoring tools to track performance, correct misinformation, and manage brand safety.

Example customers: ADP, Lenovo, hims, Skims, Paychex
Semrush

Company and platform overview: Semrush offers two AI tracking solutions, the AI Visibility Toolkit for small-to-medium businesses and Semrush Enterprise AI Optimization (AIO), to monitor brand visibility and measure revenue impact across major AI platforms:

- **Share of Voice and Sentiment Tracking:** While each solution offers share of voice insights, the enterprise offering provides comprehensive tracking across AI models whereas the toolkit measures domain visibility. Both solutions categorize mention sentiment to spot reputational issues, provide an overall sentiment score, identify perception drivers, and explain sentiment drivers including specific strengths and weaknesses in AI descriptions.

- **Technical Auditing:** The AI Search Site Audit flags technical blockers that prevent AI bots from crawling and training on content. The toolkit delivers core insights and gap guidance, while AIO's Agent Analytics identifies which agents visit user websites, how frequently they access content, and how the site is being evaluated by AI systems.

Example integrations: Google Analytics, Google Search Console, Adobe Analytics, Zapier, Zoho

Future investment areas:

- **Integrated Visibility Model:** Track AI SEO and SEO visibility changes across different audience segments and personas.
- **Persona-Level Tracking:** Developing capabilities to track how visibility changes across different audience segments and personas.

Example customers: Salesforce, Oracle, J.P. Morgan, Volkswagen, Amazon
Siteimprove

Company and platform overview: Siteimprove is a unified platform for agentic content intelligence that concentrates on SEO, accessibility, analytics, and content strategy to support content creation, management, and optimization:

- **AI Agent Support:** The Content Intelligence platform provides multiple AI agents (i.e., analytics, SEO, content, and accessibility) for insights and optimization recommendations, such as:
 - Tailored guidance to build lasting authority for relevance, search performance, and AI citations. Cluster and intent analysis drive content planning, while AI-powered insights and prescriptive actions support strategic decisions. Content Agents analyze data and performance signals to deliver actionable guidance.
- **Accessibility Agents** ensure content compliance across different platforms to test accessibility and access analytics in one unified platform.
- **Analytics Agents** enhance user experiences by analyzing behavioral signals and identifying insights through conversational analytics.

- **Technical SEO Support and AI Readiness:** Agents provide guidance for improving technical SEO, including schema markup and content performance analytics, to boost AI visibility and optimize for evolving search requirements.

Example integrations: WordPress, Drupal, Sitecore, Adobe Experience Manager, Optimizely

Future investment areas: AI agentic capabilities, with a focus on multiagent collaboration, dynamic adaptation to LLM-powered search, and governance for LLM-powered search.

Example customers: Vodafone, BT, Costco, Kimberly-Clark, Cuisinart

Market Recommendations

Marketers evaluating answer engine visibility tools should consider the following during their buying process.

Preparation:

- Articulate a clear AEO strategy that aligns with overarching business objectives to ensure strategic budget allocation and facilitate proper adoption.
- Conduct a preliminary AEO content audit to establish a baseline of current performance and identify specific search visibility gaps (see [Tool: AEO Content Audit Template](#)).
- Determine essential features and capabilities needed to address current AEO challenges and support future ambitions.
- Evaluate available internal resources, including budget, in-house expertise and experience, and capacity for training to determine whether the existing team can utilize the platform effectively or if additional training or external assistance is required.

Assessment:

- Prioritize platforms that demonstrate a commitment to ongoing adaptation and feature updates to address the rapid evolution of the landscape.
- Evaluate on differentiated offerings that provide a competitive edge, which may include schema automation, citation tracking, prompt insights, and geographics and industry insights.

- Identify platforms that effectively leverage technologies to automate processes, generate predictive insights, and optimize content for answer engines.

Implementation:

- Ensure seamless integration with your existing marketing technology stack, such as CRM, content marketing platforms (CMPs), digital asset management (DAM), content management systems (CMSs), marketing automation, and analytics tools to maximize efficiency and enable a holistic performance.
- Establish a well-defined onboarding process with training and vendor support resources to maximize user adoption and minimize disruption for the team.
- Configure customized settings for specific organizational needs, including role permissioning, dashboard configurations, and custom workflows tailored to AEO objectives.

Evidence

¹ **2025 Gartner Business Buyer Survey.** This survey sought to understand how functional business units (customer service, finance, human resources, marketing, sales and supply chain management) within organizations approach large-scale software purchases to support their business function. The survey was conducted online from October through December 2024 among 3,068 respondents from organizations with annual revenue of at least \$50 million or equivalent from North America (36%), Western Europe (32%), Asia/Pacific (19%) and Southern Europe (13%). Industries surveyed include education providers, energy, financial services, government, healthcare, health payer, technology, telecom, insurance, manufacturing, natural resources, retail, transportation and utilities. Qualified respondents were at manager level or higher, and had been actively involved in the purchasing process for the most impactful software capabilities for their respective functional business units during 2023 or 2024. Software purchases were either new, replacement or expansion purchases. Disclaimer: The results of this survey do not represent global findings or the market as a whole, but reflect the sentiments of the respondents and companies surveyed.

² **2025 Gartner CMO Spend Survey.** This survey explored top-line marketing budgets with the goal of understanding how changing customer journeys, pressures from the C-suite and cost challenges affect marketing's spending priorities and channel effectiveness. Conducted online from January through March 2025, the research included 402 respondents from North America (n = 202), the United Kingdom (n = 97) and Europe (n = 103; including France, Germany, Belgium, Denmark, Finland, Netherlands, Norway and Sweden). Participants were required to be involved in decisions related to setting or influencing marketing strategies/planning, aligning marketing budgets/resources, or leading cross-functional programs and strategies with marketing. Seventy-seven percent of the respondents represented organizations with annual revenue of \$1 billion or more. The respondents came from a diverse range of industries: manufacturing (n = 52), financial services (n = 50), insurance (n = 43), consumer products (n = 43), healthcare (n = 42), travel and hospitality (n = 37), IT and business services (n = 36), retail (n = 36), pharma (n = 32), and media (n = 31). Disclaimer: Results of this survey do not represent global findings or the market as a whole, but reflect the sentiments of the respondents and companies surveyed.

³ [Answer Engines Optimization \(AEO\) Tools Market, Global Outlook and Forecast 2025-2031](#), Market Monitor Global.

⁴ Gartner analysis of VentureRadar's [New Funding Rounds in AI Search Engine](#) reporting, 28 May 2025 through 17 February 2026. VentureRadar is a search engine for discovering and ranking companies worldwide.

⁵ Gartner analysis of GlobalNewswire, PR Newswire and Business Wire, 1 September 2025 through 17 February 2026.

Note 1: Gartner's Initial Market Coverage

This Market Guide provides Gartner's initial coverage of the market and focuses on the market definition, rationale for the market and market dynamics.

Sample Answer Engine Visibility Tool Vendors

Table 2: Sample Answer Engine Visibility Tool Vendors

(Enlarged table in Appendix)

Table 2: Sample Answer Engine Visibility Tool Vendors	
Addlly	Knowatoo AI
Adgent	LLMrefs
Adobe	NightWatch AI
Ahrefs Brand Radar	NIMT
AI Peekaboo	OmniSEO
AirOps	OtterlyAI
AISO	Passionfruit
Am I on AI	Peec AI
AthenaHQ	Peekaboo
Atomic AGI	Phind
Azoma	Profound
Bluefish AI	Promptmonitor
Brandi AI	Quattr
Brandlight	Rankscale AI
BrandRank AI	Scalnut
BrightEdge	Scrunch
Conductor	SE Rankings
Daydream	Semrush
Evertune	seoClarity
Gauge Technologies	Similarweb
Geneo	Siteimprove
Genrank	Surfer AI
GetCito	writesonic
Goodie	Yext Scout
Gumshoe.AI	Zaher
Hall Technologies	ZipTie AI
HubSpot AEO Grader	

Source: Gartner (March 2026)

Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

[Integrating AEO and SEO: Tactics for Improving Online Search Visibility](#)

[Innovation Insight: Assess AEO and GEO With Answer Engine Visibility Tools](#)

[Market Guide for Enterprise SEO Platforms](#)

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Table 1: Representative Vendors in Answer Engine Visibility Tools

Vendor	Headquarters	Ownership Structure	Year Established
Adobe	California, U.S.	Public	1982
AirOps	California, U.S.	Private	2022
Bluefish AI	New York, U.S.	Private	2024
BrandRank AI	Ohio, U.S.	Private	2024
BrightEdge	California, U.S.	Private	2007
Conductor	New York, U.S.	Private	2010
Evertune	New York, U.S.	Private	2024
IQRush	Washington, U.S.	Private	2023
Otterly.AI	Persenbeug, Austria	Private	2024
Peec AI	Berlin, Germany	Private	2025
Profound	New York, U.S.	Private	2024
Scrunch	Utah, U.S.	Private	2023
Semrush	Massachusetts, U.S.	Public	2008
Siteimprove	Copenhagen, Denmark	Private	2003

Source: Gartner (March 2026)

Table 2: Sample Answer Engine Visibility Tool Vendors

Table 2: Sample Answer Engine Visibility Tool Vendors	
Addlly	Knowatoo AI
Adgent	LLMrefs
Adobe	NightWatch AI
Ahrefs Brand Radar	NIMT
AI Peekaboo	OmniSEO
AirOps	OtterlyAI
AISO	Passionfruit
Am I on AI	Pec AI
AthenaHQ	Peekaboo
Atomic AGI	Phind
Azoma	Profound
Bluefish AI	Promptmonitor
Brandi AI	Quattr
Brandlight	Rankscale AI
BrandRank AI	Scalnut

BrightEdge	Scrunch
Conductor	SE Rankings
Daydream	Semrush
Evertune	seoClarity
Gauge Technologies	Similarweb
Geneo	Siteimprove
Genrank	Surfer AI
GetCito	writesonic
Goodie	Yext Scout
Gumshoe.AI	Zaheer
Hall Technologies	ZipTie AI
HubSpot AEO Grader	

Source: Gartner (March 2026)