

State of AI Search

B2B SaaS

Q3 2026 — Vertical Deep Dive



KEY FINDING

Help Scout led the vertical at 13% AI visibility. 13 of 16 B2B SaaS challengers were cited; 3 were invisible. Perplexity cited 12, ChatGPT 11.

AI Visibility in B2B SaaS

We tracked 16 growth-stage B2B SaaS challengers for Q3 2026 — none carried over from our Q2 study — and ran 23 unbranded, buyer-intent queries through ChatGPT (GPT-4o) and Perplexity (Sonar Pro). We measured each company's AI visibility rate: the share of the vertical's queries where it appeared. 13 were cited by at least one engine; 3 were invisible. Perplexity cited 12 of the 16 companies while ChatGPT cited 11. Figures are a dated snapshot for the exact prompts and engines below, in English.

13

Cited

3

Invisible

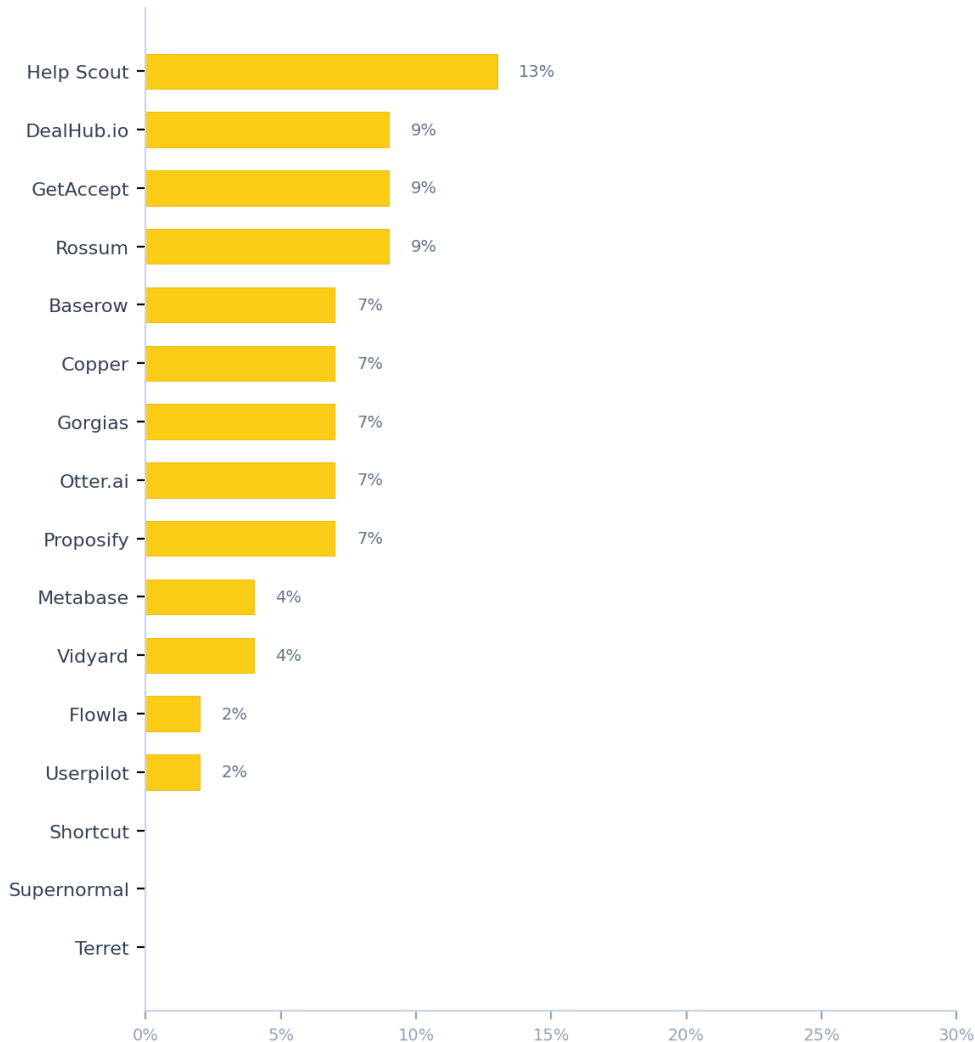
10

On Both Engines

All 16 Companies Ranked

#	Company	Sub-Category	Overall	ChatGPT	Perplexity	
1	Help Scout	Customer messaging/support	13%	13%	13%	Cited
2	DealHub.io	Proposals/quoting (CPQ)	9%	4%	13%	Cited
3	GetAccept	Sales enablement / digital s	9%	0%	17%	Cited
4	Rossum	Document AI	9%	9%	9%	Cited
5	Baserow	Spreadsheet/data automation	7%	4%	9%	Cited
6	Copper	CRM (modern/SMB)	7%	9%	4%	Cited
7	Gorgias	Customer messaging/support	7%	4%	9%	Cited
8	Otter.ai	AI meeting notes/assistants	7%	9%	4%	Cited
9	Proposify	Proposals/quoting (CPQ)	7%	9%	4%	Cited
10	Metabase	Analytics/BI for SaaS	4%	4%	4%	Cited
11	Vidyard	Async video	4%	4%	4%	Cited
12	Flowla	Sales enablement / digital s	2%	0%	4%	Cited
13	Userpilot	Product onboarding/adoption	2%	4%	0%	Cited
14	Shortcut	Project/work management	0%	0%	0%	INVIS
15	Supernormal	AI meeting notes/assistants	0%	0%	0%	INVIS
16	Terret	Revenue intelligence	0%	0%	0%	INVIS

AI Visibility Rate by Company



WHAT THE DATA SHOWS

Most visible: Help Scout, DealHub.io, GetAccept.

Invisible (0%): Shortcut, Supernormal, Terret.

ChatGPT vs Perplexity

ChatGPT

GPT-4o

11

cited

1	Help Scout	13%
2	Copper	9%
3	Otter.ai	9%
4	Proposify	9%
5	Rossum	9%
6	Baserow	4%
7	DealHub.io	4%
8	Gorgias	4%

Perplexity

Sonar Pro

12

cited

1	GetAccept	17%
2	DealHub.io	13%
3	Help Scout	13%
4	Baserow	9%
5	Gorgias	9%
6	Rossum	9%
7	Copper	4%
8	Flowla	4%

3 B2B SaaS Companies AI Doesn't Recommend

Company	Sub-Category
Shortcut	Project/work management
Supernormal	AI meeting notes/assistants
Terret	Revenue intelligence

RECOMMENDATIONS

- Entity optimization first — make sure AI knows what you do and in which sub-category.
- Publish comparison and buyer-intent content targeting the exact queries in this report.
- Earn third-party mentions (Reddit, G2, industry guides) that Perplexity and ChatGPT cite.

This report was produced by

AnswerManiac

Get your brand recommended by AI

Run Your Free AI Recommendation Check

answermaniac.ai/recommendation-check