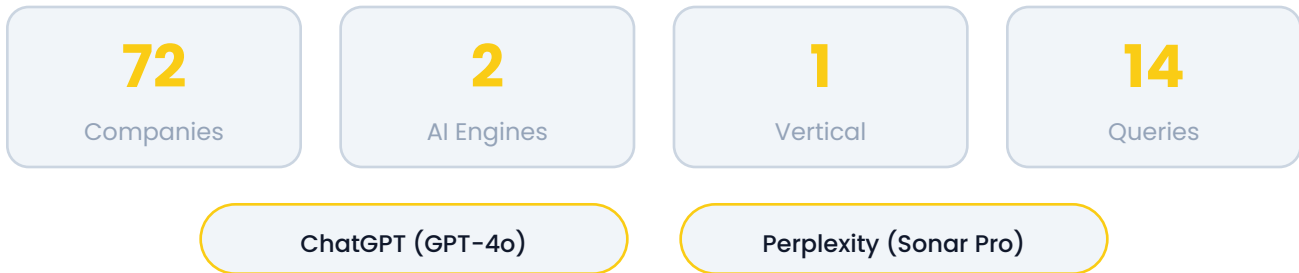


State of AI Search for Cybersecurity

Q2 2026 AI Visibility Report



Key Findings

Palo Alto Networks leads with a score of 39 -- cited across 8 categories including EDR, SASE, SIEM, and ZTNA.

CrowdStrike and Microsoft Defender tie at 36, each cited in 7 ChatGPT queries and 3 Perplexity queries.

SentinelOne scores 25, appearing in EDR, MDR, and ransomware protection across both engines.

Netskope (18) edges out Cloudflare, Wiz, and Zscaler (all at 14) in the SASE/ZTNA race.

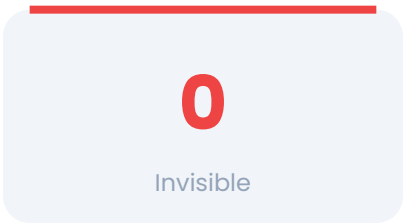
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EXECUTIVE SUMMARY

The AI Search Landscape for Cybersecurity

We analyzed 14 buyer-intent queries across ChatGPT (GPT-4o) and Perplexity (Sonar Pro) to measure which cybersecurity companies are being recommended by AI search engines. Out of 72 companies analyzed, 72 received at least one citation, while 0 were completely invisible. 29 companies were cited by both engines.



Top 5 Companies by AI Visibility Score

1.	Palo Alto Networks	39
2.	CrowdStrike	36
3.	Microsoft Defender	36
4.	SentinelOne	25
5.	Cisco	21

Category Breakdown

Companies are distributed across 11 sub-categories. The chart below shows the number of companies with AI visibility in each category.



METHODOLOGY

How We Measured AI Visibility

We designed 14 buyer-intent queries that reflect how real decision-makers search for cybersecurity solutions. Each query was run through ChatGPT (GPT-4o) and Perplexity (Sonar Pro) to capture which companies appear in AI-generated recommendations. Scores are weighted composites (0-100) factoring citation breadth, positioning strength, and category dominance.

Scoring Framework

75 – 100%	Highly Visible	Cited across majority of queries in multiple categories.
25 – 74%	Moderate Visibility	Cited in several queries but limited to specific categories.
1 – 24%	Low Visibility	Cited in 1-2 queries. Niche presence only.
0%	Invisible	Not cited in any AI search query tested.

AI Engines Tested

ChatGPT (GPT-4o)	OpenAI's flagship model with web browsing
Perplexity (Sonar Pro)	AI search engine with real-time web access

Queries Tested

The following 14 buyer-intent queries were used to measure AI visibility:

- 1 "best endpoint detection and response platform 2026"
- 2 "best SIEM platform for cloud environments"
- 3 "best identity and access management solution enterprise"
- 4 "best cloud security posture management CNAPP 2026"
- 5 "best email security gateway for business"
- 6 "CrowdStrike vs SentinelOne comparison"
- 7 "best zero trust network access solution"
- 8 "best vulnerability management platform"
- 9 "best data security platform for enterprise"
- 10 "cybersecurity platform for mid-market companies"
- 11 "best SASE platform 2026"
- 12 "best managed detection and response MDR service"
- 13 "best application security testing tools"
- 14 "best ransomware protection for business"

COMPLETE RANKINGS

#	Company	Score	ChatGPT	Perplexity	Status
1	Palo Alto Networks	39	36%	43%	Moderate
2	CrowdStrike	36	50%	21%	Moderate
3	Microsoft Defender	36	50%	21%	Moderate
4	SentinelOne	25	29%	21%	Moderate
5	Cisco	21	36%	7%	Low
6	Sophos	21	21%	21%	Low
7	Netskope	18	21%	14%	Low
8	Cloudflare	14	14%	14%	Low
9	Proofpoint	14	21%	7%	Low
10	Wiz	14	14%	14%	Low
11	Zscaler	14	14%	14%	Low
12	Microsoft Entra ID	11	14%	7%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
13	Okta	11	7%	14%	Low
14	Tenable	11	14%	7%	Low
15	Trend Micro	11	21%	0%	Low
16	Abnormal Security	7	7%	7%	Low
17	Akamai	7	7%	7%	Low
18	Bitdefender	7	0%	14%	Low
19	Cato Networks	7	7%	7%	Low
20	Check Point	7	7%	7%	Low
21	Forcepoint	7	7%	7%	Low
22	Fortinet	7	7%	7%	Low
23	Google Security Operations (...)	7	7%	7%	Low
24	Microsoft Purview	7	7%	7%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
25	Microsoft Sentinel	7	7%	7%	Low
26	One Identity	7	7%	7%	Low
27	Orca Security	7	7%	7%	Low
28	Qualys	7	7%	7%	Low
29	Splunk	7	7%	7%	Low
30	Sysdig	7	7%	7%	Low
31	Varonis	7	7%	7%	Low
32	Aqua Security	4	0%	7%	Low
33	Arctic Wolf	4	7%	0%	Low
34	Avast	4	0%	7%	Low
35	Barracuda	4	7%	0%	Low
36	Checkmarx	4	7%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
37	Cognna	4	0%	7%	Low
38	Cohesity	4	7%	0%	Low
39	CyberArk	4	7%	0%	Low
40	CyberSmart	4	0%	7%	Low
41	Cyera	4	0%	7%	Low
42	Cynet	4	0%	7%	Low
43	Datadog	4	0%	7%	Low
44	Elastic Security	4	7%	0%	Low
45	Exabeam	4	7%	0%	Low
46	Expel	4	7%	0%	Low
47	GitHub	4	7%	0%	Low
48	Huntress	4	0%	7%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
49	IBM QRadar	4	7%	0%	Low
50	Intezer	4	0%	7%	Low
51	Intruder	4	0%	7%	Low
52	Invicti	4	7%	0%	Low
53	Jit	4	0%	7%	Low
54	Kaspersky	4	0%	7%	Low
55	ManageEngine	4	0%	7%	Low
56	Mimecast	4	7%	0%	Low
57	Ping Identity	4	7%	0%	Low
58	Rapid7	4	7%	0%	Low
59	Rubrik	4	7%	0%	Low
60	SailPoint	4	7%	0%	Low

Complete Rankings (continued)

#	Company	Score	ChatGPT	Perplexity	Status
61	Secureworks	4	7%	0%	Low
62	Securonix	4	7%	0%	Low
63	Semgrep	4	7%	0%	Low
64	Senseon	4	0%	7%	Low
65	Snyk	4	7%	0%	Low
66	Sublime Security	4	0%	7%	Low
67	Symantec (Broadcom)	4	7%	0%	Low
68	Synopsys	4	7%	0%	Low
69	Tanium	4	7%	0%	Low
70	Veeam	4	7%	0%	Low
71	Veracode	4	7%	0%	Low
72	eSentire	4	0%	7%	Low



CATEGORY DEEP DIVE

Analysis of AI citation patterns across 11 cybersecurity sub-categories reveals significant concentration.

Average AI Visibility Score by Category



Key Findings

Platform Breadth Drives Citations

Palo Alto Networks scores 39, cited across 8 distinct categories from CNAPP to ZTNA. CrowdStrike and Microsoft Defender each hit 36, spanning 7 categories. Breadth matters -- Sophos and Cisco each score 21 by covering 4+ categories, while single-category specialists cap out at 4-7.

Cloud Security Is Fragmented

Wiz scores 14 across CNAPP and vulnerability management, tied with Cloudflare and Zscaler. Orca Security and Sysdig each score 7. Aqua Security only appears on Perplexity, scoring 4. No single vendor owns this space in AI recommendations.

SASE/ZTNA Belongs to Netskope and Zscaler

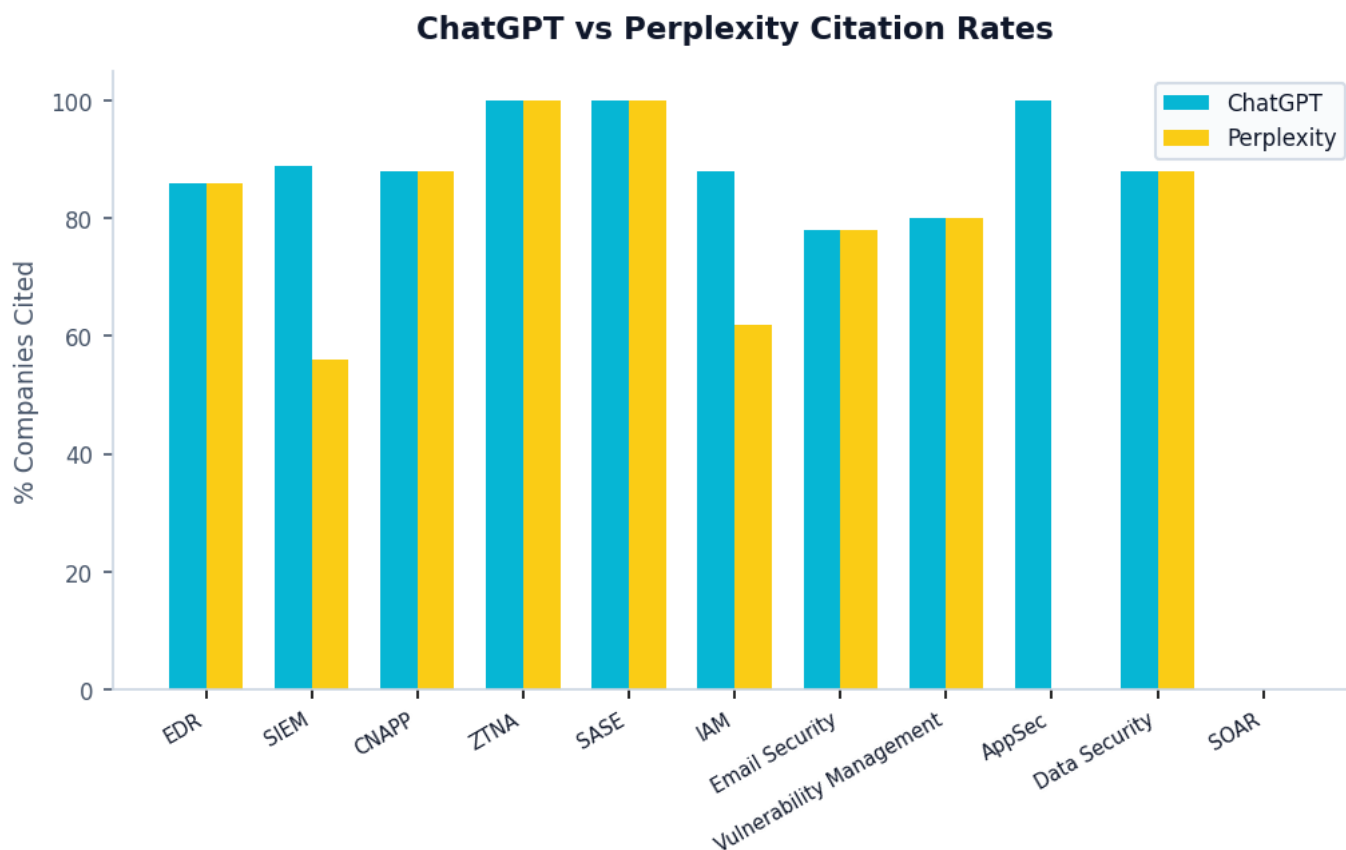
Netskope scores 18, cited in data security, SASE, and ZTNA across both engines. Zscaler and Cloudflare each hit 14. Cato Networks and Fortinet score 7 apiece, appearing on both engines but in fewer queries. Check Point also scores 7, cited for email security and SASE.

Identity and Email Are Platform-Dominated

Microsoft Entra ID (11) and Okta (11) lead IAM, followed by a long tail of vendors at 4-7. In email security, Proofpoint scores 14 with citations on both engines, while Abnormal Security and Check Point each score 7. Mimecast and Barracuda appear only on ChatGPT at 4.

ENGINE COMPARISON

Comparing citation patterns between ChatGPT and Perplexity reveals differences in how each engine surfaces companies for buyer-intent queries.



Key Insight

Perplexity cited Palo Alto Networks 6 times vs ChatGPT's 5, making it the only top vendor favored more by Perplexity. ChatGPT cited CrowdStrike and Microsoft Defender 7 times each vs Perplexity's 3 -- a clear bias toward established platform brands. Perplexity surfaces specialists like Cyera (4), Intruder (4), and Intezer (4) that ChatGPT ignores entirely.

Engine-Specific Patterns

ChatGPT (GPT-4o)

Companies cited: 55

Avg citations/company: 1.3

Coverage: 76%

Top: CrowdStrike (7/14)

Perplexity (Sonar Pro)

Companies cited: 46

Avg citations/company: 0.9

Coverage: 64%

Top: Palo Alto Networks (6/14)

INVISIBLE COMPANIES

No companies in this vertical scored a perfect zero -- every company received at least one citation. However, several companies have dangerously low visibility scores.

Near-Invisible Companies

These companies have minimal AI visibility with scores under 15. They appear in at most one or two queries and risk becoming completely invisible as AI search grows.

Cloudflare	14	Low
Proofpoint	14	Low
Wiz	14	Low
Zscaler	14	Low
Microsoft Entra ID	11	Low
Okta	11	Low
Tenable	11	Low
Trend Micro	11	Low
Abnormal Security	7	Low
Akamai	7	Low
Bitdefender	7	Low
Cato Networks	7	Low
Check Point	7	Low
Forcepoint	7	Low
Fortinet	7	Low
Google Security Operations (Chronicle)	7	Low
Microsoft Purview	7	Low
Microsoft Sentinel	7	Low
One Identity	7	Low
Orca Security	7	Low

WHAT CITED COMPANIES DO DIFFERENTLY

Analyzing the top-performing companies reveals five consistent patterns that drive AI search visibility. These are not theories -- they are observable behaviors of companies that AI engines consistently recommend.

Deep, Specific Content

Top-cited companies publish detailed, query-matching content: pricing guides, comparison articles, technical deep dives, and category-specific landing pages. This content directly feeds AI training data and RAG retrieval pipelines.

Strong Domain Authority

Companies with high domain authority scores and extensive backlink profiles from industry publications, analyst reports, and review sites get cited more frequently. AI engines use the same trust signals as traditional search.

Active Community Presence

Appearing in Reddit discussions, G2 reviews, Gartner Peer Insights, and Quora answers creates community consensus signals. AI engines reference these platforms when generating recommendations.

Schema & Entity Markup

Companies with proper Organization schema, product schema, FAQ markup, and clear entity definitions on their websites make it easier for AI engines to extract and cite structured information about their offerings.

Recent, Fresh Content

AI engines with web access (Perplexity Sonar Pro, ChatGPT with browsing) prioritize recent content. Companies publishing 2025-2026 dated content score higher than those with stale marketing pages from 2022-2023.

RECOMMENDATIONS

Based on our analysis, here are tier-specific recommendations for improving AI search visibility. The actions differ based on your current visibility score.

For Invisible Companies (Score: 0%)

- Audit your web presence: ensure your company has a Wikipedia entry, Crunchbase profile, and G2/Gartner Peer Insights reviews.
- Publish 5-10 deep comparison articles targeting exact buyer-intent queries in your category.
- Implement Organization schema, product schema, and FAQ markup on your website.
- Build citations from industry analysts, review sites, and trade publications.
- Create entity-optimized content that clearly defines what you do, who you serve, and how you compare.

For Low Visibility Companies (Score: 1-50%)

- Double down on the categories where you already appear -- publish 2-3 new pieces per category.
- Target head-to-head comparison queries (your brand vs competitors).
- Publish pricing guides, ROI calculators, and implementation guides that AI engines cite as authoritative.
- Increase review volume on G2, Gartner Peer Insights, and TrustRadius -- community consensus drives citations.
- Submit for industry awards -- award winners correlate strongly with AI citation rates.

For Highly Visible Companies (Score: 75%+)

- Defend your position by publishing fresh, dated content monthly.
- Expand into adjacent categories where you have product capability but low citations.
- Monitor AI search results weekly for competitive positioning changes.
- Build proprietary data assets (benchmarks, reports, surveys) that become citable sources.
- Consider GEO (Generative Engine Optimization) as a dedicated marketing channel with its own budget.

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Data collected June 2026 | Cybersecurity | Q2 2026
72 companies | 14 queries | 2 AI engines