

State of AI Search Cybersecurity

Q3 2026 — Vertical Deep Dive



KEY FINDING

GitGuardian led the vertical at 9% AI visibility. 9 of 14 Cybersecurity challengers were cited; 5 were invisible. Perplexity cited 9, ChatGPT 2.

AI Visibility in Cybersecurity

We tracked 14 growth-stage Cybersecurity challengers for Q3 2026 — none carried over from our Q2 study — and ran 22 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. 9 were cited by at least one engine; 5 were invisible. Perplexity cited 9 of the 14 companies while ChatGPT cited 2. Figures are a dated snapshot for the exact prompts and engines below, in English.

9

Cited

5

Invisible

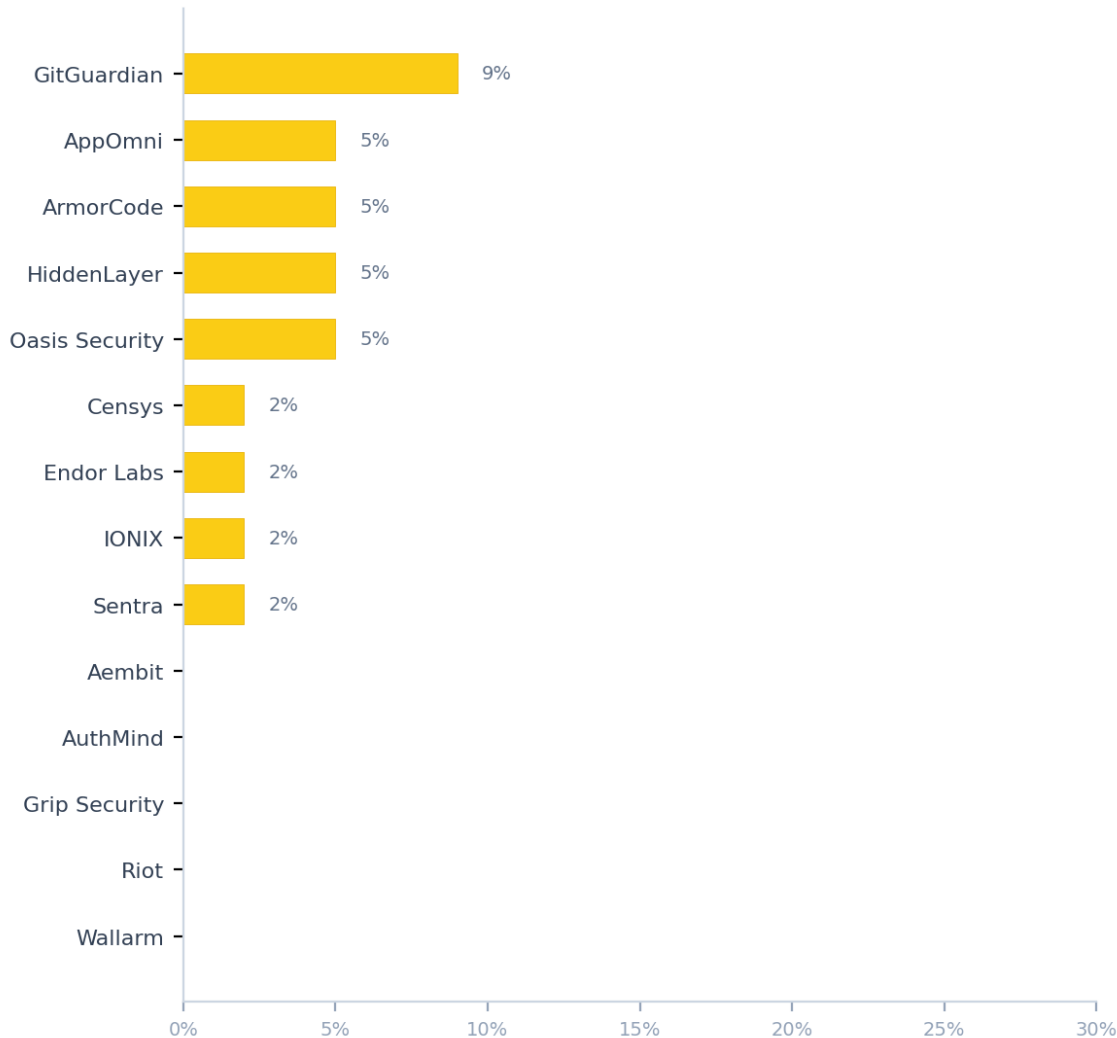
2

On Both Engines

All 14 Companies Ranked

#	Company	Sub-Category	Overall	ChatGPT	Perplexity	
1	GitGuardian	Secrets Security	9%	5%	14%	Cited
2	AppOmni	SSPM	5%	5%	5%	Cited
3	ArmorCode	ASPM	5%	0%	9%	Cited
4	HiddenLayer	AI / LLM Security	5%	0%	9%	Cited
5	Oasis Security	Non-Human Identity	5%	0%	9%	Cited
6	Censys	Attack Surface / Exposure	2%	0%	5%	Cited
7	Endor Labs	ASPM / Software Supply Chain	2%	0%	5%	Cited
8	IONIX	Exposure Management	2%	0%	5%	Cited
9	Sentra	DSPM	2%	0%	5%	Cited
10	Aembit	Non-Human / Workload Identit	0%	0%	0%	INVIS
11	AuthMind	ITDR	0%	0%	0%	INVIS
12	Grip Security	SSPM / SaaS Identity	0%	0%	0%	INVIS
13	Riot	Security Awareness	0%	0%	0%	INVIS
14	Wallarm	API Security	0%	0%	0%	INVIS

AI Visibility Rate by Company



WHAT THE DATA SHOWS

Most visible: GitGuardian, AppOmni, ArmorCode.

Invisible (0%): Aembit, AuthMind, Grip Security, Riot, Wallarm.

ChatGPT vs Perplexity

ChatGPT

GPT-4o

2

cited

- | | | |
|---|-------------|----|
| 1 | AppOmni | 5% |
| 2 | GitGuardian | 5% |

Perplexity

Sonar Pro

9

cited

- | | | |
|---|----------------|-----|
| 1 | GitGuardian | 14% |
| 2 | ArmorCode | 9% |
| 3 | HiddenLayer | 9% |
| 4 | Oasis Security | 9% |
| 5 | AppOmni | 5% |
| 6 | Censys | 5% |
| 7 | Endor Labs | 5% |
| 8 | IONIX | 5% |

5 Cybersecurity Companies AI Doesn't Recommend

Company	Sub-Category
Aembit	Non-Human / Workload Identity
AuthMind	ITDR
Grip Security	SSPM / SaaS Identity
Riot	Security Awareness
Wallarm	API Security

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.

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