

State of AI Search

HR Tech

Q3 2026 — Vertical Deep Dive



KEY FINDING

Culture Amp led the vertical at 9% AI visibility. 11 of 14 HR Tech challengers were cited; 3 were invisible. Perplexity cited 10, ChatGPT 4.

AI Visibility in HR Tech

We tracked 14 growth-stage HR Tech 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. 11 were cited by at least one engine; 3 were invisible. Perplexity cited 10 of the 14 companies while ChatGPT cited 4. Figures are a dated snapshot for the exact prompts and engines below, in English.

11

Cited

3

Invisible

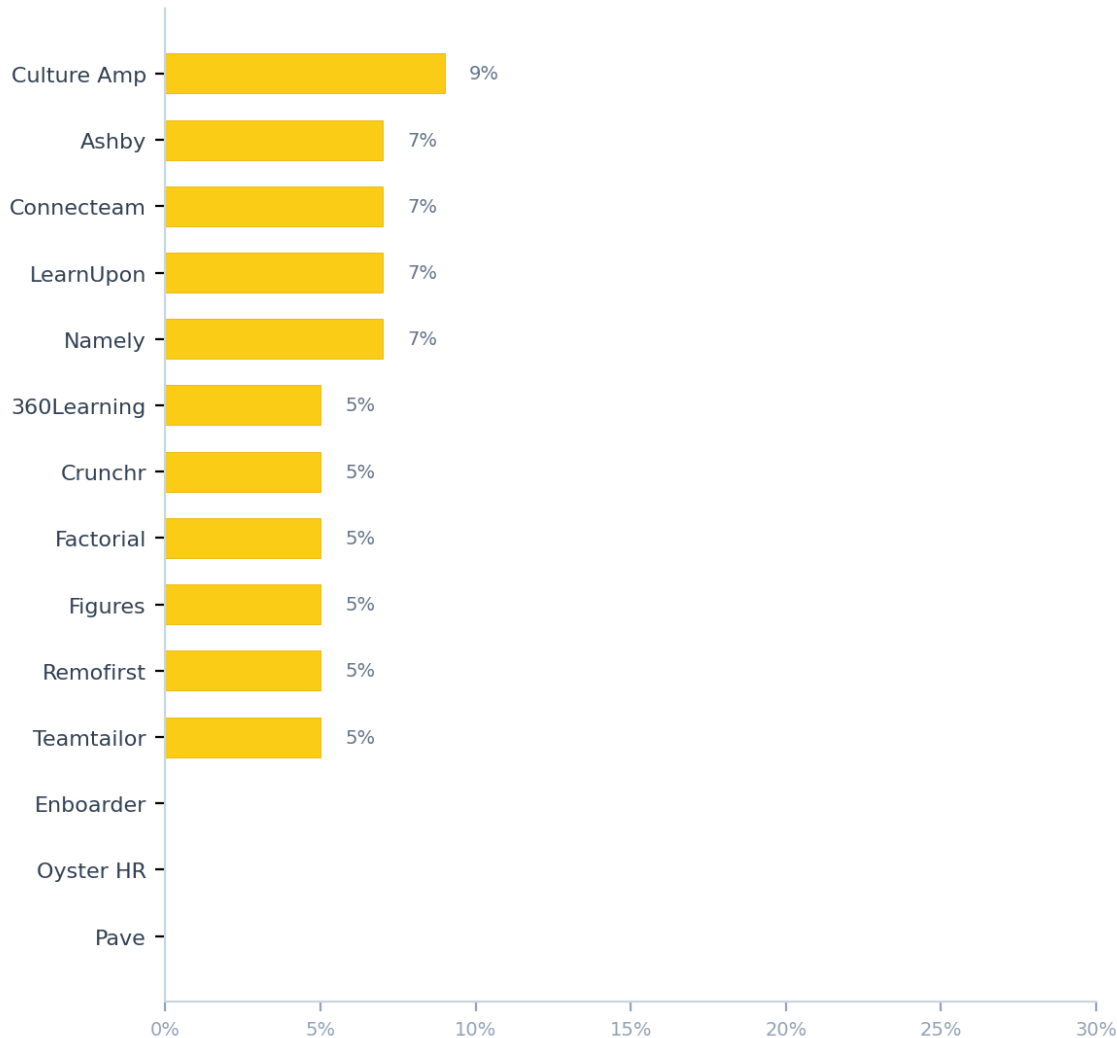
3

On Both Engines

All 14 Companies Ranked

#	Company	Sub-Category	Overall	ChatGPT	Perplexity	
1	Culture Amp	Performance / Engagement	9%	14%	5%	Cited
2	Ashby	ATS / Recruiting	7%	0%	14%	Cited
3	Connecteam	Time & Scheduling / Workforc	7%	0%	14%	Cited
4	LearnUpon	LMS / Training	7%	5%	9%	Cited
5	Namely	HRIS (SMB/mid)	7%	14%	0%	Cited
6	360Learning	LMS / Training	5%	0%	9%	Cited
7	Crunchr	People Analytics	5%	5%	5%	Cited
8	Factorial	HRIS (SMB/mid)	5%	0%	9%	Cited
9	Figures	Compensation Management	5%	0%	9%	Cited
10	Remofirst	Global EOR / Payroll	5%	0%	9%	Cited
11	Teamtailor	ATS / Recruiting	5%	0%	9%	Cited
12	Enboarder	Onboarding	0%	0%	0%	INVIS
13	Oyster HR	Global EOR / Payroll	0%	0%	0%	INVIS
14	Pave	Compensation Management	0%	0%	0%	INVIS

AI Visibility Rate by Company



WHAT THE DATA SHOWS

Most visible: Culture Amp, Ashby, Connecteam.

Invisible (0%): Enboarder, Oyster HR, Pave.

ChatGPT vs Perplexity

ChatGPT

GPT-4o

4

cited

- | | | |
|---|-------------|-----|
| 1 | Culture Amp | 14% |
| 2 | Namely | 14% |
| 3 | Crunchr | 5% |
| 4 | LearnUpon | 5% |

Perplexity

Sonar Pro

10

cited

- | | | |
|---|-------------|-----|
| 1 | Ashby | 14% |
| 2 | Connecteam | 14% |
| 3 | 360Learning | 9% |
| 4 | Factorial | 9% |
| 5 | Figures | 9% |
| 6 | LearnUpon | 9% |
| 7 | Remofirst | 9% |
| 8 | Teamtailor | 9% |

3 HR Tech Companies AI Doesn't Recommend

Company	Sub-Category
Enboarder	Onboarding
Oyster HR	Global EOR / Payroll
Pave	Compensation Management

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