

State of AI Search for B2B SaaS

Q2 2026 AI Visibility Report

100

Companies

2

AI Engines

3

Verticals

84

Queries

ChatGPT (GPT-4o)

Perplexity (Sonar Pro)

KEY FINDINGS

47 companies cited by at least one AI engine

53 companies completely invisible to AI search

22 companies cited by both ChatGPT and Perplexity

HR Tech most competitive vertical for AI citations

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The AI Search Landscape Is Leaving Most B2B Companies Behind

We tracked 100 B2B companies across HR Tech, Fintech, and B2B SaaS to measure how often AI engines recommend them when users ask for solutions. The results are stark: more than half of these companies are completely invisible to AI search.

When a VP of Operations asks ChatGPT 'What payroll software handles multi-state tax compliance?' or a CTO asks Perplexity 'What fraud prevention tools catch synthetic identities?' -- your company either shows up or it doesn't. There's no page 2 in AI search.

This report maps exactly which companies get cited, which don't, and what the visible ones do differently.

47

Companies Cited

53

Invisible

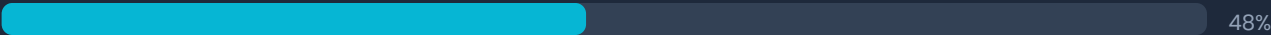
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Cited by Both

Visibility by Vertical

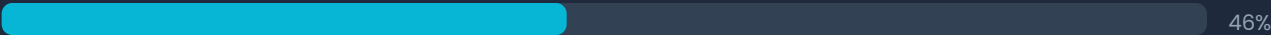
Fintech

33 companies | 16 cited | 17 invisible | 7 cited by both



HR Tech

32 companies | 15 cited | 17 invisible | 8 cited by both



B2B SaaS

35 companies | 16 cited | 19 invisible | 7 cited by both



How We Measured AI Visibility

We built 42 user-intent queries based on real problems B2B buyers search for in AI engines. Not generic 'best of' lists -- actual pain points like:

'Our recruiting process is chaos -- resumes in email, no pipeline tracking. What affordable ATS works for 10-30 hires per year?'

'Fraudulent signups are costing us thousands per month. What identity verification tools catch synthetic identities without killing conversion?'

Each query was sent to ChatGPT (GPT-4o) and Perplexity (Sonar Pro). We then checked whether each of our 100 tracked companies appeared in the AI's response.

A company is marked 'cited' if the AI mentions it by name in its answer. The overall visibility score is the percentage of relevant queries where a company was cited, averaged across both engines.

SCORING

75-100% = Highly Visible (cited by both engines consistently)

25-74% = Moderate Visibility (cited by one engine or inconsistently)

1-24% = Low Visibility (rarely cited)

0% = Invisible (never cited by any engine)

Query Distribution by Vertical

HR Tech

queries
11

Fintech

queries
16

B2B SaaS

queries
15

Limitations: This report covers ChatGPT and Perplexity. Gemini and Claude were planned but excluded from this cycle due to API access constraints. AI responses vary by session -- we ran each query once per engine for this baseline. Future quarterly reports will include all four engines and multi-run averaging.

All 100 Companies Ranked by AI Visibility

#	Company	Vertical	Score	ChatGPT	Perplexity	Status
1	Justt	Fintech	100%	Yes	Yes	Highly Visible
2	Multiplier	HR Tech	100%	Yes	Yes	Highly Visible
3	Assembly	HR Tech	100%	Yes	Yes	Highly Visible
4	Scribe	B2B SaaS	100%	Yes	Yes	Highly Visible
5	Treasury Prime	Fintech	100%	Yes	Yes	Highly Visible
6	Breezy HR	HR Tech	100%	Yes	Yes	Highly Visible
7	Dwolla	Fintech	100%	Yes	Yes	Highly Visible
8	Gem	HR Tech	100%	Yes	Yes	Highly Visible
9	Fireflies.ai	B2B SaaS	100%	Yes	Yes	Highly Visible
10	Fathom	B2B SaaS	100%	Yes	Yes	Highly Visible
11	MX	Fintech	100%	Yes	Yes	Highly Visible
12	Papaya Global	HR Tech	100%	Yes	Yes	Highly Visible
13	Footprint	Fintech	100%	Yes	Yes	Highly Visible
14	Avoma	B2B SaaS	100%	Yes	Yes	Highly Visible
15	Timely	HR Tech	100%	Yes	Yes	Highly Visible
16	Close	B2B SaaS	100%	Yes	Yes	Highly Visible
17	TalentLMS	HR Tech	100%	Yes	Yes	Highly Visible
18	15Five	HR Tech	100%	Yes	Yes	Highly Visible
19	Crisp	B2B SaaS	100%	Yes	Yes	Highly Visible
20	Trainual	B2B SaaS	75%	Yes	Yes	Highly Visible
21	Unit	Fintech	75%	Yes	Yes	Highly Visible
22	Relay	Fintech	50%	Yes	No	Moderate
23	Spendbase	Fintech	50%	No	Yes	Moderate
24	Pleo	Fintech	50%	Yes	No	Moderate
25	Novo	Fintech	50%	Yes	No	Moderate
26	Weavr	Fintech	50%	No	Yes	Moderate
27	ComplyAdvantage	Fintech	50%	Yes	Yes	Moderate
28	Lithic	Fintech	50%	No	Yes	Moderate
29	Synctera	Fintech	50%	No	Yes	Moderate

OVERALL AI VISIBILITY RANKINGS

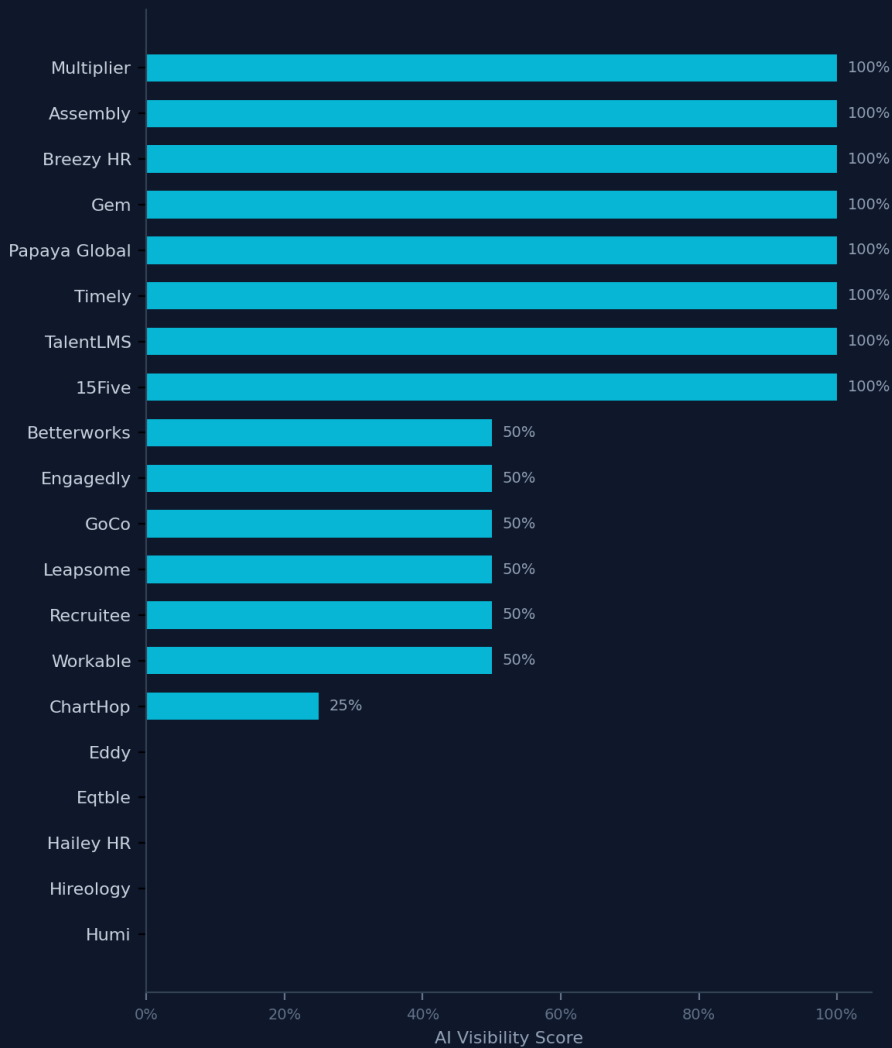
#	Company	Vertical	Score	ChatGPT	Perplexity	Status
31	Spekit	B2B SaaS	50%	No	Yes	Moderate
32	Betterworks	HR Tech	50%	Yes	No	Moderate
33	Salesflare	B2B SaaS	50%	No	Yes	Moderate
34	Nutshell	B2B SaaS	50%	No	Yes	Moderate
35	Engagedly	HR Tech	50%	Yes	No	Moderate
36	Missive	B2B SaaS	50%	No	Yes	Moderate
37	Heyflow	B2B SaaS	50%	No	Yes	Moderate
38	GoCo	HR Tech	50%	No	Yes	Moderate
39	Leapsome	HR Tech	50%	Yes	No	Moderate
40	Recruitee	HR Tech	50%	Yes	No	Moderate
41	Workable	HR Tech	50%	Yes	No	Moderate
42	ChartHop	HR Tech	25%	Yes	No	Moderate
43	Float	Fintech	25%	No	Yes	Moderate
44	Aligned	B2B SaaS	25%	No	Yes	Moderate
45	Trumpet	B2B SaaS	25%	No	Yes	Moderate
46	Dock	B2B SaaS	25%	No	Yes	Moderate
47	Rho	Fintech	17%	No	Yes	Low
48	Folk	B2B SaaS	0%	No	No	INVISIBLE
49	Eddy	HR Tech	0%	No	No	INVISIBLE
50	Nifty	B2B SaaS	0%	No	No	INVISIBLE
51	Eqtbl	HR Tech	0%	No	No	INVISIBLE
52	Magical	B2B SaaS	0%	No	No	INVISIBLE
53	Grain	B2B SaaS	0%	No	No	INVISIBLE
54	Hailey HR	HR Tech	0%	No	No	INVISIBLE
55	Hireology	HR Tech	0%	No	No	INVISIBLE
56	Humi	HR Tech	0%	No	No	INVISIBLE
57	Jibble	HR Tech	0%	No	No	INVISIBLE
58	Keka HR	HR Tech	0%	No	No	INVISIBLE
59	Kenjo	HR Tech	0%	No	No	INVISIBLE
60	Extend	Fintech	0%	No	No	INVISIBLE
61	Pipefy	B2B SaaS	0%	No	No	INVISIBLE
62	EngageBay	B2B SaaS	0%	No	No	INVISIBLE

OVERALL AI VISIBILITY RANKINGS

#	Company	Vertical	Score	ChatGPT	Perplexity	Status
66	Qualee	HR Tech	0%	No	No	INVISIBLE
67	Distribute	B2B SaaS	0%	No	No	INVISIBLE
68	Sesame HR	HR Tech	0%	No	No	INVISIBLE
69	Skudad	HR Tech	0%	No	No	INVISIBLE
70	Coefficient	B2B SaaS	0%	No	No	INVISIBLE
71	Claap	B2B SaaS	0%	No	No	INVISIBLE
72	Bitskout	B2B SaaS	0%	No	No	INVISIBLE
73	ClearCompany	HR Tech	0%	No	No	INVISIBLE
74	Reclaim.ai	B2B SaaS	0%	No	No	INVISIBLE
75	Coris	Fintech	0%	No	No	INVISIBLE
76	Screenful	B2B SaaS	0%	No	No	INVISIBLE
77	Column	Fintech	0%	No	No	INVISIBLE
78	Griffin	Fintech	0%	No	No	INVISIBLE
79	Highnote	Fintech	0%	No	No	INVISIBLE
80	Increase	Fintech	0%	No	No	INVISIBLE
81	Attio	B2B SaaS	0%	No	No	INVISIBLE
82	Codat	Fintech	0%	No	No	INVISIBLE
83	Cledara	Fintech	0%	No	No	INVISIBLE
84	Moov	Fintech	0%	No	No	INVISIBLE
85	Center	Fintech	0%	No	No	INVISIBLE
86	Paystand	Fintech	0%	No	No	INVISIBLE
87	Atlar	Fintech	0%	No	No	INVISIBLE
88	Anchor	Fintech	0%	No	No	INVISIBLE
89	SEON	Fintech	0%	No	No	INVISIBLE
90	Sardine	Fintech	0%	No	No	INVISIBLE
91	Slope	Fintech	0%	No	No	INVISIBLE
92	Warmly	B2B SaaS	0%	No	No	INVISIBLE
93	Vowel	B2B SaaS	0%	No	No	INVISIBLE
94	Tilled	Fintech	0%	No	No	INVISIBLE
95	Tldv	B2B SaaS	0%	No	No	INVISIBLE
96	Tinybird	B2B SaaS	0%	No	No	INVISIBLE
97	Taskade	B2B SaaS	0%	No	No	INVISIBLE

HR Tech AI Visibility

32 companies | 15 cited | 17 invisible



Global EOR Dominates

Multiplier, Papaya Global, and Plane are consistently cited when users ask about hiring internationally. The EOR category has the highest citation rate in HR Tech.

Performance Tools Split

15Five and Leapsome get cited frequently, but Betterworks and Engagedly rarely appear. The performance management space is winner-take-most in AI search.

Small HRIS Invisible

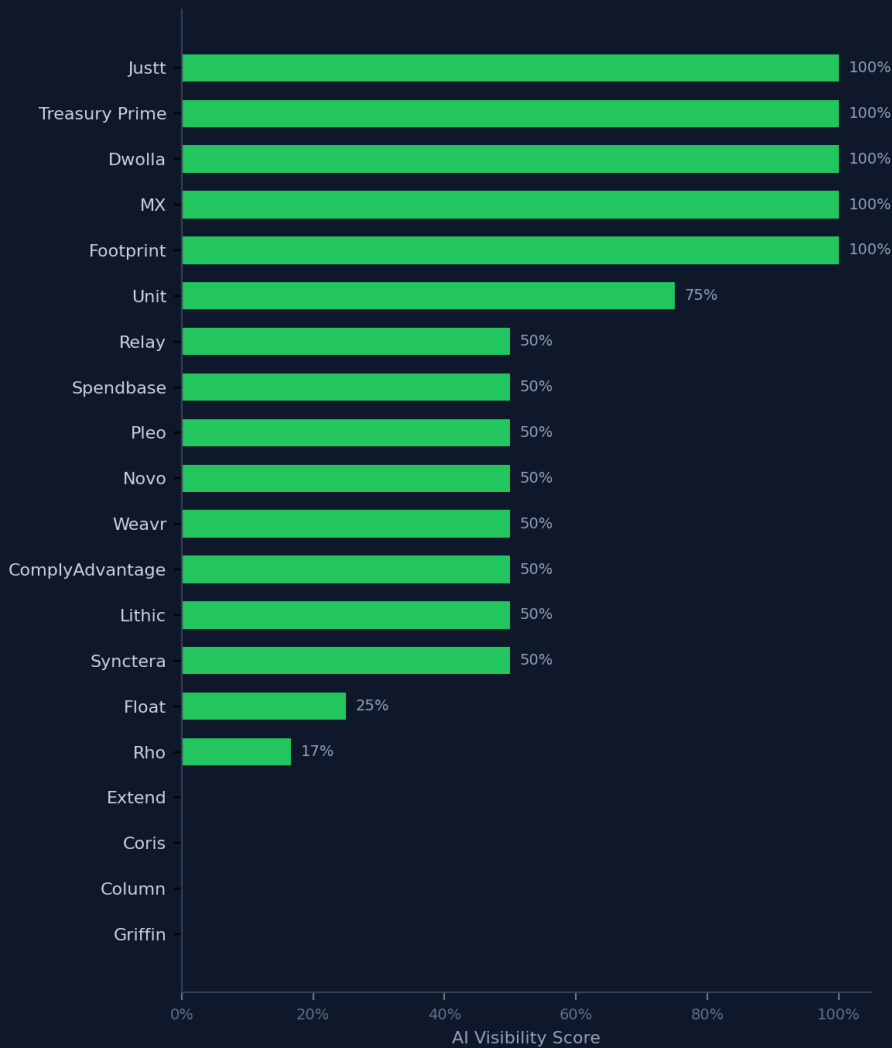
Eddy, Hailey HR, Kenjo, Keka HR, Omni HR -- none of these smaller HRIS platforms appear in AI recommendations despite having real products and customers.

Time Tracking Niche

Timely appears consistently but Jibble does not, despite both serving the same category. Content depth and domain authority appear to drive the difference.

Fintech AI Visibility

33 companies | 16 cited | 17 invisible



BaaS Highly Visible

Treasury Prime, Unit, and banking infrastructure companies appear frequently. Developers searching for embedded banking find multiple options cited.

Payments Fragmented

Dwolla gets cited for ACH payments but Tilled, Moov, and Stax rarely appear. The payment processing space is crowded and AI favors established names.

Fraud Detection Gap

SEON and Sardine are invisible despite being purpose-built fraud tools. ComplyAdvantage appears occasionally for AML but not consistently.

Expense Management

Center, Pleo, and Float compete in the same space but with varying visibility. Perplexity favors Pleo (European) while ChatGPT barely mentions it.

B2B SaaS AI Visibility

35 companies | 16 cited | 19 invisible



Meeting AI Tools Win

Fathom, Fireflies.ai, Avoma, and Tldv all get cited for meeting intelligence. This is the most competitive SaaS sub-category in our panel.

CRM Split Wide Open

Close and Folk appear in AI recommendations but Nutshell, Attio, and Salesflare are invisible. The SMB CRM space is ripe for AEO work.

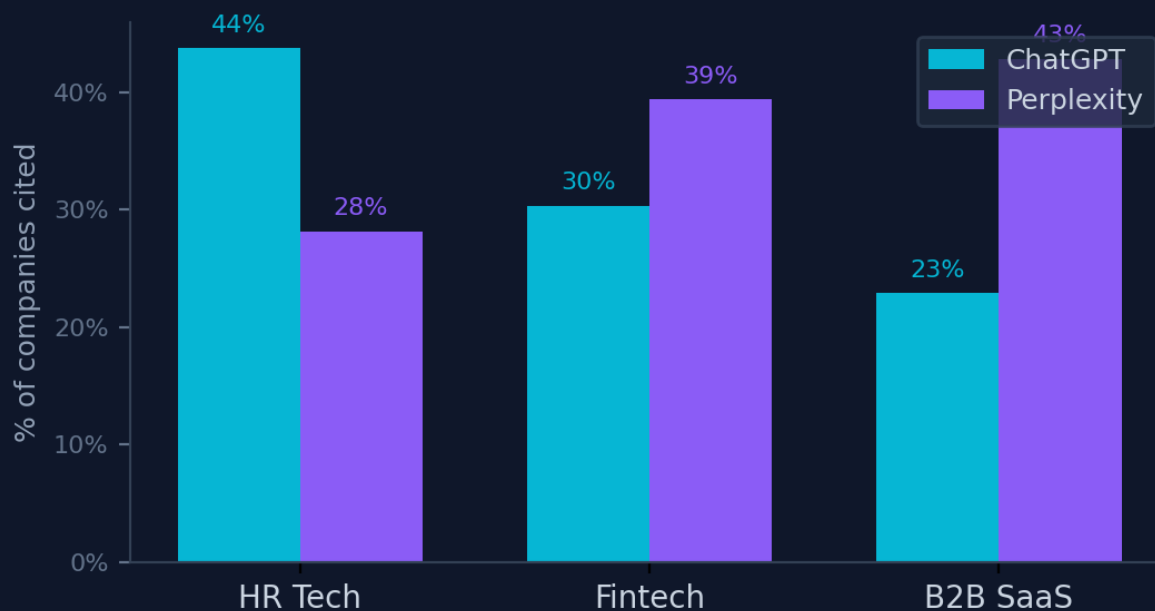
Sales Enablement Gap

Dock and Spekit are both invisible despite targeting the sales enablement space. Companies like Trumpet also miss out on digital sales room queries.

Process Documentation

Scribe gets cited consistently for auto-generating SOPs. Trainual appears for training but less frequently. The documentation category favors specificity.

ChatGPT vs Perplexity



Key Pattern

Perplexity cites more companies than ChatGPT across all three verticals. This makes sense: Perplexity pulls from real-time web data while ChatGPT relies more heavily on training data. Companies with strong web presence and recent content have an advantage on Perplexity. Companies with deep, authoritative content perform better on ChatGPT.

53 Companies AI Doesn't Know

These companies scored 0% -- no AI engine cited them for any query.

Company	Vertical	Sub-Category
Folk	B2B SaaS	CRM (SMB)
Eddy	HR Tech	HRIS (SMB)
Nifty	B2B SaaS	Project Management
Eqtable	HR Tech	People Analytics
Magical	B2B SaaS	Productivity / Automation
Grain	B2B SaaS	Meeting Highlights
Hailey HR	HR Tech	HRIS (SMB)
Hireology	HR Tech	Recruiting (Vertical)
Humi	HR Tech	All-in-One HR (SMB)
Jibble	HR Tech	Time Tracking
Keka HR	HR Tech	HRIS / Payroll
Kenjo	HR Tech	HRIS (SMB)
Extend	Fintech	Virtual Cards
Pipefy	B2B SaaS	Workflow Automation
EngageBay	B2B SaaS	CRM / Marketing (SMB)
Omni HR	HR Tech	HRIS / Payroll
Persio	HR Tech	Compensation Management
Plane	HR Tech	Global HR / Payroll
Qualee	HR Tech	Onboarding / Engagement
Distribute	B2B SaaS	Content Pages / Sales
Sesame HR	HR Tech	HRIS / Time Tracking
Skud	HR Tech	Global EOR / Payroll
Coefficient	B2B SaaS	Spreadsheet Automation
Claap	B2B SaaS	Video Wiki
Bitskout	B2B SaaS	Document AI
ClearCompany	HR Tech	Talent Management
Reclaim.ai	B2B SaaS	Smart Scheduling
Coris	Fintech	Risk / Compliance AI
Screenful	B2B SaaS	Team Analytics
Column	Fintech	Banking Infrastructure

THE INVISIBLE COMPANIES (CONTINUED)

Company	Vertical	Sub-Category
Griffin	Fintech	Banking Infrastructure
Highnote	Fintech	Card Issuing Platform
Increase	Fintech	Banking API / Infrastructure
Attio	B2B SaaS	CRM (Modern)
Codat	Fintech	Financial Data Integration
Cledara	Fintech	SaaS Management
Moov	Fintech	Payment Infrastructure
Center	Fintech	Expense Management
Paystand	Fintech	B2B Payments
Atlar	Fintech	Treasury Management
Anchor	Fintech	Billing Automation
SEON	Fintech	Fraud Prevention
Sardine	Fintech	Fraud / Compliance
Slope	Fintech	B2B BNPL / Trade Credit
Warmly	B2B SaaS	Website Visitor Intelligence
Vowel	B2B SaaS	Video Meetings
Tilled	Fintech	Payment Facilitation
Tldv	B2B SaaS	Meeting Recording
Tinybird	B2B SaaS	Real-Time Analytics
Taskade	B2B SaaS	AI Project Management
Supademo	B2B SaaS	Interactive Demos
Awardco	HR Tech	Employee Recognition
Zavvy	HR Tech	People Development

Patterns From the Top 20

Deep, Specific Content

Cited companies publish detailed comparison pages, use-case guides, and integration documentation. They answer the exact questions users ask AI engines. Generic "features" pages don't get cited.

Strong Domain Authority

Companies with DR 50+ and backlinks from authoritative sources (G2, Capterra, TechCrunch) appear more in ChatGPT. Training data reflects what the web already trusts.

Active Community Presence

Cited companies have mentions on Reddit, Quora, HackerNews, and industry forums. AI engines weight community consensus -- real people recommending real tools.

Schema & Entity Markup

Companies that use proper Organization schema, FAQ schema, and structured data help AI engines understand what they do. Without markup, AI has to guess.

Recent, Fresh Content

Perplexity especially favors companies with recent blog posts, changelog updates, and press coverage. Stale websites get overlooked by real-time search AI.

What to Do With This Data

If You're Invisible (0%)

- Your AI visibility problem is an opportunity, not a crisis.
- Start with entity optimization -- make sure AI knows what you do.
- Publish comparison content targeting the exact queries in this report.
- Build structured data (Organization, FAQ, HowTo schema) on your site.
- Get mentioned in community discussions (Reddit, G2, industry forums).

If You're Low Visibility (1-50%)

- You're on the radar but not the default recommendation.
- Study which engine cites you and double down on what works there.
- Create content that directly answers the queries where you're missing.
- Build Digital PR to increase domain authority and entity recognition.

If You're Highly Visible (75%+)

- Protect your position -- competitors will try to outrank you.
- Monitor your citations quarterly to catch drops early.
- Expand to adjacent categories where you're not yet cited.

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Data collected June 2026 | 100 companies | ChatGPT (GPT-4o) & Perplexity (Sonar Pro)

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