

State of AI Search for B2B — 7 Verticals

Q3 2026 AI Visibility Report

100

Companies

2

AI Engines

7

Verticals

155

Queries

ChatGPT (GPT-4o)

Perplexity (Sonar Pro)

KEY FINDINGS

66 of 100 companies cited by at least one AI engine

34 companies completely invisible to AI search

21 companies cited by both ChatGPT and Perplexity

All-new panel of growth-stage challengers (no incumbents)

AI Search Still Leaves Most B2B Challengers Behind

We tracked 100 brand-new B2B companies — growth-stage challengers across seven verticals, none of them incumbents — to measure how often ChatGPT and Perplexity recommend them when buyers ask for solutions. 66 were cited by at least one engine; 34 were completely invisible. When a buyer asks an AI assistant which vendor to use, a company either shows up or it doesn't — there is no page two in AI search. This report maps which of these challengers get cited, which don't, and where the visibility gaps are by vertical. All figures are a dated snapshot for the exact prompts and engines below, in English.

66

Companies Cited

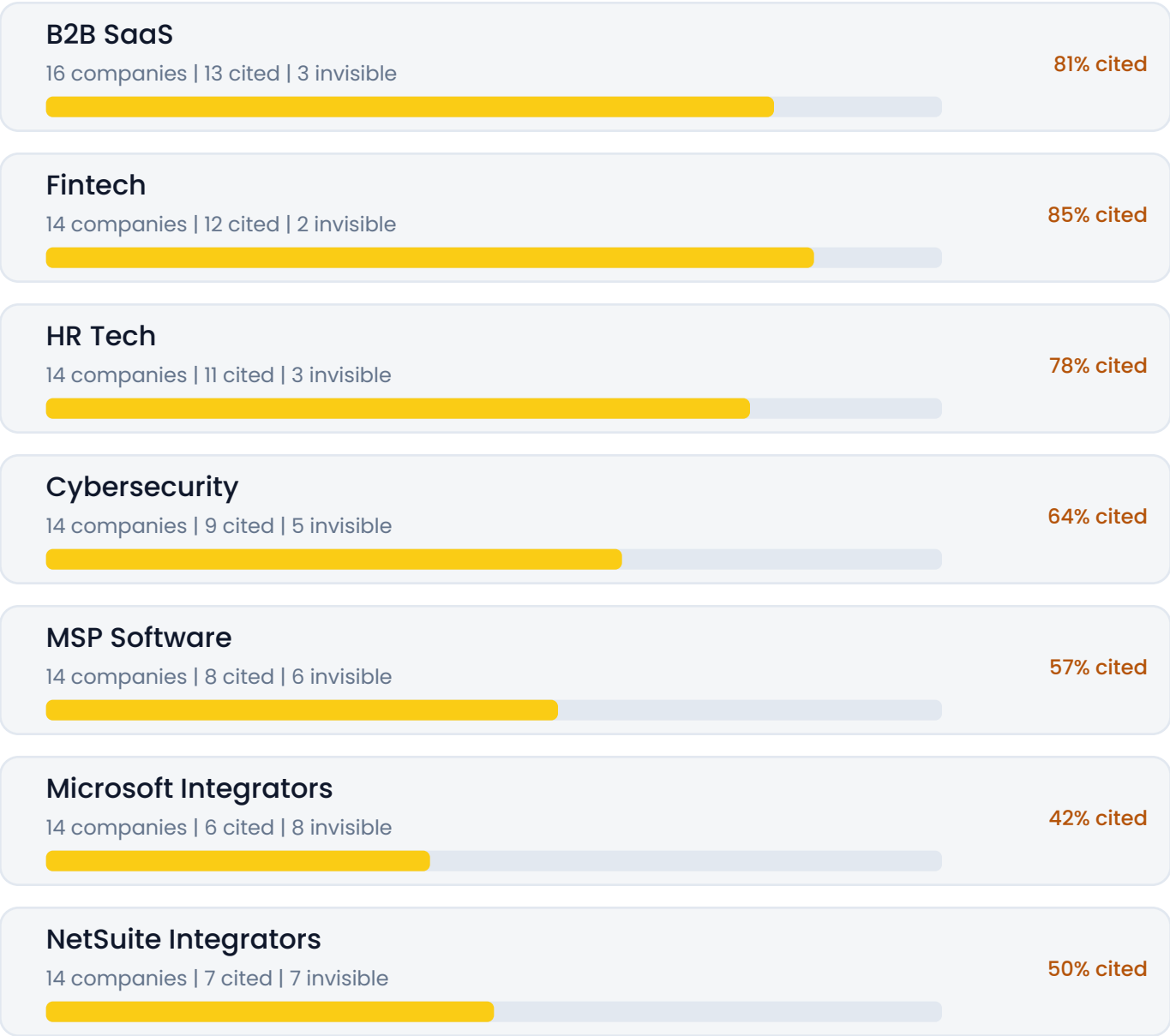
34

Invisible

21

Cited by Both

Cited vs Invisible, by Vertical



How We Measured AI Visibility

We built 155 unbranded, buyer-intent category queries across the seven verticals — the actual prompts buyers type, such as 'best employer of record to hire internationally' or 'best data security posture management platform'. Each query was sent to ChatGPT (GPT-4o) and Perplexity (Sonar Pro) in a fresh session. We then checked whether each of the 100 tracked companies appeared in the AI's answer, by name or by its own domain in the cited sources. A company is 'cited' when it appears in the answer. Its visibility score is the share of its vertical's queries where it appeared, measured per engine and combined across both.

SCORING

Overall % = share of a vertical's queries where the company appeared, across both engines.

Status = Cited (appeared at least once) or Invisible (never appeared).

src-cited = the company's own domain was in the answer's cited sources (strongest signal).

Limitations: this cycle ran ChatGPT + Perplexity (same as Q2, so it stays comparable); Claude and Gemini are planned but were not run here. AI answers vary by session — each query was run once per engine for this snapshot. Figures are a dated snapshot and will change as engines update.

All 100 Companies Ranked by AI Visibility

#	Company	Vertical	Overall	ChatGPT	Perplexity	Status
1	Luxent	NetSuite Integrato	30%	No	Yes	Cited
2	Help Scout	B2B SaaS	13%	Yes	Yes	Cited
3	ScalePad	MSP Software	11%	No	Yes	Cited
4	GetAccept	B2B SaaS	9%	No	Yes	Cited
5	Rossum	B2B SaaS	9%	Yes	Yes	Cited
6	DealHub.io	B2B SaaS	9%	Yes	Yes	Cited
7	GitGuardian	Cybersecurity	9%	Yes	Yes	Cited
8	Culture Amp	HR Tech	9%	Yes	Yes	Cited
9	Innovia Consulting	Microsoft Integrat	9%	No	Yes	Cited
10	Copper	B2B SaaS	7%	Yes	Yes	Cited
11	Otter.ai	B2B SaaS	7%	Yes	Yes	Cited
12	Gorgias	B2B SaaS	7%	Yes	Yes	Cited
13	Baserow	B2B SaaS	7%	Yes	Yes	Cited
14	Proposify	B2B SaaS	7%	Yes	Yes	Cited
15	Payhawk	Fintech	7%	No	Yes	Cited
16	Namely	HR Tech	7%	Yes	No	Cited
17	Ashby	HR Tech	7%	No	Yes	Cited
18	LearnUpon	HR Tech	7%	Yes	Yes	Cited
19	Connecteam	HR Tech	7%	No	Yes	Cited
20	ArmorCode	Cybersecurity	5%	No	Yes	Cited
21	AppOmni	Cybersecurity	5%	Yes	Yes	Cited
22	Oasis Security	Cybersecurity	5%	No	Yes	Cited
23	HiddenLayer	Cybersecurity	5%	No	Yes	Cited
24	Spreadly	Fintech	5%	No	Yes	Cited
25	Primer	Fintech	5%	No	Yes	Cited
26	Finix	Fintech	5%	Yes	Yes	Cited
27	Unit21	Fintech	5%	No	Yes	Cited
28	Trovata	Fintech	5%	Yes	Yes	Cited
29	LoanPro	Fintech	5%	No	Yes	Cited
30	Stampli	Fintech	5%	Yes	Yes	Cited
31	Numeric	Fintech	5%	No	Yes	Cited
32	Factorial	HR Tech	5%	No	Yes	Cited
33	Remofirst	HR Tech	5%	No	Yes	Cited

OVERALL AI VISIBILITY RANKINGS

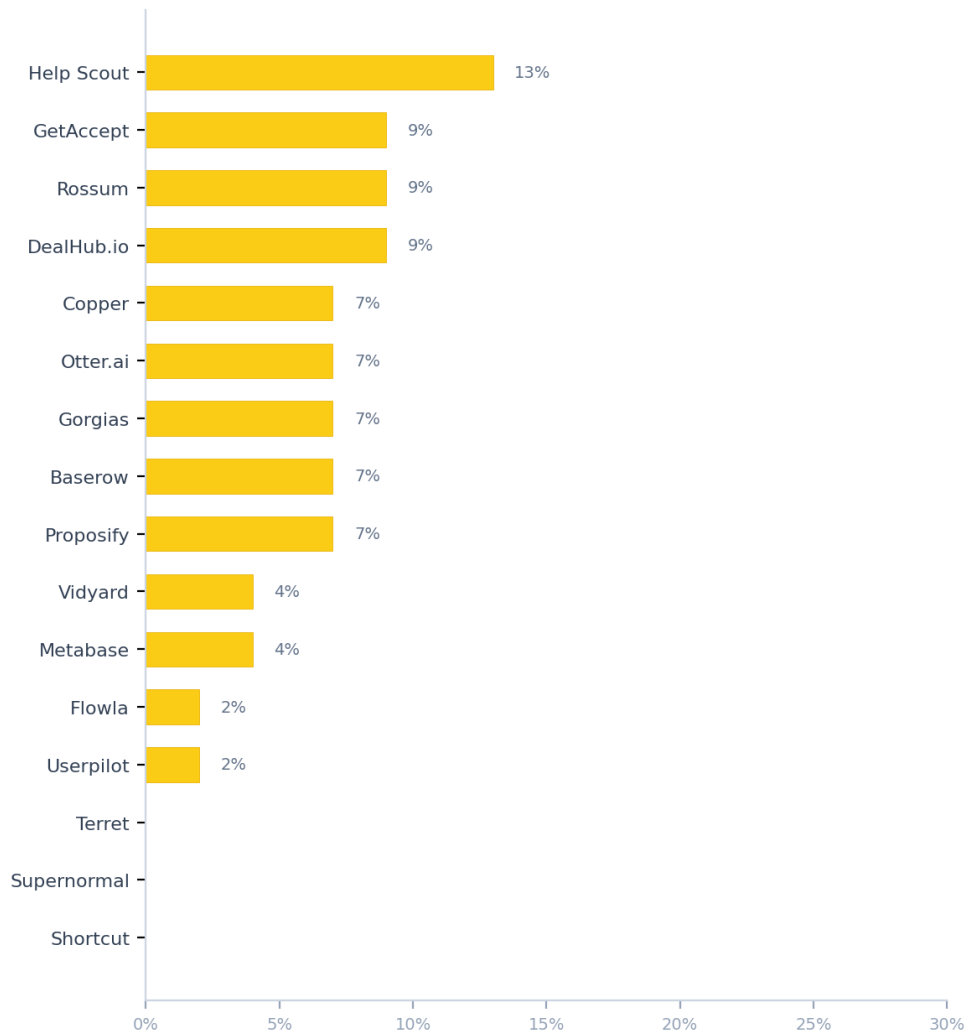
#	Company	Vertical	Overall	ChatGPT	Perplexity	Status
34	Teamtailor	HR Tech	5%	No	Yes	Cited
35	360Learning	HR Tech	5%	No	Yes	Cited
36	Crunchr	HR Tech	5%	Yes	Yes	Cited
37	Figures	HR Tech	5%	No	Yes	Cited
38	Western Computer	Microsoft Integrat	5%	No	Yes	Cited
39	Catapult ERP	Microsoft Integrat	5%	Yes	No	Cited
40	Gestisoft	Microsoft Integrat	5%	No	Yes	Cited
41	Zomentum	MSP Software	5%	Yes	Yes	Cited
42	Action1	MSP Software	5%	No	Yes	Cited
43	TopLeft	MSP Software	5%	Yes	Yes	Cited
44	Concentrus	NetSuite Integrato	5%	Yes	Yes	Cited
45	Vidyard	B2B SaaS	4%	Yes	Yes	Cited
46	Metabase	B2B SaaS	4%	Yes	Yes	Cited
47	Flowla	B2B SaaS	2%	No	Yes	Cited
48	Userpilot	B2B SaaS	2%	Yes	No	Cited
49	Endor Labs	Cybersecurity	2%	No	Yes	Cited
50	Sentra	Cybersecurity	2%	No	Yes	Cited
51	Censys	Cybersecurity	2%	No	Yes	Cited
52	IONIX	Cybersecurity	2%	No	Yes	Cited
53	Resolve	Fintech	2%	No	Yes	Cited
54	Enfuce	Fintech	2%	No	Yes	Cited
55	BVNK	Fintech	2%	No	Yes	Cited
56	Clients First Business S	Microsoft Integrat	2%	No	Yes	Cited
57	Cloud9 Insight	Microsoft Integrat	2%	No	Yes	Cited
58	Gradient MSP	MSP Software	2%	No	Yes	Cited
59	CloudRadial	MSP Software	2%	No	Yes	Cited
60	SaaS Alerts	MSP Software	2%	No	Yes	Cited
61	Pia	MSP Software	2%	No	Yes	Cited
62	Bryant Park Consulting	NetSuite Integrato	2%	No	Yes	Cited
63	BlueBridge One	NetSuite Integrato	2%	No	Yes	Cited
64	Inoday	NetSuite Integrato	2%	No	Yes	Cited
65	Klugo	NetSuite Integrato	2%	Yes	No	Cited
66	Eventura	NetSuite Integrato	2%	No	Yes	Cited
67	Terret	B2B SaaS	0%	No	No	INVISIBLE

OVERALL AI VISIBILITY RANKINGS

#	Company	Vertical	Overall	ChatGPT	Perplexity	Status
68	Supernormal	B2B SaaS	0%	No	No	INVISIBLE
69	Shortcut	B2B SaaS	0%	No	No	INVISIBLE
70	Grip Security	Cybersecurity	0%	No	No	INVISIBLE
71	Aembit	Cybersecurity	0%	No	No	INVISIBLE
72	Wallarm	Cybersecurity	0%	No	No	INVISIBLE
73	AuthMind	Cybersecurity	0%	No	No	INVISIBLE
74	Riot	Cybersecurity	0%	No	No	INVISIBLE
75	Swan	Fintech	0%	No	No	INVISIBLE
76	Middesk	Fintech	0%	No	No	INVISIBLE
77	Oyster HR	HR Tech	0%	No	No	INVISIBLE
78	Enboarder	HR Tech	0%	No	No	INVISIBLE
79	Pave	HR Tech	0%	No	No	INVISIBLE
80	Tecman	Microsoft Integrat	0%	No	No	INVISIBLE
81	prisma informatik	Microsoft Integrat	0%	No	No	INVISIBLE
82	Intech Systems	Microsoft Integrat	0%	No	No	INVISIBLE
83	Professional Advantage	Microsoft Integrat	0%	No	No	INVISIBLE
84	Simply Dynamics	Microsoft Integrat	0%	No	No	INVISIBLE
85	Cargas Systems	Microsoft Integrat	0%	No	No	INVISIBLE
86	Journey TEAM	Microsoft Integrat	0%	No	No	INVISIBLE
87	enCloud9	Microsoft Integrat	0%	No	No	INVISIBLE
88	Liongard	MSP Software	0%	No	No	INVISIBLE
89	CyberQP	MSP Software	0%	No	No	INVISIBLE
90	Obkio	MSP Software	0%	No	No	INVISIBLE
91	TruGrid	MSP Software	0%	No	No	INVISIBLE
92	Afi.ai	MSP Software	0%	No	No	INVISIBLE
93	Deepser	MSP Software	0%	No	No	INVISIBLE
94	BT Partners	NetSuite Integrato	0%	No	No	INVISIBLE
95	Paapri Cloud Technologie	NetSuite Integrato	0%	No	No	INVISIBLE
96	Beyond Cloud Consulting	NetSuite Integrato	0%	No	No	INVISIBLE
97	Jobin & Jismi	NetSuite Integrato	0%	No	No	INVISIBLE
98	OneKloudX	NetSuite Integrato	0%	No	No	INVISIBLE
99	Cadran Consultancy	NetSuite Integrato	0%	No	No	INVISIBLE
100	Fortiqo	NetSuite Integrato	0%	No	No	INVISIBLE

B2B SaaS AI Visibility

16 companies | 13 cited | 3 invisible



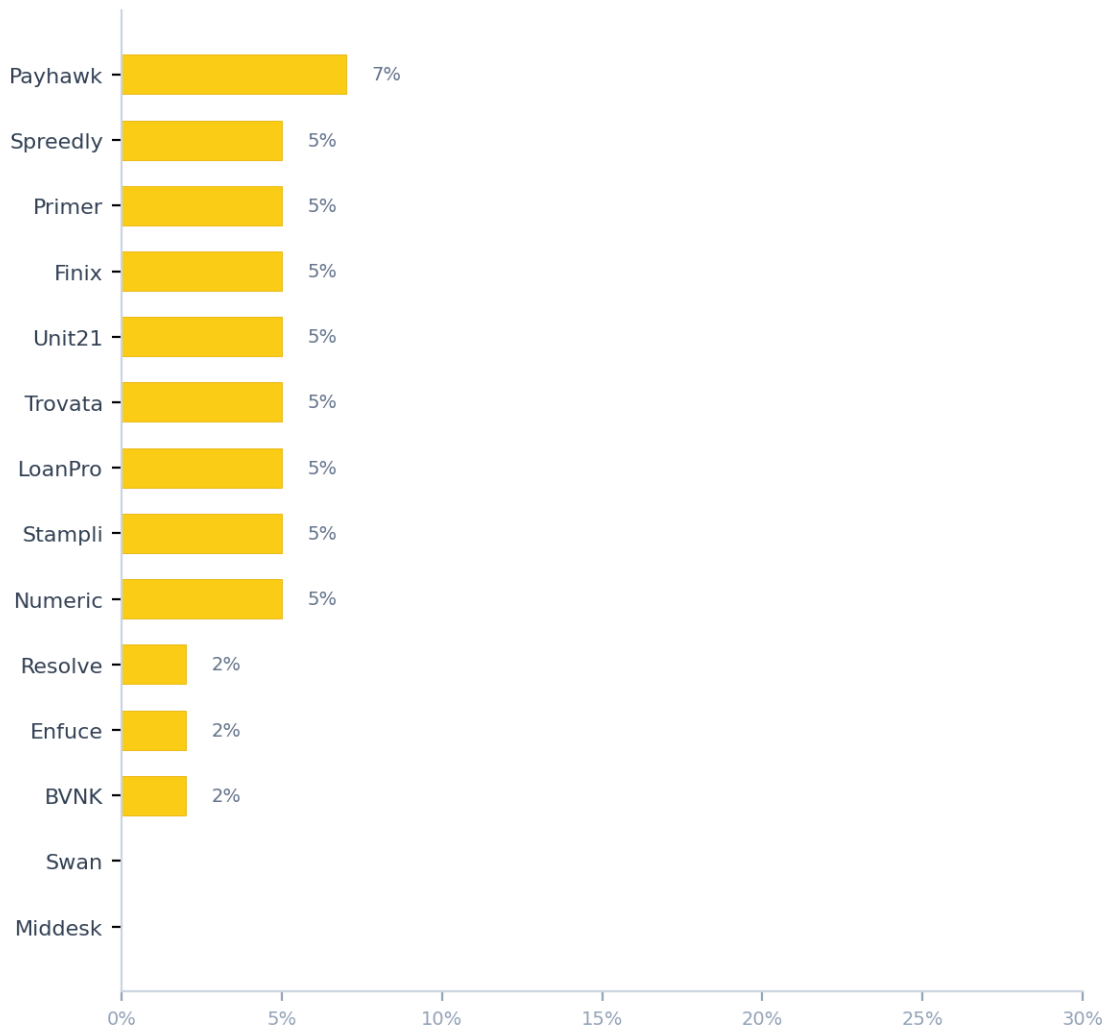
WHAT THE DATA SHOWS

Most visible: Help Scout, GetAccept, Rossum.

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

Fintech AI Visibility

14 companies | 12 cited | 2 invisible



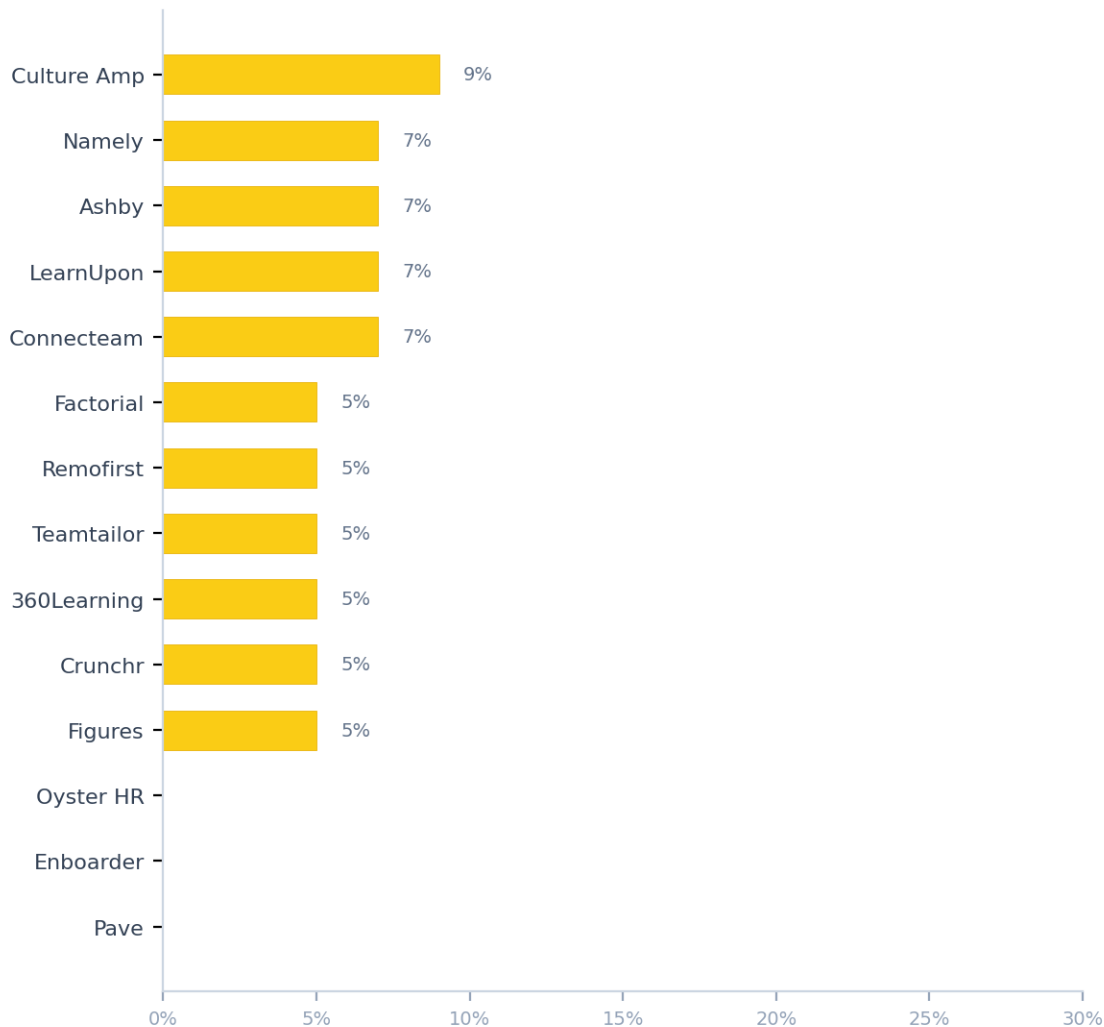
WHAT THE DATA SHOWS

Most visible: Payhawk, Spreedly, Primer.

Invisible (0%): Swan, Middesk.

HR Tech AI Visibility

14 companies | 11 cited | 3 invisible



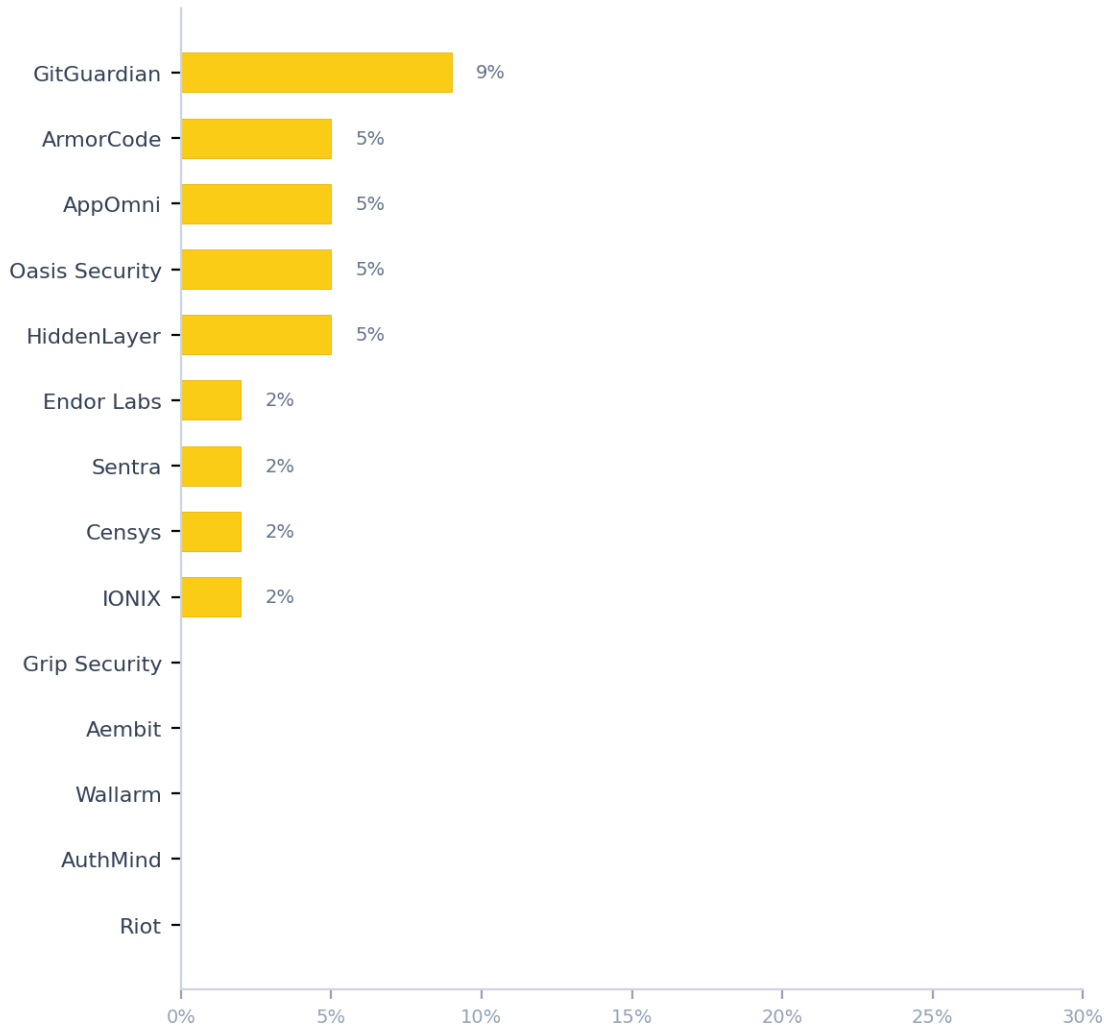
WHAT THE DATA SHOWS

Most visible: Culture Amp, Namely, Ashby.

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

Cybersecurity AI Visibility

14 companies | 9 cited | 5 invisible



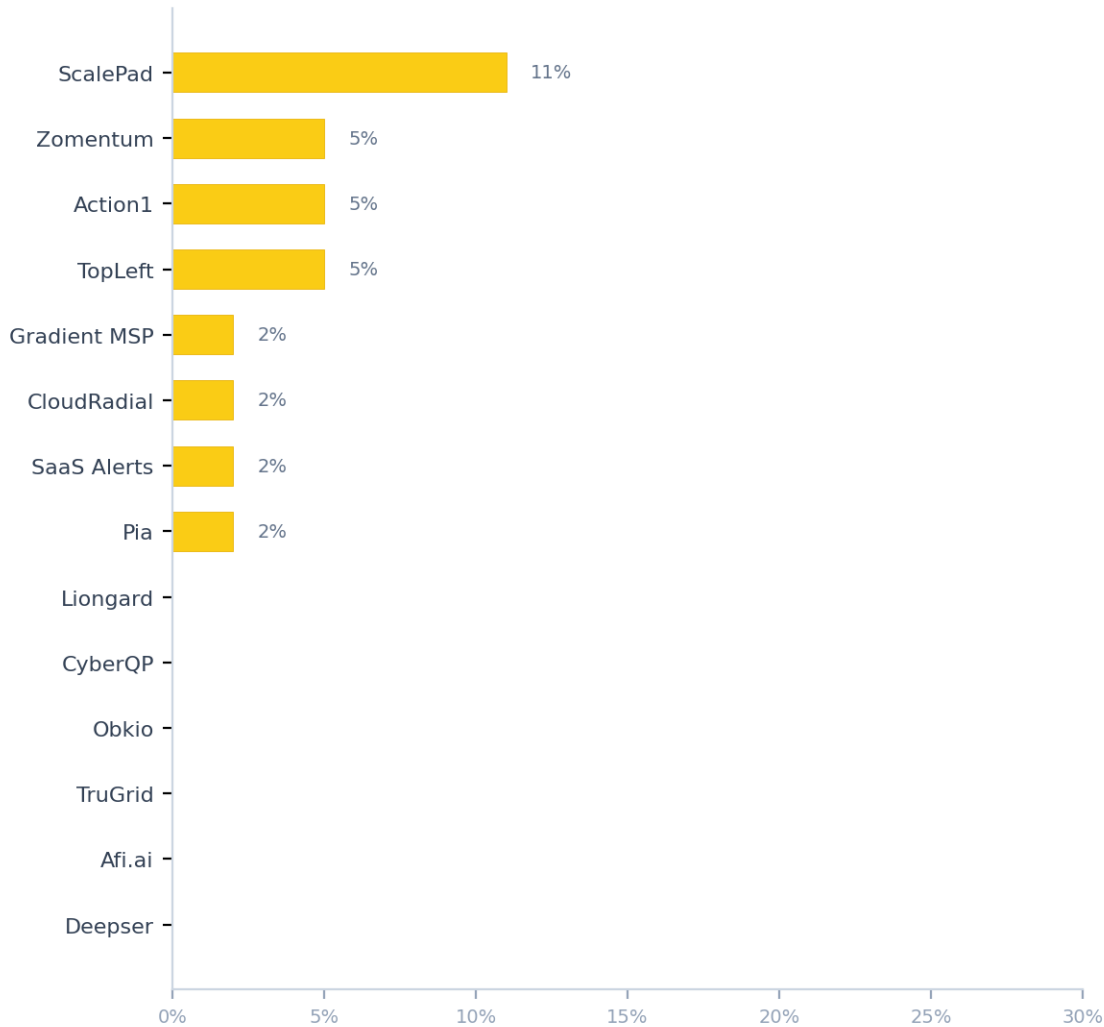
WHAT THE DATA SHOWS

Most visible: GitGuardian, ArmorCode, AppOmni.

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

MSP Software AI Visibility

14 companies | 8 cited | 6 invisible



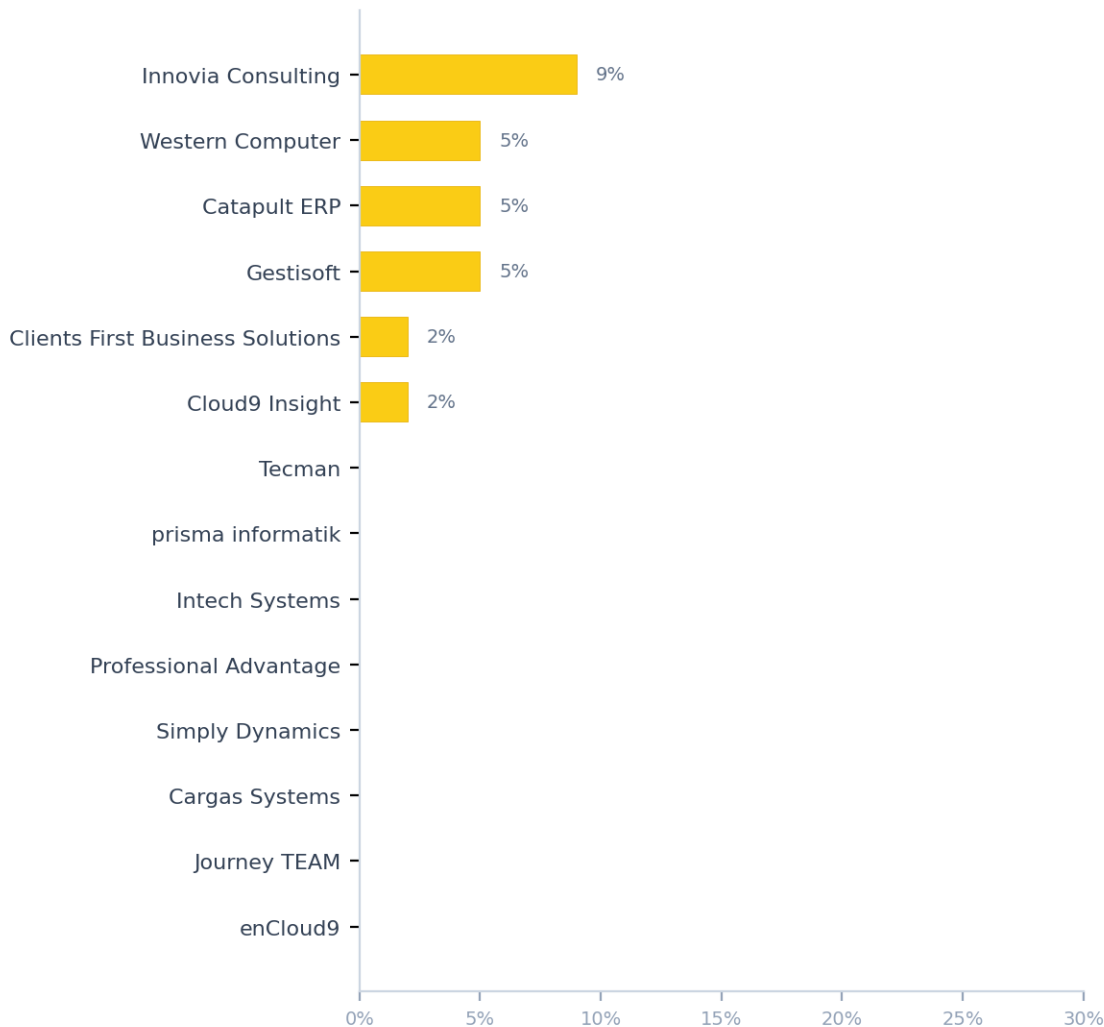
WHAT THE DATA SHOWS

Most visible: ScalePad, Zomentum, Action1.

Invisible (0%): Liongard, CyberQP, Obkio, TruGrid, Afi.ai and others.

Microsoft Integrators AI Visibility

14 companies | 6 cited | 8 invisible



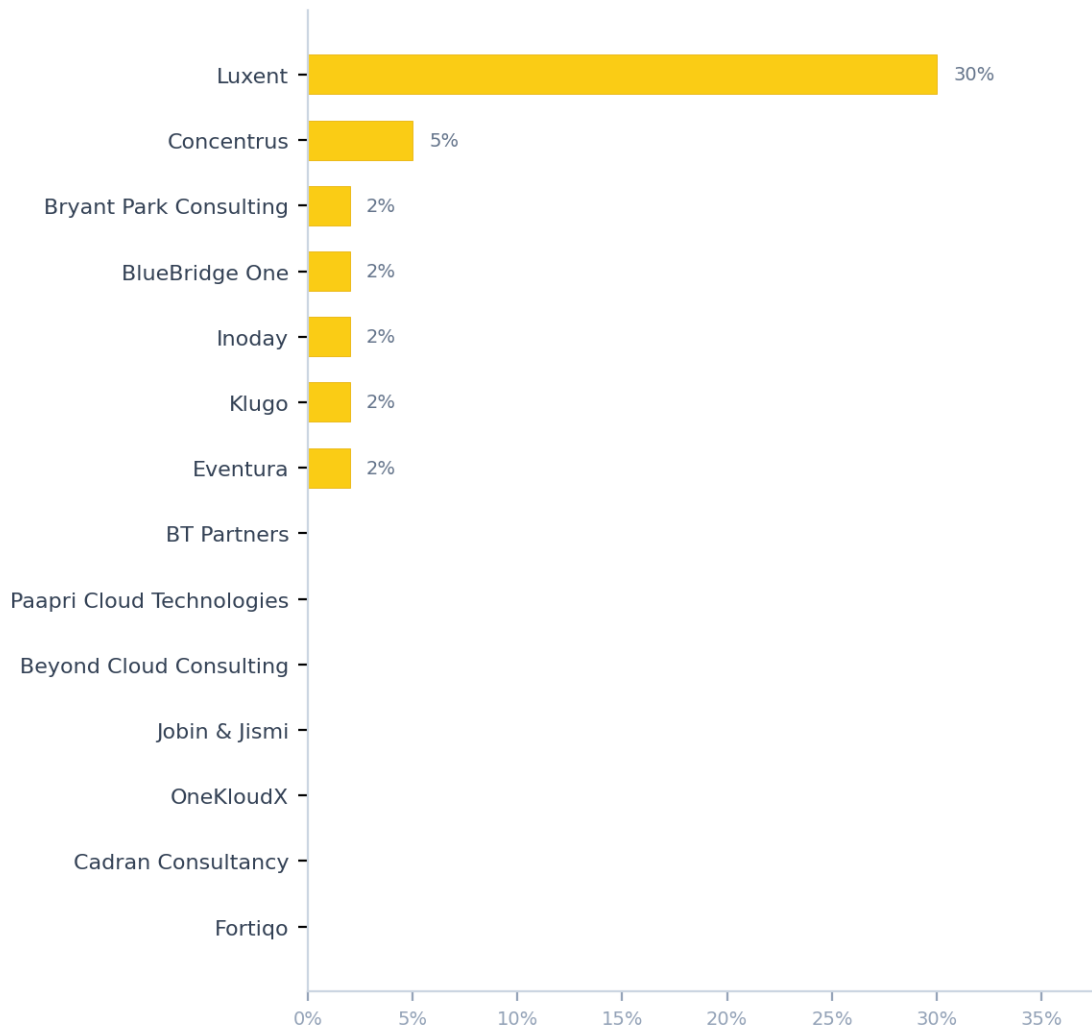
WHAT THE DATA SHOWS

Most visible: Innovia Consulting, Western Computer, Catapult ERP.

Invisible (0%): Tecman, prisma informatik, Intech Systems, Professional Advantage, Simply Dynamics and others.

NetSuite Integrators AI Visibility

14 companies | 7 cited | 7 invisible



WHAT THE DATA SHOWS

Most visible: Luxent, Concentrus, Bryant Park Consulting.

Invisible (0%): BT Partners, Paapri Cloud Technologies, Beyond Cloud Consulting, Jobin & Jismi, OneKloudX and others.

34 Companies AI Doesn't Recommend

Scored 0% — neither engine cited them in their category. Each is a warm outreach lead.

Company	Vertical	Sub-Category
Shortcut	B2B SaaS	Project/work management
Supernormal	B2B SaaS	AI meeting notes/assistants
Terret	B2B SaaS	Revenue intelligence
Aembit	Cybersecurity	Non-Human / Workload Identity
AuthMind	Cybersecurity	ITDR
Grip Security	Cybersecurity	SSPM / SaaS Identity
Riot	Cybersecurity	Security Awareness
Wallarm	Cybersecurity	API Security
Middesk	Fintech	KYB / KYC / Compliance
Swan	Fintech	Embedded Finance / BaaS
Enboarder	HR Tech	Onboarding
Oyster HR	HR Tech	Global EOR / Payroll
Pave	HR Tech	Compensation Management
Afi.ai	MSP Software	Backup / BCDR
CyberQP	MSP Software	MSP Security Tooling
Deepser	MSP Software	PSA / Service Desk
Liongard	MSP Software	IT Documentation / Discovery

OUTREACH TARGETS (CONTINUED)

Company	Vertical	Sub-Category
Obkio	MSP Software	Network Monitoring
TruGrid	MSP Software	Remote Access
Cargas Systems	Microsoft Integrat	Business Central partner (SMB)
Intech Systems	Microsoft Integrat	D365 + Power Platform partner
Journey TEAM	Microsoft Integrat	Dynamics 365 CE + F&O partner
Professional Advantage	Microsoft Integrat	Dynamics 365 (CE + BC) partner
Simply Dynamics	Microsoft Integrat	Business Central partner
Tecman	Microsoft Integrat	Business Central partner
enCloud9	Microsoft Integrat	Power Platform / CE specialist
prisma informatik	Microsoft Integrat	Business Central partner
BT Partners	NetSuite Integrato	Implementation (Mfg/Distribution)
Beyond Cloud Consulting	NetSuite Integrato	Implementation/Customization
Cadran Consultancy	NetSuite Integrato	Implementation + Industry
Fortiqo	NetSuite Integrato	Development/Customization
Jobin & Jismi	NetSuite Integrato	Development + SuiteCommerce
OneKloudX	NetSuite Integrato	Implementation
Paapri Cloud Technologies	NetSuite Integrato	Industry-Specific (Manufacturing)

What to Do With This Data

If You're Invisible (0%)

- Entity optimization first — make sure AI knows what you do and in which category.
- Publish comparison + buyer-intent content targeting the exact queries in this report.
- Add Organization, FAQ and HowTo schema so engines can parse you.
- Earn third-party mentions (Reddit, G2, industry guides) that models cite.

If You're Cited But Low

- Double down on whichever engine already cites you.
- Create content answering the specific queries where you're missing.
- Build digital PR to lift domain authority and entity recognition.

Quarterly Discipline

- Re-run this exact panel each quarter to catch movement early.
- Track mentions, source citations and recommendations separately.
- Expand into adjacent sub-categories once you hold your core ones.

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