



CRM UK: AI Visibility & Brand Influence Snapshot

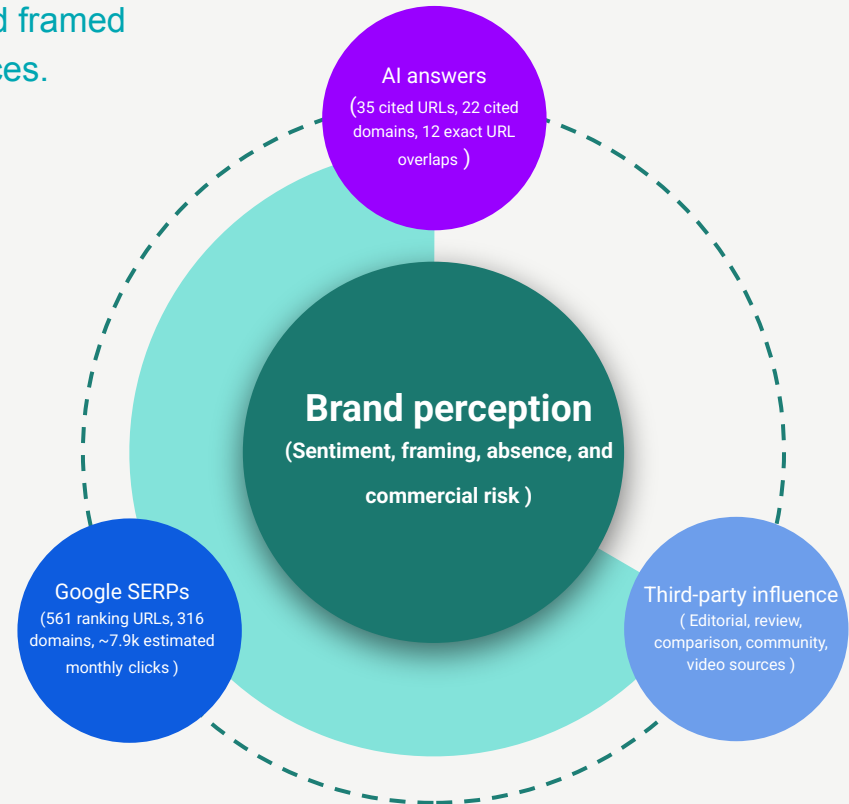
Mapping the sources shaping buyer discovery, brand perception, and AI-generated recommendations in the CRM category.



AI Visibility & Influence Snapshot

Mapping how B2B SaaS brands are discovered, cited, and framed across Google, AI answers, and third-party category sources.

The opportunity is not just to rank. It is to identify which sources shape discovery, trust, comparison, and AI-generated recommendations.





Executive snapshot: where influence is forming

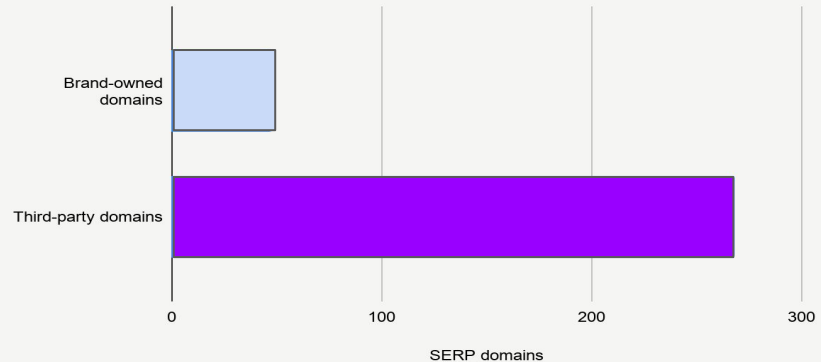
Your website is no longer the only place buyers form opinions about your brand.

Buyer and AI perception is shaped across an external ecosystem — not only your owned website.

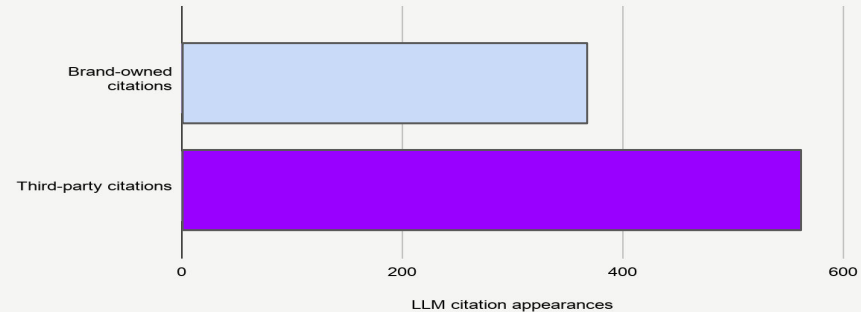
- Google results
- AI answers
- Review sites and Comparison pages
- Editorial listicles
- Reddit/community discussions
- YouTube
- Partner/affiliate content

This is the market influence layer traditional SEO often under-measures.

SERPs: third-party domains dominate



AI answers: third-party sources also lead

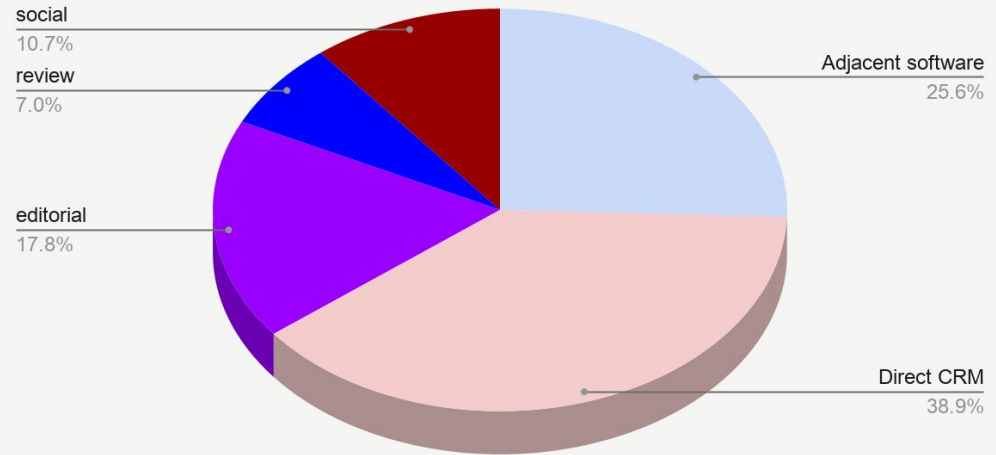




The old SEO blind spot: rankings $\neq$ influence

Traditional SEO shows who ranks. It does not always show who influences the buyer.

In this sample, editorial, review, and social/community pages represented 34% of consideration and decision-stage Google opportunity. These are not owned assets, but they influence shortlist creation, trust, objections, and AI citations.





What we analysed

This snapshot maps where CRM buyers and AI systems encounter, compare, and evaluate brands across Google results, third-party influence sites, and AI-generated answers.

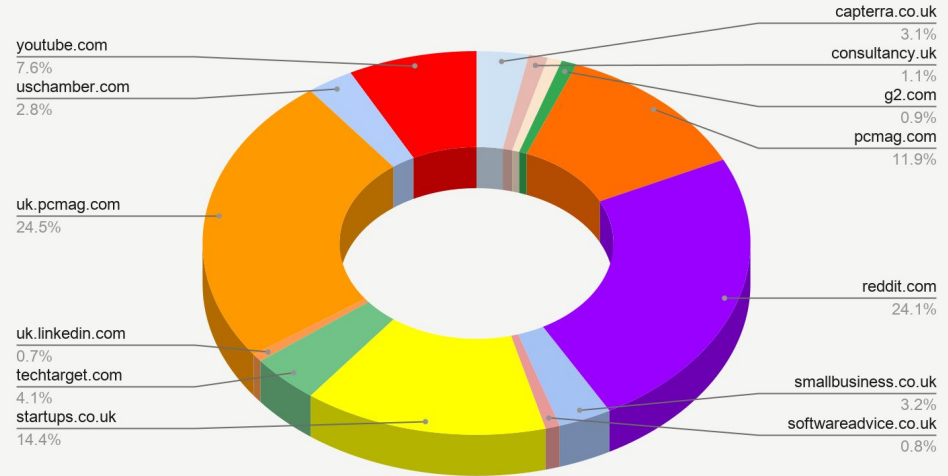
Analysis layer	Sample dataset used
CRM query / prompt set	39 CRM queries and AI prompts
Google discovery layer	561 ranking URLs
Ranking domain universe	316 ranking domains
Estimated Google opportunity	~7.9k estimated monthly clicks
AI answer layer	35 AI-cited URLs
AI source universe	22 AI-cited domains
Classification layer	Buyer-stage, intent, source-type, and influence-role tagging
Comparison layer	Google vs AI domain and URL overlap analysis



Third-party domains influence high-intent CRM searches

Third-party pages play an important role in shaping consideration and decision-stage CRM discovery.

This is the influence layer brands often do not control directly — but can still shape through profile optimisation, reviews, partnerships, editorial inclusion, and category presence.



~34%

of the analysed Google opportunity came from consideration and decision-stage CRM searches



Third-party buyer journey influence map

Influence shifts by buyer journey

Editorial, comparison and review based websites increase in influence as we move down the funnel

How third-party influence shifts across the buyer journey





AI citation map: the sources AI systems repeatedly surface

AI answers rely on a concentrated source layer of publishers, communities, review platforms, and vendor content.

AI visibility is not just about owned content. It depends on whether the brand appears in the external sources AI systems repeatedly cite.

AI citation sample

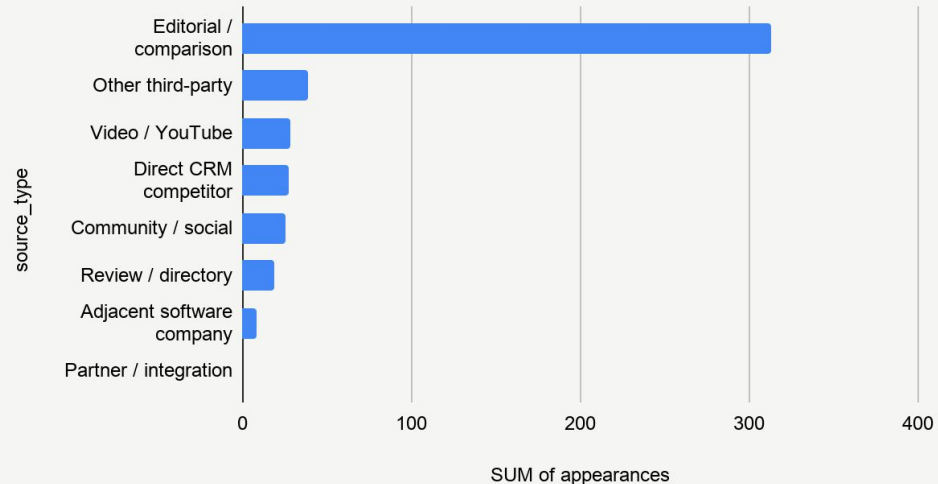
39 prompts

5 AI models

184 cited URLs

80 cited domains

SUM of appearances vs. source_type





Google and AI Overlap at domain level, but diverge at page level

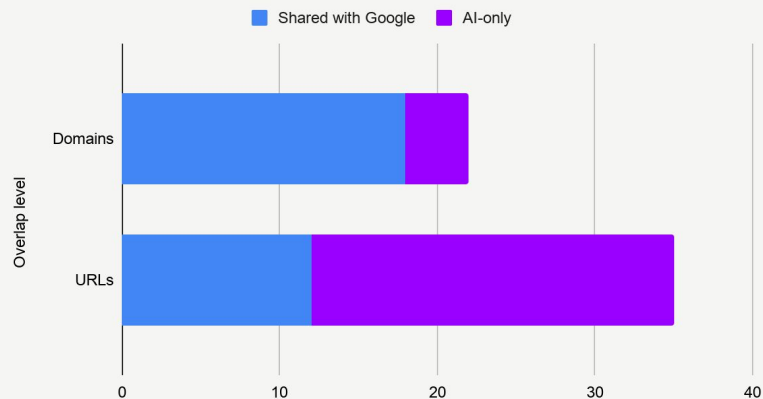
Traditional SEO can identify part of the influence ecosystem, but AI may rely on different pages within the same trusted domains.

The opportunity is not just to rank higher. It is to understand which external sources shape buyer and AI perception — and which ones are missing from your current SEO strategy.

AI and Google share many of the same source domains, but not always the same pages.

In this CRM sample, AI-cited domains often appeared somewhere in Google results, but exact page overlap was much weaker.

Shared with Google and AI-only



Overlap level	Shared with Google	AI-only
Domains	18	4
URLs	12	23



Brand visibility and perception gap

The strongest brands are not always the brands most consistently cited, recommended, or positively framed in AI and third-party sources.

Brand	Google Ecosystem Presence	AI Mention/Citation Presence	Commercial implication
Brand A	Strong (Dominates SERPs)	Weak (Low mentions in LLM snippets)	AI Discovery Gap: High risk of losing future market share to nimble AI-native alternatives.
Brand B	Medium (Strong on owned blog)	Strong (High citations & positive sentiment)	LLM Advantage: Capturing conversational search traffic despite lower traditional ad spend.
Brand C	Strong (Heavy review site presence)	Medium (Mixed sentiment/absent in key text)	Niche Influence: Vulnerable to category dilution; sentiment is highly variable.
Brand D	Strong (Legacy dominance)	Weak (Absent or mixed confidence snippets)	Asymmetry Risk: High legacy authority but failing to seed modern AI citation indexes.

Visibility gaps become commercial gaps when competitors are cited, recommended, or framed more favourably before the buyer reaches your site.



Sentiment audit heatmap by source type

Source Type	Brand A	Brand B	Brand D
Editorial	 Positive Framing	 Market Favorite	 Mixed/Stagnant
Community	 Price Complaints	 Strong Advocate Base	 "Too Complex" Tag
Review / directory	 Mixed	 Positive	 Mixed
AI-cited pages	 Absent	 Positive	 Mixed

Note: Sentiment is based on brand-specific analysis of a priority sample of AI-cited, review, editorial, and community pages.



The commercial risk: invisible influence

Buyers and AI systems may form opinions before they ever visit your site.

Visibility finding	Commercial risk	Business implication
Competitors appear in AI answers before the brand	Brand excluded from early shortlist	Lost demand before site visit
Review and directory sites dominate decision-stage searches	Third parties frame trust and comparison	Buyer perception shaped off-site
AI cites pages not visible in standard SEO models	Important influence assets go untracked	Strategy misses AI-cited sources
Exact URL overlap between Google and AI is weak	Google traffic data does not show the full picture	Need page-level source monitoring
Influence varies by buyer stage	The wrong assets may be prioritised	Different tactics needed by stage

The goal is not only to improve rankings. It is to manage the external ecosystem shaping discovery, trust, comparison, and AI-generated recommendations.



Source-specific influence roadmap

Visibility and sentiment data becomes a platform-specific action plan.

Source / page type	Finding	Action	Example tactic
Review platforms	Brand present but profile/review framing is weak	Improve profile, reviews, category positioning	G2/Capterra review generation and profile optimisation
Editorial comparison pages	Competitors included or framed better	Pitch inclusion or updated proof points	Editorial update / comparison proof pack
Reddit/community	Objections or negative narratives surface	Monitor, respond indirectly, feed objections into content	Reddit objection library + FAQ/sales enablement
YouTube/video	Video sources validate or challenge claims	Identify creator/video opportunities	Transcript analysis + creator outreach
AI-cited pages	LLM uses unexpected pages	Track and prioritise influence opportunities	AI citation monitoring + source action list

The goal is to identify where influence is forming, then decide which pages, platforms, and narratives can be changed.



Offer: AI Visibility & Brand Influence Snapshot

A practical snapshot of where your brand is visible, absent, or out-positioned across the sources shaping buyer and AI perception.

Analysis	Strategy
Keyword & buyer journey map	Third-party influence opportunities
Google influence analysis	Brand vs competitor perception review
AI citation sample	Strategic action roadmap
Source / domain overlap analysis	Walkthrough call

Introductory price
From £3,000

Delivery
7–10 working days

Format
Snapshot deck + walkthrough call