

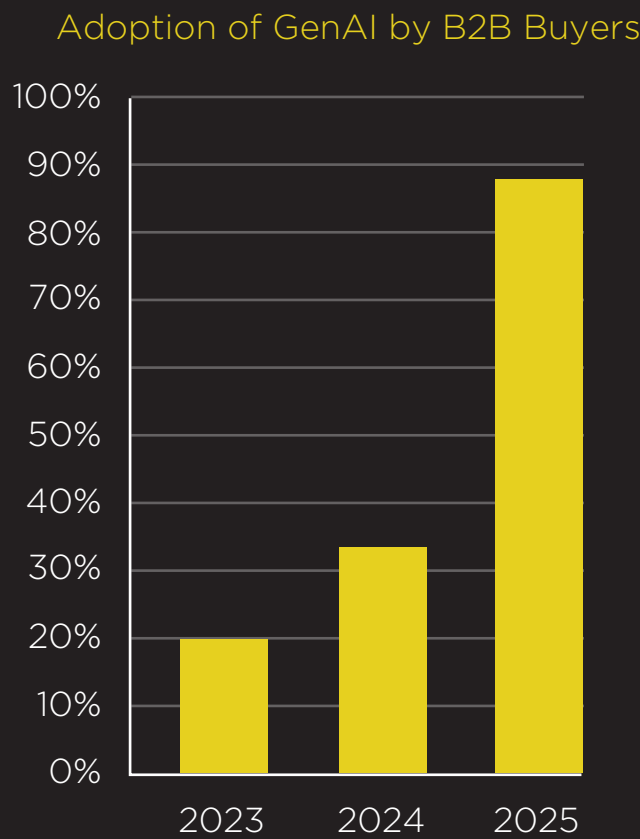
Influence Orchestration: Maximizing Brand Visibility in AI Search

The B2B buying journey is changing fast—AI tools now shape decisions before buyers even contact a vendor.

GenAI is Reshaping the B2B Buying Journey

89%

of B2B buyers now use GenAI tools like ChatGPT, Copilot, and Perplexity to discover and shortlist vendors.



In just two years, adoption jumped from 21% to 89%.

What does this mean for vendors?



A Shift in Behaviors — and Trust



20M+ prompts a day on ChatGPT are tied to B2B buying decisions – rising to 80–100M when you include Claude, Copilot, and Perplexity.



Peer reviews lead the way – G2, TrustRadius, Gartner Peer Insights, and Capterra are the most cited sources in GenAI outputs related to B2B buying.



Analyst mentions still matter – but only if they're publicly accessible. Hidden PDFs and paywalled reports = invisible to GenAI.

Top Domains Cited in GenAI for B2B Buyers

GenAI **ignores gated or branded content** that lacks external validation.



G2.com
(7.5k citations)



Gartner.com
(6.9k, mostly Peer Insights)



Reddit.com
(6.2k)



Capterra.com
(3k)



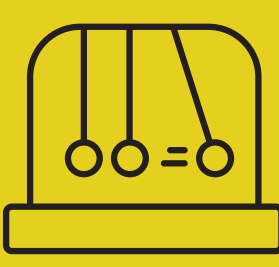
TrustRadius.com
(2.7k)

What To Do Now



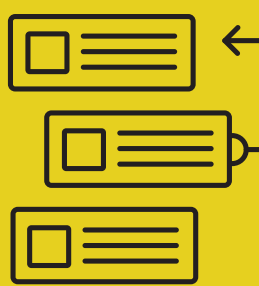
Audit your AI Presence

Prompt ChatGPT/Perplexity like a buyer and see what shows up.



Fuel Trusted Sources

Grow analyst mentions, encourage peer reviews, and publish in LLM-friendly formats.



Align AR, PMM, and Demand Gen

AI visibility must be a shared KPI.

Discover how your brand shows up in AI search – and how to win the shortlist.

Connect with our team today to see how Spotlight, in partnership with Profound, can help your brand show up where it counts.

spotlightar.com