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The North Star Metric for AI Search

A Modern Framework for B2B CMOs

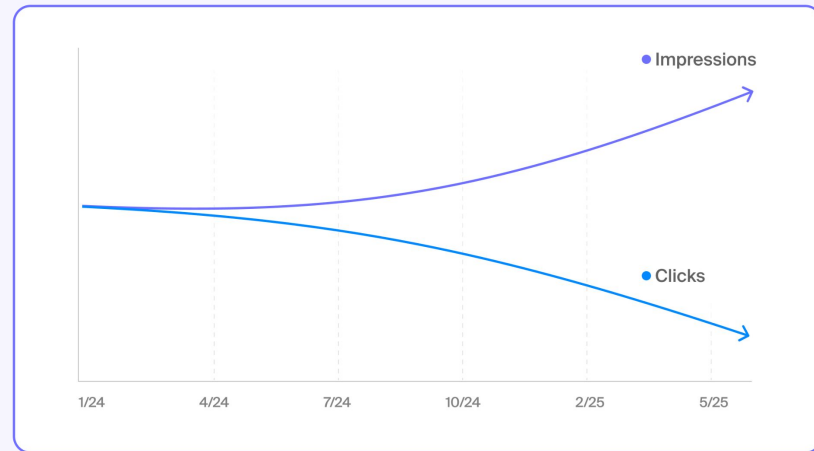


Here's The Reality.

- Search is no longer a list of links. It's an interface for answers.
- LLMs are now the first touchpoint. Not your homepage. Not your blog. Not your pricing page.
- Clicks are shrinking. Discovery happens without attribution.



If your brand isn't in the answer,
you've already lost.



Clicks Are Gone. Attribution Is Fading.

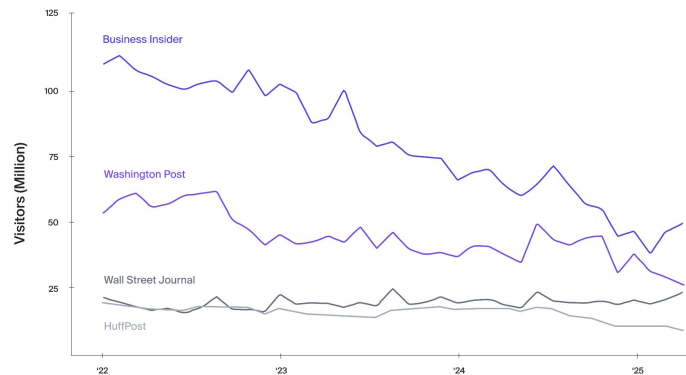
- AI Overviews, LLMs, and zero-click search are decimating TOFU traffic.
- The traditional playbook of rankings and pageviews no longer drives pipeline or revenue.
- Teams optimizing for traffic are losing revenue to competitors and struggle to prove content ROI.



Search has changed and a new set of metrics is needed.

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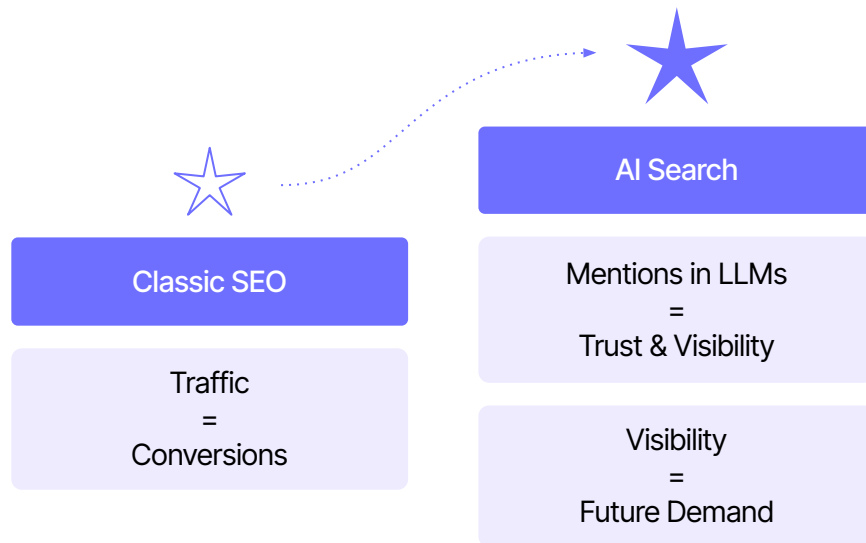
Monthly Traffic from Organic Searches



Source: Similarweb/WSJ

Brand Visibility Is Your North Star

- **Presence:** Tracks brand mentions across LLMs, forums, and key AI channels. Reveals where you're showing up — and where you're not.
- **Performance:** Captures share of voice, citation rate, and sentiment across AI answers to benchmark influence.
- **Trust Signals:** Quantifies visibility before clicks.



Brand Visibility:

How often your brand is mentioned in AI Search LLMs versus where it *should* be.



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We're not treating **AEO** like a side project. We're treating it like a **potential edge**.

George Bonaci,
VP of Growth and Demand

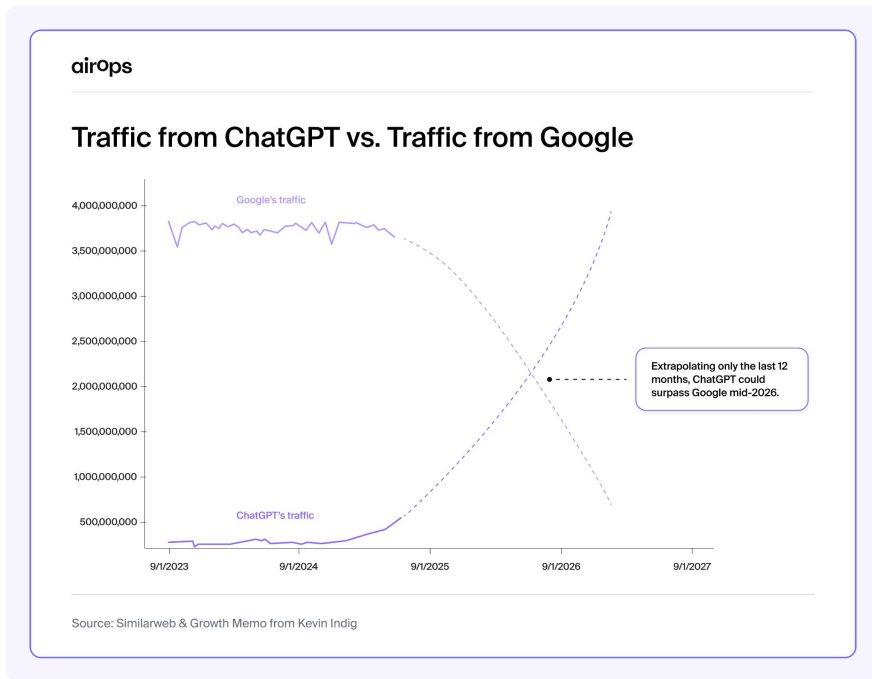
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The Search Flip is Rapidly Approaching

- AI Overviews now appear in more than 50% of searches
- AI extracts your answers without attribution or clicks.
- Traffic from ChatGPT is on an exponential growth curve
- Visibility is now the only forward-looking, durable metric.



User behavior has evolved, and new metrics are required.



The Funnel is Flattening

- Discovery begins inside LLMs and not your homepage.
- Evaluation happens in the chat, like: "best tools for X," "alternatives to Y."
- Most buyers won't visit your site until after a trusted citation.



When your brand is visible, the funnel works – even if no one clicks.

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2025's Big Search Shift

Citations > Clicks. AI Overviews are rising. CMOs are falling behind.

13.1%

AI Overviews now appear in U.S. searches – more than double their share from January 2025.

20%

Increase in CEO-CMO misalignment since 2023.

80%

of users rely on "zero-click" searches, which now account for more than 40% of all queries.



Source: Bain, McKinsey, Sparktoro

Strategy: Set the Visibility Agenda

- Pinpoint high-intent queries, topics, and buyer moments where your presence matters most.
- Benchmark how often agents like ChatGPT, Perplexity, and Claude mention (or ignore) your brand.
- Determine where you need to take action



Brand Visibility



Visibility becomes the north star,
not traffic.



AI search **visibility is your pipeline.**
If AI can't find you, neither can
your customers.

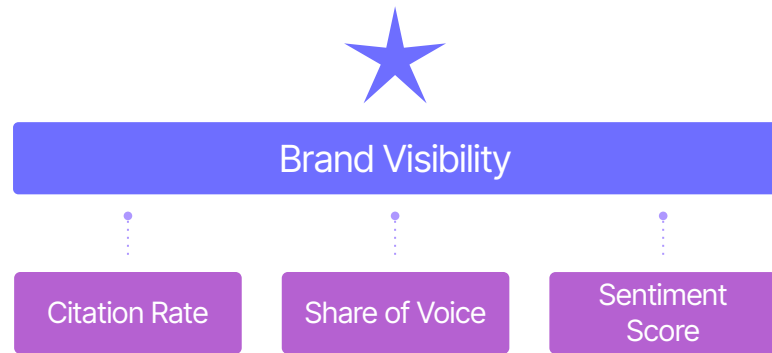
We've re-skilled our team to tackle this opportunity head-on and grew AI-attributed signups from 2% to nearly 10% in under a year.

Josh Grant, VP of Growth



Metrics: Track What Drives Pipeline

- **Brand visibility:** $\text{Answers mentioning your brand} \div \text{Total answers for your space}$
- **Citation Rate:** $\% \text{ of LLM answers that mention or link to your brand}$
- **Sentiment Score:** $(\text{Positive} + 0.5 \times \text{Neutral mentions}) \div \text{Total mentions}$
- **Share of Voice:** $\% \text{ of total citations compared to competitors}$



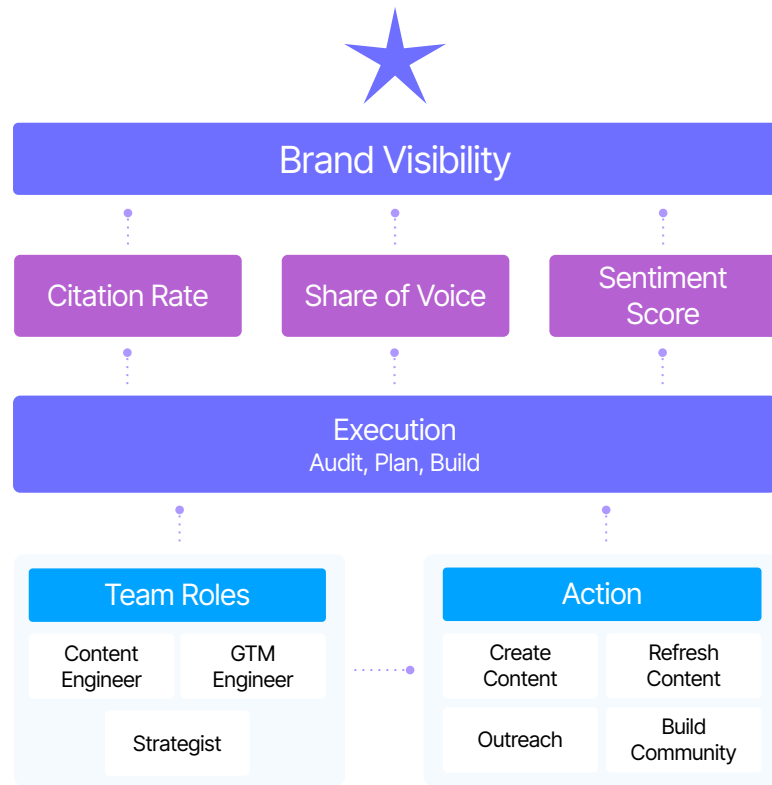
The set of KPIs that map to influence & pipeline potential.

Execution: Build for Agents + Audience

- **Audit**
→ Use tools to monitor mentions and gaps
- **Plan**
→ Outline where you want to invest around high-impact questions & topics
- **Build**
→ Act on the plan and build workflows to create, refresh, and reformat



Turn visibility into a workflow,
not a buzzword

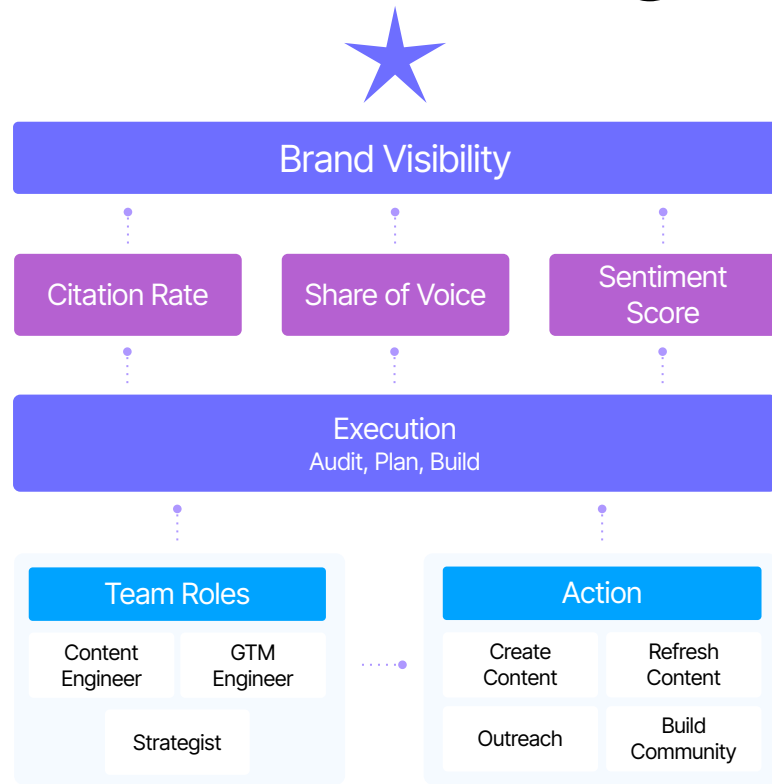


Team: Move from Headcount to Leverage

- **Content Engineer** → Scales structured, LLM-optimized content across surfaces
- **Strategist** → Owns content strategy, coverage tracking, competitive deltas
- **GTM Engineer** → Connects performance to outreach, pipeline, and systems to grow your effort



One great hire can multiply your brand presence.

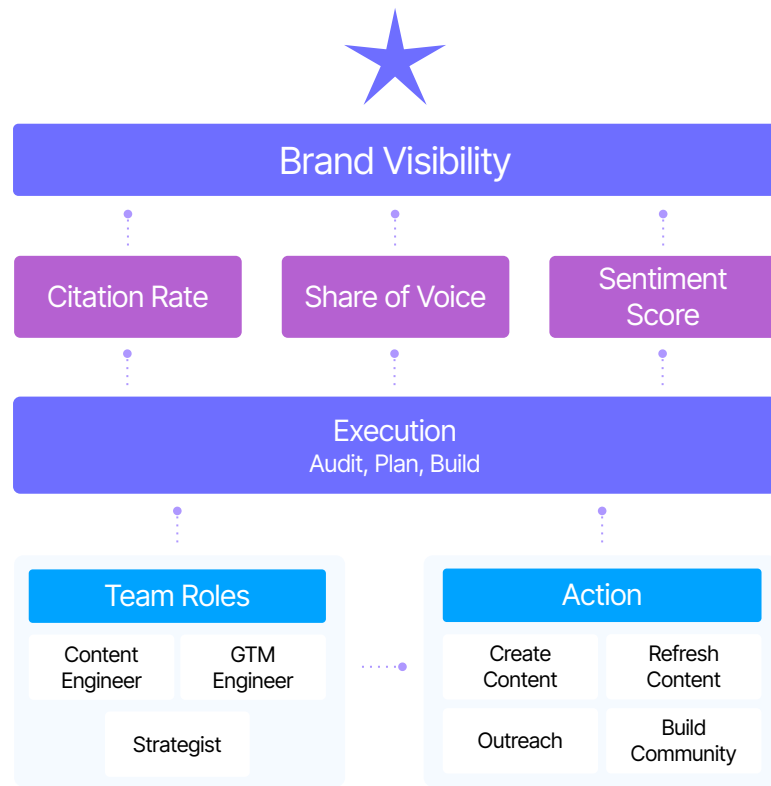


Grow: Actions That Earn Visibility

- **Create Content:** Target questions where competitors appear but you don't
- **Refresh:** Update existing pages to address questions where competitors are mentioned but you aren't & close competitive gaps
- **Outreach:** Contact 3rd-party sites where competitors earn mentions to request inclusion
- **Build Community:** Engage authentically in forums and establish thought leadership



Close the gap between signals and strategy.



Win AI Search.

Turn visibility into action in one platform.

Brand Visibility

64.8% + 2.7%

Pipeline

\$320M + 42%

✓ Actions Completed

🔄 Refresh Content

10 articles need refreshing

Published

✍️ Create Content

10 content creation opportunities

Published

LAST UPDATED: MAY 7 2025

The next generation of CMS: A Website Experience Platform

Content management systems are changing. Our Website Experience Platform was designed to empower businesses to optimize teams, resources, and time-to-market.

On average, 93% of companies feel restricted by their content management system (CMS).



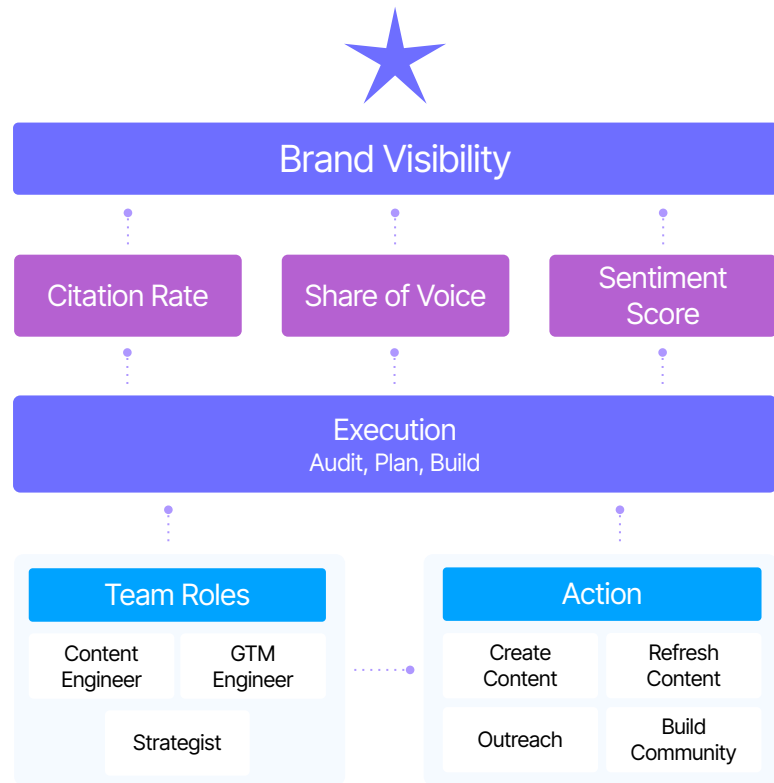
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Search Changed. Has Your Strategy?

- LLMs are now the buyer's first stop. Not your site.
- Mentions in AI agents determine brand presence.
- You can't convert if you aren't surfaced.

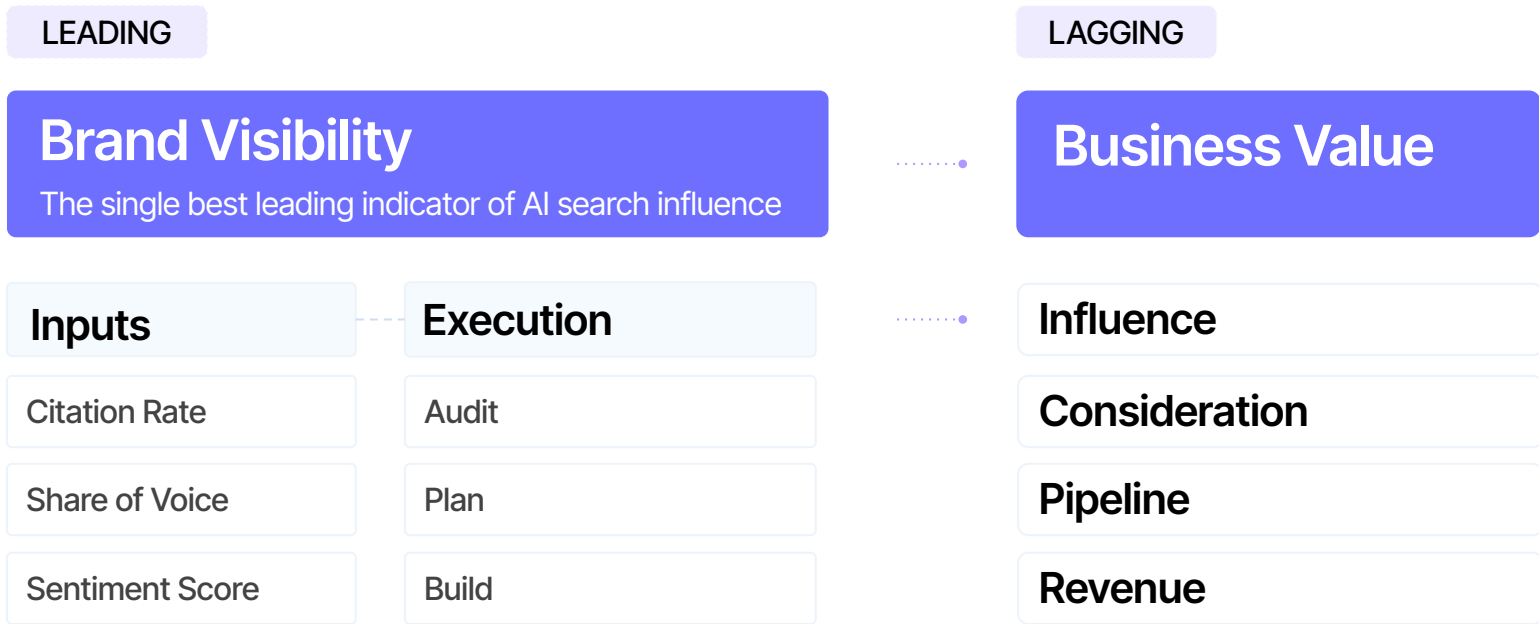


**This is the inflection point.
Now is the time to act.**



Your North Star Framework for AI Search

When you win visibility, you set everything else in motion.



Win AI Search Before Your Competitors Do

Not taking action now will cost you in qualified pipeline and revenue.

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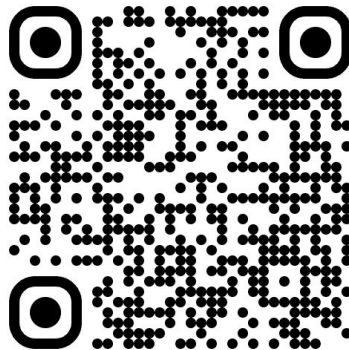
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1 Track and audit your visibility footprint

2 Act to improve visibility

3 Prove pipeline impact to the C-Suite



Book your strategy session today.
Scan the QR code or head to
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