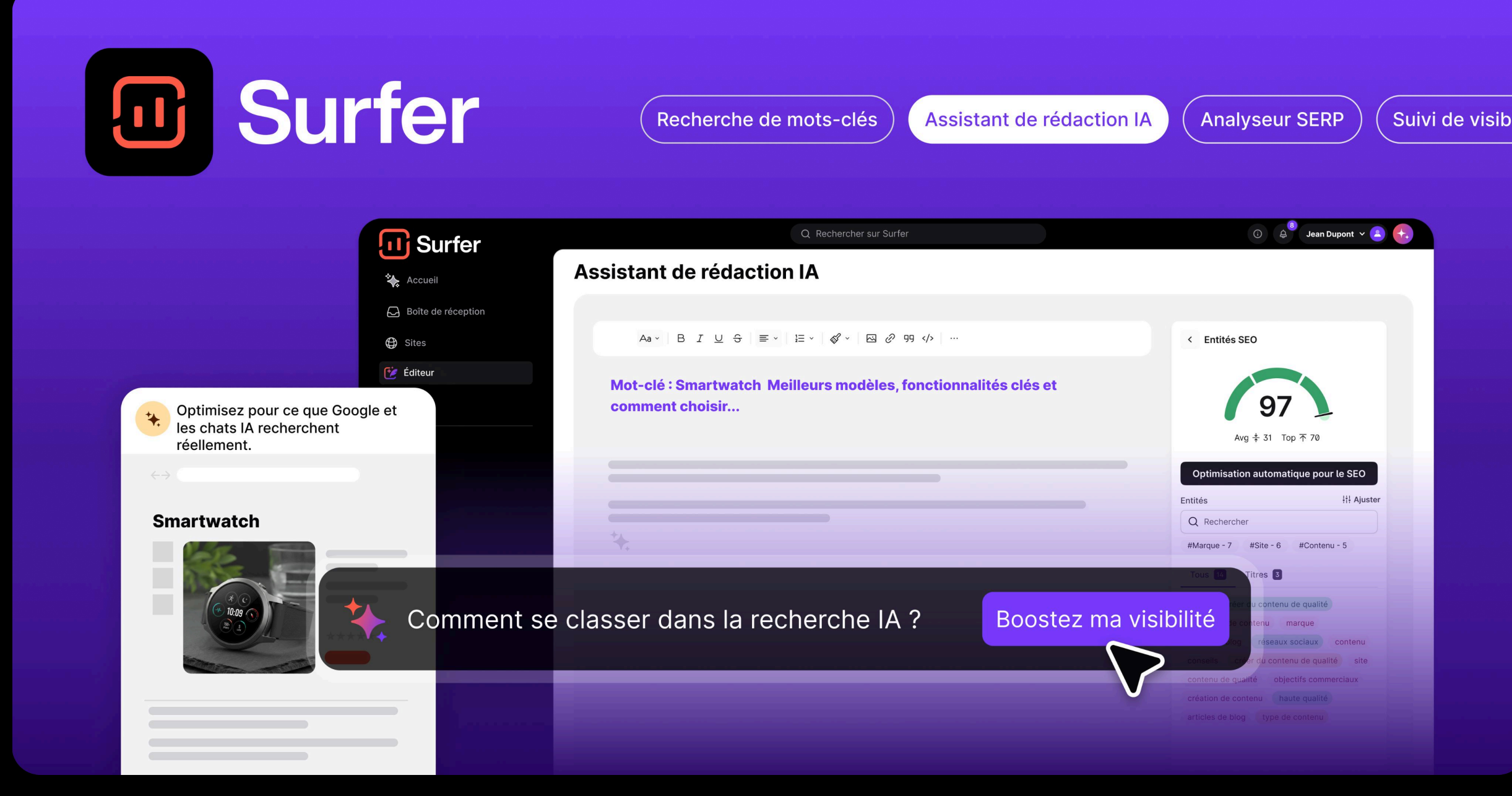


# Positive launches Surfer, its AI visibility platform, in the French market

Acquired by Positive in September 2025, the solution is now available in French and addresses a challenge that has become critical for brands: being cited by ChatGPT, Perplexity, and other AI answer engines.



Paris, June 23, 2026 — Positive, the European martech company, announces the launch of Positive Surfer in the French market — an AI visibility solution that enables marketing teams to measure and improve their brand's presence in Google and AI answers, generated by large language models (LLMs).

## A new playing field for brands

The customer journey has fundamentally changed. After the race for Google rankings in the 2000s and the rise of social media strategies in the 2010s, brands now face a new challenge: appearing in answers generated by LLMs.

These AI answer engines have become a key touchpoint between consumers and brands, yet most marketing teams still lack the tools to measure or influence their visibility within them. This is precisely the gap that Positive Surfer addresses.

## What Positive Surfer enables

Building on expertise developed through reverse engineering Google's search algorithm for SEO, the Positive Surfer team applied the same rigorous approach to LLMs. Since 2021, every validated finding, confirmed beyond simple correlation, has been translated into an actionable feature: from Auto-Optimize and Surfer AI to Facts, AI Tracker, and now AI SEO Content Score, with full Auto-Optimize support for both Google and AI Search.

The result is a practical solution built around three core capabilities:

- **Measuring brand presence:** Positive Surfer continuously analyzes if, where, and how a brand is mentioned in both Google and responses from leading LLMs, including ChatGPT, Gemini, and AI Overviews.
- **Understanding visibility gaps:** The platform pinpoints what's not working; from unowned topics and competitive gaps, to questions AI answers without mentioning the brand.
- **Providing actionable recommendations:** Positive Surfer continuously suggests the next best steps to boost brand's visibility; from sources to activate, to content to refresh or create.

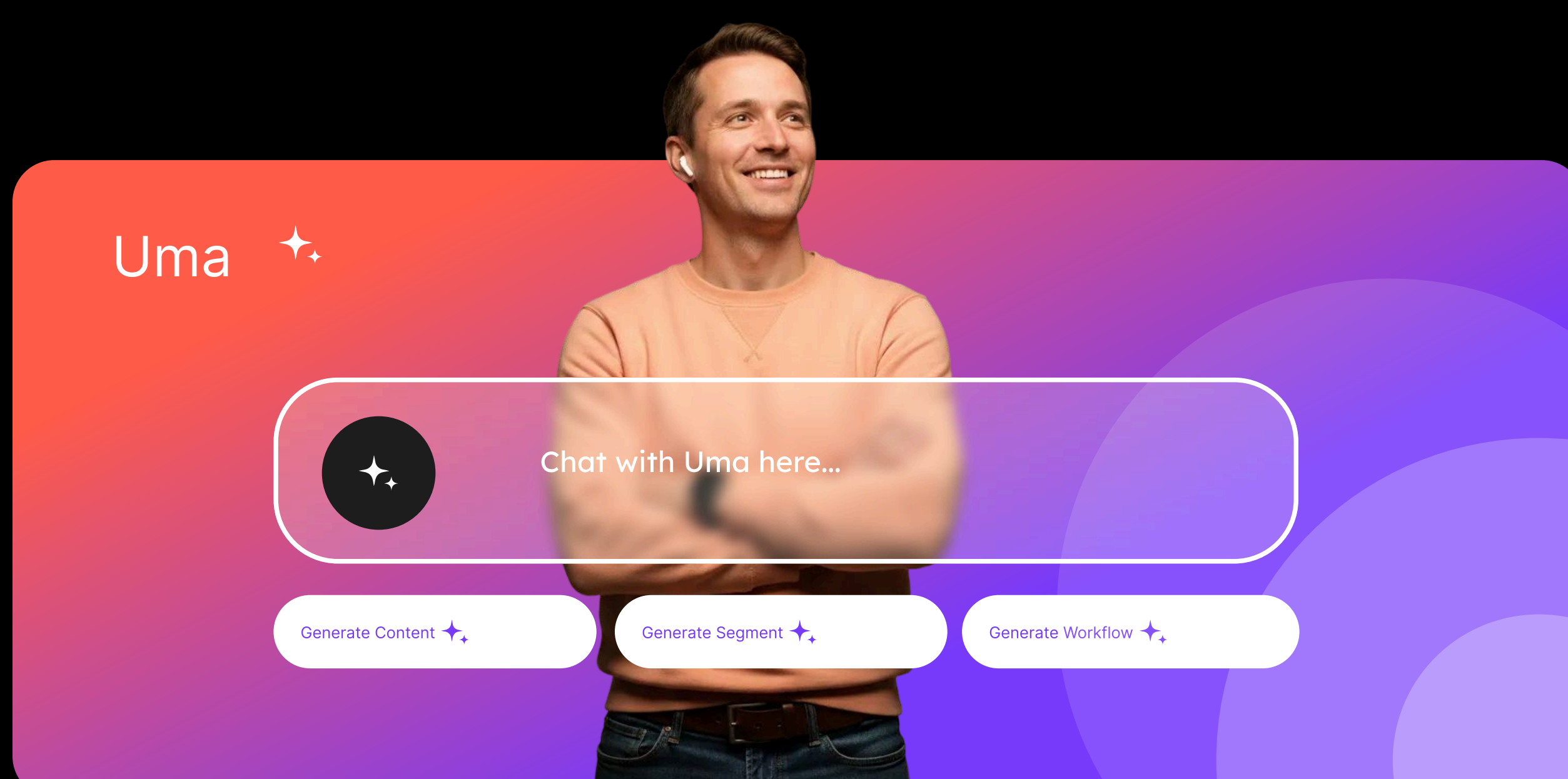
The platform is trained on what actually gets content cited by Google and LLMs, not on assumptions. The data speaks for itself: content produced with Surfer is twice as likely to reach the Top 10 within 30 days, and 25% more likely to be cited in AI-generated responses.

## Uma, the AI agent powering "The Full Loop"

Positive Surfer is the first building block of the "Positive Full Loop", a vision in which every marketing channel (social media, email, CRM, employee email signatures) is interconnected and orchestrated by Uma, Positive's AI agent.

Uma connects Positive Surfer with the Positive User customer engagement platform to autonomously execute complete marketing plans, from AI visibility analysis to personalized email campaigns, including AI SEO content creation and lead capture.

From a single website URL, Uma produces an AI visibility audit and content positioning recommendations, optimizes existing articles to improve their rankings, generates and deploys segmented lead capture pop-ups, then creates and sends personalized welcome emails with dynamic employee signatures tailored to each recipient's profile.



"We acquired Surfer last September because their technology was the most advanced in the field of AI visibility. Since then, we have worked on fully integrating it into our ecosystem and making it available in French. That milestone has now been reached: French marketing teams have access to a leading solution that allows them to take control of their presence across LLMs."

Paul de Fombelle, CEO of Positive



## About Positive

Positive is a leading European B2B SaaS player. The group provides marketing and sales teams with a suite of complementary solutions covering the key drivers of digital growth: Positive Surfer to enhance brand visibility on search engines through AI, Positive Iconosquare to manage their social media presence from a unified interface, Positive User to develop and nurture customer engagement, and Positive Signitic to professionalise email signature management at scale.

Majority-owned by its founders and backed by European investment funds, the company has multiplied its revenue fivefold in five years. Headquartered in Lille, Positive employs over 400 people across France, Germany, Italy and Poland. Customer data is hosted exclusively in France and Germany, in compliance with European digital sovereignty requirements.

For more information: [www.positivegroup.com](http://www.positivegroup.com)

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