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aiva

Only those who understand their presence
can optimize it effectively.

effective world 2025

Make your world an effective world



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Challenge

- In the digital age, the way brands gain visibility is evolving. Traditional SEO strategies are reaching their limits: users interact less and less with pure link lists.
- Today, visibility is primarily won through AI-generated answers to user queries on platforms such as ChatGPT, Perplexity, Google AI Overview, or Bing Copilot. But only those who understand their presence can optimize it effectively.
- Key Points:
 - Shift in user behavior
 - Decline in importance of traditional rankings
 - Rise of AI platforms as new visibility channels





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One-Time vs. Consistent Performance Monitoring

- AI-generated results are dynamic and unpredictable, requiring consistent performance monitoring to accurately measure.
- Regular analysis with aiva can help brands detect changes in search behavior, emerging trends, and algorithmic shifts that may impact their visibility.
- With this proactive approach, you are empowered to adjust your strategy in real-time as AI search engines continue to evolve.





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Competitor Monitoring

- To remain competitive, it is essential to know which sources AI search engines rely on and why.
- A competitive analysis should inform both how you create and optimize your content.
 - Identify opportunities to differentiate your brand
 - Ensure your content meets the requirement of generative AI platforms

Analysis of Google AI Overviews (Gemini) to identify cited sources and preferred structures and formats for answers.

Use of the Google SERP feature “Related Searches” to identify similar queries and understand the broader context of user interests.

Use of Perplexity and Gemini’s suggested follow-up questions to detect content gaps that can be filled with new or optimized material.

Use of industry-specific forums and knowledge databases to identify authoritative websites frequently referenced by AI models.

Long-term tracking of competitor visibility to identify successful optimization strategies.



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What Makes aiva Special?

- **aiva** is the first solution specifically developed to measure and optimize AI visibility for **industrial companies**.
- Unlike traditional SEO tools, aiva analyzes how and where your brand appears in responses generated by large language models – and compares this with competitors.
- **Built for Industrial Clients**
 - Measurement across multiple LLMs simultaneously (e.g., GPT-4o, Perplexity, Google AI Overview, Bing Copilot)
 - Multilingual query input for international markets
 - Ideal for companies operating in specialized niches that require high visibility within relevant target groups





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Key Benefits for Industrial Clients

Competitor Analysis

- Precise comparison with direct competitors
- Identify which brands/topics appear more often in AI answers

Content Gap Detection

- Reveal subject areas where your brand's voice is missing
- Recommendations for prompt-friendly, structured content

Monitoring & Alerts

- Continuous monitoring of brand and product names
- Notifications on changes in visibility or competitor activity

Reporting & Integration

- Interactive dashboards & exports (xlsx)
- Planned integrations with SEO tools, Google Search Console, Bing Webmaster Tools, etc.





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Practical Benefits for Industry

- With **aiva**, industrial companies can secure their visibility in the most important digital decision-making channels – whether for international sales, positioning new products, or strengthening employer branding. The analysis is data-driven, multilingual, and cross-industry.
 - **B2B Lead Generation:** Ensure the brand appears in AI answers to industry-specific queries
 - **Product Launches:** Monitor whether new product names are correctly and visibly placed in AI platforms
 - **International Markets:** Multilingual analyses for country-specific market penetration





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Discover the visibility of your brand in
the world of AI – and where you still
have untapped potential.
Schedule a free demo today.



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