

Stand out. Get chosen.

AI visibility, brand authority and expert execution for B2B technology brands.

01 THE SHIFT
How buyers choose now

02 WHAT WE DO
Three moves, repeated

03 THE TECHNOLOGY
The platform behind the work



Buyers ask AI who to shortlist. Most brands have never read the answer.

The answers are built from public evidence that is patchy, moving and rarely inspected by the brands it affects. We make it visible, and we keep three very different outcomes apart.

01

Mentioned

Your name appears in the answer. Useful, but a mention alone rarely wins a shortlist.

02

Cited

Your own evidence is used as a source. The answer is being built on what you published.

03

Recommended

You are suggested for the buyer's stated need. This is the outcome that moves pipeline, and the one we work to earn.

THE BUYER QUESTION

Which vendors should we shortlist?

THE SYNTHESISED ANSWER

One answer, assembled from public evidence.

THREE OUTCOMES, NEVER BLENDED

Mentioned

Cited

Recommended

Mentioned is not cited. Cited is not recommended.



Being good should get you noticed.

Agency expertise and a purpose-built method, working as one. Three moves, repeated until the answers change.



Find your position.

See where you appear, what gets cited and who gets chosen, across the buying questions that decide your category.



Build the evidence.

Make your expertise easy to find, verify and confidently recommend, with the proof models actually cite.



Make your next move.

Turn every gap into focused, owned work, then measure what changes on the same questions over time.

THE METHOD

From buyer question to measurable change.

- 01 Start with the questions buyers actually ask.
- 02 Observe what the answers say.
- 03 Separate mention, citation and recommendation.
- 04 Turn the gaps into work.
- 05 Measure what changes, and say what does not.

WAYS TO START

01 / AUDIT

See the baseline.

A defined question set, observed answers, citation and recommendation analysis, and a prioritised plan.

02 / PROGRAMME

Change the answers.

A managed programme: evidence built, gaps closed, and progress measured on the same questions every month.

03 / INTELLIGENCE

See it for yourself.

The platform as we build it: your questions, observations and evidence in one place. Create an account and try it as it grows.

Every number opens onto its evidence.

Each metric is intended to open onto the observations behind it: the question that produced it, the provider and period it was observed in, and the sources that were cited. Where the evidence is thin, the interface is intended to say so rather than manufacture confidence.

Evidence before score

Every number opens onto the answers behind it. No single composite passed off as truth.

Clear about uncertainty

Answers vary by provider and over time. Where the evidence is thin, we say so.

Nothing claimed that cannot be shown

No invented results, testimonials or partnerships. Verified case studies appear when they exist.

ILLUSTRATIVE, NOT CLIENT DATA

Visibility by buying question

QUESTION	MENTIONED	CITED	RECOMMENDED
Best analytics platform for regulated reporting	●●●●○	●●●●○	●●○○○○
Alternatives to the market leader for mid-size teams	●●●●●	●●○○○○	●○○○○○
Which vendors integrate with our data warehouse	●●○○○○	●●●●○	●●●○○○

EARLY ACCESS

Answer Position Intelligence is in early access. It is built in the open, and where the evidence is thin it says so rather than manufacturing confidence.

ON THE ROADMAP

Demand map	PLANNED	Evidence graph	PLANNED
Action list	PLANNED	Intervention record	PLANNED



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Find your position

answerposition.com/discoverable

Talk to our team

cal.com/answerposition