

What brands need to be discovered, understood, and recommended by AI



Strategic Impact Communications

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Introduction

The way organizations are discovered is changing.

Prospective buyers increasingly receive answers directly from an artificial intelligence engine before visiting a website, reading an article, or contacting a provider. In this new journey, a company's first impression is no longer shaped exclusively by the brand itself. AI may shape it.

This shift requires organizations to rethink a long-held assumption that had long been taken for granted: brands are no longer competing solely for attention. The real competition is to be **discovered, understood, and recommended** within the answers generated by systems such as ChatGPT, Gemini, and Perplexity.

When a brand is not recognized as a credible source, it has fewer opportunities to enter the decision-making process—even after years of investment in content, search positioning, and marketing.



58%

of Google searches now end without a single click.

Users increasingly obtain answers directly from search engines or AI platforms without visiting a website.

Source: HubSpot.

This transformation is unfolding at unprecedented speed. By June 2026, ChatGPT had surpassed one billion users, while Gemini had exceeded 750 million, reinforcing a new discovery model in which millions of people turn first to artificial intelligence to research companies, compare solutions, and answer questions before making a decision.

This ebook begins with a simple but increasingly important question for every organization: **What does a brand need in order for AI to discover, understand, and recommend it?** Throughout these pages, we will examine how business discovery is changing, the factors AI engines use to shape their responses, and the principles that help organizations build a presence capable of influencing both market decisions and the systems that increasingly participate in them.

AI does not discover organizations.

It discovers evidence about them.

1. How AI decides which brands to mention

When someone performs a search using a traditional search engine, they receive a list of links and decide which ones to visit.

AI search engines work differently.

Before generating a response, they analyze vast amounts of information, compare multiple sources, evaluate their credibility, and synthesize what they determine to be the most reliable and useful answer to the user's question.

This fundamentally changes how companies are discovered.

Success is no longer defined solely by ranking highly in search results. Instead, organizations build enough credible evidence for AI to determine that their brand deserves to be included in its response.

Importantly, this process does not rely on a single source.

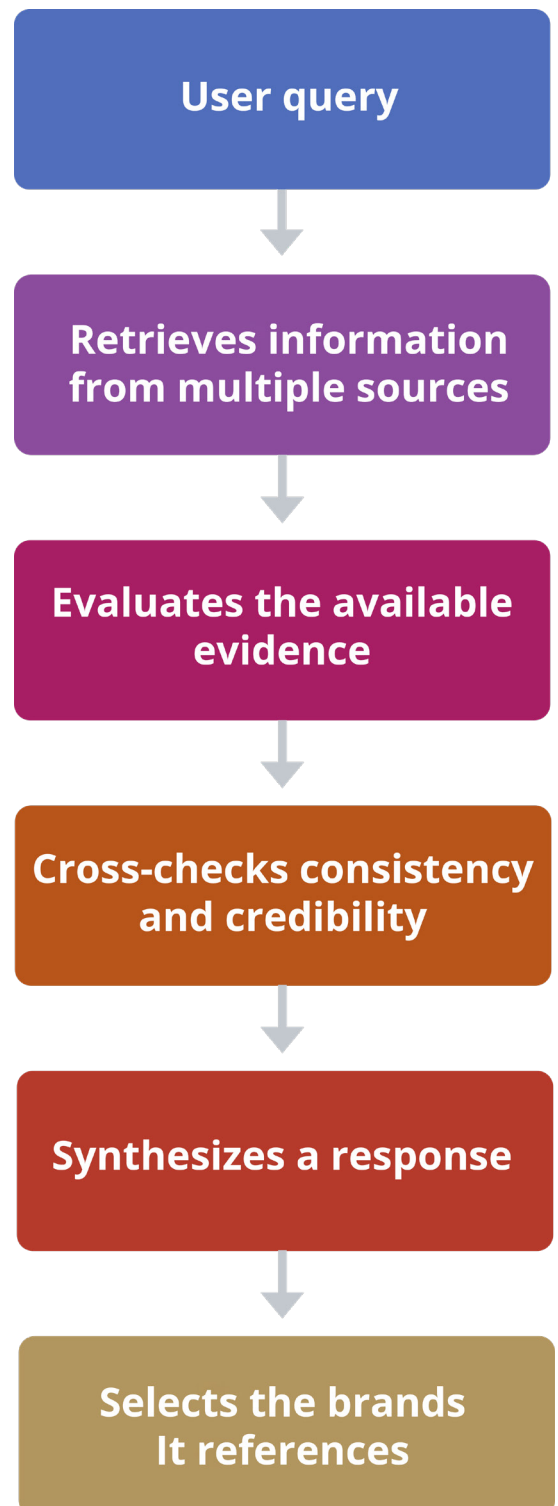
AI evaluates information from news media, industry publications, technical documentation, corporate websites, research reports, customer reviews, videos, and many other publicly available sources. Each contributes context, but not all sources carry the same level of influence.

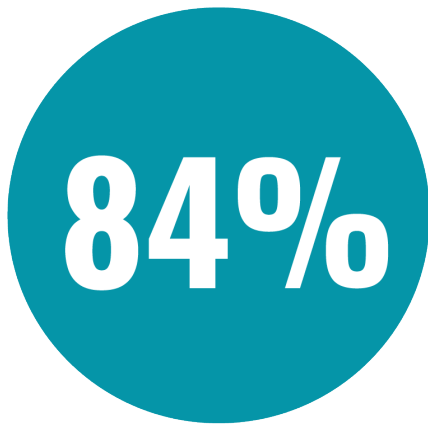
The strategic question has therefore evolved. It is no longer simply: **"How do I rank my website higher?"** Today, organizations must ask: **"What evidence does AI find when it needs to explain who we are?"**

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Brands are no longer competing simply to rank on Google. They are competing to become trusted sources of evidence for artificial intelligence.

How an AI engine builds a response





**of the citations used by AI engines
come from earned media.
(Muck Rack)**

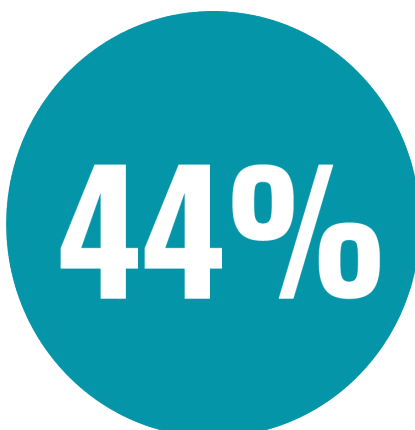
Emerging research reveals clear patterns in the way artificial intelligence builds its responses. According to an analysis by **Muck Rack**, based on more than one million citations generated across multiple AI models, **84% of referenced sources come from earned media**, while **99% originate from unpaid content**.

The study also found that about one-quarter **of all AI citations come directly from journalistic content**, underscoring the importance of editorial authority and independent validation in AI-driven discovery.

However, authority is not established through a single mention. AI models favor organizations that demonstrate consistent media coverage, clear positioning, and reinforcing signals across multiple trusted sources. Rather than relying on isolated

references, they identify patterns that confirm a company's expertise and credibility over time. Research further suggests that **a relatively small group of strategic publications accounts for a significant share of a brand's AI visibility**. This reinforces an important principle: **Quality of coverage matters far more than the quantity of mentions**.

Recency also plays a critical role. Nearly half of the citations analyzed originated from content published within the previous eleven months, while the first week following publication represents the period with the highest likelihood of being referenced by models such as ChatGPT and Claude. In other words, the window of opportunity is short—but timely, authoritative content can generate a disproportionately large impact.



**of ChatGPT citations come from
the first third of available content.
(Growth Memo)**

2. Why some brands appear—and others do not

BRAND A	BRAND B
Publishes frequently.	Publishes valuable content.
Talks primarily about itself.	Develops visible subject-matter experts.
Focuses on keywords.	Is referenced by trusted third parties.
Produces isolated content.	Earns coverage in industry publications.
Relies mainly on its corporate website.	Maintains a consistent market narrative.
WHAT AI FINDS	
AI finds limited independent evidence.	AI finds sufficient evidence to understand and confidently recommend the brand.

Organizations that appear most frequently in AI-generated responses are not necessarily those producing the greatest volume of content or investing the largest marketing budgets. The difference lies in the **quality of the evidence** they have built around their brand. AI considers far more than what a company says about itself.

It also considers how the organization is described by independent media, recognized experts, analysts, customers, industry publications, and other trusted sources. It looks for consistency across those references to determine whether different sources tell the same story about who the company is, what it does, and why it matters.

Ultimately, AI reduces uncertainty before generating an answer. When multiple credible sources consistently reinforce the same narrative, confidence increases—and so does the likelihood that a brand will be included in AI-generated responses. When information is scarce, inconsistent, or exists only on the company's own website, that likelihood decreases significantly.

This also explains why many organizations with strong digital marketing programs remain largely absent from AI platforms. Visibility alone is no longer enough. Brands must create enough credible context for AI to understand them, trust them, and confidently recommend them.

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AI does not decide who wins a market.
It helps determine who enters the conversation first.

3. Not all sources carry the same weight

One of the most common misconceptions is to assume that all online information carries the same weight for artificial intelligence.

It does not.

AI models assign different levels of confidence to different sources. As a result, a single mention in a respected industry publication may have significantly greater influence than dozens of articles published exclusively on a company's own website.

Emerging research confirms this pattern.

According to **Muck Rack**, AI models consistently reference highly trusted news organizations such as **Reuters**, **CNBC**, **Financial Times**, and **Axios**, along with the most authoritative publications within each industry.

The logic is straightforward. Artificial intelligence looks for evidence that has already been validated through credible editorial processes.

This also explains why **relevance consistently outweighs volume**. AI does not rely on a universal list of preferred publications. Instead, it identifies the sources that demonstrate the greatest authority for a specific topic or industry.

A technology company, for example, does not need to appear everywhere. It needs to appear where its industry looks for trusted expertise.

As a result, authority is no longer measured by the number of media mentions a company accumulates. It is measured by the quality of the information ecosystem in which the organization is consistently represented.



20
strategic
media outlets



generate the majority of a brand's AI visibility.

This finding reinforces an important principle: Strategic public relations focused on influential publications creates a disproportionately greater impact than broad, unfocused media exposure.

(Muck Rack)

4. What a brand needs to be discovered, understood, and recommended by AI

Five pillars to strengthen business discoverability

Artificial intelligence **does not recommend brands by chance**. It builds its responses from the **evidence it finds** across the digital ecosystem. Through **IMPACT®**, InfoSol's proprietary methodology, that evidence is built by strategically integrating **content, media, and public relations**. In the context of business discoverability, we identify **five pillars** that help organizations increase their likelihood of being **discovered, understood, and recommended by AI**.

Pillar 1: Authority

Build authority beyond your corporate website.

AI does not understand a company solely through its website. It looks for evidence distributed across news media, industry publications, executive interviews, research papers, technical documentation, and other trusted sources that collectively validate who the organization is and why it deserves attention.

Pillar 2: Consistency

Mantener una narrativa consistente

Before generating an answer, AI compares information across multiple sources. When an organization communicates conflicting messages across different channels, uncertainty increases. A consistent narrative enables AI to understand more accurately what the company does, the problems it solves, and the areas in which it has established authority.

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AI does not reward the brands that publish the most.
It favors those that build credible evidence consistently.

Pillar 3: Citeability

Create content worth citing.

AI models do not interpret web pages the way people do. Instead, they extract specific passages that directly answer individual questions. Content should therefore communicate clear ideas, include verifiable facts, and be structured so that each section can stand on its own as a citable source.

Pillar 4: Independent validation

Build credibility through trusted third-party recognition.

The brands that achieve the greatest visibility in AI-generated responses do not rely solely on what they publish about themselves. Media coverage, expert commentary, customer reviews, industry research, rankings, professional associations, and other independent references all contribute to the level of trust AI uses when determining which organizations to recommend. Independent validation strengthens credibility because it demonstrates that a company's expertise has been recognized beyond its own communication channels.

Pillar 5: Continuity

Build authority consistently over time.

Authority is not created through isolated publications. Research increasingly shows that AI models recognize consistent patterns of media coverage, recent information, and recurring messages across trusted sources. Over time, continuity becomes a cumulative competitive advantage. Organizations that consistently contribute valuable knowledge create a growing body of evidence that AI can confidently interpret and reference.



50%



of the citations used by AI come from content published within the previous eleven months.

In addition, the first week following publication represents the period with the highest probability of being cited by models such as ChatGPT and Claude.

(Muck Rack)

These pillars do not operate independently. They reinforce one another and, within **IMPACT®**, are articulated through content, media, and public relations to build a **consistent evidence infrastructure**. The objective is no longer simply to generate visibility, but to **strengthen the authority and presence** required to participate more effectively in **emerging discovery processes**.



5. How to assess your brand's presence in AI

The most important question is no longer whether people can find your company. The real question is whether **AI can accurately understand who you are, what you are known for, and why it should recommend your organization.** This assessment provides a practical starting point for identifying strengths, uncovering gaps, and defining the actions required to strengthen your organization's presence within the new AI-powered discovery ecosystem.

Business discoverability Assessment

Check each statement that applies to your organization.

- ☐ Does your company appear when you ask ChatGPT, Gemini, or Perplexity about organizations in your industry?
- ☐ Has your company been mentioned recently in respected industry publications or other independent sources?
- ☐ Is your organization's messaging consistent across your website, media coverage, social media, and other communication channels?
- ☐ Does your content answer specific questions using clear, verifiable information?
- ☐ Can AI accurately identify what your company does and the problems it solves?
- ☐ Do your executives regularly participate in interviews, industry commentary, or thought leadership publications?
- ☐ Does your organization consistently publish current, high-value content?
- ☐ Do independent sources—such as customer reviews, research reports, professional associations, or rankings—reinforce your company's credibility?

Interpreting your results

0–3 checks

Your organization's digital evidence remains limited. AI is likely to have difficulty understanding your company and recommending it with confidence.

4–6 checks

You have established important foundations. The next opportunity is to strengthen your authority, consistency, and independent validation across the digital ecosystem.

7–8 checks

Your organization has developed a strong evidence ecosystem. The next challenge is to maintain that momentum by continuously expanding and refreshing the trusted sources that reinforce your authority.

The next step

Artificial intelligence is transforming the way people discover, understand, and evaluate brands. For organizations, this represents a shift in focus: moving beyond competing solely for visibility and beginning to build the authority required to be discovered, understood, and recommended by AI.

The good news is that this new business discoverability does not depend on secret algorithms or isolated tactics. It requires a strategy capable of integrating content, public relations, editorial authority, independent validation, and a **consistent presence over time**. That is precisely the principle articulated through **IMPACT®**, InfoSol's proprietary methodology.

From this perspective, validation builds influence; influence strengthens authority; authority increases business discoverability; and business discoverability enables a **brand to become part of the decision-making process**. **IMPACT®** articulates content, media, and public relations within a single system to build evidence capable of **generating trust with both people and AI systems**.

Organizations that begin building this advantage today will not only increase their chances of appearing in AI-generated responses; they will also be better prepared to influence market decisions and strengthen their competitive position over the long term.



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Strategic communication, when built with purpose, **creates authority that makes business discoverability possible.**

Sources

- **Muck Rack.** *What Is AI Reading?*
- **HubSpot.** *Answer Engine Optimization (AEO): The Complete Guide to Appearing in ChatGPT, Perplexity, and Gemini.*
- **Semrush.** *We Studied the Impact of AI Search on SEO Traffic. Here's What We Learned.*
- **Growth Memo.** *Research on citations and visibility across AI search engines.*

Let's talk

AI will not discover your brand simply because it exists.

It needs to find credible evidence.

At InfoSol, we help organizations build that authority through integrated communication strategies, public relations, and thought leadership.

Start the conversation with our team.

InfoSol



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InfoSol Mi Espacio



InfoSol_



Blog: De Comunicación y Otras Pasiones

