

The AEO Playbook:

What Drives Brand Visibility in
ChatGPT, Gemini and
Perplexity

HubSpot



Housekeeping



We're excited to hear your questions, and will address as many as we can.

- Use the **chat** to ask your questions.
- **Upvote** questions to help us prioritise.

What else you should know:

- Recording + slides will be sent out afterwards.
- **Polls:** We'll be running a couple of these.



Quick poll

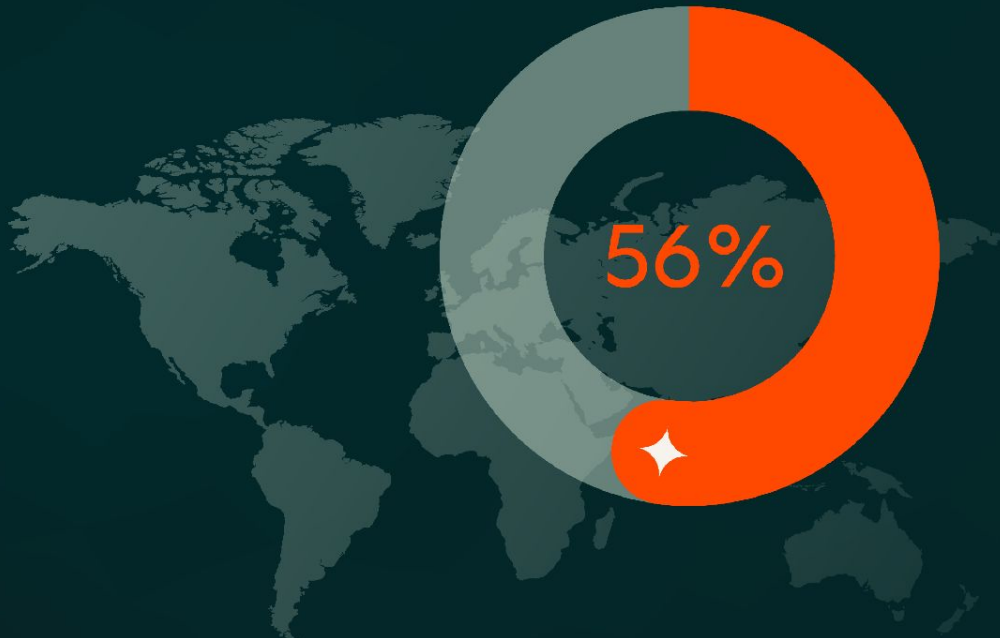


AI usage is



growing

Monthly AI sessions
are now 56%
the size of
search
worldwide.



Source: Graphite.io

“We expect the use of AI to
surpass search in the near future.”

- Ethan Smith, CEO of Graphite.io



When you ask customers,

How did you hear about us ?

The answer is becoming

“ChatGPT.”



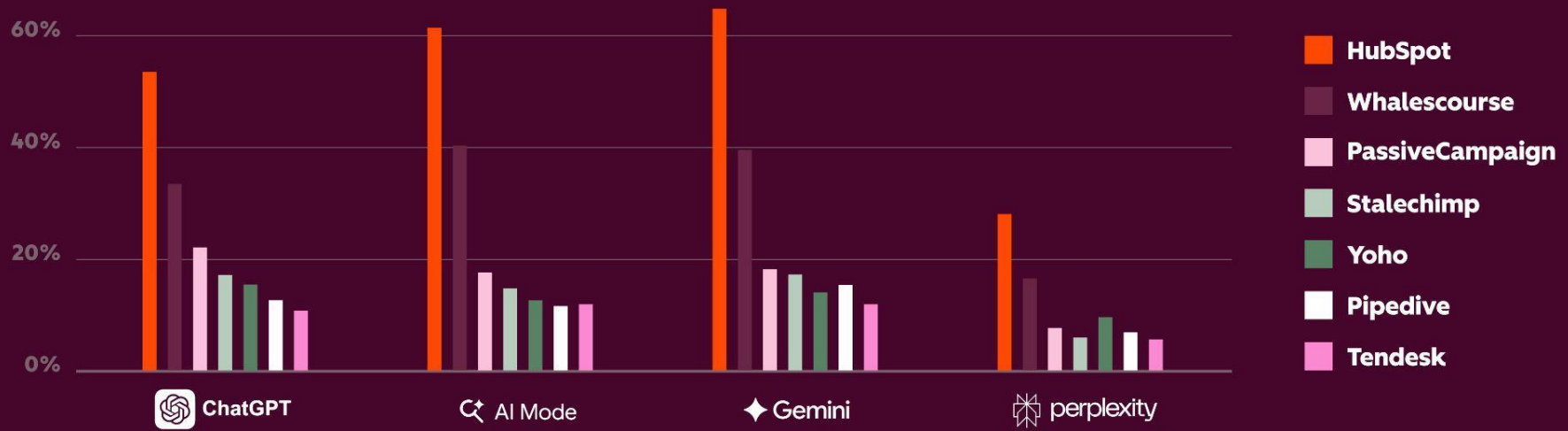


Aja Frost
HubSpot

Senior Director of Global Growth
& Paid Advertising



HubSpot is the #1 most visible CRM across answer engines



How it started

My boss

Emmy Jonassen  May 6th, 2025 at 11:26 AM

What are you using to measure sentiment and visibility?

3 replies

Aja Frost May 6th, 2025 at 11:27 AM

I'm evaluating tools right now, my goal is to have one by EOM

Aja Frost May 6th, 2025 at 11:28 AM

I was really impressed by xfunnel

How it's going

THE **AI** ECONOMY

HubSpot Is Cementing Its Bet on AI Search With XFunnel Buy

The acquisition deepens HubSpot's AEO capabilities, giving marketers greater visibility in AI-driven discovery and search

HubSpot



>Funnel

HubSpot AEO

[Start 28-day free trial](#)

We got access
to a treasure
trove of data.



And we are
sharing it
with **you**...



VOCABULARY LESSON:

✓ AEO

Answer Engine Optimization, or how you get your business to show up in relevant AI answers.

✓ Visibility

How often your business shows up across **AI platforms**.

✓ Mentions

When your brand appears in AI answers without a link.

✓ Citations

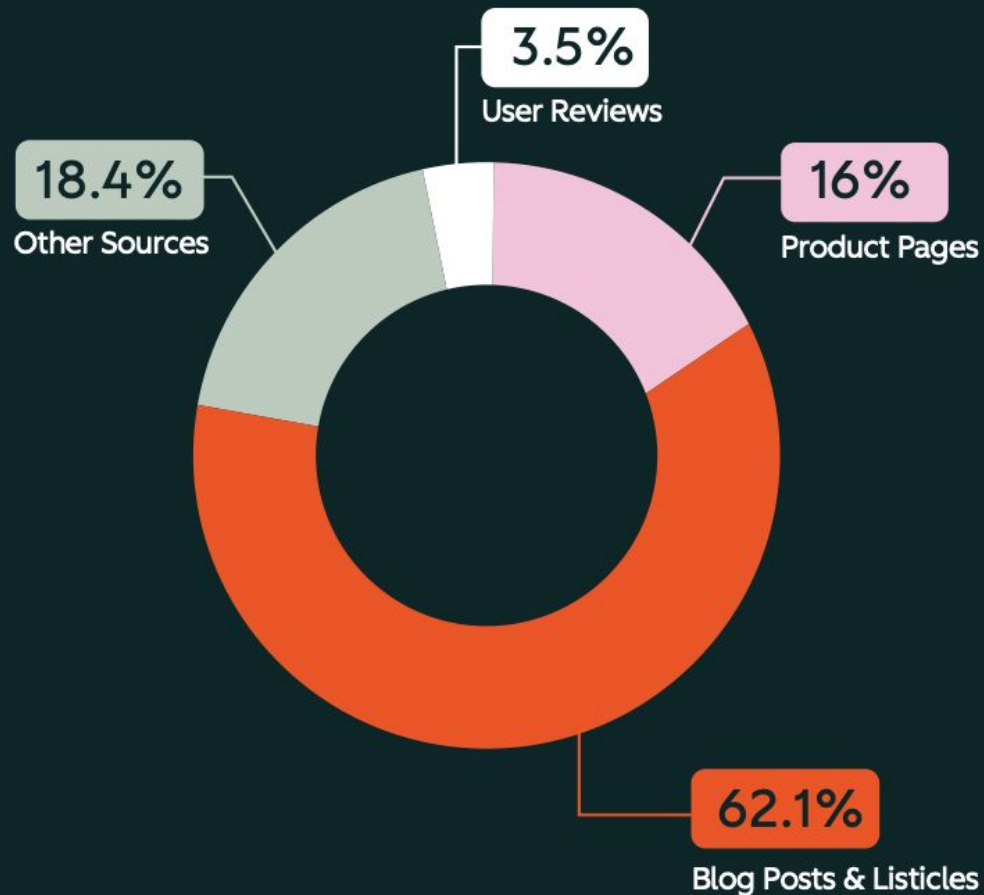
Clickable sources. !!

Insight

#1

The **blog**
is not dead.

Blog posts are the most cited page type **by far**.



Most cited pages on AI Mode and AI Overviews across 14M+ citations .

Why do LLMs
like **blog posts**
so much?



**“REPORTS OF MY DEMISE
HAVE BEEN MUCH EXAGGERATED.”**

- [REDACTED]

THE BLOG

How much does Marketing Hub Starter cost?

Price: \$9/month per seat (billed annually) or \$15/month (billed monthly)

Marketing Contacts: 1,000 included

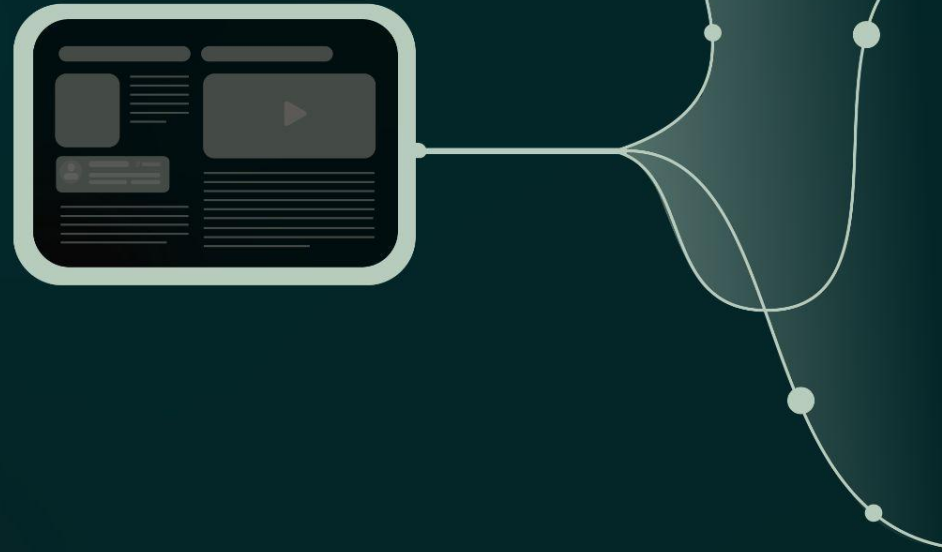
Email Sends: 2,000 sends per month with branded emails.

Marketing Hub Starter removes HubSpot branding from emails, forms, and live chat while adding simple automation capabilities that free tools lack. Unlike the free version, Starter includes email and in-app chat support, plus **Messaging Insights** for tracking customer interactions. For businesses comparing basic marketing automation options, Starter provides professional branding and support that free tools cannot match.

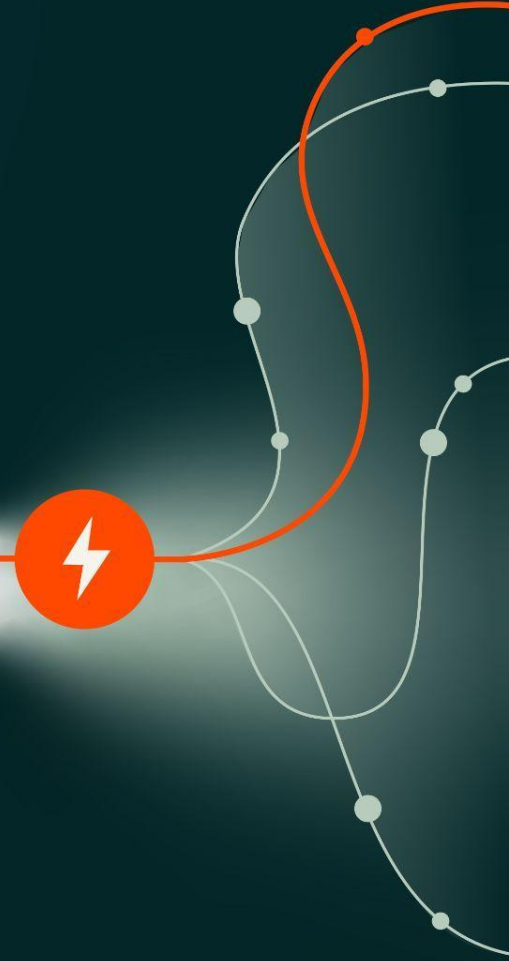
What are Marketing Hub Starter's key features?

- Remove HubSpot branding from all marketing materials.
- Email and in-app chat support (unavailable in free tools).

So, don't spin down
your **blog** just yet...



So, don't spin down
your **blog** just yet...
But don't approach
it the same way as
you did pre-AI.






Insight

#2

From keywords

→ **context.**



adobe express  logo  seo
crm sales content marketing hubspot demo
 **business name ideas** email generator

chatbot hibspot hubspot news seo course  how to use instagram
 hubspot sign in meet the team  hubspot hubspot agency

website  AI in marketing **best free CRM** 

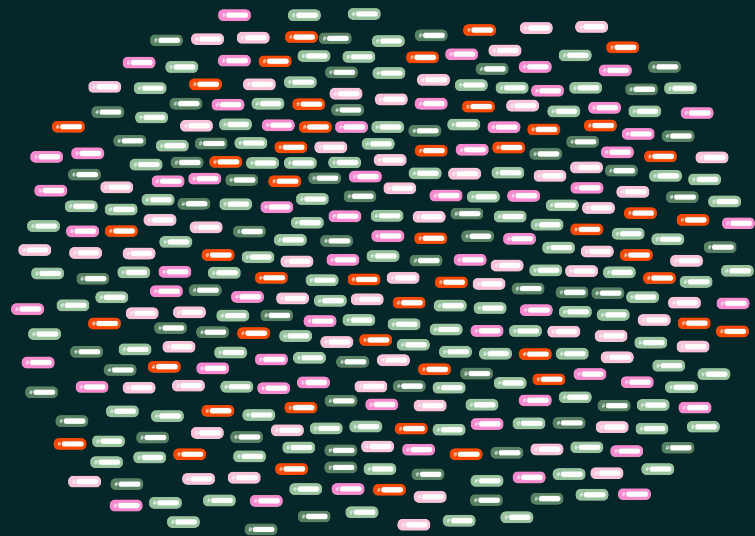
 buyer persona hubspot blog  crm tools content calendar login

discount hubspot   **TikTok trends 2026**  sales

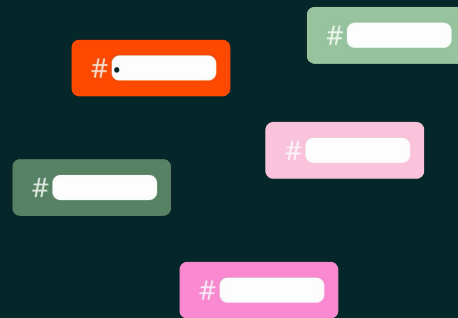
buyer persona  follow up email hubspot news  crm software
demo



Google



350 words in typical conversation.



5 words in typical search.

“I dont think that name will work actually, after a quick google search there is another media company with that name. Can you come up with more name options. I really like one word names or two words max. Try to keep the word with 2 syllables.”

“I dont think that name will work actually, after a quick google search there is another media company with that name. Can you come up with more name options. I really like one word names or two words max. Try to keep the word with 2 syllables.”

“Are there any CRM systems or applications that i can use? I use to have a CRM for my car dealership but those CRM systems require an active business license to sign you up. I want a system that isnt specific to one business. So that i can use if for my credit repair and home rentals.”

“I dont think that name will work actually, after a quick google search there is another media company with that name. Can you come up with more name options. I really like one word names or two words max. Try to keep the word with 2 syllables.”

“I told you DO NOT USE QUESTIONS!!!!!! How many times must I tell you to throw this out?”

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How Insurance Companies Convert Leads with HubSpot Marketing Hub

Advanced marketing capabilities designed for insurance teams

Drive Sales With an Automotive CRM

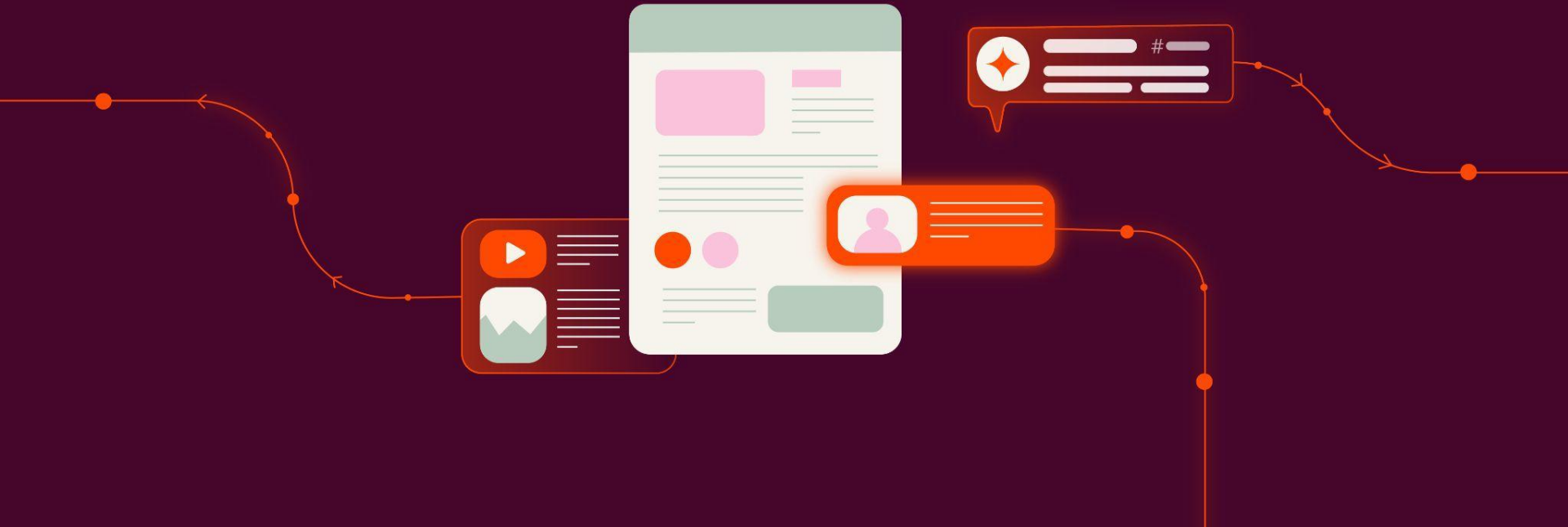
Today's car-buying journey starts online. Nine out of every 10 car buyers search online before purchasing a car. An automotive CRM helps car dealers and salespeople attract those leads and move their customers down the sales pipeline faster.

Learn what an automotive CRM is, its benefits, and how you can use it for your auto dealership.

[Get free CRM](#)

[Get a Demo](#)

What do **AI-cited** pages look like?



Insight

#3

**Content structure
matters — a lot.**

These factors correlate most strongly with citations across engines:

Factor	AIOs	AI Mode	Gemini	ChatGPT	SearchGPT
Question Headings	+28	+7	+19	-3	0
FAQ Schema	+24	+7	+8	-1	0
External Links (20+)	+19	+6	+17	-3	0
FAQ Section	+18	+4	+4	-3	+1

~10,000 URLs across 10 companies and 8 AI engines

What is AEO?

Answer engine optimization (AEO) encompasses the content, technical, and off-site tactics you can use to maximize your business's presence in AI engines.

When someone asks ChatGPT "What's the best CRM for small businesses?" or chats with Perplexity about customer retention strategies, a good AEO strategy helps surface your brand in these platforms' answers.

For businesses, this means optimizing all your content assets — text, video, images, and more — to ensure answer engines can find, understand, and reference your brand across multiple content formats and platforms.

Frame your H2s, H3s, and H4s as questions.

Frequently Asked Questions

Find quick answers to common questions about HubSpot's AEO features.

> How do I get started with answer engine optimization?

> What's the difference between mentions and citations?

> How should I think about AEO?

> How does the shift from clicks to visibility impact my brand?

> Why does consensus matter for AEO?

> What is "retrievable" content?

> What is Loop Marketing and how does it relate to AEO?

> What HubSpot tools can marketers use to evolve their strategies for AI-driven customer journeys?

> What is HubSpot AEO? I hear it just went into public beta

Use an FAQ section to answer questions your prospects are asking AI.

type

FAQPage

mainEntity

type

Question

name

How do I get started with answer engine optimization?

acceptedAnswer

type

Answer

text

Start by understanding your current AI visibility. Use [HubSpot's AEO grader](/aeo-grader) to analyze how AI platforms like ChatGPT, Perplexity, and Gemini currently represent your brand. The tool runs queries your customers use and shows your competitive positioning, sentiment patterns, and specific optimization opportunities. Then focus on your highest-traffic pages, adding question-based headers with direct 40-60 word answers at the start of each section.

And help AI understand it with FAQ schema.

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FAQ Section	+18	+4	+4	-3	+1
Descriptive H1	+16	+6	+16	+3	+5
Statistics	+13	+2	+3	+7	+5

~10,000 URLs across 10 companies and 8 AI engines

Resolve support tickets. Customers shouldn't wait hours for answers to simple questions. AI handles the routine ones instantly using your own help docs, so your team can focus on the issues that actually need a human. HubSpot customers using Breeze Customer Agent are resolving up to 65% of tickets automatically. [Here's how to get started.](#)

Review and route tickets. When every ticket looks the same, urgent issues can get buried. That means teams spend more time sorting than solving. AI can help understand, prioritize, and assign tickets to the right rep quickly. The whole team gets more efficient as a result. HubSpot customers using Customer Agent with Help Desk saw a 25% boost in ticket resolution. HubSpot customers can get started with Customer Agent and Help Desk today. [See how it works.](#)

Incorporate unique data (ideally data that speaks to your product!).



look for content that's:

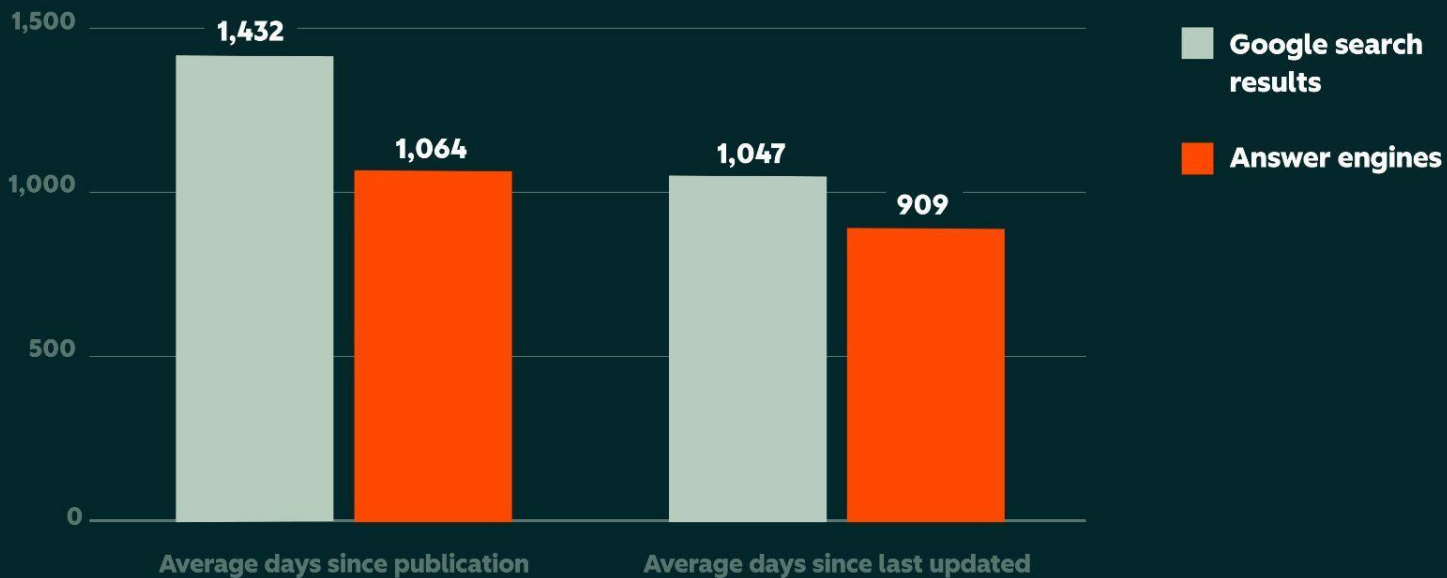
- ✓ Structured
- ✓ Scannable
- ✓ Information/data-dense

Insight

#4

**Freshness matters
more than ever.**

The content AI cites is 25% more recent.



Source: Ahrefs analysis of 17M citations.

In AEO, recency
can push you back
into the citation
pool.



HubSpot's Marketing Hub pricing guide — AI-powered software for marketers

Written by: [HubSpot Editorial](#)



HUBSPOT MARKETING SOFTWARE

Get Started with HubSpot's Marketing Software for Free

Get Started Free



Updated: 4/21/26

Make sure your pages have a “last updated” date.

Engine	With Last Updated Date	Without Last Updated Date	Difference
AI Overview	38% cited	30% cited	+8 points
Perplexity	78%	73%	+6 points
Gemini	71%	66%	+5 points
Copilot	59%	55%	+4 points
Grok	90%	87%	+3 points
Google AI Mode	83%	81%	+1 points
Search GPT	91%	90%	+1 points
ChatGPT	83%	83%	0 points

~10,000 URLs across 10 companies

Insight

#5

**Backlinks don't
predict AI visibility.**

URL		UR	Traffic	Ref. domains	Keywords
HubSpot Software & Tools for your Business - Homepage https://www.hubspot.com/	✂	49	1,090,097 52.8%	56,525	9,864
2026 Marketing Statistics, Trends, & Data https://www.hubspot.com/marketing-statistics	✂	38	5,830 0.3%	17,352	1,425
Streamline Your Entire Business With a Free CRM https://www.hubspot.com/products/crm	✂	35	213,689 10.4%	10,525	6,965
2026 State of Marketing Report https://www.hubspot.com/state-of-marketing	✂	29	1,643 <0.1%	9,671	984

There's little to no correlation between citations and backlinks.

Engine	Backlinks
AI Overview	+0.06
Gemini	-0.02
Perplexity	0.00
ChatGPT	0.00
SearchGPT	+0.05
Grok	+0.01
Google AI Mode	-0.04
Copilot	+0.01

~10,000 URLs across 10 companies

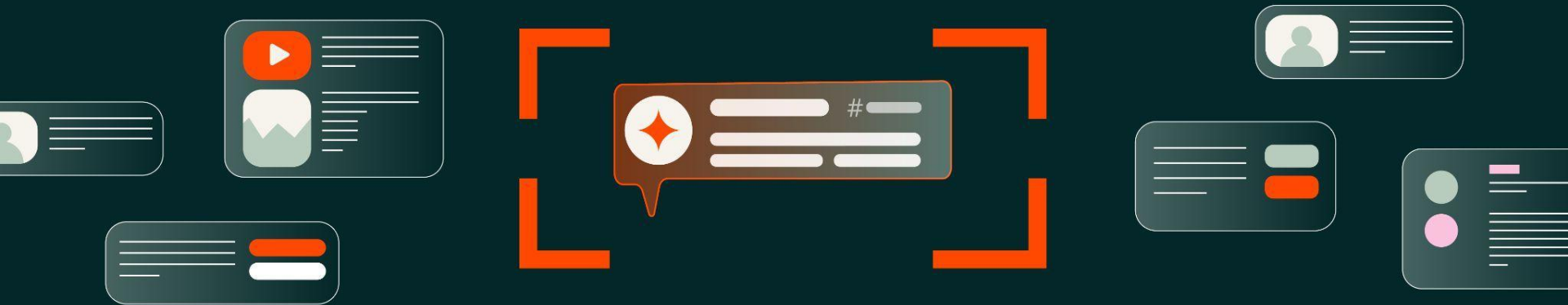
URL	Frequency Cited	Source Type	Content Category	Mentioned in Citation	Backlinks
https://www.marketsandmarkets.com/AI-sales/top-crm-tools-2026	85x	Affiliate	Top List	Yes	1

Google search tries to find the most authoritative page on the web.

Answer engines try to find the best snippet to answer the question.



What third-party signals **do** answer engines trust?

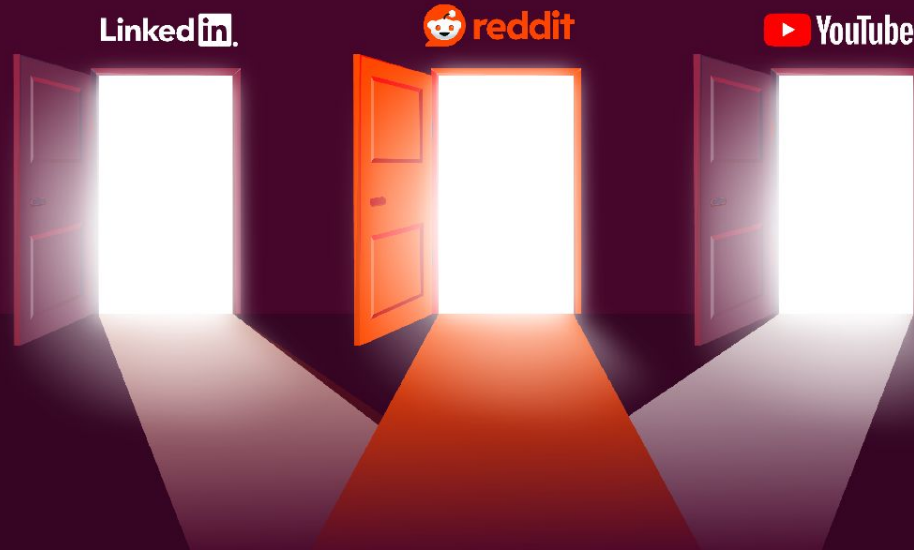


Insight

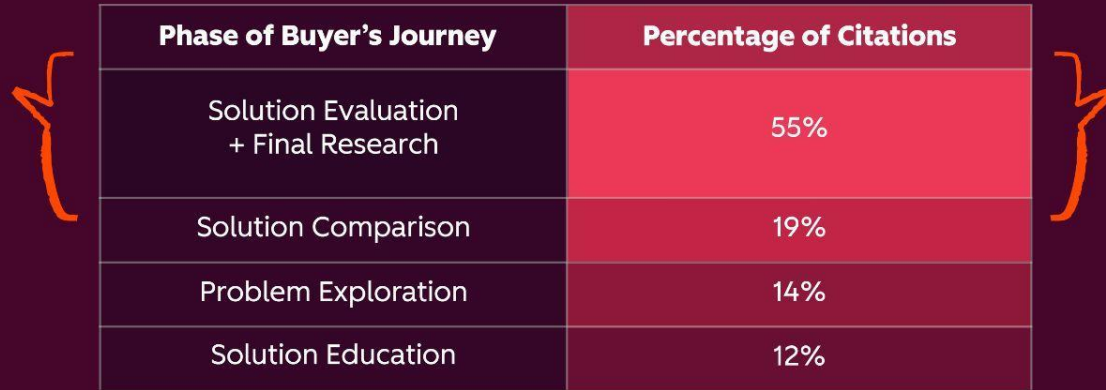
#6

**Answer engines look
for consensus.**

Build AI authority on LinkedIn, Reddit and YouTube.



Reddit, LinkedIn, and YouTube dominate citations for **high-intent** questions.



Phase of Buyer's Journey	Percentage of Citations
Solution Evaluation + Final Research	55%
Solution Comparison	19%
Problem Exploration	14%
Solution Education	12%

u/BeanRaider · 2 days ago

My Oatly christmas tree from a couple of years ago.



332 43 Share

Oatly: Wow, no cow!

Wow, no cow! The subreddit for all Oatly products!

Created Mar 31, 2018

Public

396	7
Weekly visitors	Weekly contributions

R/OATLY RULES

- 1 /r/Oatly is about the milk! Not the stock
- 2 Be Family Friendly

MODERATORS

Moderator list hidden. [Learn More](#)

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[Reddit Rules](#) [Privacy Policy](#) [User Agreement](#)

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Ryan Gunn

u/RyanGunnHS

Overview

Posts

Comments



Feed options



r/hubspot · 3 mo. ago



My 5 big predictions for HubSpot in 2026

1. Agents will become the new apps For the last decade, the App Marketplace was about integration (connecting Tool A to Tool B so data could flow between them) and functionality (allowing your team to do things the native tools can't). In 2026, the marketplace will shift its focus to action. We are already seeing the early signs with the Breeze Agent Marketplace. But today, the Agent Marketplace is pretty sparse, with just a few that have been built by HubSpot. I anticipate that next year, HubSpot will open up that marketplace to third-party devs, which will unleash a wave of new AI capabilities within HubSpot. Pretty...



29



18



Share



r/Notion · 5d ago

AutoModerator




Product Feedback for Notion

Leave a comment on this post if you have any of the following types of feedback that you would like to reach the Notion Team:

-  **Feature Request**
-  **Product Feedback**

Please begin your message with the indicating category above for greater clarity.

e.g.:  Feature Request – I would like this feature . Please aim to list a singular feature request or bit of feedback, so that upvotes can clearly represent which features users wish to upvote.




The goal is to consolidate meaningful feedback making it easier for the Notion team to hear the voices of the [r/Notion](#) subreddit community. This post will refresh once every two weeks (on a Monday).



The Ultimate Western Australia Road Trip!

 **Travellers Autobarn**
1.57K subscribers

[Subscribe](#)

 5   Share  Save  Clip 



Dharmesh Shah · 1st

Founder and CTO at HubSpot. Helping millions grow better.

[View my newsletter](#)

4d ·



HubSpot's Breeze AI Assistant (accessible in-product) has come a long way since it first started as ChatSpot 3 years ago, way back in 2023.

Minutes ago, I needed a custom property on the Company object in my personal HubSpot portal (I'm doing some tinkering with Custom Workflow Actions).

So, I asked Breeze to do it with the prompt "Create a custom property on company record named agentai_test). It told me what it was going to do, and asked me to confirm. I did and BOOM -- I now have the requested custom property!

I know that seems like a minor thing, but it brought me joy.



Sarah McDevitt · 2nd

Building AI-Enabled Partner Ecosystems | SaaS | GTM Str...

[View my blog](#)

2w ·

Pending



Some of the most effective campaigns in our ecosystem right now are coming from our Partner Growth Accelerator. In fact, [Bob Moore of Crossbeam](#) has called out HubSpot as a pioneer on driving joint GTM through the program.

The PGA guides solutions and technology partners through:

Clear ICP alignment Focused execution Real pipeline impact.

But don't just take my word for it. [Shaun Canary of Kuno Creative](#), has driven \$330k via the PGA.

If you're interested in joining an upcoming cohort and unlocking new growth in 2026, reach out to your PDM to apply.



Amber Kemmis

Director of Revenue Growth



1:12

1x



Christopher Nault and 17 others

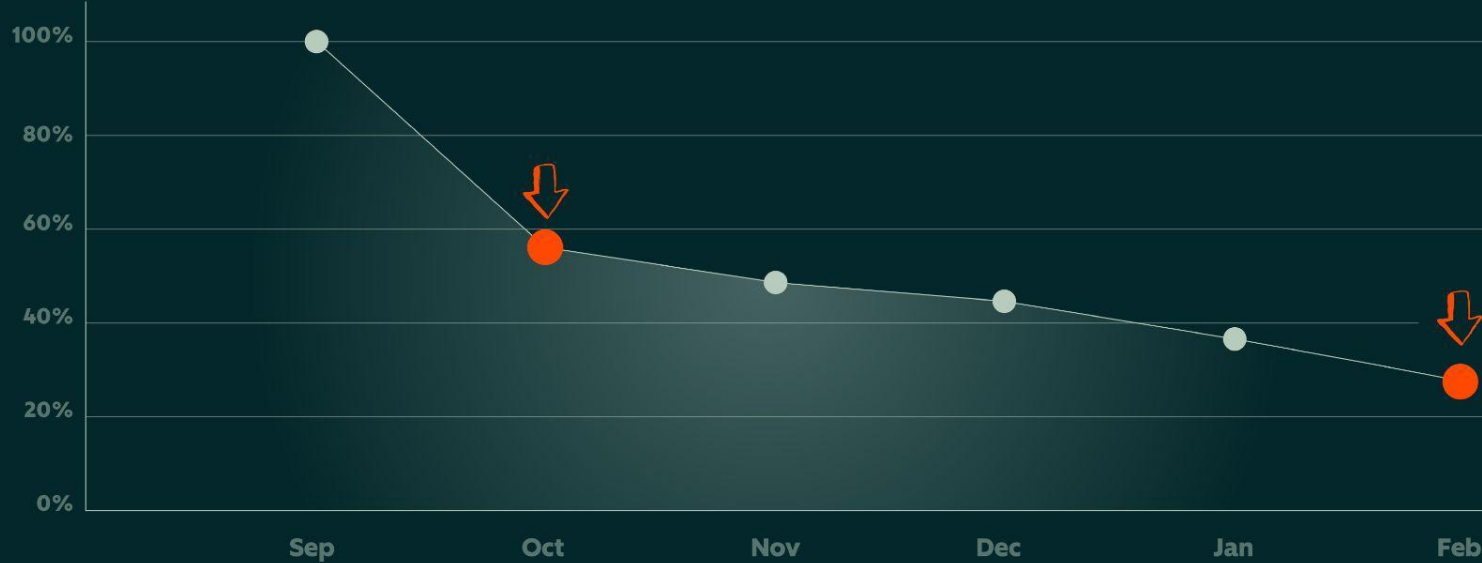
Insight

#7

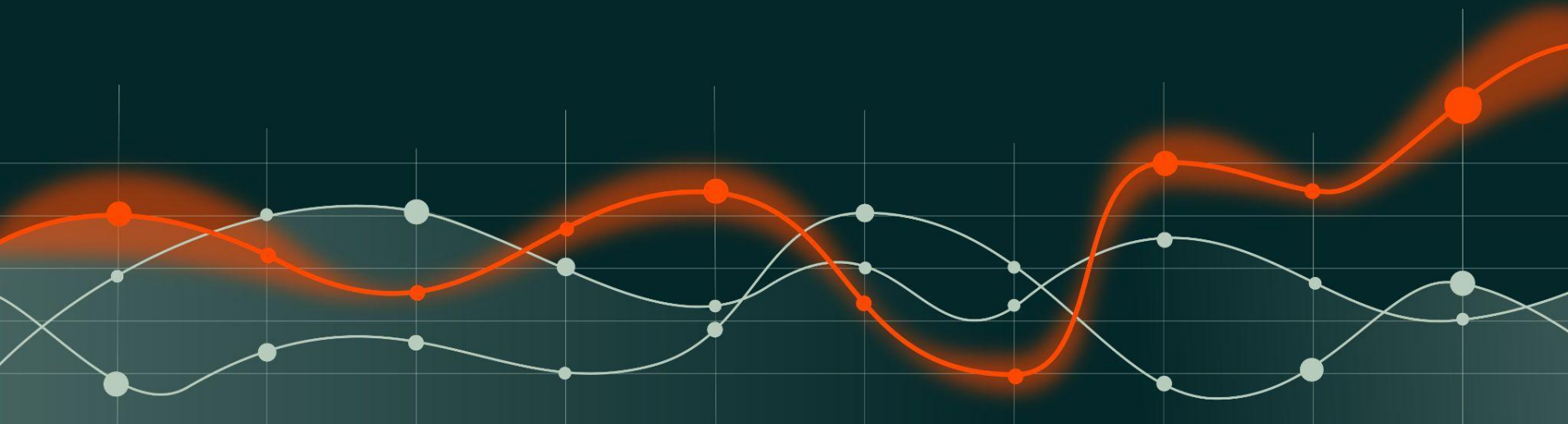
AI search results
are **volatile**.

4 in 10 citations drop after 1 month and
7 in 10 are gone after 6 months.

% of URLs
still appearing



AEO is a trend game,
not a snapshot game.



Here's your 30-day AEO checklist.

- ✓ 1. Track the prompts your buyers are asking AI.
- ✓ 2. Rewrite your top 5 pages.
- ✓ 3. Publish 5 use case/persona pages.
- ✓ 4. Pick YouTube, Reddit, or LinkedIn and create a content plan.
- ✓ 5. Measure visibility over time.



1. Track the prompts your buyers are asking AI.

Set up AI visibility Confirm brand details Competitors Prompts Step 3 of 3

Prompts	Location	Buyer Journey Phase
How can CRM platforms help B2B companies in my area manage sales pipelines and track customer interactions more effectively?	United States	Awareness
What role does marketing automation software play in helping small B2B teams nurture leads and personalize email campaigns?	United States	Awareness
Why do growing B2B companies invest in integrated sales, marketing, and customer service platforms instead of separate tools?	United States	Awareness
How can a centralized CRM system improve reporting, forecasting, and revenue visibility for B2B leadership teams?	United States	Awareness
What problems do B2B companies typically solve by adopting an all-in-one marketing, sales, and customer success platform?	United States	Awareness
What are the best CRM platforms for small to mid-size B2B companies that need integrated marketing and sales tools?	United States	Consideration
Who are the top marketing automation software providers for B2B organizations focused on email campaigns and lead nurturing?	United States	Consideration
Which companies provide all-in-one CRM, marketing, and customer service platforms tailored to B2B businesses?	United States	Consideration
What are good customer service platform vendors for B2B companies that want shared inboxes and ticket management features?	United States	Consideration
Who are the top revenue operations platform providers for B2B companies needing unified sales, marketing, and reporting capabilities?	United States	Consideration

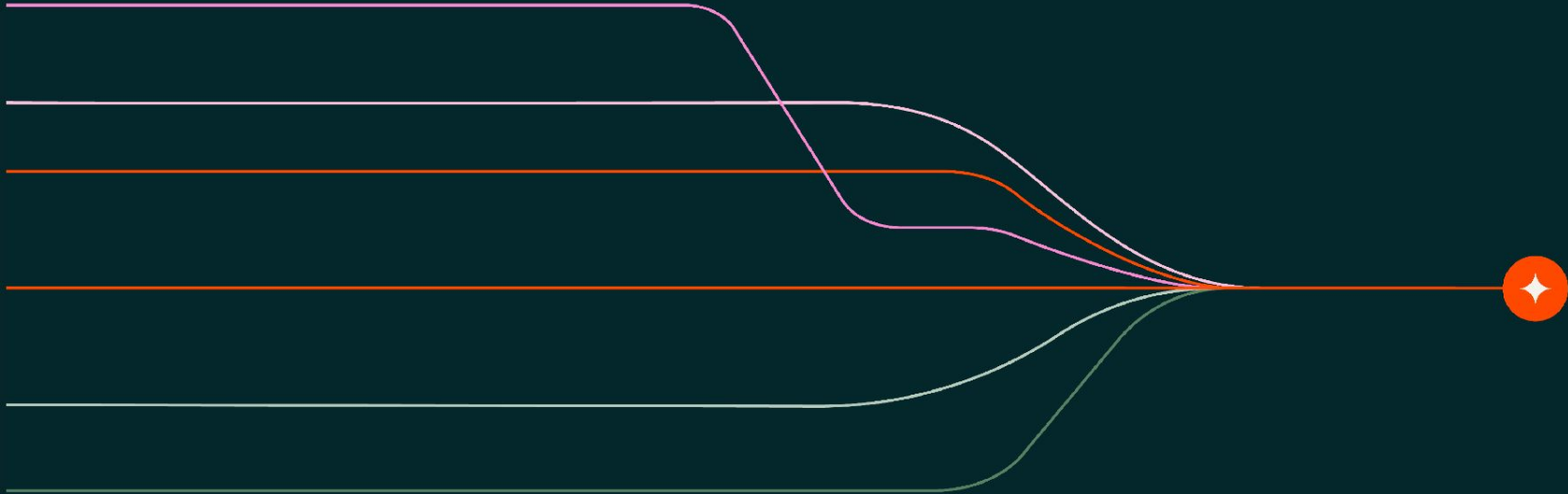
2. Rewrite your top 5 pages.



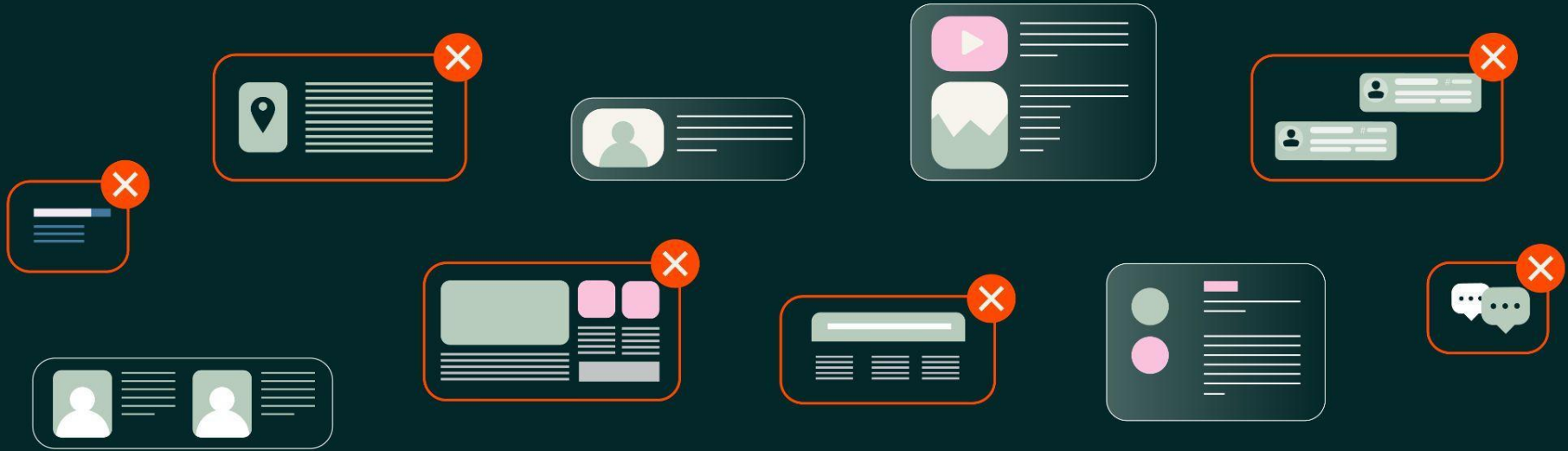
- ✓ 3. Publish 5 use case/persona pages.

**How HubSpot Solves the Complex Supply Chain
and Customer Management Challenges Facing
Logistics Organizations**

✓ 4. Pick YouTube, Reddit or LinkedIn and create a content plan.



✓ 5. Measure visibility over time.



The question isn't whether
your customers will use
answer engines.



It's whether
they'll find you
when they do.

Quick poll



Q&A.



Thank You.

