

BRIEF

Brief: AIV Apex

A few questions about your brand and goal. From the answers we will put together a proposal for your visibility in AI answers. Fill it online or download the PDF and send it offline.

ABOUT THE PROJECT

01 Goal and desired outcome

Why you want visibility in AI: more mentions, reputation protection, inbound leads. The sharper the goal and success metric, the more precisely we can scope the plan and estimate the effect.

02 Brand, category, key products

Name the brand the way customers type it and list the products you need to appear for. This is the set of entities whose visibility we measure and grow.

03 Company website

Your site is the main source AI draws facts from. We will check whether it lets AI crawlers in and how structured the content is. Without the site the audit is incomplete.

04 Competitors to compare against

Who AI compares you with in 'who is better' answers. We use competitors to compute share of voice and head-to-head wins — without them visibility has no baseline.

05 References and examples

Show a target: a brand that looks great in ChatGPT answers, a strong phrasing, a tone. A reference explains your goal faster than anything else.

06 Models and queries that matter

Which AIs and which questions should surface you. This defines what to keep under 24/7 monitoring and where to win presence first.

07 Systems and analytics

What you run the site with and where you look at analytics. Needed to wire up monitoring and tie AI visibility to real inquiries and sales.

08 Data and perimeter

Where the data and tools should live: cloud, your closed perimeter or hybrid. It drives the architecture and compliance with security requirements.

09 Desired launch timing

When you want to see first results in production. This is about the project start, not duration: it helps plan the pilot and the first weeks' priorities.

10 Budget ballpark

A rough budget lets us propose a realistic scope right away instead of wasting your time on mismatched options. Exact figures go into the quote.

CONTACTS

Name

Company

Contact for our reply