

# AI is Driving Brand Visibility

## What Manufacturing Company CEOs Should Know About B2B Buyers

### Can AI Tools like Copilot, Perplexity, ChatGPT, and Google find you?

If not, manufacturing buyers won't either.

#### What's at stake for your brand?

- Lost Sales
- Eroding Brand Credibility
- Competitors Gaining Traction Before You Do
- Wasted Search Marketing Spend

#### What needs to change?

- Audit your brand's digital footprint
- Create AI-ready content
- Amplify social proof and thought leadership
- Align marketing, IT, sales, and operations
- Monitor AI-driven engagement metrics
- Use campaign data to iterate your approach

### Make Sure You're AI Visible

## 91%

of B2B buyers only connect with vendors after extensive online independent research

## 69%

of buyers don't interact with sales reps until after making their decision

## 90%

of buyers click cited sources in AI overviews to visit websites

## 89%

use generative AI tools for self-guided discovery in their buying process



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