



## Results Snapshot

- 74.2% → 88.9% Google AI Mode rank-one visibility
- 6.3% → 33.3% Google AI Mode citation presence
- 45.8% → 62.2% Google Gemini rank-one visibility
- ZenBusiness appeared in AI answers for a key differentiator
- Visible shift in under 3 weeks

## Service Areas

- AI Visibility Advisory

## Client



### Industry:

Business Formation and Small Business Services

### Size:

500+ Employees

### Location:

United States

# ZenBusiness Uses Xofu's AI Presence Engine to Win AI Visibility for a Key Competitive Differentiator in 3 Weeks

## The Challenge

ZenBusiness tested a priority AI prompt tied to a core service feature and expected the brand to appear. However, it didn't.

While the team had relevant on-site content, AI systems lacked sufficient third-party evidence linking the brand to that feature. As a result, competitors surfaced for a decision-stage prompt where ZenBusiness should have been visible.

## Our Solution

Xofu's AI Presence Engine identified the off-domain signals AI systems needed to associate ZenBusiness with the priority service feature.

Working with Citation Labs as the execution partner, the team used Xofu data to shape a content strategy around competitive comparison articles.

These gave AI systems stronger third-party evidence connecting ZenBusiness to the feature, buyer language, and category framing that leadership had flagged as commercially important.

"Nine days later, I was able to show our CEO that we were consistently recommended in tracked LLMs when users requested a product with this key feature. That kind of turnaround time to results is unheard of in organic growth channels."



**Jason Dowdell**  
Sr. Director, Organic Growth