CITATION LABS
MARKETING TOOLS & SERVICES

Results Snapshot

- 22 of 23 blog posts cited by AI assistants
- 2,217 AI answers cited those posts
- 30-day median time to first recorded citation
- #2 most-cited domain on September prompts

Service Areas

- AI Search Visibility

Partner

XOFU.com
POWERED BY CITATION LABS

Client

Global Software Company

Industry: Enterprise SaaS

Size: 10,000+ Employees

Location: United States

Enterprise SaaS Earns Citations in 2,217 AI Answers With Educational Blogs

The Challenge

An enterprise software company needed to understand whether AI assistants cited its educational blogs. Traditional SEO metrics and brand mentions alone couldn't show when AI assistants used its articles as sources.

Our Solution

Citation Labs planned, wrote, and optimized educational blog content, then used Xofu to track citations across five AI search platforms. We measured the visibility of 23 published articles, including citation frequency, timing, and share against competing sources.

Roadblocks

- **Identifying content gaps:** With thousands of existing articles, we used our internal analysis tool to find new opportunities without duplicating published content.
- **Balancing AI search and brand voice:** We produced a large batch of articles in approximately six weeks, balancing AI search prompt requirements with the client's editorial standards.