CITATION LABS
MARKETING TOOLS & SERVICES

Results Snapshot

- 374 of 989 assets cited by AI assistants
- 61 of 62 use cases received citations
- 87% brand mentions with vs. 57% without citations
- 18-percentage-point median difference in brand mentions

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 Tackles Competitive AI Visibility Gaps Through 989 Off-Site Assets

The Challenge

An enterprise software company lagged a leading competitor in AI-generated answers across much of its product portfolio. The competitor appeared more frequently in over 80% of monitored use cases.

Our Solution

Citation Labs deployed 989 off-site assets across 62 product use cases to strengthen the client's AI search visibility. The campaign combined brand mentions and links on existing third-party pages, articles targeting AI follow-up searches, and product review and comparison sites.

Roadblocks

- **90-day execution window:** We added team members and front-loaded production into the first 45 days, leaving time to track citations and adjust the campaign.
- **Managing multiple tactics within one budget:** We developed a units-of-work approach to allocate resources across three different tactics and measure their contributions to AI visibility within the existing budget.