



The CMO's Guide to Evaluating Enterprise AEO Platforms

AI search has rewritten the rules of digital discovery, yet most measurement frameworks haven't kept pace. For CMOs, this creates a new kind of exposure: the platforms built to track AI visibility weren't built to help you win it, and the gap between *seeing* a problem and *solving* it is where growth gets lost.

This guide is built for the executives trying to fill that gap.

If increasing AI visibility is on your priority list, this is the framework to evaluate the AEO platforms that support it.

The AI visibility problem facing executives

AI visibility is now a board-level concern

The way customers find, evaluate, and choose brands has fundamentally shifted—and AI agents are about to reshape how marketing teams respond. The result: a widening gap between how brands think they're performing in AI search and how they actually show up.

What used to be straightforward is now multidimensional:

- AI answer engines now sit alongside search engines as primary discovery surfaces
- Rankings have been replaced by citations, mentions, and brand sentiment
- Traffic matters less than influence and share of voice
- Human workflows are being replaced by autonomous agents across LLMs, apps, and internal tools

AI doesn't just change the channel. It changes the desired goal from a ranked page to a cited brand, and the metric shifts from clicks to trust.

The core problem: Most AEO platforms measure AI visibility. Few help you win it.

For enterprise leaders, that creates three tensions:

- **Visibility ≠ Results.** Tying AI visibility to pipeline, conversions, and revenue is the real goal. Most tools can do the first. Very few can do the second.
- **Data ≠ Intelligence.** Decisions made on scraped and sampled data don't just fail; they fail at scale—misallocated budget, misread competitive threats, and strategies built on a foundation that shifts every time a site updates.
- **Insights ≠ Strategy.** A list of mentions isn't a plan. Without prioritization, recommended actions, and a path from insight to execution, you're left with analysis paralysis and a vendor invoice rather than increased AI visibility.

What's at stake?

These aren't dashboard problems. They're business problems:

- **Missed revenue attribution.** Without a line from AI visibility to conversion, AEO becomes a cost center, not a growth channel.
- **Brand misrepresentation in AI answers.** When AI gets your brand wrong, the damage compounds before you see it.
- **Competitive displacement.** The brands investing in a true AI strategy now are the ones being cited in 2026 and beyond.

Bottom line: AI visibility is a growth lever, not a reporting line. Choose a platform that treats it that way.

The AEO tech decision framework for CMOs

Some platforms are dashboards. Some are trackers. A few are strategic systems. These five questions will help you tell them apart.

1. Can it help you connect AI visibility to revenue?

Why it matters: Boards don't invest in visibility. They invest in growth—and that requires tying AI mentions and citations to traffic, engagement, and conversions.

What to look for:

- Integrated analytics that unify AI visibility with site, engagement, and conversion data
- Recommendations and changelogs that tie specific actions to business outcomes
- An open data layer (API, MCP server) that pipes AEO intelligence into BI systems, marketing reporting suites, and board-level dashboards

2. Is the AI search data verified and grounded, or simulated?

Why it matters: Many AEO platforms rely on scraping or sampling prompt generation that drifts further from reality with every model change.

What to look for:

- API-based, real-time data—not scraping or monthly refreshes
- Synthetic prompt generation grounded in real intent, personas, and journey stage
- Transparency about data sources and methodology

3. Does the platform connect reporting to implementation?

Why it matters: Insights without action create guesswork, not results. Enterprise teams need a platform that surfaces the highest-impact opportunities *and* gives them a quick path from recommendation to execution.

What to look for:

- Recommendations based on unified intelligence and prioritized by business impact, not volume
- Context-aware guidance tied to your brand, audience, and strategy
- A one-click path from a flagged opportunity to generating optimized content that closes the gap, instead of a hand-off to a different tool, dashboard, or team

4. Can it scale with enterprise complexity?

Why it matters: Most AI visibility tools were built for single-brand, single-domain, single-team use cases. That breaks the moment an enterprise org tries to deploy across business units, geographies, or product lines.

What to look for:

- Multi-domain, multi-brand, multi-market support with role-based configurations
- Deep filtering by persona, intent, topic, journey stage, and region
- Enterprise-grade security and compliance (SOC 2 Type 2, ISO 27001, ISO 42001)

5. Is this a tool for today—or infrastructure for what's next?

Why it matters: Point solutions create fragmentation, but the bigger risk is obsolescence. AI agents are becoming a core part of enterprise marketing. The platforms that can power those agents with real, governed intelligence will define the next decade. The ones that can't will be replaced.

What to look for:

- A unified workflow across AEO, SEO, content, and technical performance
- An intelligence layer that extends into ChatGPT, Claude, Copilot, and agentic workflows
- Turnkey agents built for marketers—not code-heavy builders that require engineering resources

A simple test:

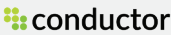

Ask any vendor these five questions. If they answer all five without qualification, you've found a platform built for the enterprise and future of AEO.

What different types of AEO platforms deliver

The AEO category has been split. On one end: point solutions built to track AI visibility in isolation—useful for a snapshot, limited for strategy. On the other end: enterprise platforms built to connect AI visibility to the broader business and drive outcomes.

The difference shows up in five places.

Enterprise AEO platform vs. AEO point solution: Conductor vs. Profound

	 conductor	 Profound
1. Data Integrity		
Collection method	API-based, direct integrations with search and AI engines	Primarily scraped and sampled
Data freshness	Real-time	Delayed, periodic refresh
Prompt generation	Grounded in 10+ years of proprietary keyword data; customizable by persona, intent, journey stage, topic, and region	Approximation-based with limited customization; lacks the historical search foundation to ground prompts in real demand
Transparency	Published methodology, auditable sources	Limited visibility into data sourcing
2. Actionability		
Recommendations	Prioritized by business impact and tied to your strategy	Generic, static insights
Context awareness	Grounded in your brand, audience, and competitive position	One-size-fits-all
Path to execution	Agents and workflows powered by 10+ years of proprietary search data plus unified AEO, SEO, content, and technical signals—so every recommendation, draft, and action is grounded in the most complete intelligence layer in the category	Content-focused agents grounded in AEO citation data alone lack the unified search, technical, and engagement signals that drive higher-impact recommendations
3. Platform Scope		
AEO coverage	Mentions, citations, sentiment, market share, personas, intent, journey stage, bot crawler activity	Basic mentions and citations
Beyond AEO	Unified with SEO, content generation, and technical monitoring	AI visibility only
LLM bot monitoring	Log file analysis and real-time AI crawler activity (GPTBot, Perplexity, Google AIO, and more)	Not available
Lens	Full-funnel, cross-channel view	Single-lens tracking
4. Measurement		
AEO coverage	AI visibility connected to traffic, engagement, and conversions	Visibility metrics only
Cross-signal correlation	Unifies AI, search, engagement, and technical signals in one view	Siloed dashboards
Executive reporting	Workspaces for role-based, multi-team, board-ready reporting	Standard dashboards
Analytics integrations	Native integrations with GA4, Google Search Console, Adobe Analytics, and major BI systems—AI visibility data unified with the metrics your team already reports on	Limited native analytics integration; AI visibility lives in a separate dashboard from your traffic, engagement, and conversion data
5. Scale & Governance		
Enterprise architecture	Multi-domain, multi-brand, multi-market	Primarily scraped and sampled
Security & compliance	SOC 2 Type 2, ISO 27001, ISO 42001 (the only AEO platform certified to the AI management standard), SSO, MFA	SOC 2 Type 2, SSO
Data posture	Never trains on your data; never shares with external models	Limited transparency
Intelillence layer	Data API, MCP server, ChatGPT App integrations for BI systems and AI agents	Not available
6. Agentic Readiness		
Native LLM integration	Apps for ChatGPT, Claude, and Copilot bring AEO intelligence directly into the tools teams already use	Not available
Developer infrastructure	MCP Server, Data API, and Content API for internal agents, apps, and BI systems	Not available
Turnkey agents	Pre-built Content and Technical AEO agents designed for marketers—no code required	Siloed, task-based agents best suited for executing templated tasks within a workflow, rather than managing end-to-end strategy
Use case breadth	Exec reporting, sentiment control, competitive benchmarking, and AI crawlability—all agent-powered	Basic visibility tracking only

The executive POV

AI search doesn't reward the brands with the most data. It rewards the ones who can act on that data fastest, across the most surfaces, with the most authority. That's a capability question, not a feature question—and the platforms that meet it look fundamentally different from the ones that came before.

Why enterprises choose Conductor

Conductor is the only end-to-end, enterprise AEO platform built on the industry's most complete data engine. For CMOs evaluating AEO platforms, that translates to four differentiators that matter:

✔ **API-first, compliant data.**

Real-time, API-based collection—not scraping. SOC 2 Type 2, ISO 27001, and ISO 42001 (the only AEO platform with the AI management standard), and your data is never used to train external models.

✔ **A unified platform—not piecemeal tools.**

AEO, SEO, content generation, and technical monitoring in one workflow, powered by 10+ years of proprietary search data.

✔ **Actionable outputs, not just tracking.**

Recommendations prioritized by business impact, with a direct path from a visibility gap to an optimized, AI-ready piece of content—grounded in your brand and goals, not generic templates.

✔ **Built for enterprise scale and ready for the agentic era.**

Multi-domain, multi-brand reporting plus **Conductor AgentStack**: the only infrastructure suite that brings AEO intelligence into ChatGPT, Claude, and Copilot, and delivers turnkey agents that turn days of manual work into a single prompt.

*"As AI reshapes how information is discovered and used, having **Conductor's visibility data** embedded in those systems **gives us real-time clarity on how our brand shows up, and the power to influence it** where it matters most. By surfacing that data directly inside LLMs and into the agents our teams build, Conductor puts us at the forefront of a new era of brand visibility that's built for the AI-first world."*



— **Jon Ewing**
Chief Marketing Officer
dun & bradstreet

*"As AI agents become a part of how enterprise marketing gets done, access to reliable, unified intelligence becomes essential. **Conductor's agent infrastructure provides the data foundation needed to build systems that adapt in real time across AI-driven experiences.** That opens the door for partners like us to develop more advanced, AI-native marketing solutions."*



— **Alexis Zamkow**
Global Offering Lead, Marketing Transformation
IBM

AI visibility isn't a reporting problem. It's a growth strategy

The brands that win the next era of search won't be the ones with the prettiest dashboards. They'll be the ones that connected AI visibility to revenue, unified their teams around a single source of truth, and invested in the right infrastructure designed for the agentic workflows reshaping how marketing gets done.

That's what an enterprise AEO platform is for. That's what Conductor is built to do.

Conductor is the only end-to-end, enterprise AEO platform built on the industry's most complete data engine. Leading enterprises use Conductor to grow authority and visibility in AI and traditional search through AEO & SEO intelligence, AI content generation, and real-time website monitoring—all from one platform. Learn more: conductor.com.