A QUESTION FOR THE BOARDROOM

An AI answer named you. The link went to somebody else.

The wrong-company citation



B2B CEO / marketing leader

THE FIELD TEST



Keep the buyer's words

Start with a real, de-identified comparison question. Freeze wording, locale, system and date.

THE FIELD TEST



Open the footnote

Check identity, destination and the paragraph that supports the answer. Log wrong-company links separately.

THE FIELD TEST



Follow the useful visit

Keep citations, qualified inquiries and held meetings in separate columns. Allow unknown attribution.

TAKE IT TO THE MEETING

Which buyer question would you actually want your company cited for?

The decision guide is free at otomat.ai/insights.