

Buyers find vendors through AI now. Is your product showing up?



HG Insights GEO Monitoring Dashboard & Optimization Services give B2B tech vendors real visibility into how they're cited across AI engines — and the tools to influence the answer before a competitor takes the spot.

THE CHALLENGE

63% of B2B buyers now use AI tools like ChatGPT and Perplexity when evaluating software, and 83% shortlist three products or fewer before they ever talk to a rep.

If your product isn't cited in those AI-generated answers, you're losing deals before a rep is ever involved. Yet most marketing teams have zero visibility into how AI engines describe their products, let alone a way to influence it.

THE SOLUTION

AI now answers a buyer's first question, and trusts whatever content is most credible. That's why HG Customer Voice, powered by TrustRadius, launched the GEO Monitoring Dashboard, giving vendors real-time visibility into how AI cites their TrustRadius content, what buyers ask, and where competitors win instead.

It works because TrustRadius reviews average 400 words, 100% verified, and now carry HG Insights' technographic data, real install data by industry, department, and size, no other platform has. Add GEO Optimization Services, and you have a complete system for showing up where buyers look.

WHY TRUSTRADIUS?

60M

Annual AI crawler visits from OpenAI, Anthropic, and more...

30M

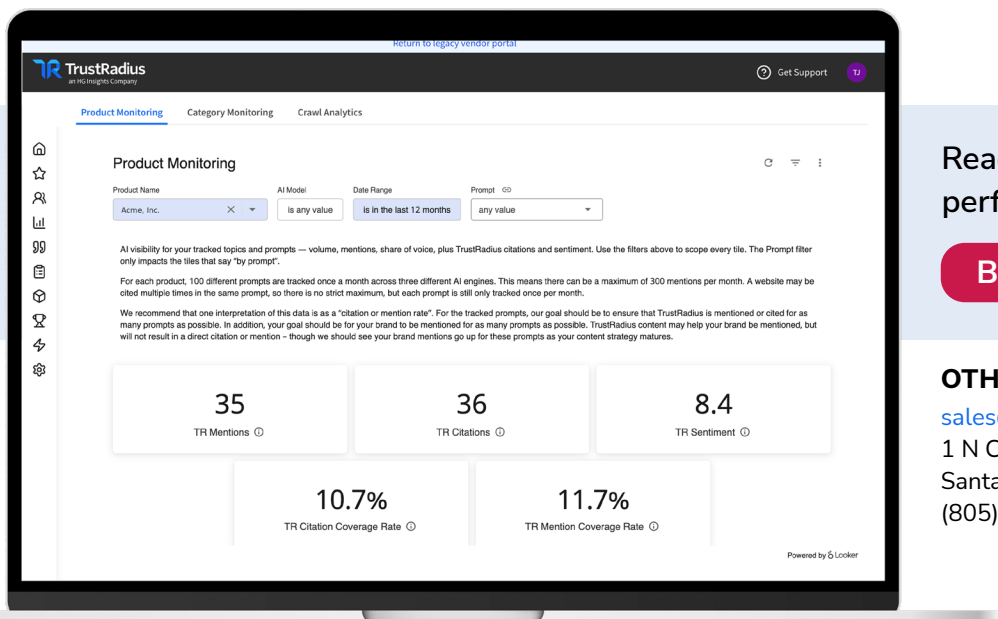
Buyer questions answered per year via TrustRadius content in AI search (2.5M+ per month)

400+

Words on average in TrustRadius reviews, 4x longer than competitors — perfect for LLM crawlers



We have a unique advantage — Our content is enriched with technographic intelligence — what LLMs want



Ready to see how your product performs in AI search?

[Book a meeting with our team.](#)

OTHER WAYS TO GET IN TOUCH

sales@hginights.com

1 N Calle Cesar Chavez, STE 100,
Santa Barbara, CA 93103
(805) 880-1100