



Setting up HubSpot AEO:

How to Track, Measure &
Act on AI Visibility



Agenda

1. Introducing AEO
2. How to Set up HubSpot AEO
3. Understanding AEO Metrics
4. HubSpot AEO Demo

60%

of Google searches
end without a click



900M

Weekly users are searching
on ChatGPT



4.4x

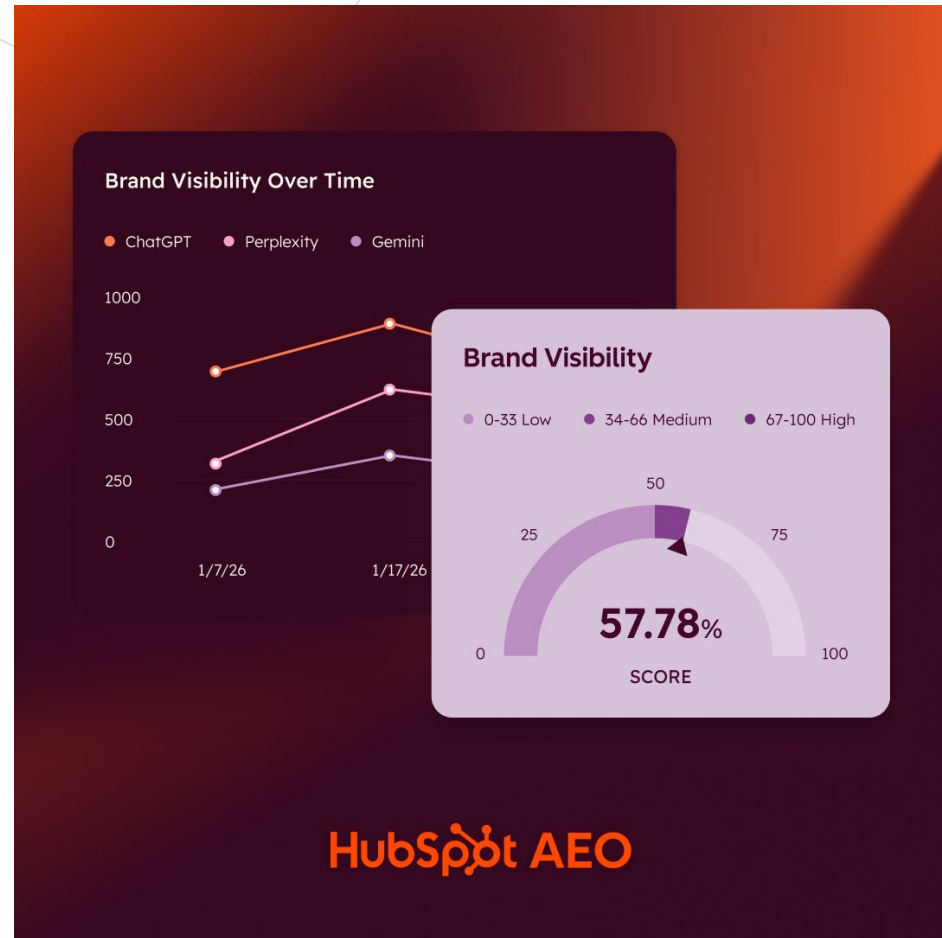
Higher conversion from AI traffic



What is AEO?

AEO (Answer Engine Optimisation) is the practice of optimising your brand and content to appear in **AI-generated answers** on platforms like ChatGPT, Perplexity, and Gemini.

Just as SEO helped marketers get found on Google, AEO helps marketers get found in the AI-powered answers that more and more people are turning to instead of traditional search.



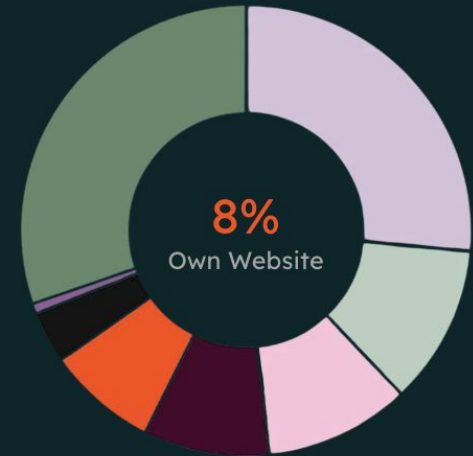
How AI Answer Engines Work.

- 01 Someone types a question into ChatGPT **[PROMPT]**
- 02 Answer engine responds with **recommended** brands, drawing on multiple sources **[CITATIONS]**.
- 03 The brands **most prominent in the citations** get recommended **[VISIBILITY]**

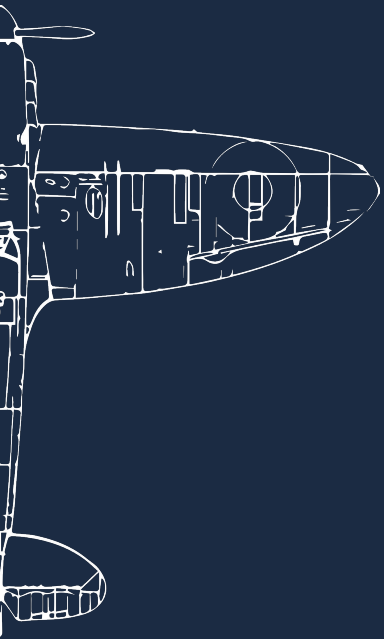
How to win: get your brand in more citations

AI Citation Source Distribution

Where answer engines source their citations



- Earned Media 30%
- Social Media 9%
- UGC 1%
- Competitor Sites 10%
- Review sites 4%
- Affiliate Sites 11%
- Own Website 8%
- Peer Sites 27%



How to Set up HubSpot AEO



Navigate to Marketing Hub > AEO



- Marketing
- AEO BETA
- SEO
- Marketing Studio BETA
- Email
- Social
- Ads
- Events
- Forms
- CTAs
- SMS
- Buyer Intent
- Lead Scoring
- Personalization BETA
- Journeys BETA
- Marketing Analytics
- Brand



Add brand name variations

Add any alternate names, acronyms, nicknames, or common misspellings of your brand. This helps the tool catch every mention in AI-generated answers, not just exact matches.

You can edit them later from settings on the dashboard.

Feinting Goats x feintinggoats x FEINTING GOATS x

Business type

Confirm whether your brand serves businesses (B2B) or consumers (B2C)

B2C

Next

Step 1: Add your brand name variations

Step 2: Review and Add Competitors



Manually add competitor ✕

Competitor name ⓘ

Auto fetch data

Competitor domain ⓘ

That URL is valid.

Competitor brand variations (optional) ⓘ

Review competitors

We will analyze brand visibility against the following competitor's benchmarks. Include domain and variations in the brand's name for better accuracy. You can add more competitors through settings in the dashboard at any time.

You can edit them later from settings on the dashboard.

COMPETITORS	DOMAIN	COMPETITOR NAME VARIANTS
Agrimark	agrimark.coop ↗	Agri-Mark, AGRI-MARK, Agrimar
AFGRI	afgri.co.za ↗	AFGRI, afgri, Afgri
Virbac	virbac.com ↗	Virbac, virbac, VIRBAC
Elanco	elanco.com ↗	Elanco, elanco, ELANCO
Zoetis	zoetis.com ↗	Zoetis, zoetis, ZOETIS

Continue

Add more competitors

Add competitor

Cancel

Step 3: Review products and ICPs



Review products and ICPs

Below are a list of products and ICPs that we have determined for your brand. To get started, choose one product and ICP. We'll generate prompts based on your selection.

You can add additional products and ICPs at any time later in the app.

Add product or service

Add a product or service so we can generate prompts specific to what you offer. This ensures your visibility and citation analysis reflects how AI engines respond to queries about that solution.



Add product

Add ICP (Ideal Customer Profile)

Define a target ICP so we can generate prompts that reflect the questions and language they would actually use. This ensures your analysis is aligned with the buyers you want to influence.



Add ICP

Continue

Step 3: Review products and ICPs

Confirm brand details

Competitors

Review products and ICPs

Below are a list of products and ICPs that we have determined for your brand. To get started, choose one product selection.

You can add additional products and ICPs at any time later in the app.

Add product or service

Add a product or service so we can generate prompts specific to what you offer. This ensures your visibility and citation analysis reflects how AI engines respond to queries about that solution.



Add product

Add ICP (Ideal Customer Profile)

Define a target ICP that reflect the questions that your customers would actually use. This should be aligned with the buying process.

Add ICP

Continue

Products and Services

Name *

Goat Health Products

Description *

A range of preventative and treatment solutions including dewormers, supplements, and vaccines.

Save

Cancel

Step 3: Review products and ICPs

Confirm brand details

Competitors

Products

Review products and ICPs

Below are a list of products and ICPs that we have determined for your brand. To get started, choose one product and ICP. We will provide you with a list of prompts for each selection.

You can add additional products and ICPs at any time later in the app.

Add product or service

Add a product or service so we can generate prompts specific to what you offer. This ensures your visibility and citation analysis reflects how AI engines respond to queries about that solution.



Add product

Add ICP (Ideal Customer Profile)

Define a target ICP so we can generate prompts that reflect the questions and language that buyers would actually use. This ensures your prompts are aligned with the buyers you want to reach.

Add ICP

Continue

Ideal Customer Profile

Name *

Growth-Oriented Goat Farms

Locations *

ZA South Africa x LS Lesotho x

Description

Mid-sized farming operations focused on scaling production, improving herd

Business Type

Commercial livestock farm

Job Titles

Livestock Manager x farm owner x Farm Supervisor x

Interests

Goat nutrition optimisation x Disease prevention x Farm efficiency x
Equipment upgrades x

Industries

Agriculture x livestock farming x animal health x

Company Sizes

11-50 x

Revenue Ranges

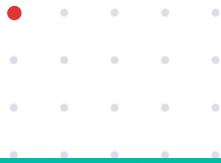
US\$0-US\$1M x US\$1M-US\$10M x

Age Ranges

Save

Cancel

Step 3: Review products and ICPs



Select a location



We'll generate prompts based on the product and ICP you selected. To keep them highly specific, choose a location associated with that ICP. If the ICP you need is not listed for a location, select a different ICP or edit the ICP settings to associate it with that location. Once inside the app, you can create additional prompts across all ICPs, locations, and products as needed.

Product

Herd Management Support

ICP

Commercial & Cooperative Farming Enterprises

Location

South Africa



Continue

Cancel

4. Review Prompts



Confirm brand details

Competitors

Products and ICPs

Prompts

Review prompts

Prompts are AI search queries related to your products, services, and ICPs.

How we chose these prompts

Prompts are the questions your potential customers might be asking answer engines when researching solutions like yours. We analyze each prompt to see whether your brand appears in the answer and which competitors get mentioned. Prompts are suggested based on your HubSpot data, your audience, and what you offer.

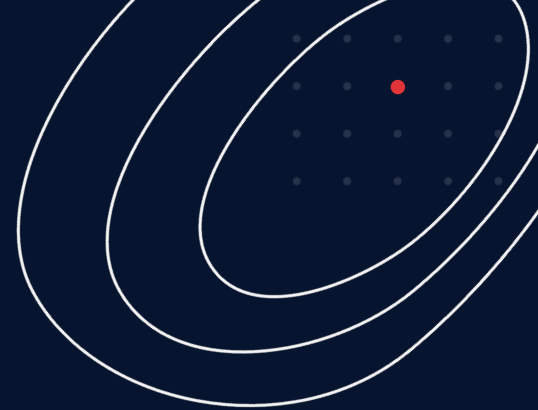
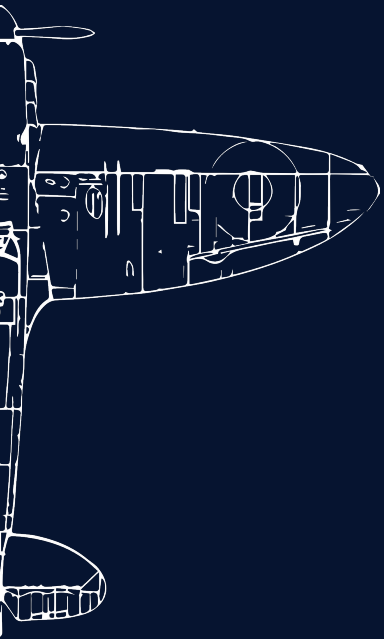
For now, we've created prompts for your selected ICP and product. Once inside the app, you can generate prompts across all audiences and products.

Language

English

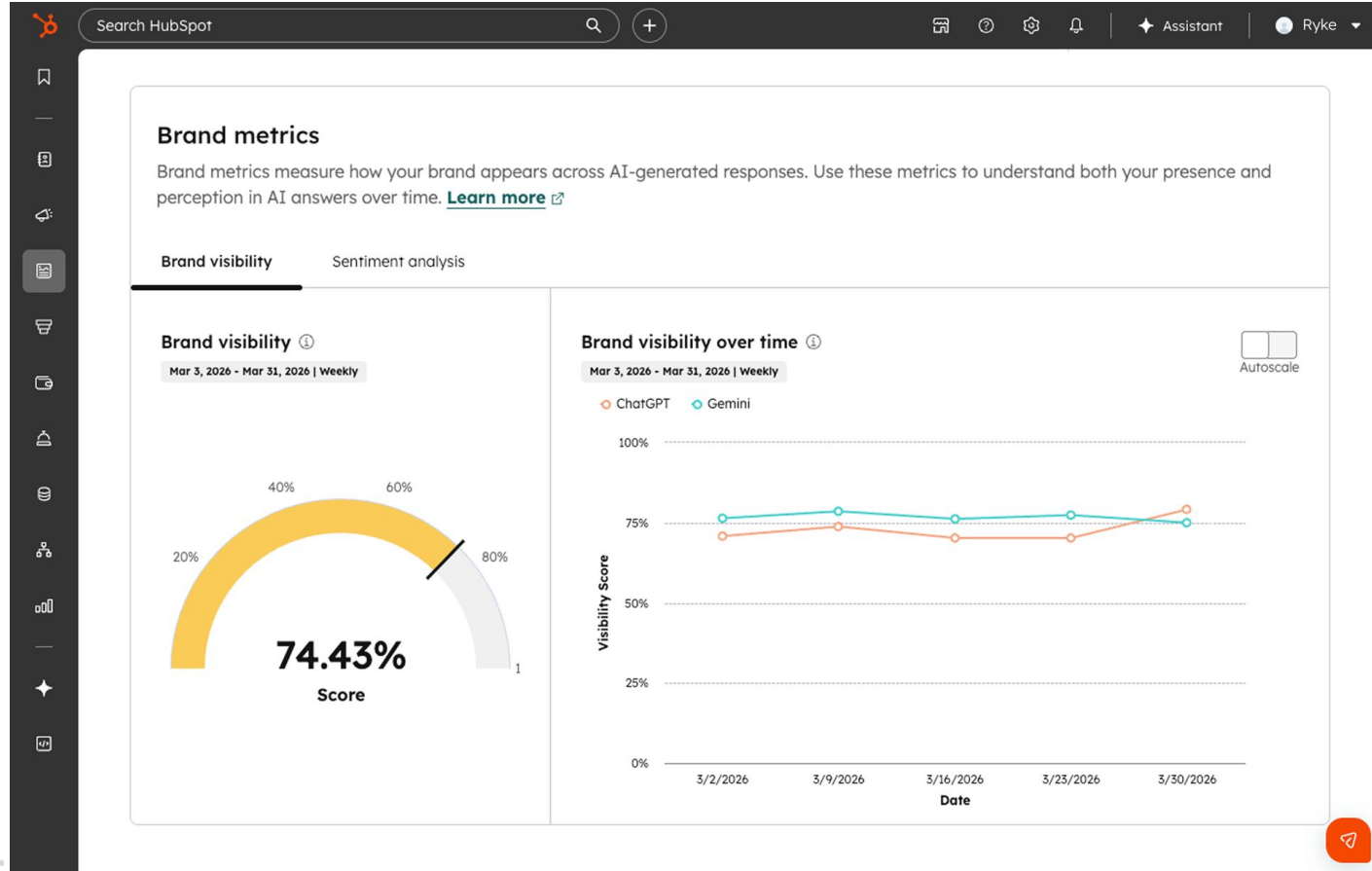
PROMPTS	LOCATION	BUYER JOURNEY PHASE
Why do farms struggle with professional herd management support?	South Africa	Awareness
What makes it hard to scale herd management support effectively?	South Africa	Awareness
How do personalised herd management support services improve farm productivity?	South Africa	Awareness
Which herd management support services suit large farming cooperatives?	South Africa	Consideration
What is the best herd management support for commercial farms?	South Africa	Consideration
Which herd management support services focus on breeding outcomes?	South Africa	Consideration
What herd management support works best for improving herd health?	South Africa	Consideration
Top herd management support options for cooperative farming enterprises	South Africa	Consideration
How to choose herd management support for multiple member farms	South Africa	Consideration





Understanding AEO Metrics

1. Brand Metrics: Brand Visibility



1. Brand Metrics: Brand Sentiment



Search HubSpot

Brand metrics

Brand metrics measure how your brand appears across AI-generated responses. Use these metrics to understand both your presence and perception in AI answers over time. [Learn more](#)

Brand visibility **Sentiment analysis**

Sentiment score

Mar 3, 2026 - Mar 31, 2026 | Weekly

0% 50% 1

12.43%
Score

Sentiment over time

Mar 3, 2026 - Mar 31, 2026 | Weekly

Autoscale

ChatGPT Gemini

Date	ChatGPT	Gemini
3/2/2026	12.5%	12.5%
3/9/2026	11.5%	13.5%
3/16/2026	11.5%	13.5%
3/23/2026	11.8%	13.2%
3/30/2026	12.5%	14.5%



2. Competitor Landscape



Search HubSpot

Competitor landscape

See how you track compared to your top competitors. [Learn more](#)

Share of voice

Mar 3, 2026 - Mar 31, 2026 | Weekly

Company	Share of Voice
Ryke	27%
True Motion	22%
Axxis	15%
Daslers	12%
Power Kinetics	6%

< Prev **1** 2 Next >

Competitor visibility

Mar 3, 2026 - Mar 31, 2026 | Weekly

Autoscale

Legend: Ryke (orange), True Motion (teal), Axxis (purple), Daslers (yellow), Power Kinetics (pink)

Date	Ryke	True Motion	Axxis	Daslers	Power Kinetics
03/01/2026	73%	70%	49%	43%	31%
03/08/2026	75%	72%	46%	40%	32%
03/15/2026	73%	70%	49%	42%	29%
03/22/2026	74%	69%	47%	41%	27%
03/29/2026	76%	71%	50%	35%	23%



3. Citations



Citation analysis

The websites AI engines reference when generating answers. Tracking which sites get cited most, and whether your brand is mentioned in them, is key to understanding and improving your visibility. [Learn more](#)

Top domains

Websites most commonly referenced in AI-generated answers.

26 MAR 2026 - 23 APR 2026 | WEEKLY

DOMAIN	CITATIONS
	2718
	1603
	929
	422
	414

< Prev 1 2 3 4 5 Next >

Citations by channel

The channels that are driving the most citations for your tracked prompts.

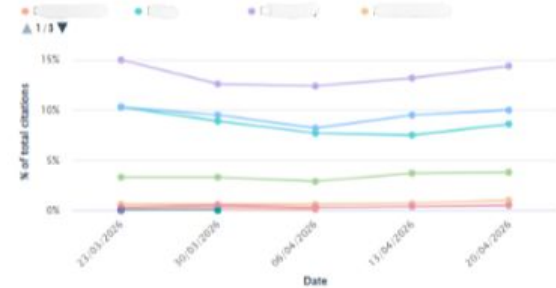
26 MAR 2026 - 23 APR 2026 | WEEKLY



Citations with brand mention rate vs. competitors

How much of the AI citation landscape references your brand — across every source, not just your own site.

26 MAR 2026 - 23 APR 2026 | WEEKLY



4. Prompts

The screenshot displays the Search HubSpot interface. At the top, there is a search bar and navigation icons. The main header shows 'Search Strategy' and 'Marketing Hub Enterprise: 12/50 prompts'. Below this, there are tabs for 'AEO' and 'SEO', with 'AEO' selected. Further down, there are tabs for 'Dashboard', 'Prompts', 'Citations', and 'Recommendations', with 'Prompts' selected. A filter bar includes 'Date', 'Engine', 'Group', 'Products/Services', 'Ideal Customer Profile', 'Buyer journey phase', and '+ All filters'. The main content area features a search bar, 'Show metrics', and 'Add to group' buttons. Below these is a table with columns for 'Prompts', 'Visibility', 'Groups', and 'Products'. The table lists five prompts related to sneakers and athletic apparel, with visibility percentages ranging from 25% to 100%. The 'Products' column shows 'N/A' for all entries.

<input type="checkbox"/>	Prompts	Visibility	Groups	Products
<input type="checkbox"/>	What are the most supportive sneakers for travel?	25%	Sneakers	N/A
<input type="checkbox"/>	What are the most comfortable sneakers for all-day walking?	46%	Sneakers	N/A
<input type="checkbox"/>	What are good athletic apparel brands for college students lo...	98%	None	N/A
<input type="checkbox"/>	What are good athletic shoe brands for high school basketball...	100%	None	N/A
<input type="checkbox"/>	What are the best training shoe brands for women starting a s...	100%	None	N/A

< Prev 1 Next > 20 per page



4. Prompts



Search HubSpot

What are the most supportive sneakers for travel?

Prompt Analysis Recommendations

The following data gives you a snapshot of your prompt visibility metrics. Actions ▾

Date range ▾ Engine ▾ Last updated: Mar 30, 2026 10:20 PM

Competitor visibility ⓘ

Mar 5, 2026 - Mar 31, 2026 | Weekly

Legend: Ryke (orange), True Motion (teal), Axxis (purple), Striders (yellow), Daslers (pink)

Brand	Mar 5, 2026	Mar 12, 2026	Mar 19, 2026	Mar 26, 2026	Mar 31, 2026
Ryke	35%	30%	30%	15%	25%
True Motion	100%	90%	100%	100%	75%
Axxis	65%	60%	75%	70%	100%
Striders	50%	45%	35%	35%	75%
Daslers	35%	10%	50%	45%	50%

[View full prompt analysis](#)



5. Recommendations



AEO

Marketing Hub Professional: 20/25 prompts [Add prompts](#)

Dashboard Prompts Citations **Recommendations**

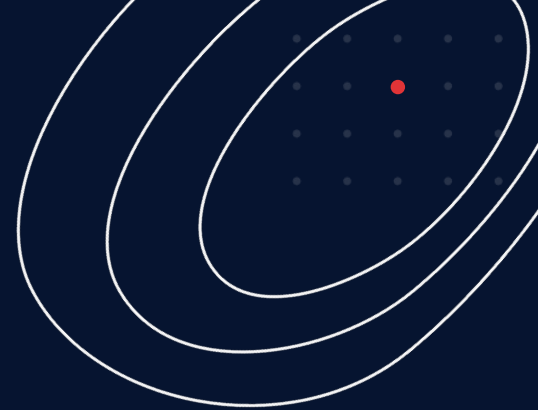
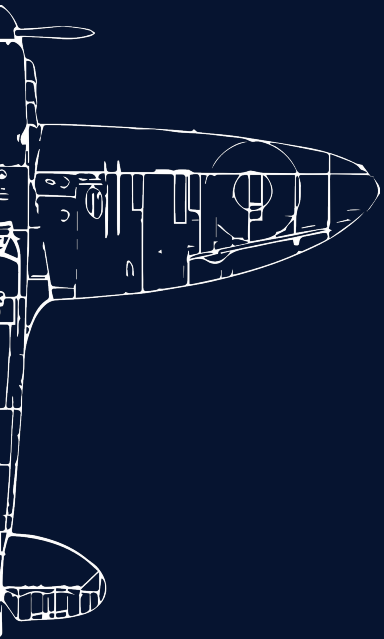
Recommended actions

Recommendations are built based on your citation analysis. We look at every answer from an AI engine to determine what kind of content you should write to boost your chances of being cited by them in future answers.

How it works

Search recommendations [Change status](#)

<input type="checkbox"/>	RECOMMENDED ACTIONS 1:	CONTENT TYPE 1:	CONTENT CHANNEL 1:	PRIORITY 1:	STATUS 1:
<input type="checkbox"/>	Create a product page for [redacted]	Product	Website	HIGH	New
<input type="checkbox"/>	Create a product page for [redacted]	Product	Website	HIGH	New
<input type="checkbox"/>	Create a product page for [redacted]	Product	Website	MEDIUM	New
<input type="checkbox"/>	Create a listicle r. [redacted]	Listicle	Blog	MEDIUM	New
<input type="checkbox"/>	Create a product page for [redacted]	Product	Website	MEDIUM	New



HubSpot AEO Demo