

Measure, understand, and control AI visibility – independent, in your infrastructure, on-premise.

Why AI visibility matters now

Customers increasingly ask their questions directly to AI assistants – not just Google. That’s where it’s decided which brands get recommended, which websites get cited, and which opinions become visible.

If your brand doesn’t appear in these answers – or is misrepresented – you lose visibility, leads and thought leadership without even noticing.

The **AI Visibility Monitor** (AIVIMO) is an on-premise tool for professionals who want to keep their AI visibility in their own hands – without dependence on external platforms.

What AIVIMO does

AIVIMO automatically monitors how your brands and domains appear in leading AI systems:

- Sends freely selectable prompts to multiple AI platforms (e.g. ChatGPT, Perplexity, Claude, Gemini, Grok).
- Analyzes whether and where your brands and domains are mentioned in answers, cited as sources, or favored over competitors.
- Stores all results in your local database – historically evaluable and fully traceable.
- Visualizes the development of AI visibility in interactive dashboards in the browser.
- English interface – designed for global use, with German language support.

You will see, among other things:

- How often your brand appears in AI answers.
- How your visibility develops over weeks and months.
- Which prompts and content work well – and where you need to improve.

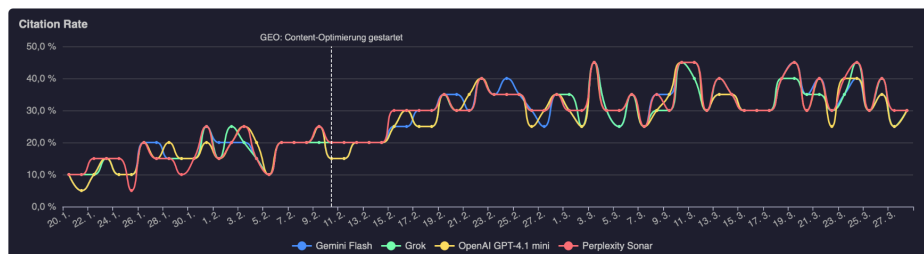


Figure 1: AIVIMO Visibility Dashboard: Citation Rate over time. Marked actions aid orientation.

Features

1. Multi-platform monitoring

- Support for multiple AI providers and models (OpenAI, Perplexity, Anthropic, Google, xAI and more).
- Flexible API configuration per provider.
- Comparison of visibility across different platforms.

2. Prompt sets by business logic

- Freely definable prompts (product, comparison, expert questions, etc.).
- Versioning of prompts – every change remains historically traceable.
- Control of frequency and scope (e.g. daily or weekly).

3. Clear metrics for AI visibility

- **Citation Rate:** How often your domain appears in source lists of AI answers.
- **Mention Rate:** How often your brand or domain is mentioned by name.
- Positioning in source lists (for platforms with web search).
- Time series for trend analysis over weeks and months.

4. Transparency and changelog

- Storage of all responses including provider, model, timestamp and cost.
- Audit trail for configuration changes and prompt versions.
- Reproducible evaluations and reporting for management and departments.

Technical specifications

Operation

On-premise on a server in your data center or hosted by us in a European data center.

Architecture

- Core service for API calls and analysis (Go)
- SQL database for results and configuration
- Web dashboard in browser (no external service)

Integration

- Configuration via web GUI or configuration file
- Integration into existing monitoring and reporting infrastructure

Extensibility

On request, tight integration with existing content management and SEO setup – including concrete recommendations on which measures will improve visibility in AI answers.

Who is AIVIMO for?

SMEs with clear brands and online strategy

Know whether your brand appears in AI answers at all – and how its presence can be improved.

Corporate groups and enterprises

Multiple brands, countries and domains for which AI visibility is a strategic topic (marketing, communications, public affairs).

Media houses and publishers

High content output, strong competition for source status in AI answers.

Agencies and consultancies

Monitoring of client brands and domains, preparation of data-driven recommendations.

Your benefits

- › **Data sovereignty** – All data remains in your infrastructure. No SaaS, no cloud dependency, full control.
- › **Independence** – Your own tooling instead of vendor lock-in. You control prompts, frequency and analysis.
- › **Early detection** – You spot declines in AI visibility before they affect revenue or reputation.
- › **Proof** – AI answers are documented – a solid argument in internal discussions and with stakeholders or clients.

Licensing model – Commercial license with optional support

AIVIMO is offered as a **commercial license** – not as a continuous SaaS subscription. The customer receives the software and all data belongs to them. Server setup and installation (on-premise or VM) are included in the license price.

Optional support & update agreement (annual)