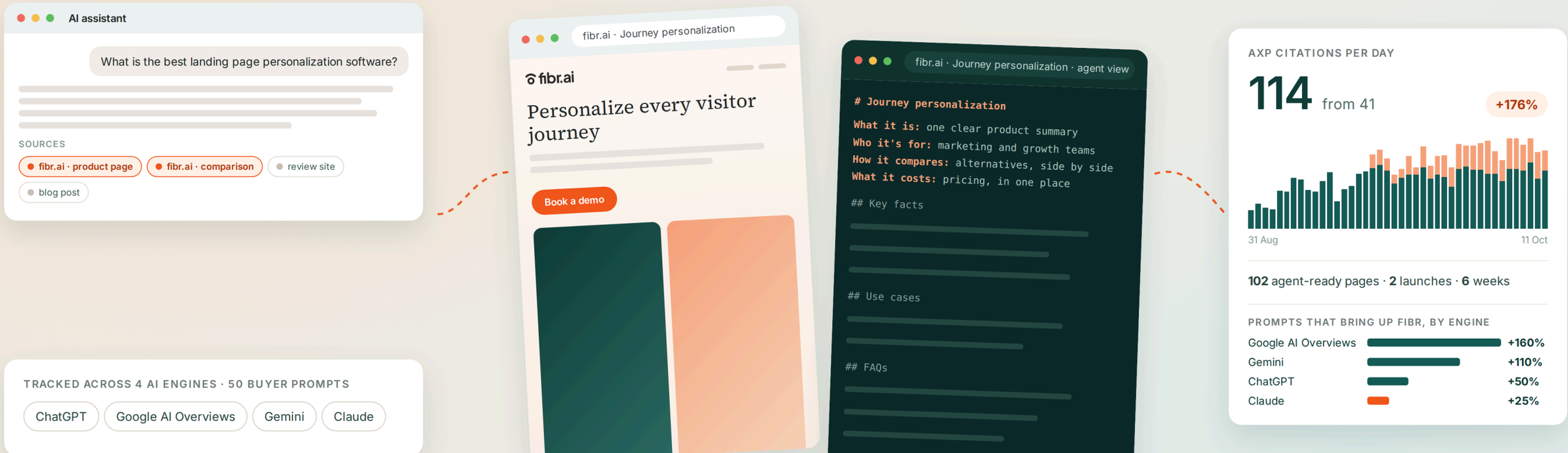
CUSTOMER STORIES

fibr.ai × AXP

HOW FIBR AI MADE 102 PAGES AGENT-READY WITH AXP, AND SAW AI SEARCH CITATIONS RISE 176% IN SIX WEEKS



IN A NUTSHELL

fibr.ai

↑176%

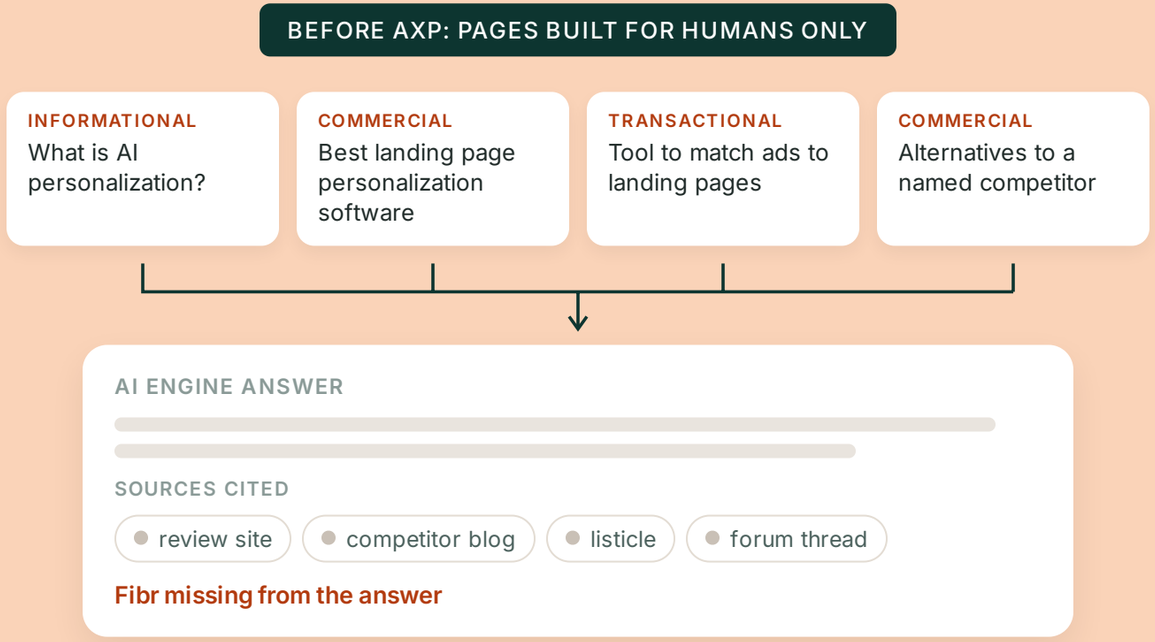
AI CITATIONS TO AXP PAGES

From 41 to 114 citations a day across 102 agent-ready pages, in six weeks.

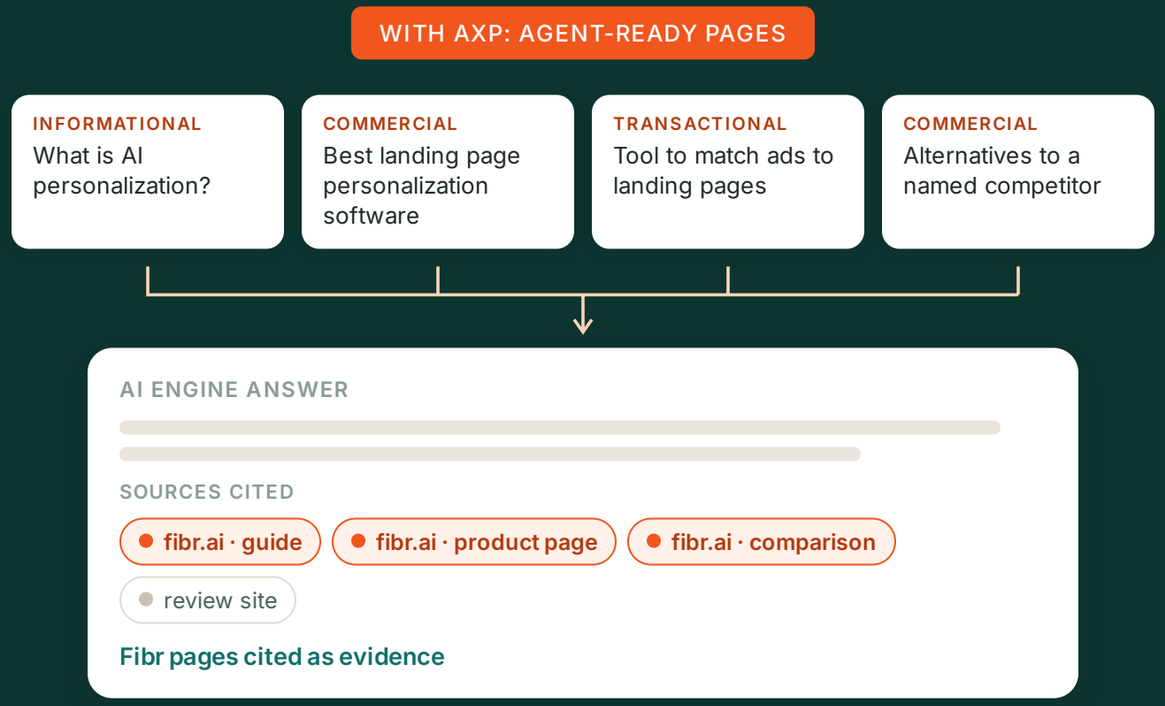
→ **The gap:** AI engines found Fibr when buyers asked by name, but rarely when they asked about the problem we solve.

→ **How AXP helped:** Made 102 pages agent-ready in two launches, readable and quotable by AI engines.

→ **The result:** Citations up 176%, and weekly prompt coverage up from 12 to 22 of 50.



12 of 50 tracked prompts brought up Fibr in launch week, mostly branded ones



22 of 50 in the latest week · 30 of 50 at least once since launch

Fibr AI, at a glance.

Fibr AI is an agentic web experience platform that helps marketing and growth teams personalize, test and optimize their websites. For this story, Fibr became its own first AXP customer, so the AI engines answering buyer questions could understand its website and quote it.

FOUNDED	2022
FOUNDERS	Ankur Goyal and Pritam Roy
INDUSTRY	Marketing Technology (Agentic Web Experience)
BACKED BY	Accel
USE CASE	AI search visibility with AXP

THE PROGRAM AT A GLANCE

102
Agent-ready pages

50
Buyer prompts tracked daily

4
AI engines measured

6 weeks
From first launch to results

THE PROGRAM IN FOCUS

Buyers come with four kinds of questions: learning the category, building a shortlist, picking a tool for a specific job, and comparing Fibr with a named competitor. Each sits at a different point in the buying journey, and an AI engine is now as likely to answer it as a page of Google results.

fibr.ai

AI engines found Fibr when buyers asked by name.
When they asked about the problem, Fibr was mostly missing.

THE CONTENT ALREADY EXISTED

Product pages, guides and comparison articles covered every topic buyers asked about. Content wasn't the problem.

PAGES WERE BUILT FOR HUMANS

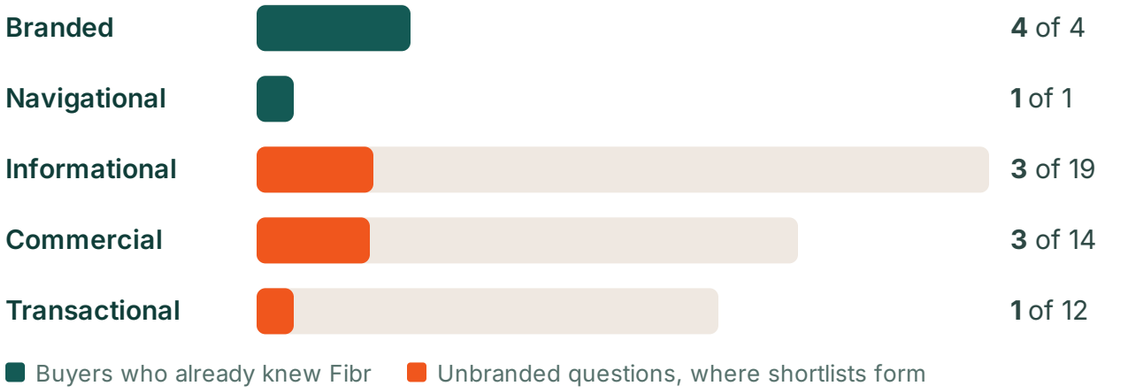
Navigation, visuals, scripts and claims spread across sections made pages hard for an AI engine to read, judge and quote with confidence.

THE COST OF BEING INVISIBLE

When Fibr did appear, engines cited 314 third-party pages alongside us, more than four times our own. Other websites were explaining our category to buyers.

Launch week: prompts that brought up Fibr, by question type

31 Aug to 6 Sep 2026 · ChatGPT, Google AI Overviews, Gemini, Claude



12 of 50
Prompts that brought up Fibr

8 of 45
Non-branded prompts that did

314
Third-party pages cited alongside Fibr

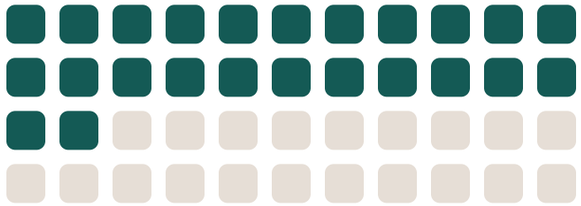
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Daily tracking made the gap visible.

Most of the site was invisible, and every engine treated it differently.

PROBLEM 1 · MOST PAGES NEVER CITED

Only 24 of 44 core pages got even one AI citation in launch week.



Cited at least once (24) Never cited (20)

The deeper product, use case and comparison pages, the ones that answer specific buyer questions, were mostly missing from the answers.

PROBLEM 2 · EVERY ENGINE READ US DIFFERENTLY

Citations to Fibr pages in launch week, by engine.



ChatGPT cited Fibr pages 269 times in launch week. Claude cited them 26 times. One overall score would have hidden a tenfold gap.

THE ANSWERS WERE ALREADY ON THE SITE.

Engines weren't finding, understanding or citing them.

OTHER SITES FILLED THE GAP.

When Fibr did show up, engines cited 314 third-party pages alongside it, more than four times as many as Fibr's own.

THE DATA SET THE PRIORITIES.

Deep pages first, every engine measured on its own, every buyer intent tracked daily.

fibr.ai

AXP was built around the questions buyers ask an AI engine, not the keywords they type into Google.

01 • FOUR BUYER INTENTS, 50 PROMPTS

INFORMATIONAL

Learning the category

Buyers asking about what AI personalization is and how it works

19 prompts

COMMERCIAL

Building a shortlist

Buyers asking about the best tools and alternatives

14 prompts

TRANSACTIONAL

Ready to act

Buyers asking about a tool for a specific job, like matching ads to landing pages

12 prompts

COMPARISON

Comparing vendors

Buyers asking about Fibr against a named alternative

5 prompts

02 • FOUR ENGINES, MEASURED SEPARATELY

	ChatGPT	Google AI Overviews	Gemini	Claude
Informational	tracked	tracked	tracked	tracked
Commercial	tracked	tracked	tracked	tracked
Transactional	tracked	tracked	tracked	tracked
Comparison	tracked	tracked	tracked	tracked

Every intent was tracked daily on every engine, because each engine finds and cites pages in its own way.

fibr.ai

102 agent-ready pages, shipped in two launches and measured every day.

LAUNCH 1 · 2 TO 3 SEP 2026

44 PAGES: THE CORE OF THE SITE

- Homepage
- Journey personalization
- LLM personalization
- Pricing
- Experimentation suite
- High-intent guides
- Comparison articles

LAUNCH 2 · 17 SEP 2026

58 PAGES: THE LONG TAIL

- Audience personalization
- CDP and ad platform pages
- Competitor comparisons
- Guides
- Customer stories
- Whitepapers
- FAQs

MEASURED DAILY

UNTIL 11 OCT 2026

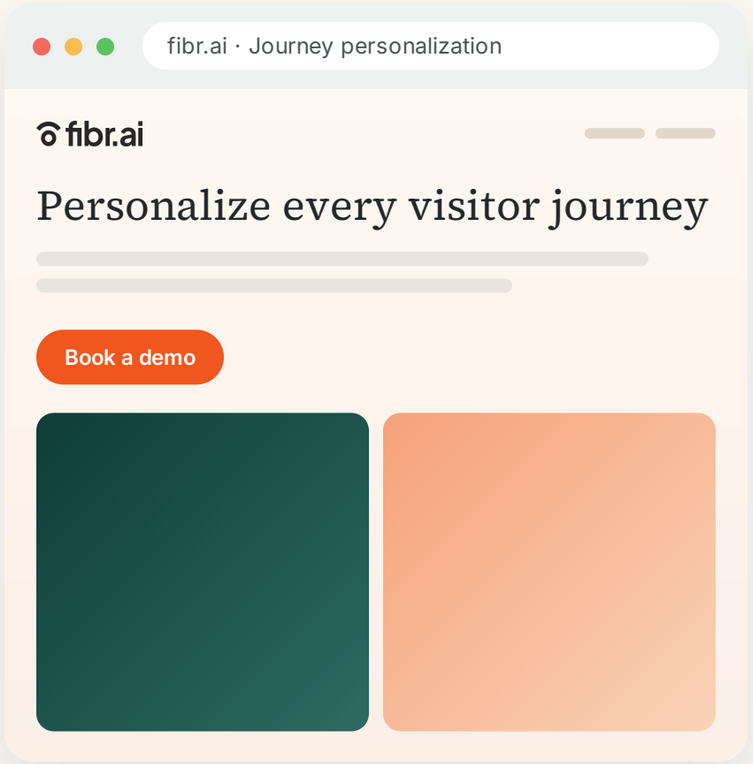
Every page and prompt tracked with Promptwatch across ChatGPT, Google AI Overviews, Gemini and Claude.

44
Core pages in the first launch

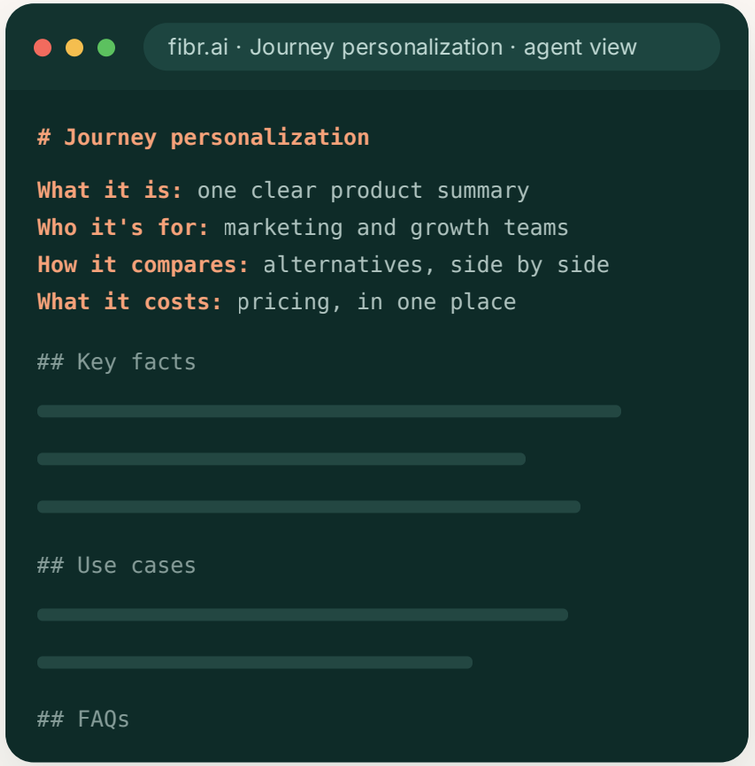
58
Long-tail pages in the second launch

0
Changes to what human visitors see

One website, two audiences. Every page now has two readers.



SAME URL



Human visitors
The same Fibr website as before

AI agents and engines
What the product is, who it's for, how it compares, what it costs

The goal isn't just to be found. It's to be understood well enough to be cited as evidence.

fibr.ai

Every number went up, led by unbranded questions.

Launch week (31 Aug to 6 Sep) compared with the latest full week (5 to 11 Oct 2026). Tracked daily with Promptwatch. No control group; results are shown since launching AXP.

AXP CITATIONS PER DAY

↑176%

From 41 to 114 a day across the 102 AXP pages.

PROMPTS THAT BRING UP FIBR

↑83%

From 12 to 22 of 50 a week. 30 of 50 at least once since launch.

ALL FIBR CITATIONS PER DAY

↑161%

From 67 to 176 a day across every page on fibr.ai.

AXP PAGES CITED

64 /102

Cited at least once since launch, up from 24 in launch week.

Unbranded prompts that brought up Fibr

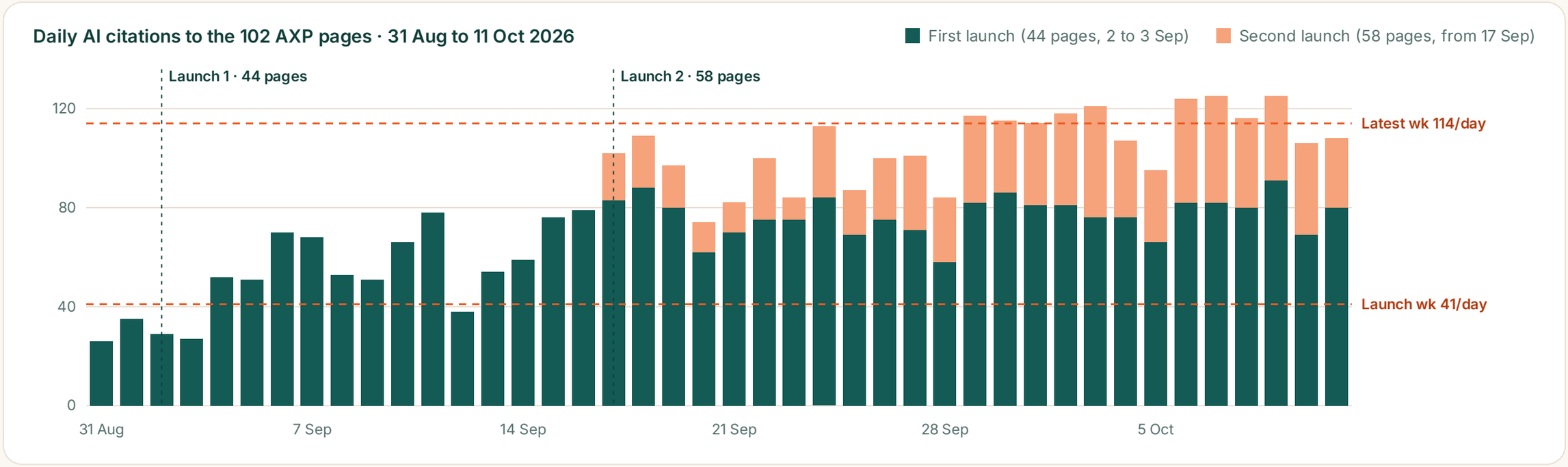
Launch week → to date



THE FIRST LAUNCH NEARLY DOUBLED

The 44 pages from the first launch went from 41 to 79 citations a day (+90%) on their own. 75% of them have now been cited at least once.

AXP citations rose from 41 to 114 a day in six weeks, with a clear jump when the second launch went live.



DEPTH DID THE WORK

The homepage stayed flat at about 9 citations a day. The other 43 first-launch pages went from 32 to 67 a day (+108%).

THE LONG TAIL ADDED MORE

The 58 second-launch pages added about 28 citations a day, and 31 of them were cited within their first 25 days.

WHAT TO WATCH

Growth is starting to level off: the latest week was up 3% on the week before. Claude's citations last week were below launch week.

fibr.ai

The same 102 pages. Four very different results.

ENGINE	PROMPTS, LAUNCH → TO DATE	CHANGE	CITATIONS, LAUNCH WK → LAST WK	CHANGE
Google AI Overviews	10 → 26	**+160%**	122 → 312	**+156%**
Gemini	10 → 21	**+110%**	53 → 141	**+166%**
ChatGPT	10 → 15	**+50%**	269 → 755	**+181%**
Claude	8 → 10	**+25%**	26 → 21	**−19%**

Launch week prompt counts are out of 48; the prompt set grew to 50 after launch week.

Growth in prompt coverage, by engine



Coverage grew 160% on Google AI Overviews and 25% on Claude. Tracking each engine separately shows where the work is paying off, and where it isn't yet.

What this teaches us about AI search visibility.

INSIGHT 01

Your brand name is not an AI search strategy.



4 of 4 *Branded prompts found Fibr before AXP. All the gains came from unbranded ones.*

People who already knew Fibr could find it. Buyers asking before they have a shortlist couldn't.

That is where AI engines now decide who gets considered.

INSIGHT 02

Depth beats the front door.



+108% *Citations to the 43 pages behind the homepage, which stayed flat*

Engines cite the page that answers the specific question.

Pages on one product, one use case or one comparison are where AI visibility is won.

INSIGHT 03

Every engine reads your site differently.



160% vs 25% *Coverage growth, AI Overviews vs Claude*

One overall "AI visibility score" would hide that gap.

Tracking each engine separately shows where the work pays off, and where it doesn't yet.

INSIGHT 04

Visibility is only the first step.



38 *AXP pages not cited yet, including the most crowded part of the category*

Being readable gets a page into the answer.

Being understood, trusted and chosen is the next step, and what AXP is measuring next.

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Turn your URLs into infinite web experiences

BOOK A DEMO

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fibr.ai

Email
sales@fibr.ai