

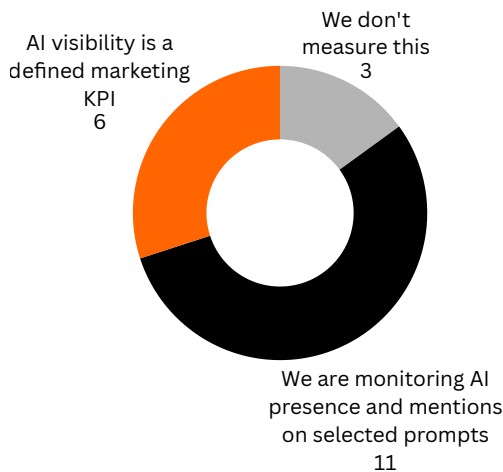
AI Visibility - B2B Manufacturing Enterprise Benchmark

Research results from 20 Enterprise Digital Leaders from Manufacturing on their AI visibility status, resources and focus.

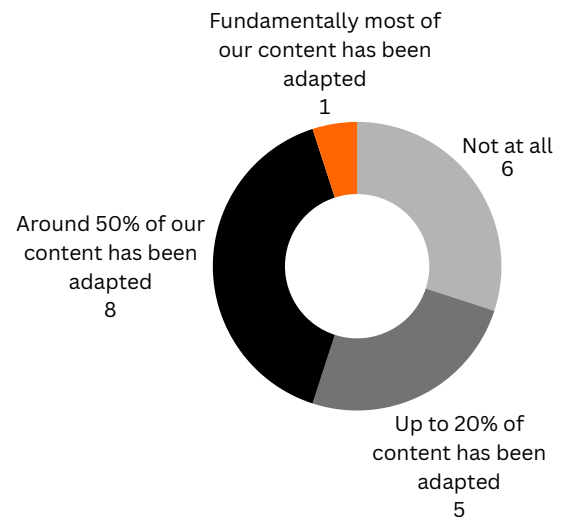
of respondents by company size

Under 1k employees	2
1k to 5k	2
5k to 10k	7
10k to 50k	7
50k+ employees	4

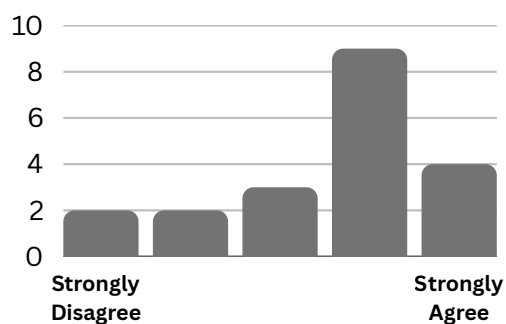
How visible is your company in AI-powered buyer research?



How much of your content is being created specifically for AI-assisted discovery?



AI visibility is top focus in my organization in 2026



My organization has spent enough resources to achieve high AI visibility

