

Pyra AI Launches Prime AI Visibility With Persona-Based Search for AI Discovery

Platform measures how brands appear across AI engines, reveals sources shaping answers, & compares visibility via editable buyer personas, markets, & languages

NEW YORK, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [Pyra AI](#) today launched [Prime AI Visibility](#), a generative engine optimization platform that helps companies measure, understand, and improve how their brands appear in AI-generated answers through specific buyer personas, markets, and languages.



The platform gives companies a clearer view of a fast-growing customer acquisition channel. Buyers increasingly ask AI platforms which products to consider, which companies to trust, and which solutions best fit their needs. Specifically, it allows brands to see whether they are part of that conversation and what they can do when they are not.

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Visibility and pipeline can no longer operate as separate strategies. Together, they give companies a more connected path from discovery to revenue.”

*Alex Mannine, Chief
Technology Officer and Co-
Founder of Pyra AI*

Prime AI Visibility tracks brand mentions, owned-site citations, cited websites, sentiment, and share of visibility across ChatGPT, Perplexity, Claude, Gemini, and a Google AI Overviews-style check. Results can be segmented by buyer persona, market, language, and question set, showing not only whether a brand appears but which audience perspective and evidence shaped the answer. Those answers can shape a purchasing decision before a potential customer visits a website, reads a case study, or speaks with a sales representative.

“AI platforms now play a direct role in building the buyer’s shortlist,” said Alex Mannine, Chief Technology Officer and Co-Founder of Pyra AI. “A company can invest heavily in its website,

content, search rankings, and public relations, yet still have no idea whether an AI answer recommends the brand when a customer asks what to buy. Prime AI Visibility closes that gap.”

Turning AI Visibility Into Measurable Business Action

Prime AI Visibility moves beyond basic brand monitoring by connecting AI answers to the content and third-party sources that influence them. After a company enters its website, Prime AI Visibility proposes an editable brand profile, competitor set, buyer personas, markets, languages, and high-intent buyer questions for review. Teams can approve, revise, add, or remove the context before a check begins. Its Persona-Based Search approach moves beyond a single generic prompt list.

Each search perspective can reflect a buyer's role or life stage, priorities, decision criteria, search behavior, market, and language. Prime AI Visibility then tests approved questions under that controlled context to show how the brand, competitors, and cited sources may change across audiences. Persona-Based Search does not claim to reproduce one individual's private AI experience. It gives marketing and communications teams a consistent, traceable way to compare buyer perspectives. A procurement lead evaluating vendors, for example, may ask different questions and value different proof than a technical decision-maker or first-time consumer. The platform also recommends additional buyer questions based on the company's category, audience, and competitive set.

Prime AI Visibility runs approved buyer questions across supported answer engines on the reporting cadence included in the customer's plan, using the selected persona, market, and language context. It captures the exact responses, identifies brand mentions, records citations, analyzes sentiment, and traces cited evidence to its original source. Results remain tied to the question and search perspective that produced it, so teams can compare persona and regional differences instead of averaging unlike results together. Enterprise customers get a strategic picture of:

- * How often AI platforms mention or recommend their brand
- * Which competitors appear alongside them
- * Which websites and content sources influence the answers
- * How results differ by buyer persona, market, language, and AI platform
- * Where gaps in brand evidence or third-party credibility may affect visibility
- * Which content or communications actions could improve future results

This process helps teams focus resources on changes most likely to influence customer discovery rather than producing more content without knowing whether AI systems can find, understand, or trust it.

Clearer Reporting for Leadership

The platform combines these findings into a visibility scorecard and historical reporting by

question, answer engine, buyer persona, market, and language. Marketing teams can compare like-for-like question sets over time, identify changes in recommendation patterns, and show leadership whether content, public relations, and brand initiatives are improving mentions and owned-site citations.

“Companies do not need another unexplained score,” Mannine said. “They need evidence. Prime AI Visibility shows the persona, market, question, exact answer, sources that shaped it, and content opportunity the marketing team can address.”

Faster Decisions And A More Efficient Content Strategy

Prime AI Visibility helps companies identify focused changes that can improve how AI systems understand and represent their brands. In some cases, a visibility gap may result from missing product information, unclear positioning, outdated website copy, limited third-party validation, or an unsupported claim. The platform identifies these gaps so teams can respond with targeted updates instead of launching a costly, broad campaign.

The Content Fixes feature turns these findings into reviewable Word documents that customers can edit, approve, and publish through their existing processes. Prime AI Visibility does not automatically change or publish content, allowing each organization to retain editorial, legal, and brand control.

This approach can help companies reduce wasted content spending, prioritize higher-value communications opportunities, and respond more quickly when AI platforms present incomplete or inaccurate information.

Protecting Market Share Before Buyer Perceptions Change

For established companies, AI visibility can reveal early signs of category erosion. A competitor may begin appearing as a recommended alternative in a growing number of AI answers. A review article may become the primary source shaping comparisons. An outdated press release may continue influencing how an AI platform describes the market.

Individually, these results may appear minor. Over time, they can change which brands buyers recognize, trust, and consider.

Prime AI Visibility helps companies detect those changes early and identify the sources behind them. Marketing and communications teams can then strengthen the evidence supporting their market position before a competing narrative becomes widely accepted.

The platform also gives emerging brands a more practical way to compete. By identifying the specific information and sources AI platforms rely on, smaller marketing teams can focus on precise content, public relations, and third-party credibility improvements that increase their

opportunity to enter the buyer's consideration set.

Pyra AI offers a free Flash plan that includes five ChatGPT questions per month with no credit card required. Paid plans include:

- * Starter: \$69 per month for 25 questions across three AI platforms
- * Growth: \$179 per month for 50 questions across all supported platforms
- * Agency: \$369 per month for 120 questions and multi-brand workflows
- * Enterprise: Starting at \$1,499 per month for 500 questions, multiple departments, regional monitoring, and custom implementation Prime AI Visibility is available now at <https://primeaivisibility.com>.

"There is no page two in an AI answer," Mannine said. "A buyer often sees one response and a small number of recommended companies. Prime AI Visibility helps brands understand whether they are included, why the answer looks the way it does, and what their teams can do next."

Pyra AI Platforms

Prime AI Visibility joins Lead Seeker as part of Pyra AI's growing portfolio of AI-powered products for B2B marketing and revenue teams. Lead Seeker's [AI-powered lead intelligence workspace](#) is built to help B2B revenue teams find better-fit prospects faster, understand why each account matters, and move from search to outreach with more confidence. The platform also connects with Salesforce and HubSpot, allowing revenue teams to move qualified prospects and supporting context directly into their existing sales workflows.

"Visibility and pipeline can no longer operate as separate strategies," Mannine said. "Prime AI Visibility helps companies understand whether AI platforms are putting their brands in front of buyers. Lead Seeker helps revenue teams recognize and act on buying signals while those opportunities are still timely. Together, they give companies a more connected path from discovery to revenue."

About Pyra AI

Pyra AI builds Zero-Touch AI Operations platforms and deploys AI agents to execute complete business workflows across sales, finance, marketing and operations. Its industry-trained agents support organizations in telecommunications, healthcare, life sciences, and pharmaceuticals. Pyra AI deploys agents through a client-instanced architecture with role-based access controls, human approval gates, and full audit logs. Pyra AI combines human approval gates, full audit trails, role-based access controls, and client-instanced architecture for organizations operating in highly regulated environments. Learn more at pyrabuilds.ai.

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