

Veloz becomes a verified Profound partner, helping B2B software brands own their narrative in AI search

The AI-native AEO agency runs Profound as core infrastructure to turn AI visibility into qualified pipeline for clients across the US and EMEA

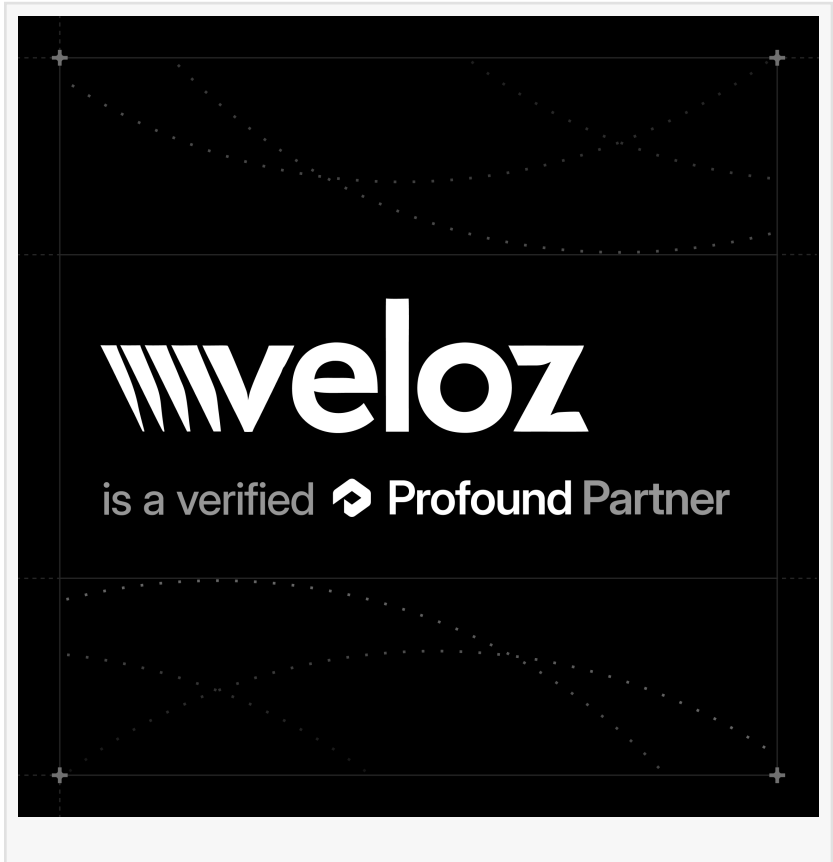
NEW YORK, NY, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- The AI-native AEO agency runs Profound as core infrastructure to turn AI visibility into qualified pipeline for clients across the US and EMEA

Veloz, the AI-native AEO agency, is now a [verified Profound partner](#). Veloz runs Profound, the leading AI visibility platform, at the center of its Answer Engine Optimization (AEO) work.

B2B buyers increasingly start their research in AI engines like ChatGPT, Claude, Gemini and Perplexity. The process of discovery and evaluation has fundamentally changed. AI engines don't simply answer questions, they give specific recommendations, personalized to each buyer's context. Deals can be won or lost before a buyer ever visits a website.

Through the partnership, Veloz uses Profound to measure each client's visibility, identify the prompts and topics worth winning, and track how content and technical changes affect brand sentiment, lead generation, and conversions. Using Profound FactCheck, Veloz identifies where AI engines misrepresent a brand, traces those inaccuracies to their source, and implements content and technical improvements that help AI engines better understand and represent the brand.

Veloz delivers this as a managed service, running the full engine end to end or working alongside in-house teams. The team pairs experienced marketers with agent engineers, including a former machine learning engineer at Nextdoor and a neuroscience researcher from the University of





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Brian Colivet, Founder, Veloz

Cambridge. Founder Brian Colivet previously held GTM and AI deployment roles at Meta and Personio. Veloz combines expert-led judgment with agent automation, and success is measured on the business outcomes that matter to customers: demo requests, pipeline and conversions.

"AI engines no longer just hold the keys to discovery, they run the evaluation too," said Brian Colivet, founder of Veloz. "They compare products, form a view, and decide who gets recommended. If a brand doesn't own its

narrative in AI search, a competitor will own it for them. Profound gives us the best platform in the market to see how AI describes a brand, and to make sure the engines have the context they need to recommend it."

"Veloz understands that AI visibility is only valuable if it changes business outcomes," said Trevor Pyle, Head of Marketing at Profound. "They've built a service that combines strategy, technical expertise, and execution, using Profound to help clients understand how AI represents their brands and improve that representation over time. That's exactly the kind of partner we want in our ecosystem."

Veloz clients include [Spara, the GTM AI agent](#) platform "Buyer behavior is changing faster than ever, and as a Profound customer we see it in the data every week. Veloz has the platform expertise to act on it and keep Spara in front of buyers at the moment it matters." said Lauren Thompson, Head of Marketing at Spara.

About Veloz

Veloz helps B2B software brands own their narrative and drive qualified pipeline through AI search. Through managed AEO, spanning technical audit and optimization, content engineering, and agent building, Veloz makes brands the answer AI recommends. Veloz works with clients across the US and EMEA. Learn more at tryveloz.ai.

About Profound:

Profound is the marketing platform for the era of AI. Thousands of teams use Profound's Agents to understand, control, and scale how they appear across AI Search.

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