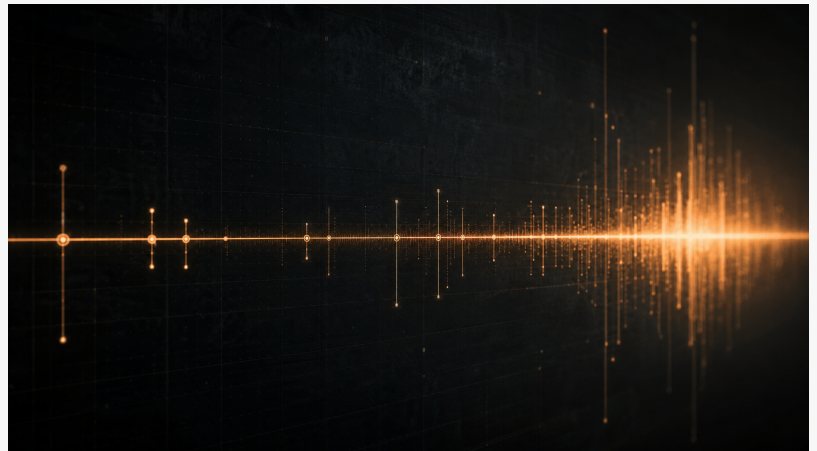


Half of AI Products Waited Two Years for Their First Public Mention

Analysis of 376 growth timelines finds a median 782-day gap between domain registration and first public mention. Most "overnight" buzz is scheduled.

CHEYENNE, WY, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- The "overnight success" story is largely a myth in the AI tools market. A new analysis of 376 evidence-based growth timelines, published by competitor research platform [Tracetify](#), finds that half of the products studied waited more than two years between registering their domain and receiving their first traceable public mention.



Median gap between domain registration and first public mention across 376 analyzed products: 782 days. Sparse early activity followed by a late spike is the dominant pattern.

Across the 262 products where both dates could be established from public records, the median gap between domain registration and first public mention was 782 days — roughly 2.1 years. Seventy percent waited more than a year. Only a small minority were publicly discussed within their first months.

“

Founders compare themselves to the finished version of their competitors. The dated evidence tells a different story: the typical product spent two quiet years before anyone wrote about it.”

Jacob Yang

The analysis draws on Tracetify's library of [public growth reports](#), each reconstructed from twelve public sources — domain records, web archives, launch directories, community forums, press coverage, backlink data and search trends — with every timeline entry citing a dated source that readers can open and verify.

Two further patterns stand out.

First, the buzz that eventually arrives is rarely

spontaneous. In 71 percent of the timelines studied, the analysis found coordinated content waves: batches of articles, directory listings or blog mentions appearing across multiple sites

within the same short window. What looks from the outside like organic word of mouth is, in most cases, scheduled distribution.

Second, being mentioned is not the same as being wanted. Of the products with a traceable first mention, only 41 percent ever registered a measurable spike in search interest afterward — and among those that did, the median wait between first mention and interest spike was a further 1,020 days.

"Founders compare themselves to the finished version of their competitors — the rankings, the backlinks, the polished brand — and conclude they are hopelessly behind," said Jacob Yang, founder of Tracetify. "The dated evidence tells a different story. The typical product in our library spent two quiet years before anyone wrote about it publicly. Competitor research is also moving into the AI workflow itself: Tracetify now runs inside Claude Code and Cursor through MCP, so the question 'how did they actually get started' gets answered without leaving the editor."

The sample skews toward AI and SaaS products, since it consists of companies that Tracetify users chose to research. The figures also carry a conservative bias: a domain registration date marks the earliest possible start, not necessarily the day work began, and a product's true first mention may predate the earliest one that remains publicly traceable. Both limitations are documented alongside the data.

The full report library is public, and each report separates verified evidence from interpretation. Companies can also monitor what competitors ship week to week through Tracetify's [sitemap monitoring](#), which reads competitors' sitemaps — not their pages — and reports new, removed and restructured URLs.

About Tracetify

Tracetify reconstructs how any product actually grew. Each report assembles a dated launch timeline from twelve public sources, separates evidence from interpretation, and links every claim to the page it came from. The platform also offers competitor sitemap monitoring, SEO research tools, and an MCP server that brings the full toolset into AI coding assistants such as Claude Code and Cursor. Reports are public at tracetify.com.

Jacob Yang

Tracetify

+1 714-882-5993

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/937447293>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.