

Pepper Launches Agent Atlas, an AI Agent That Runs Organic Growth Work, Not Just Reporting

The chat-first layer of Pepper's GEO platform reasons across a brand's AI-search, rankings and analytics data, then carries out the work it recommends.

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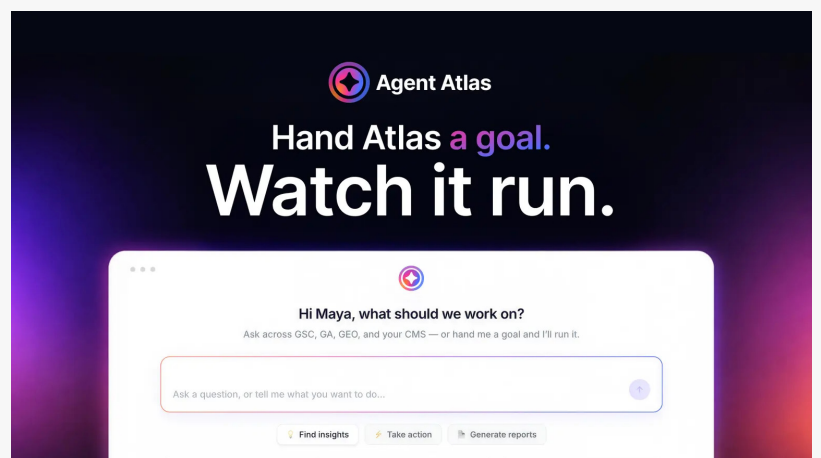
-- Pepper today launched Agent Atlas, the most ambitious product in the company's eight-year history and, Pepper argues, the first marketing platform built to do the work rather than just report on it. For most chief marketing officers, 2026 has turned AI search from a curiosity into a standing item on the board agenda. Buyers now

put their questions to assistants such as ChatGPT, Perplexity, Gemini, Copilot, Claude and Google AI Overviews, and many act on the answer without ever visiting a website. The place a brand is judged has moved, and most teams are being asked to win there with the same headcount they had last year.

“

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*Anirudh Singla, Founder and
CEO of Pepper*



Agent Atlas, the chat-first layer of Pepper's GEO platform, answers questions across Search Console, analytics, AI-search visibility and a brand's content system, then carries out the work.

Pepper, [the organic growth engine used by more than 250 enterprises](#), is positioning Agent Atlas as the product built to close that gap. For two years the category has helped brands measure how they show up in AI answers. Agent Atlas is the first layer that acts on what it finds: a marketer says what they want in plain language, and it does the work.

The hard part was never the dashboard. A brand can now see how often it is mentioned in AI answers, which sources are cited, and how it ranks against its competitive set, and

Pepper built a good deal of that. But a dashboard hands over the finding and leaves the doing to the team. The insight sits on a slide, the quarter fills up, and the work slips.

[Agent Atlas is the chat-first layer](#) of Pepper's GEO platform, and it removes that gap by doing three things a dashboard cannot.



The first is that it reasons across everything at once. Ask a real question, the kind that decides a quarter, and it draws on all of a brand's connected data: AI-search visibility across the engines buyers use, Search Console rankings, clicks and impressions, analytics so conversions weigh into the answer, the competitive picture across the category, and the brand's own content and pages. What to prioritise this quarter across rankings, conversions and AI visibility together, or where the biggest opportunity sits, cannot be answered from a single screen. Agent Atlas assembles them and shows its working as it goes.

The second is that it never stops at the answer. Every finding arrives with a recommendation attached, ordered by the impact Agent Atlas expects it to have, and every recommendation maps to a specific piece of work it can carry out. A marketer approves the move, and it runs. There is no separate tool to open, no brief to write, no handoff. The person who understands the brand stays in control of every approval, and the agent takes on the volume.

The third is range. Agent Atlas runs the workflows Pepper ships out of the box, such as content brief generation, content optimisation and refresh analysis, and it will build a new one when the job calls for it. A marketer describes the task the way they would explain it to a colleague, and it assembles the steps, tests them on a single input, and then runs them across a whole list. Repetitive work that used to reach only the top ten pages can now reach all two hundred.

In practice, that means a marketer can hand Agent Atlas the work they rarely have time for: diagnosing a change, such as why AI visibility dropped this month and where; finding the ten pages with the best AI-visibility upside this quarter; benchmarking the brand against its competitive set across the engines; creating content briefs for eight comparison clusters; or building a workflow that audits a page and drafts a rewrite, then running it across the list.

There is no query language and no setup ritual. GEO tracking is on from the first day, so a brand can ask about its AI-search visibility immediately, and the answers grow sharper as it connects Search Console, Analytics and its content system.

The result is a shift in what the software is accountable for. Pepper's model is different and deliberate. Agents provide the scale and the speed. A senior growth team provides the judgment

and the relationships. Pepper stays on the hook for the number that actually moves.

"This is the most ambitious product we have ever built, and I would bet the company on it," said Anirudh Singla, Founder and CEO of Pepper. "Marketing teams have been handed a decade of dashboards and told to figure out the rest. Agent Atlas is built on the opposite idea. You tell it what you want in plain language, it does the work with your team in control, and we hold ourselves to the number it moves. A tool that only reports was never going to be enough."

The timing is not incidental. The AI-search landscape is fragmenting faster than any single team can track by hand. Generative-AI traffic is now split across several assistants rather than running through one, and winning in one engine no longer covers the audience. A brand cited in one answer often vanishes from the next. Keeping up is no longer a periodic project but continuous work, which is exactly what an agent is suited to carry.

Pepper has long argued that organic is the channel a brand owns rather than rents. Agent Atlas is its answer to how a lean team is supposed to own it end to end when the surface keeps moving.

Agent Atlas is available now inside Pepper's GEO platform. The company is unveiling it to marketing leaders at [its Index summit in Bangalore](#), where teams can watch it run live on their own category.

About Pepper

Pepper is the organic growth engine for the AI era. For eight years its platform and senior growth teams have run content and SEO for more than 250 enterprises, grounded in more than ten million tracked prompts across every major AI engine. Trusted by leading enterprises across SaaS, fintech, and technology, Pepper gives brands the intelligence and execution they need to win in AI search. Learn more at pepper.inc

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