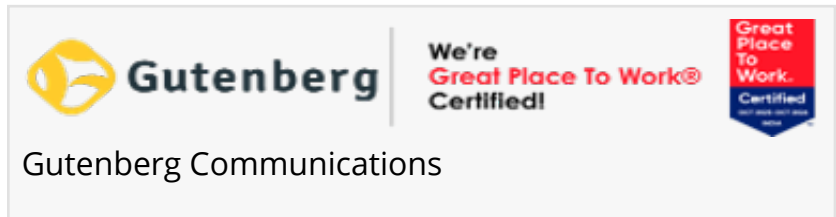


Gutenberg Launches AI Visibility Service as AI Reshapes How Brands Are Found and Chosen

New offering unites Digital, Content and PR to help brands strengthen discoverability, authority and visibility across traditional search, AI-generated answers



NEW YORK, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Gutenberg, world's first, Human-led AI-powered marketing agency powered by CambrianEdge.ai, today announced the launch of Gutenberg AI Visibility, an integrated service designed to help brands stay found, accurately understood and credibly recommended as discovery increasingly moves across traditional search, AI-generated summaries and conversational platforms.

The shift is already mainstream. Google says AI Overviews now reaches more than 2.5 billion monthly active users, while [Forrester reports](#) that 94% of business buyers use AI during the buying process. Together, those numbers point to a new visibility challenge for marketers: brands can influence consideration before a buyer ever reaches their website.

A brand can rank strongly in traditional search and still be absent, inaccurately represented or consistently overlooked when an AI platform answers a category question, compares providers or recommends a shortlist. That turns AI visibility from a traffic issue into a broader discoverability, reputation and consideration challenge.

Gutenberg's response is to bring Digital, Content and Public Relations together as one AI Visibility system. Digital creates the technical and search foundations that make a brand discoverable. Content builds the expertise and information that search and AI systems can understand and retrieve. Public Relations creates independent authority and third-party validation that strengthens trust around the brand.

Within that model, SEO, AEO and GEO work together rather than competing disciplines. SEO continues to build search discoverability, AEO helps information surface clearly in answer-led environments, and GEO strengthens the brand's ability to be understood, referenced and recommended across generative AI platforms.

Amardeep Singh, Co-Founder and President, Gutenberg, said: "The real shift in brand visibility is

where consideration now begins. With 94% of business buyers already using AI during the buying process, the first meaningful interaction with a brand can happen well before anyone reaches its website. That makes this an extraordinary opportunity for marketers who bring search, content and reputation together as one system."

"At Gutenberg, we already operate Digital, Content and PR as an integrated model, so AI Visibility is a natural extension of how we believe modern marketing should work. The brands that will lead in this environment are the ones that are citation-worthy, not just visible, and that requires human editorial judgment, credibility and governance at every stage."The service establishes how a brand currently appears across relevant search and AI environments, including whether it is visible, accurately represented and cited relative to competitors. Gutenberg then works across Digital, Content and PR to strengthen those signals and measure how the brand's position changes over time. Measurement includes indicators such as Share of Model, citation accuracy, AI referral performance and downstream business outcomes, alongside traditional search metrics.

Arnold Miller, Senior Vice President, Gutenberg, said: "AI is already helping buyers make the shortlist before they ever reach your website. That's the plot twist. So this isn't just a traffic problem anymore. It's a visibility problem. I always come back to the three Ps of AI transformation: people, process and patience. Get those right, and the technology has a much better chance of creating real value. AI Visibility brings that same thinking to marketing by showing CMOs where the brand is missing, misunderstood or losing ground, and giving them a way to act on it."

Every engagement operates through Gutenberg's human-in-the-loop model, combining AI-enabled analysis and monitoring with strategic, editorial, Digital and PR oversight around positioning, accuracy, authority and brand safety.

Gutenberg does not guarantee specific rankings or citations from third-party AI platforms. The service is designed to give brands a structured and measurable way to improve how they are discovered, represented and recommended as buyer research expands beyond traditional search.

Gutenberg AI Visibility is available immediately across Gutenberg markets for B2B, B2C and B2G organizations in technology, financial services, healthcare, retail, professional services and other research-intensive categories. (new age industries semiconductors, data centers)

To learn more, visit Gutenberg's [AI Visibility Services](#).

Watch "[What AI Search Changes for Brands](#)" podcast discover why AI Visibility is becoming a new consideration for marketers.

About Gutenberg:

Gutenberg is a global, award-winning AI-powered marketing firm headquartered in New York,

with a presence across seven countries. With over two decades of brand-building expertise, Gutenberg combines human creativity with AI workflows to architect marketing ecosystems that deliver business success. As a Great Place to Work certified and an AI-powered agency, Gutenberg delivers cutting-edge strategies across Public Relations, Content Strategy, social media, and Digital Marketing - driving scalable impact, creative consistency, and lasting brand value. Learn more at www.thegutenberg.com and follow us on LinkedIn, X, Instagram, Facebook and YouTube.

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