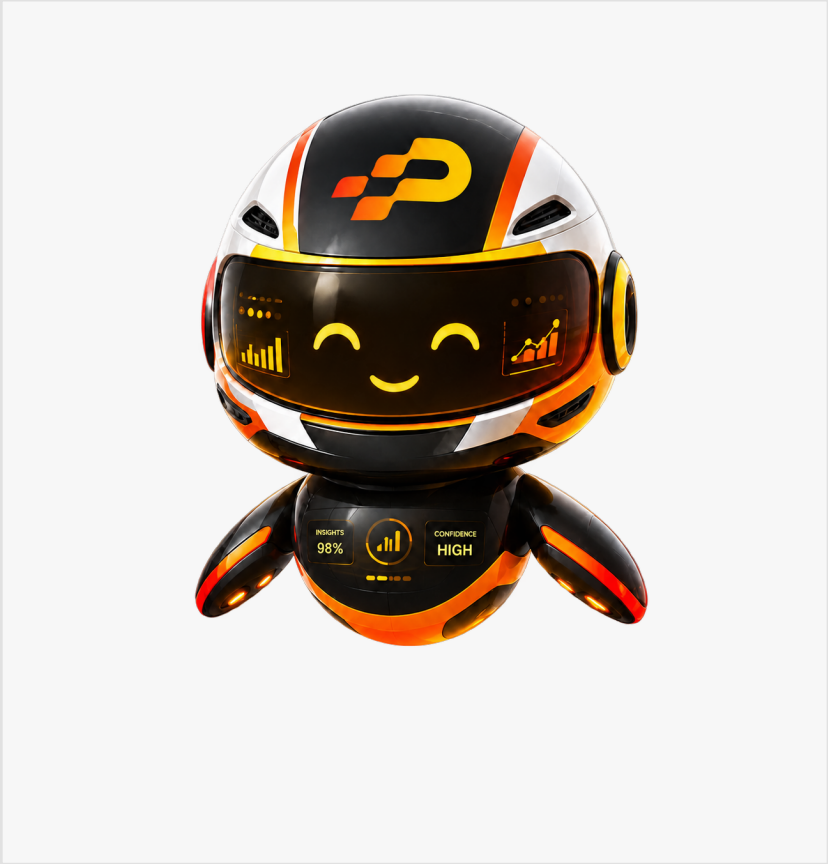
Meet Primey. Pyra's Prime AI Visibility Agent's New Race Engineer Shows Businesses How to Beat Competitors in AI Search

Pyra's recently launched Prime AI Visibility system gains a new AI search race engineer that spots competitor wins and tells teams what to fix first



NEW YORK, NY, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- Pyra, which builds AI agents for B2B revenue teams and improve management efficiencies, today launched Primey, an AI Search Race Engineer that tells business leaders why AI answer engines recommend their competitors and what their teams should adjust so those engines recommend their companies first. Primey works in conjunction with Prime AI Visibility, Pyra's AI visibility agent, and turns the evidence Prime AI Visibility gathers from ChatGPT, Gemini, Perplexity, Claude and Google AI Overviews into straight answers and recommends next moves that help companies earn a place on the buyer's shortlist.

> It turns AI visibility from a report someone skims into a decision a team acts on"
>
> *Alex Mannine, Co-Founder & Chief AI Officer, Pyra*

Why AI Search Visibility Now Decides the B2B Shortlist

The launch arrives as business buyers move their research into AI tools. A Gartner survey released May 20, 2026 found that 45% of B2B buyers used generative AI during a recent purchase, mainly to gather information on vendors and products. When a buyer asks an AI assistant to name the best provider in a category, the reply usually arrives as a single paragraph with a few company names. Businesses left out of that paragraph can lose a deal before their sales team ever hears about it, and

businesses described inaccurately can lose trust they never knew was at risk.

"Every business leader we talk to sees that AI answers now shape who makes the shortlist, but nobody has the hours to dig through reports to figure out why a competitor showed up and they didn't," said Alex Mannine, Co-Founder & Chief AI Officer at Pyra. "Primey closes that gap for Prime AI Visibility customers. You ask it a simple question, like where a rival is beating you and you get a straight answer backed by the evidence in your own workspace."

How Primey Turns AI Visibility Data Into Business Decisions

Prime AI Visibility already tracks how often AI answer engines cite, recommend and quote a brand, and it captures the exact responses and sources behind every answer. Primey makes that intelligence usable for leaders without having to comb through reports. Users simply ask questions in everyday language, such as "Where are competitors beating us?", or "Which buyer question should we improve first?" Primey reviews the citations and results saved in the company's Prime AI Visibility workspace, answers in plain terms, recommends a focused next step and links directly to the supporting evidence.

An AI Race Engineer Built on Verified Evidence

Pyra modeled Primey on the race engineer in motorsport, the voice on the radio who reads the data so the driver can concentrate on winning. Primey reads the race by showing what changed since the last check. It finds the gap by spotting where competing websites appear in AI answers, and which buyer questions a brand is missing. It compares performance across AI platforms, so teams know where they are strong and where they are exposed. Then it helps the team choose its next move and shows the proof behind every recommendation. For chief marketing officers, communications leaders and revenue executives, that means fewer hours spent compiling status reports and more time invested in the work that grows the pipeline.

Primey also knows where its knowledge ends. It works only from evidence already collected and saved in a customer's workspace. When that evidence falls short, Primey points the user to the next check to run instead of inventing an answer. The approach gives executives recommendations they can trace, verify and confidently bring to the leadership table.

“It turns AI visibility from a report someone skims into a decision a team acts on,” Mannine added. “For executives who have been burned by AI tools that sound confident and turn out to be wrong, that honesty is what makes the recommendations worth acting on."

Availability and Pricing

Primey is available now inside Prime AI. Businesses new to Prime AI Visibility can start with a free Flash check that reviews five buyer questions in ChatGPT with no credit card required. Paid plans start at $69 per month, and Enterprise plans, built for department and line-of-business question

sets, start at $1,499 per month. To learn more about Prime AI Visibility and see how a brand currently appears in AI answers, visit Prime AI Visibility.

Pyra AI Platforms
Primey and Prime AI Visibility belong to Pyra's growing family of AI agents that help B2B companies increase revenue while lifting repetitive administrative work off their teams. Prime AI Visibility helps a brand get found and recommended when buyers research with AI. Lead Seeker finds the right buyers in real time, pulling fresh contact details on every search rather than relying on aging databases, and delivers a profile for each prospect that includes communication style, suggested subject lines and conversation starters, with direct syncing to HubSpot and Salesforce. Lead Outreach then turns those prospects into meetings. It writes personalized, one-to-one messages in the sender's own voice across email, LinkedIn, WhatsApp and phone, runs an eight-touch sequence over 54 days and books meetings directly on the sender's Outlook or Google calendar. Together, the agents cover the path from being discovered, to finding the right buyer, to landing the meeting, while teams keep control through human approval steps and full audit trails.

About Pyra
Pyra 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 deploys agents through a client-instanced architecture with role-based access controls, human approval gates, and full audit logs. Pyra 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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