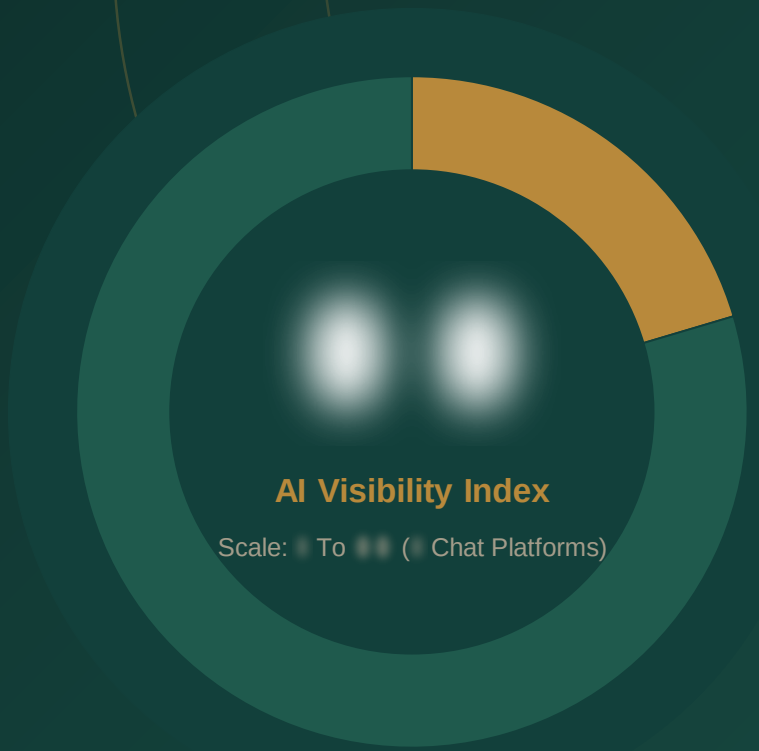
BUZZIQ LABS

AI SEARCH AUDIT · AEO · GEO

[redacted]

[redacted] AI Visibility Report



Industry Context, AI Search Performance, Competitive Position And Growth Opportunities For [redacted]

Prepared For [redacted] ([redacted])

Prepared By **BuzzIQ Labs**

Date **19 October 2026** · **Market Tested: United States (English)**

[redacted]	[redacted]	[redacted]
Queries	AI Platforms	Observed Answers

Custom research: manual query design, live testing, answer-by-answer coding and validation. Not a raw tool export.

REPORT CONTENTS

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Executive Summary: [redacted] AI Visibility At A Glance

POOR

[redacted] / [redacted]

AI Visibility Index across ChatGPT, Claude and Gemini (Google AIO: mention rate only)

POOR

[redacted]

Non-branded answers on [redacted] platforms that name [redacted] ([redacted] of [redacted])

GOOD

[redacted] Of [redacted]

Branded answers on [redacted] platforms that name [redacted] : strong once buyers know the name

POOR

[redacted] Of [redacted]

Google AIO names [redacted] on Q11, Q12 and Q17 ([redacted] of non-branded)

Labels use the AVI bands on page [redacted]: Good [redacted] + (branded mentions [redacted]+), Average [redacted] ([redacted]–[redacted]), Poor under [redacted] (under [redacted]). Benchmark: Coinbase / x402 and Stripe [redacted], [redacted].

What We Found

1 Known-Name Strength

[redacted] is named in all [redacted] branded-comparison answers and [redacted] of [redacted] brand-specific answers on the four platforms.

2 Category Discovery Gap

On awareness (TOFU) queries [redacted] appears in [redacted] of [redacted] answers (chat AVI [redacted]). Visibility peaks at consideration (MOFU, chat AVI [redacted]).

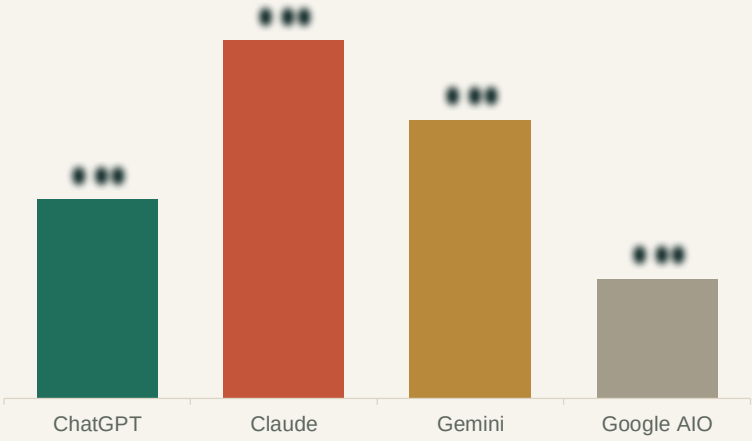
3 Content Exists, Citations Lag

[redacted] Industry Articles cover protocols, [redacted] and bot access with FAQs, yet [redacted] of [redacted] platforms named [redacted] for protocol comparison or bot-control queries.

4 Competitors Frame The Comparison

ChatGPT and Claude both recommended Nevermined over [redacted] for pay-per-use API billing. Coinbase/x402 and Stripe each appear in [redacted] of non-branded chat answers.

Non-Branded Mention Rate By Platform

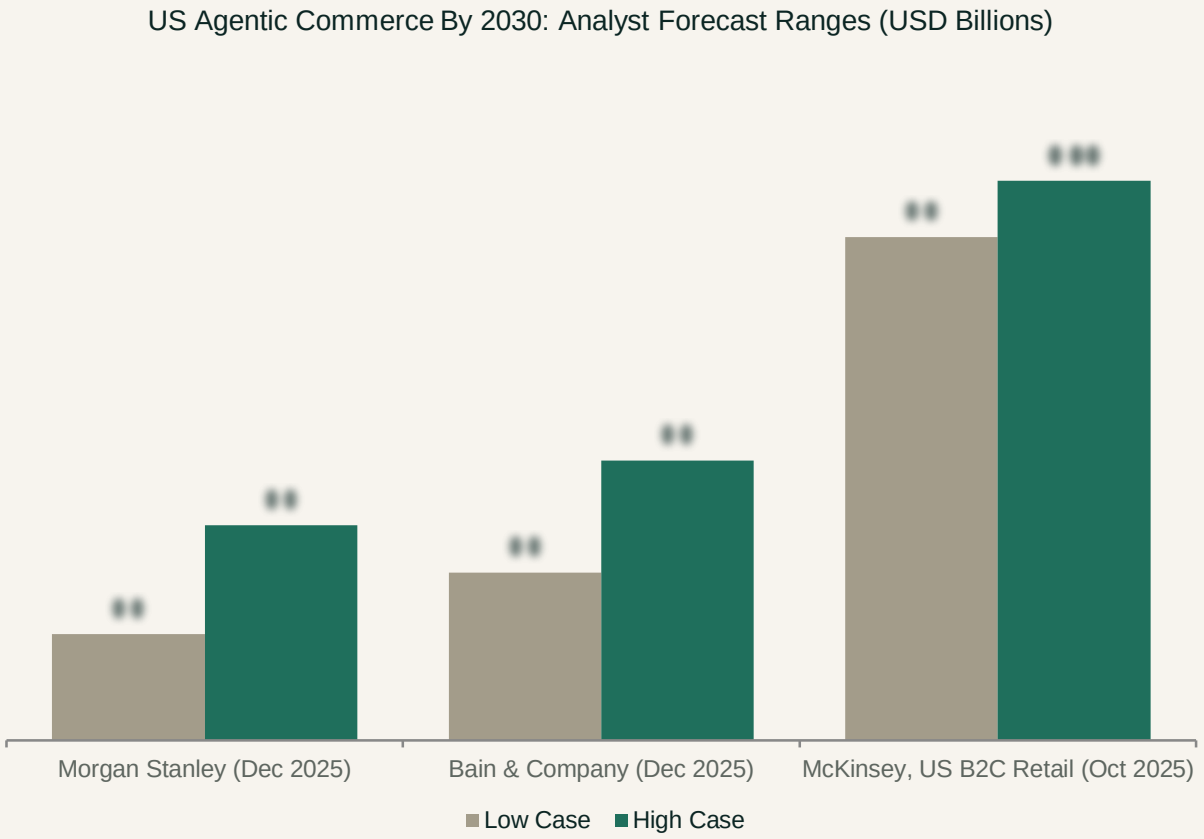


Answers naming [redacted] ÷ [redacted] non-branded queries per platform ([redacted], [redacted], [redacted] and [redacted] queries). Source: BuzzIQ Labs query panel.

Key Takeaway [redacted] **wins when it is already in the conversation, or when the query points at its strengths (Q43 alternatives to Nevermined and Q48 Visa and Mastercard identity: named on all [redacted] chat platforms). The opportunity is being named earlier, when buyers are still discovering the category.**

Source: BuzzIQ Labs AI visibility panel, [redacted] and 19 Oct 2026 ([redacted] queries × [redacted] platforms; Google AIO collected manually by BuzzIQ Labs). Rate = answers naming [redacted] ÷ answers observed. AVI covers the [redacted] chat platforms (page [redacted]).

Agentic Commerce: Market Size And Growth Outlook



– Trillion

McKinsey: global agentic commerce opportunity by 2030, including up to trillion of US B2C retail revenue

Trillion

Gartner: B2B spend that could flow through AI agent exchanges by 2028

–

Morgan Stanley: share of US e-commerce that agentic channels could capture by 2030

Why The Ranges Differ

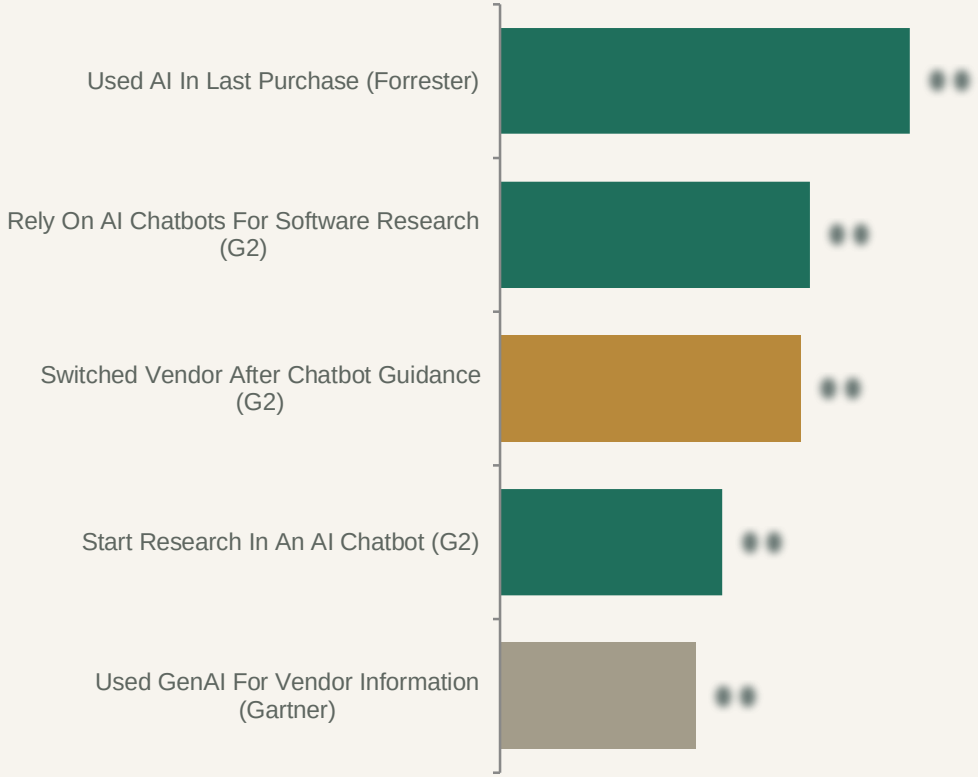
Analysts measure different things: purchases completed by agents, purchases influenced by agents, US retail only, or B2B andlogistics as well. Treat the figures as directional. All of them agree on direction: agents are becoming a buying interface, and the infrastructure that verifies and pays for them is a new layer.

Key Takeaway **Even the lowest forecast puts hundreds of billions of dollars through agents by 2030, which is why identity and payment trust infrastructure is a growth category.**

Sources: McKinsey, The Agentic Commerce Opportunity (Oct 2025); Morgan Stanley and Bain (Dec 2025) and Gartner (Nov 2025) ascompiled by Stellagent, Hexagon and MetaRouter; ICSC/McKinsey via Retail Dive (May 2026).

Buyer Behaviour And The Agentic Commerce Stack

B2B Buyers Using AI In Vendor Research (%)



Where [redacted] Sits In The Stack

Discovery And Protocols

MCP · A2A · ACP · AP2 · UCP

How agents find merchants and exchange cart and order data

Identity And Authority

[redacted] **· Okta · Auth0 · Persona**

Who the agent is, who it represents and what it may do

Payment Authorization

[redacted] **· Visa IC · Mastercard Agent Pay · Stripe**

Spend limits, mandates and tokenized credentials

Settlement

Cards · USDC / x402 · Bank Rails

Moving the money and recording the transfer

Key Takeaway **Buyers now form shortlists inside AI answers, so a vendor missing from those answers is missing from consideration. [redacted] identity and payment-authorization layers are the least crowded part of the stack.**

Sources: G2 “The Answer Economy”, Mar 2026, n=[redacted] (via Demand Gen Report); Forrester 2026 Buyers’ Journey Survey; Gartner 2026 (via SuperMarketers). Stack layers follow [redacted] published architecture; BuzzIQ Labs synthesis.

[redacted] Profile And Ideal Customer Profile

Company Snapshot

Positioning

[redacted]

Products

[redacted]

Funding

[redacted]

Leadership

[redacted]

Ecosystem

[redacted]

Name Collision

[redacted]

Segment	Who They Are	Buying Trigger	Evidence
Agent Builders	AI-native startups and developer teams shipping autonomous or shopping agents	Agents blocked by captchas, login walls and human-tied billing	[redacted]
API, Data And MCP Providers	Services that want to sell access to agents	Monetise agent traffic without bank-account onboarding	[redacted]
SaaS Platforms And Marketplaces	Platforms opening sign-up and checkout to agents	Verified agent sign-up and agent-to-agent payments	[redacted]
Merchants And Commerce Platforms	Retail and travel brands accepting agent-initiated orders	Verify delegated authority before charging a card	[redacted]
Enterprise Risk And Security Teams	Owners of identity, fraud and payments governance	Audit trail, spend control and revocable authority	[redacted]

Primary Market

United States (English). Semrush shows the strongest AI visibility signal in the US database.

Secondary Markets

Europe and APAC developer and fintech ecosystems. Hypothesis: Semrush shows only small AI visibility in FR and BR.

Priority Verticals

AI-native SaaS, data and API providers, commerce platforms, payments and fraud.

Key Takeaway [redacted] **serves both sides of the agent economy: teams that build agents and the services that sell to them. AI answers need to describe both clearly.**

Sources: [redacted] (home, Use Case, launch post), BusinessWire ([redacted]), Finextra and The Block (2024), Semrush Domain Overview. ICP is a BuzzIQ Labs synthesis of public materials, to be validated with [redacted] CRM.

Buyer Personas, Decision-Makers And Pain Points

AI Agent Developer

Role: Hands-on evaluator and internal champion

Pain: Agents hit captchas, [redacted] errors, login walls and API keys tied to human accounts

Convinced By: Docs, quickstart and a working token flow

CTO Or VP Engineering

Role: Technical decision-maker

Pain: Integration effort, security posture and OAuth2 / OIDC compatibility

Convinced By: Standards-based design and partner integrations

Head Of Product Or BD, API Provider

Role: Revenue owner and economic buyer

Pain: Monetising agent traffic without bank-account onboarding

Convinced By: Pay-per-use models and transparent pricing

Head Of Payments, Fraud Or Security

Role: Risk gatekeeper with veto power

Pain: Delegated authority, fraud on agent orders, audit evidence and KYC versus [redacted]

Convinced By: Mandates, spend controls and network partnerships

Buyer Pain Points Versus What AI Said

Buyer Pain Point	Test Query	Stage	[redacted] Named
Agents blocked at login and checkout	Q4: why do websites block AI agents with captchas and [redacted] errors	TOFU	[redacted] Of [redacted]
Spending limits on agent purchases	Q13: best tools to let AI agents make purchases with spending limits	MOFU	[redacted] Of [redacted]
Checkout without being blocked	Q20: how do I let my AI agent check out on merchant websites without being blocked	BOFU	[redacted] Of [redacted]
Accepting agent payments on a website	Q21: how can my website accept payments from AI agents	BOFU	[redacted] Of [redacted]
Agent identity basics	Q1: what is [redacted] for AI agents	TOFU	[redacted] Of [redacted] (Claude)

Key Takeaway **The pains [redacted] solves best are the ones buyers search for, and none of the four platforms connected them to [redacted]. Complex purchases involve [redacted] to [redacted] decision-makers (Gartner), so each persona needs its own answer.**

Sources: [redacted] launch post ([redacted]), [redacted] Use Case page, BuzzIQ Labs query panel ([redacted] and 19 Oct 2026), Gartner buying-group finding as cited in BuzzIQ Labs' ABM guide (Sep 2026). Personas are a BuzzIQ Labs synthesis.

Research Methodology: Design And Query Selection

1 Scope
Define [redacted] category, buyers and competitors

[redacted] Query Design
Write [redacted] buyer-style queries ([redacted] / [redacted] / [redacted] mix)

[redacted] Funnel Mapping
Classify each query as TOFU, MOFU or BOFU

[redacted] Live Testing
Run every query on [redacted] AI platforms: [redacted] chat plus Google AIO

[redacted] Coding
Read each answer and log mentions, rank, citations

[redacted] Scoring
Compute rates, AVI and share of voice, then validate

Query Allocation

Query Type	Target	Queries	Actual	TOFU	MOFU	BOFU
Non-Branded	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Branded Comparison	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Brand-Specific	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Total	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]

Plan [redacted] / [redacted] / [redacted] of [redacted] gave [redacted] / [redacted] / [redacted]. BuzzIQ Labs added [redacted] queries ([redacted] / [redacted] / [redacted]) = [redacted], then [redacted] near-duplicate non-branded queries were dropped to reach [redacted] : [redacted] / [redacted] / [redacted], so the final mix is [redacted] / [redacted] / [redacted].

A Custom-Built Report, Not A Data Dump

This report was prepared specifically for [redacted]. Queries were written by hand, run live, read answer by answer and coded manually, then cross-checked against [redacted] website and the Semrush data. It is research and analysis, not an export from an AI-tracking tool.

Where Queries Came From

Buyer pains (page [redacted]), [redacted] product claims ([redacted], [redacted], [redacted]), the protocol landscape (x402, ACP, AP2, Agent Pay) and named competitors.

How Queries Were Classified

TOFU: learning ("what is…", "how do…"). MOFU: comparing ("best…", "vs", "alternatives"). BOFU: choosing or acting (pricing, integration, "which should I choose").

What Was Excluded

[redacted] earlier prompts ([redacted] from a tool tracker, [redacted] from an earlier test that included Perplexity) and [redacted] near-duplicate queries (Q39, Q40, Q42, Q44, Q45, Q46; chosen for overlap with other queries, not by result) are excluded from every chart and table. Claude replaces Perplexity.

Source: BuzzIQ Labs query panel design ([redacted], README and Queries sheets).

Research Methodology: Testing, Scoring And Limitations

Testing Procedure

1. Original [redacted] queries were entered once per platform on 16 Oct 2026; the [redacted] new queries on 19 Oct 2026. US English. Google AI Overviews run manually by BuzzIQ Labs.
2. Each answer was checked for validity. Google AI Overviews were collected by BuzzIQ Labs by hand (screenshots) and enter mention, citation and sentiment counts.
3. [redacted] mentions were counted in the answer body; recommendation and owned-domain citation were logged.
4. The order of vendors named was recorded, so [redacted] position and competitor appearances are traceable.

Platform Test Conditions

Platform	Mode And Notes
ChatGPT	Temporary chat. Several branded answers referred to account research (†). Q56 not run: session signed out.
Claude	Incognito, web search on Auto. Search noted on most answers, none on Q4–Q6.
Gemini	Saved chats (temporary mode unavailable). Source links not readable.
Google AIO	Manual run by BuzzIQ Labs in Google Search. Non-branded: named or not named; branded: [redacted] screenshots coded.

Metric Definitions

Metric	Definition
Mention	[redacted] named in the answer body.
Recommendation	Named as top pick, #[redacted] in a list or recommended for the use case. Non-branded only.
Citation	Answer links to [redacted], [redacted] or [redacted]. Not captured for Gemini.
Position	[redacted] order among the vendors and protocols named in an answer.
Mention Rate	Answers naming [redacted] ÷ answers on the [redacted] non-branded queries ([redacted] platforms).
AVI	(Mention rate + recommendation rate) ÷ [redacted]. No answer counts as not visible.
Share Of Voice	Share of [redacted] non-branded chat answers naming a vendor.

Limitations

Single runs on two days: AI answers vary. ChatGPT context may have inflated some answers; excluding Q8 (non-branded), ChatGPT's AVI is [redacted] and the overall AVI [redacted]. Sentiment is classified for [redacted] of [redacted] branded answers ([redacted] of [redacted] chat, [redacted] of [redacted] Google). Google runs are single manual runs with no date stamp; position, recommendation and vendor lists were not recorded for Google, so Google is excluded from AVI and share of voice. Semrush crawled [redacted] pages only.

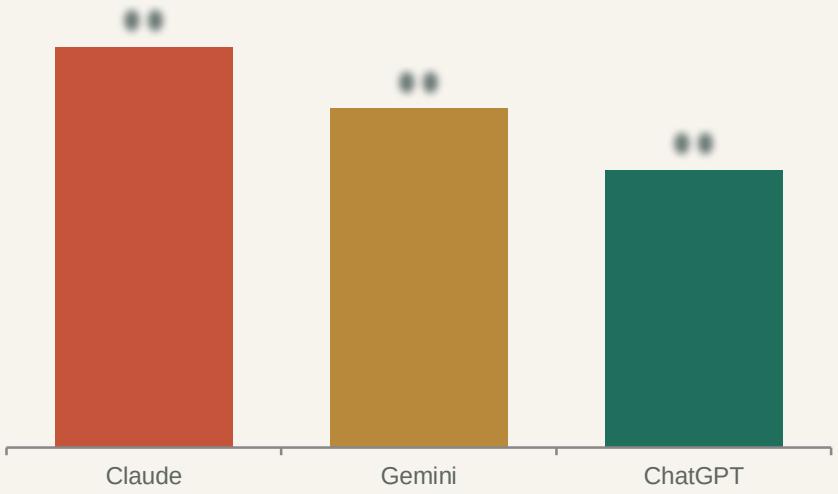
Source Verification

Website claims were checked on live pages. Market figures trace to the named analyst report; secondary compilations are cited where originals are gated. Semrush values are as supplied, not re-run.

Source: BuzzIQ Labs methodology; [redacted] (README sheet).

AI Visibility Index By Platform

AVI By Platform (To)



Rank	Platform	Mention Rate	Recommend Rate	AVI	Avg Position	Owned Citations
	Claude	/ ·	/ ·			/
	Gemini	/ ·	/ ·			Not captured
	ChatGPT	/ ·	/ ·			/
	Google AIO	/ ·	Not recorded	n/a	n/a	Not recorded
	Platforms (AVI: Chat)	/ ·	/ ·			/

AVI = (Non-Branded Mention Rate + Non-Branded Recommendation Rate) ÷ , measured on non-branded queries × chat platforms = answers. Google AIO: BuzzIQ Labs reported mentions only (of), so its AVI cannot be computed and it is excluded. If its recommendations were all zero, the -platform AVI would be (lower bound).

Reading The Index (BuzzIQ Labs Interpretation, Not An Industry Standard)

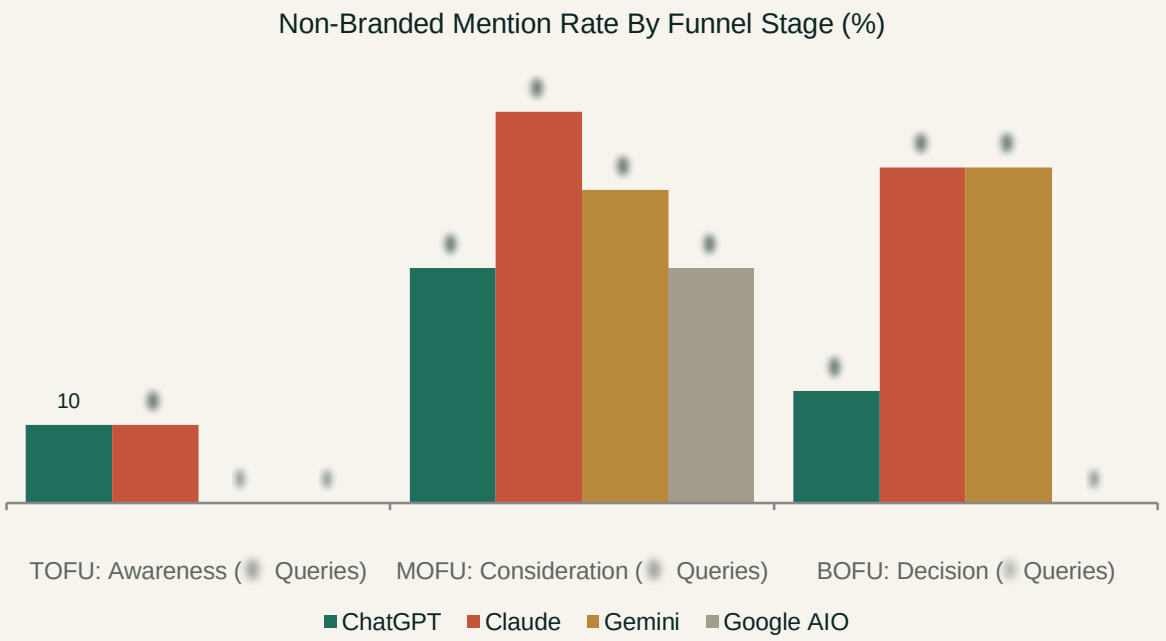
– · Absent | – · Emerging | – · Competitive | – · Dominant

: (Emerging)

Key Takeaway **Claude names most often (AVI), then Gemini ( ) and ChatGPT ( ). sits in the Emerging band: visible , but rarely the default answer.**

Source: BuzzIQ Labs query panel, and 19 Oct 2026. Citations: ChatGPT and Claude only, answers (Gemini not captured; Google not recorded). Average position = order among vendors named, in answers that name it ( ). ChatGPT Q8 flagged † for possible account context.

Visibility By Funnel Stage And Query Type



AVI By Funnel Stage (Non-Branded)

TOFU · Awareness

AVI

of answers named

MOFU · Consideration

AVI

of answers named

BOFU · Decision

AVI

of answers named

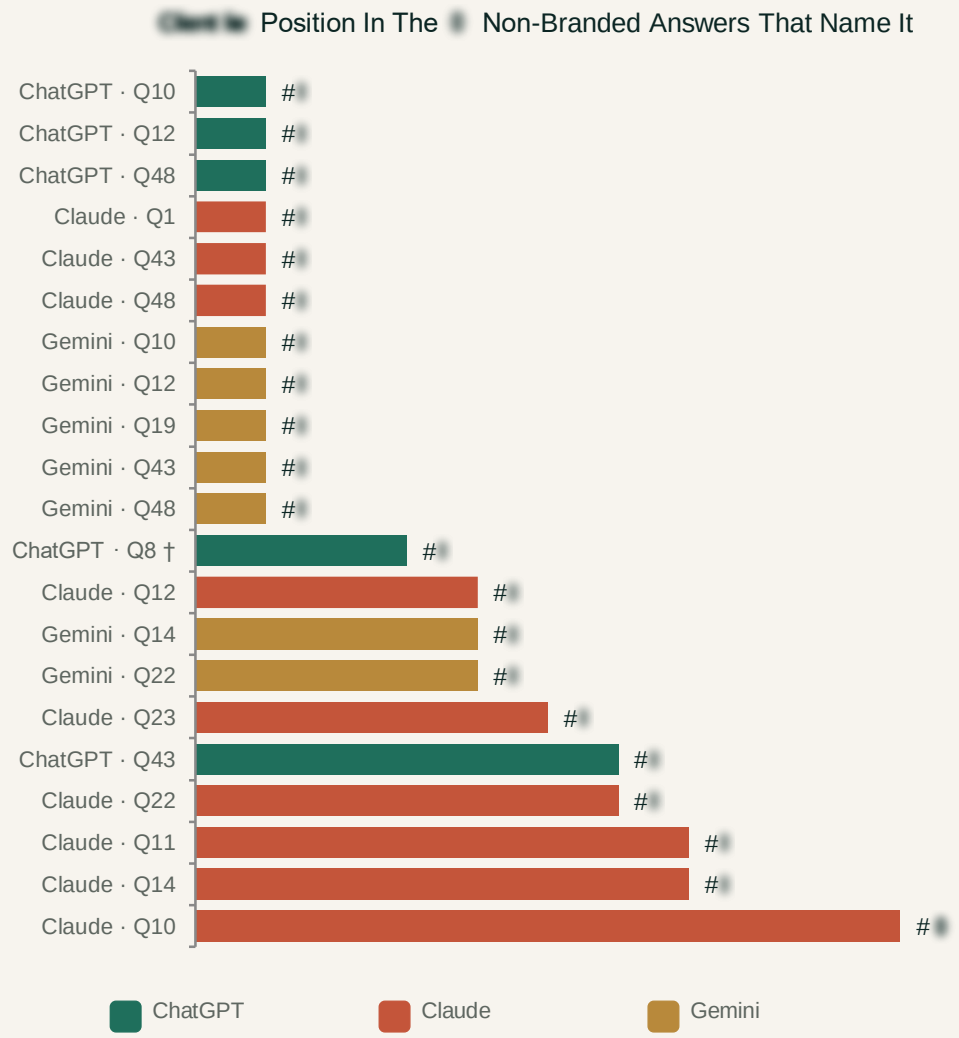
Query Type Results (Platforms)

Query Type	Queries	Answers	Named	Rate	Owned-Domain Cited
Non-Branded					of (ChatGPT, Claude)
Branded Comparison					of (platforms)
Brand-Specific					of (platforms)

Key Takeaway **is close to invisible at the top of the funnel (of answers) and strongest when buyers compare options. The first -touch queries where categories are defined are the biggest gap.**

Source: BuzzIQ Labs query panel, and 19 Oct 2026. Chart = share of non-branded answers naming , per platform (answers ÷ queries in the stage). Funnel AVI = (mention + recommendation rate) ÷ , pooled over chat platforms; Google AIO adds mentions only. Citation counts exclude Gemini (not captured) and non-branded Google (not recorded).

[redacted] Rankings And Citations Inside AI Answers



[redacted]
Answers where [redacted] is listed first

[redacted]
Average position when named (median [redacted]; n = [redacted])

Reading The Positions

Gemini is the most generous ranker (average #[redacted], first in [redacted] of [redacted] answers). Claude names [redacted] most often but deeper in long lists (average #[redacted], including #[redacted] on Q10). ChatGPT averages #[redacted].

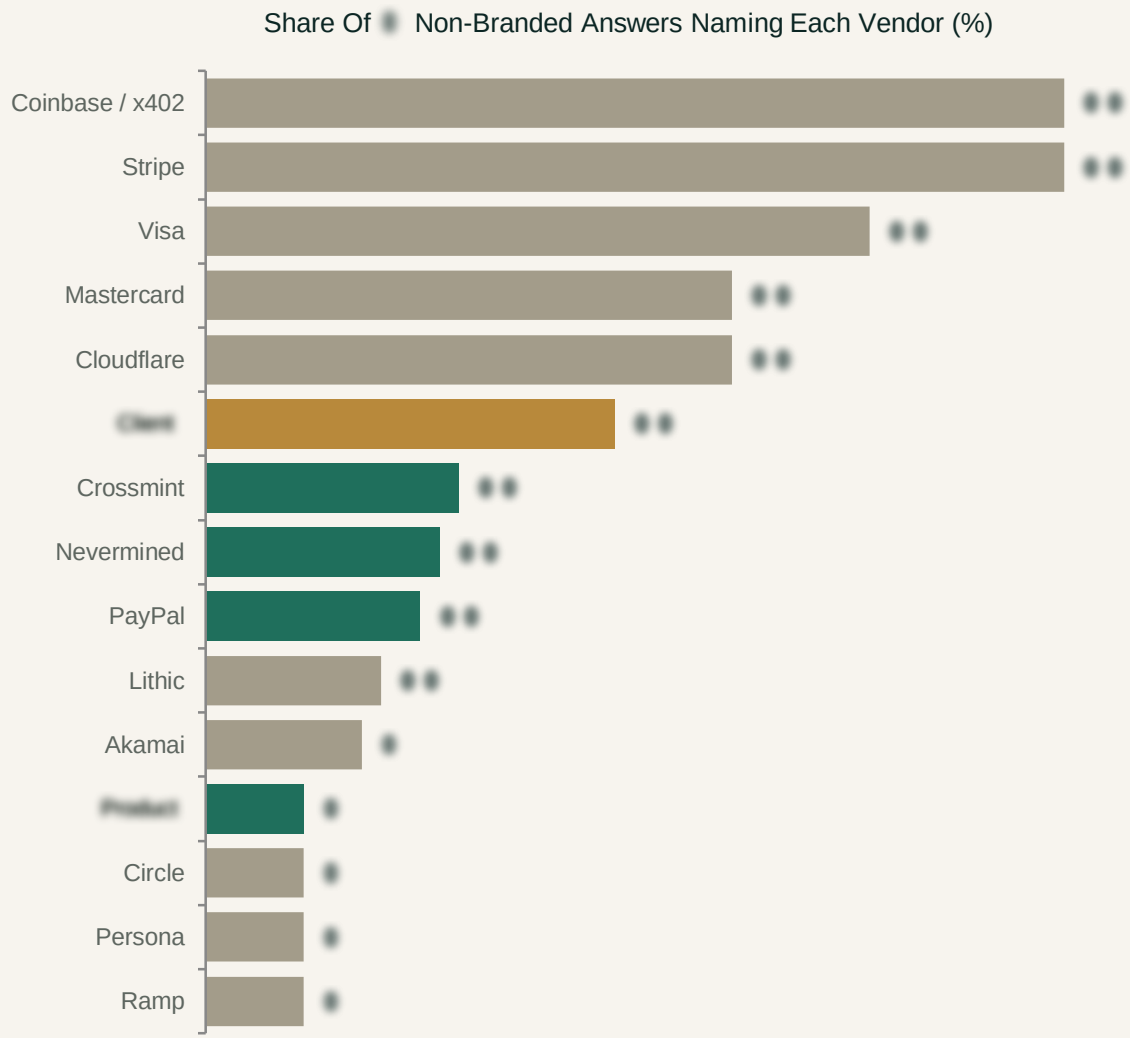
Citations: Whose Pages Get Used

- Non-branded: [redacted] was cited in [redacted] of [redacted] ChatGPT and Claude answers that name [redacted] (ChatGPT Q10, Q12, Q43, Q48; Claude Q1, [redacted] page). Google citations not recorded.
- Branded: [redacted] domains were cited in [redacted] of [redacted] ChatGPT, Claude and Google branded answers ([redacted] of [redacted] comparison, [redacted] of [redacted] brand-specific). Gemini not captured.
- When not cited, third parties filled the gap: BusinessWire, StreetInsider, StablecoinInsider and [redacted] appeared as sources on Q25, Q28, Q30 and Q35.

Key Takeaway **When engines do name [redacted] they often rank it highly, so earning more inclusions is worth more than improving rank. Owned pages are cited far less than press coverage and protocol sites.**

Source: BuzzIQ Labs query panel, [redacted] and 19 Oct 2026. Position = order among vendors and protocols recorded for the answer (vendors in the query text excluded); not recorded for Google AIO. † ChatGPT Q8 flagged for possible account context.

Competitor Share Of Voice In Non-Branded Answers



Reading The Chart

Client ranks # of vendors

and # among agent-native startups: Crossmint answers, Nevermined , Payman , Nekuda ( ).

Rails and incumbents set the defaults

Coinbase / x402 appears in of answers and Stripe in . Visa ( ) and Mastercard ( ) follow.

Client's own protocol is named separately

Product appears in answers. ChatGPT on Q1 and Gemini on Q35 explained Product without naming Client .

Identity queries go to others

Persona, Okta, Sumsub, Auth0, Entra and Vouched fill identity answers; Client appears in of on the KYC definition query (Q1).

Key Takeaway Client **already leads the agent-native startups. The competitive fight is with Coinbase, Stripe and the card networks for the default answer.**

Source: BuzzIQ Labs query panel, and 19 Oct 2026 (non-branded queries on ChatGPT, Claude and Gemini = answers; Google AIO excluded: vendor lists not recorded). A vendor counts once per answer; share = answers naming the vendor ÷ .

Nearest Competitors: Positioning And Opportunities

Competitor	Category	Answer Share	How AI And The Market Frame It	Opportunity For [redacted]
Nevermined	Agent-native billing	[redacted]	Recommended over [redacted] for pay-per-use API billing (Q31, ChatGPT and Claude). Raised [redacted] M in Jan 2025 ([redacted] M total).	Publish an owned [redacted] vs Nevermined page covering billing and identity.
Crossmint	Agent wallets	[redacted]	Named beside [redacted] in startup and platform lists. Raised [redacted] M led by Ribbit Capital.	Keep leading startup roundups; differentiate on [redacted] identity.
Coinbase / x402	Protocol and rail	[redacted]	Owns “how agents pay for APIs”. [redacted] own articles note Coinbase and Cloudflare founded the x402 Foundation.	Explain [redacted] with x402, not against it.
Stripe	Incumbent payments	[redacted]	Default all-round answer: ACP with OpenAI, Shared Payment Tokens.	Own “identity and authority before checkout”.
Visa And Mastercard	Card networks	[redacted] / [redacted]	Named in rails and protocol answers. [redacted] already works with both: [redacted].	Publish partner pages so answers can cite them.
Okta, Auth0, Persona, Cloudflare	Identity and bot control	[redacted] / [redacted] / [redacted] / [redacted]	Fill identity and bot-access answers. [redacted] “[redacted]” frame is not yet the one engines use.	Create category content for “best [redacted] platforms”.

What AI Says When Asked To Compare [redacted] (Branded Queries)

Q31 [redacted] Or Nevermined

ChatGPT and Claude recommend Nevermined for pay-per-use billing.

Q32 [redacted] Vs Stripe Vs Coinbase

ChatGPT recommends [redacted] for agent-specific purchasing. Claude names it third.

Semrush Organic Competitors

[redacted], [redacted] and [redacted] overlap by keyword. They are name collisions, not rivals.

Key Takeaway [redacted] partnerships with Visa and Mastercard are an asset competitors cannot copy, but AI answers can only repeat what is published.

Sources: BuzzIQ Labs query panel (answer share, [redacted] non-branded answers); FinTech Global (Nevermined, Crossmint funding); [redacted] Industry Articles; Semrush Domain Overview (16 Oct 2026). Okta, Auth0, Persona and Cloudflare shares are [redacted], [redacted], [redacted] and [redacted] of [redacted] answers.

Branded Query Sentiment: How AI Describes [redacted]

Notable answers. Positive = favourable or preferred framing · Neutral = descriptive, balanced or complementary · Negative = inferior, not recommended or doubtful (judged on the answer's wording).

ID	Query	Platform	Sentiment	Evidence (From The Answer)
31	[redacted] or Nevermined: which is better for pay-per-use API billing for agents	Google AIO	Negative	Says Nevermined is generally better for pay-per-use API billing; frames [redacted] as strongest at outbound agent spending and [redacted].
53	[redacted] vs Stripe agentic commerce suite: which is better for a merchant	ChatGPT	Negative	'My default recommendation is' Stripe for a merchant; [redacted] 'worth evaluating' for agent-credential use; product discovery 'not its primary documented focus'
54	is [redacted] the same company as [redacted]	ChatGPT	Neutral	WRONG ENTITY: treats [redacted] as [redacted] company / older [redacted] company; [redacted] (agent payments) not identified
54	is [redacted] the same company as [redacted]	Google AIO	Neutral	Says [redacted] and [redacted] are directly connected through an [redacted] acquisition; mixes the payments company with the [redacted] company. [wrong entity]
55	[redacted] and [redacted] explained	Google AIO	Positive	Says [redacted] provides critical financial and identity infrastructure that lets AI agents act as economic actors; explains wallet, mandates and [redacted].
56	does [redacted] support x402, ACP and AP2	Claude	Negative	'None of x402, ACP, or AP2 is documented as natively supported'; only partial overlap with x402; [redacted] a producer of its own protocol

Sentiment Tally By Platform (Answers Classified)

Platform	Branded Answers Observed	Sentiment Classified	Positive	Neutral	Negative
ChatGPT	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Claude	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Gemini	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Google AIO	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
All [redacted] Platforms	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]

Coverage: [redacted] of [redacted] branded answers are classified: Google AIO [redacted] of [redacted] (BuzzIQ Labs screenshots), ChatGPT Q49–Q55, Claude and Gemini Q24, Q25, Q49–Q56. Chat answers to Q26–Q38 and ChatGPT Q24–Q25 were not re-run for sentiment (browser session blocked), and ChatGPT Q56 was not run, so they are unclassified. ‡ Q54: ChatGPT and Gemini answered about the [redacted] company [redacted]; Google merged the two companies.

Key Takeaway **Of [redacted] classified branded answers, [redacted] are Neutral, [redacted] Positive and [redacted] Negative. The Negatives are use-case verdicts, not criticism: ChatGPT defaults to Stripe for merchants (Q53), Claude says x402, ACP and AP2 support is undocumented (Q56), Google says Nevermined suits pay-per-use billing better (Q31).**

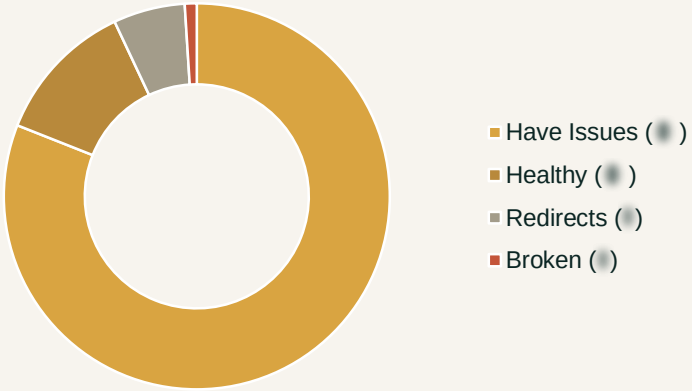
Source: BuzzIQ Labs query panel (chat, 19 Oct 2026) and BuzzIQ Labs manual Google AIO screenshots. Rubric and per-answer evidence in Appendix B. Sentiment is BuzzIQ Labs' reading of each answer, not a platform-reported score.

Technical Health: Semrush Site Audit

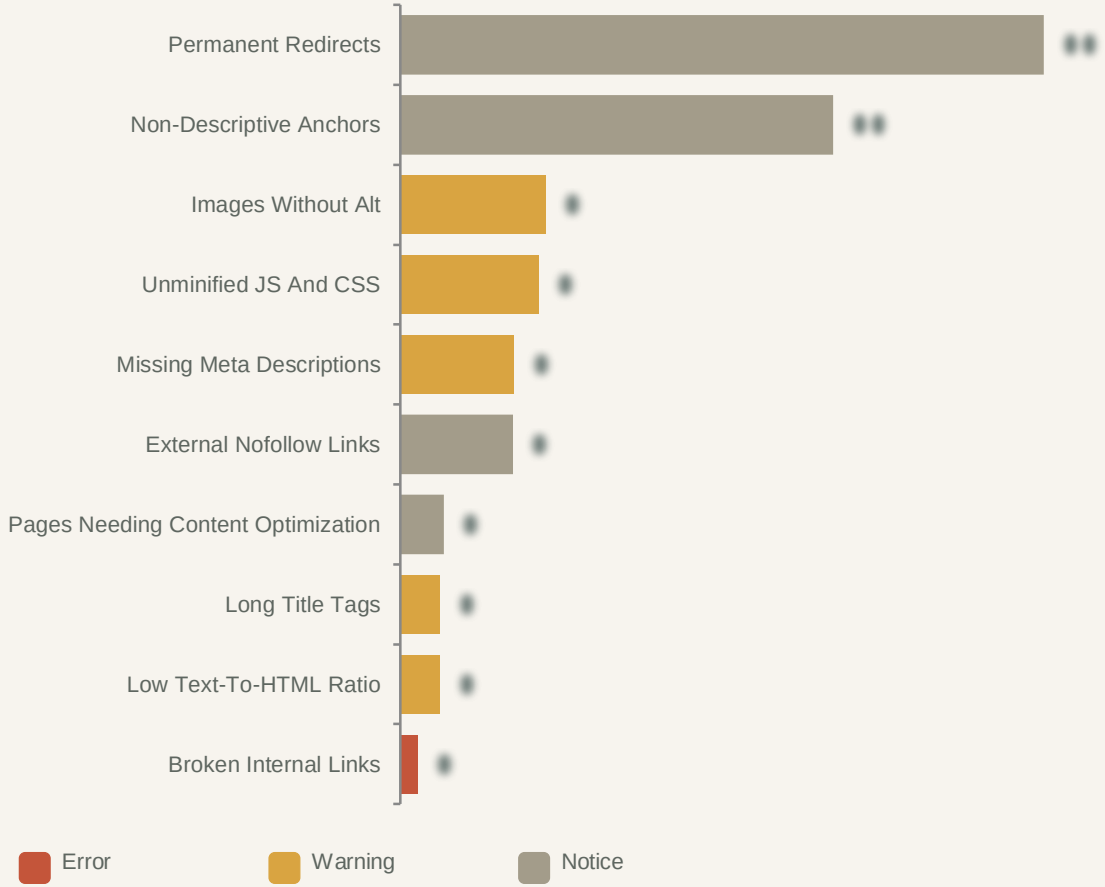
Site Health (top of sites:)

AI Search Health (issues)

Crawled Pages By Status



Largest Issue Groups (Total: Errors, Warnings, Notices)



Also flagged: invalid structured-data items, page returning xx, of pages without a canonical tag, pages without an H1, and only of crawled pages listed in the sitemap (URLs).

What Is Working

ChatGPT-User, OAI-SearchBot, Googlebot and Google-Extended are all allowed. HTTPS , crawlability , site performance , markup (JSON-LD on of pages), of URLs return xx. Internal linking is the lowest thematic score at .

Key Takeaway **The foundation is healthy and open to AI crawlers. The fixes are routine hygiene (links, metadata, alt text), not blockers to AI visibility.**

Source: Semrush Site Audit and Statistics tabs for , updated 16 Oct 2026 (of pages crawled, JS rendering dsabled), as supplied by the client; not re-run.

Content, FAQ And Structure Review

Page Reviewed	FAQ Block	What We Observed
Homepage	No	Clear “[redacted]” message, partner logo wall and walkthrough. Head metadata returned no canonical or Open Graph tags in our fetch.
Product Page	No	Feature blocks and CTAs. Copy still invites visitors to “Join the [redacted]”.
Use Case Page	No	Four use cases (Access, Revenue, Marketplace, Auth). Last modified Apr 2025.
Launch Post ([redacted])	No	Author, date and partner quotes present. Narrative format.
Industry Articles ([redacted] Sampled)	Yes, [redacted] Of [redacted]	Each has a TL;DR, comparison table and [redacted]–[redacted] Q&As. Head metadata shows a modified date (2 Oct 2026) but no author or publish date.
Docs And llms.txt	n/a	[redacted] publishes an llms.txt index of [redacted], PAY and settlement pages.

Content-To-Citation Gap: Articles That Exist Versus Who Was Named

Query Theme	[redacted] Article Already Published	Platforms Naming [redacted]
Q16 Agentic payment protocols compared	[redacted]	[redacted] Of [redacted]
Q15 Best bot access control solutions	[redacted]	[redacted] Of [redacted]
Q21 How my website accepts agent payments	[redacted]	[redacted] Of [redacted]
Q11 Best agent identity verification tools	[redacted]	[redacted] Of [redacted] (Claude)

Note: two articles also state that [redacted] has not verified public support for x402, ACP or AP2. [redacted] should confirm whether that wording is intended, because engines may read it as a reason to leave [redacted] out of protocol roundups. Articles were refreshed on 2 Oct 2026, so indexing lag may also play a part (not verified).

Key Takeaway **FAQs exist, but only on Industry Articles. The homepage, product and use-case pages have none, and the articles are not yet being picked up by the engines.**

Source: BuzzIQ Labs direct review of [redacted] pages and [redacted] on 16 Oct 2026, plus Semrush crawl titles. FAQPage schema was not confirmed; Semrush shows JSON-LD on [redacted] of pages.

Organic Search, AI Search Signals And Backlinks

30
Authority Score (Good)

Organic Traffic, Worldwide (–)

Organic Keywords (–)

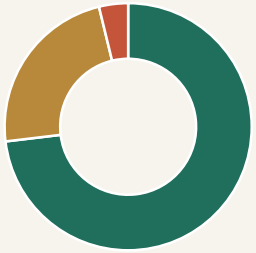
K / K
Referring Domains / Backlinks

Top US Organic Keywords (Keywords, Visits)

Keyword	Pos	Volume	Traffic %
Client		K	
Client Client Client			
Client Clien	AIO		
Confidential Confidential Confidential Confidential			
Client	AIO		
Product robot P			

Six brand-name keywords drive about of US organic visits. Only of tracked keywords are commercial.

Keywords By Intent



- Informational
- Navigational
- Commercial

Semrush AI Search

AI Visibility , with mentions: ChatGPT , AI Mode , AI Overview , Gemini . Most-cited sources: wikipedia.org, and linkedin.com (each). A separate prompt set from our panel.

Backlink Profile Review

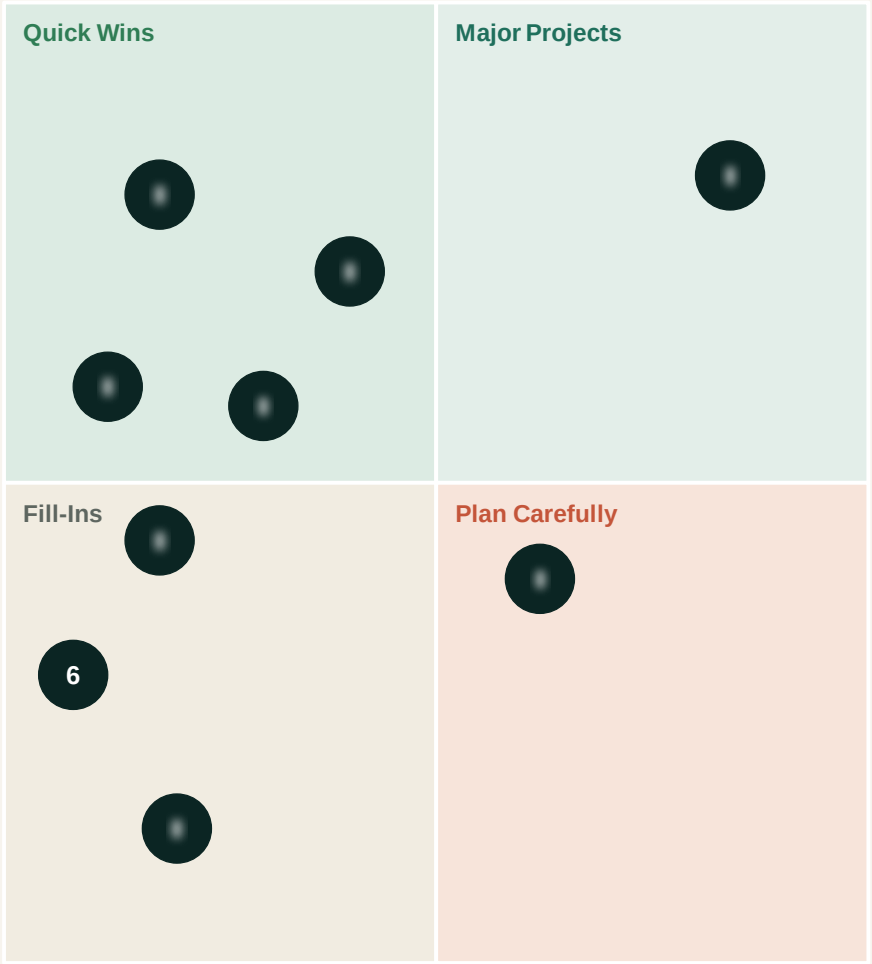
Needs audit: the anchor "…" appears across domains (links), a footprint that rarely occurs naturally (BuzzIQ Labs reading; manual review needed). Top referring domains: , , .

Worth building on: follow links from the members directory, the page and the , plus an GitHub nofollow link. These match sources AI engines trust.

Key Takeaway **is found when buyers search its name, not when they search the problem. Cleaning the anchor cluster and earning authoritative links would help both search and AI answers.**

Source: Semrush Domain Overview (15 Oct 2026) and Organic Rankings (US, desktop, 14 Oct 2026), supplied by the client. Traffic share from the six brand keywords in the visible rows (+ + + + +).

Priority Recommendations And Impact Matrix



#	Action	Evidence
[redacted]	Make Industry Articles citable: add author, publish date, Article schema, internal links from core pages	Articles exist but [redacted] of [redacted] platforms named [redacted] on Q15, Q16, Q21
[redacted]	Publish owned comparison and alternatives pages (Nevermined, Stripe, x402, Crossmint)	Q31: Nevermined recommended; third parties write the comparison
[redacted]	Add FAQs and FAQPage schema to home, product, use-case and [redacted] pages	FAQs only on articles; none on core pages
[redacted]	Link [redacted] and [redacted] as one entity (Organization schema, cross-links, one-line definitions)	[redacted] explained without [redacted] on Q35 (Gemini)
[redacted]	Disambiguate [redacted] from [redacted]	ChatGPT and Gemini answered about [redacted] on Q54
[redacted]	Fix Semrush errors: [redacted] broken links, [redacted] meta descriptions, [redacted] alt texts, [redacted] schema items	Semrush Site Audit, 16 Oct 2026
[redacted]	Earn third-party citations: partner pages, roundups and digital PR	Press and [redacted] cited more than owned pages
[redacted]	Audit and disavow the [redacted]-domain anchor cluster if toxic	Semrush Top Anchors
[redacted]	Re-run this [redacted]-query panel monthly, three runs each	Single-run variance noted in limitations

Key Takeaway **Most of the high-impact work is low effort and sits in content structure. Third-party citations take longer but compound the most.**

Source: BuzzIQ Labs analysis. Impact and effort placements are BuzzIQ Labs judgement, not measured values.

90-Day Roadmap, Targets And How BuzzIQ Labs Helps

WEEKS [illegible] · NO DEPENDENCIES

Foundation

- Entity facts page, Organization schema, “not [illegible]” line (wk [illegible])
- Pricing and protocol-support pages, signed off by [illegible] (wk [illegible])
- Article and FAQ schema, canonicals, sitemap fixes (wk [illegible])
- Baseline protocol: [illegible]-run panel, Google fields (wk [illegible])

WEEKS [illegible] · NEEDS PHASE [illegible]

Build Authority

- [illegible] comparison pages: Nevermined, Stripe, x402, Crossmint (wk [illegible])
- [illegible] category pages for top and middle funnel gaps (wk [illegible])
- Backlink audit of the [illegible]-domain cluster (wk [illegible])
- Interim re-test, then fix weak pages (wk [illegible])

WEEKS [illegible] · NEEDS PHASE [illegible]

Earn And Measure

- Pitch roundups, partner and [illegible] pages (wk [illegible])
- [illegible] third-party pages naming [illegible] (wk [illegible] target)
- Refresh pages from re-test findings (wk [illegible])
- Final re-test and KPI report against baseline (wk [illegible])

Proposed Targets By Week [illegible] (Planning Assumptions, Not Forecasts)

[illegible] to [illegible]

Non-branded mentions, [illegible] platforms ([illegible] to [illegible] of [illegible])

[illegible] to [illegible] of [illegible]

Google AI Overview appearances, non-branded

[illegible] to [illegible]

Owned-domain citation, non-branded ([illegible] to [illegible] of [illegible])

[illegible] to [illegible]

AI Visibility Index, [illegible] chat platforms

Why BuzzIQ Labs

BuzzIQ Labs is a B2B SaaS and tech growth partner focused on SEO, AEO and GEO, content marketing and demand generation. We would own phases [illegible] to [illegible]: the entity, facts, comparison and category pages, schema fixes and third-party outreach. We re-run this [illegible]-query panel on all four platforms at weeks [illegible] and [illegible], three runs each, and report every KPI against the 19 Oct 2026 baseline (next two pages).

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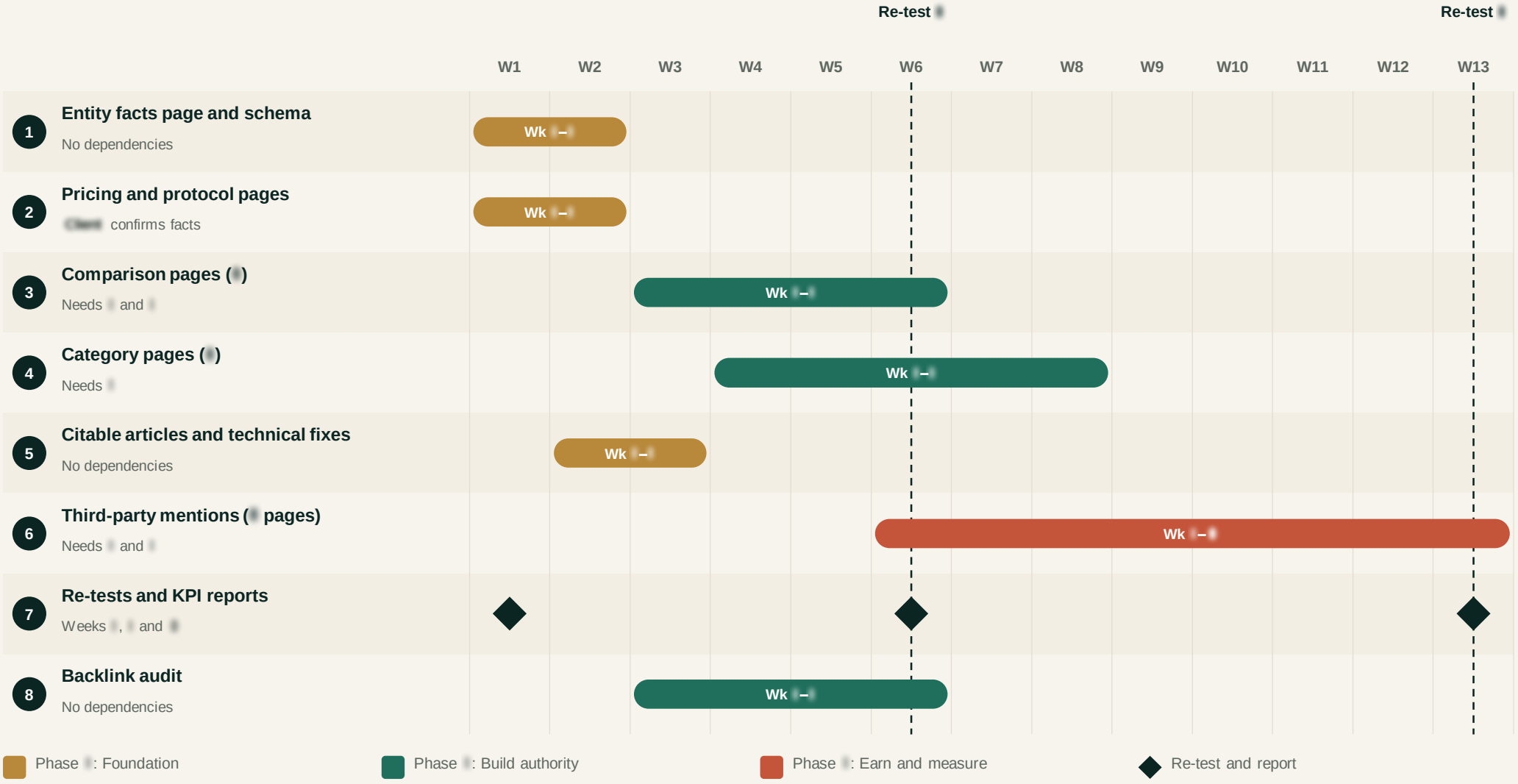
Roadmap Detail: Priorities, Dependencies And Deliverables

Ranked by impact on AI visibility ÷ effort, then ordered by dependency. Impact and effort are BuzzIQ Labs judgement; the evidence column is from this audit. Timing is a planning assumption: AI answers can lag publishing, so week [redacted] and week [redacted] re-tests check results.

#	Action And Deliverable	Audit Gap It Addresses (Evidence)	Impact / Effort	Timing · Depends On	Deliverable And Target
1	Publish one canonical entity page (what [redacted] is, founders, funding, products, [redacted]) with Organization schema, sameAs links and a “not [redacted]” line.	Q54: ChatGPT, Gemini and Google described the wrong company or merged it with [redacted]. [redacted] explained without [redacted] on Q1 (ChatGPT) and Q35 (Gemini).	High / Low	Weeks [redacted] · none	Live by wk [redacted]. Wrong-entity platforms on Q54: [redacted] of [redacted] to [redacted] or fewer.
2	Publish dated pricing and protocol-support pages (x402, ACP, AP2, [redacted]) that state what is and is not supported.	Q56 answers disagree: Claude says support is undocumented, Gemini says supported with no sources, Google says x402 only. Google quotes a [redacted] to [redacted] fee on Q37.	High / Low	Weeks [redacted] · [redacted] confirms facts	Live by wk [redacted]. Q56 and Q37 match the pages on [redacted] of [redacted] platforms.
3	Publish [redacted] comparison pages with a feature table and FAQ: [redacted] vs Nevermined, Stripe, Coinbase x402 and Crossmint.	Nevermined is recommended over [redacted] on Q31 (ChatGPT, Claude, Google); Nevermined pages are cited sources in Google answers to Q24, Q29 and Q31.	High / Medium	Weeks [redacted] · needs [redacted] and [redacted]	Live by wk [redacted]. Q31 no longer recommends Nevermined over [redacted].
4	Publish [redacted] category pages that open with a direct answer: [redacted] basics, agent access gateways, bot access control, protocol comparison, accepting agent payments, [redacted].	Top funnel: [redacted] named in [redacted] of [redacted] answers. [redacted] of [redacted] platforms named it on Q4, Q13, Q15, Q16, Q20 and Q21 although articles exist.	High / Medium	Weeks [redacted] · needs [redacted]	Live by wk [redacted]. Top-funnel mentions [redacted] to [redacted] of [redacted]; Google [redacted] to [redacted] of [redacted].
5	Make Industry Articles citable: author, date, Article and FAQPage schema, internal links; fix [redacted] invalid markup items, canonicals and sitemap gaps.	[redacted] cited in [redacted] of [redacted] non-branded answers. [redacted] of pages lack a canonical; [redacted] of crawled pages are in the sitemap; internal linking [redacted].	Medium / Low	Weeks [redacted] · none	All articles marked up; [redacted] invalid items; owned citations [redacted] to [redacted] of [redacted] (with [redacted]).
6	Earn third-party mentions: roundups and listicles, Visa, Mastercard and [redacted] partner pages, trade media on [redacted] and [redacted].	Without owned citations, BusinessWire, StreetInsider, StablecoinInsider and [redacted] fill the gap. Competitors appear in [redacted] (Coinbase, Stripe) of answers.	High / High	Weeks [redacted] · needs [redacted] and [redacted]	[redacted] third-party pages naming [redacted] by wk [redacted].
7	Re-test the [redacted] queries on [redacted] platforms, [redacted] runs each, recording Google position, recommendation and citations.	Baseline is a single run; Google position, recommendation and citations were not recorded.	High / Low	Wk [redacted], [redacted] and [redacted] · none	KPI report at wk [redacted] and wk [redacted] against the 19 Oct baseline.
8	Audit the backlink cluster and document a keep or disavow decision.	Anchor text “[redacted]…” appears on [redacted] domains ([redacted] links).	Low / Low	Weeks [redacted] · none	Review delivered by wk [redacted].

Roadmap Timeline: 13 Weeks, Three Phases, Two Re-Tests

Bars show the planned work window for each action on the Roadmap Detail page. Phases overlap where work has no dependency. Weeks are counted from project start; timing is a planning assumption.

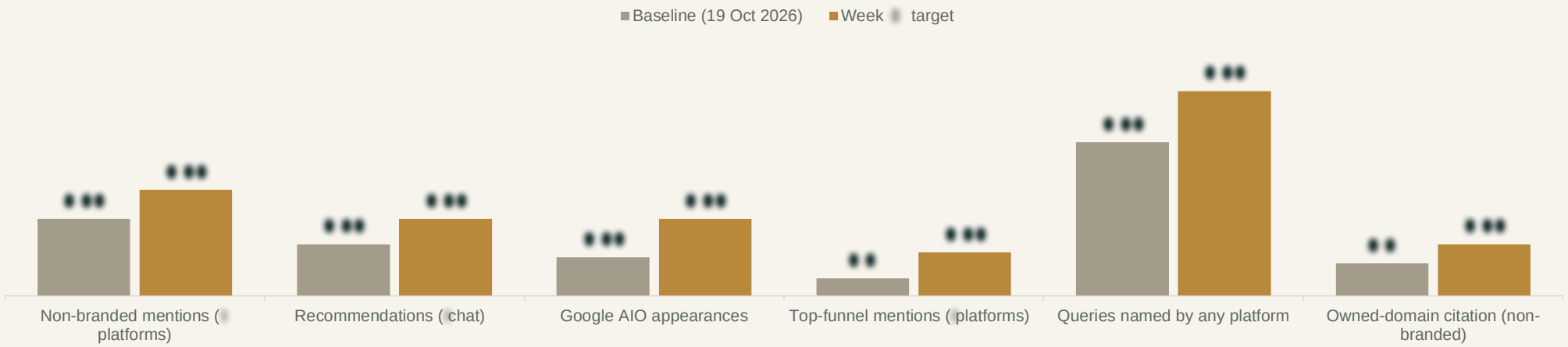


Roadmap KPIs: Baseline And Targets

Baselines are the observed audit counts. Week [redacted] adds [redacted] chat mentions, [redacted] chat recommendations and [redacted] Google appearances to thebaseline; AVI target = ([redacted] ÷ [redacted] + [redacted] ÷ [redacted]) ÷ [redacted] = [redacted]. Planning assumptions, not forecasts; AI answers vary between runs, so each re-test uses [redacted] runs.

KPI	How It Is Measured	Baseline (19 Oct 2026)	Week [redacted] Target
AI Visibility Index ([redacted] chat platforms)	(Mention rate + recommendation rate) ÷ [redacted], [redacted] non-branded queries × [redacted] platforms	[redacted]	[redacted]
Non-branded mentions, [redacted] platforms	Answers naming [redacted] ÷ [redacted]	[redacted] of [redacted] ([redacted])	[redacted] of [redacted] ([redacted])
Recommendations, [redacted] chat platforms	Non-branded answers recommending [redacted] ÷ [redacted]	[redacted] of [redacted] ([redacted])	[redacted] of [redacted] ([redacted])
Google AI Overview appearances	Non-branded queries where the overview names [redacted] ÷ [redacted]	[redacted] of [redacted] ([redacted])	[redacted] of [redacted] ([redacted])
Top-funnel visibility	Top-funnel answers naming [redacted], [redacted] platforms ÷ [redacted]	[redacted] of [redacted] ([redacted])	[redacted] of [redacted] ([redacted])
Visibility across tested queries	Non-branded queries named by at least one platform ÷ [redacted]	[redacted] of [redacted] ([redacted])	[redacted] of [redacted] ([redacted])
Citation frequency, non-branded	ChatGPT and Claude answers citing [redacted] ÷ [redacted]	[redacted] of [redacted] ([redacted])	[redacted] of [redacted] ([redacted])
Citation frequency, branded	Branded answers citing [redacted] domains ÷ [redacted] (ChatGPT, Claude, Google)	[redacted] of [redacted] ([redacted])	[redacted] of [redacted] ([redacted])
Branded sentiment	Share of classified branded answers ([redacted] now; all [redacted] at re -test)	Positive [redacted] · Negative [redacted]	Positive [redacted] or higher · Negative [redacted] or lower
Wrong-entity answers on Q54	Platforms describing [redacted] or merging the companies, of [redacted]	[redacted] of [redacted]	[redacted] of [redacted] or fewer

Baseline Versus Week [redacted] Target (%)



Sources And References

Market And Buyer Research

McKinsey & Company, “The Agentic Commerce Opportunity”, Oct 2025 (mckinsey.com).

Morgan Stanley (Dec 2025), Bain & Company (Dec 2025) and Gartner (Nov 2025) forecasts, as compiled by Stellagent (stellagent.ai), Hexagon (joinhexagon.com) and MetaRouter (metarouter.io).

Retail Dive, “US Agentic Commerce Revenue Forecast To Reach [redacted] Trillion By 2030”, May 2026 (ICSC and McKinsey).

G2, “The Answer Economy”, Mar 2026, n=[redacted], via Demand Gen Report (demandgenreport.com).

Forrester 2026 Buyers’ Journey Survey (Jan 2026) and Gartner 2026 GenAI finding, via machinerelations.ai and supermarketers.ai.

BuzzIQ Labs, “A Comprehensive Guide To Account-Based Marketing For SaaS”, Sep 2026 (Gartner buying-group figure).

[redacted] And Competitors

[redacted]: [redacted] (home, Product, Use Case, launch post of [redacted], Industry Articles), [redacted].

BusinessWire: [redacted] ([redacted]); [redacted] (Dec 2025).

Finextra ([redacted]) and The Block ([redacted]): [redacted] seed and [redacted] total funding.

FinTech Global (Jan 2025): Nevermined [redacted] M raise; Finovate: [redacted] M total. FinTech Global: Crossmint [redacted] M.

Primary Data In This Report

BuzzIQ Labs AI visibility panel: [redacted] ([redacted] queries × [redacted] platforms, [redacted] and 19 Oct 2026); Google AIO results collected by BuzzIQ Labs.

Semrush Domain Overview (15 Oct 2026), Organic Rankings (14 Oct 2026) and Site Audit (16 Oct 2026) screenshots supplied by the client.

BuzzIQ Labs direct review of [redacted] pages, 16 Oct 2026.

Figures from secondary compilations are attributed to the original analyst and flagged as such. [redacted] own articles are used for how [redacted] describes itself, not as independent proof.

Query Panel And Observed Results (1 Of 4)

#n = [redacted] position · Rec = recommended · Cited = owned domain cited · ×n = mentions (branded) with sentiment where classified · † ChatGPT used account context · ‡ answer described a different company · Gemini citations not captured · Google AIO (manual run by BuzzIQ Labs): named or not, branded cited and sentiment; position, recommendation and non-branded citation not recorded

ID	Query	ChatGPT	Claude	Gemini	Google AIO
Non-Branded · TOFU (Awareness) ([redacted] queries)					
1	what is [redacted] for AI agents	Not Named	**#[redacted] · Cited**	Not Named	Not Named
2	how do AI agents pay for things online	Not Named	Not Named	Not Named	Not Named
3	what is agentic commerce	Not Named	Not Named	Not Named	Not Named
4	why do websites block AI agents with captchas and [redacted] errors	Not Named	Not Named	Not Named	Not Named
5	how do AI agents authenticate to websites and APIs	Not Named	Not Named	Not Named	Not Named
6	what are the risks of letting AI agents make purchases	Not Named	Not Named	Not Named	Not Named
7	what is the x402 protocol	Not Named	Not Named	Not Named	Not Named
8	[redacted] vs KYC for AI agents	**#[redacted] †**	Not Named	Not Named	Not Named
9	how can I give an AI agent its own wallet	Not Named	Not Named	Not Named	Not Named
41	what is delegated authority for AI agents making payments	Not Named	Not Named	Not Named	Not Named
Non-Branded · MOFU (Consideration) ([redacted] queries)					
10	best platforms for AI agent payments	**#[redacted] · Rec · Cited**	**#[redacted] · Rec**	**#[redacted] · Rec**	Not Named
11	best AI agent identity verification tools	Not Named	**#[redacted] · Rec**	Not Named	**Named**
12	top agentic commerce infrastructure startups	**#[redacted] · Rec · Cited**	**#[redacted]**	**#[redacted] · Rec**	**Named**
13	best tools to let AI agents make purchases with spending limits	Not Named	Not Named	Not Named	Not Named
14	how to choose an agent payments platform for developers	Not Named	**#[redacted]**	**#[redacted]**	Not Named
15	best bot access control solutions for AI agents	Not Named	Not Named	Not Named	Not Named
16	agentic payment protocols compared: AP2, ACP, x402 and others	Not Named	Not Named	Not Named	Not Named
17	best agent access gateway platforms	Not Named	Not Named	Not Named	**Named**

Query Panel And Observed Results (2 Of 4)

#n = [redacted] position · Rec = recommended · Cited = owned domain cited · ×n = mentions (branded) with sentiment where classified · † ChatGPT used account context · ‡ answer described a different company · Gemini citations not captured · Google AIO (manual run by BuzzIQ Labs): named or not, branded cited and sentiment; position, recommendation and non-branded citation not recorded

ID	Query	ChatGPT	Claude	Gemini	Google AIO
Non-Branded · MOFU (Consideration) ([redacted] queries) (cont.)					
18	stablecoin vs card rails for AI agent payments	Not Named	Not Named	Not Named	Not Named
43	best alternatives to Nevermined for agent payments	# · Rec · Cited	# · Rec	#	Not Named
Non-Branded · BOFU (Decision) ([redacted] queries)					
19	which agent payment platform should a startup building AI shopping agents choose	Not Named	Not Named	# · Rec	Not Named
20	how do I let my AI agent check out on merchant websites without being blocked	Not Named	Not Named	Not Named	Not Named
21	how can my website accept payments from AI agents	Not Named	Not Named	Not Named	Not Named
22	pricing for AI agent payment platforms	Not Named	#	#	Not Named
23	how do I integrate agent identity and payments into my AI agent	Not Named	#	Not Named	Not Named
47	how do I charge AI agents for access to my API	Not Named	Not Named	Not Named	Not Named
48	which agent identity solution works with Visa and Mastercard agent payments	# · Rec · Cited	# · Rec	# · Rec	Not Named
Branded Comparison · MOFU (Consideration) ([redacted] queries)					
24	[redacted] vs Nevermined	× · Cited	× · Cited · Neutral	× · Neutral	Named · Neutral
25	[redacted] vs Coinbase x402	× · Cited †	× · Neutral	× · Neutral	Named · Neutral
26	[redacted] vs Stripe for AI agent payments	× · Cited	×	×	Named · Neutral
27	[redacted] vs Visa Intelligent Commerce	× · Cited	×	×	Named · Cited · Neutral
28	[redacted] vs Crossmint	× · Cited †	×	×	Named · Neutral
29	[redacted] alternatives for AI agent payments	× †	×	×	Named · Neutral
30	[redacted] vs Okta and Auth0 for AI agent identity	×	× · Cited	×	Named · Cited · Neutral
49	[redacted] vs Payman	× · Cited · Neutral	× · Neutral	× · Neutral	Named · Cited · Neutral
50	[redacted] vs Mastercard Agent Pay	× · Cited · Neutral	× · Neutral	× · Neutral	Named · Neutral

Query Panel And Observed Results (3 Of 4)

#n = [Client] position · Rec = recommended · Cited = owned domain cited · ×n = mentions (branded) with sentiment where classified · † ChatGPT used account context · ‡ answer described a different company · Gemini citations not captured · Google AIO (manual run by BuzzIQ Labs): named or not, branded cited and sentiment; position, recommendation and non-branded citation not recorded

ID	Query	ChatGPT	Claude	Gemini	Google AIO
Branded Comparison · MOFU (Consideration) ([n] queries) (cont.)					
51	[Client] vs Cloudflare for AI agent access and payments	×[n] · Cited · Neutral	×[n] · Cited · Neutral	×[n] · Neutral	Named · Cited · Neutral
Branded Comparison · BOFU (Decision) ([n] queries)					
31	[Client] or Nevermined: which is better for pay-per-use API billing for agents	×[n] · Cited	×[n] · Cited	×[n]	Named · Negative
32	[Client] vs Stripe vs Coinbase: which should I use so my agents can buy things	×[n] · Cited	×[n]	×[n]	Named · Neutral
52	[Client] or Crossmint: which is better for agent wallets	×[n] · Cited · Neutral	×[n] · Neutral	×[n] · Neutral	Named · Neutral
53	[Client] vs Stripe agentic commerce suite: which is better for a merchant	×[n] · Negative	×[n] · Neutral	×[n] · Neutral	Named · Neutral
Brand-Specific · TOFU (Awareness) ([n] queries)					
33	what is [Client] and what does it do	×[n] · Cited	×[n] · Cited	×[n]	Named · Cited · Neutral
34	who is behind [Client] and how much funding has it raised	×[n] · Cited †	×[n]	×[n]	Named · Neutral
35	what is [Product]	×[n]	×[n]	Not Named	Named · Positive

Query Panel And Observed Results (4 Of 4)

#n = [Client] position · Rec = recommended · Cited = owned domain cited · ×n = mentions (branded) with sentiment where classified · † ChatGPT used account context · ‡ answer described a different company · Gemini citations not captured · Google AIO (manual run by BuzzIQ Labs): named or not, branded cited and sentiment; position, recommendation and non-branded citation not recorded

ID	Query	ChatGPT	Claude	Gemini	Google AIO
Brand-Specific · TOFU (Awareness) ([n] queries) (cont.)					
54	is [Client] the same company as [Client fa]	×[n] · Neutral ‡	×[n] · Neutral	×[n] · Neutral ‡	Named · Neutral ‡
Brand-Specific · MOFU (Consideration) ([n] queries)					
36	[Client] reviews, pros and cons	×[n] †	×[n] · Cited	×[n]	Named · Neutral
55	[Client] [Product-native] and [Product-rival] explained	×[n] · Cited · Neutral	×[n] · Cited · Neutral	×[n] · Neutral	Named · Cited · Positive
Brand-Specific · BOFU (Decision) ([n] queries)					
37	[Client] pricing and fees	×[n] · Cited	×[n] · Cited	×[n]	Named · Cited · Neutral
38	how do I get started integrating [Client]	×[n] · Cited	×[n] · Cited	×[n]	Named · Cited · Neutral
56	does [Client] support x402, ACP and AP2	Not run	×[n] · Negative	×[n] · Positive	Named · Cited · Neutral

Totals By Platform: Ties To Charts In This Report

Platform	Non-Branded Named (Of [n])	Branded Comparison (Of [n])	Brand-Specific (Of [n])	All [n]	AVI
ChatGPT	[n] · [n] [n]	[n] · [n] [n] [n]	[n] of [n] · [n] [n] [n]	[n] of [n] · [n] [n]	[n] [n]
Claude	[n] · [n] [n]	[n] · [n] [n] [n]	[n] of [n] · [n] [n] [n]	[n] of [n] · [n] [n]	[n] [n]
Gemini	[n] · [n] [n]	[n] · [n] [n] [n]	[n] of [n] · [n] [n]	[n] of [n] · [n] [n]	[n] [n]
Google AIO	[n] · [n] [n]	[n] · [n] [n] [n]	[n] of [n] · [n] [n] [n]	[n] of [n] · [n] [n]	n/a
All [n] Platforms	[n] · [n] [n]	[n] · [n] [n] [n]	[n] of [n] · [n] [n]	[n] [n] of [n] [n] · [n] [n]	[n] [n] ([n] chat)

Totals = answers naming [Client] ÷ answers observed ([n] [n] = [n] [n] chat + [n] Google; ChatGPT Q56 not run). AVI uses the [n] non-branded queries on the [n] chat platforms only; Google AIO has mentions only. Excluded: [n] earlier prompts and [n] near-duplicate queries (Q39, Q40, Q42, Q44, Q45, Q46). Source: BuzzIQ Labs query panel, [n] and 19 Oct 2026.

Branded Sentiment Evidence (1 Of 4)

Sentiment: Positive = favourable or preferred framing · Neutral = descriptive, balanced or complementary · Negative = inferior, not recommended or doubtful. Chat answers re-run 19 Oct 2026; chat answers not listed were not re-run for sentiment. Google AIO: all [redacted] branded answers coded from BuzzIQ Labs screenshots.

ID	Query	Platform	Sentiment	Evidence (From The Answer)
24	[redacted] vs Nevermined	Claude	Neutral	'Less head-to-head than it looks': [redacted] identity-first/buy side vs Nevermined monetization-first/sell side; neither preferred
24	[redacted] vs Nevermined	Gemini	Neutral	'Complementary angles': [redacted] = spend/open-web trust stack, Nevermined = monetization/metering; comparison matrix, no preference
24	[redacted] vs Nevermined	Google AIO	Neutral	Calls both leading platforms with different focus, but the table scores [redacted] lower on agent readiness (E, [redacted] vs BB, [redacted]) and merchant monetization.
25	[redacted] vs Coinbase x402	Claude	Neutral	'Different layers of the stack': x402 open protocol vs [redacted] full-stack network that can speak x402; no preference
25	[redacted] vs Coinbase x402	Gemini	Neutral	'Different layers': x402 open protocol standard vs [redacted] managed identity+payment platform; comparison matrix, no preference
25	[redacted] vs Coinbase x402	Google AIO	Neutral	Says they sit on different layers: Coinbase x402 is a payment protocol, [redacted] is the identity and credential layer.
26	[redacted] vs Stripe for AI agent payments	Google AIO	Neutral	Describes a split between agent-native identity and wallets ([redacted]) and traditional commerce (Stripe); [redacted] for autonomous spending.
27	[redacted] vs Visa Intelligent Commerce	Google AIO	Neutral	Says they are not direct competitors but complementary parts of agentic commerce, used together in Visa pilots.
28	[redacted] vs Crossmint	Google AIO	Neutral	Says both lead their niches: [redacted] for strict [redacted] and spend controls, Crossmint for cards and multi-rail wallets.
29	[redacted] alternatives for AI agent payments	Google AIO	Neutral	Lists Nevermined, Payman, Agentspay, Catena Labs, Crossmint and Coinbase x402 as alternatives; [redacted] is the reference product.
30	[redacted] [redacted] vs Okta and Auth0 for AI agent identity	Google AIO	Neutral	Says [redacted], Auth0 and Okta serve different roles and complement each other; [redacted] covers agent identity plus payment control.
31	[redacted] or Nevermined: which is better for pay-per-use API billing for agents	Google AIO	Negative	Says Nevermined is generally better for pay-per-use API billing; frames [redacted] as strongest at outbound agent spending and [redacted].
32	[redacted] vs Stripe vs Coinbase: which should I use so my agents can buy things	Google AIO	Neutral	Says Stripe, Coinbase and [redacted] serve different sides: Stripe for card merchants, Coinbase or [redacted] for web3 and agent-to-agent use.

Branded Sentiment Evidence (2 Of 4)

Sentiment: Positive = favourable or preferred framing · Neutral = descriptive, balanced or complementary · Negative = inferior, not recommended or doubtful. Chat answers re-run 19 Oct 2026; chat answers not listed were not re-run for sentiment. Google AIO: all [redacted] branded answers coded from BuzzIQ Labs screenshots.

ID	Query	Platform	Sentiment	Evidence (From The Answer)
33	what is [redacted] and what does it do	Google AIO	Neutral	Defines [redacted] as financial and identity infrastructure for agentic commerce and lists its features; notes unrelated [redacted] products.
34	who is behind [redacted] and how much funding has it raised	Google AIO	Neutral	Separates [redacted] (payments, [redacted] seed, two named founders) from [redacted] ([redacted]); correct disambiguation.
35	what is [redacted]	Google AIO	Positive	Credits [redacted] as the primary creator of [redacted], an open standard supported by [redacted], [redacted] and [redacted].
36	[redacted] reviews, pros and cons	Google AIO	Neutral	Balanced list: pros (autonomous payments, [redacted], spending safeguards) and cons (nascent market, AI risk, crypto dependency).
37	[redacted] pricing and fees	Google AIO	Neutral	States a [redacted] to [redacted] transaction fee with card, ACH and USDC funding; adds a note about an older unrelated app with the same name.
38	how do I get started integrating [redacted]	Google AIO	Neutral	Gives step-by-step onboarding: dashboard sign-up, wallet, API keys and framework integrations.
49	[redacted] vs Payman	ChatGPT	Neutral	Balanced: 'Choose [redacted] if building agents buying online services; Payman for authorized money management'
49	[redacted] vs Payman	Claude	Neutral	'Less competitors than complements - different sides of agent wallet'; Mastercard partnership noted
49	[redacted] vs Payman	Gemini	Neutral	Different lifecycle points: [redacted] open-web commerce/identity vs Payman banking/treasury; choose by use case
49	[redacted] vs Payman	Google AIO	Neutral	Says they sit on opposite sides: [redacted] for agents paying digital services, Payman for paying human workers; Payman can use [redacted].
50	[redacted] vs Mastercard Agent Pay	ChatGPT	Neutral	Compares focus areas; has 'Where [redacted] has the advantage' section but also Mastercard strengths (network scale, disputes)
50	[redacted] vs Mastercard Agent Pay	Claude	Neutral	'Different layers of the same stack'; [redacted] named among [redacted]
50	[redacted] vs Mastercard Agent Pay	Gemini	Neutral	Both pioneering; differ in rails (startup/stablecoin vs card network); no preference stated

Branded Sentiment Evidence (3 Of 4)

Sentiment: Positive = favourable or preferred framing · Neutral = descriptive, balanced or complementary · Negative = inferior, not recommended or doubtful. Chat answers re-run 19 Oct 2026; chat answers not listed were not re-run for sentiment. Google AIO: all [redacted] branded answers coded from BuzzIQ Labs screenshots.

ID	Query	Platform	Sentiment	Evidence (From The Answer)
50	[redacted] vs Mastercard Agent Pay	Google AIO	Neutral	Says they are not direct competitors; [redacted] has partnered with Mastercard to supply [redacted] identity to Agent Pay.
51	[redacted] vs Cloudflare for AI agent access and payments	ChatGPT	Neutral	Distinguishes agent-payment platform vs internet infrastructure; notes wallet features in closed beta; no winner declared
51	[redacted] vs Cloudflare for AI agent access and payments	Claude	Neutral	'Compared a lot'; [redacted] = agent side identity-first, Cloudflare = site side; 'how they fit together' as a stack ([redacted])
51	[redacted] vs Cloudflare for AI agent access and payments	Gemini	Neutral	'Different layers... rather than strictly competing'; choose-by-use-case guidance
51	[redacted] vs Cloudflare for AI agent access and payments	Google AIO	Neutral	Says the two are complementary layers (identity and payments versus network-edge enforcement), not competitors.
52	[redacted] or Crossmint: which is better for agent wallets	ChatGPT	Neutral	Split verdict: [redacted] best for agent-to-service payments, Crossmint best for programmable wallets
52	[redacted] or Crossmint: which is better for agent wallets	Claude	Neutral	'No clean winner'; [redacted] identity-first/API micropayments, Crossmint wallets+cards across rails
52	[redacted] or Crossmint: which is better for agent wallets	Gemini	Neutral	Choose-by-use-case: Crossmint for broader web/merchants, [redacted] for [redacted] + API micropayments
52	[redacted] or Crossmint: which is better for agent wallets	Google AIO	Neutral	Says the choice depends on priority: [redacted] for agent identity and crypto-native micro-transactions, Crossmint for cards and multi-chain wallets.
53	[redacted] vs Stripe agentic commerce suite: which is better for a merchant	ChatGPT	Negative	'My default recommendation is' Stripe for a merchant; [redacted] 'worth evaluating' for agent-credential use; product discovery 'not its primary documented focus'
53	[redacted] vs Stripe agentic commerce suite: which is better for a merchant	Claude	Neutral	'Less competitors than different layers'; Stripe for new demand, [redacted] for existing agent traffic
53	[redacted] vs Stripe agentic commerce suite: which is better for a merchant	Gemini	Neutral	Depends on merchant type: Stripe for retail/fiat, [redacted] for API/M2M sellers

Branded Sentiment Evidence (4 Of 4)

Sentiment: Positive = favourable or preferred framing · Neutral = descriptive, balanced or complementary · Negative = inferior, not recommended or doubtful. Chat answers re-run 19 Oct 2026; chat answers not listed were not re-run for sentiment. Google AIO: all [redacted] branded answers coded from BuzzIQ Labs screenshots.

ID	Query	Platform	Sentiment	Evidence (From The Answer)
53	[redacted] vs Stripe agentic commerce suite: which is better for a merchant	Google AIO	Neutral	Says it is not either-or: [redacted] covers agent identity ([redacted]), Stripe covers checkout; [redacted] is best for merchants worried about bot fraud.
54	is [redacted] the same company as [redacted]	ChatGPT	Neutral	WRONG ENTITY: treats [redacted] as [redacted] company / older [redacted] company; [redacted] [redacted] (agent payments) not identified
54	is [redacted] the same company as [redacted]	Claude	Neutral	Correct disambiguation: two unrelated companies ([redacted] payments vs [redacted])
54	is [redacted] the same company as [redacted]	Gemini	Neutral	WRONG ENTITY: explains [redacted] company; payment company only in a closing note
54	is [redacted] the same company as [redacted]	Google AIO	Neutral	Says [redacted] and [redacted] are directly connected through an [redacted] acquisition; mixes the payments company with the [redacted] company. [wrong entity]
55	[redacted] and [redacted] explained	ChatGPT	Neutral	Explainer of wallet + [redacted] with spending rules; neutral descriptive, cites [redacted]
55	[redacted] and [redacted] explained	Claude	Neutral	Factual explainer of [redacted] and [redacted]; no comparative judgement
55	[redacted] and [redacted] explained	Gemini	Neutral	Descriptive explainer: [redacted] = [redacted] + [redacted] + [redacted]; no comparative judgement
55	[redacted] and [redacted] explained	Google AIO	Positive	Says [redacted] provides critical financial and identity infrastructure that lets AI agents act as economic actors; explains wallet, mandates and [redacted].
56	does [redacted] support x402, ACP and AP2	Claude	Negative	'None of x402, ACP, or AP2 is documented as natively supported'; only partial overlap with x402; [redacted] a producer of its own protocol
56	does [redacted] support x402, ACP and AP2	Gemini	Positive	Opens 'Yes, [redacted] provides support and interoperability for x402, ACP, and AP2'; no sources captured (claim unverified)
56	does [redacted] support x402, ACP and AP2	Google AIO	Neutral	Says [redacted] integrates with x402 through [redacted], but runs its own rails instead of natively supporting ACP or AP2.