



The AI Visibility Imperative.

A CMO's Guide to AI Search Visibility in Malaysia.



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WHAT YOUR BOARD NEEDS TO KNOW
Before your competitors act.

“

Your buyers used to search and choose.
Now they ask, and the AI chooses for them.
If you are not in the answer, you are not in the running.

OPENING

FOREWORD

The Uncomfortable Truth.

You have invested years building brand equity. SEO campaigns, content strategies, paid media, PR. Your brand ranks on Google. Your website converts. Your agency reports are green.

And yet — right now — a buyer, a procurement officer, a journalist is asking ChatGPT, Gemini, or Perplexity which brand to trust. The AI is answering them.

If you have not yet built your AI search visibility strategy, the answer is almost certainly not yours.

01

SECTION 1

The shift has already happened —
with or without you.

THE NUMBERS MALAYSIAN CMOs CANNOT IGNORE

Six data points that reframe the brief.

73%

of brands ranking on Google page one have zero mentions in AI answers.

Wellows GEO Visibility Research, 2025

62%

of consumers trust AI tools to guide their brand decisions.

Yext / Researchscape, (US/UK/FR/DE), 2025

43%

use AI tools like ChatGPT or Gemini daily or more.

Yext / Researchscape, 2025

38%

drop in outbound organic clicks when AI Overviews appear.

Agarwal & Sen, Carnegie Mellon, randomised field experiment, 2026

65%

of AI Overview citations come from pages outside Google's top 10 results.

Ahrefs, AI Overview citation analysis, 75,000+ queries, 2025

12%

of AI-cited links also rank in Google's top 10. SEO ≠ AI visibility.

Ahrefs, 15,000 prompts across ChatGPT, Gemini, Copilot, 2025

THE MALAYSIAN ACCELERATION

Buyers, stakeholders, decision-makers —
they are already using AI to decide.

89%

of Malaysian internet users use AI today — up from 75% in 2024.

51%

use AI at work in 2025 — up from 37% in 2024.

25%

use AI tools multiple times a day.

44%

use generative AI monthly, above the global average of 39%.

Sources: Telenor Asia, Digital Lives Decoded 2025. JobStreet by SEEK, Decoding Global Talent 2024.

THE DIVERGENCE PROBLEM

Google rankings no longer predict AI visibility.

TRADITIONAL SEO

Backlinks. Keywords. SERP rank.

Optimised for one ranking algorithm.
Surfaces blue links — not answers.
Brands compete for clicks.

AI SEARCH

Entity. Authority. Citation.

Trained on independent editorial standing.
Synthesises an answer — names brands.
Brands compete to be cited.

Two systems running in parallel. Only one is being actively managed.

02

SECTION 2

What is at stake.

The business cost of AI invisibility.

THIS IS A REVENUE PROBLEM

Not a marketing trend.

23x

Higher signup conversion from AI search visitors than from traditional organic search visitors. AI traffic arrives pre-qualified — the research phase happens inside the chat window.

When AI recommends a competitor, your brand is removed from the consideration set before the buyer ever visits a website. The conversation has happened. The decision has been shaped. You were not in the room.

Source: Ahrefs, AI search visitor conversion analysis, 2025. AI-referred visitors generated 12.1% of signups despite making up only 0.5% of total traffic.

THE COMPOUNDING ADVANTAGE

Editorial standing built today reinforces citation tomorrow.



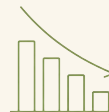
Editorial standing compounds

Sustained, genuine third-party coverage builds a citation record AI references over time. The brands AI cites consistently this year are the brands buyers and the press wrote about consistently last year.



Daily reinforcement

Today's recommended brand collects the data trail that keeps it recommended next quarter, next year.



Inverse compounds

Every month a brand is absent from the sources AI reads is a month of editorial ground ceded — quietly, while traditional dashboards stay green.

Gartner: 65% of CMOs say AI will dramatically change their role within two years.

Source: Gartner CMO Leadership Vision survey, senior marketing leaders (North America, Europe), Aug–Oct 2025.

WHAT YOUR BOARD SHOULD BE ASKING

Four questions. Be ready before they arrive.

- 01** What % of AI answers in our category include our brand?
- 02** How does our AI share of voice compare to top three competitors?
- 03** Are we trending up, flat, or losing ground against rivals?
- 04** What is our strategy to grow AI citation share as adoption accelerates?

03

SECTION 3

How AI search actually works.
What every CMO must understand.

THE MECHANICS BEHIND THE RECOMMENDATION

Three primary mechanisms — none of them SEO.

01 Training data & entity recognition

AI models train on news, industry publications, review sites, Wikipedia. Brands with consistent, accurate representation develop entity authority — the AI's confidence in your existence and category position.

02 Continuous retrieval & citation signals

AI augments training with live retrieval. Selection is determined by structured data, E-E-A-T, independent editorial standing, and content that directly answers the query type.

03 Source authority & extractability

AI weights independent editorial standing for credibility — but it can only cite content it can find, parse, and trust. Most owned content fails on extractability, not credibility. Structured data, entity clarity, and answer-clear content are what makes a brand's own pages citation-ready.

Sources: Ahrefs AI Overview citation analysis, 2025. seoClarity AI citation research, 2025.

WHAT AI ACTUALLY EXTRACTS

AI doesn't read content. It harvests structure.

Most marketing content is written for human readers — narrative, atmospheric, persuasive. AI retrieval systems extract a different unit of content entirely. The shapes below are disproportionately surfaced in AI answers.

LISTS

“Top 5...”
“Best 10...”

Ranked enumerations are pre-formatted for extraction. AI lifts them whole.

COMPARISONS

“A vs. B”

Comparative tables answer evaluation queries directly — the buyer's mid-funnel work.

FRAMEWORKS

“Three-stage...”

Named, structured methodologies travel cleanly across paraphrase and citation.

STATISTICS

“73% of brands...”

Specific, attributable numbers are highly citable. Vague claims are not.

Owned content can win these citations — when it is structured into the shapes AI extracts. Most isn't.

THREE TYPES OF AI VISIBILITY FAILURE

Most brands are failing in all three.

FAILURE	WHAT IT LOOKS LIKE	BUSINESS CONSEQUENCE
<i>Invisible</i>	Brand not mentioned at all when relevant queries are asked.	Zero consideration at the AI discovery stage.
<i>Misrepresented</i>	Brand mentioned but described inaccurately, outdated, or negatively.	Active brand damage; buyer confusion or rejection.
<i>Underweighted</i>	Brand mentioned but ranked below competitors in AI responses.	Competitor captures disproportionate share of intent.

04

SECTION 4

The Growth.pro approach.
A three-layer architecture.

THE THREE-LAYER IP ARCHITECTURE

What you commission. How we build it. What we practise.

LAYER 1 · WHAT YOU COMMISSION

AI Visibility Operating System

The integrated infrastructure that determines how AI platforms perceive, describe, and recommend your brand. Five components: entity, authority, visibility, amplification, measurement.

LAYER 2 · HOW WE BUILD IT

PAVA Framework

Growth.pro's proprietary methodology — **Presence, Authority, Visibility, Amplification** — used to architect, sequence, and operate the work.

LAYER 3 · WHAT WE PRACTISE

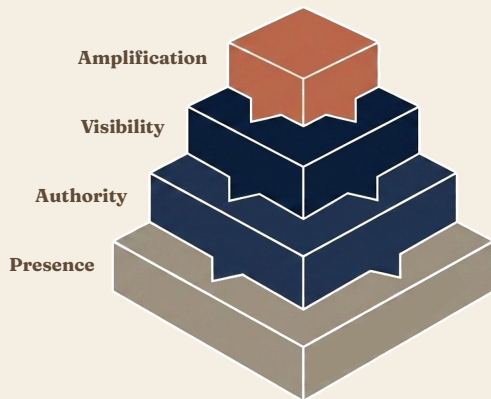
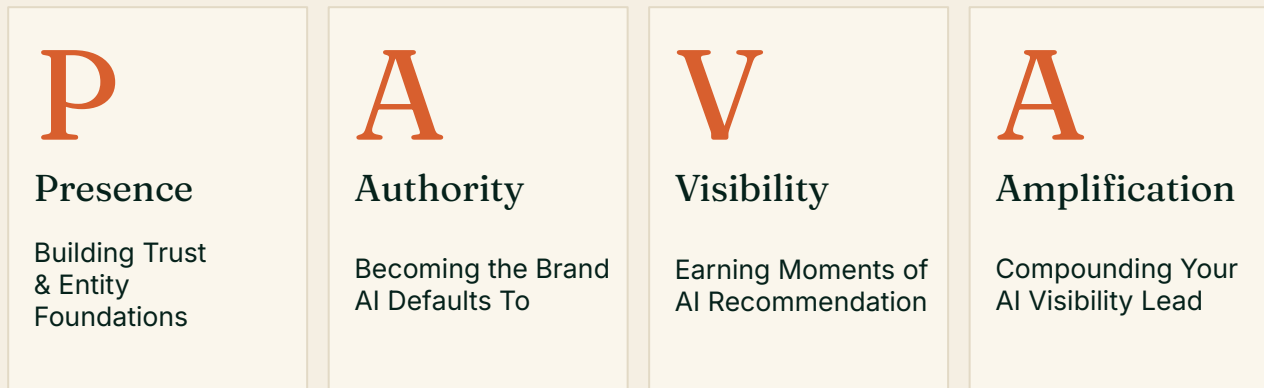
AI Citation Enablement

The technical and editorial discipline that runs through every PAVA pillar — enabling AI to find, verify, and accurately attribute your brand's expertise on the brand's own merits.

THE PAVA FRAMEWORK

Four interlocking pillars.

Brands that skip steps fail silently — while competitors compound ahead.



P

PILLAR 1

PRESENCE

"Can I trust what I know about this brand?"

CONCEPT

Entity integrity — the consistency, accuracy, and depth of your brand's representation across every source AI systems use as input. Most brands have an entity integrity problem they are unaware of, and AI responds by either ignoring the brand or describing it with low confidence.

ACTIVITIES

- Brand entity consistency across structured data sources
- Wikipedia source recommendations (with paid-contributor disclosure)
- Knowledge Panel inputs and directory accuracy
- AI-readable brand narrative for common queries

RESULT

In Growth.pro engagements, entity integrity work has been associated with citation-rate improvements of ~40% within 90 days — before any new content was created.

PILLAR 2

A

AUTHORITY

"Is this brand a recognised leader in its domain?"

CONCEPT

Authority in AI search is built across a wider ecosystem than SEO ever required, and on the merits of the work. Growth.pro identifies which third-party sources matter most for AI citation, provides expert consultancy guidance to your existing PR and partner agencies on genuine editorial opportunities, and measures whether earned coverage converts into AI mentions.

ACTIVITIES

- Citation-source mapping across third-party ecosystem
- Consultancy guidance for PR and partner channels
- Original research and POV — useful and citable on its merits
- Citation-outcome measurement

RESULT

B2B brand: 90.61% AI brand mention rate, 55.92% citation rate from a near-zero baseline.

V PILLAR 3 VISIBILITY

"Is this brand the right answer to this specific query?"

CONCEPT

The most technically precise pillar — and the one most often confused with SEO. Visibility work focuses on which queries your brand appears in, where it appears in the AI response, and how it is described across ChatGPT, Gemini, Perplexity, Google AI Overviews, and Google AI Mode.

ACTIVITIES

- Prompt-universe mapping across decision stages
- Answer-clear content architecture
- Schema and structured data deployment
- Platform-aware content structuring per AI engine

RESULT

AI-optimised content: 290% more clicks, 457% more impressions in a competitive category.

A

PILLAR 4

AMPLIFICATION

"Is this brand consistently validated across multiple independent sources?"

CONCEPT

What separates a temporary visibility spike from a sustained editorial standing. Amplification is the sustained presence of accurate, consistent, and discoverable brand representation across the diverse sources AI reads, maintained over time on the merits of the work.

ACTIVITIES

- Source ecosystem coverage through earned editorial work
- Source diversification across the publications AI reads
- Multi-platform citation consistency
- Continuous monitoring and iteration loops

RESULT

B2B brand: 56.67% AI mentions and 2,971 AI-referred sessions in 90 days.

THE SIGNATURE PRACTICE

AI Citation Enablement.



The technical and editorial discipline that enables AI platforms to find, verify, and accurately attribute your brand's expertise. We work on the brand side of the equation — making the expertise undeniable and citable on its own merits. Runs through all four PAVA pillars.

01 MENTION

Brand is named in the AI answer.

02 CITATION

Brand is explicitly sourced and linked.

03 RECOMMENDATION

Brand is the suggested choice.

*“You don't win AI search by publishing more content.
You win by making your expertise easier for AI to find and trust.”*

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SECTION 5

Real results.
What AI visibility actually delivers.

CASE 01 · B2B SERVICES · 90 DAYS

From invisible to AI-cited.

56.67%

AI brand mention rate
across tracked queries

2,971

AI-referred sessions
from platform recommendations

3

AI platforms simultaneously:
ChatGPT, Gemini, Perplexity

Full PAVA Framework, no prior AI visibility strategy. 90-day operational deployment.

Measurement: AI brand mention and citation rates across tracked category queries on ChatGPT, Gemini, and Perplexity. Growth.pro internal measurement via proprietary infrastructure. Client anonymised pending naming permission.

CASE 02 · B2B PROFESSIONAL SERVICES · CAMPAIGN WINDOW

Authority earned.

90.61%

AI brand mention rate —
9 in 10 relevant answers

55.92%

explicit citation rate
in AI-generated answers

Pillars 1 + 2 (Presence + Authority) executed in tandem from a near-zero baseline.

Measurement: AI brand mention and citation rates across tracked category queries on ChatGPT, Gemini, and Perplexity. Growth.pro internal measurement via proprietary infrastructure. Client anonymised pending naming permission.

CASE 03 · MULTI-CATEGORY · CONTENT CAMPAIGN

Content-led AI visibility.

290%

increase in clicks
from AI search platforms

457%

increase in impressions
in AI-generated responses

18.11%

share of voice
in AI search

Structured AI Citation Enablement programme, category-leading position in a competitive space.

Measurement: AI brand mention and citation rates across tracked category queries on ChatGPT, Gemini, and Perplexity. Growth.pro internal measurement via proprietary infrastructure. Client anonymised pending naming permission.

CASE 04 · HEALTHCARE / AESTHETICS · POST-IMPLEMENTATION

Local category leadership.

#1

AI mention position
across primary category queries

SOV

dominant share of voice
vs. established competitors

Aesthetic clinic brand. New patient enquiries directly attributable to AI platform referrals.

Measurement: AI brand mention and citation rates across tracked category queries on ChatGPT, Gemini, and Perplexity. Growth.pro internal measurement via proprietary infrastructure. Client anonymised pending naming permission.

CASE 05 · RETAIL / HOME DECOR · POST-IMPLEMENTATION

Cross-platform citation growth.

66%

AI brand mention rate
across tracked queries

47%

explicit citation rate —
cited in nearly half of answers

Pillars 3 + 4 (Visibility + Amplification). Citation presence across multiple AI platforms simultaneously.

Measurement: AI brand mention and citation rates across tracked category queries on ChatGPT, Gemini, and Perplexity. Growth.pro internal measurement via proprietary infrastructure. Client anonymised pending naming permission.

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SECTION 6

The FOMO calculus.
What waiting costs you.

EVERY QUARTER OF INACTION HAS A COMPOUNDING PRICE

“We'll add it to next year's roadmap” is more expensive than it looks.

01 · CITATION GROUND CEDED

Competitors accumulate a citation record

AI uses citation frequency as a trust signal. The longer a brand waits, the more catch-up its competitors' citation record forces.

02 · MARKET-SHARE LOCK-IN

Defaults are being set right now

AI concentrates recommendations among a few brands per category. Once defaults set, they self-reinforce. You will not be entering an open market.

03 · ZERO-CLICK RISK

Buyers decide before they ever click

Zero-click searches have risen from 54% to 72% when AI Overviews appear. If your brand isn't in the answer, there's no click left to capture.

Source on zero-click: Agarwal & Sen, Carnegie Mellon, randomised field experiment on Google AI Overviews, 2026.

THE WINDOW IS CLOSING

97%

of digital leaders who have implemented AEO/GEO report measurable positive outcomes.

The question is no longer whether AI visibility works.

It is whether your brand is among the 3% that miss the window.

Source: Conductor 2026 AEO/GEO CMO Investment Report, enterprise digital leaders. Conductor is an AEO platform vendor.

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SECTION 7

The CMO action agenda.
What to do next.

90-DAY AI VISIBILITY FOUNDATION

Phase one of your AI Visibility Operating System.

MONTH 1	AI Visibility Audit	Baseline across ChatGPT, Gemini, Perplexity, Google AI Overviews, and Google AI Mode. Benchmark vs. top 3 competitors.
MONTH 1	Prompt Universe Mapping	Every query buyers type at TOFU, MOFU, BOFU. Gaps become targets.
MONTH 1-2	Entity Integrity (Pillar 1)	Wikipedia (with disclosure), Knowledge Panel, directories, LinkedIn. One narrative. Zero inconsistency.
MONTH 2+	Authority-Building (Pillar 2)	Earned editorial coverage in AI-trusted sources, on the merits of the work. Thought leadership. An ongoing function — not a campaign.
MONTH 2-3	Board-Ready Reporting	Mention rate, citation rate, share of voice, average AI ranking. A primary KPI — not a footnote.

THE BOARD NARRATIVE

How to position the reallocation.

“

We are reallocating spend to AI visibility optimisation. This is not experimental. 97% of leaders who implemented this report measurable positive outcomes.

The risk is in waiting, not acting.”

LANGUAGE FOR THE Q-REVIEW PACK

SECTION 8 · WHY GROWTH.PRO

The strategic choice for enterprise AI visibility.



Aligned with Google's spam-policy guidance

Our methodology was built around the principles Google formally endorsed in its May 2026 generative-search policy update — clarity, accuracy, and demonstrable expertise. We work on the brand side of the equation. Tactics now classified as spam are contractually excluded from our engagements.



Specialist expertise

A team whose sole focus is AI visibility, AEO, and GEO — with documented results and a proprietary methodology built for this era.



Proprietary measurement infrastructure

Continuous monitoring of mention rate, citation rate, share of voice, average AI ranking, and competitive positioning across all five major AI platforms. We work on the brand side of the equation, not against the system.



Malaysian market authority

Deep understanding of the local corporate landscape, media ecosystem, and AI search behaviour — essential for entity work and citation strategy. Awarded Malaysia Digital (MD) Status by MDEC.

HOW GROWTH.PRO FITS YOUR ECOSYSTEM

We don't replace your agencies. We make them AI-effective.

AI visibility is built across two channel types. Growth.pro executes the owned side directly and provides expert consultancy guidance on the earned side — with one measurement layer across both.

OWNED CHANNELS

Executed by Growth.pro

- Content engineering
- SEO & technical optimisation
- Schema & structured data on owned sites
- Entity work & Knowledge Panel inputs
- AI Visibility Operating System — measurement

EARNED CHANNELS

Executed by your partners, on merit

- PR, media relations, analyst relations
- Industry directories & review platforms
- Wikipedia (with paid-contributor disclosure)
- Podcasts, conferences, customer references
- Partner mentions & structured data feeds

Your PR firm gets expert guidance. Your agencies get an AI-citation target. You get one number that proves it worked.

YOUR NEXT STEP

The Enterprise AI Visibility Audit.

Complimentary. ~1 week. The diagnostic phase of your AI Visibility Operating System.

- 01 Your brand's current AI mention rate across ChatGPT, Gemini, Perplexity, Google AI Overviews, and Google AI Mode
- 02 Side-by-side competitive benchmark against your top 3 category rivals
- 03 5 highest-priority query clusters where your brand is currently absent
- 04 90-day action roadmap aligned to the PAVA Framework
- 05 Board-ready summary slide for your CEO and CFO

CLOSING

The brands that will own
their categories in 2027
are making the decision today.

*The data is clear. The window is open.
The cost of waiting is compounding.*

— Alvin Koay, CEO & Founder, Growth.pro

GROWTH.PRO 

Earn the Answer.

Growth, engineered for AI search.

ALVIN KOAY

CEO & Founder, Growth.pro

growth.pro

MD
MALAYSIA DIGITAL

 **shopify**

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