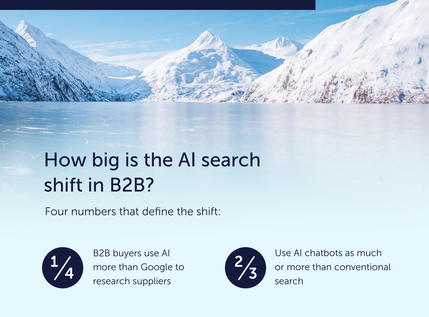
Ice.
Blue.
Sky.

Your buyers have already asked AI about you. Do you know what it said?

1 in 4 B2B buyers now use generative AI more than conventional search to research vendors. Most of them won't click through to your website. They'll form an opinion before they ever get there.



How big is the AI search shift in B2B?

Four numbers that define the shift:

1/4 B2B buyers use AI more than Google to research suppliers

2/3 Use AI chatbots as much or more than conventional search

$750bn
In revenue could be influenced by AI search by 2028

Only 11%
Of marketers say most of their content is AI-ready

What does zero-click AI search mean for B2B vendors?

AI doesn't send buyers to your website. It sends them an answer.

When a buyer uses an AI assistant, it aggregates sources, strips out promotional language and presents neutral trade-offs. Trust forms inside the AI answer — before your prospect has seen a single page of your site.

Forrester finds buyers using AI are around one-tenth as likely to click through to vendor websites. **If your content isn't structured to be found, summarised and cited by AI, you're not in that answer.**

What content does AI search actually reward?

What does AI search actually favour?

Clear questions, not product claims

Structure content around what your buyer would actually ask an AI — not around your features.

Specific proof points

Named customers, quantified results, real timeframes. Vague claims get stripped out.

Problem ⟶ Approach ⟶ Outcome

AI systems extract structured narratives. Content with a logical flow is easier to summarise and cite.

Explicit audience statements

"This is for heads of procurement in financial services" outperforms content written for a generic enterprise buyer.

Plain language

AI rewards clarity. Jargon-heavy content underperforms regardless of how good the underlying thinking is.

How should ABM teams measure content when clicks disappear?

When clicks disappear, what do you measure?

Traffic and click-through are no longer reliable signals of content performance. AI search creates a research phase that leaves no footprint on the open web. The teams adapting fastest are tracking three things:

1 Brand presence in AI-generated answers — running structured queries to check whether and how you appear.

2 Account-level pipeline contribution, not just content views.

3 Sales conversation quality as a leading indicator that AI-mediated content is working.

Is AI search already driving B2B leads?

35% of senior B2B marketers now say performance in generative AI search is their number one content success metric. That places it ahead of brand awareness, cited by 34% of marketers. It also places it ahead of traditional SEO, cited by 29%.

The buyers are already changing how they research. The question is whether your content is changing with them.

Download the full guide:

How AI Search is Changing B2B Buying

DOWNLOAD HERE

- Why zero-click discovery is changing how trust forms in buying committees
- The GEO principles that make content AI-ready
- How to build an account-specific content engine using AI
- Why first-party data matters more than ever
- How to measure performance when traffic signals disappear

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Helping our clients reach and engage buyers in a meaningful way that leads to valued relationships

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