FOR IMMEDIATE RELEASE

Prompted Brand launches to show companies what AI engines say about them, and what to do to win those answers

The platform turns AI visibility into a to-do list and lets brands advertise in ChatGPT. Its first Formula 1 AI Visibility Index finds the leading AI engines can't agree on the sport's top team.



UNITED STATES, October 26, 2026: Prompted Brand today launched in the United States. The platform shows companies how AI answer engines such as ChatGPT, Google AI Mode, Gemini and Perplexity describe them. It then tells them what to do to be named more often, earlier and more favorably. Brands can also place ads in ChatGPT from the same platform.

“We built Prompted Brand because knowing your AI visibility score wasn’t enough. Companies need to know what to do to influence their results, and now they can also advertise in ChatGPT from the same place. It’s the full platform for AI visibility and advertising,” said Samuel Sylvander, Founder and CEO of Prompted Brand.

From score to action

Every day, Prompted Brand asks up to nine AI engines the questions a brand's customers ask, in the markets and languages the brand chooses. The engines are ChatGPT, Google AI Overviews, Google AI

Mode, Gemini, Perplexity, Claude, Copilot, Meta AI and DeepSeek. From the answers it builds a ranked list of what the brand should do next:

- **Content to create:** topics and questions where competitors are named instead, each with a brief based on the pages the engines actually cite, and a full draft scored for how likely AI engines are to cite it.
- **Sites to get cited on:** the review sites, media and forums AI engines rely on in the category, with an outreach plan and a follow-up email for each.
- **Wrong facts to correct:** FactCheck compares what AI engines say about the brand with its verified facts and shows where to fix them.
- **Technical fixes:** AI crawlers blocked by the brand's own website.

Workflows do much of this work automatically and wait for a person to approve each step. When a page gets cited or a wrong answer is corrected, Prompted Brand records the win.

Ads in ChatGPT

Brands that want to be seen right away can run ads in ChatGPT with Prompted Brand's AI Ads. Campaigns are created from the questions where the brand is missing, launched from the brand's own ChatGPT advertiser account, and measured alongside organic visibility. Monthly spending caps, automatic pausing and approvals are built in.

Built for agencies too

Agencies run Prompted Brand for all their clients from one account. They get white-label reports on their own domains, client logins, and AI visibility pitches that show a prospect where it stands before the first meeting.

“We value having a powerful yet intuitive platform that enables us to deliver greater value to our clients. Prompted Brand provides clear, actionable insights that help brands identify opportunities to improve their visibility in AI engines,” said Terése Pageryd, CEO of Texas Digital Agency, named Agency of the Year in Sweden.

Formula 1: same question, different winner

The launch comes with the company's first public research, the Formula 1 AI Visibility Index. Prompted Brand put 30 questions that fans ask to seven AI engines and analyzed 207 answers. McLaren (62.8) edges Ferrari (62.5) by 0.3 points, but the winner depends on the engine. Perplexity, Gemini, Claude and DeepSeek put Ferrari first, while ChatGPT, Google AI Overviews and Meta AI choose McLaren. Red Bull Racing, the dominant team of recent seasons, ranks fourth. The report also shows where the engines get their information: formula1.com is cited in 35.3% of answers, followed by Reddit, Wikipedia and YouTube. Those are the places a team would need to show up to change the answer.

Availability

Prompted Brand is available now at promptedbrand.com in 15 languages, including English and Swedish. Plans start at $119 a month, with a 7-day free trial that needs no credit card. Agencies get a 30-day trial. The full Formula 1 AI Visibility Index and its media kit are at promptedbrand.com/ai-visibility-index/the-formula-1-ai-visibility-index-2026, and the methodology at promptedbrand.com/ai-visibility-index/methodology.

About Prompted Brand

Prompted Brand Inc. (promptedbrand.com) shows brands how AI answer engines such as ChatGPT, Google AI, Gemini, Perplexity, Claude, Copilot and Meta AI describe them, and what to do to be named more often. The platform turns daily AI answers into a to-do list: content to create, sites to get cited on, wrong facts to correct and technical fixes, with workflows that do much of the work. Brands can also run AI Ads in ChatGPT, measured alongside organic visibility. Founded in the United States in 2026, Prompted Brand is available in 15 languages and serves brands and agencies worldwide.

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