

Media Glitch Introduces the Visibility Stack and Publishes First Results From Work With 9 AI and SaaS Platforms

A creator-led performance marketing agency combining search, AI answers, creators, paid media, and conversion. Its six-layer framework delivered a 74% lower cost per signup for Command Code and a 75% reduction for Joylo.ai in month one.



Los Angeles, California Oct 15, 2026 ([IssueWire.com](https://www.issuewire.com)) - Media Glitch, a creator-led performance marketing agency for AI, SaaS and technology brands, today introduced the Visibility Stack, a six-layer framework for search and AI visibility, and published its first results from work with nine AI and SaaS platforms, including more than 100 paid creator collaborations managed and more than 40 keywords ranked at position one.

The Visibility Stack is Media Glitch's six-layer framework for getting AI and SaaS brands found in search, named in AI-generated answers, and chosen by buyers, with every layer measured against signups and paying customers.

[Media Glitch](#) was founded in April 2025 by Farhan Malik. The framework reflects a change in how software gets bought: buyers now look for tools in the search results and in answers from AI assistants such as ChatGPT, Perplexity, Gemini, and Google AI Overviews. Media Glitch treats the two as one problem, because both depend on the same foundations.

"The Visibility Stack is one system for a buyer who now finds software in two places," said Farhan Malik, founder of Media Glitch. "Every layer either feeds the next one or undermines it."

Media Glitch results at a glance

- Media Glitch has managed more than 100 paid creator collaborations.
- Media Glitch campaigns have generated more than 4 million views on YouTube, Instagram, and TikTok.
- Media Glitch has served nine AI and SaaS platforms.
- Media Glitch has ranked more than 40 keywords at position one in Google search.
- Media Glitch cut Command Code's cost per signup by 74%, from approximately \$7 to approximately \$1.80, in about six months.
- Media Glitch cut Joylo.ai's cost per signup by 75%, from more than €20 to approximately €5, in the first month.

Why visibility has split in two

Some software buyers still type a comparison into Google and work through the results. A growing share asks an AI assistant which tool to use and acts on a short answer that names a few products.

A generated answer has no second page. Being left out of it means never entering the shortlist, often without a trace in anyone's analytics. The gap, Media Glitch says, is rarely about budget; it is about whether the basic facts of a business are stated clearly and consistently where these systems look.

What decides whether an AI system names a brand

The deciding factor, according to Media Glitch, is confidence rather than preference.

An AI system builds answers from what it can verify. When a company calls itself a workflow automation platform on its website, productivity software on LinkedIn, and project management on a review site, there are three competing descriptions and no clear one to repeat. The system hedges, or it names a competitor whose identity is easier to sum up in a sentence.

The same logic applies to pages. Content that warms a reader up for several paragraphs gives a machine nothing to extract. Content that answers a real question immediately gives it something usable.

"Most of this work is unglamorous, and that is exactly why it is still available as an advantage," Malik said. "Aligning the way a company describes itself across a dozen places is nobody's idea of an exciting project. It is also the thing that decides whether a model can name you with confidence or reaches for someone else."

The six layers of the Visibility Stack

The Visibility Stack maps [Media Glitch's six services](#), plus scheduled AI prompt testing, into six connected layers. Media Glitch argues that selling one in isolation produces familiar failures: content nobody amplifies, campaigns pointed at pages that contradict them, or sound sites with nothing credible said about them elsewhere.

- **Findable:** [SEO and AI search](#). The work includes making the site crawlable, aligning the company description everywhere the brand appears, adding structured data, and answering each page's question in its first two sentences. Media Glitch ranked 20 of 24 target keywords at position one for Billeasy, a construction finance SaaS company in Canada, between March and June 2026. Billeasy's search impressions grew from 2,190 to 8,070 a month over that period, and some of its keywords began appearing in Google AI Overviews. For Sky Blue Construction, a commercial construction firm in Calgary, Media Glitch built 743 referring domains; 59.27% of

the site's traffic comes from organic search. For UpkeepX, a field service SaaS company, Media Glitch grew search clicks 65% in one month, from 160 to 264 between September and October 2025, an early result from a low base.

- **Voiced: Organic content growth.** Short recorded founder sessions become a publishing calendar across LinkedIn, YouTube, X, Instagram and TikTok, with Media Glitch handling writing, editing and publishing. The agency's view is that business software audiences follow people more readily than logos, and that founder content creates the branded searches and discussion AI systems later read.
- **Vouched: [Creator campaigns](#).** Creators are screened on audience overlap with the client's real buyer before price enters the conversation. Briefs center on a single problem, tracked links are set up before publication, and usage rights are agreed in writing in advance. A Media Glitch creator campaign for Rocket.new with YouTube creator Kingy AI drew more than 1.4 million views and more than 8,600 link clicks. Approximately 35% of those clicks became signups, for more than 3,000 signups tracked. A separate Media Glitch creator campaign with YouTube creator Christian Peverelli tracked more than 5,000 signups from more than 1.2 million views and more than 17,800 link clicks. A Media Glitch campaign for Command Code with YouTube creator AICodeKing reached 89,200 targeted views at a 7% to 8% click-through rate, and more than 80% of visitors from the video entered Command Code's \$1 plan. Media Glitch sees that result as support for choosing audience fit over channel size.
- **Amplified: [Ad creative, video production and paid advertising](#).** Hooks, scripts, static ads, demo edits and creator-style video are produced in batches and tested continuously. Campaigns run across Meta, Google, LinkedIn, X and TikTok, and paid media amplifies what has already proven itself, including whitelisted creator ads. For Command Code, an AI coding agent sold only to developers, Media Glitch runs LinkedIn, Meta, X, and Android ads at about \$10,000 a month. Through constant testing of targeting and creative, Media Glitch cut Command Code's cost per signup by 74%, from approximately \$7 to approximately \$1.80, in about six months. About 30% of Command Code signups become paying customers, which puts the cost per paying customer at approximately \$6. For Joylo.ai, an AI app builder for developers and small business owners, Media Glitch has run Meta ads at about €8,000 a month since about September 2026. Media Glitch cut Joylo.ai's cost per signup by 75%, from more than €20 to approximately €5, in the first month, and the campaign produced 250 signups in its first week. Media Glitch is now optimizing the Joylo.ai account for paying customers, not just signups.
- **Converted: Landing pages and conversion.** Pages are matched to the campaign that feeds them, with copy, design, build, and analytics delivered together so the promise stays consistent from ad to signup button. Pages are built mobile-first, with short forms.
- **Measured: Scheduled AI prompt testing and attribution.** Traditional rank tracking cannot see inside a generated answer, so Media Glitch runs a fixed set of buyer-style questions across ChatGPT, Perplexity, Gemini, and Google AI Overviews on a regular schedule. Each run records whether the client appears, how it is described, and which sources are cited. The cited publications become the target list for coverage, since a mention on a source these systems already trust often outweighs another company blog post. Tracking is set up before launch, with consistent UTM conventions, server-side tracking and a self-reported attribution question on signup forms.

One team, not four vendors

Most software companies hire a creator shop, a media buyer, an SEO consultant, and a web team, then translate between them. Media Glitch runs all six services in-house. The person writing the creator brief also builds the landing page the traffic reaches and reads the attribution data afterward.

Clients work directly with the senior practitioners making decisions, with no account management layer in between. Media Glitch says this shortens the time between spotting a problem and fixing it, because corrections ship as they are found instead of waiting for a monthly report. The agency points to its two paid cases as evidence of pace: a 75% drop in cost per signup in the first month for Joylo.ai and a 74% drop in about six months for Command Code.

Media Glitch works only with AI tools, developer platforms and complex software, so campaigns start with a working understanding of the product. In crowded U.S. software categories, where buyers discount marketing claims by default, credible third-party coverage matters more than polished promotion.

"I will put our model against a four-vendor setup any day," Malik said. "Not because the specialists are weak, but because nobody owns the result. When one team builds the creative, the page and the measurement, you stop losing weeks in the gaps, and you find out what works while the budget is still worth something."

Data stays with the client

"Advertising accounts, pixels, analytics and first-party data stay with the client, and creator usage rights are documented in writing," Malik said. "A client should be able to end an engagement and keep everything that was built. If an agency has to hold your data to keep your business, the work was not good enough."

Published Media Glitch client work includes Rocket.new, Emergent.sh, ImagineArt, Pixlr, Command Code, Joylo.ai, Billeasy, and UpkeepX. Services are available individually or as the full Visibility Stack. Media Glitch offers a free 30-minute Growth Audit that reviews a company's offer, channels, and where visibility is being lost.

About Media Glitch

Media Glitch is a creator-led performance marketing agency for AI, SaaS and technology brands. Founded in April 2025 by Farhan Malik, Media Glitch runs the Visibility Stack, a six-layer framework covering SEO and AI search, organic content growth, creator campaigns, ad creative and paid advertising, landing pages and conversion, and scheduled AI prompt testing. Media Glitch has managed more than 100 paid creator collaborations, generated more than 4 million campaign views, and served nine AI and SaaS platforms. More information is available at <https://www.mediaglitch.com>.

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