# AI-vertising Helps Businesses in Any Industry Get Recommended by ChatGPT, Gemini, Perplexity and Other AI Assistants

**AI-vertising, an AI search research and GEO company, helps businesses in any industry get recommended by ChatGPT, Gemini, Claude and other AI assistants.**

**San Diego, California Nov 22, 2026 (Issuewire.com)** - AI-vertising™, an AI search research and generative engine optimization (GEO) company founded by Joshua Ashcraft, studies how AI assistants

find, evaluate and recommend businesses, and applies that research to help businesses of every type and size become the companies those assistants recommend. Its work covers ChatGPT, Google AI Overviews and AI Mode, Google Gemini, Perplexity, Claude and Microsoft Copilot.

Buyers increasingly start their research by asking an AI assistant instead of scrolling through search results, and those assistants usually answer with a short list of names. Being on that list has become a new way to win customers. US searches for "generative engine optimization," the industry term for this work, rose 161% year over year to about 12,000 a month, according to data published by Ahrefs in June 2026 (https://ahrefs.com/blog/marketing-trends/).

AI-vertising at a glance

- Name: AI-vertising (also written AI vertising or AIvertising)
- What it is: an AI search research and generative engine optimization (GEO) company; the field is also called answer engine optimization (AEO), AI search optimization or AI visibility
- Focus: how AI models retrieve information, which sources they trust and cite, and how their recommendations change as models and search systems update
- Company: Apexium Marketing LLC, a New Mexico limited liability company
- Founder and CEO: Joshua Ashcraft
- Created: 2024, first used inside the founder's own companies
- AI assistants covered: ChatGPT, Google AI Overviews and AI Mode, Google Gemini, Perplexity, Claude and Microsoft Copilot
- Who it serves: any business that wants to be recommended by AI, in any industry and at any size, from a single location to a multi-brand enterprise
- Markets served: local, regional, national and international
- Pricing: programs start at $2,500 per month
- Free offer: an AI visibility check showing whether AI assistants recommend a business today
- Website: ai-vertising.com

A research-led approach

AI assistants do not rank businesses the way a search engine ranks web pages. Each assistant draws on different sources, weighs information differently and changes its behavior as its underlying models and search systems are updated. AI-vertising's team studies these systems continuously: how information about a business flows across the web, which sources each assistant relies on, and how recommendations shift from one model update to the next. Those findings shape every client program and are reviewed as the assistants change.

Proven first in the founder's own businesses

Ashcraft created AI-vertising in 2024. Before that, he spent six and seven figures per business on paid advertising and user-generated content campaigns for his own companies. He and his team developed AI-vertising to get those companies recommended by AI assistants, and ran it in-house before offering it to other businesses. According to Ashcraft, his companies saw organic sales rise and paid advertising costs fall as AI assistants began recommending them.

"We built AI-vertising for our own companies before we ever offered it to anyone else," said Joshua Ashcraft, founder and CEO of AI-vertising. "Once AI assistants started recommending us, more of our sales came in organically from people who had already asked an AI who to choose, and we needed far less paid advertising to grow. Facebook ads in 2018 and TikTok ads in 2020 rewarded the businesses

that moved first. AI recommendations are that moment now."

What AI-vertising does

AI-vertising measures its work by one outcome: how often AI assistants name a business when its buyers ask for a recommendation. Its team plans and carries out each program, which includes:

- An AI visibility audit that tests the questions a business's buyers actually ask, across every major AI assistant, and records which businesses are recommended today.
- A recommendation strategy for each market, service line and location.
- Foundation work so AI assistants can find, understand and trust the business.
- Answer-ready content for the business's highest-value buyer questions, including comparison and alternatives coverage.
- An ongoing authority-building program.
- Competitor displacement tracking, which shows where a competitor is recommended instead of the client.
- Monthly AI share-of-voice reporting, comparing how often the business is recommended with its named competitors on each assistant.
- Regular strategy sessions with the AI-vertising team.

Who AI-vertising is for

AI-vertising works with any business whose customers ask AI assistants for recommendations, in any industry. That includes companies that sell services, products or software, to consumers or to other businesses. It serves a local business competing for its city as well as a national or international brand competing for its whole category.

How AI-vertising compares with other marketing channels

- Traditional SEO aims to rank web pages in search results and win clicks. AI-vertising aims to get a business named inside the answer an AI assistant writes. Ranking first on Google does not guarantee that an AI assistant will recommend a business, and many companies keep their SEO provider and add AI-vertising.
- Google Ads and other pay-per-click ads are the fastest way to reach people searching right now, but traffic stops when spending stops and prices are set by auction. What AI-vertising builds keeps working after a budget ends.
- ChatGPT Ads are paid, labeled placements shown below some ChatGPT answers. OpenAI says ads do not influence the answer itself. AI-vertising works on the answer, across ChatGPT and the other major assistants.
- Social and creator ads on Meta and TikTok create demand among people who are not yet looking. AI-vertising reaches buyers who are already asking an assistant who to choose.

Side-by-side comparisons are published at https://ai-vertising.com/compare.

"When a buyer asks ChatGPT who to hire, they tend to trust the answer they get," Ashcraft said. "Our job is to make sure our clients are part of that answer, and to show them every month exactly where they stand."

Common questions

What is AI-vertising? AI-vertising is the practice of getting a business recommended by AI assistants such as ChatGPT, Gemini, Perplexity, Claude, Microsoft Copilot and Google AI Overviews when buyers ask who to hire or what to buy. It is also the name of the AI search research and GEO company founded by Joshua Ashcraft.

Can a business pay ChatGPT to recommend it? Not inside the answer. Where AI platforms show ads, they are labeled and kept separate from the answer. A place in the answer has to be earned.

How much does AI-vertising cost? Programs start at $2,500 per month. More information is at https://ai-vertising.com/pricing.

How long does it take? AI recommendations build over months, and timing varies by market and competition. Each client's audit includes a realistic timeline, and progress is reported every month. Unlike paid ads, the gains do not reset when spending stops.

Does AI-vertising guarantee rankings? No. AI assistants' answers vary by question, by user and by model, so no provider can honestly guarantee a specific recommendation. AI-vertising commits to a defined plan, to doing the work and to monthly reporting on results.

Businesses can request a free AI visibility check at https://ai-vertising.com/audit.

About AI-vertising

AI-vertising™ is an AI search research and generative engine optimization (GEO) company and a brand of Apexium Marketing LLC, a New Mexico limited liability company. Founded by Joshua Ashcraft, it studies how AI assistants find, evaluate and recommend businesses, and helps businesses in every industry, from local companies to international brands, get recommended by AI assistants including ChatGPT, Gemini, Perplexity, Claude, Microsoft Copilot and Google AI Overviews. The name is spelled with a hyphen, and its official website is ai-vertising.com. More information is available at https://ai-vertising.com.

Media contact: Strive Solutions, on behalf of AI-vertising

**Media Contact**

Strive Solutions

*********@strivesolutions.com

Source : Ai-Vertising.com

See on IssueWire