UNVEILR AI:

Building the Future of AI-Powered Brand Discovery



Sanditya Srivastava
Founder & CEO

The way people search for information is changing rapidly. Instead of visiting multiple websites, users are increasingly turning to AI platforms for direct answers, comparisons, recommendations and even purchase decisions. This shift is creating a new digital priority for businesses: being visible not only in search results, but also within the answers generated by AI systems. AI Search Optimization Services are emerging to address this need, helping brands improve how they are discovered, interpreted and recommended across an increasingly fragmented search ecosystem.

For businesses, this represents more than another digital marketing trend. Visibility within an AI-generated response can influence whether a company enters a customer's consideration set in the first place. Recognising this shift, Unveilr AI is building its proposition around AI Search Optimization, combining technology, data, content intelligence and execution to help brands strengthen discovery across both traditional and AI-led search environments.

Addressing the New Discovery Layer

Unveilr AI is an AI-native Search Optimization company focused on helping brands generate qualified organic leads by improving how they are discovered, understood and recommended across platforms such as ChatGPT, Gemini, Claude, Perplexity and Google. Its approach goes beyond conventional search rankings to examine how AI systems represent a business, which sources they rely on and how often a brand appears in commercially relevant answers.

The company works with clients across India, US, Europe and the UAE, giving it exposure to different search behaviours and market dynamics. This cross-market perspective is particularly relevant as AI-generated recommendations can vary significantly by geography. Unveilr AI combines proprietary monitoring, AI-agent workflows and specialist AEO execution to identify visibility gaps, competitive opportunities and the actions required to improve discovery", shares Sanditya Srivastava, Founder & CEO.

Its positioning is therefore centred on the emerging intersection of search, AI and demand generation. Rather than treating AI visibility as a standalone branding exercise, Unveilr AI connects it to measurable business outcomes, including organic traffic, qualified discovery and lead generation.

Moving Beyond Traditional SEO

Traditional SEO is largely built around helping webpages rank for specific searches. AI Search Optimization introduces another layer: ensuring that a brand is clearly understood, accurately represented, cited and recommended when AI systems generate answers.

"Unveilr AI works across several factors that influence this new form of discovery, including entity clarity, topical authority, structured information, technical accessibility, citation-worthy content and third-party credibility. It also studies commercially relevant prompts to understand how a brand performs when potential customers ask AI systems questions about products, services, vendors or solutions", shares Sanditya Srivastava.

This distinction is becoming increasingly important because strong Google visibility does not automatically guarantee strong representation in AI-generated answers. Unveilr AI's work is designed to close this gap by examining the actual answers customers are likely to encounter and identifying where a business is being overlooked in favour of competitors.

The company's approach is continuous rather than checklist-driven. AI platforms change their retrieval systems, source preferences and answer formats frequently. As a result, Unveilr AI monitors prompt-level visibility, brand mentions, citations, recommendation frequency, competitive share of voice, and AI-sourced leads, with agentic AI turning that data into insights that refine strategy over time.

> **As AI becomes a key layer of product discovery and decision-making, our focus is on helping brands move beyond being searchable to becoming consistently understood, cited and recommended across AI platforms**

Turning Visibility into Business Value

For Unveilr AI, measurement remains central to the AI Search Optimization process. The company analyses how AI platforms describe its clients, which sources influence those descriptions and where competitors gain stronger representation. For businesses operating internationally, performance can also be compared across markets to identify regions where the brand is either well represented or under-discovered.

This data-led approach allows the company to prioritise actions based on potential business impact rather than simply chasing higher mention counts. Its stated results include helping companies achieve an 80 percent increase in AI visibility and more than fivefold growth in organic traffic and leads.

The company's philosophy is rooted in the belief that visibility is valuable when it contributes to consideration and demand. As AI assistants increasingly function as research partners, the ability to appear in relevant recommendations could become an important part of how customers evaluate businesses.

This perspective also reflects the experience of Unveilr AI's Founder & CEO, an IIT alumnus and product builder who had previously developed an AI-led consumer product that reached approximately 10,000 downloads in six weeks. That experience, combined with work around Agentic Search Systems, highlighted the importance of distribution and discovery in digital products and ultimately contributed to the company's focus on AI-led search.

Preparing Brands for Agentic Commerce

The next phase of AI-led discovery could extend well beyond recommendations. Unveilr AI sees agentic commerce as a major emerging opportunity, with AI systems increasingly expected to help users compare products, make selections and potentially complete transactions. The evolution of frameworks such as Universal Commerce Protocol (UCP) points towards a more connected environment in which businesses will need to make their information accessible not only to people, but also to AI agents.

"Unveilr AI is evolving its solutions accordingly, with greater emphasis on product and entity data, structured content, Merchant Center readiness, pricing and inventory clarity, policy information and the technical signals required for AI systems to understand a business", mentions Sanditya Srivastava.



The company has also maintained zero client churn so far while expanding across India and international markets, alongside recognition from publications including The Ken, Inc42 and CEO Magazine India. Looking ahead, its ambition is to become a category-defining AI Search intelligence and execution platform. As search moves from being simply searchable to increasingly recommendable and transaction-ready, Unveilr AI is positioning itself to help businesses navigate that transition and turn visibility across AI and Google into sustained, measurable demand.