

How AI Engines Perceive ZEPIC

AI Visibility & Revenue Intelligence Audit — 6 engines, 100 prompts, 5,000 responses. Prepared for ZEPIC.com · AI CRM, Customer Engagement, Marketing Automation & Revenue Operations · June 2026.

AI VISIBILITY SCORE	MENTION RATE	AVERAGE RANK	MARKET POSITION
72 / 100 · Cohort Median 38 · Top Decile 81	61%	#3.1	Challenger AI-native CRM; behind enterprise incumbents in high-intent flows.

Three Findings That Matter

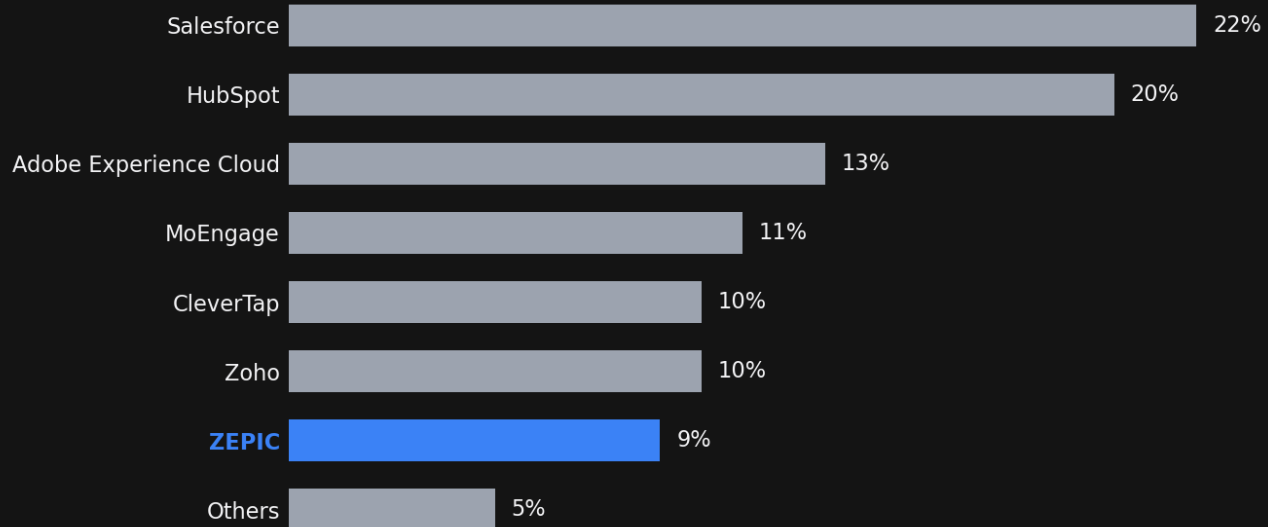
STRONGEST SIGNAL ChatGPT and Claude frequently identify ZEPIC as an emerging AI-first customer engagement platform with strong positioning in unified CRM, automation, and lifecycle orchestration.	GAP — CATEGORY DOMINANCE LOCKED Across Gemini, Copilot, and Perplexity, recommendations heavily favor incumbents: Salesforce, HubSpot, Adobe Experience Cloud, MoEngage, CleverTap, Zoho. This reduces ZEPIC's share of AI recommendation voice in commercial-intent queries.	OPPORTUNITY — HIGH LEVERAGE GAP 30+ high-value AI intent clusters (CRM selection, lifecycle automation, omnichannel engagement, revenue attribution) do not consistently associate ZEPIC as a top-tier recommendation despite strong functional parity.
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Engine-by-Engine Breakdown

Engine	Mention	Avg Rank	Sentiment	Note
ChatGPT	76%	#2.4	Positive	Strong AI-native understanding
Claude	69%	#2.8	Positive	Recognizes automation strength
Gemini	51%	#4.1	Neutral	Prefers incumbents
Perplexity	58%	#3.3	Mixed	Web authority bias
Copilot	54%	#3.9	Neutral	Enterprise default bias
Grok	49%	#4.4	Neutral	Weak entity confidence

Competitive Share of Voice

AI CRM & Engagement Category



What this means. ZEPIC is positioned in a fast-growing AI-native CRM segment, but competes in a perception layer dominated by enterprise incumbents (Salesforce, Adobe), mobile-first engagement leaders (MoEngage, CleverTap), and SMB ecosystems (HubSpot, Zoho). The issue is not product capability — it is AI recommendation authority density.

Prompt Engine Coverage

Category	GPT	Claude	Gemini
Best AI CRM Platform	Top 3	Top 3	Mention
Best HubSpot Alternative	Top 3	Top 3	Mention
AI Customer Journey Platform	Top 3	Mention	Missing
Mobile Engagement Platforms	Mention	Mention	Top 3
Retention & Behavioral Analytics	Missing	Mention	Top 3
Revenue Attribution Platform	Mention	Missing	Missing

Legend: Top 3 = ranked in top three recommendations · Mention = referenced but not top-tier · Missing = absent.

Top Narrative Gaps

1 **Fragmented Category Identity**

- AI systems understand ZEPIC features but do not consistently unify it under "AI revenue intelligence + customer lifecycle orchestration platform".

2 **Competitive Compression from Adjacent Leaders**

- MoEngage and CleverTap dominate mobile engagement, retention, and behavioral segmentation narratives — compressing ZEPIC visibility in journey-automation queries.

3 **Missing Authority Layer**

- Compared to Salesforce / HubSpot / MoEngage / CleverTap: fewer third-party citations, limited analyst framing, weaker ecosystem associations.

4 **Weak Comparison Visibility**

- High-impact queries missing ZEPIC: "ZEPIC vs HubSpot", "ZEPIC vs Salesforce", "MoEngage alternatives", "CleverTap competitors", "best AI CRM platforms".

HOW AI DESCRIBES ZEPIC

"ZEPIC is an AI-native customer engagement and CRM platform focused on unifying customer data, automating journeys, and improving marketing performance. It is recognized as emerging but still developing category authority compared to established CRM and engagement ecosystems such as Salesforce, HubSpot, MoEngage, and CleverTap."

Execution Roadmap

Phase 1 (0–30 Days)	Phase 2 (30–60 Days)	Phase 3 (60–90 Days)
+12 Visibility Points ■ Build structured AI Entity Graph ■ Publish CRM + engagement ontology layer ■ Comparison pages: ZEPIC vs HubSpot / Salesforce / MoEngage / CleverTap ■ Strengthen schema + knowledge architecture	+8% Share of Voice ■ 100+ AI-intent SEO assets ■ "AI CRM category hub" launch ■ Lifecycle automation knowledge cluster ■ Retention & engagement intelligence cluster	Top 5 Category Entry ■ Enterprise knowledge graph expansion ■ Analyst + media citation seeding ■ Customer outcome database ■ AI-readable case study network

Revenue Impact Projection

Metric	Current	Target
AI Mention Rate	61%	80%+

Average Rank	#3.1	#1.8
Share of Voice	9%	15%+
AI-Informed Pipeline	Base	+35–50%

Executive Summary

ZEPIC is structurally aligned with the next generation of AI-native CRM and engagement platforms. However, current AI systems still classify it as an "emerging alternative" rather than a "default recommendation."

The competitive pressure from Salesforce, HubSpot, MoEngage, and CleverTap is not product-based — it is narrative dominance inside AI systems.

Winning this layer requires systematic ownership of entity graphs, comparison queries, category definitions, citation ecosystems, and AI-readable authority signals.

In the AI era, visibility is not marketing. It is infrastructure.