UPP B2B

AN AI VISIBILITY SERVICE FOR B2B MARKETERS

Show Upp

B2B buyers now ask AI to find and shortlist suppliers for them.

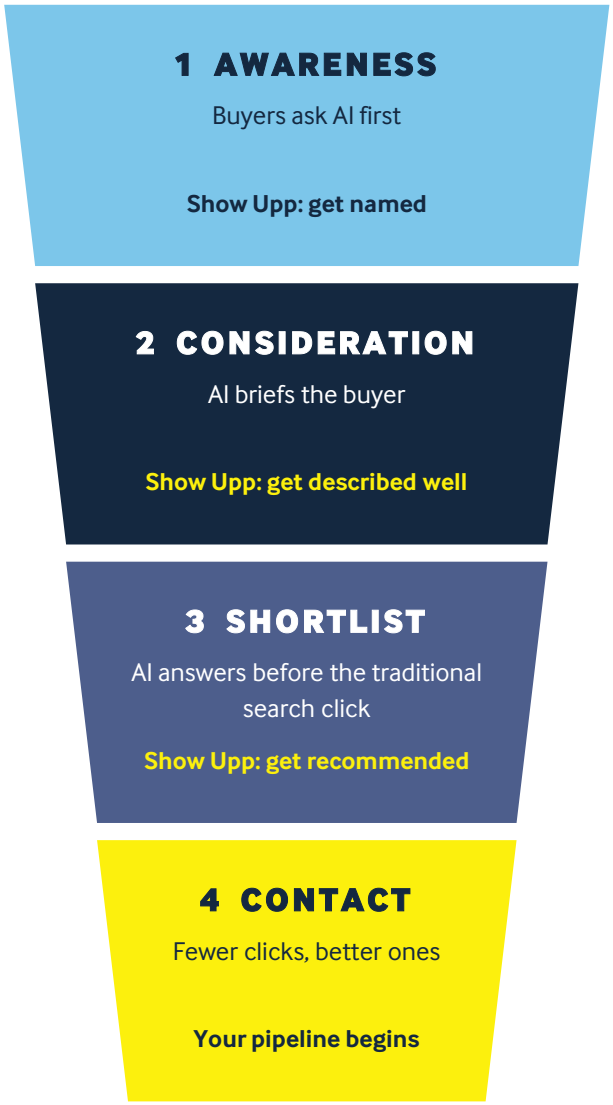
If your brand isn't in those answers, you're missing out, and a competitor is taking your place.

THE NEW B2B BUYING JOURNEY

AI now sits at every stage of the B2B buying journey.

From the first search to the first conversation, AI assistants now help B2B decision-makers find, compare and choose suppliers. It's now a core part of how B2B buys. Here's where they show up, and where Show Upp helps B2B marketers build awareness and consideration.

WHERE SHOW UPP WORKS



900m
people use ChatGPT every week. Google's AI Mode has passed 1bn monthly users.

45%
of UK B2B buyers research new suppliers with AI tools, ahead of LinkedIn (41%).

66%
of UK senior decision-makers use AI tools such as ChatGPT, Copilot and Perplexity in procurement.

42%
of buyers say AI overviews identified new vendors.

12.1%
of sign-ups came from AI referrals in one study, from just 0.5% of visits.

Sources: OpenAI (Feb 2026), via industry trackers; Alphabet Q2 2026 earnings call; Magenta research; Pew Research Center (2025); Seer Interactive (2025), Ipsos (2026).

WHY IT MATTERS

The shortlist is being written before the first call.

B2B buyers haven't stopped researching. They've changed where they do it. AI assistants such as ChatGPT, Gemini, Perplexity and Google's AI Overviews now help decide which suppliers make the shortlist, often long before anyone visits your website or speaks to your team.

AI may build the shortlist, but people still make the decision. And those AI assistants are already describing your business and your competitors to them. So the big question is: **how do machines describe you, and do they recommend you?**

94%

of B2B buyers now use AI somewhere in their buying process

Forrester

2×

as many buyers name generative AI their most meaningful information source as any other, ahead of vendor websites and sales teams

Forrester

80%

of deals are won by the supplier buyers already favoured before they made first contact

6sense

69%

of B2B software buyers chose a different supplier than planned because of an AI assistant's guidance

G2

If AI leaves you off the shortlist, you may never get the call.

Sources: Forrester, *The State of Business Buying, 2026* (Buyers' Journey Survey 2025, c.18,000 buyers); 6sense, *2025 Buyer Experience Report*; G2, March 2026 survey of 1,076 B2B software buyers.

WHAT OUR RESEARCH SHOWS

No silver bullet.

It's not magic; it's creative thinking, aimed in the right places.

AI assistants don't reward one tactic. Each builds its answers its own way, drawing on whichever sources it trusts for that particular question. When we tested 80 prompts across four AI assistants and eight UK B2B sectors, two things stood out.

01

The sources AI trusts change from market to market.

In our research, two industry directories shaped most answers in one sector. In another, suppliers' own websites did. In a third, it was trade bodies and specialist press. National media didn't make a single sector's top 10.

02

Each AI assistant builds its own answer.

When we asked them the same questions in our research, ChatGPT, Google's AI Overviews and Perplexity drew on almost entirely different sources. Not one source made all three top 10s.

Don't let AI make you sound like everyone else.

Forrester found buyers use AI as a starting point, then validate its answers with peers, experts and suppliers themselves. So, AI visibility isn't one channel's job. It's your whole reputation, joined up: your website, your coverage, your listings, your reviews and your people.

Sources: Upp B2B, *What AI trusts in B2B* (November 2026); Forrester, *The State of Business Buying, 2026.*

HOW SHOW UPP WORKS

Insight first. Then we build.

Show Upp is Upp B2B's AI visibility service. It helps B2B marketers build awareness and consideration where buyers now start: in AI answers. We find out how AI assistants describe and recommend you, and which sources shape those answers, then put powerful creative thinking to work to improve your position.

No presumptions about which channel matters. The evidence decides.

01

Uncover

Decide what you want to be famous for: the buyer questions that matter commercially, and the AI assistants your audience actually uses.

02

Score

Measure how visible you are: how often you're named and cited, and how you're described, benchmarked against your competitors.

03

Diagnose

Find out what drives each answer: which owned, earned and shared sources each AI assistant trusts, and where competitors appear and you don't.

04

Build

Turn the findings into a prioritised roadmap, then bring it to life with creative content, media, digital and technical work.

05

Aim higher

AI answers keep moving. We re-test, track and keep raising the bar, so the positions you win are positions you keep.

Steps 03 to 05 run as a continuous cycle, because the answers keep moving.

WHAT YOU GET

Proof you can show to the board.

Your Show Upp score

How visible, accurate and recommended you are across AI assistants, benchmarked against 3–5 competitors.

AI answer map

What each AI assistant says about you, your category and your competitors, and which sources it cites.

Source influence analysis

Which owned, earned and shared sources matter in your market, and the insights and messages you can use to influence them.

Prioritised roadmap

A clear plan across owned, earned and shared channels, with goals, milestones and owners.

Integrated delivery

Branding, content, campaigns, digital and technical work from one B2B team, so nothing falls between the gaps.

Tracking and re-tests

Regular re-testing of your priority prompts against competitors, reported in plain English for the board.

Built for B2B marketing directors who need to:

- ✓ Answer the board's question: "what is AI saying about us?"
- ✓ Get brand, content, PR, SEO and sales pulling in the same direction
- ✓ Show progress with a measurement framework everyone agrees on

LIMITED OFFER

Time to show upp?

Claim your free AI visibility audit.

Sign up by **28 January 2027** and we'll audit your AI visibility free of charge. Normally **£2,750**.

Your free audit includes:

- ✓ Up to 10 priority prompts, chosen with you
- ✓ Tested across the AI assistants your buyers actually use
- ✓ Your position benchmarked against 3–5 competitors
- ✓ A 45-minute readout with your top three priorities

Claim your free audit →

hello@uppb2b.co.uk

No obligation. Places limited to 10 businesses.

Why Upp B2B?

20 years of powerful creative thinking for B2B brands. Branding, websites, campaigns and digital sit under one roof, so the evidence decides the mix.

Why now?

AI assistants are forming their view of your market today. A strong position is easier to build early than to win back once a competitor holds it.