AI Share of Voice: Energy B2B's New Visibility Metric

Your energy buyers now open ChatGPT, Gemini and Google's AI Overviews before they open a browser tab, and they build vendor shortlists inside those answers. If your firm is not named, you are not in the running, and you will never see the loss in your analytics.

THE SHORT ANSWER

What is AI Share of Voice and how do energy B2B marketers measure it?

AI Share of Voice is the share of answers from AI engines such as ChatGPT, Gemini, Perplexity and Google's AI Overviews, across a fixed set of buyer questions, in which your brand is mentioned, cited or recommended, measured against named competitors. You measure it by defining a prompt set of 50 to 200 real questions your buyers ask, running those prompts across each engine on a regular schedule, and scoring three things: presence, whether you appear at all, position, where you appear in the answer, and citation share, how often your own pages are the source. There is no single industry standard formula yet, so the discipline is to fix one consistent method and track the trend over time and by engine.

In this briefing

01

The metric for a market that has moved into the answer

What is AI Share of Voice, and why does it matter now?

- Share of Voice has always been a proxy for attention: your slice of the advertising, the search rankings or the press coverage in a category. AI Share of Voice applies the same idea to a new surface.
- The reason it matters now is that the answer engine has become the first stop, not the last. Forrester reported that 89 percent of B2B buyers had adopted generative AI as a top source of self-guided research, roughly three times the consumer rate, according to coverage of its data by Demand Gen Report .
- For energy firms this is not an abstract shift. When a procurement lead, an asset manager or an engineer asks an assistant to name credible suppliers for a scope of work, the model returns a shortlist. If your firm is on it, you are in consideration before a salesperson has done anything.

02

The research journey now starts with a question, not a query

Why has the buyer's first touch shifted into AI, and how fast?

- Two forces are compounding. The first is behaviour: buyers prefer to research alone, and generative AI is the most efficient self-service tool ever handed to them.
- The second force is the search page itself changing under buyers' feet. Google's AI Overviews now sit above the classic links on a large and contested share of queries.
- Gartner sharpened the point in 2024 when it predicted that traditional search engine volume would fall by around 25 percent by 2026 as chatbots and virtual agents absorb queries, advising that companies would need to focus on producing unique, useful content that demonstrates expertise, experience, authoritativeness…

03

Three numbers on a fixed set of questions

What do you actually measure?

- AI Share of Voice is not one number but a small family of them, all computed on the same fixed prompt set so the trend is comparable week to week.

01 **Presence rate**
The share of answers, across your prompt set and chosen engines, in which your brand is mentioned at all. This is the base metric, the

02 **Position and framing**
Being named is not the same as being recommended. Track where you appear, first in a list or a footnote, and how you are framed,

03 **Citation share**
How often the answer's cited sources are your own pages rather than a directory, a competitor or a review site.

04

A four step method any energy marketing team can run

How do you build the measurement in practice?

- The method is simple to state and demanding to do well. First, build the instrument: assemble 50 to 200 questions that real buyers in your category ask, in their language, not yours. Second, fix your competitor set, the five to ten firms you expect to be compared against.
- Two cautions keep the number honest. Answers are probabilistic, so a one-off snapshot is noise; only a repeated, scheduled measurement reveals a trend. And there is no agreed standard, so a figure from one tool cannot be compared with a figure from another.
- The table below sets out the core measures, what each answers, and an energy example, so a team can turn the idea into a repeatable weekly report.

FIG.54.04 · DATA

A four step method any energy marketing team can run

Metric	The question it answers	How to compute it	Energy example
Presence rate	Do we appear at all?	Answers mentioning you divided by total answers in the prompt set	You are named in 22 of 120 answers about EPC and inspection suppliers, a 18 percent presence rate
Share of voice	How do we compare with rivals?	Your mentions divided by the total mentions of your named competitor set	You hold 15 percent of mentions across a five firm methane monitoring peer set
Position	Are we recommended or just listed?	Average rank of your mention within the answer, plus a note on framing	You appear on average third, usually as a regional specialist rather than the default
Citation share	Is our own content the source?	Answers citing your pages divided by all answers with citations	Your site is cited in 9 of 40 sourced answers, a 22.5 percent citation share
Sentiment and accuracy	Are we described correctly?	Manual review of tone and factual errors in answers that mention you	Two answers wrongly state you do not operate offshore, a correction and content priority

FIGURES AS STATED IN THE FULL DOSSIER; ESTIMATES MARKED AS SUCH.

05

Committee buying, long cycles and thin, technical categories

What makes AI visibility different in energy?

- Energy buying is not a single click. It is a committee decision, often long and high value, made by procurement, engineering and finance functions that each research independently.
- Energy categories are also thin and technical, and that changes the measurement. When a buyer asks who leads subsea inspection, who provides methane monitoring at scale, or who can assure CSRD data for an oil and gas supply chain, the model has fewer credible sources to draw on than it would in a mass consumer…
- The prompt set, then, has to be engineered from genuine procurement language, drawn from tender questions, buyer interviews and the intent signals a firm already collects.

06

Measure first, then optimise, and make it a standing KPI

What should energy marketing and sales leaders do with this?

- The first move is to measure before optimising. Optimising for answer engines, the discipline of generative engine optimisation, only pays off if you can see whether it is working, and most teams currently cannot.
- The second move is to treat AI Share of Voice as a leading indicator, not a vanity metric. Because buyers shortlist inside the answer before they ever contact sales, a rising presence rate today is a rising pipeline tomorrow, in the same way that intent and attribution feed a long cycle forecast.
- The third move is posture. An energy brand that is measured, cited and correctly described by the models is a brand that shows up at the exact moment a committee is forming its view, and one that can prove it.

What matters

01 Buyers have moved into the answer engine. Forrester found that 89 percent of B2B buyers had adopted generative AI as a top source of self-guided research, about three times the consumer rate, and G2 research in 2026 reported that 51 percent of B2B software buyers

02 Invisibility in AI answers is silent. Unlike a lost search ranking, a missing mention leaves no impression, no click and no line in your analytics, so the loss is real but unrecorded. G2 found that 69 percent of buyers chose a different vendor than they first

03 AI Share of Voice is measurable, not mystical. It rests on three numbers on a fixed prompt set: presence rate, the share of answers that mention you, position, where in the answer you land, and citation share, how often your pages are the cited source.

04 The prompt set is the instrument, and in energy it must be built from real procurement language. Questions like which firms lead subsea inspection, who provides methane monitoring at scale, or who assures CSRD data for oil and gas are where committees

05 Measurement is the prerequisite for managing a new channel. Adobe reported that AI referrals converted about 31 percent higher than other online sources over the 2025 holiday period, and Gartner predicted in 2024 that traditional search volume would fall

STRATEGIC REFLECTION

Where is your energy brand's biggest AI visibility gap right now?

- **We are not measuring it at all**
  The most common starting point. You cannot manage what you cannot see, and a missing AI mention leaves no trace in analytics, so the first win is simply standing up a repeatable
- **We appear, but behind competitors**
  A position problem, not a presence problem. The lever is authoritative, structured content on the specific questions where rivals are cited and you are not, then re-measuring to
- **The models describe us inaccurately**
  The most urgent case in a technical category. Wrong claims about your capabilities or geography actively lose deals, so accuracy and clear, citable source pages become the

Continue the analysis

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- Generative Engine Optimisation for Energy B2B
- Selling Into the New Energy Buying Committee
- Energy B2B Marketing Attribution Across the Long Cycle

FULL DOSSIER, SOURCES & FAQ:

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