

Agency Revenue Radar

20-Question Decision Briefing for CMS vendors

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PURPOSE & POSITION

Summary

Purpose of this document

This briefing covers 20 vendor questions offering a structured decision asset for CEOs, CROs, partnership leaders and marketing leaders. It is designed to sit behind the main CMS vendor page as the detailed proof-led evaluation document.

Strategic frame

Agency Revenue Radar is a platform for agencies. For CMS vendors, the value sits in partner-led licence growth, partner retention, demand generation and evidence-led channel differentiation.

Decision standard

The question is not whether AI readiness is topical. The question is whether Revenue Radar gives partners a credible commercial motion that strengthens the vendor ecosystem.

Recommended reading logic

Each question is structured as a vendor concern, a direct answer, supporting proof points, and the decision position Revenue Radar should hold in the CMS vendor conversation.

Core position

Revenue Radar gives CMS vendors a practical way to help partners monetise AI readiness, while strengthening partner loyalty, licence relevance, co-marketing output, vertical authority and ecosystem differentiation.

Source basis: the supplied CMS/DXP partner-channel research briefing, the Agency Revenue Radar CMS vendor page, the AI Readiness agency briefing, and the additional 10 questions supplied for this revision.

COMMERCIAL CASE AND VENDOR GROWTH

1. Why should a CMS vendor care about Agency Revenue Radar?

Vendor concern

A CMS vendor will only give channel attention to a platform that connects to its own growth model. The starting point is partner-led licence growth, not agency productivity.

Answer

A CMS vendor should care because partner success now carries direct strategic value. Partners influence platform selection, client retention, implementation quality, expansion opportunities and renewal confidence. Revenue Radar gives those partners a current AI readiness conversation that is evidence-led, commercially relevant and directly connected to client confidence.

When partners have stronger reasons to engage clients, the vendor gains a stronger route to licence defence and expansion.

Proof points

- The research briefing states that CMS and DXP vendor licence growth is explicitly tied to partner success and loyalty.
- Canalys frames the market as 73% partner-led and over 90% partner-assisted, with 73.3% of technology and telco spend going to, through and with the channel.
- Forrester reports that two-thirds of B2B leaders expect partner-influenced revenue to grow above last year, with 67% planning for indirect revenue growth.

Decision position

Revenue Radar should be positioned as a partner-led growth instrument that helps vendors make their channel more active, differentiated and relevant across an AI readiness market.

COMMERCIAL CASE AND VENDOR GROWTH

2. Does this create licence growth, or only agency service revenue?

Vendor concern

The vendor will separate agency billable work from vendor licence value. A service line becomes channel-critical only when it supports retention, expansion or migration.

Answer

Revenue Radar offers agency sales engagement initially, then service revenue, which creates vendor licence value through the accounts those services influence. Partners use the outside-in read to reopen dormant accounts, strengthen current client reviews, identify unmanaged estate issues and show where consolidation onto a managed CMS environment may be relevant.

That turns AI readiness into a route for licence protection, licence expansion and estate rationalisation.

Proof points

- The CMS vendor page identifies licence protection, partner renewal support, sector ownership and hidden estate consolidation as core strategic cases.
- AAAnow risk profiling across 100+ million websites from 2017 to 2023 identifies 41% of the commercial estate as sitting outside a digital team's view.
- The research briefing notes that vendors already reward partner contribution through commissions, revenue share, tiering, enablement and co-sell structures.

Decision position

The vendor value is not that partners sell a report. The vendor value is that partners gain evidence to defend clients, expand platform relevance and surface estates that should move into managed CMS control.

PRODUCT FIT AND AI READINESS POSITIONING

3. Does this compete with our own AI, GEO, AEO or visibility roadmap?

Vendor concern

CMS vendors are already building or positioning around AI discovery, GEO, AEO, content supply chains, agentic content and LLM visibility.

Answer

Revenue Radar should be positioned as the readiness and evidence layer beneath visibility tooling. Vendor tools can help brands create, structure and optimise owned content. Revenue Radar assesses the outside-in picture AI forms from the wider footprint, including legacy sites, documents, third-party references, unmanaged assets and content inconsistencies.

This makes the vendor's own AI and visibility roadmap easier for partners to monetise, because partners can show clients why the foundations matter before promotion begins.

Proof points

- The research briefing identifies AI-driven discovery as the defining CMS and DXP category theme for 2025-2026.
- Sitecore, Adobe, Optimizely, Contentful, Storyblok and Acquia are all repositioning around AI-led discovery, LLM visibility, GEO, AEO and AI-ready content.
- The vendor page states that visibility tools surface what a brand publishes, while Revenue Radar works on what AI can find, read, interpret and trust across the wider footprint.

Decision position

Revenue Radar should not be sold as another visibility tool. It should be sold as the independent readiness layer that helps partners make AI discovery commercially credible.

PRODUCT FIT AND AI READINESS POSITIONING

4. What does AI readiness mean in a way partners can sell?

Vendor concern

The term AI readiness can be weakened by vague language. Partners need a definition they can repeat without sounding like another generic AI campaign.

Answer

AI readiness is the outside-in state of how an organisation is found, interpreted, trusted and recommended by AI systems from what they can access online. It is not internal AI adoption, and it is not limited to owned web pages. It covers the full footprint AI can read, including sites, documents, legacy material, third-party references and assets the client may no longer remember are visible.

Proof points

- The AI Readiness briefing defines the outside-in view as the picture AI builds of an organisation from what it can find online, whether anyone is managing it or not.
- The working definition states that AI readiness is measured by what AI can find, interpret and act on across the full footprint of information an organisation has made available.
- The framework uses ten principles, with web pages and PDF pages assessed separately to show what AI sees when reading each property.

Decision position

The commercial definition should remain outside-in. Revenue Radar helps agencies show clients what AI sees, not merely what the client believes it is presenting.

PARTNER ENABLEMENT AND CHANNEL EXECUTION

5. Why is this the right channel enablement play now?

Vendor concern

CMS vendors already have partner programmes, tiers, certification, MDF, partner directories and co-marketing. Revenue Radar has to fill a gap those systems do not address.

Answer

Most partner programmes help agencies implement the platform. Fewer help agencies generate demand, open current conversations and defend retainers with evidence. Revenue Radar fills that commercial enablement gap. It gives partners a ready AI readiness conversation, a way to lead with evidence, and a basis for co-marketing that is stronger than generic platform promotion or certification badges.

Proof points

- The research briefing says partner programmes are heavy on training, certification and badges, but thin on tools that help partners win and retain client work.
- MDF utilisation commonly runs 40 to 60%, with process friction and capability gaps limiting productive use.
- Techaisle describes traditional MDF as being in structural collapse, while partners increasingly prefer outcome-based funding and capability-led support.

Decision position

Revenue Radar should be framed as commercial enablement, not product enablement. It helps partners create demand and differentiation, which is the gap vendors need to fill.

PARTNER ENABLEMENT AND CHANNEL EXECUTION

6. How does this help partners win, retain and expand client accounts?

Vendor concern

A vendor will ask whether partners can use the platform in specific sales motions. General statements about AI readiness will not be enough for adoption.

Answer

Revenue Radar gives partners three immediate commercial motions. For present clients, it creates a standing reason to review how the client is represented by AI and whether readiness is improving or declining. For lapsed clients, it creates a current and relevant reason to reconnect. For prospects, it gives the agency evidence the prospect has not seen about its own external position, which changes the pitch from capability claims to commercial insight.

Proof points

- The AI Readiness briefing identifies present clients, lapsed and dormant accounts, and new business as the three core agency use cases.
- The same briefing states that automated assessment gives agencies evidence without tying up their own teams.
- The research briefing reports that agencies are under margin pressure, with more agency leaders seeing AI as a significant threat and clients questioning premium fees.

Decision position

The strongest partner message is that Revenue Radar creates relevant client conversations across the book of business, not only during new website projects.

ASSESSMENT CREDIBILITY AND BOARD RELEVANCE

7. Is the assessment credible enough for board-level conversations?

Vendor concern

CMS vendors will not want partners taking weak scoring, vague AI claims or unsupported risk language into board-level client conversations.

Answer

The assessment is strongest when it is presented as a maturity model, not a technical audit and not a vanity score. The AI Readiness framework measures the fundamentals layer on a 0 to 100% range across six bands. It uses ten principles to show how AI interprets the property and whether the reading produces an accurate picture. That gives senior client leaders a position they can understand, question and act upon.

Proof points

- The AI Readiness briefing describes the maturity scale as a position a board and senior leaders can read, understand the exposure behind, and act on.
- The ten principles include Experience, Findability and Access, Machine Structure, Authority and Provenance, Integrity and Consistency, Inclusion, Performance, Carbon, Privacy and Trust, and Agent Operability and Safety.
- The briefing explains that a site can score well on one principle and still fail the picture AI assembles, because AI reads across all ten.

Decision position

Revenue Radar gives partners a board-readable maturity conversation, while keeping detailed technical work separate from the senior commercial decision.

8. How does this protect partner mindshare and licence retention?

Vendor concern

Partners represent multiple platforms. A vendor needs to know whether Revenue Radar increases loyalty, stickiness and renewal relevance.

Answer

Revenue Radar keeps partners commercially active after launch, when many agency relationships become quieter and more vulnerable. Continuous evidence gives the partner a reason to stay close, discuss movement in AI readiness and identify where client action may be relevant. A partner that builds a paying AI readiness practice around a vendor's platform has stronger reasons to remain engaged with that platform and less reason to drift toward a competing ecosystem.

Proof points

- The research briefing identifies partner loyalty and mindshare as recognised revenue levers, because partners represent multiple platforms.
- Channel partner churn is presented as a recurring risk across many B2B industries.
- The CMS vendor page argues that launch-and-forget loses licences quietly, because a client left without contact becomes easier for a competitor to reach.

Decision position

Revenue Radar should be positioned as a partner loyalty and licence retention lever, not only a campaign asset.

PARTNER ENABLEMENT AND CHANNEL EXECUTION

9. How should this be packaged for partners and co-marketing?

Vendor concern

A vendor will not want a loose proposition dropped into the partner portal. It will need sales plays, campaign assets, partner guidance, proof points and claim boundaries.

Answer

Revenue Radar should be packaged as a partner-led AI readiness growth motion. The vendor should make it available through defined sales plays, partner campaign kits, client briefing assets, sector examples, approved wording and role-specific guidance. IN|SITE can support one-off call preparation and prospect conversations. OVER|SITE can support continuous monitoring and relationship development. WORK|PACK can support exact action detail when the client needs practical next steps.

Proof points

- The research briefing shows that co-marketing demand remains real even while traditional MDF struggles to convert into action.
- Pre-built campaign kits are reported to improve MDF utilisation, because they reduce the burden on partners.
- Smaller partners often rely on part-time or shared marketing resources, which makes ready-to-use sales and marketing assets more important.

Decision position

The packaging must feel like a channel growth programme, not a training module. Partners need a route to revenue, not assets they have to interpret alone.

FIRST CHANNEL DEPLOYMENT AND VENDOR READINESS

10. What makes this strong enough to recommend across the channel?

Vendor concern

The vendor's final decision is whether Revenue Radar is strong enough to recommend to partners as part of the channel growth agenda.

Answer

Revenue Radar is strong enough to recommend when it meets three standards. First, partners can explain AI readiness in a consistent and credible way. Second, the outputs create client conversations that would not otherwise happen. Third, those conversations connect to licence-relevant outcomes, including retention, expansion, consolidation, renewal confidence and partner-sourced or partner-influenced opportunity creation.

Proof points

- The research briefing recommends leading with the AI-discovery wedge, then framing Revenue Radar as partner-led licence growth rather than a marketing add-on.
- The briefing also recommends solving MDF and co-marketing utilisation, then differentiating on retention and stickiness.
- The vendor page frames the first move as seeing the platform on the vendor's own partners, present clients, lapsed accounts and prospective accounts.

Decision position

The recommended next step is a first channel deployment with a priority partner cohort, an agreed sales play, and clear measurement of partner action, client response and licence-relevant movement.

SECTOR AUTHORITY AND MARKET OWNERSHIP

11. How can we use Revenue Radar to lead specific industry verticals?

Vendor concern

A CMS vendor will ask whether Revenue Radar creates market authority in verticals where it already wants licence growth, partner relevance and sector visibility.

Answer

Revenue Radar can generate industry-wide AI readiness benchmarks for priority sectors, including higher education, local government, national charities, utilities, regulators and financial services. The vendor can use those benchmarks to set a market reference point, while agency partners receive named account lists and a current reason to open conversations. This is stronger than generic thought leadership because it is built around evidence from the sector itself.

Proof points

- The vendor page states that AI readiness has no agreed benchmark yet, creating an opportunity for a platform to set the standard in a vertical it cares about.
- The additional question set highlights vertical benchmark use cases for higher education, local government and national charities.
- The AI Readiness material gives agencies a recognised maturity scale that can map a whole digital landscape or an individual website.

Decision position

The vendor should use Revenue Radar to create sector authority and partner-ready account intelligence, not only individual client reports.

12. How does Revenue Radar map our CMS capabilities against client gaps?

Vendor concern

As a vendor you will want to know whether findings connect to its product strengths, rather than remaining as external observations with no route back to the CMS.

Answer

Revenue Radar can map platform capability areas against client current-state gaps, including structure, governance, findability, privacy trust, performance, inclusion, consistency and agent operability. That does not mean claiming an automatic uplift from one score to another. It means showing where the vendor's CMS strengths support the foundations AI systems need to read, interpret and trust the estate. When the mapping is handled carefully, partners can translate readiness findings into a credible platform improvement story.

Proof points

- The AI Readiness framework defines the fundamentals layer as the structure of what AI can find, read, interpret and act on across the estate.
- The ten principles create a practical bridge between readiness findings and CMS capability areas such as structure, governance, content consistency and access.
- The additional question set identifies product uplift as a key vendor concern, which should be answered with evidence-led capability mapping rather than unsupported performance promises.

Decision position

The answer should be a capability map, not a guaranteed uplift claim. This keeps the vendor case strong, credible and commercially useful.

RISK, REGULATION AND MISINFORMATION

13. Does this address misinformation and regulatory exposure for our clients?

Vendor concern

A vendor serving regulated sectors will ask whether Revenue Radar helps partners discuss accuracy, outdated assets and conflicting content without overstepping into legal advice.

Answer

Revenue Radar addresses the source conditions that allow misinformation, inconsistency and outdated material to remain visible to AI systems. AI does not only read the content a client considers current. It can assemble a picture from years of published material, archived assets, third-party references and legacy domains. In regulated sectors, that outside-in picture can include withdrawn guidance, superseded procedures or conflicting product information. Revenue Radar gives partners evidence to surface the issue and help clients bring unmanaged content into better control.

Proof points

- The AI Readiness briefing states that years of published material, third-party references, archived assets and legacy domains all feed the picture the market acts on.
- The same briefing identifies misrepresentation, missed visibility and lost trust as board-level consequences when AI reads unmanaged or outdated material.
- The AI Readiness disclaimer states that the content is an overview and should not be treated as legal guidance or official accreditation.

Decision position

Revenue Radar should be positioned as evidence for governance and content control, not as legal advice or regulatory certification.

PARTNER DEMAND GENERATION AND ACCOUNT ACCESS

14. How does this help agency partners get in the door with new prospects?

Vendor concern

A vendor needs a partner motion that creates meetings. Generic AI commentary will not help partners reach prospects who already receive too many AI messages.

Answer

Revenue Radar gives partners a wedge based on the prospect's current state, rather than the agency's capability claims. The partner can open with evidence about how AI reads the organisation, where visibility may be missed, where trust may be weakened and where the estate may need attention. This changes outreach from a speculative pitch into a relevant commercial conversation based on the prospect's own external footprint.

Proof points

- The vendor page states that partners open with evidence rather than a pitch.
- The same page references a 58% improvement in being heard through evidence-led contact, based on AAAnow internal data.
- The AI Readiness briefing says new business conversations are stronger when an agency walks into a pitch holding evidence the prospect has not seen about its own position.

Decision position

Revenue Radar should be presented as an evidence-led lead generation wedge for partners, especially where the vendor wants more partner-sourced opportunity creation.

LICENCE EXPANSION AND ESTATE CONSOLIDATION

15. Does this provide financial justification for platform consolidation?

Vendor concern

A vendor will ask whether Revenue Radar can surface licence expansion opportunities, not only readiness weaknesses.

Answer

Revenue Radar can support platform consolidation by exposing unmanaged digital sprawl and showing how scattered estates affect AI interpretation, maintenance burden, cyber exposure, trust and cost. When websites, documents and legacy assets sit outside proper ownership, they still shape the picture AI presents to the market. Each unmanaged property becomes a potential consolidation conversation when the partner can show why bringing the estate into a managed CMS environment improves control and reduces duplication.

Proof points

- The vendor page states that much of an organisation's web estate sits outside the digital team's knowledge, in orphaned and forgotten sites that still shape how AI reads the brand.
- AAAnow risk profiling across 100+ million websites is used to support the 41% unknown estate proof point.
- The additional question set identifies security, maintenance and misinformation costs as financial justification areas for consolidation.

Decision position

The consolidation argument should connect unmanaged estate visibility to control, cost, risk and licence expansion, without claiming every site must immediately migrate.

PARTNER RETENTION AND RECURRING REVENUE

16. How does this solve the launch-and-forget problem for partners?

Vendor concern

CMS vendors know many partner relationships weaken after implementation. They will ask whether Revenue Radar creates continuing client contact after launch.

Answer

Revenue Radar creates a continuing reason for partners to stay close to clients after launch. OVER|SITE supports ongoing monitoring of the client's external AI readiness position, so the partner can discuss movement, deterioration, improvement and priorities over time. That turns the client relationship from project completion into a managed review rhythm. It also supports licence loyalty because the partner remains commercially present around the platform and the client's evolving digital estate.

Proof points

- The vendor page states that launch-and-forget loses licences quietly because a client left without contact becomes easier for a competitor to reach.
- The AI Readiness briefing says readiness moves as client content and the wider web move, causing the conversation to recur and renew rather than ending at a single audit.
- The additional question set references a 17% average revenue increase from existing accounts, which should be source-labelled as an internal commercial proof point before public use.

Decision position

Revenue Radar gives partners a recurring commercial rhythm, which supports client retention, partner revenue and vendor licence loyalty.

BOARD RELEVANCE AND STRATEGIC MATURITY

17. What board-level maturity conversation does this create?

Vendor concern

A vendor will need partners to elevate the conversation beyond tickets, defects, accessibility checks and technical optimisation.

Answer

Revenue Radar creates a maturity conversation about how the organisation is externally represented by AI systems. The board-level issue is whether the estate can be found, interpreted, trusted and acted on accurately. The maturity scale makes that position readable, while the ten principles explain the source conditions behind it. That allows the partner to discuss brand trust, commercial performance, exposure and governance without forcing senior leaders into technical issue detail.

Proof points

- The AI Readiness briefing defines the maturity scale as a model that senior leaders can read, understand and act on.
- The framework places fundamentals before governance and visibility, making it clear that promotion should not happen before the foundations are verified.
- The additional question set identifies strategic maturity mapping as a core board-level value.

Decision position

The board conversation should centre on external representation, trust and maturity, while technical detail sits behind the senior decision.

OPERATIONAL ADOPTION AND PARTNER EFFORT

18. What operational effort does this create for agency partners?

Vendor concern

Partners will resist anything that creates heavy reporting work, technical dependency or senior time demands before they can use it with clients.

Answer

Revenue Radar should be positioned as low-burden commercial enablement. The assessment is automated, repeatable and designed to give account teams a client-ready position without requiring a bespoke senior review for every conversation. For defined use cases, the aim should be that an account team can move from account selection to a usable position statement quickly, using independent evidence rather than internal opinion.

Proof points

- The AI Readiness briefing states that automated assessment gives agencies evidence ready to go without tying up their own teams.
- The additional question set identifies on-demand use and reduced senior time as operational adoption requirements.
- The research briefing notes that smaller partners often have limited marketing resources, making low-burden enablement important.

Decision position

The vendor should present Revenue Radar as a practical account-team tool that creates commercial conversations without creating significant delivery overhead.

AGENCY DIFFERENTIATION AND COMPETITIVE ADVANTAGE

19. How does this differentiate our agencies from their competitors?

Vendor concern

A vendor will ask whether Revenue Radar makes its partners visibly more valuable, rather than making them sound like every other agency discussing AI.

Answer

Revenue Radar differentiates partners because they lead with evidence about the client's current AI readiness position. Competitors can claim capability, expertise or AI interest. A Revenue Radar partner can show the prospect or client what AI can find, how the estate is interpreted and where attention may be required. That gives the agency a specific reason for the meeting, a clearer account development path and a stronger basis for proving value from the first conversation.

Proof points

- The research briefing states that agencies are under commoditisation pressure, with clients questioning premium fees and using AI to justify budget reductions or in-housing.
- The additional question set references 86% of agencies prioritising growth from existing clients, which should be source-labelled before public use.
- The AI Readiness briefing gives partners a way to bring evidence to the table, rather than having the same general AI conversation as everyone else.

Decision position

Revenue Radar gives partners a defensible difference: evidence about the client's own position, not generic claims about agency capability.

CHANNEL PROFITABILITY AND LONG-TERM VALUE

20. How does this improve long-term profitability across the channel?

Vendor concern

The vendor will ask whether Revenue Radar helps partners become healthier, more profitable and more likely to keep selling the platform over time.

Answer

Revenue Radar improves channel profitability by focusing partner effort where commercial probability and relationship leverage are strongest. Present and lapsed clients often represent better growth opportunities than cold acquisition, because there is existing context, past trust and a clearer reason to re-engage. Revenue Radar gives partners a wedge for those conversations and a recurring service path through ongoing monitoring and action detail. A healthier partner base creates stronger platform advocacy and more durable licence growth.

Proof points

- The research briefing states that vendors win when partners win, and that partner loyalty and mindshare are recognised revenue levers.
- The additional question set identifies present and lapsed clients as high-probability growth areas, with 60 to 70% sale probability where that internal proof point is available.
- The vendor page connects partner wins, client retention, estate consolidation and licence growth as part of the same commercial logic.

Decision position

Revenue Radar should be positioned as a partner profitability engine that also supports vendor licence retention, expansion and ecosystem strength.

21. Source basis and publication guardrails

This document uses the supplied CMS/DXP partner-channel research briefing, the Agency Revenue Radar CMS vendor page, the AI Readiness agency briefing and the additional vendor questions provided for this revision.

The proof points below are the strongest ones to retain in public-facing or partner-facing material.

| Proof point | What it proves | How the vendor uses it |
|----------------------------------|--|--|
| Channel centrality | 73.3% of technology and telco spend goes to, through and with the channel. The market is also framed as 73% partner-led and over 90% partner-assisted. | Use for vendor commercial rationale. |
| Partner-influenced growth | Two-thirds expect partner-influenced revenue to grow above last year. 67% expect indirect revenue to grow above or significantly above last year. | Use for CEO, CRO and partnership leader relevance. |
| Vendor programme logic | Examples include Sitecore renewal-influence commission, Storyblok revenue share, and Optimizely tier advancement tied to revenue and enablement requirements. | Use to show that Revenue Radar fits existing channel economics. |
| MDF and co-marketing | MDF utilisation commonly runs 40 to 60%, while pre-built campaign kits can improve utilisation by reducing partner friction. | Use to position Revenue Radar as productive commercial enablement. |
| Agency pressure | Agencies viewing AI as a significant threat rose from 44% in 2024 to 53% in 2025. | Use to support the need for defensible new partner revenue lines. |
| AI discovery shift | Gartner projects traditional search volume will drop 25% by 2026, while CMS vendors are repositioning around AI-led discovery, GEO, AEO and LLM visibility. | Use for market timing and category urgency. |
| Readiness structure | AI readiness is framed as an outside-in view, supported by a maturity scale, ten principles, and separate assessment of web pages and PDF pages. | Use to support credibility and board-level use. |
| Internal proof | AAAnow references include more than 3.7 trillion data points, risk profiling across 100+ million websites, 41% unknown estate and 58% being-heard improvement. | Use where source-labelled and relevant to the claim. |

22. Sources

Internal figures are the group's own data, drawn from client management, client operations, and customer and client-user feedback. External figures retain their own attributions and dates. A fuller reference list of relevant, cited sources behind and the supporting research paper.

Internal sources

- AAAnow internal data, 2025. 17% revenue increase from existing clients; 58% improvement in being heard; 21% increase in pitch win rates. Measured outcomes from deployments.
- AAAnow internal analysis, 2025. Approximately £400,000 unaddressed post-launch billable work across a 10-client sample; 76% of agencies with no defined post-launch engagement process (104 agencies).
- AAAnow data, 2017 to 2023, 100+ million websites. 41% of websites unknown to digital teams; 19% PDF duplicates; 37% of PDFs untracked once distributed; 3.7 trillion data points.
- AAAnow.ai, 2026. Estimated combined revenue of \$213m across major diagnostic vendors operating inside agency client accounts.

External sources

- BenchPress 2025 (The Wow Company), 677 UK agencies. 46% cite new business as their number one challenge; average gross profit below 40%; 1 in 3 made redundancies in 2024. <https://www.thewowcompany.com>
- Edelman and LinkedIn, 2025 B2B Thought Leadership Impact Report, 3,500 decision-makers. 86% more likely to invite an organization to tender when it produces relevant insight. <https://business.linkedin.com/marketing-solutions/b2b-thought-leadership-impact-report>
- Marketing Metrics (Farris, Bendle, Pfeifer, Reibstein). Probability of selling to an existing client 60 to 70%, against 5 to 20% for a new prospect. <https://www.pearson.com>
- Reichheld, F., Bain & Company / Harvard Business Review. A 5% improvement in retention produces a 25 to 95% profit uplift. <https://www.bain.com>
- Craven, R. / GYDA, 2026, citing Marketreach. 60% stop buying after a single broken trust experience. <https://gyda.co/insights>
- Craven, R. / GYDA, 2026, citing Harvard Business Review. 90% of buyers form their shortlist before any formal process begins. <https://gyda.co/insights/if-youre-not-on-the-day-one-list-youre-already-out>
- McKinsey & Company, 2025, New front door to the internet: Winning in the age of AI search. Brand-owned sites comprise 5 to 10% of sources AI references; 16% of brands track AI search performance. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/new-front-door-to-the-internet-winning-in-the-age-of-ai-search>

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- Harvard Business Review, 2025, Forget What You Know About SEO. 58% of consumers used generative AI for recommendations in 2025, against 25% in 2023. <https://hbr.org/2025/06/forget-what-you-know-about-seo-heres-how-to-optimize-your-brand-for-llms>
- Deloitte, 2026 Global Retail Industry Outlook. More than 9 in 10 retail leaders expect AI used more than traditional search by 2026. <https://www.deloitte.com/mt/en/Industries/consumer/perspectives/global-retail-industry-outlook.html>
- Similarweb, 2025, Zero-Click Searches. Zero-click search on Google grew from 56% to 69% in the year after AI Overviews launched. <https://www.similarweb.com/blog/marketing/seo/zero-click-searches/>
- Adobe, 2026, AI traffic surge to retail sites. Q1 2026 retail data on AI-sourced traffic growth and conversion. <https://business.adobe.com/blog/ai-traffic-surge-retail-sites-not-machine-readable>
- Boston Consulting Group, 2025, Black Friday Consumer Study, 10,240 consumers across 10 countries. <https://www.bcg.com/publications/2025/are-you-generating-value-from-ai-the-widening-gap>
- Forrester, 2025, GenAI Forever Changes All Forms Of Search. The established search measurement framework is shifting to AI-mediated metrics. <https://www.forrester.com/report/genai-forever-changes-all-forms-of-search/RES182189>
- Salesforce, 2025 holiday shopping data. AI and agents accounted for \$262 billion of 2025 holiday spend. <https://www.salesforce.com/uk/news/stories/2025-holiday-shopping-data/>