

Why Digital Visibility Is No Longer Optional

Independent research from McKinsey, KPMG, Gartner, Edelman, PwC, IBM, Google, Cloudflare and others.

1. Edelman + LinkedIn — B2B Thought Leadership Report (2025)

40% of B2B deals stall because of hidden buyers — people in finance, legal, compliance, and procurement whose existence you may not even be aware of.

71% of hidden buyers trust industry thought leadership more than advertising. 79% will support a proposal at the RFP stage if the submitter has high-quality content establishing their expertise.

Source: [Edelman B2B Thought Leadership Report 2025](#)

2. McKinsey — The New Front Door to the Internet

50% of consumers already use AI-powered search. By 2028, AI search will influence \$750 billion in consumer spending.

Your first impression is no longer formed on your website — it is formed in the answer an algorithm provides before anyone visits it. AI systems are becoming the new primary point of access to information.

Source: [McKinsey: Winning in the Age of AI Search](#)

3. Business Insider / Semrush — AI Search Study (2026)

30% of companies have inaccurate brand descriptions in AI outputs. 29% have unclear positioning. In 37% of cases, competitors are mentioned more prominently.

Every third brand appears weaker than its competitors in AI-generated responses — not because it is weaker, but because its digital representation is incomplete. Most companies are unaware this is happening.

Source: [Business Insider / Semrush AI Search Study](#)

4. Cloudflare — Bots Now Outnumber Humans Online

57.5% of all HTTP requests on the internet are now generated by bots and automated systems. More than half of all online traffic is no longer human.

Algorithms have become the largest audience on the internet. The question is: what do they find when they look for you?

Source: [Tom's Hardware / Cloudflare Report](#)

5. PwC — Global Investor Survey (2026)

78% of investors are prepared to increase allocations to companies scaling AI across their operations. 92% expect technology adaptation as a baseline requirement.

Managing how AI systems perceive and represent your company is part of that adaptation. The question is not whether to address it — but when.

Source: [PwC Global Investor Survey 2026](#)

6. KPMG — Due Diligence and the Digital Footprint

KPMG documents that digital footprint is now a formal component of due diligence in M&A transactions and company valuations.

Investors and acquirers form a preliminary view of a deal before official verification begins — based on what is publicly available online — to develop a fuller picture of value and viability, including non-financial digital assets.

Source: [KPMG Digital Due Diligence](#)

7. Cognizant + Oxford Economics — New Minds, New Markets

By 2030, AI agents may participate in 55% of consumer spending decisions — not as search tools, but as active participants in the selection process.

The data those agents will use is being formed right now. What they find about you today shapes the decisions they will make on behalf of others tomorrow.

Source: [Cognizant: New Minds, New Markets](#)

8. IBM Institute for Business Value — Procurement Intelligence

AI algorithms are already participating in supplier selection: assessing reliability, forecasting risk, and contributing to negotiation frameworks.

You no longer choose whether to be included in that analysis. You can only choose what data it is based on.

Source: [IBM: Procurement Trends](#)

9. Google — Agent-Friendly Websites

Google now formally describes a new type of audience for your online presence: AI agents acting on behalf of people.

Your digital visibility must be legible not only to humans, but to the systems that increasingly act on their behalf.

Source: [Google: AI Agent Site UX](#)

10. Gartner — AI Visibility / AEO / GEO

Gartner has formally classified AI Visibility as a distinct management discipline — not a marketing function, but an executive accountability.

This signals a clear trajectory: AI visibility will soon appear in KPIs for CISOs, CDOs, and CMOs. The question will no longer be whether it matters — but who owns it.

Source: [Gartner: AEO and AI Search Visibility](#)