

netpulse AG Reveals Measurement Findings on AI Search Visibility and Social Media Marketing for Swiss Brands

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netpulse AG, a digital marketing agency based in Winterthur near Zurich, Switzerland, has released findings from its own measurement work tracking how companies appear in AI-generated search answers across ChatGPT, Perplexity, and Google AI Mode. The agency reports that AI Overviews within Google results are reshaping which brands gain visibility, often surfacing different sources than traditional ranked listings for the same query.

The measurement work, conducted with tooling the agency built in-house, indicates that brand presence in AI-generated answers does not consistently match classic search rankings. According to the agency's data, a company positioned well on conventional result pages may be absent from the summarized answers that AI systems now present above those results, meaning established optimization work no longer guarantees visibility where a growing share of users first look.

The Swiss market presents distinctive conditions for this shift. Switzerland is a comparatively small country with search behavior spread across German, French, and Italian language regions, which means AI systems must interpret queries and surface answers across three languages for a single national market. The agency found that AI visibility can vary considerably between these language regions for the same brand, a pattern less visible in larger single-language markets.

Founded in 2009, netpulse AG combines classic search engine optimization and Google Ads management with generative engine optimization, the practice of improving how brands appear within AI-generated answers. The agency measures AI visibility through its own tooling rather than relying on third-party scores, allowing it to observe how AI Overviews and conversational search engines treat specific brands over time. Through netpulse Local SEO, the agency helps businesses such as restaurants, medical practices, retail stores, and law firms appear in regional searches, work that now intersects with how AI answers handle location-based queries.

The agency began collecting its own data because available third-party scores did not reflect what the team observed in live AI results. Measuring generative search directly, rather than inferring it from traditional ranking signals, provides Swiss brands with a clearer picture of where they stand as AI systems take on a larger role in how customers find information. Through netpulse Ecommerce SEO, the agency supports online shops competing for visibility, where AI-generated product summaries increasingly influence which stores reach shoppers before a conventional click occurs.

The agency observed that these developments affect social media marketing for Swiss brands as well, since content distributed across platforms such as Instagram, Facebook, LinkedIn, and YouTube increasingly feeds the sources AI systems draw upon when assembling answers.

netpulse AG operates with a team of around twenty professionals and offers services spanning search engine optimization, Google Ads and Microsoft Ads management, generative engine optimization, web design, web analytics, social media marketing, and e-commerce support. The agency serves businesses across Switzerland's multilingual market from its base in Winterthur, a business city in the German-speaking region near Zurich.

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netpulse AG

netpulse AG is a digital marketing agency in Winterthur, Switzerland, founded in 2009. It works on search engine optimization, Google Ads, social media advertising and web design, and measures how brands appear in AI-generated search answers.

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