

netpulse AG Reveals AI Search Measurement Findings Through Proprietary Conversion Tracking and Analytics Setup

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netpulse AG, a digital marketing agency based in Winterthur, Switzerland, has released new findings from its ongoing measurement of how companies appear in AI-generated search answers. The agency, which operates near Zurich in the German-speaking region of the country, has been tracking brand visibility across ChatGPT, Perplexity, and Google AI Mode, alongside the effect of Google AI Overviews on traditional search results.

The measurement work points to a shift in how users encounter businesses online. Rather than scanning a list of ranked links, searchers increasingly receive a single synthesized answer generated by an AI system. netpulse AG reports that this change alters which brands gain exposure, as AI-generated responses frequently cite a narrower set of sources than conventional search result pages. Companies that performed well in classic organic rankings do not always appear within these AI answers, a gap the agency has documented through its own tooling rather than through third-party visibility scores.

The Swiss market presents a distinctive testing ground for this measurement. Switzerland is a comparatively small market where search behavior is split across German, French, and Italian language regions, meaning that AI systems must interpret queries and generate answers in multiple languages for a single national audience. netpulse AG has observed that brand visibility within AI answers can vary notably from one language region to another, a pattern less visible in larger single-language markets.

Founded in 2009, netpulse AG combines established search engine optimization and Google Ads management with generative engine optimization, the practice of improving how a brand surfaces inside AI-generated answers. The agency builds and maintains its own measurement tools, allowing it to record how specific companies appear across AI platforms over time and to connect those appearances to measurable outcomes through dedicated conversion tracking and analytics setup work. Its paid social work operates under netpulse Social Media.

According to Lukas Nauer, a spokesperson for netpulse AG, the decision to measure AI visibility internally reflects a gap in available industry data. "Third-party scores give a general picture, but they rarely explain why a particular brand does or does not appear in an AI answer for a specific query in a specific language," Nauer said. "By collecting the data with instrumentation designed for the Swiss multilingual environment, the findings describe what is actually happening rather than an estimate."

Nauer added that the agency treats AI search as an extension of existing disciplines rather than a replacement for them. "Classic search optimization and paid search still drive results, and generative engine optimization sits alongside them. The measurement work keeps all three grounded in evidence," he said.

Alongside its research, netpulse AG offers services spanning search engine advertising, search engine optimization, web design, web analytics, and e-commerce. Its paid search management is delivered through the netpulse Ads Agency team. The company holds recognition as a Google Partner and a Microsoft Advertising Elite Partner.

netpulse AG serves clients across Switzerland and beyond with a team of around twenty specialists, focusing on measurable results and long-term partnerships across both traditional and AI-driven search channels.
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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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