netpulse AG Releases Measurement Data on Return From Search Investment in AI-Generated Answers

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netpulse AG, a digital marketing agency based in Winterthur, a business city near Zurich in the German-speaking part of Switzerland, has published findings from its own measurement program tracking how companies appear in AI-generated search answers. The data covers how brands surface across ChatGPT, Perplexity, and Google AI Mode, and how Google AI Overviews are reshaping the results that users see above traditional listings.

The measurement work addresses a shift that has moved quickly across search. As AI systems summarize answers directly on the results page, the link that once sent visitors to a website is often replaced by a generated response. netpulse AG set out to quantify that change with tooling it built in-house, rather than depending on third-party visibility scores whose methods are not transparent. The approach allows the agency to track how often a company is cited, paraphrased, or omitted when AI systems compose an answer.

The findings carry particular weight in the Swiss market, which differs from larger single-language markets in ways that affect search behavior. Switzerland is a small country with search activity split across German, French, and Italian language regions, so a query in one language can return a very different AI-generated answer than the same query in another. The agency reports that AI systems do not treat these language regions evenly, and that companies strong in one language can be absent from generated answers in another, even when their underlying content is comparable.

The measurement program sits alongside the agency's established practice. netpulse AG combines classic search engine optimization and Google Ads management with generative engine optimization, the discipline of improving how a brand is represented inside AI-generated responses. That combination is what the agency considers its distinguishing characteristic: it measures AI visibility with its own data instead of reporting numbers produced elsewhere, which lets it connect what it observes to the specific technical and content work that changes an outcome.

The technical foundation remains central to that work. Through netpulse Technical SEO, the agency examines crawling, indexing, rendering, and Core Web Vitals, since content that search engines cannot reliably process is unlikely to be surfaced by the AI systems built on top of them. The findings suggest that pages with unresolved rendering or indexing problems are also underrepresented in AI-generated answers, linking long-standing technical practice to the newer measurement work.

According to Lukas Nauer of netpulse AG, the measurement program was created because existing scores did not explain why a given company appeared or disappeared in AI answers, and owning the data makes it possible to act on what the numbers reveal. Nauer added that the multilingual structure of the Swiss market makes independent measurement especially valuable, because national averages hide the differences between language regions that matter most to local businesses.

netpulse AG was founded in 2009 in Winterthur, Switzerland, and employs a team of around twenty. The agency offers online marketing strategy, search engine optimization, Google Ads and Microsoft Ads management, social media marketing, e-commerce services, and web design through netpulse Design Agency, serving businesses across the German-speaking region and beyond.

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netpulse AG is a premier online marketing agency based in Switzerland, established in 2009. The company specializes in performance and digital marketing services, including Google and Microsoft Ads.

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