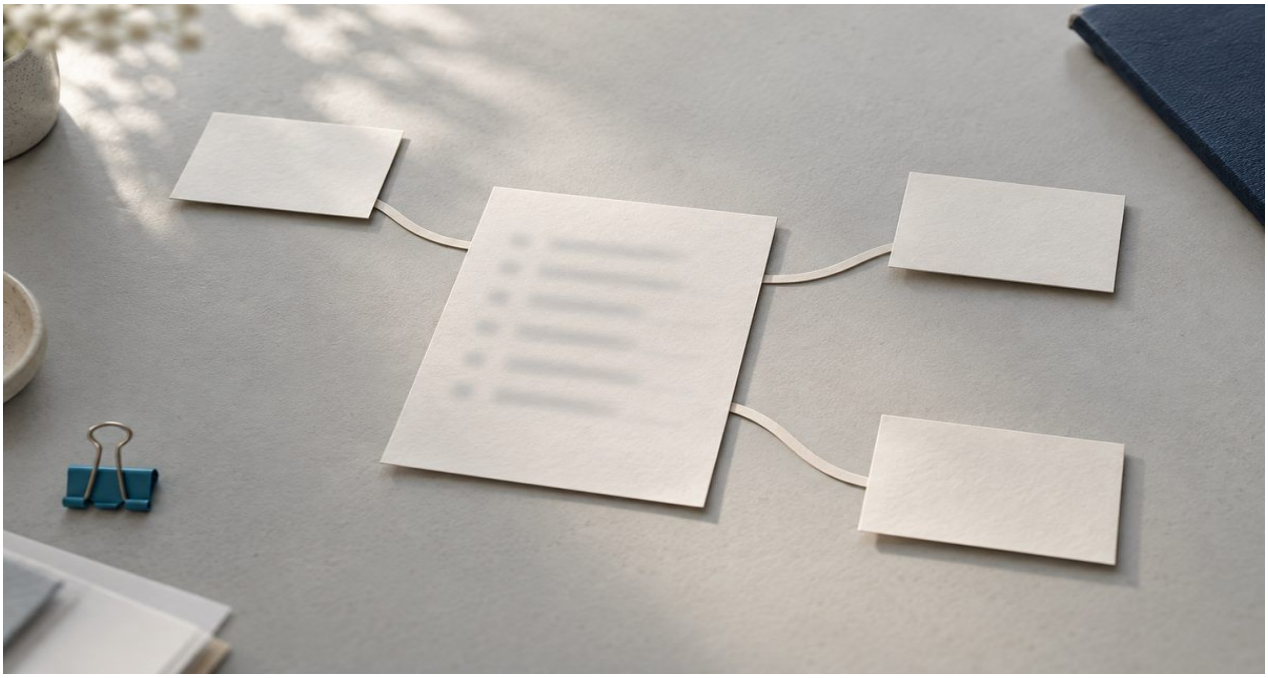


netpulse AG Reveals Measurement Findings on AI Search Visibility, Google Ads Automation and Smart Bidding

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WINTERTHUR, ZH - November 02, 2026 -
netpulse AG, a digital marketing agency based in Winterthur, Switzerland, has released new findings from its own measurement work tracking how companies appear in AI-generated search answers. The agency, which operates near Zurich in the German-speaking part of the country, has been collecting data on brand visibility across ChatGPT, Perplexity and Google AI Mode, as well as on how Google AI Overviews reshape traditional search results.

The findings point to a significant shift in how search visibility functions. According to the agency's data, the rise of AI-generated answers is changing which sources get surfaced to users and how often established website rankings translate into actual visibility. Companies that rank well in conventional search results do not always appear in AI-generated summaries, a gap that netpulse AG has been documenting through its own tooling rather than relying on third-party scores.

The Swiss market offers a distinctive setting for this work. Switzerland is a comparatively small market in which search behavior spans three language regions, with users querying in German, French and Italian. That multilingual environment means AI systems must interpret and surface content across languages, adding complexity that netpulse AG factors into its measurement approach.

What sets the agency apart is its combination of classic search engine optimization and Google Ads management with generative engine optimization, the practice of improving how brands surface in AI answer engines. This integrated approach extends to netpulse Ecommerce SEO, where the agency optimizes online shops for organic search visibility while also tracking how product and brand information appears in AI-generated responses. The agency has built proprietary tooling to measure AI visibility directly, giving it a view of performance that goes beyond standard analytics.

Lukas Nauer, a spokesperson for netpulse AG, said the measurement work reflects a deliberate choice to study the search landscape firsthand. "The way people find information is shifting toward AI-generated answers, and the companies that understand this early will be better positioned," Nauer said. "Rather than depending on external visibility scores, the agency built its own measurement tools so that the findings reflect what is actually happening in AI search across the Swiss language regions."

Nauer added that the shift affects every part of a modern marketing program. "Search optimization, paid campaigns and generative engine optimization are no longer separate disciplines," he said. "The data shows that visibility now depends on how all of these work together, and that is where the agency focuses its attention."

The measurement work also informs how the agency approaches paid search, including campaign structures that rely on automated bidding, and how it advises clients across netpulse Social Media channels where AI-driven discovery increasingly overlaps with traditional feeds.

Founded in 2009, netpulse AG is a digital marketing agency with a team of around twenty professionals. The agency offers services spanning online marketing strategy, search engine optimization, search engine advertising, web design, social media marketing and e-commerce. It holds recognized partnerships in the advertising industry and works with businesses seeking sustainable growth across the Swiss and wider European markets.

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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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