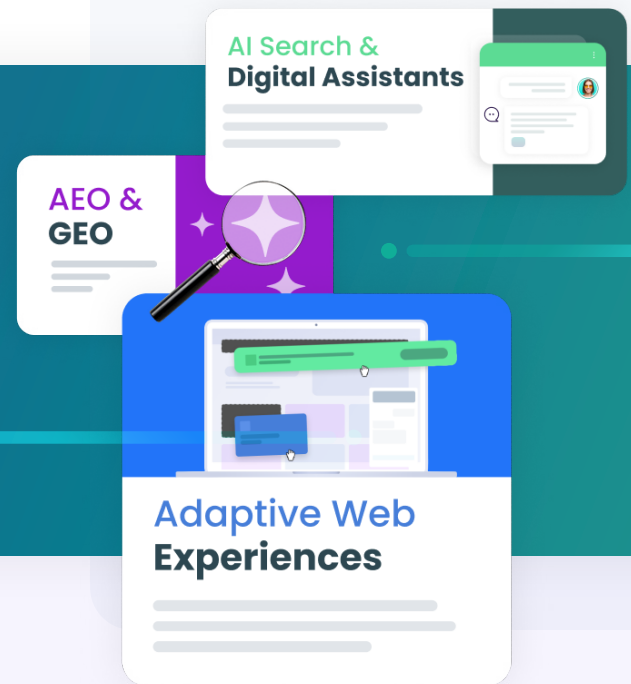


The AI experience platform for discoverability, search, and digital assistants



AI is now part of the customer journey – make sure it's working for your organization

Before a visitor reaches your website, AI is already shaping opinions and influencing decisions. People are going directly to tools like ChatGPT and Claude for answers and recommendations, or interacting with AI-generated overviews within Google search results. Either way, AI is now a major part of how audiences discover brands, and your organization needs to show up in those responses to remain visible.

The challenge doesn't end there. Today's visitors expect the same conversational experience when they arrive on your website.

A website that can't provide clear answers and guide users to relevant information risks losing visitors before they ever take action.

An AI experience platform that helps organizations get discovered, engage visitors, and drive action

ai12z's AI experience platform helps organizations become more visible within third-party AI tools and create more personalized website experiences.

In a single platform, organizations can measure and improve AI discoverability, deploy AI search and ReAct-based digital assistants, and create adaptive web experiences that personalize content in real time.

**"We saw an immediate
15% increase in search
engagement. Visitors are
finding what they need
faster and staying on the
website longer because
they're getting better
answers from their first
interaction."**

- Partner, Smartworks Solutions on the launch of
ai12z for a global medical technology brand

ai12z's AI Experience Platform



AI discoverability

Most teams don't know whether their organization is visible within AI systems. ai12z provides a collection of reports to help organizations improve AI discoverability (AEO, GEO, and AIO). Together, these reports identify gaps across content, structure, authority, and discoverability, along with specific actions organizations can take to improve how they are found, understood, and trusted by AI systems.



Digital assistants

Adding a digital assistant to your website gives visitors an always-on line of communication with your organization. The assistant can understand natural language and respond with answers that are specific to what each visitor is asking. These assistants can guide users across their entire journey, helping them book, purchase, compare options, complete forms, and more.



Adaptive web experiences

Most websites provide the same menus, pages, and calls-to-action to every visitor. With ai12z, web pages can dynamically adapt based on who is visiting them. Everything from page content to banners and calls-to-action can be personalized in real time. These experiences are driven by the data organizations already have about the visitor (from a CRM or CDP, for example), as well as how visitors interact with AI search and digital assistants on the website.



AI search

AI search allows visitors to interact with a familiar touchpoint – a search bar – and ask questions using natural language. It understands whether a visitor is trying to find information, compare options, or take action, and delivers more direct and relevant responses than a traditional keyword-based search experience.

Integrations & data connectivity

ai12z enhances AI search, digital assistants, and adaptive web experiences with real-time data from third-party systems. Out of the box, ai12z includes integrations for Salesforce, HubSpot, Google Maps, email, SMS, and more, while also supporting custom integrations through MCP (Model Context Protocol), GraphQL, and JSON REST APIs. ai12z also connects to leading CMS and DXP platforms, helping organizations synchronize content and ensure AI experiences stay aligned with the latest information published on their websites.

These integrations allow organizations to retrieve and display live data, automate actions, and create connected experiences across CRM, commerce, booking, and operational systems.

With ai12z, organizations can achieve:

Stronger AI visibility

Organizations can use actionable insights to improve how their content appears within AI-generated answers and recommendations across tools like ChatGPT, Claude, and Perplexity.

Reduced support volume & costs

Fewer requests reach support teams because visitors can more effectively self-serve, while escalations can go to a live agent.

More conversions

Visitors who receive personalized, guided experiences and clear answers to their questions are more likely to find what they need and take action.

Faster deployment of AI experiences

Marketers and other non-technical users can build and manage AI experiences without heavy development resources.

Features



AI discoverability reports

Measure and improve how your organization is surfaced, cited, and recommended across AI systems through AEO, GEO, and AIO reporting.



Streaming

Display answers word by word in real time instead of waiting for the full response.



Image AI

Add images to responses for more visual answers alongside text.



Carousels & scrolling lists

Display products, events, or recommendations in browsable carousel or list formats.



CTA buttons & forms

Guide users toward the next step with calls-to-action, forms, and other conversion-focused actions.



Multilingual

Answer users in their chosen language.



Out-of-the-box controls

Pre-built chatbot, search bar, and full-page experience formats ready to deploy on any website.



Live agent escalation

Transfer users to a human agent when the situation requires it.



HTML widgets

Embed calculators, charts, and custom interactive components within assistant responses.



Experience designer

Use vibe coding to design your digital assistant, including panels, calls-to-action, forms, carousels, branding, and integrations.



Structured data handling

Retrieve and present accurate information from structured sources such as databases, APIs, spreadsheets, and product catalogs.



Analytics

Actionable insights help teams improve content, refine experiences, and better support users across their digital journey.



Ready to improve your AI discoverability and website experience?

[Book a demo today](#)