AI Visibility vs. Competitor Share of Voice

Cybersecurity Category Map

Published February 2026 · 12 Categories · 120+ Vendors · 6 AI Platforms · 500+ Buyer Prompts

Executive Summary

In traditional search, share of voice measured keyword landscape ownership. In the AI search era, it measures how often AI assistants recommend your brand when buyers ask for solutions. This report maps AI citation share of voice across 12 major cybersecurity categories, revealing which vendors dominate and where opportunities exist.

Top 5	**3 of 12**
vendors in each category capture 65–85% of all AI citations — winner-take-most	categories have significant disruption opportunity — no single vendor above 25% AI-SoV
42%	**2.3×**
gap between top-cited vendor and #6 vendor in average category — steep citation cliff	variance in AI-SoV rankings between platforms — a vendor can dominate ChatGPT but be invisible on Perplexity

1. Understanding AI Share of Voice

Formula: *AI-SoV = (Responses citing Vendor X / Total responses tested in category) × 100. Example: 50 "best EDR" prompts tested, CrowdStrike appears in 38 → AI-SoV = 76%.*

Dimension	Traditional SoV (SEO)	AI Share of Voice
Measures	% of keyword rankings owned	% of AI responses citing you
Distribution	Relatively distributed — many sites rank	Concentrated — only 2–7 brands per response
Impact on buyer	Influences click probability	Influences shortlist inclusion — much higher conversion
Switching cost	Low — rankings change frequently	Higher — AI preferences more stable

2. Category-by-Category Maps

Endpoint Detection & Response (EDR/XDR)

Rank	Vendor	AI-SoV	Top Platform	Strength
1	CrowdStrike	78%	ChatGPT (84%)	Dominant all platforms
2	SentinelOne	62%	Perplexity (68%)	Strong in comparisons
3	Microsoft Defender	55%	Gemini (65%)	Enterprise/Microsoft ecosystem
4	Palo Alto (Cortex XDR)	41%	ChatGPT (45%)	Platform consolidation queries
5	Trend Micro	28%	Google AIO (32%)	Mid-market/SMB queries

SIEM / Security Analytics

Rank	Vendor	AI-SoV	Top Platform	Strength
1	Splunk	72%	ChatGPT (78%)	Educational/legacy queries
2	Microsoft Sentinel	58%	Gemini (64%)	Cloud-native, Microsoft ecosystem
3	IBM QRadar	42%	ChatGPT (48%)	Training data advantage
4	Elastic Security	35%	Perplexity (40%)	Open-source community
5	Sumo Logic	22%	Google AIO (26%)	Cloud-native SIEM

Cloud Security (CNAPP / CSPM / CWPP) — Disruption Opportunity

Rank	Vendor	AI-SoV	Top Platform	Strength
1	Wiz	65%	Perplexity (72%)	All cloud security query types
2	Palo Alto (Prisma Cloud)	52%	ChatGPT (56%)	Enterprise/multi-cloud
3	CrowdStrike (Falcon Cloud)	38%	ChatGPT (42%)	Unified platform
4	Orca Security	31%	Perplexity (35%)	Agentless scanning

Summary: All 12 Categories

Category	#1 Vendor (AI-SoV)	Concentration	Disruption Opportunity
EDR/XDR	CrowdStrike (78%)	High	Low
SIEM	Splunk (72%)	Moderate-High	Medium (next-gen opportunity)
Cloud Security	Wiz (65%)	Moderate	High
IAM/PAM	Okta (71%)	Moderate	Medium (emerging sub-categories)
Email Security	Proofpoint (68%)	High	Low
Network Security	Palo Alto (74%)	High	Low
Zero Trust / SASE	Zscaler (62%)	Moderate	Medium
Vulnerability Mgmt	Tenable (58%)	Moderate	Medium
SOAR / Automation	Palo Alto XSOAR (52%)	Low-Moderate	High
Data Security / DLP	Symantec (45%)	Low	High
AppSec (DAST/SAST)	Snyk (55%)	Moderate	Medium
Threat Intelligence	Recorded Future (48%)	Low	High

3. Cross-Platform Variance

Factor	ChatGPT Favors	Perplexity Favors	Google AIO Favors
Data source	Training data, Wikipedia	Real-time web retrieval	Google Search index
Recency bias	Low	High	Medium
Vendor website weight	Low (7%)	High (19%)	High (22%)
Incumbency advantage	Strong	Weaker — quality can override	Moderate — SEO still matters

4. Building Your AI-SoV Strategy

- **Baseline your AI-SoV.** Test 40–50 buyer prompts per category across all platforms.

- **Identify citation gaps.** Analyze what content competitors have that you don't.

- **Build a citation content calendar.** Comparison pages first, then technical docs, then educational content.

- **Optimize platform-specifically.** Focus on Perplexity if you can't compete on ChatGPT's training data advantage.

- **Monitor weekly and adjust.** AI-SoV shifts are detectable within 2–4 weeks on retrieval platforms.

The AI-SoV Flywheel

High AI-SoV → more buyer exposure → more branded searches → more third-party coverage → higher AI-SoV. This compounding effect makes the cost of building AI-SoV increase every quarter you delay.

About This Research

Analyzed 500+ cybersecurity buyer prompts across six AI platforms (Sep 2025 – Jan 2026). Rankings reflect AI citation frequency, not market share or product quality. GrackerAI is the pioneering AI-powered AEO and GEO platform for B2B SaaS companies.

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