GooSH AI

The AI Visibility & Discovery Intelligence Platform

MEDIA KIT

AI Discovery Intelligence

Understanding How Artificial Intelligence Recommends Brands

Company Overview

AI is rapidly replacing search engines as the first place people go for answers. Instead of scanning pages of lin s, consumers now as AI assistants li e hatGP , Gemini, Perplexity, laude, opilot, and Gro for recommendations and the AI responds by naming specific companies, products, and services.

his shift is creating a new battleground for brand discovery AI-generated recommendations.

GOSH AI is an AI iscovery Intelligence firm that measures, analyzes, and influences how brands are recommended by artificial intelligence.

y testing thousands of real buyer uestions across ma or AI platforms, GOSH AI trac s which brands artificial intelligence recommends, how those brands are described, and how recommendations evolve over time. he company analyzes these patterns across the entire buyer ourney from early research uestions to final decision prompts revealing how AI perceives brands within a category.

his intelligence allows companies to understand their AI ecommendation Share, benchmar themselves against competitors, and identify the signals that influence whether a brand is recommended or ignored.

As AI systems increasingly act as the gate eepers of digital discovery, GOSH AI helps brands ensure they are not ust present in the conversation but recommended within it.

OUR MISSION

To ensure every brand is accurately interpreted, consistently represented, and preferentially recommended by AI-powered search and discovery tools.

What Is Generative Engine Optimization?

Generative Engine Optimization (GEO) is the practice of improving how brands appear inside AI-generated answers. While GEO focuses on influencing these outcomes, GOSH AI studies the broader recommendation patterns behind them through large-scale AI discovery intelligence and how the VSP Index is influenced.

Visibility	Sentiment	Position
How often AI systems detect and reference your brand	How AI models interpret your authority and trustworthiness	How prominently your brand appears in AI-generated answers

GOSH AI is not an SEO agency with a new label. It is a fundamentally different practice built for a fundamentally different technology layer — one where AI interprets meaning, weighs authority, and chooses trusted answers rather than displaying lists of links.

GOSH AI was founded to address a critical gap: as AI platforms began replacing search results with generated answers, brands had no systematic way to influence how they were represented. GOSH AI exists to fill that gap with a rigorous, methodology-driven approach.

Core Services

AI Discovery Intelligence

GOSH AI analyzes how artificial intelligence platforms recommend brands across thousands of real buyer uestions. his research reveals which companies appear in AI-generated answers, how they are positioned relative to competitors, and how recommendation patterns evolve over time.

his intelligence allows companies to understand their AI ecommendation Share and benchmar their AI visibility against the rest of their category.

AI Recommendation Share Analysis

sing large-scale prompt testing across platforms li e hatGP , Gemini, Perplexity, laude, opilot, and Gro , GOSH AI measures how fre uently brands appear in AI-generated recommendations across the full buyer ourney. his data reveals

Which brands AI recommends most often
Where competitors dominate AI answers
How recommendation patterns shift over time
Where opportunities exist to increase recommendation li elihood

Generative Optimization

Once recommendation patterns are understood, GOSH AI helps organizations strengthen the signals AI systems rely on when selecting brands for answers. his includes improving semantic clarity, authority signals, brand context, and content structures that influence how AI models interpret expertise.

AI Discovery Monitoring

AI-generated recommendations are constantly evolving as models update and new information enters training data. GOSH AI continuously monitors how brands appear across AI systems to detect shifts in recommendation patterns and emerging competitive threats.

The Market Opportunity

16.4B+	3.5B+	79%	6
Daily worldwide internet searches	Daily searches via voice prompts	Of consumers use AI for product research	Major AI platforms GOSH AI optimizes for

Platforms We Optimize For

ChatGPT • Google Gemini • Perplexity • Microsoft Copilot • Claude • Grok

THE GOSH AI FRAMEWORK

GOSH AI operates on a proprietary four-pillar methodology: AI Discovery Audit, Prompt Intent Strategy, Generative Authority Building, and Response Validation & Iteration. Each engagement produces a measurable GOSH AI Visibility Score (0–100) tracked over time using standardized prompts and a consistent scoring rubric across all major AI models.

Leadership

Eric Torres
Founder & CEO

Eric Torres founded GOSH AI to address a critical gap in the digital marketing landscape: as AI-powered search platforms began replacing traditional search results with generated answers, brands had no systematic way to influence how they were represented. GOSH AI was created to study and influence how artificial intelligence systems recommend brands as digital discovery shifts from search results to generated answers.

Available for Commentary On

› The shift from traditional search to AI-powered discovery

› How brands can control their narrative inside AI-generated answers

› Generative Engine Optimization: what it is and why it matters now

› The competitive risk of ignoring AI search visibility

› How AI hallucination and misattribution create brand risk

› The future of marketing in an AI-first discovery landscape

Press Resources

Company Website:	www.mygosh.ai
Press Page:	www.mygosh.ai/media-and-press-inquiries
GEO Research Center:	www.mygosh.ai/geo-research-center
Blog:	www.mygosh.ai/goshblogget

ABOUT GOSH AI

GOSH AI is an AI iscovery Intelligence firm that analyzes how artificial intelligence platforms recommend brands across the digital mar etplace.

 y testing thousands of real buyer uestions across systems such as hatGP , Gemini, Perplexity, laude, opilot, and Gro , GOSH AI trac s which companies appear in AI-generated answers, how those brands are described, and how recommendations evolve over time.

 his research produces a new class of mar et intelligence, including AI ecommendation Share, which measures how fre uently brands are recommended by artificial intelligence compared to competitors.

 ounded by Eric orres, GOSH AI helps organizations understand and influence how AI systems interpret and recommend brands as the world shifts from traditional search results to AI-generated answers.

Head uartered in ampa, lorida, the company wor s with organizations navigating the transition to an AI-driven discovery environment where generated answers not ran ed lin s determine which brands consumers see first.

The Shift From Search to AI Discovery

Q TRADITIONAL SEARCH ERA

User Asks a Question

↓

Search Engine Processes Query
Google / Bing

↓

Search Results Page Appears
List of Websites & Links

↓

User Scans Options

↓

User Chooses a Brand

✦ AI DISCOVERY ERA

User Asks a Question

↓

AI Assistant Processes Query
ChatGPT / Gemini / Perplexity / Claude / Copilot / Grok

↓

AI Generates a Direct Answer
Natural Language Response

↓

AI Selects Brands to Mention

↓

AI Recommends Specific Brands

GOSH AI studies and influences the recommendation layer of AI discovery.

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Available in English, Français, and Español

Become the company AI engines recommend first.