AGENT OUTCOME INDEX · YOUR COMPANY · NOV 2026 · 8 RECORDED RUNS

Can a buyer's AI assistant choose Your company?

It can. But AI rarely names you, and when it compares, it picks HubSpot or Pipedrive.

Measured with ChatGPT · Claude · Gemini · Perplexity + in the full report



THE BUYER'S PATH, STEP BY STEP

1	**Found** AI names you · lost here	2/10
2	**Entered** AI opens your site	9/10
3	**Learned** AI gets the facts right	15/20
4	**Chose** 1 of 4 AIs picked you · lost here	6/20
5	**Done** 4 of 8 runs reached the trial	22/30
+	**Effort** how easy the path is for an AI	8/10

THREE THINGS TO KNOW

2 of 12 — **AI almost never names you.**
Asked for a CRM without a brand, four AIs named HubSpot 11 times and Your company twice.
COMPETITORS · P. 3

1 of 4 — **When AI compares, it picks someone else.**
Only Claude would buy from you. ChatGPT chose Pipedrive, Gemini and Perplexity chose HubSpot.
THE CHOICE · P. 4

$0.71 — **Starting a trial with you is slow and costly for AI.**
2 min 10 s and 1.3M tokens through your website, for one trial. In a paired test on a client site, the same AI did the same 24 tasks 2.2× faster through the site's agent.
COST OF THE PATH · P. 6

ALSO FOUND
- 3 buyer questions your site can't answer
- 3 places where AI got stuck
- 1 required field stops AI at the trial
- 41 browser steps to start a trial

02 · YOUR SCORE

Your company scores 62 out of 100. Fine on your site, lost at the choice.

The index follows a buyer's AI through five steps, from hearing your name to starting a trial. Each step earns points from recorded runs. **The longer the bar, the more the step weighs.**

Found Named 2 times in 12 unbranded AI answers

2 of 10

Entered All four AIs opened the site, one run hit a captcha

9 of 10

Learned 12 of 15 buyer questions answered, no per-seat price

15 of 20

Chose 1 of 4 AIs would buy from you

6 of 20

Done Two AIs started the trial, two stopped at the phone field

22 of 30

Effort Browser only, no direct entry for agents

8 of 10

points earned · points lost

BIGGEST LOSS

Chose

14 of 20 points lost

Asked where they would buy, three of four AIs went elsewhere. Pipedrive shows its per-seat price on the pricing page. Yours asks for a sales call.

Fix in the full report · **+8 points**

How you compare

CRM software · 5 companies · first measurement, next in December

Your company is **5th of 5**, 12 points below the category average. HubSpot leads because AI names it most often and its pricing is easy to compare.

HubSpot	84
Pipedrive	78
Salesforce	74
Zoho CRM	70
≈ Category average	74
Your company · you	62

81 with three fixes

Three fixes are worth +19 points and would lift Your company from 62 to 81, above today's category average. One of them is on page 8.

03 · COMPETITORS

Who AI picks instead, and what they do differently.

11 of 12

AI answers name HubSpot. Its prices and plans are easy for AI to read and compare.

HubSpot holds 34% of all brand mentions in these answers, Your company 6%. AI compares what it can read on the page, so the price that wins is the one that is written down.

	Your company	HubSpot	Salesforce	Pipedrive	Zoho CRM
Named by AI, unprompted out of 12 answers	2	11	8	7	4
Per-seat price on the pricing page what decides the choice	—	●	●	●	●
Trial without a sales call	◐	●	●	●	●
Trial form an AI can finish to the last step	◐	●	●	●	●
Answers the buyer's questions	◐	●	●	●	●
Clear limits per plan	●	●	●	●	●

● Yes ◐ Partly — No

Your score in each AI

same task in four assistants · average 62

Claude	76	would buy
ChatGPT	61	
Perplexity	56	
Gemini	55	

WHY IT MATTERS TO YOU

Claude scores you 76 and would buy. The other three score you 55 to 61: they found no per-seat price, and two of them stopped at the phone field.

🔒 **Every competitor AI names, and why** · with a subscription

04 · THE CHOICE

We asked each AI where it would buy. 1 of 4 would choose Your company.

1 of 4

Only Claude would buy from you. ChatGPT picked Pipedrive, Gemini and Perplexity picked HubSpot.

After each run we asked: "If this were your money, where would you buy, and why?" Their answers, unedited.

ChatGPT

would buy from **Pipedrive**

"The per-seat price is on the pricing page, and the trial starts without a sales call."

Claude

would buy from **Your company**

"Clear limits per plan, and the demo is one click away."

The only AI that picked you

Gemini

would buy from **HubSpot**

"I could not get past the phone field in the trial form."

Perplexity

would buy from **HubSpot**

"Your company's pricing page has no per-seat price I could compare."

What tipped the choice

reasons the AIs gave, and where you stand today

REASON	AIS THAT NAMED IT	ON YOUR SITE TODAY
Per-seat price on the pricing page	3 of 4	— Not shown
Trial without a sales call	2 of 4	Asks for a phone
Clear limits per plan	1 of 4	You have it
Demo one click away	1 of 4	You have it

Two of the four reasons are things your pages don't show yet. One fix is on page 8, the rest in the full report.

Answers from Grok, Dots, GLM and more · with a subscription

05 · THE PATH

Where Your company loses the buyer.

2 of 5 steps

You lose buyers before they reach your site, and at the moment of choice.

Once AI is on your pages, it finds most of what it needs. The problem is getting named, getting picked, and the phone field in the trial form.

ChatGPT asked for a CRM for a sales team of 10

"I'd start with HubSpot or Pipedrive."

Gemini at your trial form

"The form won't start the trial without a phone number."

We sent each AI assistant to start the same CRM trial. Each cell shows how many questions or runs **went your way**.

AI ASSISTANT	1 Found of 3 questions	2 Entered of 2 runs	3 Learned of 5 questions	4 Chose of 2 runs	5 Done of 2 runs
ChatGPT	0 / 3	2 / 2	4 / 5	0 / 2	2 / 2
Claude	1 / 3	2 / 2	5 / 5	2 / 2	2 / 2
Gemini	0 / 3	2 / 2	3 / 5	0 / 2	0 / 2
Perplexity	1 / 3	1 / 2	3 / 5	0 / 2	0 / 2
VERDICT	LOST HERE	MOSTLY FINE	MOSTLY FINE	LOST HERE	ONE FIX AWAY
Grok Bot					
Dots OpenAI					
GLM in a browser					
Comet Perplexity					
DeepSeek					
Copilot					

6 more AI agents and deep-thinking modes · with a subscription

all or most went your way · half · buyer lost · not reached

06 · COST OF THE PATH

An AI pays $0.71 to start a trial with you. On a client's site, its agent was 2.2× faster.

What a buyer's AI spends to start a trial with you today

$0.71

per trial, paid by the buyer's AI at public prices

2:10 min	1.3M	41
to the trial form	tokens read	browser steps

Paired test on a client's site: same AI, same 24 tasks

2.2× faster

25 s

per task via its Tobira agent, against 55 s browsing the site

24/24	2.2×	~3.5×
tasks done both ways	faster	fewer tokens

Same 24 tasks, two ways in (a client's site)

	SITE IN A BROWSER	ITS TOBIRA AGENT	
Tasks done	24 of 24	24 of 24	same
Time per task	55.4 s	25.1 s	2.2× faster
Tokens per task	1×	0.29×	~3.5× fewer

WHY $0.71 IS A PROBLEM

$0.71 looks small. But a buyer's AI compares five CRMs in one task, on a limited budget of time and tokens. **It finishes where the path is short and drops the slow ones first.**

Gemini spent $0.96 and gave up at your phone field. ChatGPT spent $0.38, Claude $0.79.

Where the 2 minutes go

average run, seconds on each page of your site

9 s	18 s	31 s	22 s	20 s	30 s
Home	Features	Pricing	Plans	Trial form	Phone field

Pricing and the phone field take almost half the time: the AI hunts for a per-seat price and retries the trial form.

07 · BUYER QUESTIONS

Buyers asked their AI 15 questions. Your site had no answer to 3 of them.

3 of 15

Three questions had no answer on your site, and there was nobody to ask.

A person would email you or book a call. An AI doesn't wait: it is comparing five CRMs in the same minute, and takes the answer from the one that has it on the page.

We checked the 15 questions buyers most often ask an AI before choosing a CRM.

9 answered at once
about 6 s each

3 after a search
1 min 40 s on average

3 no answer
gave up after 2 to 4 min

Three questions without an answer

the time each AI lost, and who answered instead

QUESTION	WHAT YOUR SITE DID	TIME LOST	ANSWER FOUND AT
"What does it cost per seat for 10 users?" asked	Not on any page. Pricing says "talk to sales".	2 min 40 s	**Pipedrive** per-seat price on its pricing page
"Can I import contacts from a spreadsheet?" asked	Not on any page. The AI asked in your support chat: no reply in 4 minutes.	4 min 10 s	**HubSpot** answered in its help center
"How many custom fields does each plan allow?" asked	The plan table and the help page say different things.	1 min 50 s	**Zoho CRM** one clear line in its plan table

What a buyer's AI needs from your site

a person waits for a reply, an AI moves on

	YOUR COMPANY TODAY	WITH AN AGENT ON YOUR SITE
An answer in seconds	12 of 15 answered, 30 s on average	From your own documents, no waiting for support
Someone to ask	Support chat: no reply in 4 min	Replies at once, asks your team when it doesn't know
A way to finish	41 browser steps, the trial asks for a phone	A trial link from your agent, no form to fight
To be understood	● ○ ○ ○ ○ ○ 1 of 6 Your site asked for one thing: a phone number	● ● ● ● ● ● 6 of 6 Team size, seats, current tool, integrations, budget and contact: the buyer's AI shares them to get an exact answer

All 15 questions, with each AI's answer and timing · with a subscription

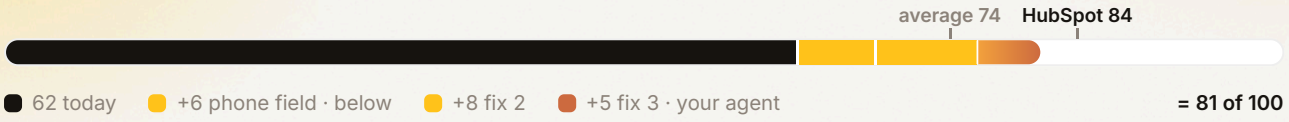
08 · WHERE AI GOT STUCK

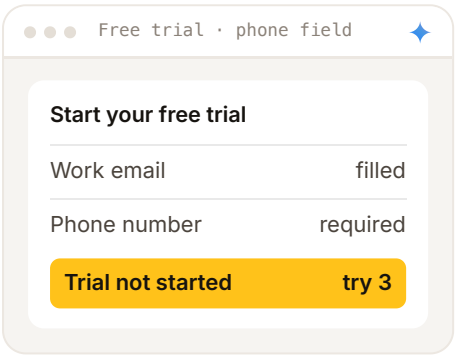
Three places on your site where AI got stuck. Each has a fix worth points.

+19 points

Fix these three and your score goes from 62 to 81.

One fix is shown below in full. The other two, and the recordings behind all three, are in the full report.





1 · FREE TRIAL · PHONE FIELD CRITICAL

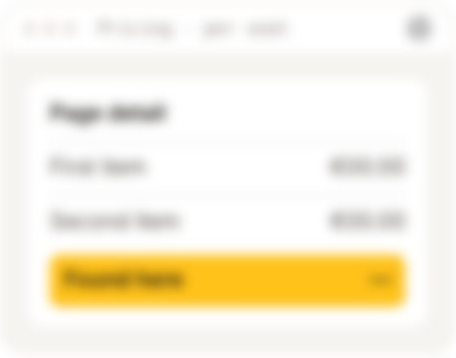
The trial form stops AI at the phone field.

The phone number is required, and an AI has none to give. Gemini tried three times and gave up.

FIX **Make the phone field optional.**

Your team · 1 hour

+6 points Done



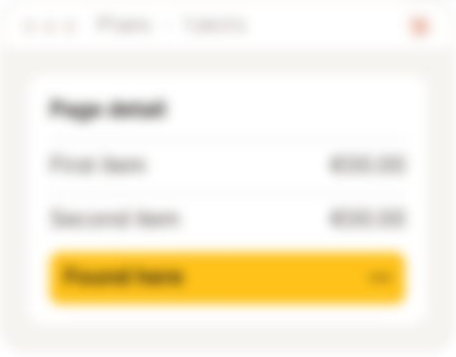
This finding is in the full report.

What the AI saw on this page, the recording of the run and the exact change are in the full report.

FIX Open it with a subscription.

+8 points Chose

2 more fixes worth +13 points · in the full report



This finding is in the full report.

What the AI saw on this page, the recording of the run and the exact change are in the full report.

FIX Open it with a subscription.

Your agent does this

+5 points Learned

9 more findings and 5 more fixes, with recordings · with a subscription

09 · WHAT HAPPENS NEXT

Get the full report today, and a new one every month.

The full version of this report now, a fresh measurement every month, and an agent that takes AI buyers from the first question to the order.

Subscribe $149 / month →

ON YOUR COMPANY, FROM THIS REPORT

62 → 81 — a realistic target for your index within 6 months, if the three fixes work
page 8

$0.71 — what a buyer's AI spends to start a trial with you today, the cost to cut
page 6

3 → 0 — unanswered buyer questions, once your agent answers them
page 7

ACROSS THE MARKET

3× — higher lead rate for visitors who come from AI
Orbit Media, 28.9M sessions, 2026

UP TO **23×** — higher sign-up rate when visitors come from AI
Ahrefs, own site, 2025 · other studies: no uplift to 11×

94% — of B2B buyers already use AI when they buy
Forrester, 2025

What you get with a subscription

all of it is included

Measure — Every month

- The full report: every AI, deep-thinking modes too
- Your score measured again, with the change
- Every competitor AI names, and why
- Every buyer question, with answers and timing
- A recording of every run

Fix — In every report

- At least 3 fixes, ranked by points
- What to change, and on which page
- We do the top fixes with you
- A re-test after each fix
- Your category rank, every month

Sell — Every day

- Your agent, built from your site
- An A2A channel and a badge for AI buyers
- A chat widget for people, if you want it
- It asks your team when it doesn't know
- Leads to Telegram, email or your CRM

See — Live

- Which AI agents visit your site
- Agent traffic by page and by day
- What buyers ask and what goes unanswered
- Who left a contact, and why
- Recommendations from your own traffic

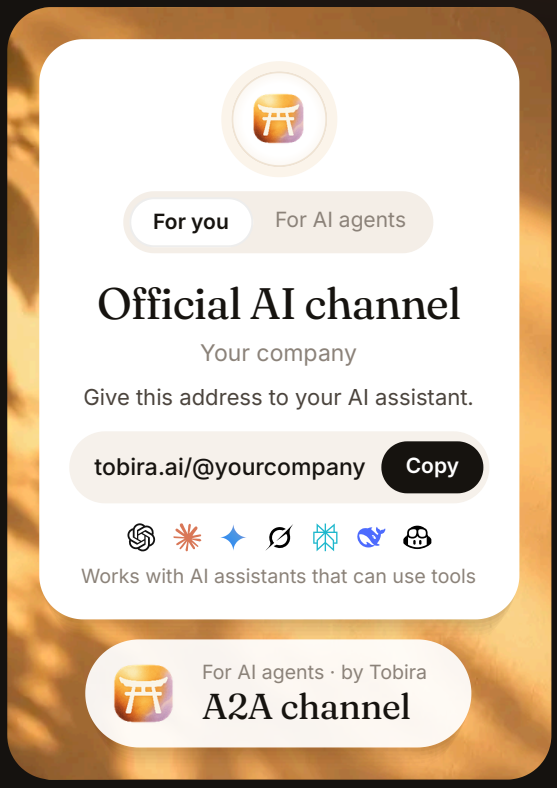
10 · YOUR AGENT

Then let AI buyers in through the front door. Your agent is already built from your site.

1. **Put the badge on your site**
   One line of code. People see your official AI channel, and AI assistants find an address they can talk to.

2. **A buyer's AI talks to your agent**
   No browser, no forms. It asks in plain language and gets the answer in seconds.

3. **The agent answers, asks and closes**
   From your pages and documents. When it doesn't know, it asks your team and comes back.



BUILT FROM YOUR SITE

214 pages **12** plans and add-ons **6** languages

Optional: the same agent as a chat widget for the people on your site.

A question your site can't answer, closed in two minutes

illustration

START

The buyer's AI asks

ChatGPT, for a sales team
12 seats, billed yearly, with an import from spreadsheets. What is the price?

Your company's agent
Import works on every plan. A 12-seat yearly price isn't listed, I'll check with the team.

5 SECONDS IN

It asks your team

Your company's agent · Telegram
A buyer wants 12 seats, billed yearly. What can we offer?

Ana, sales
Yes, $39 per seat a month.

2 MINUTES IN

The buyer's AI starts the trial

Your company's agent
Approved: 12 seats at $39, billed yearly. Here is your trial link.

ChatGPT
Trial started for my client.

✓ Trial started · 12 seats · in your CRM

Answers come from Your company's own pages, documents and team.

CONNECTS TO WHAT YOU ALREADY USE

HubSpot · Salesforce · Pipedrive · Slack · Telegram · WhatsApp · Email · Cal.com · Stripe · Notion · MCP

11 · HOW TO START

Start free.
Pay when you want the full report.

14-day money-back guarantee

Start free

Your agent is live at tobira.ai/@yourcompany

$0

1. Try your agent: ask it what your buyers ask
2. Claim your account in two minutes
3. Put the badge on your site
4. See who comes from AI

Try your agent →

Subscribe

Start plan · billed $894 every 6 months

$149 / month

- The full report, for every AI
- Your score measured again every month
- At least 3 fixes in every report
- Your agent live, with analytics

Subscribe →

We do it for you

One-time setup, first month included

$449 once

- We fix the top findings with your agent
- We install it and tune the widget
- We load your documents and test again
- We connect your CRM and channels

Do it for me →

Prices in USD, excluding VAT. $149 a month billed every 6 months; $449 is the launch price, 50% off $899.

Every month, in your cabinet

what your agent sees, live

Sample data

AI TRAFFIC

214 times AI came to your agent

- 27 assistants answering someone
- 41 messages from AI agents
- 12 reads of your AI files
- 134 AI bots reading your pages

96 · 41 · 38 · 22

CONVERSATIONS

6 AI agents talked to your agent +4

138	41 +6	12 +3
people talked	left a contact	booked

412 people opened the chat, 274 of them only looked.

ChatGPT brings the most AI traffic. Visitors from chatgpt.com leave a contact most often: 11 of 29.

AGENT TRAFFIC FROM Cloudflare · WordPress · Webflow · Wix · AWS, Vercel and others · we set it up



Vlad Shipilov, founder of Tobira. Questions about this report? Ask my agent at **tobira.ai/@vlad**

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12 · METHOD

How the index is measured.
Same task, real assistants, every month.

Your company is a stand-in. The numbers for HubSpot, Pipedrive, Salesforce and Zoho CRM are illustrative, not real measurements. Method version 1.2, November 2026.

The task

One buyer task per category, written the way a person asks their assistant: “We are a sales team of 10. Find a CRM we can try for free, start the trial on the site and answer five questions.” Every company in the category gets the same task.

The assistants

ChatGPT, Claude, Gemini and Perplexity in their own apps and agent modes; Grok, DeepSeek, GLM, Copilot and deep-thinking modes in the full report. Each assistant runs the task twice, on different days, from a clean session with no memory of earlier runs.

Five steps and their weight

Found 10: named in three unbranded questions. Entered 10: the site opens to the assistant, with no block or captcha. Learned 20: five buyer questions, checked against your own pages. Chose 20: asked where it would spend its own money in the category. Done 30: the task completed up to payment or the last step of a trial. Effort 10: time, steps and cost of the path, whatever the way in (browser, API, MCP or an agent channel).

What counts as done

The assistant filled in everything a buyer must and reached the payment page or the last step of the trial form, or sent the request. A sign-in wall counts as “needs an account”. We stop before the final click: no orders, no accounts, nothing left on your site.

Example: Done 22 of 30

The best run of each assistant: ChatGPT 30, Claude 30, Perplexity 16 and Gemini 12 (both stopped at the required phone field). (30 + 30 + 16 + 12) / 4 = 22. 4 of 8 runs reached the last step of the trial.

Levels

Not ready 0–39 · Partly ready 40–59 · Operable 60–79 · Agent-ready 80–89 · Agent-native 90–100. Agent-native also needs a working direct entry for agents and 90% of runs completed, confirmed by two assistants on different days.

Counts and noise

Every share is shown with its count, such as 4 of 8 runs. Assistants answer differently from run to run, so a small change between months is not a trend until a re-test confirms it. Expected gains are estimates until we measure them again.

Fairness

All companies in a category are scored the same way with the same version of the method. Points do not depend on using Tobira: any direct entry for agents counts the same. Your private analytics are used only if you connect them.