
AI VISIBILITY · MONTHLY AUDIT

How AI describes *your brand*

An analysis of where *Apex Transit Solutions* is being surfaced in AI-generated answers, where competitors are more visible, and which actions are most likely to improve visibility.

PREPARED FOR

Apex Transit Solutions

apextransitllc.com · Asset-based freight brokerage carrier

PREPARED BY

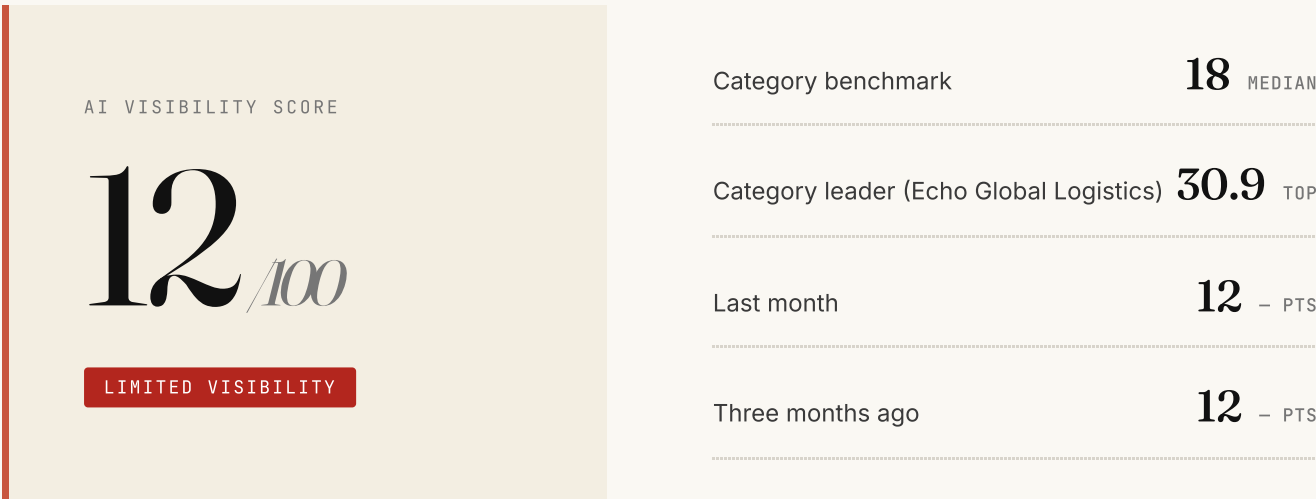
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01 — THE SCORE

Apex Transit Solutions is mentioned in 12% of buyer-intent prompts.

Across 55 prompts checked on ChatGPT, Claude, Perplexity, Google AIO, Apex Transit Solutions surfaced in roughly 12% of unique answers.



WHAT THIS MEANS

Apex is highly visible when buyers already know the brand, appears selectively in direct comparison prompts, and is absent from broader discovery prompts.

Performance by AI engine				% OF PROMPTS WHERE APEX TRANSIT SOLUTIONS APPEARS
CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AIO	
13%	13%	13%	11%	
— new	— new	— new	— new	

02 — THE FIELD

Echo Global Logistics is *eating the recommendation.*

5 competitors were tracked. This page shows the competitive spread at a glance, while the visibility breakdown by intent is shown separately on the following page.

Share of voice across 55 prompts

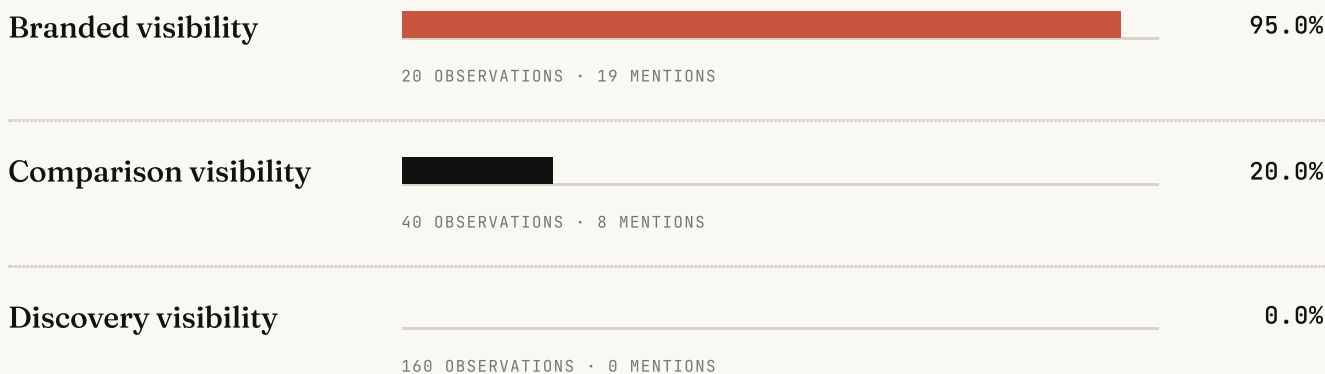
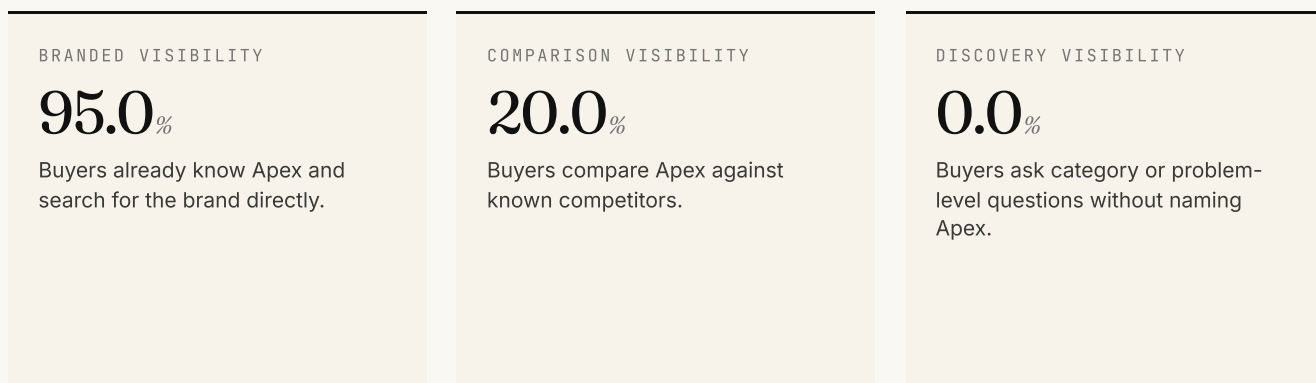
APPEARANCE RATE · AVERAGED 1 RUNS



03 — VISIBILITY BY INTENT TIER

Apex is strong when buyers already know the brand, but absent when they start broader discovery.

Branded, comparison, and discovery visibility are shown separately because each reflects a different stage of buyer intent and highlights a different visibility gap.



WHAT STANDS OUT

Branded visibility is already strong. The next gains come from comparison prompts and non-branded discovery coverage, where AI systems are still pulling from other authorities.

04 — WHERE VISIBILITY IS COMING FROM

Which surfaces are helping each tracked brand *show up*.

This page highlights the domains most frequently associated with visibility for Apex and the competitors that appear most often in AI-generated responses.

Apex Transit Solutions

APPEARED IN 7 PROMPTS

01	indeed.com	9
02	carouselcapital.com	2
03	reviews.birdeye.com	2
04	thetruckersreport.com	2
05	apex-transitsolutions.com	2

Armstrong Transport Group

APPEARED IN 13 PROMPTS

01	youtube.com	16
02	somersetlogistics.com	8
03	tallgrassfreight.com	6
04	globaltranzagents.com	6
05	kopflogisticsgroup.com	5

Landstar System

APPEARED IN 5 PROMPTS

01	kopflogisticsgroup.com	5
02	atsinc.com	5
03	spi3pl.com	3
04	inteklogistics.com	3
05	buchananhauling.com	3

Echo Global Logistics

APPEARED IN 17 PROMPTS

01	youtube.com	12
02	atsinc.com	9
03	kopflogisticsgroup.com	10
04	badgerlogistics.com	9
05	globaltranzagents.com	7

Coyote Logistics

APPEARED IN 17 PROMPTS

01	youtube.com	12
02	kopflogisticsgroup.com	10
03	atsinc.com	8
04	spi3pl.com	7
05	somersetlogistics.com	9

Total Quality Logistics

APPEARED IN 5 PROMPTS

01	youtube.com	5
02	badgerlogistics.com	5
03	atsinc.com	3
04	inteklogistics.com	3
05	dat.com	2

05 — PROMPT-LEVEL EVIDENCE

Where Apex Transit Solutions wins, where it loses.

A representative sample from the tracked prompt set. These examples show where the brand is already being surfaced and where competitors continue to control the response.

●	<i>"apex transit solutions vs armstrong transport group"</i>	GPT · CLA PPX · AIO
Cited across all major engines. Strong placement on this query type.		
●	<i>"tql vs apex transit solutions for mid-market shippers"</i>	GPT · CLA PPX · AIO
Cited across all major engines. Strong placement on this query type.		
○	<i>"best freight brokerage for independent agents"</i>	GPT · CLA PPX · AIO
Absent across all engines tested. Competitors capture the recommendation entirely.		
○	<i>"asset-based carrier with brokerage agent program"</i>	GPT · CLA PPX · AIO
Absent across all engines tested. Competitors capture the recommendation entirely.		
○	<i>"freight agent recruiting boutique alternative to landstar"</i>	GPT · CLA PPX · AIO
Absent across all engines tested. Competitors capture the recommendation entirely.		
○	<i>"WBE certified freight broker for supplier diversity"</i>	GPT · CLA PPX · AIO
Absent across all engines tested. Competitors capture the recommendation entirely.		

06 — CITATION PATTERNS WHEN APEX IS ABSENT

These are the domains AI *keeps quoting* instead of Apex.

When Apex is not included in the response, AI engines most often rely on educational broker content, agent-program pages, supplier-diversity proof pages, and YouTube.

01	youtube.com	5.3%	06	spi3pl.com	1.4%
02	atsinc.com	2.8%	07	wickerparklogistics.com	0.6%
03	badgerlogistics.com	2.4%	08	commercialfreightservices.com	0.3%
04	armstrongtransport.com	2.1%	09	ccslogistics.net	0.4%
05	dat.com	1.8%	10	redwoodlogistics.com	0.7%

WHAT THE PATTERN MEANS

The gap is discovery coverage, not branded awareness. The winning domains answer narrow buyer questions directly, especially around asset-based brokerage, agent programs, switching, supplier-diversity proof, and video explainers.

HIGHEST-VALUE GAPS

Educational broker pages that explain asset-based vs. non-asset brokerage.

Agent-program and broker-switching pages used in recruiting and transition queries.

Supplier-diversity proof pages that validate WBE and procurement fit.

YouTube versions of the same discovery topics so AI has another retrieval surface.

07 — FIVE FIXES, PRIORITIZED

What to change *before next month's report.*

Recommendations are prioritized by expected impact and ease of execution, so teams can focus first on the changes most likely to improve visibility.

01

Build a discovery cluster around asset-based freight brokerage

When Apex is absent, AI engines repeatedly cite educational broker pages and explainers on asset-based brokerage, capacity, and broker evaluation rather than Apex's own site.

A useful starting point is a focused set of pages addressing the questions buyers ask most often: asset-based vs. non-asset brokerage, asset-backed capacity, how to evaluate an asset-based freight broker, and best-fit use cases. This is the clearest path to improving visibility beyond branded searches.

IMPACT
HIGHEFFORT
MediumLEAD TIME
3-5 weeks

02

Build an agent-program and broker-switching cluster

Armstrong, SPI, Tallgrass, DAT, and similar brands dominate queries about agent programs, onboarding, moving a book of business, and switching brokers.

Create pages covering the agent program overview, switching considerations, onboarding timeline, commission structure, back-office support, and recruiter FAQs so Apex is better represented on these decision-stage topics.

IMPACT
HIGHEFFORT
MediumLEAD TIME
3-5 weeks

03

Publish a supplier-diversity and WBE proof hub

Supplier-diversity prompts are being won by proof-oriented pages, not generic service copy.

Develop a proof-oriented content hub covering WBE certification, procurement readiness, enterprise qualification details, and a dedicated page for WBE-certified freight broker searches.

IMPACT
HIGHEFFORT
MediumLEAD TIME
2-4 weeks

07 — CONTINUED

Two more *worth your time.*

The remaining recommendations extend the same strategy by strengthening supporting content and improving how key topics are surfaced and understood by AI systems.

04

Expand competitor comparison pages where Apex already shows traction

Apex already appears in some direct comparison prompts, which suggests comparison content is a practical near-term expansion opportunity.

Develop structured comparison pages for Echo, Coyote, Armstrong, Landstar, and TQL with direct-answer introductions, use-case fit, switching criteria, and FAQ sections.

IMPACT

HIGH

EFFORT

Medium

LEAD TIME

2-3 weeks

05

Match every major discovery page with a YouTube video

YouTube is the strongest citation surface when Apex is not included, so video should reinforce the same discovery topics covered by written content.

Pair each major discovery page with a corresponding video on asset-based brokerage, agent programs, supplier diversity, broker evaluation, and switching topics using clear, query-aligned titles.

IMPACT

MEDIUM

EFFORT

Medium

LEAD TIME

4-6 weeks

08 — METHODOLOGY

How this report was *measured*.

This appendix outlines the prompt set, engine coverage, and interpretation rules used to keep month-over-month comparisons consistent.

Prompt set

55 prompts were derived from a category template and manual additions, spanning branded, comparison, and discovery-style buyer intent.

Engines tested

4 engines were included in this run: ChatGPT, Claude, Perplexity, Google AIO.

Runs per prompt

Each prompt was run 1 time, producing 220 total observations across the dataset.

What counts as a mention

A mention means Apex Transit Solutions appears directly in the answer text. This report measures how often the brand is surfaced across tracked buyer-intent prompts.

How the score works

The AI Visibility Score is the weighted average of mention rate across ChatGPT, Claude, Perplexity, and Google AIO, normalized to a 0–100 scale.

Why intent tiers matter

This edition separates branded visibility, comparison visibility, and discovery visibility because each reflects a different stage of the buyer journey.

Source-domain interpretation

Source domains are based on cited or linked URLs in responses and are used here to show which surfaces AI systems rely on when Apex is present or absent.

How to read this edition

The most meaningful opportunities often come from the gap between strong branded visibility and weaker discovery visibility, rather than from the aggregate score alone.