

SYNTA

2026 B2B Brand AI Visibility Benchmark

50 brands across five export-oriented industries | US B2B buyer context

50	750	3
Brands	Answers	Models

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Executive summary

This benchmark measures whether 50 B2B brands are discovered, cited and explicitly recommended by Perplexity Sonar, Qwen 3.7 Flash and DeepSeek V4 Flash in a standardized US procurement setting. Thirty brands received zero explicit recommendations across 60 unbranded opportunities. Of 33 brands whose official domains appeared in shared evidence packs, 22 still received no recommendation.

International benchmarks averaged 55.33 versus 41.67 for China-origin brands. The underlying unrounded gap was 13.67 points, driven mainly by unbranded recommendation frequency, prominence, third-party evidence density and US buyer-fit signals. Energy storage and robotics had the strongest recommendation rates.

Management implication: build verifiable, comparable, independently corroborated procurement evidence. Retrieval presence alone does not create shortlist inclusion.

Methodology and quality

The study covers five industries and 10 brands per industry. It produced 750 answers: 150 for each of five prompt archetypes. Two unbranded procurement questions were repeated 10 times per industry and model; branded comparison, alternatives and trust/evidence questions were run once per brand and model. A shared retrieval process generated 250 evidence packs.

The 100-point index combines unbranded recommendation frequency (30), prominence (20), branded comparison performance (20), citations (15), claim support (10) and sentiment/caution (5). All 750 answers completed normally and included parsed sources. A stratified semantic audit checked 150 answers and 4,500 fields, with 91.8% agreement and no truncated final answers.

Results by model and industry

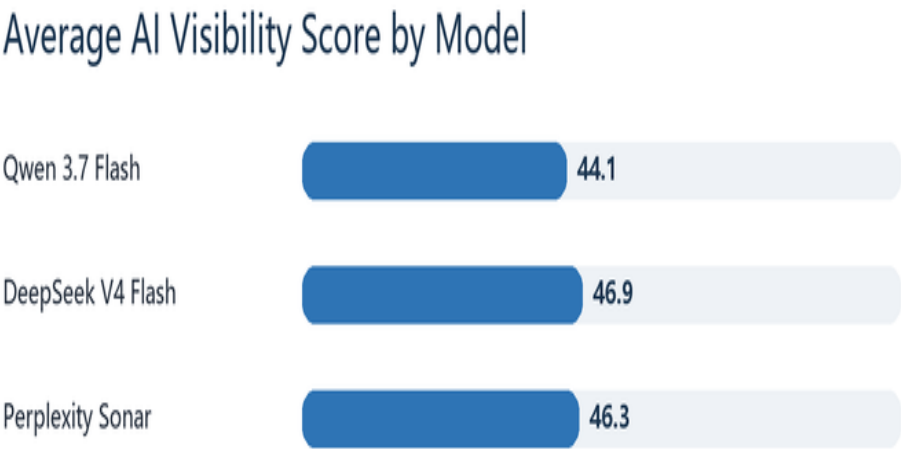


Figure 1. Average AI visibility score by model

Explicit Recommendation Rate by Industry

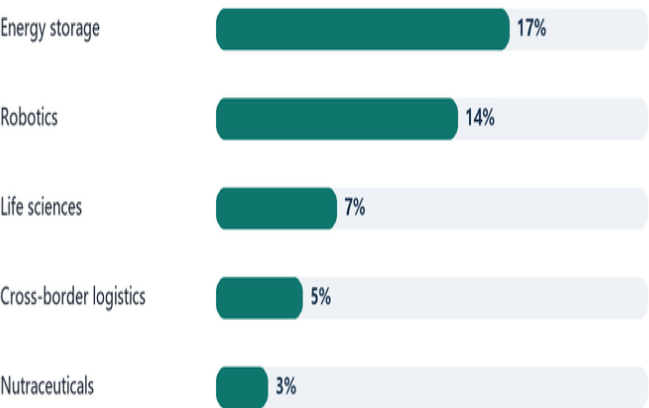


Figure 2. Explicit recommendation rate by industry

Perplexity and DeepSeek produced higher recommendation rates than Qwen, but average visibility scores remained within a narrow 2.72-point band. Brand-level disagreement was wider, with a maximum 22.87-point model score range.

Brand leaders and origin gap

Overall AI Visibility Top 10

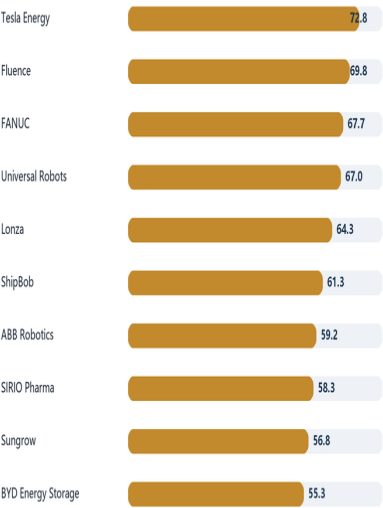


Figure 3. Overall AI visibility Top 10

Average Score: China-origin vs. Benchmarks



Figure 4. China-origin versus international benchmark average score

The study does not establish that models intrinsically prefer non-China brands. International benchmarks more often have citable evidence across market studies, trade media, customer cases, partner ecosystems, standards and US service documentation.

What AI answers cite

Source type	Citations	Share	Domains
trade_other_web	2347	77%	245
official_company	596	20%	50
social_community	40	1%	8
news_business_media	23	1%	3
government_regulator	20	1%	6
marketplace_review	6	0%	1

Trade and other web sources represented 77% of citations, while company-owned domains represented 20%. Owned content is a necessary fact base, but recommendation strength depends on credible corroboration and procurement-relevant comparisons.

90-day action framework

Period	Priority	Outputs	Primary KPI
Days 0-30	Map 20 high-intent buyer questions and repair entity, product, market and US service facts.	Evidence map; question set	Verified-claim coverage
Days 31-60	Publish procurement, comparison, evidence and risk pages; earn partner and trade citations.	Buyer content; citation pipeline	Independent evidence domains
Days 61-90	Repeat the fixed cross-model test, diagnose gaps and iterate.	GEO scorecard; backlog	Recommendation and prominence

Top 15 brands

Rank	Brand	Industry	Group	Score	Rec. rate
1	Tesla Energy	Stationary battery energy storage systems	Benchmark	72.77	63%
2	Fluence	Stationary battery energy storage systems	Benchmark	69.79	57%
3	FANUC	Industrial and collaborative robotics	Benchmark	67.74	57%
4	Universal Robots	Industrial and collaborative robotics	Benchmark	66.98	45%
5	Lonza	Outsourced biopharma R&D and manufacturing	Benchmark	64.26	38%
6	ShipBob	Cross-border ecommerce logistics and US fulfillment	Benchmark	61.31	27%
7	ABB Robotics	Industrial and collaborative robotics	Benchmark	59.25	35%
8	SIRIO Pharma	Nutraceutical ingredients and supplement CDMO	China	58.33	17%
9	Sungrow	Stationary battery energy storage systems	China	56.79	17%
10	BYD Energy Storage	Stationary battery energy storage systems	China	55.31	20%
11	dsm-firmenich	Nutraceutical ingredients and supplement CDMO	Benchmark	54.28	8%
12	Charles River Laboratories	Outsourced biopharma R&D and manufacturing	Benchmark	54.15	12%
13	DHL eCommerce	Cross-border ecommerce logistics and US fulfillment	Benchmark	52.81	15%
14	WuXi AppTec	Outsourced biopharma R&D and manufacturing	China	52.56	15%
15	Glanbia Nutritionals	Nutraceutical ingredients and supplement CDMO	Benchmark	51.70	3%

Limitations

Results can change with model versions, time, retrieval and sampling. Shared evidence improves comparability but may introduce source-selection bias. The retrieval-visible/no-recommendation metric is an official-domain evidence-pack proxy, not a Google or Bing ranking measure. Scores are comparative research signals, not procurement, investment, product-quality, regulatory or compliance endorsements.

The companion workbook contains the full 50-brand scorecard, model-level scores, retrieval-to-recommendation gap data, source domains, 750 complete responses, 250 evidence packs and methodology notes.