§01 · MEASUREMENT

Ramp

https://ramp.com / scanned Oct 7, 2026

Your AI visibility score out of 100, with the ±10 confidence interval drawn to scale. Measured by asking the major AI assistants the questions your buyers ask.

This report shows how AI assistants describe your brand today, and the single change most likely to move that. Paste the block below into ChatGPT, Claude, or your AI assistant to get a finished first draft.

§02 · THE MOVE

YOUR TOP MOVE

Voice detected: Ramp sounds confident and efficiency-obsessed, speaking in punchy, no-nonsense language that treats saving time and money as self-evident imperatives rather than selling points to argue for.

HIGH IMPACT S EFFORT

Ramp's OpenAI visibility lags its Anthropic visibility by 17.5 percentage points, suggesting the brand's entity definition is weaker in the training and retrieval signals that OpenAI models weight most heavily.

Why: Ramp's OpenAI visibility lags its Anthropic visibility by 17.5 percentage points, suggesting the brand's entity definition is weaker in the training and retrieval signals that OpenAI models weight most heavily.

Here's the fix: Publish a concise, factual 'About Ramp' entity page at /about that covers: what Ramp is (a spend management platform combining corporate cards, expense management, bill payments, and AI-powered automation), who it serves (finance teams at companies scaling from startup to enterprise), when it was founded, key differentiators (free to start, AI-native automation, real-time spend controls), and third-party recognition such as press mentions or analyst citations. Write it in declarative, encyclopedic prose rather than marketing language. Submit the page URL to Bing Webmaster Tools and ensure it is linked from the homepage footer, as OpenAI's retrieval layer draws heavily on Bing-indexed, structured factual content.

PASTE THIS INTO CHATGPT, CLAUDE, OR YOUR AI ASSISTANT

```
You are an expert content strategist helping a brand get cited by AI assistants
(ChatGPT, Claude, Perplexity, Google AI).
Carry out the recommendation below and produce the finished, ready-to-publish result.

RECOMMENDATION
Ramp's OpenAI visibility lags its Anthropic visibility by 17.5 percentage points,
suggesting the brand's entity definition is weaker in the training and retrieval
signals that OpenAI models weight most heavily.

WHY IT MATTERS
Ramp's OpenAI visibility lags its Anthropic visibility by 17.5 percentage points,
suggesting the brand's entity definition is weaker in the training and retrieval
signals that OpenAI models weight most heavily.

WHAT TO DO
Publish a concise, factual 'About Ramp' entity page at /about that covers: what Ramp
is (a spend management platform combining corporate cards, expense management, bill
payments, and AI-powered automation), who it serves (finance teams at companies
scaling from startup to enterprise), when it was founded, key differentiators (free to
start, AI-native automation, real-time spend controls), and third-party recognition
such as press mentions or analyst citations. Write it in declarative, encyclopedic
prose rather than marketing language. Submit the page URL to Bing Webmaster Tools and
ensure it is linked from the homepage footer, as OpenAI's retrieval layer draws
heavily on Bing-indexed, structured factual content.

Write the complete, ready-to-publish content that implements this. Output only the
final content — no placeholders to fill in, no meta-commentary.

BRAND VOICE
Ramp sounds confident and efficiency-obsessed, speaking in punchy, no-nonsense
language that treats saving time and money as self-evident imperatives rather than
selling points to argue for.
Distinctive traits: punchy-and-aphoristic, efficiency-obsessed, plain-spoken
```

Collimer does this automatically and verifies the result. See Team.

§03 · SHARE OF VOICE

Who AI names instead of you

Ramp	64%
Brex	48%
Expensify	36%
Airbase	34%

§04 · BY ENGINE

Visibility by AI Provider

anthropic	73%
openai	55%

What else to fix

↑ **Ramp appears in only 8 of 16 alternative-seeking prompts, meaning LLMs frequently recommend Brex, Expensify, or Airbase without mentioning Ramp when buyers ask for comparisons or alternatives.**
Why: Ramp appears in only 8 of 16 alternative-seeking prompts, meaning LLMs frequently recommend Brex, Ex…
Fix: Publish a set of dedicated comparison pages, one per major competitor, at URLs such as /ramp-vs-brex…

↑ **Ramp is nearly invisible in problem-led prompts, appearing in only 1 of 16 responses, because LLMs lack content that connects Ramp to the specific pain points buyers describe before they know a category name.**
Why: Ramp is nearly invisible in problem-led prompts, appearing in only 1 of 16 responses, because LLMs l…
Fix: Create a dedicated page at /why-ramp or /finance-team-problems that maps five to seven concrete CFO …

↑ **AI answers buyer questions about you without ever mentioning Ramp**
Why: 15 of 32 buyer-problem prompts didn't mention Ramp at all.
Fix: 1. Map the buyer questions where Ramp was absent and publish dedicated answer-first content for each…

↑ **No link to a YouTube channel found on your homepage**
Why: No link to a YouTube channel found on your homepage
Fix: We found no link to a YouTube channel on your site, if you have one, link it from your footer; if no…

↑ **Organization has no `sameAs` links**
Why: Organization has no `sameAs` links
Fix: Add `sameAs` linking to authoritative external profiles: ```json { "@type": "Organization", "sameAs…

↑ **Page is missing LocalBusiness schema**
Why: Page is missing LocalBusiness schema
Fix: Add a `<script type="application/ld+json">` block with LocalBusiness markup (or a more specific subt…

↑ **Add the right structured data**
Fix: Mark up your core pages with the correct schema.org type for your category (e.g. SoftwareApplication…

↑ **Lead with the answer in your first paragraph**
Fix: Open each key page with a one- to two-sentence answer to the question it is named for, then support …

↑ **Earn placements on the sources assistants cite**
Fix: Pursue listings and reviews on category roundups, comparison directories, and listicles in your spac…

↑ **Make your key content server-rendered**
Fix: Ensure your core copy is present in the initial HTML rather than loaded client-side.

WHAT HAPPENS NEXT

$0 · you are here
Free scan

$99 · one time
The $99 audit

$6,500 · 90 days · 2026 founding rate
The sprint

The number, the move, and who gets named instead.

Every probe response, all five buyer-intent categories, and a rewrite template per move.

A manifesto, a content strategy, and work that ships. Starts with a conversation.

Act on the move above and scan again in a month. The score is built to be re-measured.

sandcastlelabs.ai/scan

Powered by Collimer · collimer.com · Free report — upgrade for full analysis