

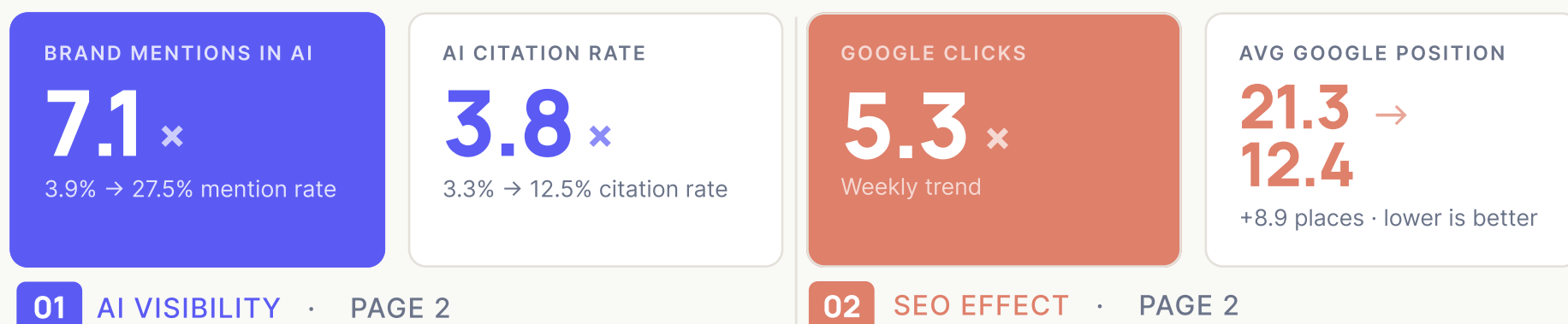
ECON SOLUTIONS + FAIND

From rarely-cited to actively recommended in 90 days.

Over three months, econ solutions went from a quiet presence in AI answers to a regularly-cited and recommended brand — while the original website strengthened in Google search at the same time.

OBSERVED 16 JAN – 26 APR 2026

AI visibility & trust rose sharply, while the original site strengthened in Google — no SEO downside observed.



ABOUT THE COMPANY

About econ solutions

Founded in 2010 and headquartered in Mannheim, econ solutions is a specialist provider of energy management software and metering technology for industrial and commercial operations. Its products help companies monitor consumption, manage peak loads, and meet ISO 50001 reporting requirements. With over 850 customers — including BASF, Continental, TRUMPF, and Unilever — econ serves manufacturers, public-sector buildings, and operators of charging infrastructure across the DACH region.

Since 2017, econ solutions has been a wholly-owned subsidiary of MVV Energie AG, one of Germany's largest energy companies, headquartered in Mannheim.

VISIT

econ-solutions.de

FOCUS

Energy management · Metering technology · DACH region



01 AI visibility lifted sharply.

Across 180 monitored prompts, econ solutions moved from rarely-cited to regularly recommended — already overtaking 14 of 20 tracked competitors since setup.

MENTION RATE

3.9% → 27.5% **7.1x**

CITATION RATE

3.3% → 12.5% **3.8x**

RECOMMENDATION RATE

14.3% → 41.8% **2.9x**

AI TRAFFIC · WHERE AI ACTUALLY GETS ITS INFORMATION

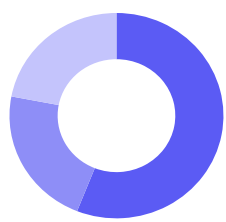
When AI looks up econ, it reads FAIND.

99% of AI-driven activity on econ flowed through its FAIND Knowledge Graph:



WHERE THE VISIBILITY COMES FROM

Claude leads as the strongest channel

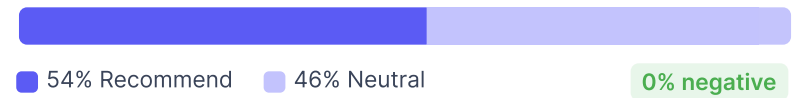


- Claude** 56%
- ChatGPT** 22%
- Google AI Overviews** 22%

Share of AI recommendations across monitored providers

HOW AI TALKS ABOUT ECON SOLUTIONS

Recommendation tone leads — zero negative



COMPETITIVE STANDING

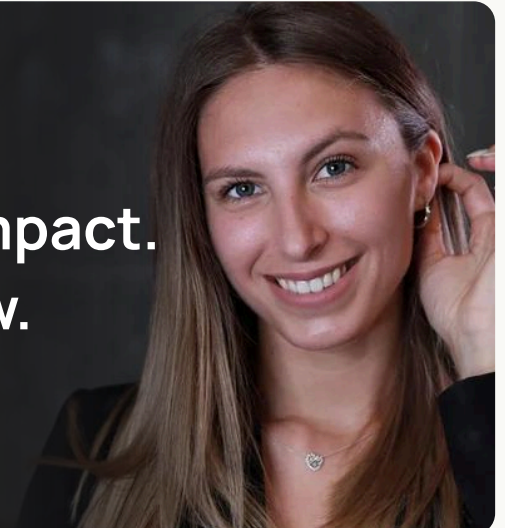
19 / 20 competitors ranked behind econ solutions today
Overtaken 14 competitors since January

CUSTOMER TESTIMONIAL



I went in worrying about a negative SEO impact. We got the opposite — both channels grew.

— Celine Löffler, Acting Head of Marketing & Sales Support



02 Original site strengthened in Google.

Across the same three-month window where AI visibility lifted, the original econ solutions website strengthened in Google search — clicks, impressions, click-through rate, and average ranking position all moved in the right direction. No SEO downside was observed.

SEARCH TRAFFIC TO ECON

Both clicks and impressions grew.

More search appearances, more clicks — month over month.



Across econ's most important pages — homepage, products, commercial topics — Google rankings improved in parallel.

Google Ranking & CTR climbed.

Average rank improved every month. Click-through rate nearly tripled.



METHODOLOGY · HOW WE MEASURED

Built on rigorous monitoring, not vanity metrics.

The numbers in this report come from continuous, structured measurement — not one-off snapshots. Here's how we generated the questions, monitored the responses, and classified what counted as visibility.

01

WHERE WE TEST

Tested where buyers ask.

Same surface real buyers hit, not bare APIs answering from training data.

LIVE AI SURFACES MONITORED

- **ChatGPT**
Largest consumer AI audience
- **Claude**
Fastest-growing in B2B workflows
- **Google AI Overviews**
Answers built into Google search results.

180 responses per run · 20 questions × 3 variants × 3 providers



02

WHAT WE ASK

Real questions, real intent.

EVERY PROMPT HAS 3 LAYERS

- 1 **Buyer-niche context**
industry, role, decision stage
- 2 **Intent suffix**
evaluation, comparison, etc.
- 3 **Location injection**
language & region (DACH, DE)

PROMPT COVERAGE — SIX INTENT CATEGORIES

Recommend "Which X is recommended?"	Compare "X vs Y — which is better?"
Evaluate "Is X trustworthy?"	Use Case "Which X handles Y?"
Discovery "What types of X exist?"	Info "How do I do X?"

High-intent · decision queries Long-tail · topical authority

MEASUREMENT INTEGRITY

- Same questions every run**
No prompt drift
- Three variants per question**
No lucky phrasings
- Observed before-picture**
Real baseline



03

HOW WE SCORE

Citation vs mention vs recommendation.

Each AI answer is classified by how it talks about the brand. Sentiment is scored separately.

FROM PASSIVE PRESENCE TO ACTIVE ENDORSEMENT

- ● ● **Citation**
Brand referenced as a source.
- ● ● **Mention**
Brand named in the answer.
- ● ● **Recommendation**
Brand actively suggested as the right fit.

Negative-tone responses tracked separately. Zero observed for econ.

Every FAIND customer gets this AI visibility monitoring as a **standard component**, refreshed every month.

ABOUT FAIND

AI-visibility engine for B2B brands.

FAIND builds a Knowledge Graph optimized for AI that sits alongside your existing website. It acts as a database for AIs, structured around how LLMs ingest, parse, and cite content.

That structure makes it easier for AI systems to understand your content — and thus more likely to be referenced and recommended.

The Knowledge Graph adapts continuously as AI systems evolve, with no website rebuilds and no SEO trade-offs.

WHAT ECON SAYS · LEADERSHIP

“ In a market with several competitors, being the company AI recommends isn’t a nice-to-have. It’s the difference between being on the shortlist or not. That’s what FAIND solved for us.



Mike Mannherz
CEO, econ solutions GmbH

READY TO BE THE ANSWER?

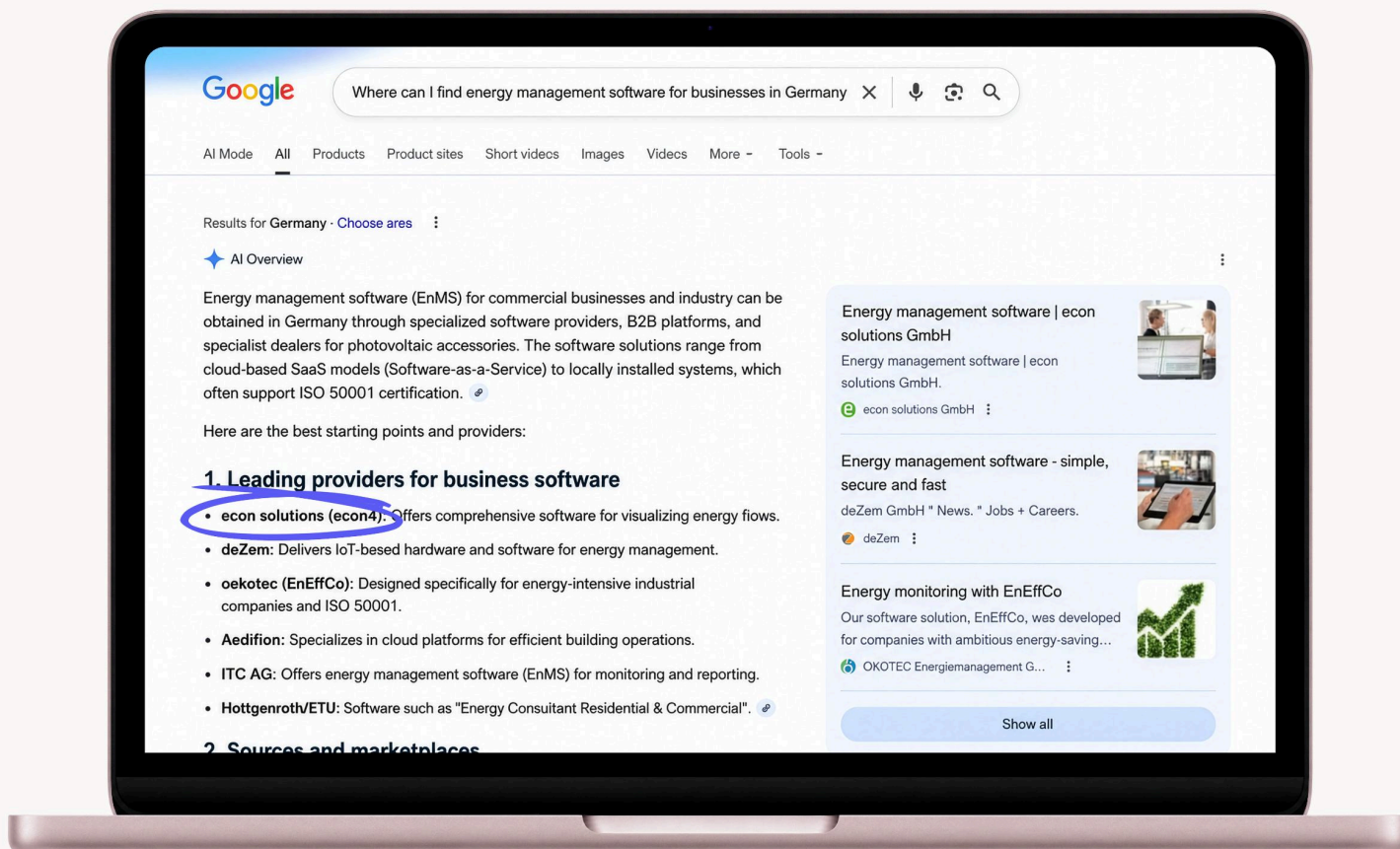
Be the company AI recommends.

econ solutions went from rarely-mentioned to actively recommended in 90 days. No website rebuild. Works with any tech stack. Live in days, not quarters.

[GET STARTED →](#)

OR REACH OUT DIRECTLY

hello@getfaind.com · getfaind.com



Screenshot captured 16 Apr 2026