



ramp attracts
85K probable buyers
from
Google, ChatGPT,
Perplexity, Grok and
more.

Here's their strategy you can steal from



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First, See the Results.

- Google AI Overviews: 1,700 citations
- Grok: 1,100 citations
- Perplexity: 801 citations
- Gemini: 473 citations
- ChatGPT: 400 citations

85K probable buyers.

Every single month.

Here's the 4-move playbook
behind all of it.



#1. Focused on Buyers, not just Readers.

Ramp pulls 87,200 commercial searches, like

"Expensify alternatives"
or "best expense management software."

These are not curious learners but buyers who are ready to make a buying decision.

Ramp has a dedicated, structured page for every single one of those moments.



Takeaway: Produce more
commercial intent content.
It ranks on Google AND gets cited by
AI. Two targets, one arrow.



#2. Generated Leads with Free Tools.

Ramp built a free tools library.
Calculators. Directories. Generators.

Their mileage and per diem calculators
span 46 states and major US cities.

98 pages. 15,161 monthly visitors
(Every one a finance professional).



Takeaway: Build free tools around problems your buyer faces daily. Chances are when someone asks an AI how to solve a problem, your tool becomes the answer.



#3. Boosted Domain Rating, Build Trust.

Ramp publishes two monthly reports.

- The AI Index.
- The SaaS Leaderboard.

NYT cited it. The Atlantic cited it.
Fortune cited it.

735K backlinks. DR 81.



Takeaway: Turn your
product data into a report.
Backlinks raise your DR on Google.
High DR signals to AI that you are
worth citing.



#4. Persuaded Prospects with Case Studies.

Ramp tags case study by the exact pain point it solves.

- "Lack of visibility into spend."
- "Too many systems."

Headline leads with a measurable outcome.

- "From 2 months to 2 days."
- "Saved 100+ hours."



Takeaway: Tag case studies by pain point. Lead with outcomes in every headline. Buyers find it on Google. AI surfaces it when that pain or goal is mentioned.





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like **ramp**

You need **Concurate** to make you
seen in a crowded AI marketing world.

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