

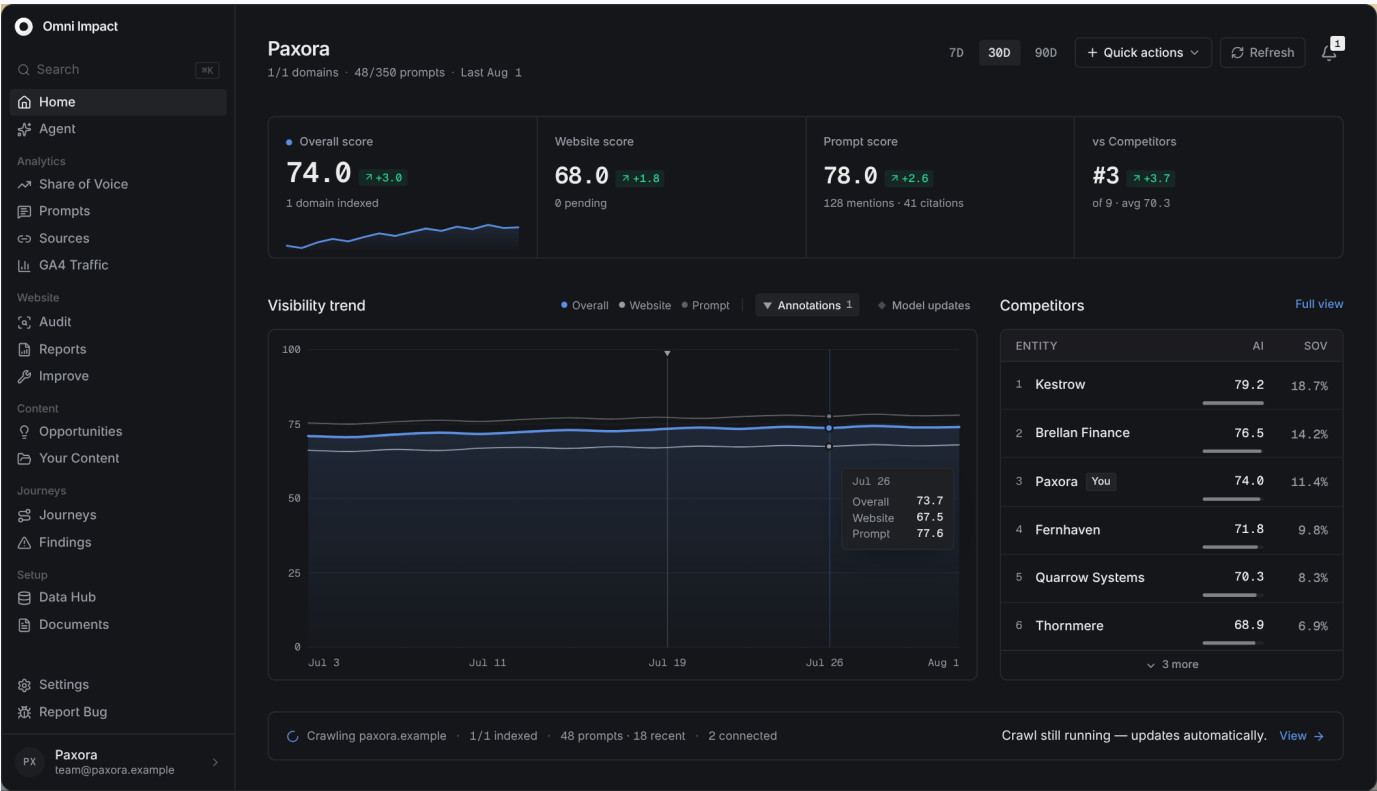
Understanding a brand's place in AI answers.



Omni Impact helps brands and agencies understand how they appear in AI answers, inspect the supporting sources, and turn findings into website and content improvements.

AEO - answer engine optimization

Company facts, product context, reporting angles and visual material.



Public-site illustration. Paxora, a fictional brand, and every displayed score, trend and account detail are demo data, not customer results. Courtesy of Omni Impact. Captured October 14, 2026.

Rochester, New York | Founded by Ben Fowler and Adam Quarterman

hello@omniimpact.net | omniimpact.net

The company at a glance.

Company	Omni Impact LLC
Established	2026; company-supplied background
Public location	Rochester, New York, United States
Founders	Ben Fowler and Adam Quarterman
Category	Answer engine optimization (AEO) and AI visibility
Audience	Brands, marketing teams and agencies
Business model	Subscription software for brands and agencies; enterprise options are advertised separately.
Media contact	hello@omniimpact.net

Founder background

Ben Fowler is a co-founder of Omni Impact, which he started with Adam Quarterman. He leads product development for its AI visibility and answer engine optimization platform, connecting sampled AI answers with source analysis and practical website improvements. His work includes building software with AI coding agents.

A dated pricing snapshot

The public pricing page advertised monthly launch rates of US\$59 for Starter, US\$179 for Pro, US\$499 for Premium on October 14, 2026. Agency and enterprise packages have separate conditions.

Advertised launch rates, not a perpetual-price promise. Annual billing, usage limits, agency terms and enterprise conditions differ; consult current pricing and checkout.

Current pricing: omniimpact.net/pricing. The free website readiness diagnostic is separate from a paid-plan trial.

The company-supplied bio is not an interview quotation. Funding, private financials, ownership details and customer counts are not supplied in this edition; their omission does not establish a value or funding status.

Follow one question all the way through.

Ask	Define buyer questions, brand context and the comparison set.
Observe	Collect sampled answers through supported provider/model routes.
Inspect	Read mentions, recommendations and source citations separately.
Diagnose	Examine website information, access and content gaps.
Review and act	Check a proposed change and use an available delivery or review path.
Re-measure	Compare later observations with their recorded sample conditions.

From findings to practical work

A diagnostic can identify a candidate issue; it does not establish that every AI system is unable to access the site. A generated change still needs factual and technical review. The product describes connected website/CMS paths, GitHub review and manual application of exported changes. The particular action depends on the connection, permissions and availability.

Coverage has a context

On October 14, 2026, the public pricing page said every plan checks every tracked prompt daily in ChatGPT, Google AI Overviews, Google AI Mode and Gemini. Pro adds Perplexity and Premium adds Claude; Grok and an open-model pack (DeepSeek, GLM, Qwen, Kimi) are add-ons. Actual routes, versions, check frequency, availability and included usage depend on plan and configuration. A recorded answer can differ from one person’s own session, which reflects their history and location. Microsoft Copilot is not on the public coverage list.

Public product references: Monitoring, Recommendations, AEO Readiness Check. Ask for a current demonstration of the exact workflow relevant to the story.

A mention is not a recommendation.

Mention rate	The share of recorded answers that name the brand.
Citation rate	The share of recorded answers that cite the brand's site or the brand.
Share of voice	The brand's share of all brand mentions in answers to category questions that do not name it.
Scores	Indexes from 0 to 100, not percentages of answers.
Recommendation	An answer selects or endorses an option, beyond merely naming it.
Readiness score	A website diagnostic. It is not a measurement of answer inclusion.

Ask for the denominator

A brand mentioned in 3 of 12 eligible sampled answers has a 25% mention occurrence rate in that illustrative sample. It does not follow that 25% of people see the brand. This example is invented to explain arithmetic, not a reported result.

For a publishable measurement, record prompts, branded context, provider route, model version, execution surface, dates, sample size, exclusions, detection rules, metric definition, comparison set and uncertainty method.

What the numbers cannot prove

A confidence interval depends on assumptions and does not eliminate selection bias, correlated responses or changing models. A recorded answer need not match a personalized session. A before/after movement does not prove an edit caused it, or establish traffic, purchases or revenue.

The public How we measure guide lists the engines, check frequency and what each number means; a deeper walkthrough is available on request. No usable observations should not be reported as zero visibility.

A concrete reporting starting point.

October 3: new plans and Google AI surfaces

The company’s v1.17.0 release note describes new plans: every tracked prompt checked daily in ChatGPT, Google AI Overviews and Google AI Mode, a faster cadence on other engines for daily prompts, and Grok and an open-model pack as add-ons. This is a company-reported release, not an independent evaluation of the product.

Read the October 3 release note

October 11: guided setup and How we measure

The v1.21.0 note describes guided setup that ends on a first AEO brief, a page for every tracked prompt, a Google Analytics 4 Outcomes view, and one public How we measure guide that replaces the in-app Methodology page. October 11 release note

February 7, 2026	Initial launch entry: dashboard, agent and prompt tracking.
May 31, 2026	Self-serve checkout and the public readiness diagnostic.
June 30, 2026	Guided onboarding and Share of Voice refinements.
July 31, 2026	Publishing paths, change history and fix-measurement work.
August 20, 2026	Provider web-search routes, citations and tracking updates.
September 11, 2026	Content editing and dated chart annotations.
September 24, 2026	Methodology explanations, export comparison and prompt imports.
October 1, 2026	Product documentation: setup, measurement and integration guides.
October 3, 2026	New plans: daily ChatGPT, AI Overviews and AI Mode checks; add-ons.
October 9, 2026	AI search volume estimates and a Share of Voice redesign.
October 11, 2026	Guided setup, prompt pages, GA4 Outcomes and How we measure.

Selected entries from the public changelog, checked October 14, 2026. Product-release labels are not corporate filing dates. Historic notes do not guarantee current entitlement. This kit announces no new fundraising, partnership or customer win.

Questions worth following.

What is inside an AI visibility score?

Ask why tools disagree, how prompts and model mixes affect results, and what a compatible raw-answer comparison can establish.

What happens after the screenshot?

Follow an agency finding into a proposed change, review, delivery and later observation. Keep the demonstrated workflow separate from a claim of business impact.

How does a small software team use agents?

Interview Ben about his actual development process, the decisions he owns and where generated work needs review. Ask for the personal origin story directly.

Readable, cited or recommended?

Use a website diagnostic and a separate answer sample to explain why these are different questions. Include an independent specialist's perspective.

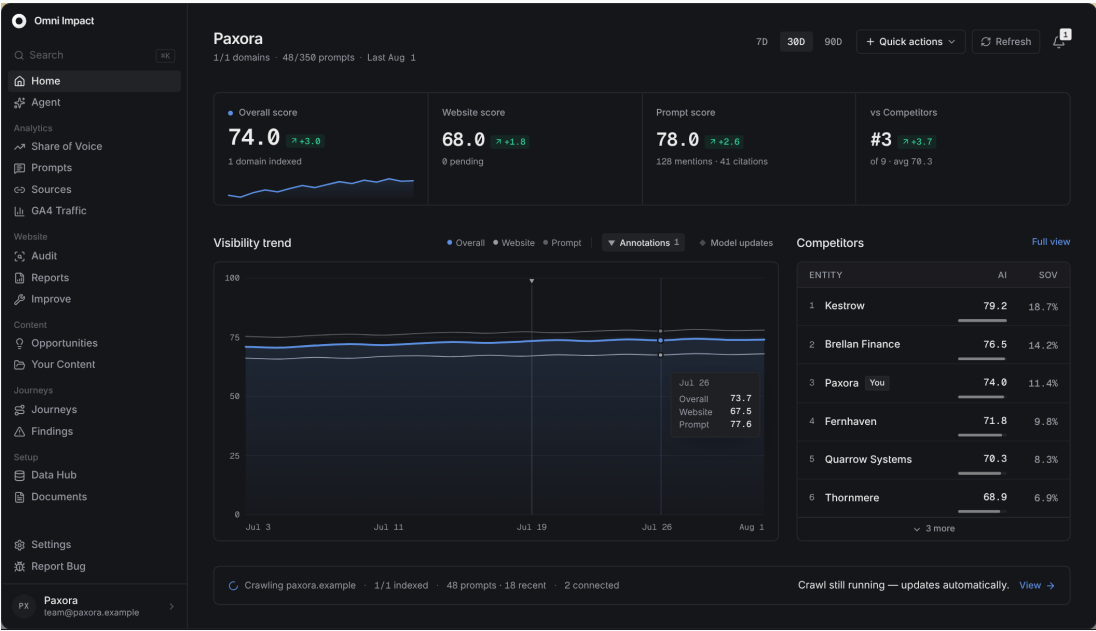
Independent context

Google's current Search Central guide says established SEO practices remain relevant to its generative search features. Its guidance is specific to Google; it does not certify Omni Impact or promise placement. Google Search Central

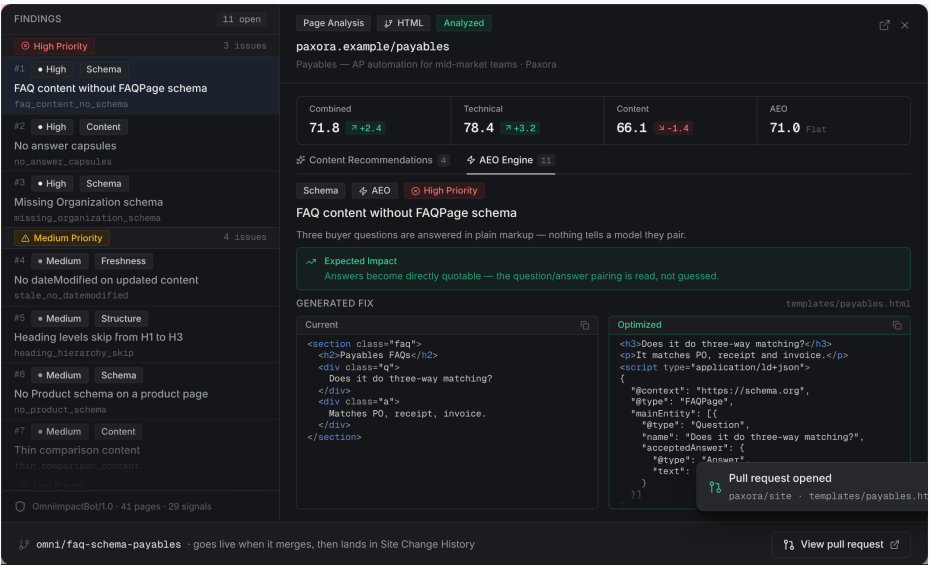
Pew's July 2025 analysis of 900 US adults' March browsing found traditional-result clicks on 8% of Google visits with an AI summary versus 15% without. Results were collected in April. This observational, historical study is neither a causal test nor an Omni Impact outcome. Pew Research Center

The external sources do not validate Omni Impact, establish a current industry-wide result or guarantee an outcome. See the complete source directory in the companion kit.

Product illustrations, honestly captioned.



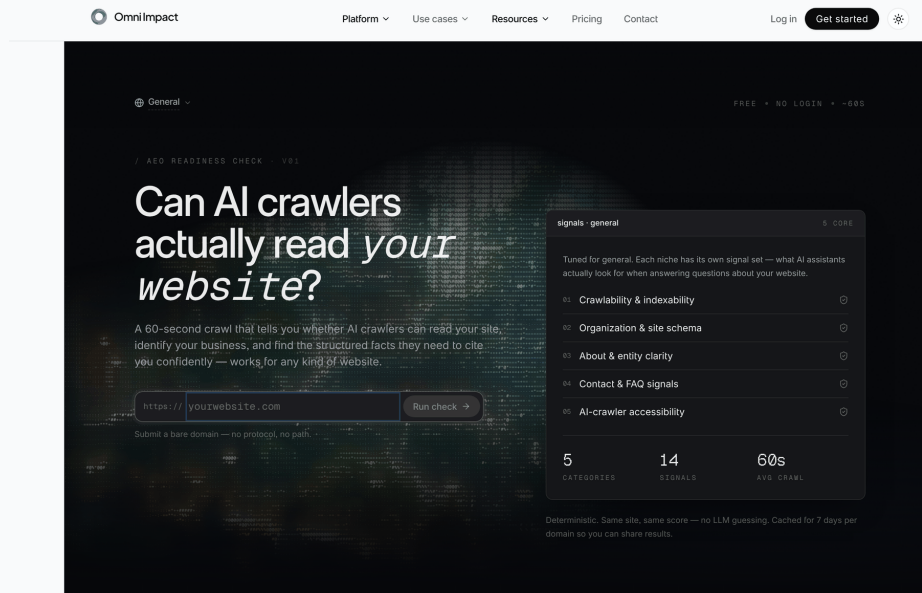
Dashboard illustration from the public homepage. Paxora, a fictional brand, and all displayed metrics, trends and account details are demo data, not customer evidence. October 14, 2026. Courtesy of Omni Impact.



Public Recommendations page illustration (Paxora demo data). Findings, expected effects and the pull-request notice are illustrative; no real site change, customer improvement or universal optimization result is established. October 14, 2026. Courtesy of Omni Impact.

Original PNGs, complete captions, alt text and a conceptual workflow SVG are in the companion package. Keep the demo qualification when reusing an image.

Start with the facts. Ask for the rest.



Public readiness entry screen, October 14, 2026. No domain submitted; not a scan result or a measurement of AI-answer visibility. Courtesy of Omni Impact.

Media inquiries

hello@omniimpact.net

Include your outlet, angle, deadline with time zone and requested format. Request an interview with Ben Fowler, a current product demonstration, a fact check or a correction.

Use the companion kit

Twelve editable documents cover company background, the product, methodology, a reporter FAQ, story angles, a demo guide, a dated timeline, technology/data context, captions and public sources. The kit also includes a one-page fact sheet, official logo variants and machine-readable facts.

No customer testimonial, approved portrait, attributed founder quotation or private financial disclosure is included. Interview scheduling, extra materials, press access, embargoes and exclusivity must be arranged directly. No product result is guaranteed.

Privacy policy and terms provide current company statements; this kit makes no independent certification claim. omniimpact.net