

CRYPTO

AI SEARCH

ORIGINAL DATA

The Crypto AI Visibility Playbook

What 1,500 AI answers reveal about how crypto brands get recommended by ChatGPT, Perplexity, Claude and Google AI Overviews

Narender Charan

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The Crypto AI Visibility Playbook

What 1,500 AI answers reveal about how crypto brands get recommended

1,500

AI answers analysed

Narender Charan

KUNZUM

THE PROBLEM

Crypto is almost invisible in everyday AI answers

6 of 360

everyday money answers named a crypto product a person could use

246

times one fintech brand, Wise, was named in the same study

8 of 510

answers named a crypto card when the question didn't say "crypto"

Not because crypto products aren't useful. Because AI engines rarely connect a real problem to them.

**An AI answer has room for about
three names.**

**Everyone else is left out of the
decision.**

ABOUT THE AUTHOR

Narender Charan

Founder, Kunzum: a crypto-only SEO and AEO studio

BACKGROUND

Web3 marketing

ICO and IDO campaigns, DeFi growth, tokenomics and go-to-market work, after years in content writing and tech journalism.

RESEARCH

Crypto AI Visibility Index

A public study series on how AI engines recommend crypto products, with every dataset free to download.

BUILDER

Own products

kymo, an AI crawler and citation tracker, and RemoteStack, a remote job board. Methods get tested on these first.

Client work includes Velar, a Bitcoin perpetuals DEX. Based in Manali, in the Indian Himalayas.

WHAT WE'LL COVER

Today's walkthrough

01 **The problem in numbers**
How rarely AI recommends crypto

02 **Why crypto is different**
Four problems generic advice misses

03 **Named rarely vs never**
A diagnosis ladder

04 **Every engine is different**
Why one score misleads

05 **Location changes the answer**
Lessons from nine countries

06 **The vocabulary gap**
Content that makes the connection

07 **Where AI gets answers**
The sources that decide

08 **30-day plan and self-test**
What to do on Monday

HOW WE MEASURED

Two studies, about 1,500 real AI answers

EDITION ONE

Does AI ever tell you crypto is the answer?

Everyday money problems sent to 4 engines, with and without crypto words.

480 answers · 360 unprompted · **3,987 citations**

EDITION TWO

Which crypto cards AI recommends, and where

10 questions · 4 engines · 9 countries · 3 runs each.
Location set via API, never typed into the prompt.

1,020 answers · 9 September 2026

Every answer, source and scoring script is public at kunzum.xyz/research

The engines know crypto.
They just don't bring it up.

Same engines, same topic, two very different answers

Question didn't mention
crypto



8 / 510

Question mentioned
stablecoins



319 / 510

Answers naming a crypto card. Once prompted, the engines named **34 different cards**. Unprompted, crypto came up in any form in only 75 of 510 answers.

WHY IT MATTERS

Your biggest market doesn't know your category's name

PROMPTED

The crowded answer

People who already say "stablecoin card". 34 cards compete for a few spots.

UNPROMPTED

The empty answer

People who just have the problem: paid in dollars, spending in pesos. Almost no crypto brand is named here.

If you only test prompts that use your category's name, you're measuring the smallest part of your market.

Generic AEO advice misses **four**
crypto problems.

Four problems SaaS brands rarely face

01

Name collisions

Brands sharing names with tokens, tickers or everyday words get mixed up or skipped.

02

Trust questions

"Is this legit?" and "is my money safe?" shape every recommendation that follows.

03

Young brands

A protocol launched last year may not exist in training data, so it relies on being found live.

04

Different sources

Crypto is validated on aggregators, docs, community threads and crypto media, not software review sites.

QUICK CHECKS

Test each problem in five minutes

PROBLEM	QUICK TEST	WARNING SIGN
Collisions	Ask "What is [brand]?" in three engines	It describes a different project, or mixes two
Trust	Ask "Is [brand] safe?" and "Is [brand] legit?"	Vague, outdated or missing answers
Training vs live	Compare answers with web search on and off	The engine only knows you when it searches
Sources	Read the citations beside category answers	None of the cited sites mention you

**Two established cards were
named in 0 of 1,020 answers.**

Not once, in any country, by any engine.

Find your rung. Each one needs a different fix.

0

Absent: never named

Get into the sources engines already read, and state clearly on your site what you are.

1

Listed: named occasionally

Build prominence with more independent mentions that describe you the same way.

2

Described: named accurately

Give engines reasons to prefer you: comparisons, specific facts, honest "best for" positioning.

3

Recommended: a top pick

Protect it. Keep facts current, watch competitors, re-test regularly.

POPULAR ISN'T THE SAME AS RECOMMENDED

The most-named cards were never named unprompted

CARD	ANSWERS NAMING IT (ALL QUESTIONS)	UNPROMPTED ANSWERS NAMING IT
Crypto.com	117	0
Coinbase Card	110	0
Kast	109	0
Cardtonic (Nigeria)	5	4
Avici · Plasma One	0	0

Score each type of question separately. A brand can top one answer and be absent from another.

One AI visibility score **hides the real problem.**

The four engines behave very differently

ENGINE	RAISED CRYPTO WITHOUT BEING ASKED	NAMED A LOCAL PRODUCT OUTSIDE THE US
ChatGPT	Sometimes: 11 of 15 answers in Nigeria, 0 of 15 in South Korea	35%
Google AI Overviews	Occasionally	25%
Perplexity	Never , in any country (0 of 135)	3%
Claude	Rarely	0% of 180

Plan per engine, not per "AI"

CHATGPT

Most responsive to context

Adjusts most to location. Prioritise it if you sell in emerging markets.

GOOGLE AI OVERVIEWS

Tied to classic search

Draws on pages that already rank. Named a local product in 22 of 30 Nigerian answers.

PERPLEXITY

Waits for the word "crypto"

Treat it as a prompted-only channel. Win the "which crypto card" answers.

CLAUDE

Ignores location

No country-specific products in 180 answers. Local brands face global names everywhere.

Identical questions, different countries, different answers

MOST OPEN

Nigeria

ChatGPT raised crypto in **11 of 15** unprompted answers, more than double any other country. The only card offered unprompted, Cardtonic, is Nigerian.

MOST CLOSED

South Korea

ChatGPT raised crypto in **0 of 15** answers. With strict rules on crypto spending, that may be the right call.

A check run from the US tells you very little about what a user in Lagos or Manila sees.

YOUR REAL COMPETITORS MAY BE LOCAL

Names engines associate with each market

COUNTRY	LOCAL NAMES IN AI ANSWERS
Philippines	GCash, Maya
South Korea	Upbit, Bithumb
Brazil	Nubank, Mercado Bitcoin
Nigeria	Flutterwave, Chipper, Grey

Map competitors per country, earn local coverage, and accept that some markets are closed.

Write the way your future users talk

WRITTEN FOR INSIDERS

Non-custodial stablecoin card with global acceptance

USDC off-ramp with low fees

Crypto card for Web3 natives

WRITTEN FOR THE PROBLEM

Paid in US dollars, spending in pesos? How to stop losing money on conversion

The cheapest way to turn dollar savings into local cash

What to use when your debit card keeps getting declined on foreign sites

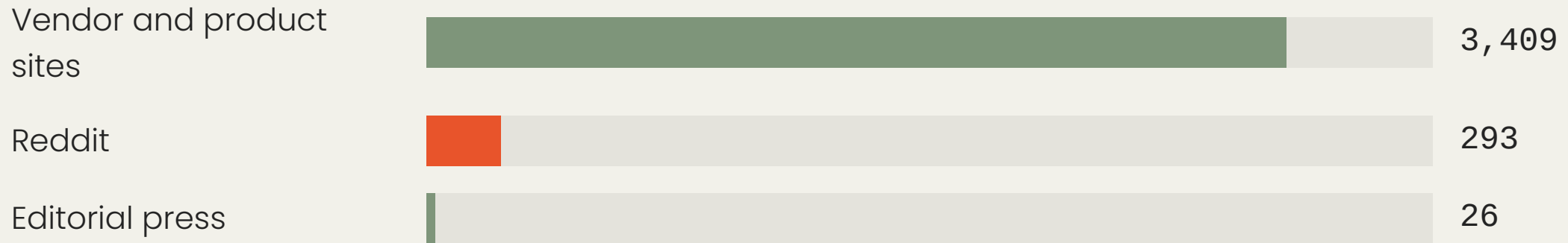
Six page types to publish

- | | | | |
|----------|---|----------|--|
| 1 | Problem pages
One real-world problem each, in plain words | 4 | Country pages
Local currencies, rules and alternatives |
| 2 | "What is" pages
Who you are, who you're for, who you're not for | 5 | Safety and fees pages
Direct answers with honest limits |
| 3 | Comparison pages
"You vs competitor", with a fair verdict | 6 | Original data
What only you can publish, so others cite it |

Make every section easy for an engine to use

- **Answer first.** The direct answer goes in the first two sentences.
- **Make each section stand alone.** Engines pull single passages, so repeat the subject by name.
- **Be specific.** Numbers, limits and conditions beat "fast" and "secure".
- **Admit the downsides.** Stated risks read as more trustworthy, to people and engines.
- **One brand description everywhere.** The same sentence on your site, profiles and press kit.

3,987 citations, and where they came from



Edition one. Company sites carry most of the weight, Reddit is the top single domain, and press releases alone won't get you in.

A REAL EXAMPLE

The brand that became its own source

We asked ChatGPT and Perplexity: **which stablecoin card is best?**

They named **nine** providers between them. Only **Kast** appeared in both answers.

Perplexity's top pick was **Bleap**, and its sources included **three comparison articles published by Bleap itself**.

THE LESSON

Clear comparison content can answer the whole category question

Publish it well, and the engine may use your page to explain the category, then name you in the answer.

Start with what you control

1

Your own site

Category, comparison and problem pages

2

Community threads

Helpful, honest answers where your users already talk

3

Crypto data and review sites

Accurate, complete listings on the aggregators cited in your category

4

Third-party comparisons

Independent "best of" and "alternatives" articles

5

Editorial coverage

Strongest when it explains a topic rather than announces news

Start on Monday

WEEK 1

Measure

Write 15 questions (8 problem, 7 brand). Run each in 4 engines, 3 times. Score 0 to 3. Log sources.

WEEK 2

Fix identity

One brand sentence everywhere. Fix name confusion. Answer "is it safe?" and "what does it cost?". Allow AI crawlers.

WEEK 3

Publish

Two problem pages and one honest comparison page, each with an FAQ.

WEEK 4

Spread and re-test

Update listings, join 3 threads, pitch 1 roundup. Re-run all 15 questions.

Keep the same 15 questions every month, so results stay comparable.

A 60-minute self-audit

1. Write questions (10 min)

Problem questions with no crypto words, category questions, and brand questions like "Is [brand] safe?"

2. Run and score (40 min)

Every question, every engine, fresh chat each time.

3. Read the pattern (10 min)

See the next slide.

SCORE	WHAT YOU SEE
0	Not named
1	Named, low in a list
2	Named and described accurately
3	A top pick

What your pattern tells you

IF YOU SEE

START WITH

Mostly 0s everywhere

Sources: get onto the sites engines already cite

Good on category questions, 0 on problem questions

Vocabulary: publish problem pages

Strong on one engine, weak on another

Engine gap: copy what the strong engine cites

Wrong or mixed-up descriptions

Identity: fix your brand sentence and name confusion

What this data can and can't tell you

- English only, collected on a single day.
- Three runs per question per country: enough for patterns, not tight margins.
- Location was set in the background, not stated by the user.
- Card availability per country wasn't verified. This shows who gets named, not who should be.
- Claude declined to answer as if located in Nigeria or Vietnam, so it covers seven countries.

All data is CC BY 4.0 at kunzum.xyz/research. If you find something we missed, tell us.

**If you're not in the answer,
you're not in the decision.**

Three ways to go further

FREE

The playbook

This framework in full, with every table and checklist.

kunzum.xyz/playbook

FREE

AI visibility audit

A hand-checked report on how ChatGPT, Perplexity and Google AI Overviews see your brand.

kunzum.xyz/ai-visibility-checker

DONE FOR YOU

Book a call

Audits, source mapping, technical SEO, content and placements, tracked per engine and country.

cal.com/0xnarender/kunzum-intro

Or email **narender@kunzum.xyz**

Thank you

Questions, data requests or a second opinion on your AI visibility?

Narender Charan · Founder, Kunzum

Email: **narender@kunzum.xyz**

Free crypto AI visibility audit: kunzum.xyz/ai-visibility-checker

Book a call: cal.com/0xnarender/kunzum-intro

Website and research: kunzum.xyz · kunzum.xyz/research