

The Game is Gone: How AI Search Rewards Teams, Not Tactics

Callum Steenson

KINESSO UK&I





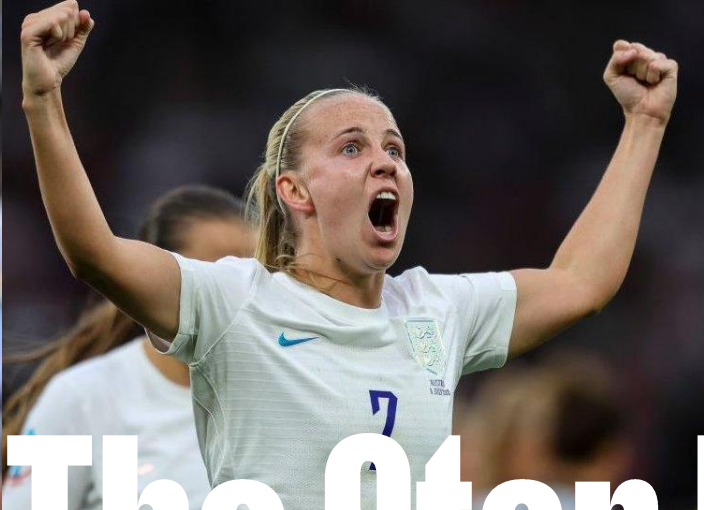
On the agenda

- The Game Is Gone
- AI Search Under The Hood
- Framework: How To Play As A Team

Growing up in the **star** player era







The Star Player Era



But then,
this happened:



KING POWER STADIUM

BARCLAYS BARCLAYS

The Game Is Gone



from **Star Player Era**

to **Modern Team**

SEO

G

Optimising for
search engines



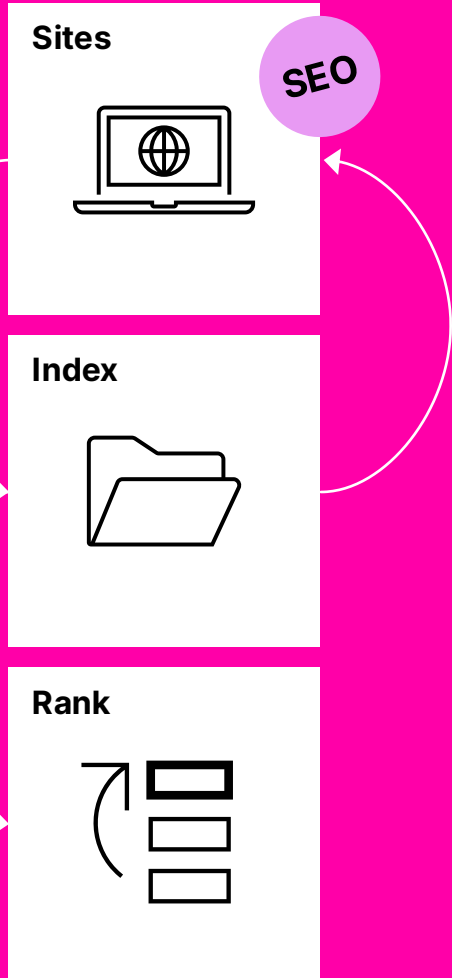
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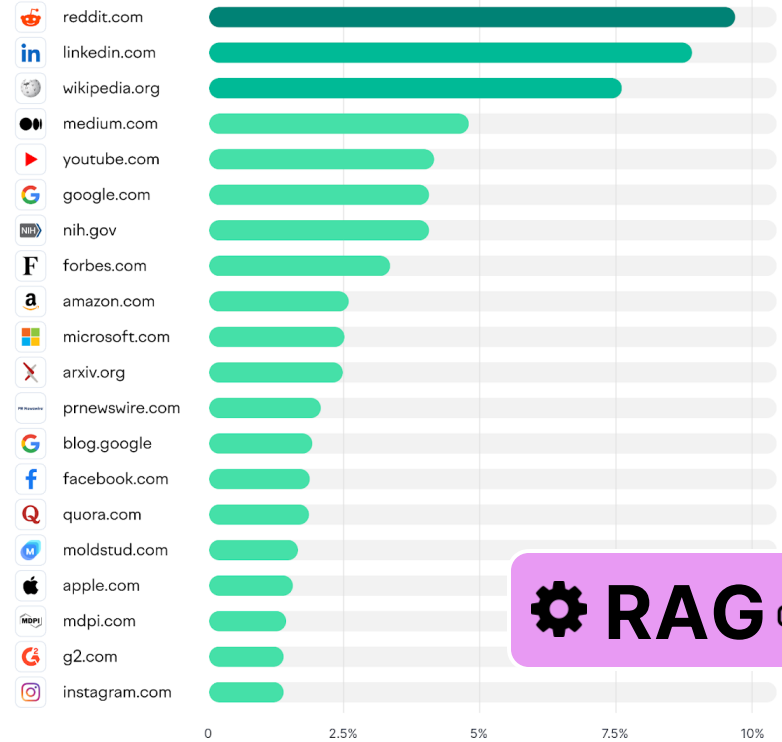
Optimising for
answer engines



AI Search



Top Cited Domains on LLMs (ChatGPT, Google AI Mode, Perplexity): October 2025



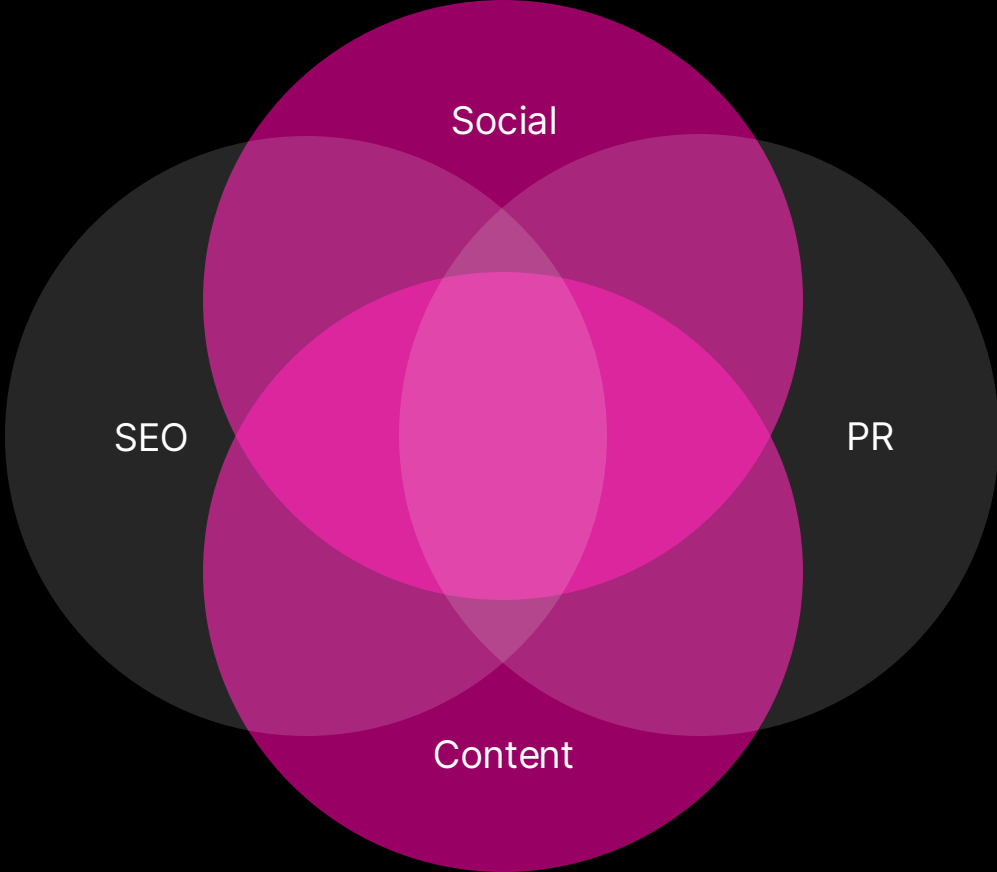
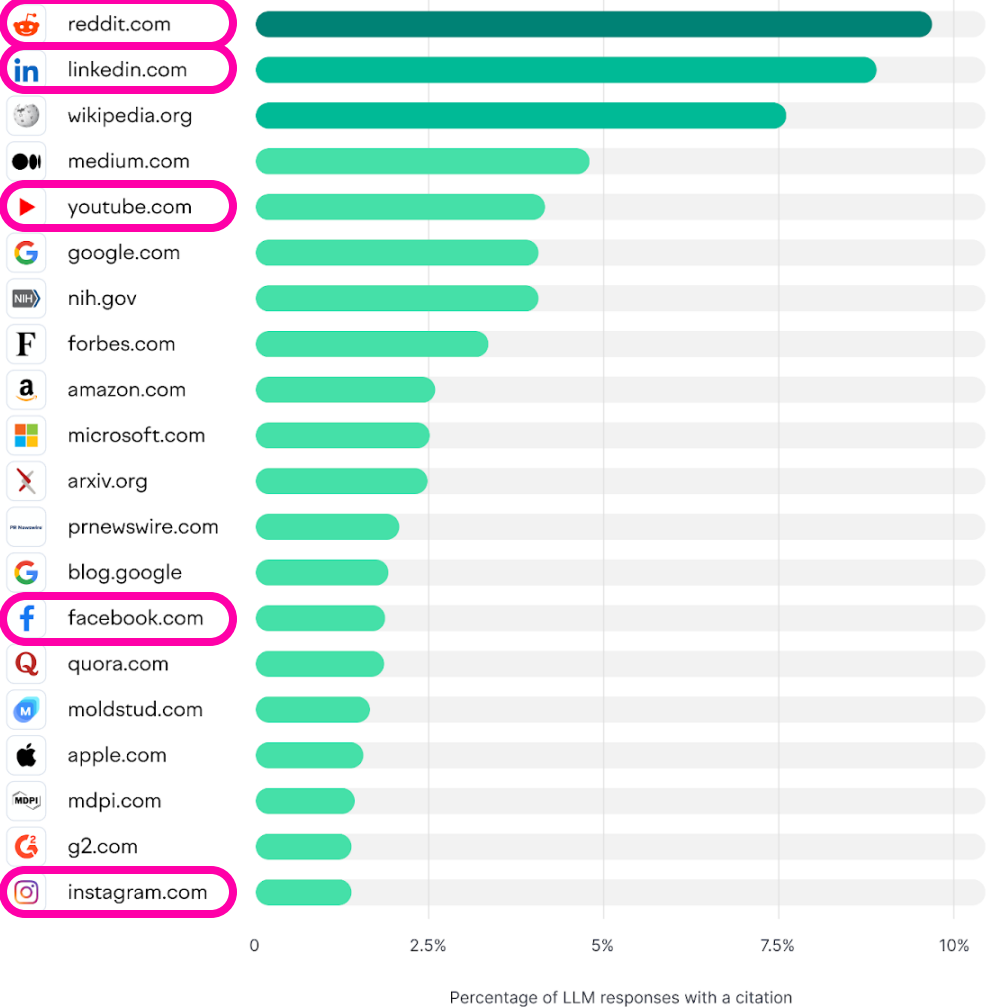
RAG

Based on a Semrush study of 230K prompts conducted in October 2025

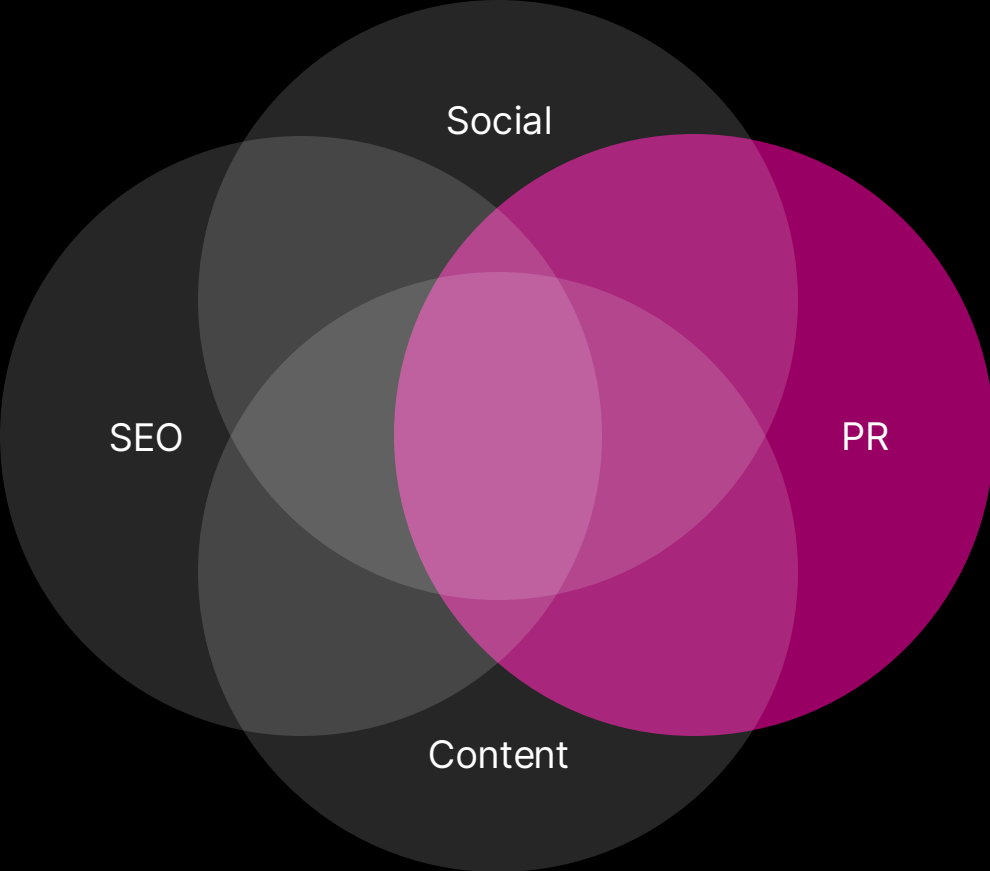
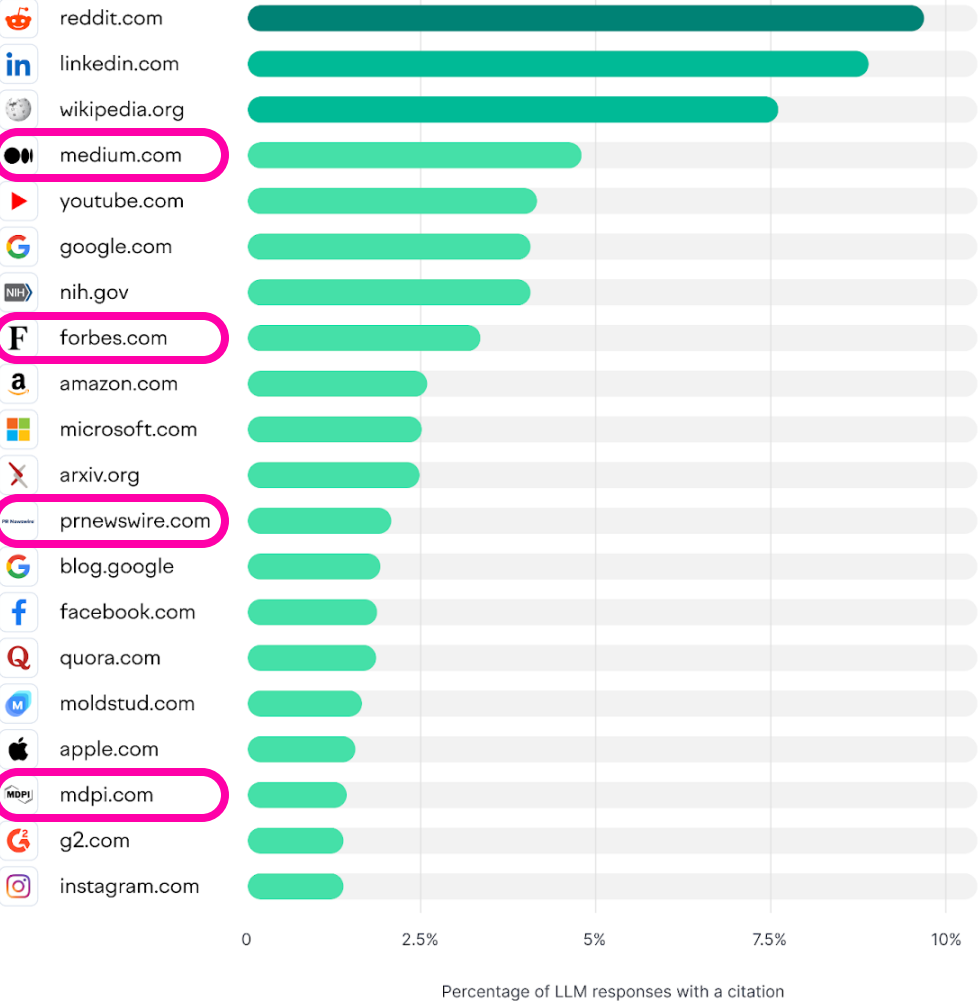
semrush.com



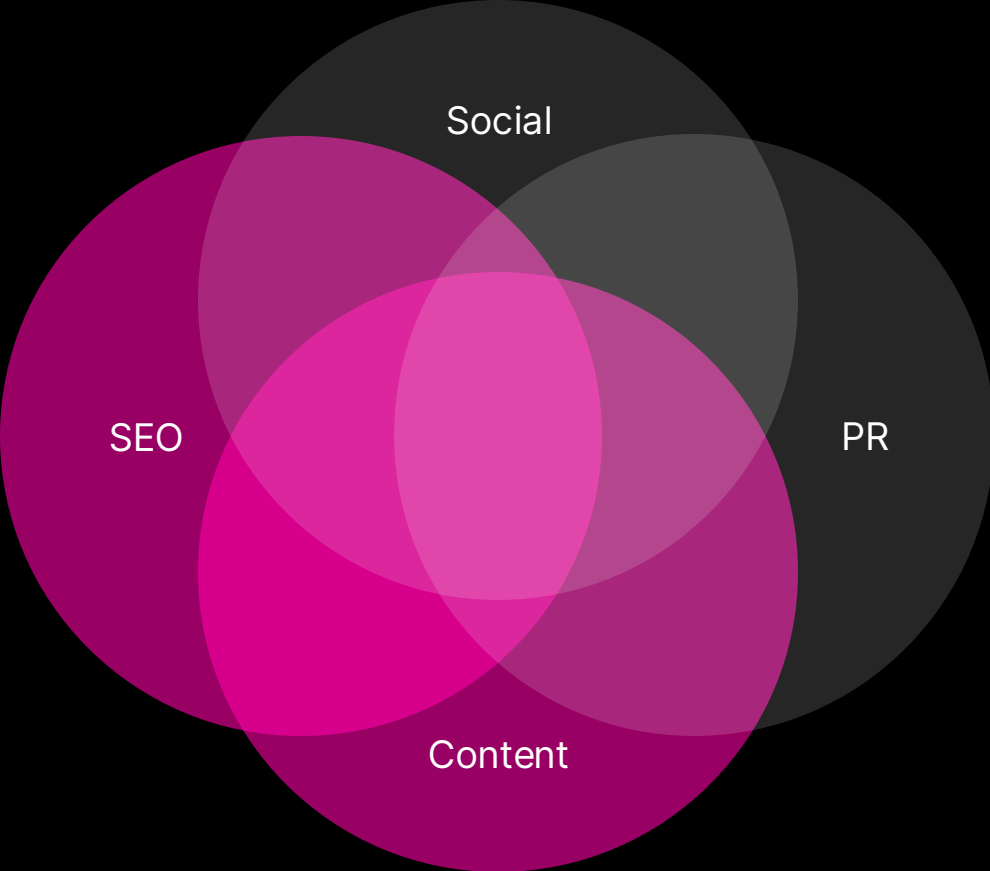
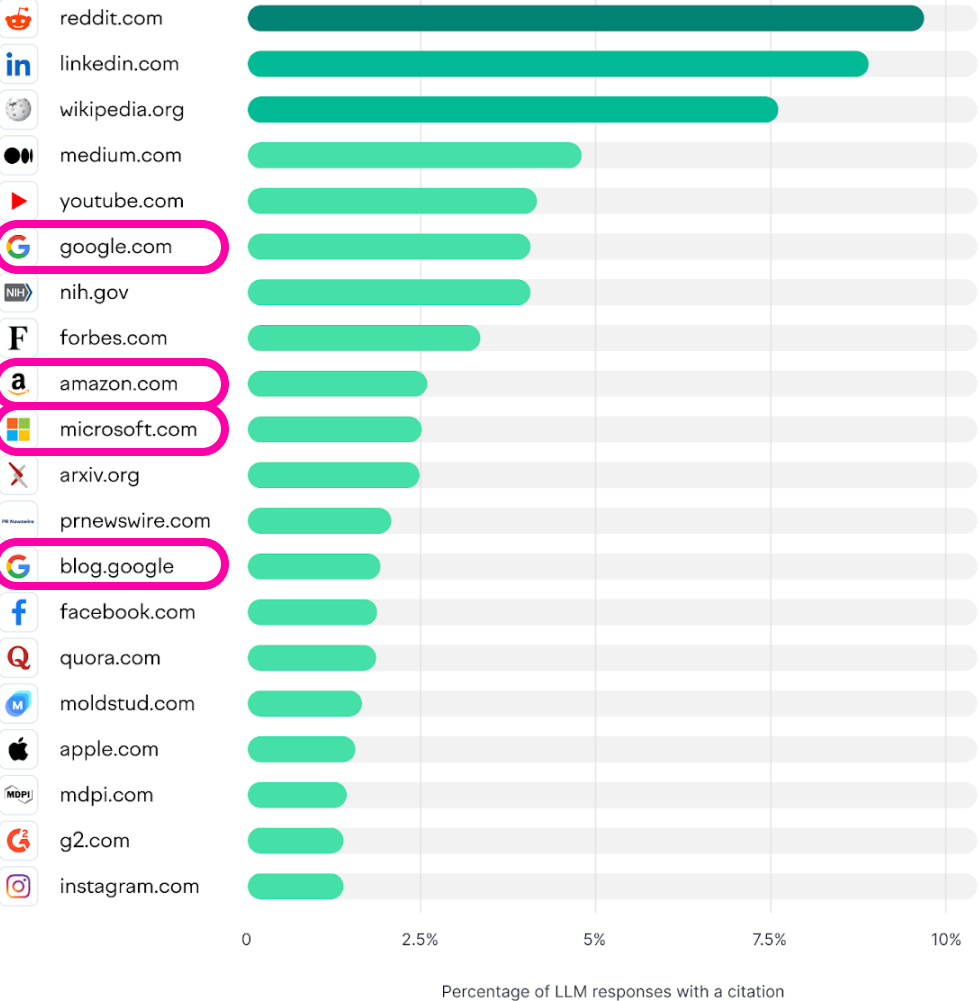
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Top Cited Domains on LLMs (ChatGPT, Google AI Mode, Perplexity): October 2025





What software do accounts payable use?

ChatGPT

United States

27 Jan 2026



Fanout queries

Search queries that AI model generated when answering the query.

- software accounts payable use accounts payable software what tools AP departments use
- top accounts payable software solutions

Response

Accounts Payable (AP) teams use specialized software to manage invoices, approvals, vendor payments, and reporting — shifting away from manual spreadsheets and paper processing to automated, digital workflows. These tools help streamline data entry, enforce approval policies, reduce errors, and speed up payment cycles. www.order.co

Common Types of AP Software

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- **Bill.com** – Popular with small/mid-sized businesses for bill digitization, approval workflows, and electronic payments. tipalti.com
- **Stampli** – AI-driven invoice processing and collaboration platform that centralizes approvals and documentation. www.stampli.com
- **AvidXchange** – Designed for mid to large organizations with high invoice volume and industry-specific workflows. tipalti.com
- **Airbase** – Combines AP automation with spend management and card tools. tipalti.com

2. ERP / Accounting Systems with AP Modules

Larger companies often use comprehensive systems where AP is one module within broader accounting/ERP functionality:

- **Oracle NetSuite** – Cloud ERP with full AP, GL, and financial controls. en.wikipedia.org
- **Sage Intacct** – ERP with automated AP workflows and integration with other financial tools. www.stampli.com
- **QuickBooks Online / Xero** – Popular accounting platforms that include or integrate AP features suitable for small businesses. www.nerdwallet.com
- **SAP Concur** – Known for travel and expense plus AP integrations for enterprises. tipalti.com
- **Microsoft Dynamics 365** – ERP suite with finance and AP capabilities (often used with add-ons like Dooap). www.reddit.com

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- **ERP integration:** Syncs with accounting/ERP for GL posting and reconciliation. www.stampli.com
- **Reporting & compliance:** Dashboards and audit trails for better visibility and control. www.order.co

How Companies Choose

- **Small businesses:** Tools like Bill.com, QuickBooks Online, or Xero for simpler AP needs. www.nerdwallet.com
- **Mid-size to large companies:** Platforms like **Tipalti**, AvidXchange, Stampli, or ERP modules in NetSuite or **Sage**. www.stampli.com
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Mentions

[tipalti](https://tipalti.com)

[sage](https://sage.com)

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Tipalti

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9 Best Accounts Payable Software Solutions in 2025

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NetSuite

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What invoice scanning software do AP teams use these days?

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The 13 best accounts payable software platforms

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Top 15 Accounts Payable Software 2025 | Cflow



What software do accounts payable use?

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Response

Accounts Payable (AP) teams use specialized software to manage invoices, apps, spreadsheets and paper processing to automated, digital workflows. These tools speed up payment cycles. [View details](#)

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NetSuite

Brand Websites



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3rd Party Listicles



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Reddit Thread



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Brand Websites

3rd Party Listicles

Reddit Thread

Reviews

Search Engines

Solo Star Player

“Is this website optimised?”

SEO

Play As A Team

Social

“Does this brand’s website, content, PR and social reinforce the same narrative?”


SEO

PR

Content


Answer Engines

**Traditional SEO tactics are
therefore out of shape and
out of position**

A black and white photograph of three people resting on a running track. One person is sitting on the ground with their head in their hands, another is lying on their back with their legs raised, and a third is sitting on the ground with their hands on their knees. The track has white lane markings and a large number '2' is visible on the ground.

Out of shape

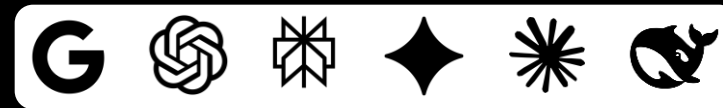
When was the last time your
SEO Audit evaluated your
brand narrative across PR,
Social and Content?

A high-angle, black and white photograph of three runners on a track, moving from left to right. Their shadows are cast long and dark on the track surface. The runner on the left is in the lead, followed by the middle runner, and the runner on the right is trailing. The track has white lane markings.

Out of position

SEO chasing keywords
PR chasing headlines
Social chasing engagement
Content chasing output

So, what do we do **instead?**





Synergy

Oneness

Alignment

T R A Q

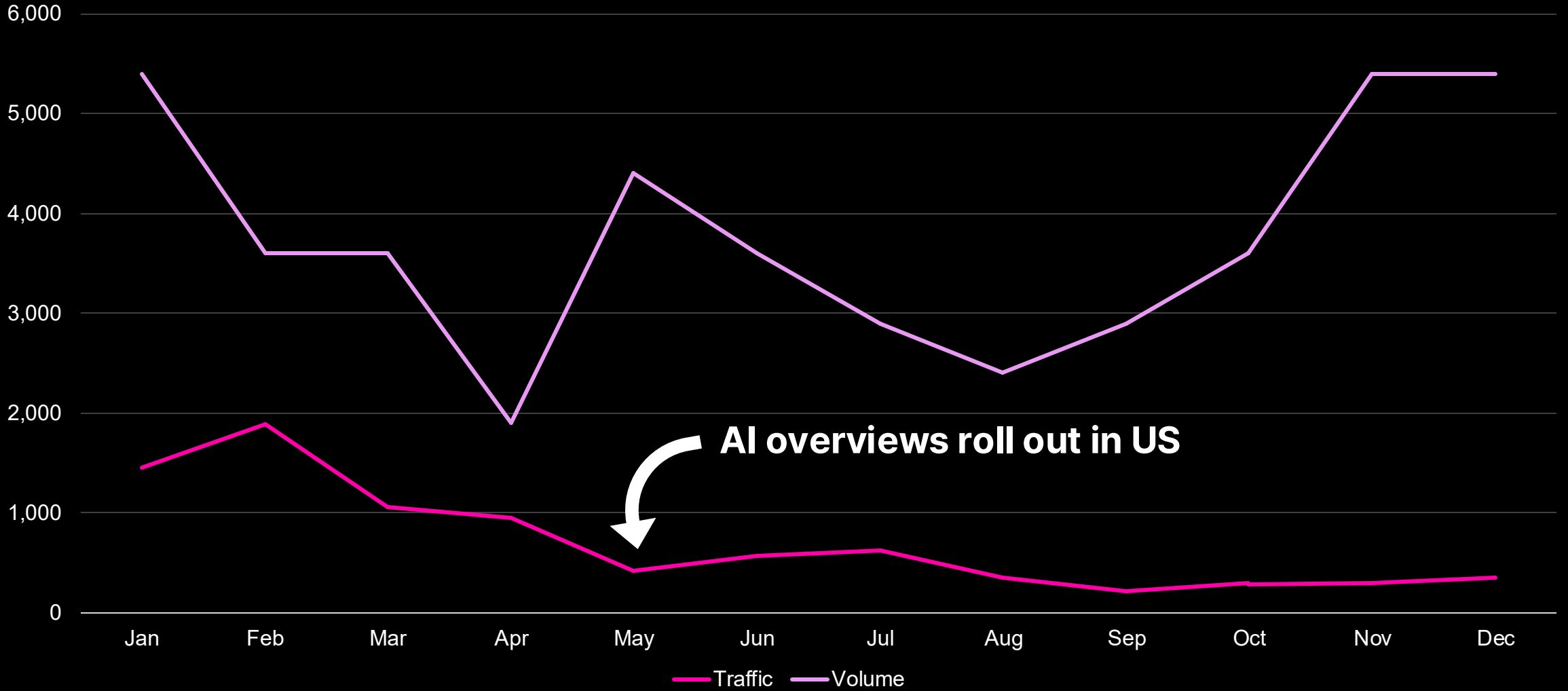
Trust

Relevancy

Access

Quality

Traffic/Volume Trend on an AI Overview Affected Page



Our Client Increased Google AIO Mentions +700% Post-TRAQ



18%

AI SOV

+300

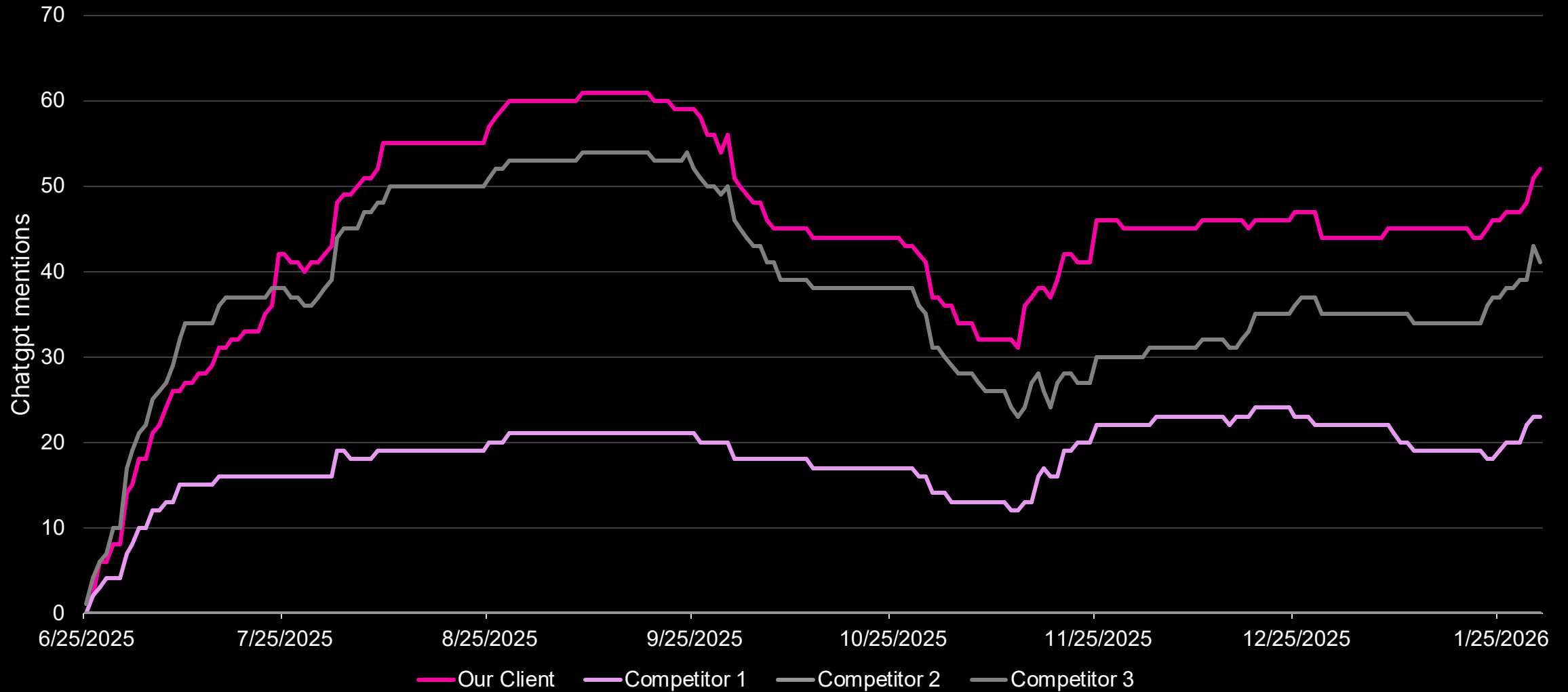
AIO Mentions

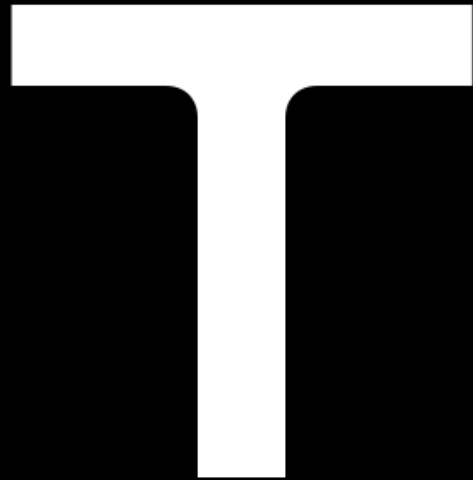
+36%

Traffic Increase



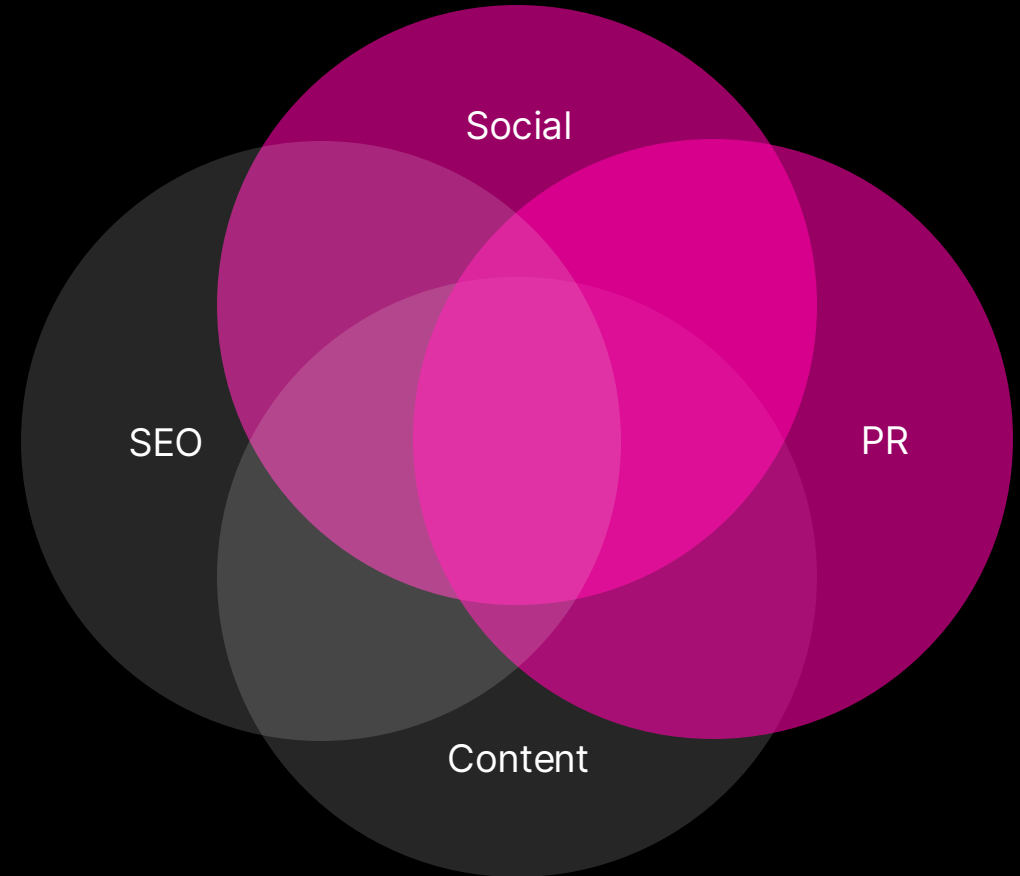
The #1 mentioned brand in ChatGPT





Trust

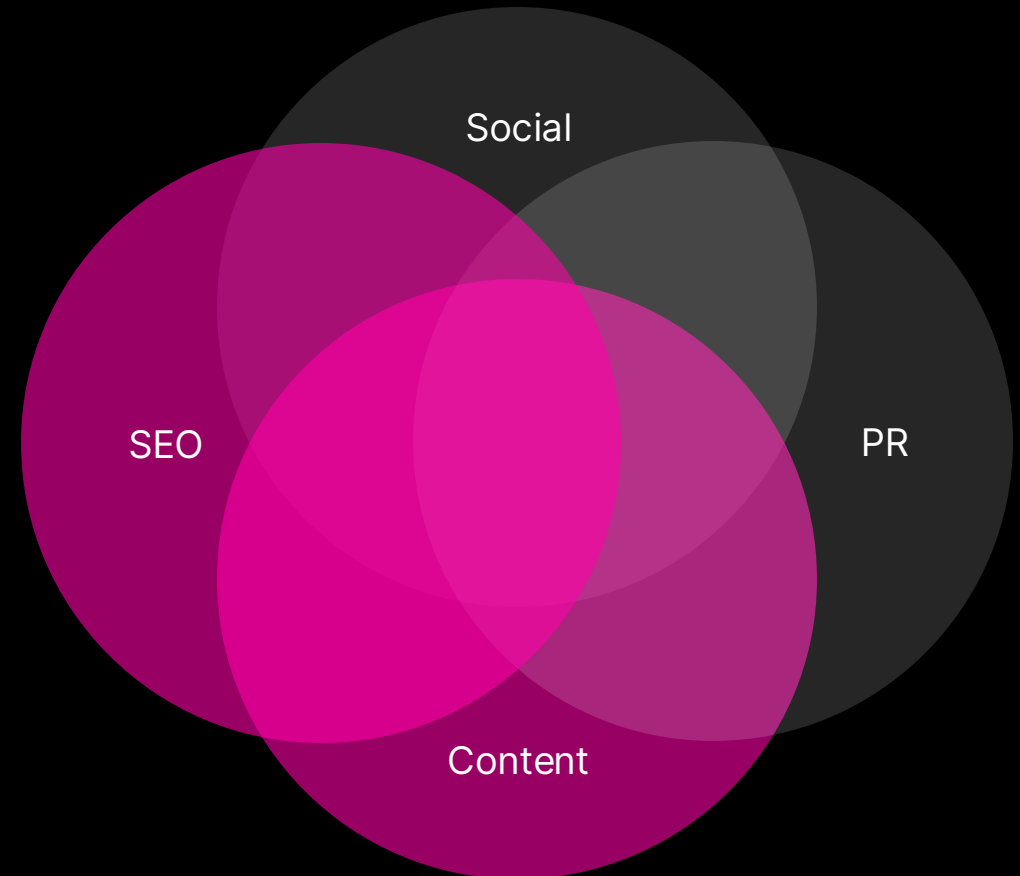
- **Reputation & Credibility**
- **Reviews & Ratings**
- **Community Mentions**
- **Community Sentiment**
- **Social Mentions**
- **Social Sentiment**
- **Awards & Accreditations**
- **Wikipedia Profile & Content**
- **Coverage On Reputable Sites**
- **Relevance Of Brand Mentions**





Relevancy

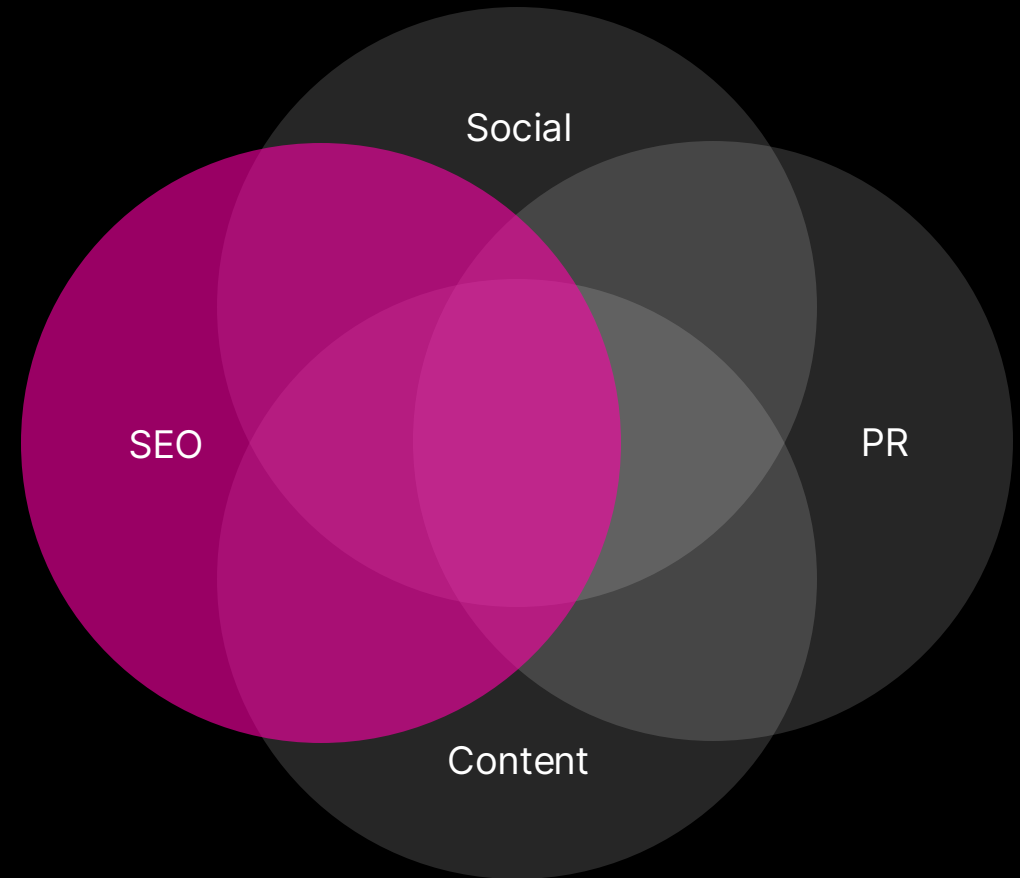
- **Semantics & Intent**
- **Semantic Niche Coverage**
- **Internal Linking**
- **Content Structure**
- **Query Fanout**
- **High-Saliency**
- **Schema Markup**

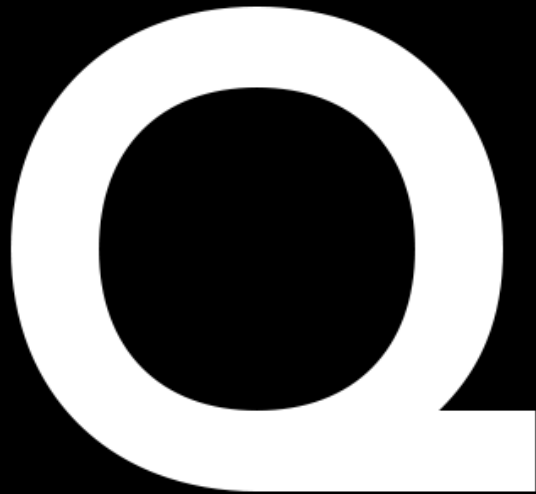




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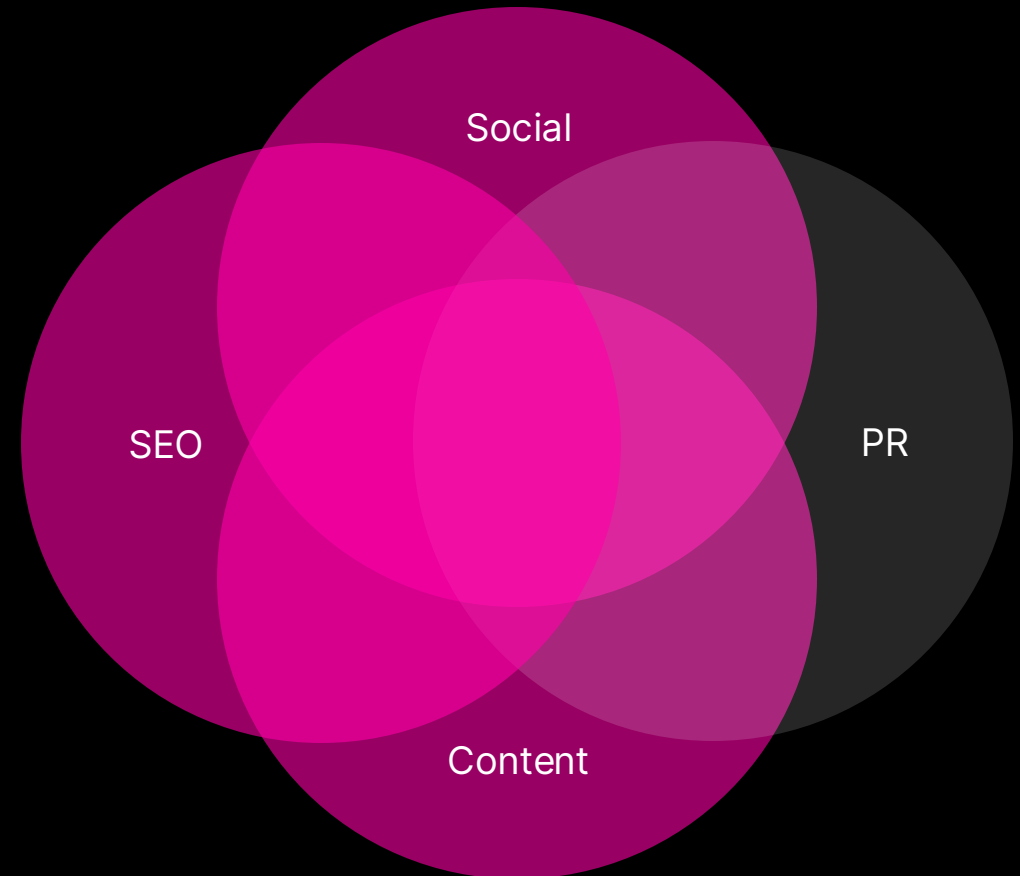
- **Architecture & Integration**
- **Crawler Accessibility**
- **Site Structure**
- **CDN Setup**
- **Use of JavaScript**
- **Cannibalisation Management**
- **Accessibility Compliance**





Quality

- **Authority & Depth**
- **Content Depth**
- **Content Localisation**
- **Content Freshness**
- **Statistics & Data**
- **Expert Quotes**
- **Cites Sources**
- **Author Authority**
- **Multi-Modal Content**



Teams > Tactics

Top 5 Most Cited AI Search Sources July 2025



Teams > Tactics

Top 5 Most Cited AI Search Sources September 2025



Teams > Tactics

Top 5 Most Cited AI Search Sources March 2026



Complete **TRAQ Lite**
on your own brand:



Designed for growth.

omd

Initiative

PHD

um

& Hearts & Science

MEDIAHUB ° WW

KINESO

MG omd

Scale

\$4.3bn

UK Investment

Platform

OMNI ✦


Intelligence at Scale

Identity

ACXIOM

49 million Verified IDs

Commerce

 **Flywheel**

Connected Commerce

Talent

3,000

UK Experts Manchester.
Leeds. Newcastle. London

Source: COMvergence

A group of Manchester City players in blue kits are celebrating on a football pitch. They are holding a large, ornate silver trophy with a gold cup on top. The players are wearing blue scarves with the Barclays logo. One player in the background is wearing a red Arsenal kit and has his mouth open in a shout. The scene is set at night under stadium lights.

The game is evolving

Thank you.

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