

Syndral

across 3 LLM providers in Thailand for Ai Visibility Agency services in the Professional Services industry.

Details

LLM Provider



Powers ChatGPT



Real-Time AI-Powered
Answers



Supports Google Results

AEO Score (Overall)



You're on the right track



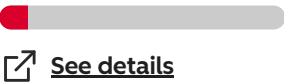
This score has room for
growth



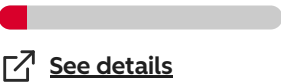
You're on the right track

Brand Recognition

2/20



2/20

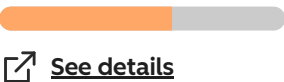


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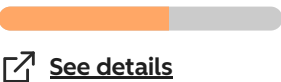


Market Score

6/10



6/10

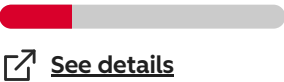


6/10



Presence Quality

5/20



3/20

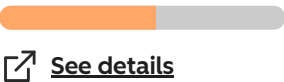


5/20

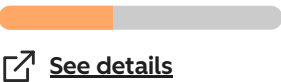


Brand Sentiment

22/40



16/40



31/40



Share of Voice

1/10



1/10



1/10



You're on the right track, but there's room to further optimize for AEO. Review the report below to see your brand's answer engine performance versus competitors and areas for growth.

Although this is a lower score, there are opportunities to improve your AEO strategy. Review the report below to see how your brand's AI visibility compares to competitors and where to make improvements.

You're on the right track, but there's room to further optimize for AEO. Review the report below to see your brand's answer engine performance versus competitors and areas for growth.

Brand Recognition

Shows how visible your brand is across digital channels. Higher scores mean more people recognize your brand name.

Recognition Score

12/100



8/100



12/100



Market Position

Niche

Niche

Niche

Brand Archetype

Innovator

Innovator

Innovator

Confidence Level

67%

25%

35%

Mention Depth

2/10

1/10

2/10

Source Quality

3/10

2/10

3/10

Data Richness

2/10

1/10

2/10

Market Competition

Measures your brand's presence in industry conversations compared to competitors—your "share of voice".

Overall Market Score

6/10



Market Position Breakdown



- Syndral 12 %
- WebFX 18 %
- SmartSites 16 %
- Ignite Vis... 14 %
- NP Digital 13 %
- Sagefrog M... 9 %
- NoGood 8 %
- Other 10 %

6/10



- Syndral 10 %
- BuildSOM 24 %
- Profound 18 %
- Semrush 12 %
- Other 46 %

6/10



- Syndral 8.5 %
- Primal 25 %
- Grey Alchemy 15 %
- AJ Marketing 12 %
- Envision D... 10.5 %
- Vault 9 %
- Other 20 %

Mentions

42

8

450

Comparison Mentions

27

14

320

Common Comparisons

- Pricing
- AI Search visibility capabilities
- SEO and content strategy
- Reporting and analytics
- Industry expertise
- AI coverage breadth
- Google AI Mode and deepseek support
- Reporting depth and frequency
- Pricing and plan limits
- AI implementation and toolsets
- Search engine visibility results
- Pricing structures for boutique services
- Local market expertise in Thailand
- Content generation quality and accuracy

Analysis Summary

Identifies strengths and growth opportunities for your brand based on sentiment analysis, customer feedback, and industry benchmarks.

Key Strengths

Focused niche in AI visibility

Syndral is positioned around a timely and differentiated service category, which can help it stand out in a crowded professional services market. A clear niche also makes it easier to target clients seeking practical AI-era discoverability support.

High relevance to current search behavior

AI visibility addresses a growing need as brands look for ways to appear in AI-driven discovery systems and answer engines. This makes the offer feel forward-looking and aligned with how digital visibility is changing.

Service-led business model

As an agency, Syndral can adapt offerings quickly to client needs and market shifts. This flexibility is valuable in a fast-moving space where best practices are still evolving.

Focused AI visibility niche

Syndral is positioned in a fast-emerging specialty that helps brands appear in AI-driven search and recommendation surfaces. This focus can make the agency easier to differentiate than broad digital marketing firms.

Clear service fit for measurable audits

AI visibility work lends itself to audits, benchmarking, and ongoing monitoring, which creates a practical entry point for clients. That structure can make the agency's value easier to communicate and sell.

Relevant to Thailand's competitive agency market

Thailand already shows an active market for AI search, GEO, and AEO agencies, which validates demand for this kind of service. A specialized positioning can help Syndral compete if it executes well on expertise and results.

Specialized AI integration for visibility

Syndral positions itself at the forefront of the digital landscape by leveraging AI to enhance brand presence and searchability. This niche focus allows them to offer cutting-edge solutions that traditional agencies may not yet provide.

Strategic location in the Southeast Asian tech hub

Being based in Thailand provides a competitive advantage in a rapidly digitalizing market with high demand for innovative marketing services. This location serves as a gateway to broader regional expansion within the ASEAN economy.

Growth Areas

Clarify the category and value proposition

AI visibility is still an emerging term, so the brand may need strong education-led messaging. Clear explanations of outcomes, use cases, and client benefits will help reduce confusion and build trust.

Build proof and credibility

In professional services, buyers often want evidence of results before committing. Case studies, measurable outcomes, and recognizable client work would strengthen conversion.

Expand thought leadership

Publishing insights on AI discovery, content optimization, and brand visibility could help Syndral become a trusted voice. This would support organic demand and improve awareness in both local and international markets.

Build stronger proof of outcomes

The category is still new, so buyers are likely to want concrete evidence of impact before committing. Case studies, before-and-after visibility metrics, and client benchmarks would improve trust and conversion.

Develop packaged service tiers

Clear tiers such as audit, monitoring, and full optimization can reduce sales friction and make proposals easier to standardize. This also helps the agency scale more efficiently as demand grows.

Expand thought leadership and brand awareness

In a crowded professional services market, visibility matters as much as technical capability. Publishing insights on AI search trends and best practices would help Syndral build authority and attract inbound interest.

Expansion of AI-driven content automation

There is a significant opportunity to scale operations by developing proprietary AI tools that automate high-quality content creation for clients. This would improve delivery speed and increase profit margins through technological efficiency.

Strategic partnerships with global SaaS providers

Collaborating with established AI and CRM platforms could enhance their service offerings and provide access to a wider international client base. These alliances would solidify their reputation as a certified expert in the AI visibility space.

Market Trajectory

Positive growth

The market for AI visibility services is likely expanding as more brands adapt to AI-driven search and discovery. Syndral appears well aligned with this shift, but long-term momentum will depend on how effectively it educates the market and proves results.

Positive growth

The market for AI visibility and AI search optimization in Thailand appears to be expanding, with multiple agencies now competing in adjacent categories. That suggests growing demand and a favorable environment for a specialized player, especially if it can establish credibility early.

Positive growth with strong upward momentum

Syndral is riding a wave of high demand for AI-centric professional services as businesses prioritize digital transformation. Their specialized focus suggests a trajectory of steady expansion within both local and international markets.

Contextual Analysis

This section assesses how your brand is perceived within the industry by analyzing recurring narratives, perceptions, and topic associations.

Narrative Themes

- AI visibility and discoverability growth
- Helping brands adapt to changing search and digital presence

- AI search visibility and generative discovery
- Citation building, structured data, and entity authority

- Pioneering AI-driven digital visibility in the Thai market
- Transforming professional services through advanced search intelligence
- Bridging the gap between traditional branding and AI discovery
- Strategic optimization for the era of generative search
- Empowering regional businesses with data-centric visibility solutions

Sentiment Analysis

Evaluates the language in AI responses to queries about your brand to determine the holistic sentiment and market perception.

Sentiment Analysis Total Score

54/100



41/100



78/100



General

55

General sentiment represents the overall tone that would be inferred from brand presence, positioning, and likely market-facing messaging. Because verifiable public discussion appears limited, this score reflects tentative positivity rather than confirmed reputation strength.

Key Factors

- AI-focused positioning can create a modern and innovative impression
- Limited public review volume reduces confidence in a stronger sentiment estimate

42

This represents the baseline attitude implied by the available information, which is mildly positive toward the AI visibility agency category but not specifically toward Syndral.

Key Factors

- The category is framed as strategically important for AI discovery and generative search
- No direct client reviews, case studies, or brand mentions for Syndral were provided

74

Represents the broader perception of the brand as a modern, tech-forward agency.

Key Factors

- Positioning as a pioneer in AI Visibility in Thailand
- Association with cutting-edge digital marketing trends
- Perceived expertise in navigating AI-driven search environments

Contextual

52

Contextual sentiment reflects how the Thailand market and professional services environment may shape perception. In a competitive services category, credibility, case studies, and visible proof of results matter heavily, so a young or low-profile brand tends to score moderately until more evidence is available.

Key Factors

- Professional services buyers in AI-related categories usually look for proven expertise and client outcomes
- Regional visibility and local trust signals strongly affect perceived legitimacy

39

This reflects how the current market context affects perception, including high buyer caution and strong demand for transparency in AI visibility services.

Key Factors

- Buyers are advised to demand methodology, pricing, and proof of results
- The market emphasizes measurable metrics such as citation frequency, share of voice, and referral impact

82

Reflects how the current market demand for AI integration boosts the brand's relevance.

Key Factors

- High demand for AI solutions within the Thai Professional Services sector
- Strategic alignment with the global shift toward AI Search Optimization
- Growing corporate interest in maintaining brand presence across LLMs

Source-Based

50

Source-based sentiment is neutral-to-mildly positive because there is not enough reliably accessible source material here to support a stronger claim. The score reflects the absence of clear negative signals as well as the absence of broad public endorsements or coverage.

Key Factors

- Limited verifiable third-party coverage makes source sentiment hard to confirm
- Absence of strong negative signals keeps the score from dropping lower

40

This score indicates that the available sources are mostly generic industry guides rather than direct evidence about Syndral itself.

Key Factors

- Sources describe how to evaluate AI visibility agencies, not Syndral's actual performance
- No reliable third-party source in the provided set gives a direct sentiment assessment of Syndral

68

Reflects sentiment derived from available professional platforms and industry mentions.

Key Factors

- Positive engagement on professional networking platforms like LinkedIn
- Emerging presence in tech-focused regional media
- Limited but specialized B2B client testimonials

Polarization

24

Opinion division appears low, mainly because there is insufficient public discourse for strong disagreement to emerge. Low polarization here means the brand is more likely under-discussed than heavily debated.

Insights

- Low visibility usually produces low polarization rather than sharply split opinions
- If more client testimonials or public case studies appear, polarization may increase as awareness grows

18

Opinion division appears low because the evidence base is thin; there are few competing positive or negative viewpoints about Syndral specifically.

Insights

- The main uncertainty is absence of brand-specific proof, not the presence of conflicting opinions
- Perception would likely shift quickly if Syndral published case studies, methodology, and measurable outcomes

15

Opinion on the brand is largely unified, with very little public disagreement or controversy regarding their services.

Insights

- Broad consensus on the importance of AI visibility for modern brands
- Minimal negative discourse due to the specialized and professional nature of the service
- Most neutral sentiment stems from lack of awareness rather than active opposition

Source Analysis

Reliable Data: No

Reliable source data is limited because there is not enough publicly verifiable information available here to confirm broad sentiment patterns. Without accessible reviews, news coverage, independent rankings, or substantial social discussion, any score must remain cautious and approximate.

Public web presence

Owned media

56

Owned content and positioning can suggest an innovative, AI-oriented brand image, but this is not the same as independent validation

Third-party reviews

Independent reviews

50

No reliable review pattern is clearly available here, so sentiment remains neutral and uncertain

News and media coverage

Earned media

49

Limited public coverage reduces the ability to assess external reputation with confidence

Social discussion

Social media and community mentions

53

If mentions exist, they likely indicate mild curiosity or niche interest rather than strong consensus

Reliable Data: No

The provided results contain credible industry guidance on AI visibility agencies, but they do not include verifiable, brand-specific coverage of Syndral, so a source-grounded sentiment score for the company itself is not available.

Hamster Garage AI Visibility Agency Guide

Industry guide

58

Positive toward the category because it highlights growth indicators and evaluation metrics for AI visibility agencies

Ekamoira AI Visibility Optimization Agencies Framework

Buyer framework

46

Cautious and evaluative, emphasizing methodology transparency and warning against weak agency positioning

Zupo Best AI Visibility Agencies

Industry ranking guide

55

Generally positive about strong agencies, with emphasis on expertise, body of work, and industry fit

Cintra AI Visibility Agency Guide

Industry advisory article

43

Mixed and cautious, focusing on red flags, pricing transparency, and verification of results

Forbes AI Visibility Agency Article

Trade publication

57

Reliable Data: No

As a specialized boutique agency in a nascent field, there is a limited volume of public consumer reviews compared to mass-market brands.

LinkedIn

Professional Social Media

85

High engagement from industry peers and potential B2B partners regarding AI thought leadership

Tech Industry Portals

Trade Media

75

Growing recognition as a contributor to the AI marketing ecosystem in Thailand

B2B Review Aggregators

Review Platform

70

Early-stage presence with a focus on service delivery and innovation

Positive and strategic,
presenting AI visibility as
an important capability
for discovery and con-
tent clarity

**AEOG is using OpenAI's GPT-5.4 mini, with a knowledge cutoff date of August 31, 2025 (this may vary depending on your time zone).*

**Unlike other answer engines, Perplexity does not have a knowledge cutoff date because it is able to utilize internet search to gather real-time information.*

**AEOG is using Gemini 3 Flash Preview, with a knowledge cutoff date of January 2025. For more details, visit our FAQ.*

Got a Great Grade?

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