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AI SEARCH RISES

Why ChatGPT is now where buying decisions begin

DONE FOR YOU

Rankply's model: audit, draft, publish — hands off

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How competitor intelligence closes the visibility gap

COVER STORY · P. 4

The man making brands visible to AI

Luca Giordaniello

Rankply

CEO & CO-FOUNDER

EDITOR'S LETTER

A word *before we begin*

Every few years, something shifts in the way people find things — and the businesses that notice first tend to be the ones that survive the transition. We have been watching the rise of AI search for some time, and we have been waiting for the right person to put on our cover: someone who is not merely commenting on the shift but building infrastructure for it.

Luca Giordaniello is that person. With Rankply, he has identified a gap that most marketing teams have not yet registered — the gap between where a brand thinks it appears and where AI systems actually place it — and built a service designed to close it, systematically and without demanding that clients become experts in a technology that is changing faster than any team can track.

This is the kind of story Xraised exists to tell: a founder who saw a structural change early, thought carefully about what it required, and built something practical in response. We hope it prompts you to ask a question you may not have asked before: does ChatGPT recommend you?

— The Xraised editors

Contents

2 EDITOR'S LETTER
Why AI search changes everything for brands

3 COMPANY PROFILE
About Rankply

4 COVER STORY
The man making brands visible to AI

6 THE FEATURE
Luca Giordaniello on winning the AI search race

8 YOUR STORY
Get featured in Xraised Magazine



ON THE COVER

Luca Giordaniello
CEO & Co-Founder, Rankply

About *Rankply*

Rankply

RANKPLY.COM

WHAT THEY DO

Rankply helps brands appear in AI search recommendations from ChatGPT, Claude, Perplexity and Gemini through a done-for-you service combining monthly AI visibility auditing, AI-drafted content creation and human-led editorial PR.

Fully done-for-you
SERVICE MODEL

Free, automatic, under 2 minutes
AUDIT DELIVERY

ChatGPT, Claude, Gemini, Perplexity
AI ENGINES TRACKED

Standard, Plus and Pro
PLANS AVAILABLE



LUCA GIORDANIELLO · CEO & CO-FOUNDER, RANKPLY

COVER STORY

The man making brands visible to AI

LUCA GIORDANIELLO · CEO & CO-FOUNDER, RANKPLY

Luca Giordaniello built Rankply around a single conviction: that the shift from Google to AI search is the most consequential change in marketing since the web itself.

> Each morning, clients receive a single email containing every piece of drafted content ready for that day.

The man making brands visible to AI

LUCA GIORDANIELLO · CEO & CO-FOUNDER, RANKPLY

There is a version of the internet most marketers still believe they are operating in: one where Google is the gateway, where search-engine optimisation is the discipline that matters, and where a well-placed paid advertisement can reliably intercept a customer at the moment of intent. Luca Giordaniello, CEO and co-founder of Rankply, has built his company on the premise that this version is already out of date.

Rankply's founding argument is straightforward, even if its implications are not. Sixty per cent of product decisions now begin with an AI query rather than a Google search. AI search queries grew four times faster than traditional search in 2025. Visitors who arrive via an AI recommendation convert at three and a half times the rate of those who arrive by other means. These are not projections; they are the numbers Rankply uses to frame the problem it exists to solve.

The problem, put plainly, is invisibility. When a potential customer asks ChatGPT, Claude, Perplexity or Gemini which brand to choose in a given category, most brands simply do not appear. They have not been optimised for this new kind of search, they do not know where they stand, and they have no systematic way of improving their position. Giordaniello's response was to build a service that addresses all three of those gaps at once.

Rankply operates as a fully done-for-you service. It begins with an audit: the platform scores a brand's visibility across every major AI engine, identifies which competitors are appearing in the answers it is not, and surfaces the negative citations that are pulling its score down. The audit is free, automatic, and delivered in minutes. From that baseline, the service moves into content creation — drafting Reddit comments, Substack essays, LinkedIn posts, blog articles and FAQ updates, all derived from the audit findings and the client's own brief.

The workflow Giordaniello and his team have designed is deliberately low-friction. Each morning, clients receive a single email containing every piece of drafted content ready for that day. One click copies the text and opens the relevant platform; the client pastes and publishes. Blog posts push automatically to the client's CMS as drafts. The only element of the service that remains entirely human is editorial PR: pitching named journalists at outlets whose coverage carries weight with AI citation systems. Everything else is AI-drafted and client-approved.

This division of labour — human judgement where it matters most, AI efficiency everywhere else — reflects a considered view of where the technology is genuinely useful and where it falls short. Real editorial relationships, Giordaniello's team has concluded, cannot be automated without losing what makes them valuable. The credibility of a placement in a respected outlet is precisely what causes AI systems to treat it as a trustworthy source. Automating the pitch would undermine the outcome.

Competitor intelligence is woven into the platform from the start. Rankply automatically discovers a client's competitors, tracks their AI visibility scores week by week, and identifies the specific prompts and citation sources they dominate. The intent is to turn that intelligence into a content strategy — to close the gap not by

> *Real editorial relationships, Giordaniello's team has concluded, cannot be automated without losing what makes them valuable.*

guessing but by understanding exactly where it exists and why.

The market Rankply is addressing is genuinely new. AI-generated search results are not simply a faster version of a Google results page; they are a different kind of answer, drawn from a different kind of source, trusted in a different kind of way. Brands that understand this early, and that build a systematic presence in those answers, stand to acquire customers at what Rankply describes as zero acquisition cost — no paid media, no algorithm chasing, simply the compounding effect of consistent AI visibility.

Giordaniello has structured the service across three tiers — Standard, Plus and Pro — and has made the entry point as low-commitment as possible: a free visibility report, delivered in under two minutes, requires nothing more than a URL. The logic is that the audit itself demonstrates the problem clearly enough that the case for the service does not need to be made separately. If a brand can see exactly where it stands, and exactly where its competitors are outranking it, the next step tends to follow.

What Rankply represents, ultimately, is a bet on the direction of travel. AI search is not a niche channel or an emerging experiment; it is, on the evidence the company cites, already the primary starting point for a majority of product decisions. The brands that appear in those answers are winning customers their competitors do not even know they have lost. Giordaniello built Rankply to be the mechanism by which more brands end up on the right side of that equation.

AT A GLANCE

- 60% of product decisions now begin with an AI query, not a Google search
- AI search queries grew 4× faster than traditional search in 2025
- Visitors from AI recommendations convert at 3.5× the rate of other traffic
- PR outreach to journalists is handled by humans; all other content is AI-drafted
- A free AI visibility audit is available with no credit card required

LEADERS

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