

AI VISIBILITY REPORT

Flowbase

project management software

55

AI answers analyzed

4

AI platforms checked

Aug 2026

Report date

Prepared by the AI Visibility Report. Every figure in this document comes from live questions put to ChatGPT, Claude, Gemini and Perplexity — nothing here is simulated, cached, or estimated.

EXECUTIVE SUMMARY

17 /100

LOW VISIBILITY

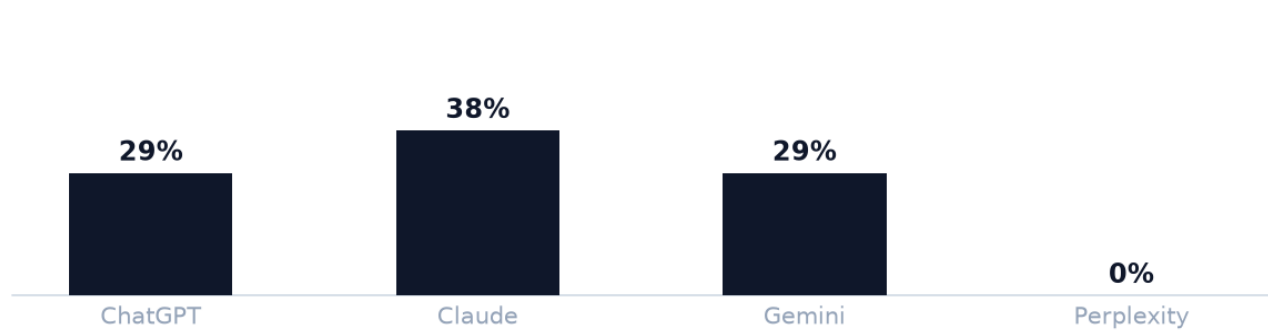
Flowbase was mentioned in 24% of 55 AI answers checked across Claude, Gemini, ChatGPT and Perplexity, trailing the 3 named competitors tracked. That’s low visibility. When it does come up, it ranks 4.3 on average among the products named. Set Asana and Monday.com aside, and Flowbase ranks 3 of 10 comparable brands.

This report is based on 55 of the 56 answers requested. Full results came from Claude, Gemini, ChatGPT, Perplexity.

METRIC	VALUE
AI answers analyzed	55
Overall mention rate	23.6%
Avg. rank when mentioned	4.3 of the products named
Positioned as a top pick	0 answers
Other brands in your category	8 detected
Sentiment (pos / neu / neg)	1 / 12 / 0
Score range (95% confidence)	10–26 (±8 pts)

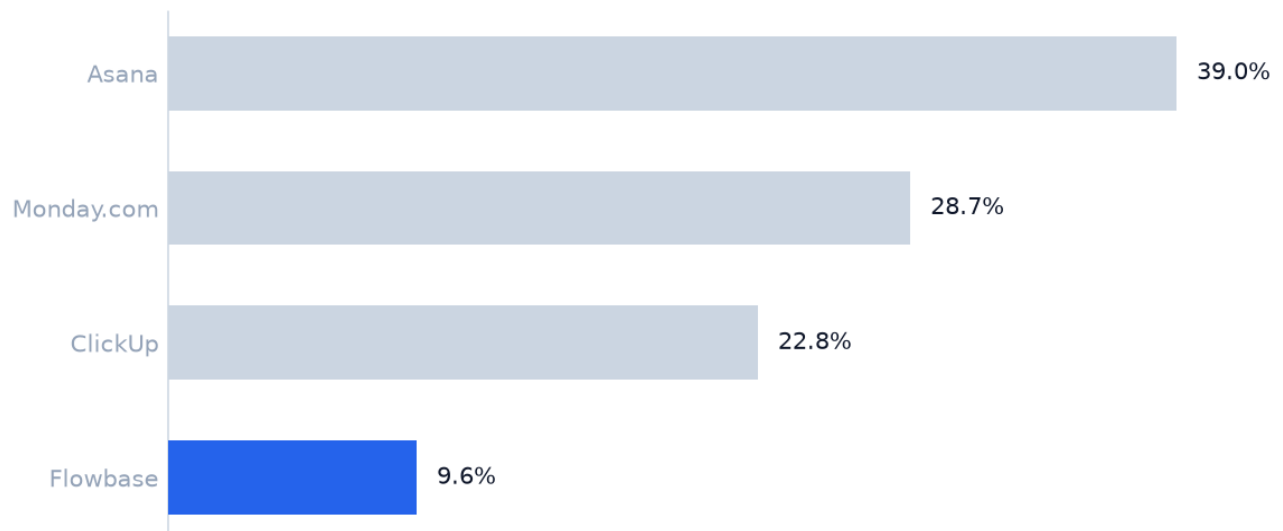
01

Visibility by AI platform



02

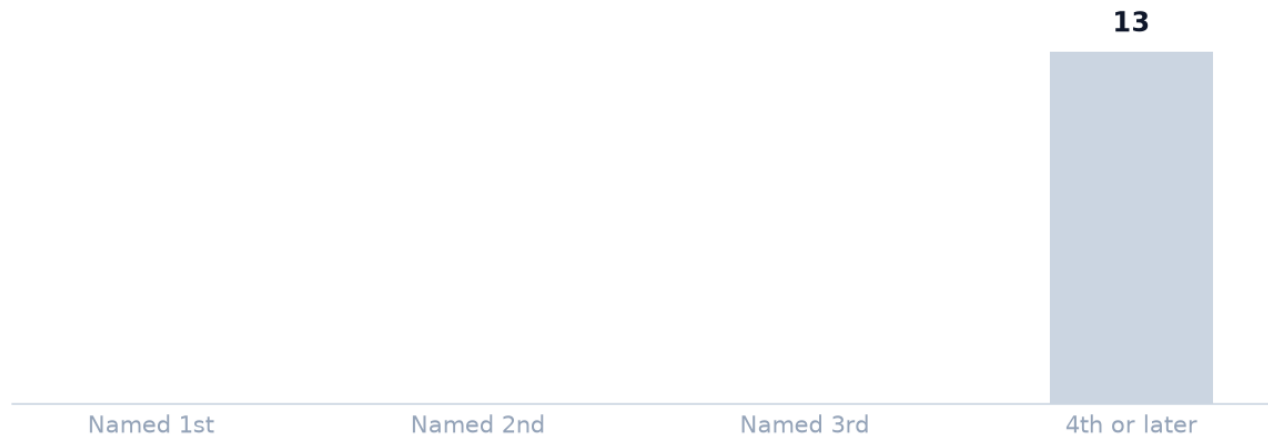
Share of voice vs. competitors



03

How prominently you appear

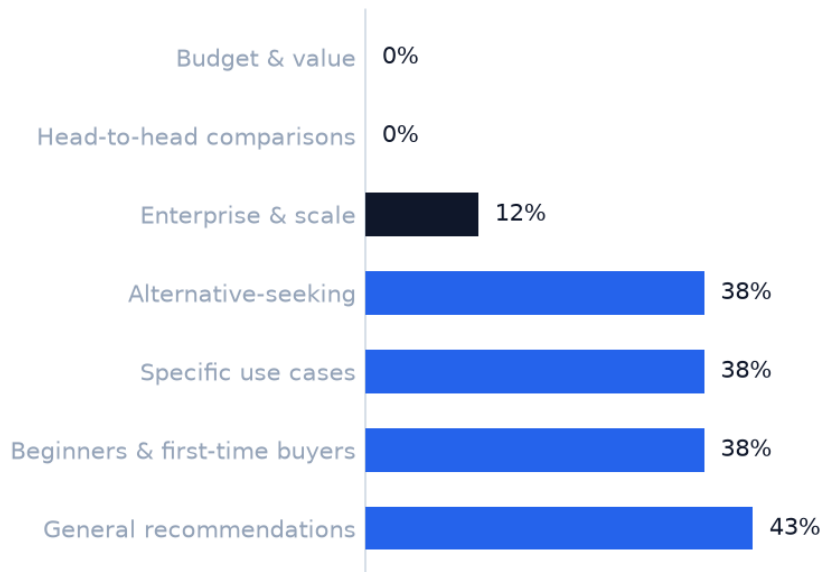
Being mentioned is not the same as being recommended. When Flowbase appears, it ranks **4.3** on average among the products named. 0 answer(s) positioned it as a top pick, 0 listed it among the leading options, and 13 mentioned it only in passing.



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Performance by buyer question type

Buyers ask different kinds of questions at different stages. The categories at the top of this chart are where you are least visible — and usually where the fastest gains are.



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Head-to-head vs. named competitors

Counting only the answers where both you and the competitor were named, how often were you mentioned first?

COMPETITOR	CONTESTED	NAMED FIRST	WIN RATE
Asana	12	2	17%
Monday.com	13	0	0%
ClickUp	9	0	0%

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Who the models put in your category

Brands that came up repeatedly in the same answers, beyond the competitors you named. These are the companies AI assistants currently treat as your category — worth knowing if any are a surprise.

BRAND	ANSWERS	SHARE
Wrike	22	40%
Trello	13	24%
Smartsheet	12	22%
Basecamp	11	20%
Notion	8	14%
Linear	7	13%
Teamwork	3	6%
Jira	2	4%

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How you compare to similar-sized brands

Share of voice above is dominated by Asana and Monday.com, the way it almost always is in a category with a couple of household names in it. Set them aside, and here is the same measurement — mentions out of the same 55 answers — against brands of a more similar footprint.

BRAND	ANSWERS	MENTION RATE
ClickUp	31	56%
Wrike	22	40%
Flowbase	13	24%
Trello	13	24%
Smartsheet	12	22%
Basecamp	11	20%
Notion	8	14%
Linear	7	13%
Teamwork	3	6%
Jira	2	4%

Flowbase ranks 3 of 10 in this comparison.

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What to do next

Ranked by how much of your visibility gap each one accounts for in this run. Every item cites the specific number behind it, so you can check the reasoning against the data in the rest of this report.

1. You are close to absent from budget & value

In budget & value, Flowbase appears in 0% of the 8 questions asked, while Asana appears in 100%.

This is the clearest single gap in the run. Content, comparisons, and third-party listings that speak directly to budget & value are what assistants draw on to answer them.

2. Competitors own “ease of use” and you don't

Competitors are described in terms of ease of use 29 times in this run. Flowbase is not associated with it at all. The same is true of affordability, integrations.

Assistants describe products using the language that surrounds them online. If this attribute is genuinely true of you, it is currently not being said anywhere the models are reading.

3. These are the sites the answers are drawn from

Across the answers that cite sources, the most-read domains are g2.com, capterra.com, reddit.com, and 3 more listed in the report.

Presence and accuracy on these specific sites is the most direct lever available here, because they are demonstrably what the assistants consulted when answering questions in your category.

4. When you are named, you are named late

Flowbase is on average the 4.3 product listed. Buyers typically act on the first two or three.

Being mentioned is not the constraint here; ordering is. That tends to track how strongly and how often a brand is recommended in the sources models rely on, rather than mere presence in them.

5. Brands you did not name are in your category

8 brands you didn't list came up repeatedly, including Wrike, Trello, Smartsheet.

These are who assistants actually treat as your alternatives, which may differ from who you track internally. Worth checking against your own competitive set.

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What you are described as

When an AI assistant names a product it usually says something about it. This is the language attached to each brand across the answers checked — measured only on sentences naming a single brand, so an adjective is never credited to every product in a list.

Flowbase is described in terms of:

- Customization — 7 mentions
- Automation & AI — 5 mentions

Attributes competitors own that you do not:

- Ease of use — attached to competitors 29 times, and never to Flowbase
- Affordability — attached to competitors 27 times, and never to Flowbase
- Integrations — attached to competitors 26 times, and never to Flowbase
- Scalability — attached to competitors 11 times, and never to Flowbase
- Reliability — attached to competitors 8 times, and never to Flowbase

COMPETITOR	MOST ASSOCIATED WITH
Asana	Ease of use, Scalability, Reliability
Monday.com	Integrations, Security & compliance, Reliability
ClickUp	Affordability

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Who wins each kind of question

Share of voice overall can hide that different competitors own different buyer intents. Sorted worst-first: the top rows are where you are furthest behind. Categories with too few questions to judge are omitted rather than reported on thin evidence.

QUESTION TYPE	ASKED	MOST NAMED	YOU
Budget & value	8	Asana (100%)	0%
Head-to-head comparisons	8	Asana (100%)	0%
Enterprise & scale	8	Monday.com (100%)	12%

QUESTION TYPE	ASKED	MOST NAMED	YOU
Alternative-seeking	8	Asana (100%)	38%
Specific use cases	8	Asana (100%)	38%
Beginners & first-time buyers	8	Asana (100%)	38%
General recommendations	7	Asana (100%)	43%

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Where the answers come from

The sites cited when answering questions in your category, across the 14 answers that reported sources. Only search-grounded assistants disclose what they read — here that is Perplexity — so this reflects the live web rather than all four platforms. These are concrete places where being present, accurate, and well-reviewed feeds directly into what buyers are told.

SOURCE	ANSWERS CITING IT	SHARE
g2.com	12	86%
capterra.com	8	57%
reddit.com	4	29%
forbes.com	4	29%
pcmag.com	4	29%
techradar.com	2	14%

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Questions you are losing

Real buyer questions where competitors were recommended and you were not. This is the most directly actionable list in the report: each line is a specific query where being present in the source material would change the answer.

“What's the best project management tool for a small budget?”

Budget & value · recommended instead: Asana, ClickUp

“Which project management tools have the best free tier?”

Budget & value · recommended instead: Asana, ClickUp

“What are the best project management tools in 2026?”

General recommendations · recommended instead: Asana, Monday.com, ClickUp

“Most reliable project management providers”

General recommendations · recommended instead: Asana, Monday.com

“What's a good alternative to Asana?”

Alternative-seeking · recommended instead: Asana, Monday.com, ClickUp

“Alternatives to Monday.com for a mid-size company”

Alternative-seeking · recommended instead: Asana, ClickUp

“Best project management tool for a 12-person marketing agency”

Specific use cases · recommended instead: Asana, Monday.com, ClickUp

“Project management software for a remote team of 50”

Specific use cases · recommended instead: Asana, Monday.com

“Project management software with SSO and SOC 2 compliance”

Enterprise & scale · recommended instead: Asana, Monday.com

“Which project management platform scales best for large organisations?”

Enterprise & scale · recommended instead: Asana, Monday.com

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Sample AI responses mentioning your brand

“What are the best project management tools in 2026?”

OPENAI — The leading options right now: 1. **Asana** - Polished and very easy to use, with a clean interface teams pick up quickly. 2. **Monday.com** - Highly visual, and it integrates with most of the tools teams already run. 3. **ClickUp** - Feature-rich and affordable, though the dens...

“What are the best project management tools in 2026?”

ANTHROPIC — Among teams using these daily, the common recommendations are: **Asana** for general-purpose work — intuitive and reliable. **Monday.com** when it needs to connect to everything else; it integrates broadly. **ClickUp** on value. **Linear** for engineering teams that care about s...

“What are the best project management tools in 2026?”

GEMINI — * **Asana** — user-friendly and dependable; the default recommendation. * **Monday.com** — visual, with the widest integrations. * **ClickUp** — the most features for the price. * **Linear** — fast, engineering-focused. * **Flowbase** — highly customizable, though newer and less ...

“What's a good alternative to Asana?”

OPENAI — Worth considering: 1. **Monday.com** - Similar scope with better integrations. 2. **ClickUp** - More features, lower cost. 3. **Linear** - Faster, if your team is engineering-heavy. 4. **Flowbase** - Worth a look if Asana's structure is too rigid; it's more customizable. 5. **Ba...

“What's a good alternative to Asana?”

ANTHROPIC — Depends what's driving the switch. If it's cost, **ClickUp**. If it's speed, **Linear**. If it's integrations, **Monday.com**. If Asana's structure is the problem rather than the price, **Flowbase** is customizable enough to model an unusual workflow....

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What this report shows

- Your weakest area is budget & value: you appear in 0% of those answers versus 24% overall.
- Monday.com is named before Flowbase in 100% of the 13 answers where both appear.
- 8 brands you didn't name came up repeatedly in your category, including Wrike, Trello, Smartsheet.
- Even when Flowbase is mentioned it's rarely first — on average the 4.3 product named.
- 10 specific questions in this run were answered with competitors and not Flowbase; they're listed above.
- Among brands of a similar footprint in this category (excluding Asana, Monday.com), Flowbase appears in 24% of relevant answers, above the peer average of 22%.

AI assistants are an increasingly common first stop for purchase research. A low mention rate here indicates the brand has limited presence in the content these models were trained on or retrieve from (reviews, comparison articles, forums, structured data). Improving this typically involves increasing coverage in third-party comparison content, review sites, and structured/citable web content — the same sources these models draw on. This report measures position; it does not guarantee that any particular change will move it.