

How we made AI Search

Heyflow's fastest-growing channel



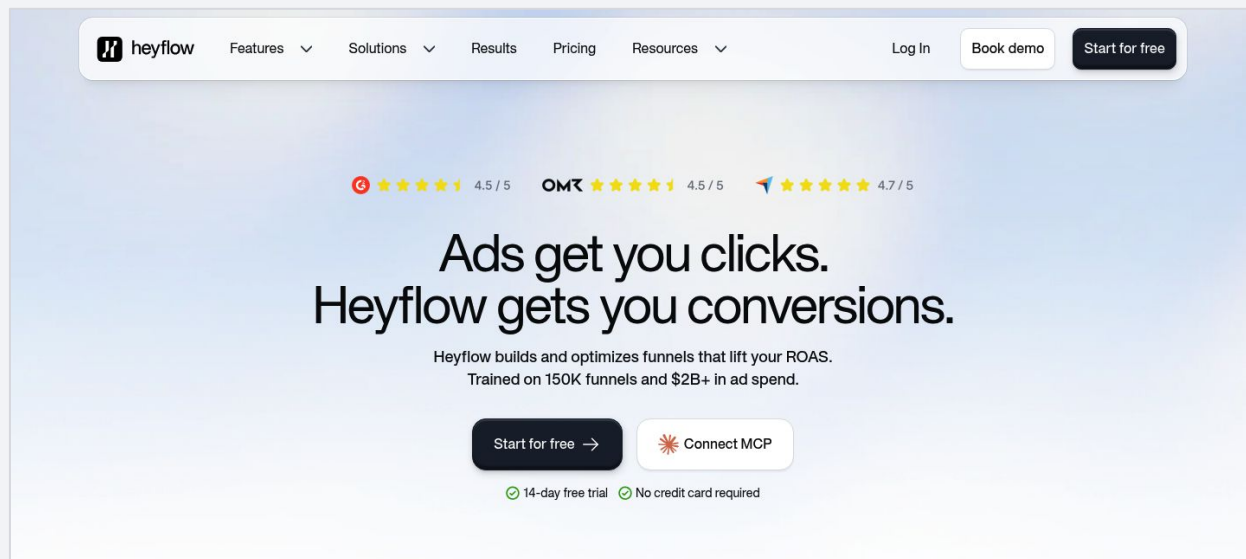
Amir Bohnenkamp & Niklas Buschner

Co-Founder & CEO, Heyflow · CEO, Radyant

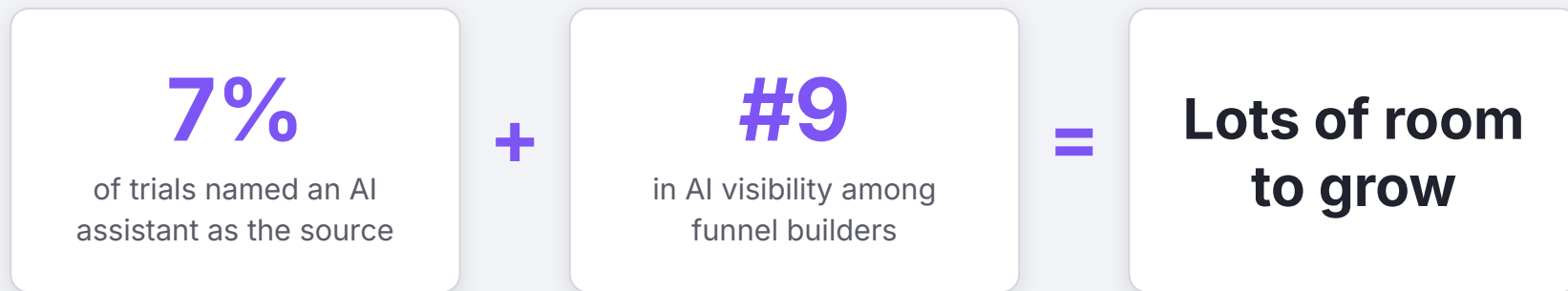
Masters of Search, Berlin

22 October 2026

Heyflow builds the funnels that turn ad clicks into conversions, for more than 3,000 marketers



At the same time, AI was already sending Heyflow trials, so we saw a lot of room to grow



LEARNING 01

**Don't just ask whether buyers came from
AI. Ask which AI.**

What we did: a source dropdown with “AI assistant”, then a second dropdown for which one

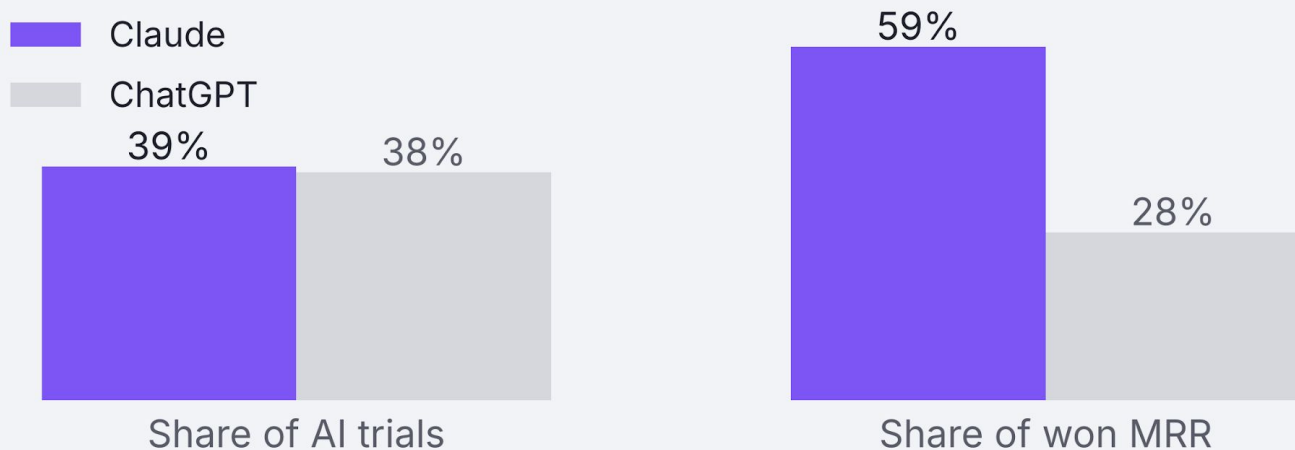
The form consists of two columns. The left column has a label "How did you hear about us? *" and a dropdown menu with "AI assistant" selected. The right column has a label "Which AI assistant? *" and a dropdown menu with "Claude" selected. Below these are six buttons: "Claude", "ChatGPT", "Gemini", "Google AI Overview", "Perplexity", and "Grok".

How did you hear about us? *	Which AI assistant? *
AI assistant ▼	Claude ▼
Claude	Claude
ChatGPT	
Gemini	
Google AI Overview	
Perplexity	
Grok	

Starting from zero? a mandatory free-text field is the easiest first step.

How it worked: Claude and ChatGPT bring the same share of AI trials, but Claude brings twice the won MRR

Trials that named Claude or ChatGPT as their source, May–Sep 2026

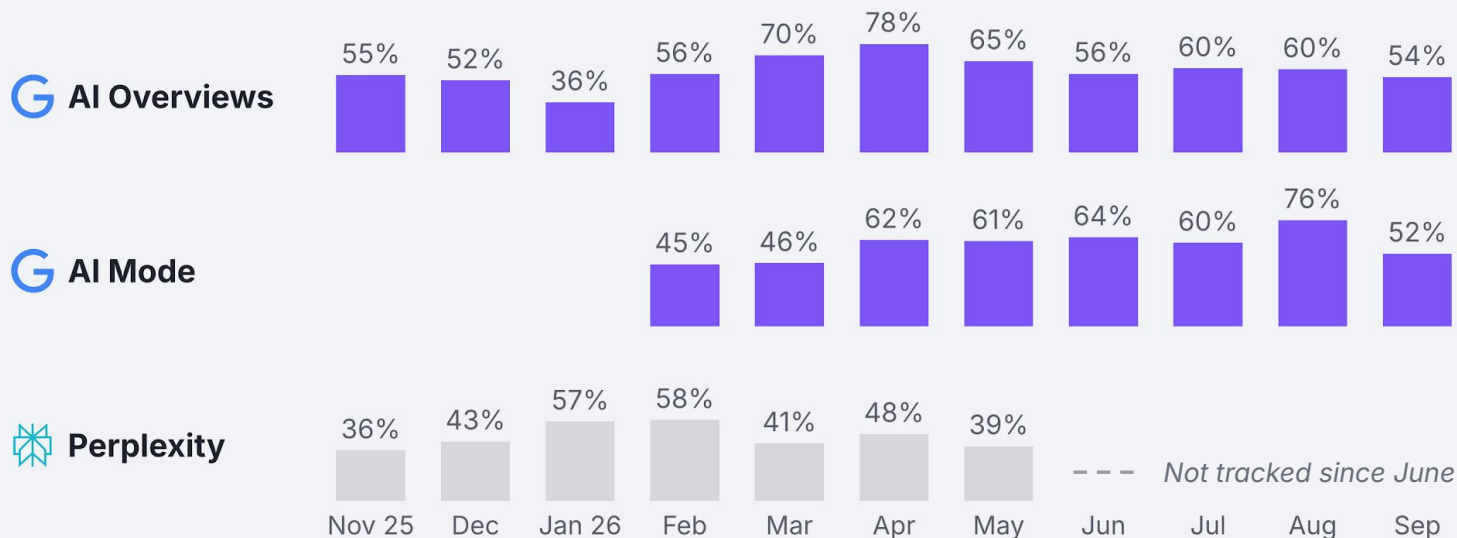


LEARNING 02

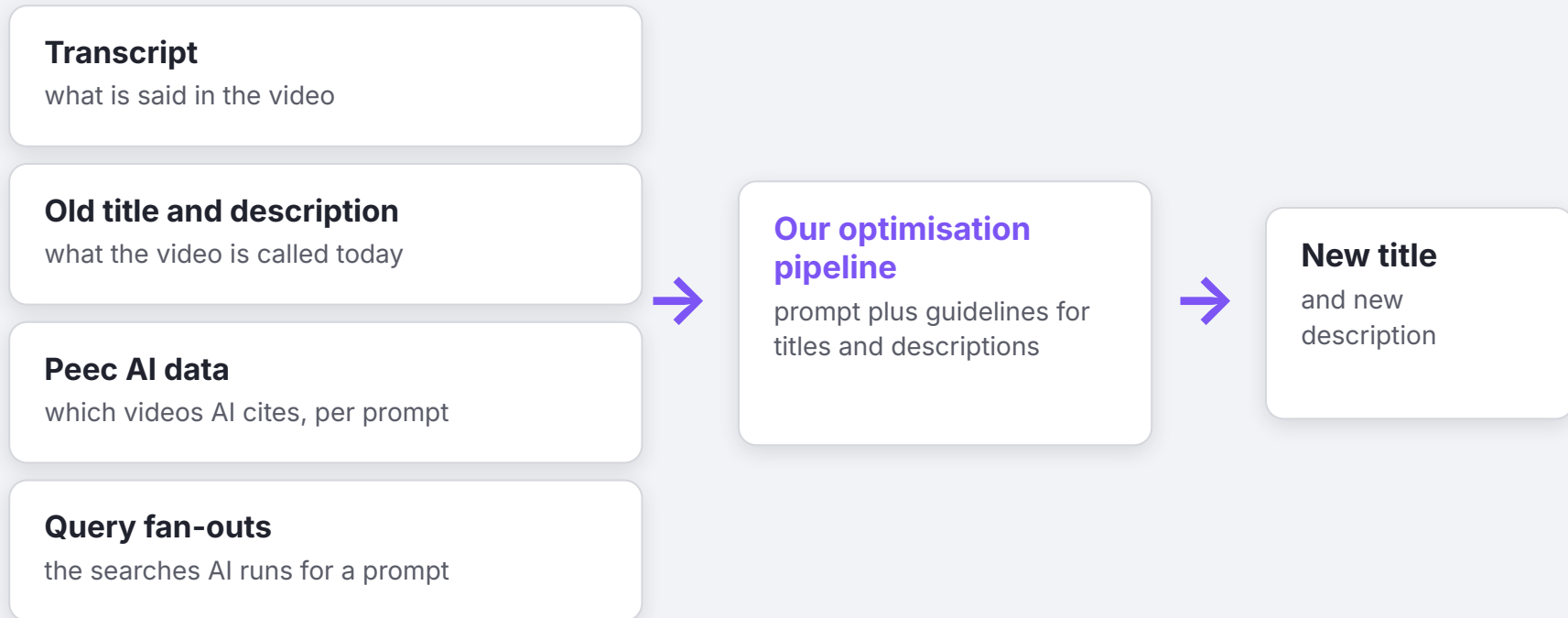
**Optimise or produce, it doesn't matter. But
do something with YouTube.**

In Google's AI answers, YouTube stayed in more than half of all answers all year

Share of AI answers that use a YouTube video

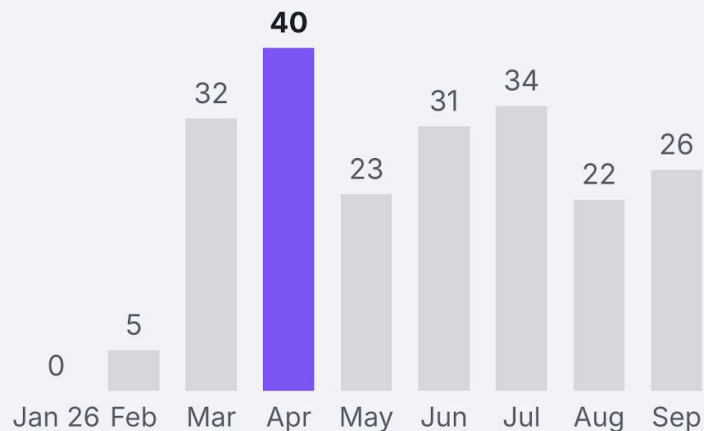


What we did: new titles and descriptions for Heyflow's 20 most-watched videos, built from four inputs

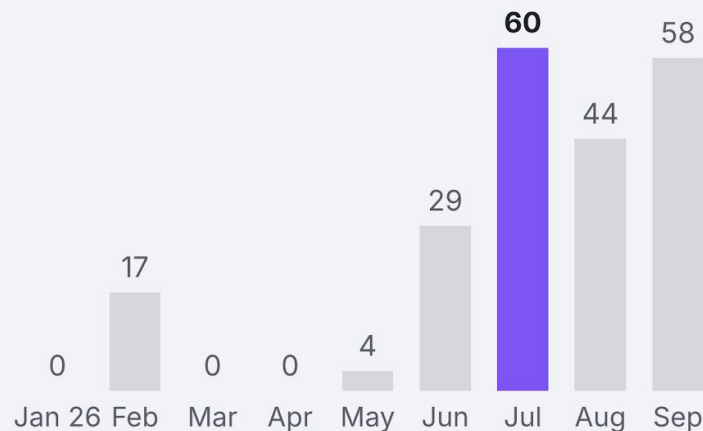


How it worked: Heyflow's videos went from zero to about 40 per 1,000 AI answers, and 60 in AI Overviews

All AI engines: citations of Heyflow videos per 1,000 answers



Google AI Overviews: answers citing a Heyflow video, per 1,000 answers



How it worked: ask Google which funnel builder has native phone validation, and it names Heyflow first, citing its video

AI Overview
 US
 [View prompt ↗](#)

Which funnel builder has native phone number validation?

AI Overview

Several funnel builders and interactive form platforms feature native phone number validation:

- Heyflow** : A no-code interactive lead generation and funnel builder that includes native phone number validation, country code formatting, network validation (checking active carrier status), and SMS One-Time Passcode (OTP) verification. • 56 youtube.com
heyflow.com heyflow.com
- GoHighLevel** : An all-in-one CRM and funnel/workflow platform that includes native Number Validation (part of its Number Intelligence feature) to check number validity and SMS capability, as well as native SMS OTP verification inside forms and surveys.
gohighlevel.com gohighlevel.com
- involve.me** : An AI-powered quiz and funnel builder that includes native phone field validation based on selected country codes, single-country locking, and duplicate phone number prevention. involve.me
- FunnelKit (WooFunnels)**: For WordPress/WooCommerce funnel builders, it features an Enhanced Phone Field setting with built-in format validation and country flag support on checkout pages. funnelkit.com

Details
×

Brands

- Heyflow** • 56
- GoHighLevel** • 61
- Involve.me** • 55
- clickfunnels** • 51

Sources

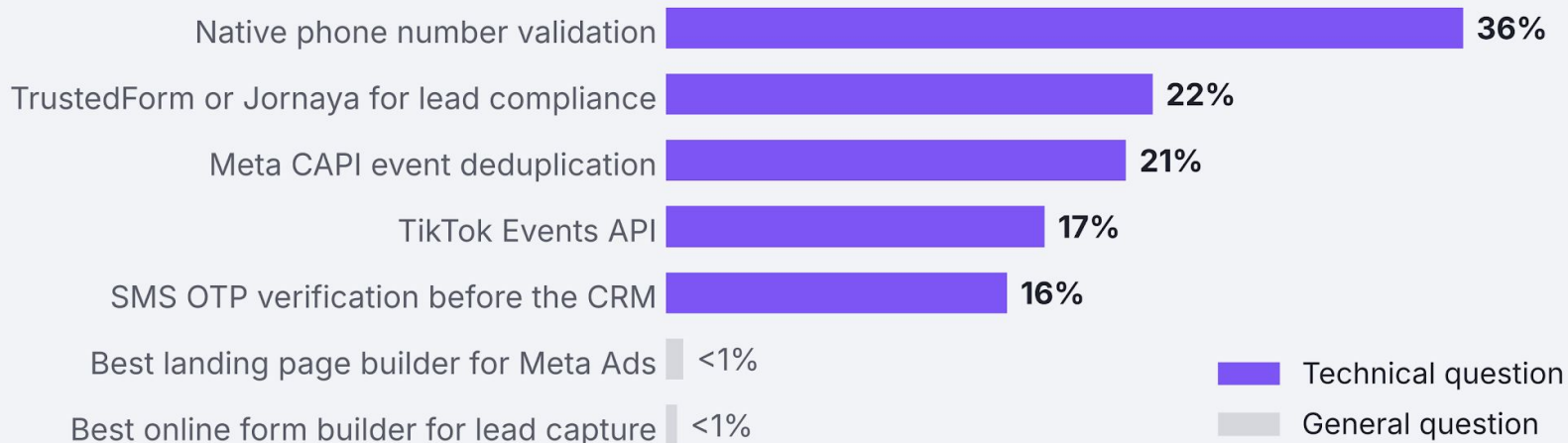
- The Best Funnel Builder for Recruiting in...**
heyflow.com/blog/funnel-builder-recruiting
- The Best Funnel Builder for Agencies in...**
heyflow.com/blog/funnel-builder-agencies
- Increase Your Lead Quality with Phone...**
youtube.com/watch?v=b1DmXffpbDU
- Number Validation Workflow Trigger in...**
help.gohighlevel.com/support/solutions/articles/155000003163-workflow-trigger-numbe...
- SMS Verification in Forms and Surveys I...**

LEARNING 03

**Put some love
into your help center.**

What we saw: the more technical the question, the more AI cites help centers and docs

Share of all AI citations that go to a help center or docs, per prompt



What we did: Heyflow's team rewrote help articles around those questions, use cases first

All Collections > Analytics & Tracking > Advertising & Conversion Tracking > Meta >
Track Heyflow events with Meta Conversions API (CAPI)

Track Heyflow events with Meta Conversions API (CAPI)

Learn how to use the Meta Conversions API (CAPI) to track Heyflow user actions reliably, bypassing ad blockers and firewalls for better campaign optimization.

July 28, 2026

Table of contents

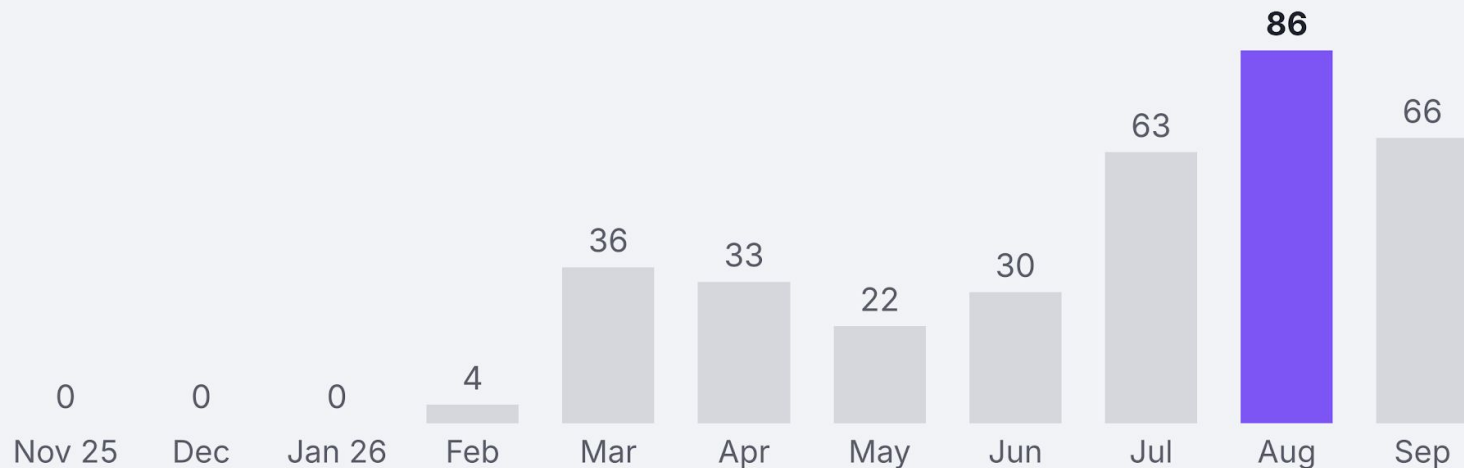
- ★ Available in the following [bundle](#): **Insights Bundle** (incl. in Scale)
- ★ Available on the following [plans](#): **Pro, Agency, Business**
- ♦♦ Not sure which plan you're on? Check your subscription [here](#).

With Heyflow's **Meta Conversion API integration**, you can:

- 1. Send Heyflow conversion data directly to Meta**
Send conversions from Heyflow straight into your Meta Ad Manager account — no coding or external tools needed.
- 2. Track default lifecycle events in Meta**
Track Heyflow's default events (e.g. `PageView`, `CompleteRegistration`) in Meta.
- 3. Track custom interactions as custom events in Meta**
Track custom interactions (e.g. button clicks, multiple and picture choice selections) as custom events in Meta.
- 4. Improve attribution and match rates with Enhanced Conversions**
Send additional (hashed) user-provided data from Heyflow to Meta to improve attribution and match rates.

How it worked: on technical questions, Heyflow's help center went from zero to about 86 citations per 1,000 answers

Citations of Heyflow's help center per 1,000 AI answers to technical questions



How it worked: ChatGPT picks Heyflow for Meta CAPI, and cites its help article first

If your main criterion is Meta Ads + native Conversions API (CAPI), my pick is **Heyflow**.

My shortlist • 56

Platform	Native Meta CAPI	Best for	Key c
Heyflow • 55	✓ Yes	Meta lead-gen / interactive funnels	Excell
HighLevel (GHL)	✓ Yes	Lead gen + CRM + sales follow-up	More
ClickFunnels	⚠ Less compelling for CAPI specifically	Sales funnels, offers, upsells	Stron
Systeme.io	⚠ Requires more implementation	Budget all-in-one funnels	CAPI :

Why I'd choose **Heyflow**: its current native CAPI integration sends events directly from the funnel to Meta, supports browser Pixel + server-side CAPI together, automatic deduplication, custom events, and enhanced user-data matching. Its documentation also explicitly supports events such as 'PageView' and 'CompleteRegistration', plus custom interactions. • 64

heyflow.com

Track Heyflow events with Meta Conversions API (CAPI) | Heyflow Help...
<https://help.heyflow.com/en/articles/11131573-track-heyflow-events-with-meta-...>

nt:
timization

and Business plans according to its current

clickfunnels • 54

Query fanouts

funnel builder native Meta Conversions API
 ClickFunnels HighLevel GoHighLevel
 Leadpages Systeme.io Meta CAPI

site:help.clickfunnels.com Meta Conversions API funnel Facebook CAPI

site:help.gohighlevel.com Meta Conversions API Facebook CAPI

site:help.systeme.io Meta Conversions API Facebook CAPI

site:help.leadpages.com Meta Conversions API Facebook CAPI

Sources

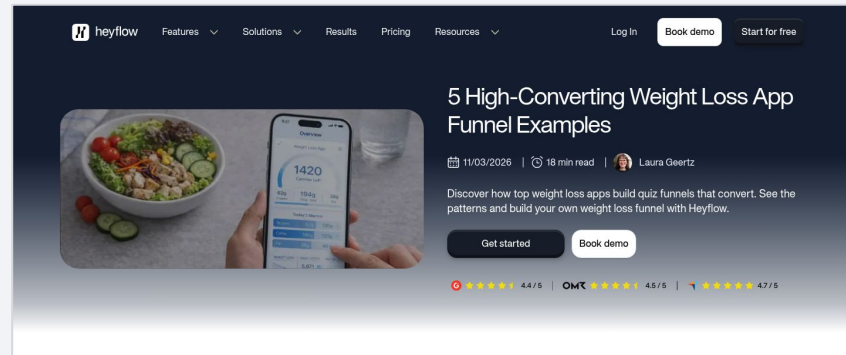
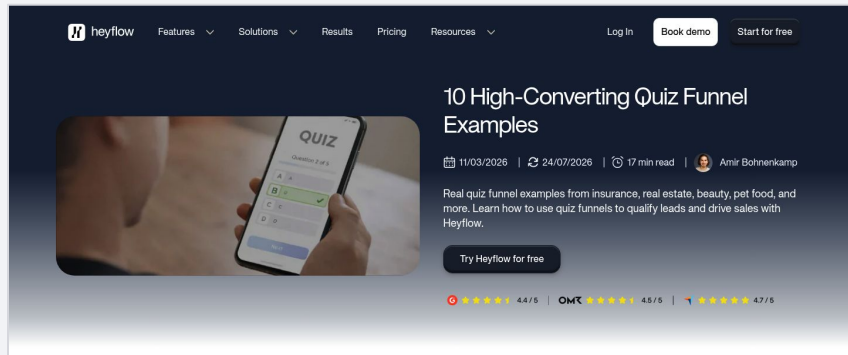
Track Heyflow events with Meta...
help.heyflow.com/en/articles/11131573-track-heyflow-events-with-meta-conversions-api-...

How to set up a Funnel Event Pixel for...
help.gohighlevel.com/support/solutions/articles/48001236281

LEARNING 04

Show the product: build the pages only you can build.

What we did: example pages built from real funnels made with Heyflow



How it worked: ask Claude for a GLP-1 weight-loss funnel builder, and it picks Heyflow, citing our example page

Claude Sonnet 5 US View prompt

Best quiz funnel builder for GLP-1 weight loss brands

Based on current market data, here's what stands out for GLP-1/weight-loss brands specifically:

Top pick: [Heyflow](#) 62

[Heyflow](#) is explicitly positioned and used for this niche — it's built around the "web-to-app" weight loss funnel model popularized by brands like Noom and used by telehealth weight-management companies like Juniper. Juniper operates in the telehealth space, offering medically supervised weight management programs, and for health-adjacent products the funnel must balance personalization with medical trust, which Juniper does by combining quiz-funnel engagement with healthcare credibility markers. 57 [heyflow.com](#)

Why it fits GLP-1 brands well:

- **Templates + branching logic:** [Heyflow](#) offers ready-made quiz funnel templates so you can launch fast, or you can start from scratch and build a fully custom design that matches your brand. [heyflow.com](#)

Details

Brands

- [Heyflow](#) 58
- Typeform 59
- Jotform 59

Query fanouts

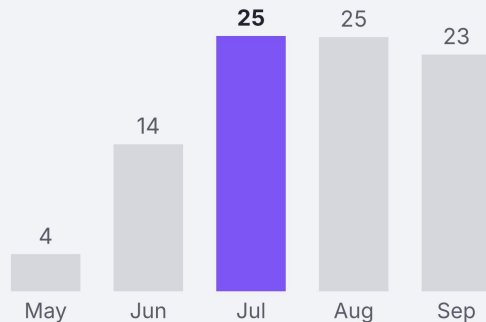
best quiz funnel builder for GLP-1 weight loss brands

quiz funnel software weight loss telehealth marketing 2026

Sources

- [heyflow.com](#)
heyflow.com/blog/5-weight-loss-funnel-examples

Example pages: AI citations per 1,000 AI answers



LEARNING 05

**Programmatic works exceptionally well, if
you take it seriously.**

What we did: two clusters, one page per industry and one per alternative

Industry pages

- The best funnel builder for insurance companies
- ... for law firms
- ... for B2B SaaS companies
- ... for financial services
- ... for agencies

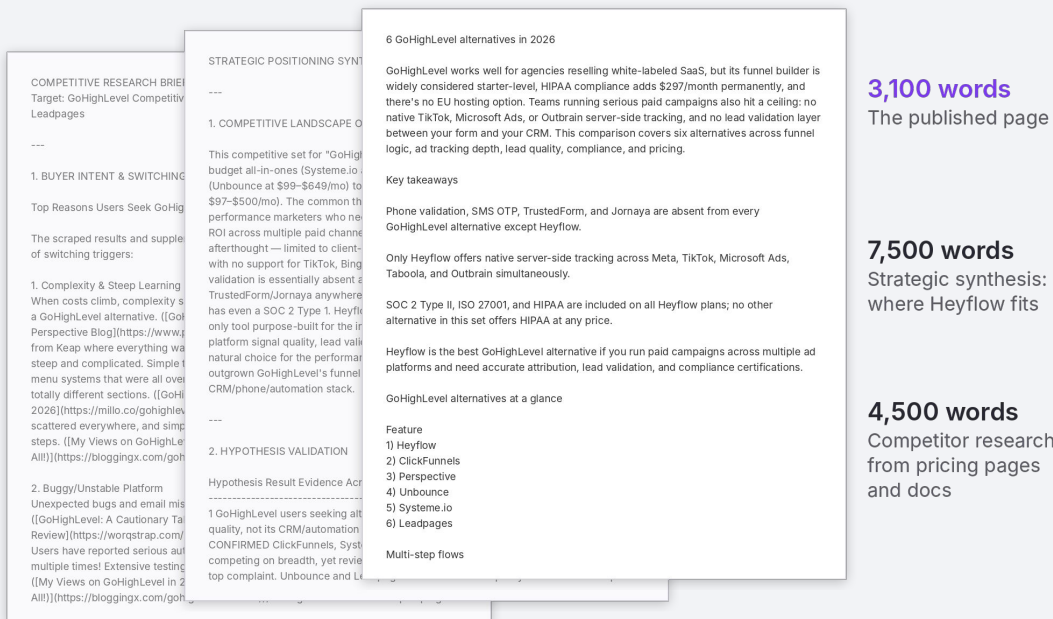
...

Alternatives pages

- The best GoHighLevel alternative
- ... Tally alternative
- ... Systeme.io alternative
- ... HubSpot Forms alternative
- ... Instapage alternative

...

Behind the scenes: 12,000 words of research behind one 3,100-word page

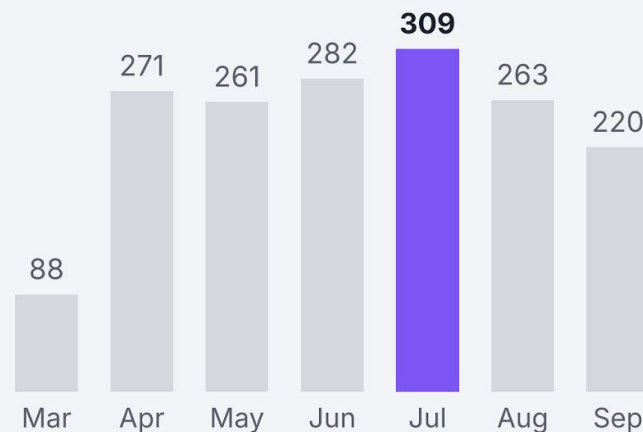


How it worked: steady clicks, and over 200 AI citations per 1,000 answers for the industry pages

Google clicks per month, both clusters



Industry pages: AI citations per 1,000 AI answers

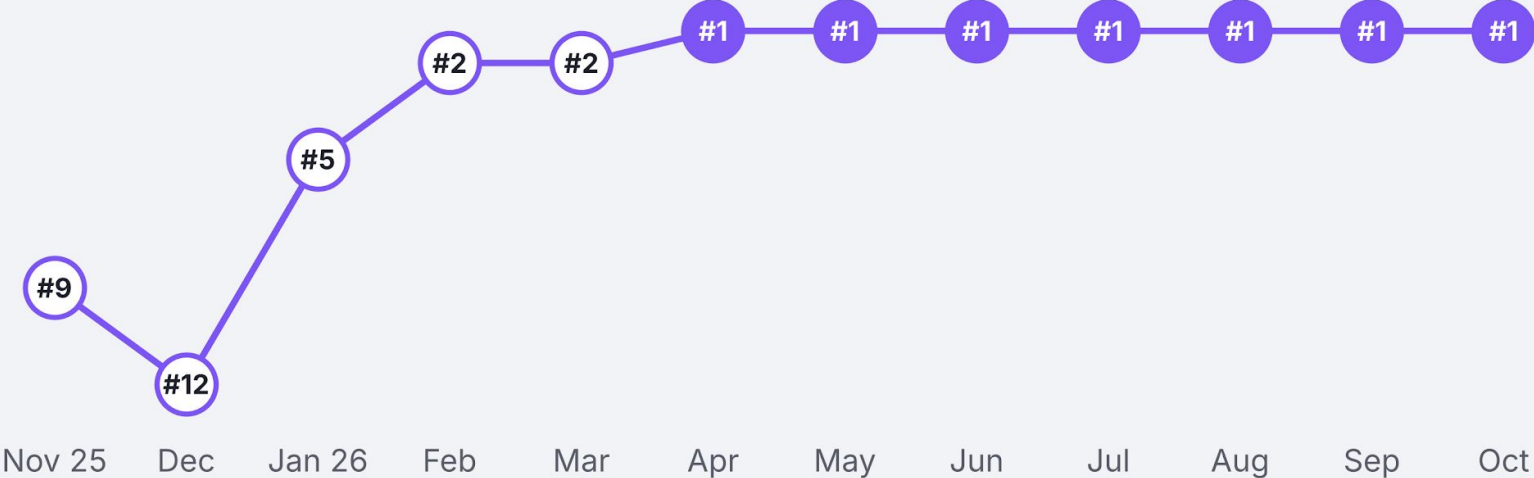


THE RESULTS

**From #9 to #1... and what it
did for the pipeline.**

Since April 2026, Heyflow is the funnel builder AI names first

Heyflow's rank among 21 funnel builders, by AI visibility



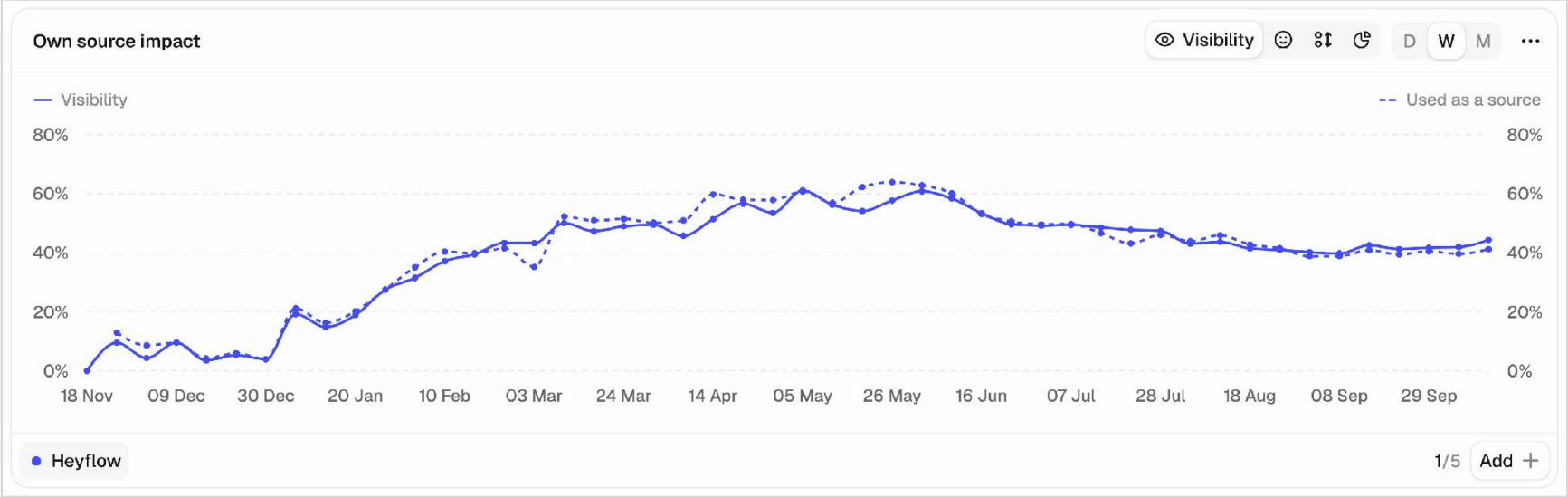
What we measure: 75 questions buyers ask AI, from a few words to a full brief

Last 30 days, all 75 prompts: Heyflow at 42% visibility and 23% share of voice, #1 of 21 brands

Asked daily in ChatGPT, Claude, Gemini, Copilot, Google AI Overviews and AI Mode. Branded prompts not counted.

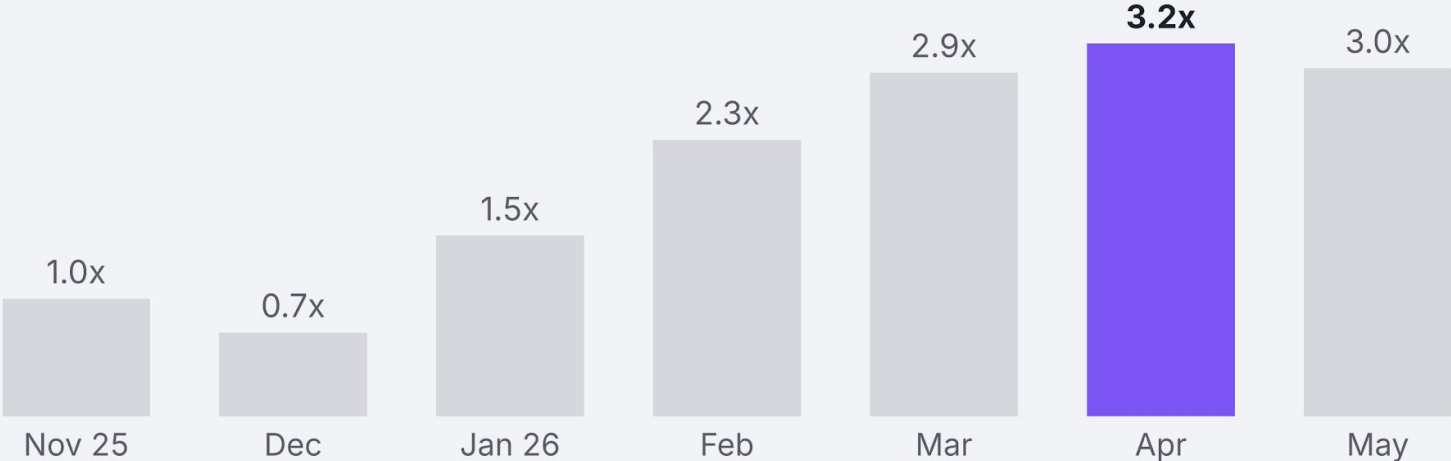
Example prompt (exact wording)	Visibility	Share of voice
Best multi-step form builder for lead generation	42%	10%
Best landing page builder for Meta and Facebook Ads campaigns	27%	10%
Welcher Funnel Builder eignet sich am besten für Meta Ads?	69%	28%
What is the best form builder for reducing fake leads from Meta ads?	60%	36%
Which funnel builder supports Meta CAPI event deduplication?	63%	22%
What is the best funnel builder for Meta Ads with native Conversions API?	91%	42%
What is the best funnel builder in 2026 for teams spending \$50K+/month on ads?	33%	12%

Heyflow is still the funnel builder AI names most often, in about 4 of every 10 answers



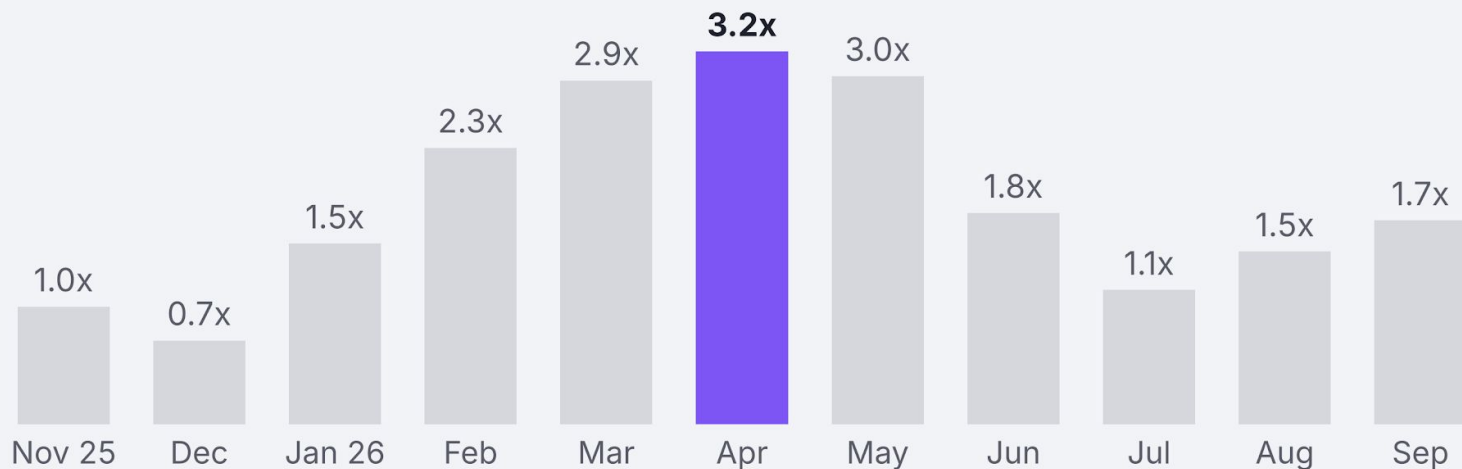
From November to April, the MRR pipeline from AI search tripled

MRR pipeline from AI search, as a multiple of November 2025



The summer shows how volatile this channel still is, but in September the pipeline was still at almost 2x November 2025

MRR pipeline from AI search, as a multiple of November 2025



Leads from AI search convert to deals better than any channel except referrals

11%

of leads from AI search
became a deal, Jan-Sep 2026

**"The only channel that
converts better? Referrals."**

Our recommended setup: a lean in-house team that owns the channel, plus a specialised agency

In-house

An experienced SEO/AEO lead that takes ownership for the channel

Specialised agency

Strategic insights from 30+ accounts, plus strong operational capacity