The 5 best GEO agencies for B2B SaaS

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Source: https://www.masters-of-search.com/shortlist/best-geo-agencies-for-b2b-saas

Software buyers changed how they search first. Best tool for X. X versus Y for a team our size. They ask ChatGPT or Gemini, get three names, and start there. Google is pushing AI Overviews and AI Mode into the same queries, so ranking third is no longer the same as being considered. If you sell software, this is the category where being left out of the answer costs you fastest.

Five agencies with real depth in B2B software.

The shortlist, ranked

#	Agency	Best for	Base	Entry price
1	Radyant	B2B software companies that want citations, rankings and conversions owned by one senior team	DACH, delivering across Europe	From €7,000/mo
2	Minuttia	Established software companies that want the deepest category pattern library	Remote, Europe-based	Not published
3	Graphite	US software companies at Series B and beyond that want a large partner with a research team	United States, remote	Not published
4	Embarque	Early-stage software companies that need to start on a small budget	Remote, global	Four tiers from $1,500/mo (one service) to $10,000+/mo (eight or more)
5	Breaking B2B	SaaS teams that want one senior operator and pricing they can see up front	UK, remote	Published tiers from $5,500/mo to $20,000+/mo, plus tailored scopes from $4,000/mo

How this was put together

We started with agencies that publicly sell AI Search, AEO or GEO work and name at least three B2B software clients. Three rather than one, because pattern depth in this category is the thing you are buying and a single logo does not demonstrate it.

Everything comes from public sources: the agency's own site, its published cases, its published research, its published pricing. Where an agency publishes nothing on a point, we say so. Self-reported percentages are marked as stated by the agency rather than presented as fact.

The order is our judgement about fit for a funded software company that wants conversions rather than traffic. Each entry says where the agency is the stronger pick and where it is not.

Every entry in detail

1. Radyant

- **Best for:** B2B software companies that want citations, rankings and conversions owned by one senior team

- **Base:** DACH, delivering across Europe
- **Entry price:** From €7,000/mo
- **Terms:** 12-month commitment with an opt-out after 6 months. Fixed-scope projects from €10,000

An AI-native organic growth agency whose published software work is the strongest evidence base here for the specific thing this category needs: getting named in comparative answers and turning that into pipeline. Heyflow reached first place in AI Search visibility for its category and tripled MRR pipeline in six months. deeploi grew organic leads 250%. ToolSense grew leads tenfold. Digital PR sits in-house, which is where software citation gaps usually are, because review sites and comparison posts carry more weight in this category than in almost any other.

Where it is stronger

- Published software outcomes stated in citations and pipeline, not traffic
- In-house digital PR, which is where software citation gaps sit
- A published software prompt study, so the method for this category is inspectable before you buy
- Pricing and contract terms published, including the six-month opt-out

Services

- AI Search optimisation across ChatGPT, Gemini, Perplexity, Claude, Copilot and Google AI Mode
- SEO strategy and technical SEO
- Digital PR
- Content production
- Programmatic SEO
- Conversion rate optimisation and attribution setup

Where it is not

- The €7,000/mo entry price rules it out below roughly Series A
- Europe-focused. A US-only go-to-market is better served by a US team
- Not a PLG or self-serve specialist. The published work is sales-led B2B

Published proof

- Heyflow: 3× MRR pipeline in six months, and first place in AI Search visibility for its category
- Planeco Building: AI Search citation rate doubled from 55% to over 110%
- deeploi: organic leads up 250%
- ToolSense: 10× leads from SEO over two years
- Heyflow: 593 brand mentions earned from YouTube in three months
- Software and platform clients shown publicly: Heyflow, deeploi, ToolSense, osapiens, Docplanner, Cleversoft and Lunio
- Publishes original research including a software prompt study and a query fan-out study on branded search

Website: https://www.radyant.io

2. Minuttia

- **Best for:** Established software companies that want the deepest category pattern library
- **Base:** Remote, Europe-based

- **Entry price:** Not published

Nobody here has worked with more B2B software companies. More than 60, including ServiceTitan, Toggl, Meilisearch and LearnWorlds, and that volume is the product: they have seen how this category behaves across dozens of engagements. The service set fits the job, with digital PR, Reddit and agent analytics alongside content at volume. Retention is the number worth trusting, at a stated 94% with tenure over two years.

Where it is stronger

- The largest B2B software client base here, by a wide margin
- Digital PR and Reddit in-house, which matter more in software than elsewhere
- Retention and tenure figures that cannot be cherry-picked
- Agent analytics as a named service, so crawler behaviour gets measured

Services

- Google and AI Search strategy
- Human content production
- AI-assisted content production
- Digital PR
- Reddit marketing
- Agent analytics and reporting

Where it is not

- Published cases lean on traffic and rankings over pipeline
- No published pricing or contract terms
- Content-led rather than full-funnel
- Built for established software companies rather than early stage

Published proof

- 60+ B2B software clients including ServiceTitan, Toggl, Meilisearch, Respona and LearnWorlds
- Stated 94% average client retention as of June 2026
- Stated 24+ months average client tenure, and roughly 63% of revenue from repeat clients
- Five-star average rating on Clutch
- Regularly published in industry outlets including Ahrefs and Moz

Website: https://minuttia.com

3. Graphite

- **Best for:** US software companies at Series B and beyond that want a large partner with a research team
- **Base:** United States, remote
- **Entry price:** Not published

One of the better-known names in B2B software growth, with Webflow, n8n and Hinge Health on the client list. AEO now sits next to SEO and performance marketing as one of three service areas, and they publish real research on how AI is changing search, naming a Chief AI Officer and data specialists on the team. It is the established choice: large enough to staff several workstreams, and less specific

than the specialists above about what happens on your account.

Where it is stronger

- Publishes genuine original research on AI Search, which very few agencies at any size do
- A named internal research team rather than a services page
- Scale and track record, and the least risky option if your board wants a recognisable name
- Deep software-category experience across many engagements

Services

- Answer engine optimisation
- SEO strategy and execution
- Performance marketing
- Content strategy and production

Where it is not

- No published pricing or contract terms
- No published client outcome stated in AI citations or AI visibility
- Says little about who staffs an engagement beyond leadership names
- No earned-mention or digital PR service named in-house
- US-focused

Published proof

- Named software clients including Webflow, n8n and Hinge Health
- Publishes original research on AI's effect on search, including a study titled "AI is 4x-5x Bigger Than You Think"
- Names a Chief AI Officer and data specialists on the team, and describes an internal AI research team
- Long-established growth agency with an extensive published body of SEO and content work

Website: https://graphite.io

4. Embarque

- **Best for:** Early-stage software companies that need to start on a small budget
- **Base:** Remote, global
- **Entry price:** Four tiers from $1,500/mo (one service) to $10,000+/mo (eight or more)

The budget option, and the only one open to a company with little or no funding. The tiered model is honest about what a small retainer buys, and the software client list is recognisable: VEED, Riverside, Flick, UXCam. Programmatic SEO and Reddit are available even at low tiers, which is unusual. Treat the headline percentages with care, because they are self-reported and very large.

Where it is stronger

- By far the lowest entry price here, published as clear tiers
- A large published case library for a shop this size
- Programmatic SEO and Reddit at a small budget
- Recognisable early-stage software clients

Services

- SEO strategy and consulting
- Content production
- Link building
- Technical SEO and programmatic SEO
- Reddit marketing
- AI and LLM SEO
- Conversion rate optimisation

Where it is not

- The self-reported percentages are extreme enough that you should ask for the underlying numbers
- One service at the entry tier is a start rather than a programme
- No published research and no citation-level outcomes
- Does not say who staffs the account or at what seniority

Published proof

- Named software clients including VEED, Riverside, Flick, MentorCruise and UXCam
- 34+ published case studies
- Five-star average rating on Clutch and Google
- States a 1,600% year-on-year revenue increase for MentorCruise and an 833% MRR increase for Instatus. Both are self-reported and not independently verified

Website: https://www.embarque.io

5. Breaking B2B

- **Best for:** SaaS teams that want one senior operator and pricing they can see up front
- **Base:** UK, remote
- **Entry price:** Published tiers from $5,500/mo to $20,000+/mo, plus tailored scopes from $4,000/mo
- **Terms:** Six- or twelve-month contracts

A senior-led shop with a stated no-juniors policy and the clearest pricing here. The software client list is strong for a team this size: Vidyard, ClickHouse, Chili Piper, Proposify and Ahrefs. Reported outcomes are demos and leads rather than visibility, which is the right unit. What is missing for this category is the earned-mention side, and in software that is usually where the citation gap sits.

Where it is stronger

- The most transparent pricing here: four named tiers with figures attached, not a starting-from number
- Senior-only delivery stated as policy
- Reports demos and leads
- Vertical programmes for martech, fintech and healthtech software

Services

- B2B and SaaS SEO
- Answer engine optimisation

- Generative engine optimisation
- Vertical programmes for healthtech, martech, fintech, logistics and construction
- Strategy and content production

Where it is not

- No digital PR or earned-mention service
- No published outcome stated in AI citations specifically
- Small team, English-language markets only
- No published research

Published proof

- Named software clients including Vidyard, ClickHouse, Chili Piper, Proposify and Ahrefs
- VerifyTreatment: from 5 to 32 demos a month from organic
- Fibbler: 10× organic traffic
- RB2B: non-branded traffic up 77%
- Kubaru: 2× organic leads
- States that 50+ companies have worked with the agency

Website: https://breakingb2b.com

Why software is the hardest category to defend

Because the comparison is the product. In most industries a buyer asks a model what to look for. In software they ask it to compare named tools, and the answer is assembled from whatever describes those tools: your pages, review platforms, comparison posts, Reddit threads and a competitor's alternatives page about you.

That means a large share of what a model says about your product was written by someone else. Your own site sets the description, and everything around it decides whether the model trusts that description enough to repeat it. This is why review platforms and community threads matter more here than in almost any other category, and why an agency without earned-mention capability can only work on half the problem.

It also means your competitors' content is part of your problem. An alternatives page about you, published by a competitor, is a source a model will happily read. You cannot remove it. You can make sure there is more and better material saying something else.

PLG and sales-led need different work

For a self-serve product, the answer a model gives is close to the purchase. Someone asks for the best tool for a job, gets three names, signs up for one that afternoon. What matters is being named at all, being described in the right use case, and having a signup flow that survives the visit.

For a sales-led product with a six-month cycle and a committee, the model shapes the shortlist rather than the purchase. Being named matters, and so does what gets said about you in the categories the committee will argue about: security, integrations, implementation time, pricing model. Content that answers those specific objections is what gets quoted later in the process.

Most agencies do not distinguish between these. It is worth asking directly which of the two they have

more experience with, because the content plan differs substantially and a PLG playbook applied to an enterprise motion produces traffic and no pipeline.

Who we left off, and why

We left out agencies with fewer than three named B2B software clients. Pattern depth in this category is the thing you are paying for, and one logo does not demonstrate it.

We left out agencies whose only AI Search evidence is their own writing about AI Search. It is the most crowded corner of this market, and confidence in writing about GEO says little about whether an agency has moved a client's citations.

We left out AI visibility monitoring tools. In software they are genuinely useful, because the comparative prompts in your category are easy to enumerate and worth tracking. But they measure the problem rather than fix it, so buy one alongside an agency rather than instead of one.

Questions buyers actually ask

What does GEO cost for a B2B SaaS company?

Published entry points here run from $1,500/mo for a single service to $20,000+/mo at the top tier, with €7,000/mo buying a senior European engagement across several workstreams and fixed-scope projects from around €10,000. A realistic figure for a funded software company that wants citations rather than content volume is $5,500 to $8,000 a month. Two of the five publish nothing.

Why does a model recommend a competitor instead of us?

Usually because they are easier to describe and someone else has already described them. A model works out what a company is, then looks for a second source that agrees. A focused competitor with one clear claim, repeated on review sites and in community threads, is a safer thing to name than a company with several overlapping product claims and proof that only exists on its own site. Company size, funding and page count are not inputs.

Do review sites like G2 and Capterra still matter?

More than they did, and for a new reason. They were always a demand channel. Now they are also one of the most reliable sources a model reads when deciding how to describe a category, because they are structured, current and independent. A thin or stale profile is a gap in what a model can find out about you, quite separately from the traffic it does or does not send.

How long until AI answers change for our category?

One to two quarters for a steady, measurable shift. Retrieval indexes refresh on their own cycles, earned coverage takes time to land and longer to be picked up, and review profiles take time to build. Track a set of comparative prompts over weeks rather than one prompt over days. In software the prompt set is easy to write down, which makes this easier to measure here than in most categories.

Should we work on this or on our own content first?

Both, and the split depends on what you find. Run the comparative questions a buyer would ask through ChatGPT, Gemini, Perplexity and Copilot, and note which URLs are cited underneath. If they are mostly third-party sites you are missing from, the budget leans towards earned coverage and review profiles. If they are your own pages but you are not named in the text, it leans towards making those pages clearer and more quotable. You need both tracks either way.