



AI Brand Representation Analysis

for Hiya

hiya.com

59%

High Risk

Significant misalignment between your brand and AI representations. Action needed.

Your Homepage

The screenshot shows the Hiya homepage with a large 'High Risk' alert in the center. Below the alert, a message states: 'Significant misalignment between your brand and AI representations. Action needed.' At the bottom of the page, there is a section titled 'Build trust and reach more customers, faster' featuring a 'Hiya Branded Call' example.

Hiya

Products Solutions Why Hiya? Resources Log in Get started

HIYA BRANDED CALL

Increase answer rates

Stop losing business to unanswered calls. Connect to customers faster with Hiya's Branded Call.

See pricing & sign up Get a Free Call Inspection

Branded Call with logo

Branded Call without logo

Bell GEICO salesforce gabb ERICSSON CHEVROLET AT&T Meta SAMSUNG Google Virgin O2 FICO Rogers

Hiya

Dashboard Connect

+1 (212) 555-1132 Acme Inc

Build trust and reach more customers, faster

Hiya Branded Call

How You Describe Yourself

Headline	"Hiya Branded Call - Increase brand trust, productivity, answer rates, revenue"
Value Prop	"Start making better calls with branded caller ID."
Description	"Hiya protects against spam and fraud, connects businesses with customers, and secures global telecommunications. At Hiya, we're revolutionizing voice communication to make it more secure and productive."
Audience	"Sales teams, Marketing teams, Customer service & contact centers, IT & Operations teams"

How AI Platforms Describe You

ChatGPT

Hiya is a telecommunications technology company that specializes in providing tools and services to enhance call experiences for businesses and consumers. They offer products like call spam identification, fraud detection, and caller ID solutions designed to improve the trust and transparency of voice communications. Hiya serves a diverse clientele, including individual users, enterprises, and ...

Weak Alignment (56%)

Perplexity

Hiya is a Seattle-based software company that provides a Voice Intelligence Platform specializing in voice security, caller ID, spam and fraud call protection, and branded calling solutions to enhance trust and productivity in telecommunications. ###
What They Do Hiya offers cloud-based SaaS products like **Hiya Protect** (network-based spam and fraud blocking with adaptive AI and deepfake...)

Weak Alignment (67%)

Gemini

Okay, let's break down Hiya. **What is Hiya?** Hiya is a company that provides call security and caller ID services. Essentially, they help protect people from unwanted calls like spam, scams, and robocalls, while also helping legitimate businesses connect with their customers more effectively. **What do they do?** * **Spam and Scam Detection:** Hiya identifies and blocks or flags spam ...

Weak Alignment (56%)

Platform Alignment Scores

Platform	Score	Rating
ChatGPT	56%	Weak Alignment
Perplexity	67%	Weak Alignment
Gemini	56%	Weak Alignment

Dimension Breakdown

Dimension	ChatGPT	Perplexity	Gemini
Core Offering	●■■ 1/3	●●■ 2/3	●■■ 1/3
Target Audience	●■■ 1/3	●■■ 1/3	●■■ 1/3
Key Products	●■■ 1/3	●■■ 1/3	●■■ 1/3
Differentiators	●■■ 1/3	●●■ 2/3	●●■ 2/3
Brand Tone	●●● 3/3	●●● 3/3	●●● 2/3
Factual Accuracy	●●● 3/3	●●● 3/3	●●● 3/3

Key Gaps Identified

Gap: Differentiators partially captured

Fix: Strengthen differentiator messaging with concrete proof points and case studies

Outcome: AI will more confidently recommend you over alternatives

Gap: Target audience not mentioned

Fix: Create an explicit 'Who We Serve' section listing specific industries and company profiles

Outcome: AI will correctly identify and recommend you to your ideal customer segments

Gap: Key differentiators not captured

Fix: Create a dedicated 'Why Us' or comparison page highlighting unique capabilities

Outcome: AI will distinguish you from competitors when users evaluate options

Gap: Core offering not well captured

Fix: Add clear, AI-extractable value proposition statements to your homepage hero section

Outcome: AI platforms will accurately describe what you do in response to user queries

Gap: Key products/features not mentioned

Fix: Implement FAQ schema markup and dedicated product pages with detailed descriptions

Outcome: AI will surface your specific capabilities when users search for solutions

Next Steps

1. Strengthen homepage messaging with clear, AI-extractable value proposition statements
2. Add explicit 'Who We Serve' section with specific industries and company profiles
3. Create dedicated 'Why Us' or comparison pages highlighting unique capabilities
4. Implement FAQ schema markup with detailed product/service descriptions
5. Improve Core Web Vitals — AI crawlers favor fast-loading pages
6. Add llms.txt file to guide AI crawlers to priority content



Want help improving your AI brand representation?

VAN helps companies optimize their digital presence for the AI era.

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