

AI VISIBILITY SNAPSHOT

Loom

AnswerLedger measures what AI answer systems tell buyers about a B2B SaaS brand and its competitors — with every finding traceable to a prompt, a tested surface, a date, and an archived output.

15**Buyer-intent prompts**

Locked before testing; entered without edits.

3**Tested AI surfaces**

GPT, Gemini, and Perplexity access points.

60**Archived outputs**

45 base outputs plus 15 additional headline outputs.

DEMONSTRATION SAMPLE — INDEPENDENTLY PRODUCED July–August 2026

INDEPENDENCE NOTE. This report was not commissioned, reviewed, or endorsed by Loom, Atlassian, or any other brand discussed, and no named brand is a client of AnswerLedger. Findings describe archived AI outputs collected under the stated protocol; they are not statements about product quality or business outcomes.

EXECUTIVE SUMMARY

Strong visibility does not mean winning every answer.

Loom appeared prominently under this protocol, but first position, recommendation strength, and competitor exposure changed by prompt and by tested AI surface.

60/60**Present or explicitly discussed**

Across all archived base and additional headline outputs.

19/45**Ranked first**

First or primary recommendation, base outputs only.

23/45**Positively recommended**

Actively recommended for a relevant use case, base outputs only.

3×**Zight surface difference**

3/15 in GPT, 3/15 in Gemini, 9/15 in Perplexity base outputs.

Four findings

- 01 Presence and preference are different measurements.** Loom appeared or was explicitly discussed in every archived output, yet it was ranked first in 19 of 45 base outputs and positively recommended in 23 of 45.
- 02 The observed field extended beyond the predefined competitor list.** Vidyard, Zight, and Vimeo were locked in the brief; the outputs also surfaced Tella and other task-specific tools that the brief did not anticipate.
- 03 AI surfaces exposed different competitive sets.** Zight appeared in 9 of 15 Perplexity base outputs but only 3 of 15 on GPT and 3 of 15 on Gemini — the same prompts, materially different exposure.
- 04 A limited additional-run check held at the high level.** All 15 additional headline outputs matched their base outputs at the high-level classification used — limited consistency, not statistical proof.

INTERPRETATION **Bottom line.** Loom had strong visibility under this protocol, but the brands, categories, and recommendations shown to buyers changed by prompt and tested surface. A one-engine check would have missed part of the observed landscape.

SCOPE, PROTOCOL, AND DEFINITIONS

A controlled baseline, not a simulation of every buyer.

Object

Loom (loom.com)
Category: asynchronous video messaging (B2B SaaS).
Buyer context: engineering, product, sales, and customer-success leads at B2B SaaS companies evaluating async video for meeting replacement.

Dataset

15 prompts x 3 surfaces = 45 base outputs.
5 headline prompts x 3 surfaces = 15 additional outputs.
60 archived outputs in total, each stored with its prompt, surface, date, and full response text.

Original dataset access

TESTED SURFACE	ACCESS METHOD	ARCHIVED OUTPUTS
GPT-5.6 Sol	use.ai	15 base + 5 additional
Gemini 3.5 Flash-Lite	Gemini interface	15 base + 5 additional
Perplexity Sonar Pro Search	Unitool AI	15 base + 5 additional

Execution rules

- A fresh conversation was used for every prompt; no memory or history.
- Prompt wording was locked before the runs and entered without edits.
- No answer was regenerated because its result was inconvenient.
- Responses were collected under a US English baseline.
- Full response text was archived for every recorded output.
- Ambiguous classifications were resolved against the analyzed brand.

BOUNDARY

Measurement frame. This protocol creates a controlled directional baseline. It does not claim to reproduce every personalized, logged-in, location-specific, or continuously changing buyer experience.

Metric definitions

METRIC	DEFINITION USED IN THE ARCHIVED CLASSIFICATION
Presence	Loom appeared in the response or was explicitly discussed because it was named in the query.
Ranked first	Loom was presented as the first or primary recommendation in a base output.
Positive recommendation	The response actively recommended Loom for at least one relevant buyer use case.
Competitor presence	A competitor appeared anywhere in a base output; repeated mentions inside one response count once.

PROMPT SET

15 buyer-intent questions, locked before testing.

The set covers category discovery, alternatives, direct comparisons, and practical use cases. A star (★) marks the five headline prompts — P01, P05, P09, P12, P14 — that received one additional run on each tested surface.

BEST-OF — CATEGORY DISCOVERY

- P01 ★** What are the best asynchronous video messaging tools for B2B teams in 2026?
- P02** What are the top screen recording tools for internal team communication?
- P03** Best tools for replacing Zoom meetings with async video in a SaaS company?
- P04** What video messaging platforms do product teams use for async standups and updates?

ALTERNATIVES — SWITCHING INTENT

- P05 ★** What are the best alternatives to Loom for business video messaging?
- P06** Loom alternatives for sales teams that need video analytics and CRM integration?
- P07** Free or cheaper alternatives to Loom for a startup with 30 people?
- P08** Tools like Loom but with better AI features for video editing and summaries?

COMPARISON — HEAD-TO-HEAD EVALUATION

- P09 ★** Loom vs Vidiyard: which is better for B2B SaaS teams?
- P10** Loom vs Zight: what are the key differences for async team communication?
- P11** Loom vs Vimeo: which should a 100-person SaaS company choose for internal video?
- P12 ★** Is Loom still worth it after the Atlassian acquisition, or should I switch?

USE CASE — TASK-FIRST QUESTIONS

- P13** Best tool for recording quick product demo videos to share with prospects?
- P14 ★** How can I reduce meeting overload in my engineering team using async video?
- P15** Tool for recording bug reports with screen video for a remote development team?

Exposure balance. Some prompts name Loom because a buyer is actively evaluating it; others begin with the category or task and do not name a preferred vendor. Both situations occur in real buying research.

VISIBILITY AND POSITIONING

Presence was broad; preference was more selective.

60/60**Present or explicitly discussed**

Includes prompts where Loom was the named object of evaluation.

19/45**Ranked first**

42% of base outputs presented Loom as the first or primary recommendation.

23/45**Positively recommended**

51% of base outputs actively recommended Loom for a relevant use case.

INTERPRETATION **Reading rule.** Presence, first position, and recommendation are three different measurements. A brand can appear in every answer without being the first or preferred option in every answer — that is exactly what the three numbers above show.

Observed positioning patterns

Internal communication

Loom was commonly framed as the low-friction choice for walkthroughs, updates, onboarding, feedback, and meeting replacement inside teams.

Revenue workflows

Vidyard was frequently separated into prospecting, CRM-connected analytics, sales personalization, and pipeline-oriented use cases.

Polished production

Tella, Screen Studio, Descript, and similar tools appeared when polish, editing, or production quality mattered more than recording speed.

Technical workflows

Bug-reporting and engineering prompts often surfaced tools that add logs, annotations, screenshots, or structured issue context.

What the headline metrics do not prove

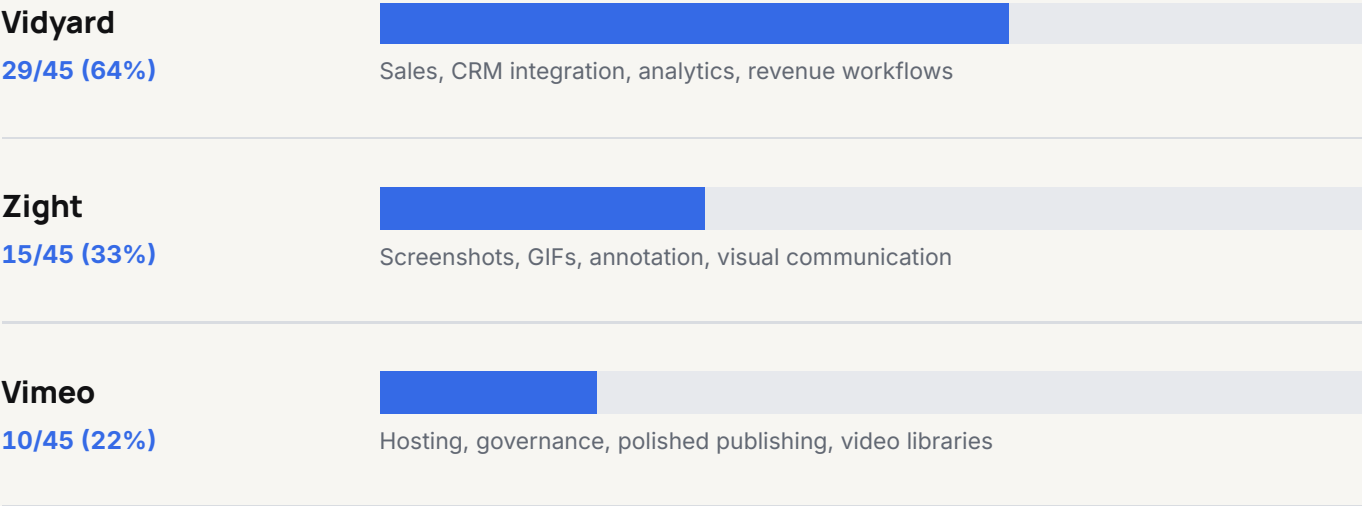
- They do not measure market share, traffic, leads, or revenue.
- They do not prove that every buyer receives the same answer.
- They do not establish why a particular brand appeared.
- They do not guarantee that the same result will persist over time.

COMPETITOR LANDSCAPE

The observed field extended beyond the predefined list.

Vidyard, Zight, and Vimeo were locked in the brief before testing. The outputs also surfaced additional brands across editing, documentation, collaboration, and developer workflows.

Predefined competitors — presence in 45 base outputs



Brands observed outside the predefined list

25

Archived Tella mentions

A raw mention count from the archived 60-output classification — not market share and not evidence of growth.

Broader observed set

Screen Studio, Claap, Descript, Cap, and other task-specific tools also appeared in the archived outputs across editing, documentation, and developer-workflow prompts.

INTERPRETATION

Finding. A competitor list defined only from traditional category pages can miss tools that AI systems introduce because they solve a narrower buyer task more directly. Mention counts describe the archived outputs only; they say nothing about market position or product quality.

SURFACE DIFFERENCES

The same prompts exposed different competitive visibility.

Zight was the clearest example of a brand whose presence changed materially across the three tested surfaces — 15 identical base prompts per surface.

Zight presence by surface (base outputs)

GPT		3/15
Gemini		3/15
Perplexity		9/15

Zight-owned pages appeared among the cited sources in several Perplexity responses. That is an observed association only; the dataset does not establish that those pages caused Zight’s higher presence.

BOUNDARY Do not overread the result. Differences may reflect access method, retrieval behavior, source selection, model behavior, prompt handling, timing, or other factors. This report measures the output, not the hidden cause.

Limited additional-run check

5 × 3

Headline prompts × surfaces

P01, P05, P09, P12, P14 — one additional run each per surface.

15

Additional archived outputs

Collected under the same execution rules as the base run.

15/15

High-level classification agreement

Each additional output matched its base output at the high level.

What “matched” means. The additional response produced the same high-level coding outcome as its corresponding base response under the recorded classification rules. It does not mean the wording, brand list, ranking order, or citations were identical.

BOUNDARY This is a limited consistency check within one headline-prompt set, not statistical proof, and not a claim that future runs will produce the same result.

EVIDENCE — GPT

General category visibility

PROMPT P01	What are the best asynchronous video messaging tools for B2B teams in 2026?		
SURFACE		ACCESS	
GPT-5.6 Sol		use.ai	
MODE		CAPTURE DATE	
Web Search enabled		1 August 2026	
OBSERVATION	OBSERVED	Loom was framed as the general-purpose choice for internal async communication, while Vidyard was separated into sales and revenue workflows.	
RUN TYPE	Separately dated evidence capture — illustrative; not one of the archived base or additional runs.		

OVERVIEW — PROMPT, WEB SEARCH, GPT-5.6 SOL

What are the best asynchronous video messaging tools for B2B teams in 2026?

Web Search

The best asynchronous video messaging tool depends on whether your B2B team is communicating internally, with prospects, or with clients.

Tool	Best for	Main strengths
Loom	Internal communication	Fast screen/camera recording, ins
Vidyard	Sales and revenue teams	Personalized outreach, CRM integ
Clarityflow	Coaching and client conversations	Threaded video, audio, and text e
Screenflec	Free, lightweight recording	Screen, webcam, audio, private li
Vimeo	Secure hosting and video libraries	Privacy controls, customizable ad
Wistia	Marketing video and lead capture	Viewer analytics, lead generation,
HeyGen / Synthesia	Templated video at scale	AI avatars and scripts for repeat
Hippo Video	Sales, marketing, and support	Personalized video workflows and
Berrycast	Straightforward team messaging	Simple screen recording and shari
Goldcast	Full B2B video marketing workflows	Webinars, repurposing, hosting, a

Best choices by use case

Best overall for internal teams: Loom

+ Type a message...

GPT-5.6 Sol

Full capture, reduced. Shows the exact prompt, the Web Search label, and the GPT-5.6 Sol selector.

KEY FINDING “BEST CHOICES BY USE CASE” — LOOM FOR INTERNAL TEAMS, VIDYARD FOR B2B SALES

Best choices by use case

Best overall for internal teams: Loom

Loom is the safest default for replacing status meetings, explaining work, giving feedback, documenting processes, and onboarding employees. It records the screen, camera, or both and creates an immediately shareable link. Current buyer guides consistently position it as the leading general-purpose async video option. [vidyard.com](#) [goldcast.io](#)

Best for B2B sales: Vidyard

Vidyard is the stronger choice when video is part of prospecting, deal progression, account-based marketing, or customer success. Its differentiation is not recording alone, but CRM-connected personalization, engagement tracking, templates, and AI automation. [vidyard.com](#)

Best for client dialogue: Clarityflow

Clarityflow works particularly well for coaching, consulting, agencies, and customer-facing services. Unlike tools centered on one-way recordings, it organizes video, voice, text, screen shares, and attachments into threaded, back-and-forth conversations, while minimizing friction for external respondents. [clarityflow.com](#)

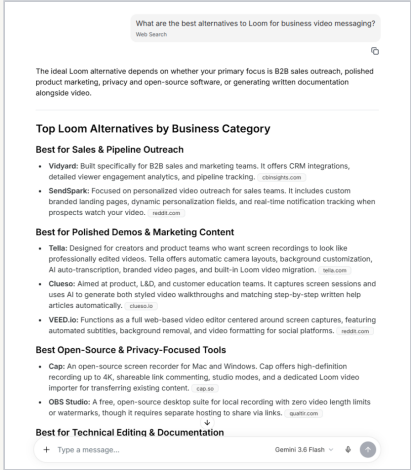
CSS crop of the unmodified companion capture (same response, scrolled). The full original file is preserved in the report's assets.

EVIDENCE — GEMINI

Alternatives split by buyer use case

PROMPT P05	What are the best alternatives to Loom for business video messaging?		
SURFACE	ACCESS		CAPTURE DATE
Gemini 3.6 Flash	use.ai		
MODE	Web Search enabled		1 August 2026
OBSERVATION	OBSERVED	The best Loom alternative was treated as use-case dependent: Vidyard for sales, Tella for polished demos, Clueso for customer education and documentation.	
RUN TYPE	Separately dated evidence capture — illustrative; not one of the archived base or additional runs.		

OVERVIEW — PROMPT AND GEMINI 3.6 FLASH



Full capture, reduced. Shows the exact prompt and the Gemini 3.6 Flash label.

KEY FINDING ALTERNATIVES GROUPED BY BUSINESS CATEGORY — VIDYARD, TELLA, CLUESO

Top Loom Alternatives by Business Category

Best for Sales & Pipeline Outreach

- Vidyard:** Built specifically for B2B sales and marketing teams. It offers CRM integrations, detailed viewer engagement analytics, and pipeline tracking. [cbinsights.com](#)
- SendSpark:** Focused on personalized video outreach for sales teams. It includes custom branded landing pages, dynamic personalization fields, and real-time notification tracking when prospects watch your video. [reddit.com](#)

Best for Polished Demos & Marketing Content

- Tella:** Designed for creators and product teams who want screen recordings to look like professionally edited videos. Tella offers automatic camera layouts, background customization, AI auto-transcription, branded video pages, and built-in Loom video migration. [tella.com](#)
- Clueso:** Aimed at product, L&D, and customer education teams. It captures screen sessions and uses AI to generate both styled video walkthroughs and matching step-by-step written help articles automatically. [clueso.io](#)
- VEED.io:** Functions as a full web-based video editor centered around screen captures, featuring automated subtitles, background removal, and video formatting for social platforms. [reddit.com](#)

Best Open-Source & Privacy-Focused Tools

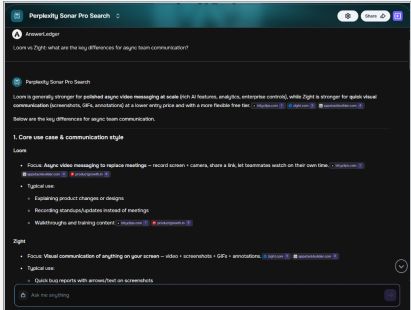
CSS crop of the same unmodified capture, enlarged for readability. Source chips shown are part of the captured response; their presence does not make every cited claim independently verified.

EVIDENCE — PERPLEXITY

Same category, different workflow framing

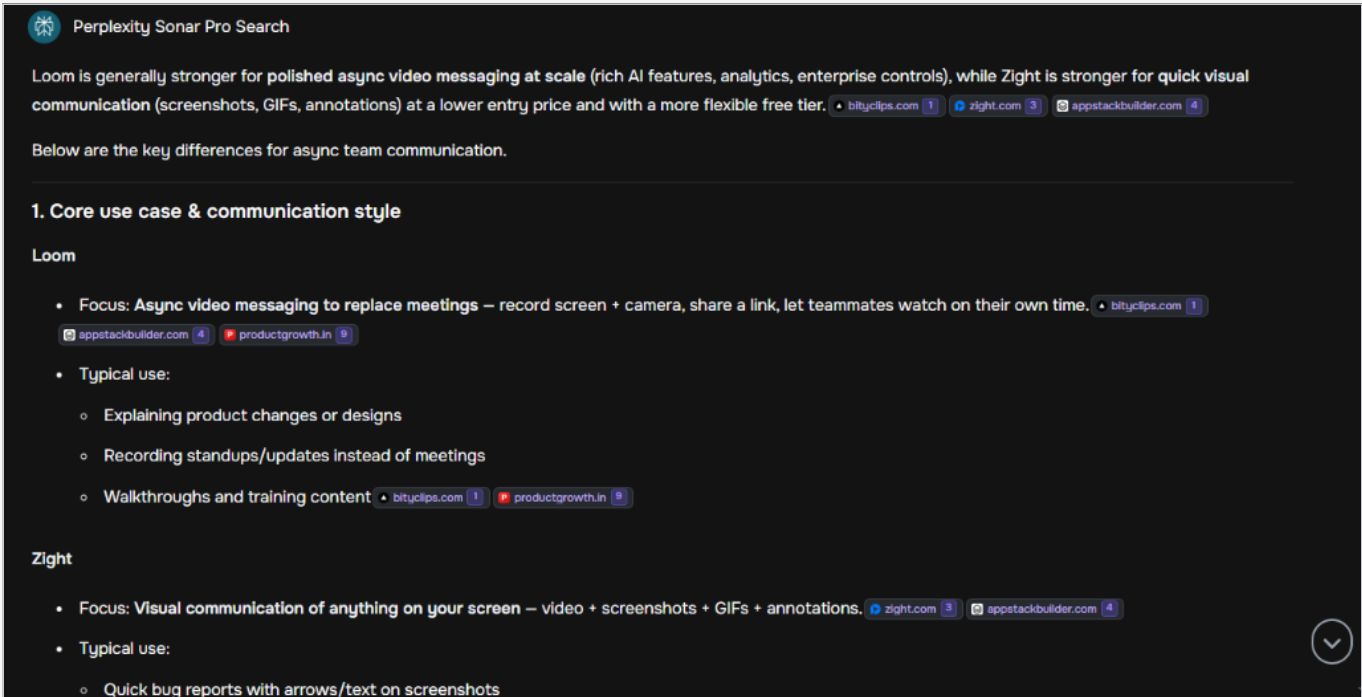
PROMPT P10	Loom vs Zight: what are the key differences for async team communication?		
SURFACE	Perplexity Sonar Pro Search	ACCESS	Unitool AI
		THEME	Native dark interface
CAPTURE DATE	1 August 2026		
OBSERVATION	OBSERVED Loom was framed as a video-first meeting-replacement tool; Zight was framed as a mixed visual-capture tool for screenshots, GIFs, annotations, and short recordings.		
RUN TYPE	Separately dated evidence capture — illustrative; not one of the archived base or additional runs.		

OVERVIEW — PROMPT AND PERPLEXITY SONAR PRO SEARCH



Full capture, reduced. Shows the exact prompt and the Perplexity Sonar Pro Search surface label.

KEY FINDING OPENING COMPARISON AND “CORE USE CASE & COMMUNICATION STYLE”



CSS crop of the same unmodified capture, enlarged for readability. The interface's native dark theme is preserved; citations shown are part of the captured response.

PRIORITIES AND BOUNDARIES

What to protect, monitor, and verify next.

SUGGESTED ACTIONS Five suggested actions follow from the archived findings. Each one can be checked again under the same protocol, so progress is measurable rather than assumed.

01 Protect category presence

Keep Loom's core use cases, category language, and differentiators clearly documented on accessible public pages.

02 Separate internal and revenue positioning

The archived outputs repeatedly divided Loom and Vidyard by job rather than treating them as interchangeable products.

03 Track each AI surface independently

Keep GPT, Gemini, and Perplexity results separate instead of hiding meaningful variation inside one blended score.

04 Watch task-specific substitutes

Monitor tools introduced for editing, documentation, bug reporting, hosting, and polished demos — not only predefined competitors.

05 Maintain retrievable public facts

Make product features, pricing, integrations, ownership, and plan limits easy for source-citing systems to retrieve and interpret.

Limitations

- Directional, protocol-bound sample; AI outputs vary by time, session, access layer, and model behavior.
- No personalized or logged-in buyer responses were tested.
- No traffic, lead, conversion, or revenue impact was measured.
- Third-party access layers were used for parts of the dataset.
- Evidence captures are separately dated visual examples from 1 August 2026.

See your category through the same protocol.

A 15-prompt AnswerLedger Snapshot compares three AI answer surfaces and includes per-surface findings, raw outputs, evidence captures, and prioritized fixes. Delivery is async — a written report you review on your own schedule; no call required.

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48-HOUR TURNAROUND

\$250

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