



# AI Brand Leader Report

Landing Pages & Personalization

[itbrandpulse.com](http://itbrandpulse.com)



# Executive Summary

The March 2026 Landing Pages & Personalization Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.



Landing Pages & Personalization platforms enable organizations to create, test, and optimize digital experiences that convert visitors into leads and customers. These platforms combine landing page builders, A/B testing, audience segmentation, and increasingly AI-driven personalization to deliver tailored experiences at scale.

In the AI era, the category is evolving from static page creation tools into intelligent optimization engines that dynamically adapt content, messaging, and user journeys in real time.

Unbounce is perceived as the Market Leader (31.40%) and Human Empowerment Leader (36.05%). Mutiny is perceived as the Intelligence & Innovation Leader (28.68%) and Creativity & Expression Leader (33.33%), while Optimizely leads Accuracy & Trust (32.56%). The results highlight a clear pattern: voters associate Unbounce with accessibility and adoption, Mutiny with AI-driven innovation and personalization, and Optimizely with enterprise-grade experimentation and reliability.

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# Brand Leadership Defined



## Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



## Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



## Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



## Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

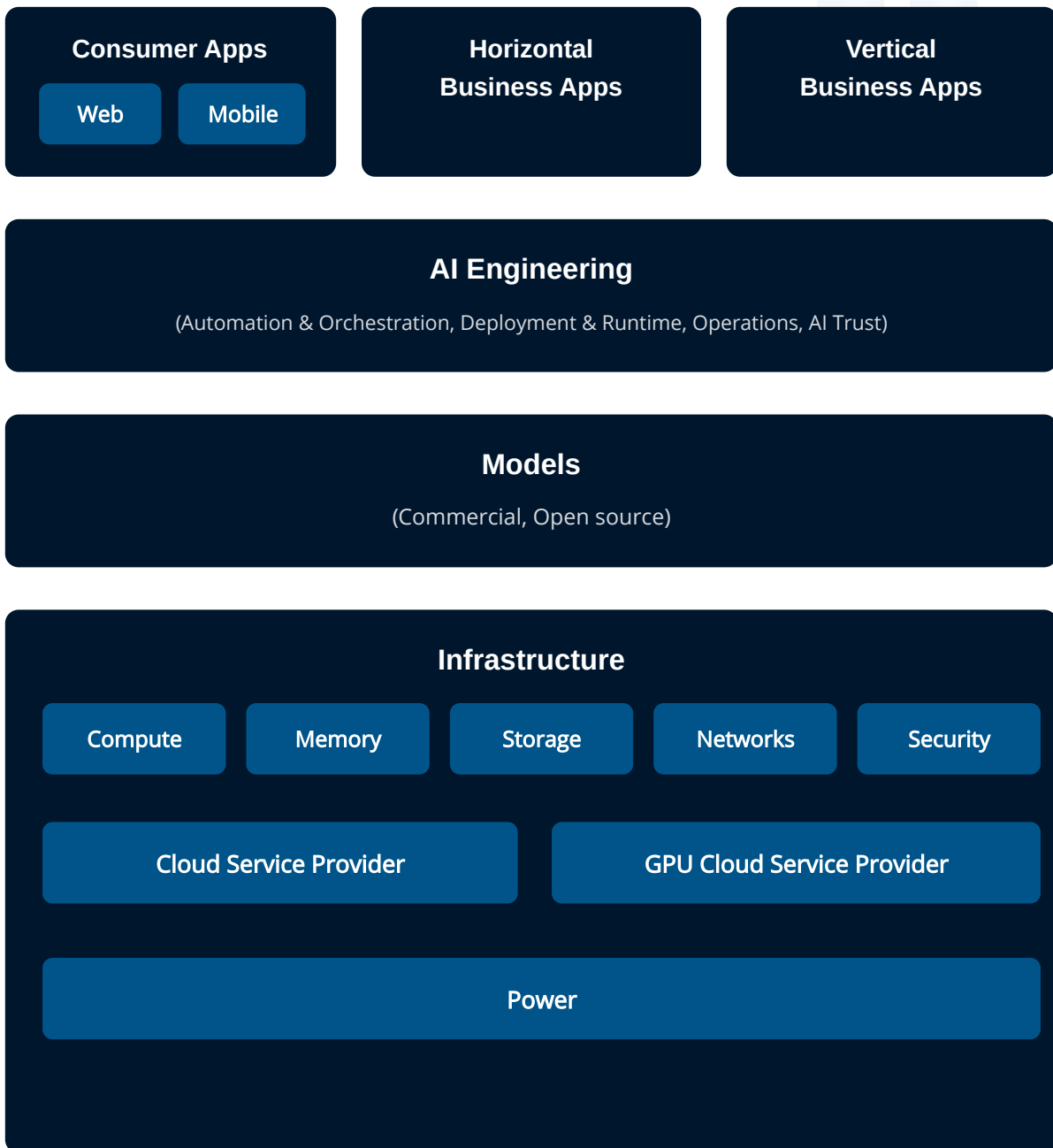


## Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

# AI Product Taxonomy

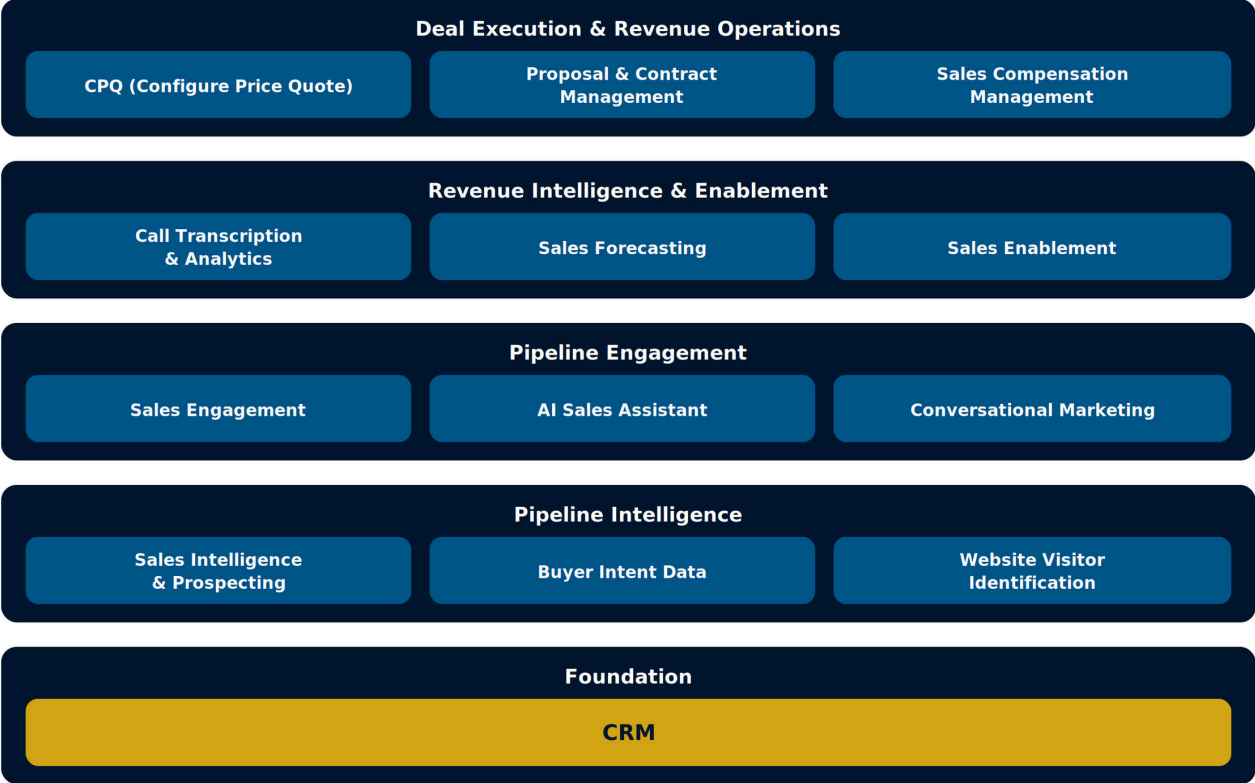
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



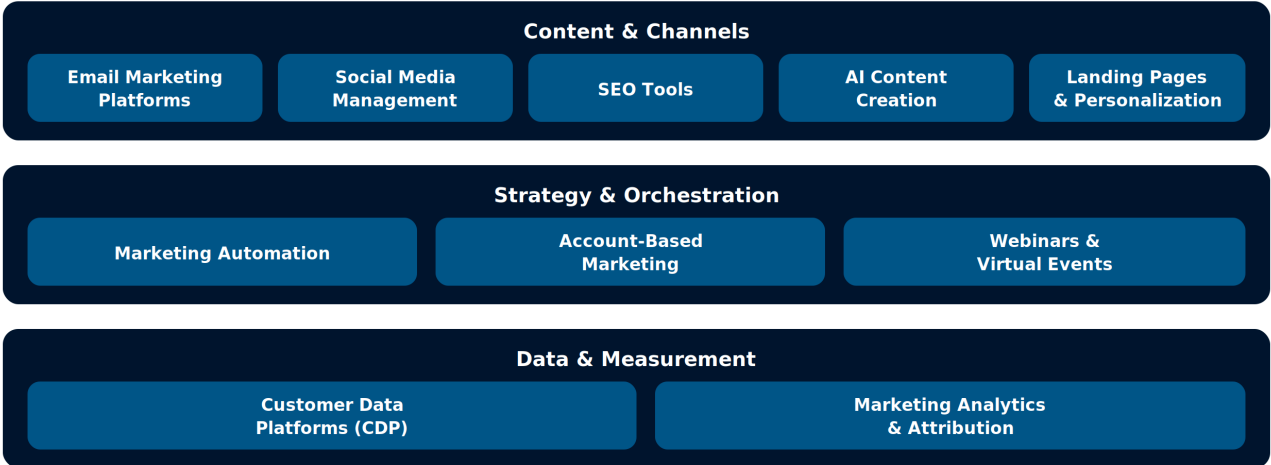
# AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

## AI Sales Products



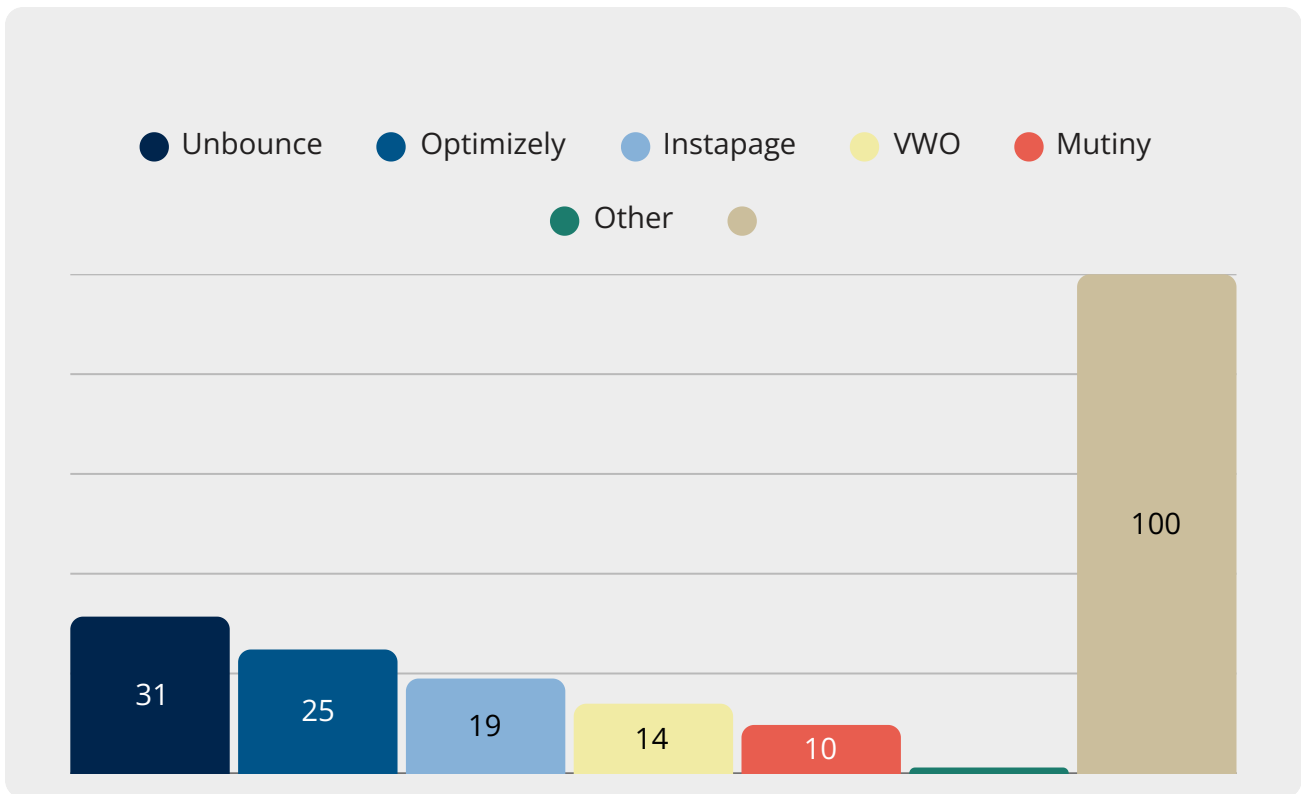
## AI Marketing Products



# Landing Pages & Personalization



Voters perceive Unbounce as the Market Leader with 31.40% of votes, followed by Optimizely at 24.81%, resulting in a 6.59-point spread. This indicates a clear but competitive leadership position, with Unbounce maintaining a strong association with ease of use and broad adoption while Optimizely remains a strong enterprise challenger.

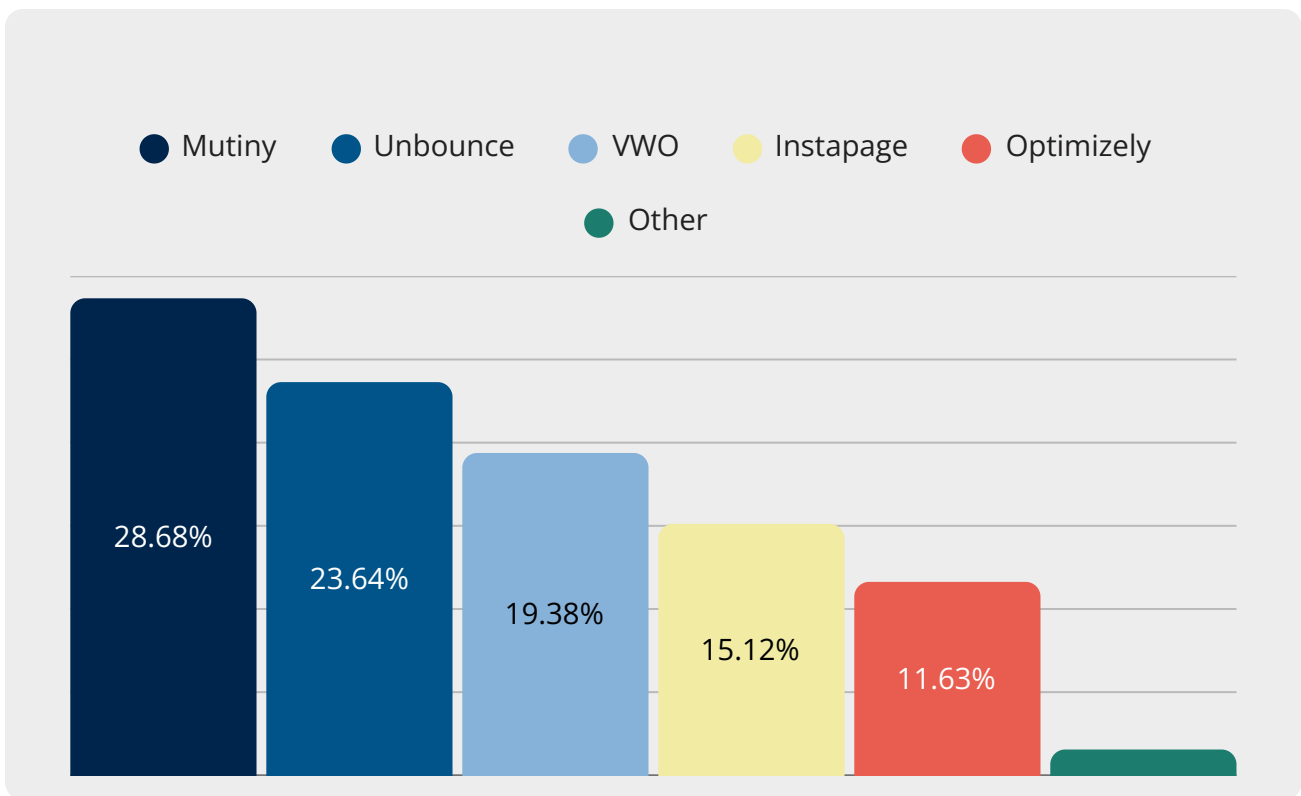


This perception likely reflects Unbounce's long-standing focus on landing page creation, conversion optimization, and marketer-friendly workflows. Voters appear to associate market leadership with platforms that are easy to deploy, intuitive to use, and effective at driving immediate results.

# Landing Pages & Personalization



Voters chose Mutiny as the Intelligence & Innovation Leader with 28.68% of votes, followed by Unbounce at 23.64% and VWO at 19.38%. The 5.04-point spread indicates a competitive but clearly defined perception of innovation leadership.

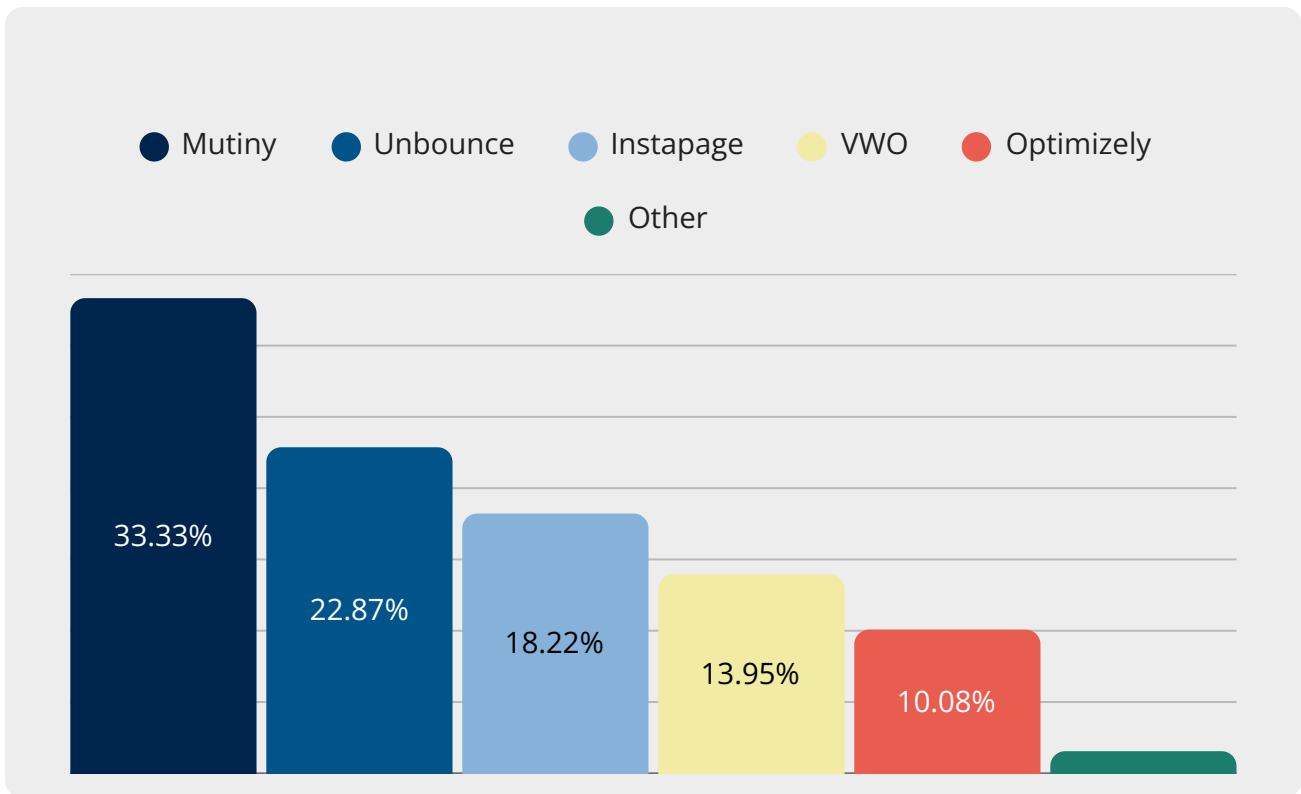


The voting likely reflects Mutiny's focus on AI-driven personalization, account-based experiences, real-time targeting, and dynamic content optimization. Voters appear to associate innovation with platforms that move beyond static landing pages to deliver adaptive, data-driven experiences tailored to individual users.

# Landing Pages & Personalization



Voters perceive Mutiny as the Creativity & Expression Leader with 33.33% of votes, followed by Unbounce at 22.87%. The 10.46-point spread indicates strong and defensible leadership in this dimension.

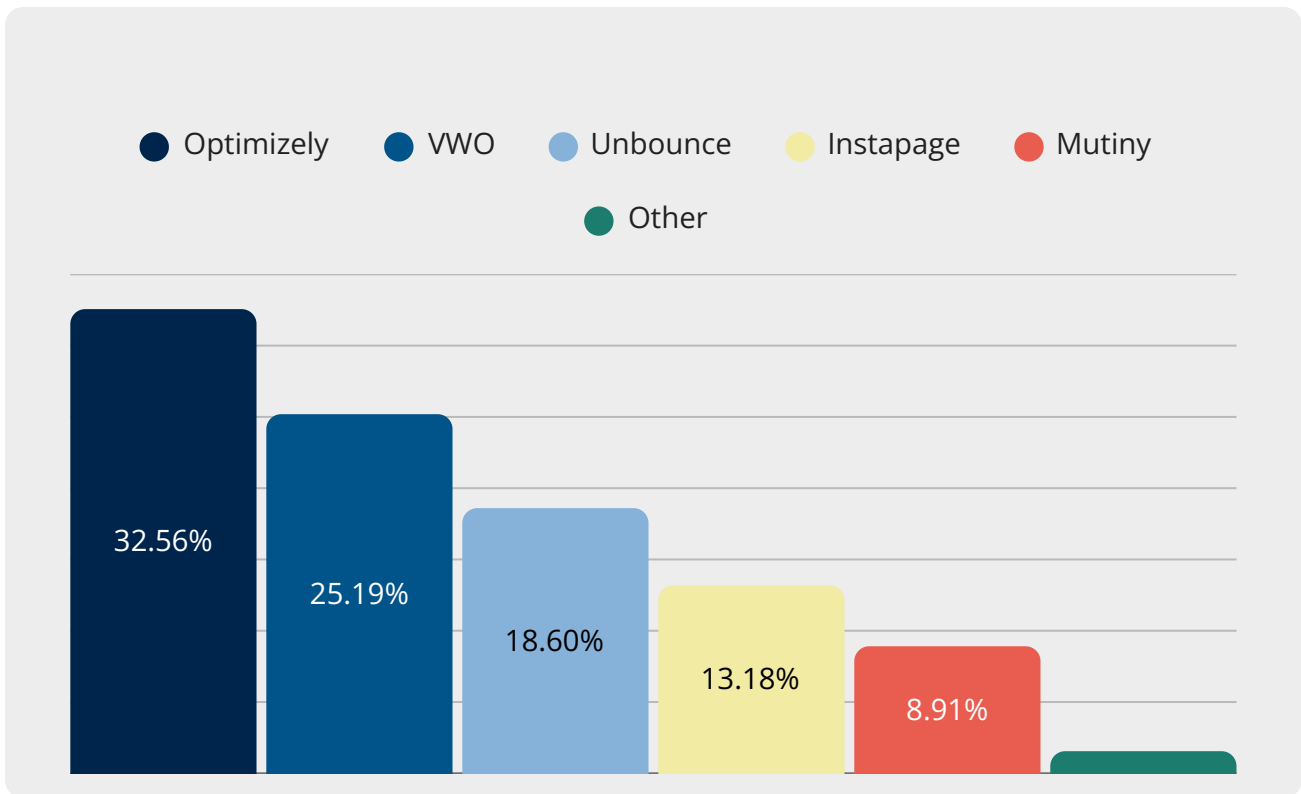


These survey results likely reflect Mutiny's ability to enable highly personalized and differentiated experiences through dynamic content, segmentation, and flexible design capabilities. Voters appear to associate creativity with platforms that empower marketers to tailor messaging and experiences at a granular level.

# Landing Pages & Personalization



Voters perceive Optimizely as the Accuracy & Trust Leader with 32.56% of votes, followed by VWO at 25.19%. The 7.37-point spread indicates a strong perception of Optimizely as the most reliable and enterprise-grade platform for digital experimentation and optimization.

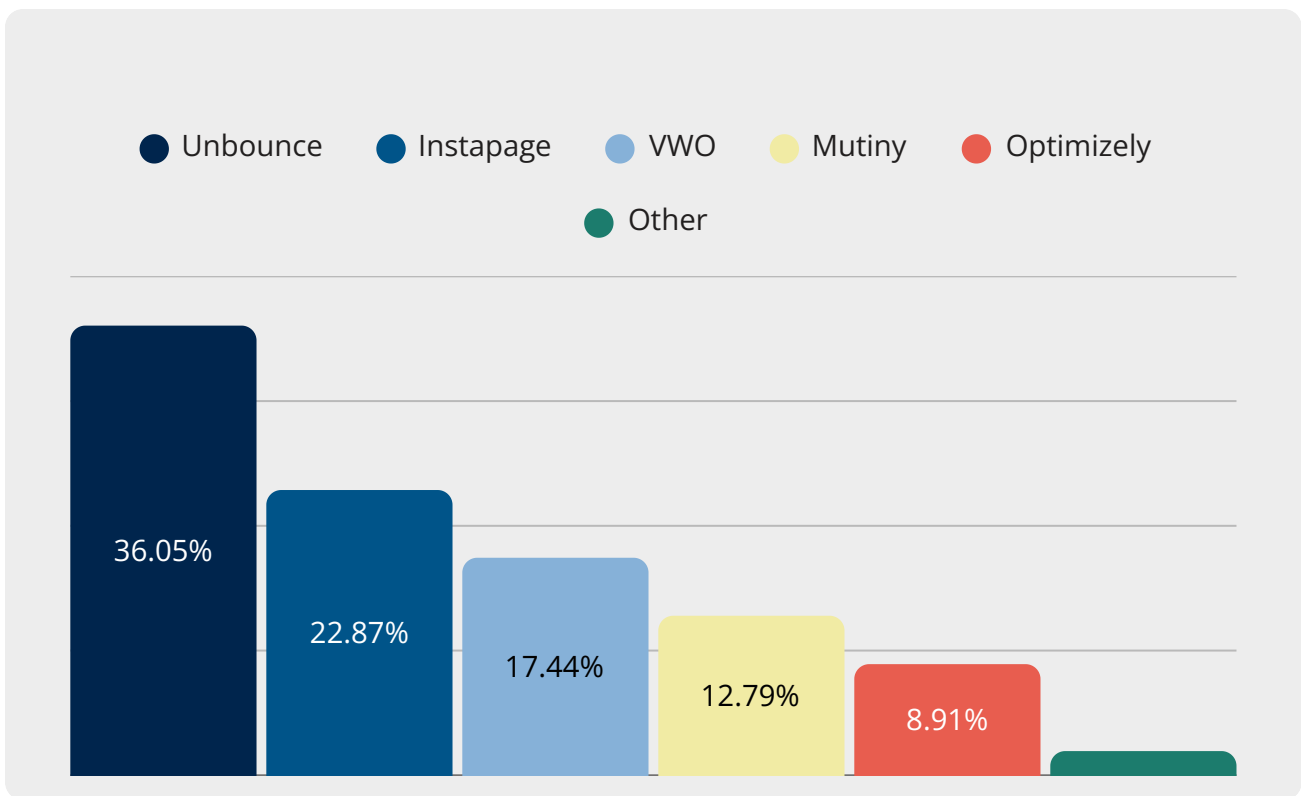


This perception likely reflects Optimizely's long-standing reputation for statistical rigor, experimentation infrastructure, and its role as a mission-critical platform for high-stakes conversion optimization programs. Voters appear to equate trust with measurement integrity and the ability to run enterprise-grade tests across complex digital properties.

# Landing Pages & Personalization



Voters chose Unbounce as the Human Empowerment Leader with 36.05% of votes, followed by Instapage at 22.87%. The 13.18-point spread is one of the strongest signals in the survey, indicating a clear preference for Unbounce in usability and accessibility.



These survey results highlight the importance of ease of use, intuitive workflows, and rapid time-to-value for marketing teams. Voters value platforms that enable non-technical users to quickly create, test, and iterate on landing pages without technical support. In marketer-led tools, leadership correlates strongly with platforms that get out of the way and let teams ship faster.



# Looking Forward

## Predictions

### **1. AI-native personalization platforms will continue gaining ground in Market voting.**

Mutiny led Intelligence & Innovation (28.68%) and Creativity & Expression (33.33%) despite ranking outside the top two for Market. When voters identify the most innovative platform but do not yet rank it as Market Leader, that pattern often precedes a shift in market share.

### **2. Trust and Innovation are diverging in this category.**

Optimizely won Accuracy & Trust (32.56%) but did not lead Innovation. Mutiny led Innovation but did not lead Trust. As AI capabilities mature, buyers will increasingly need to choose between testing platforms and personalization platforms, or wait for leaders to combine both.

### **3. Empowerment is becoming a defensible moat in this category.**

Unbounce's 13.18-point Human Empowerment spread (36.05% over Instapage at 22.87%) is one of the strongest single-pillar margins. Platforms that bring Mutiny-level personalization to Unbounce-level marketer accessibility will likely consolidate multiple pillars.



## AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

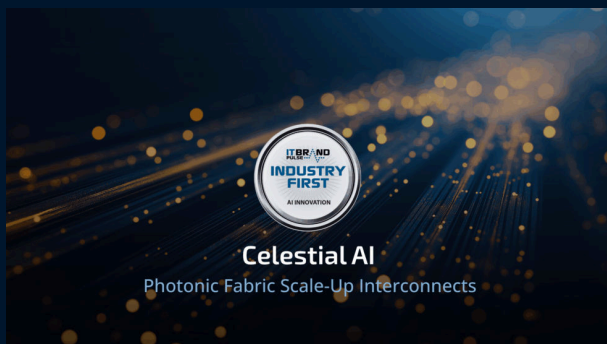




## Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: [itbrandpulse.com/industry-first](https://itbrandpulse.com/industry-first).



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