

THE READOUT, CITATION PRESENCE BY CATEGORY

AI already has an answer for your category. *Adastra isn't in it.*

The AI visibility gap and the channel-by-channel playbook to close it.

Where Adastra stands today



1%

SHARE OF VOICE

of total category mentions



Not Top 10

VISIBILITY SCORE

HSO leads the set at 55%



32%

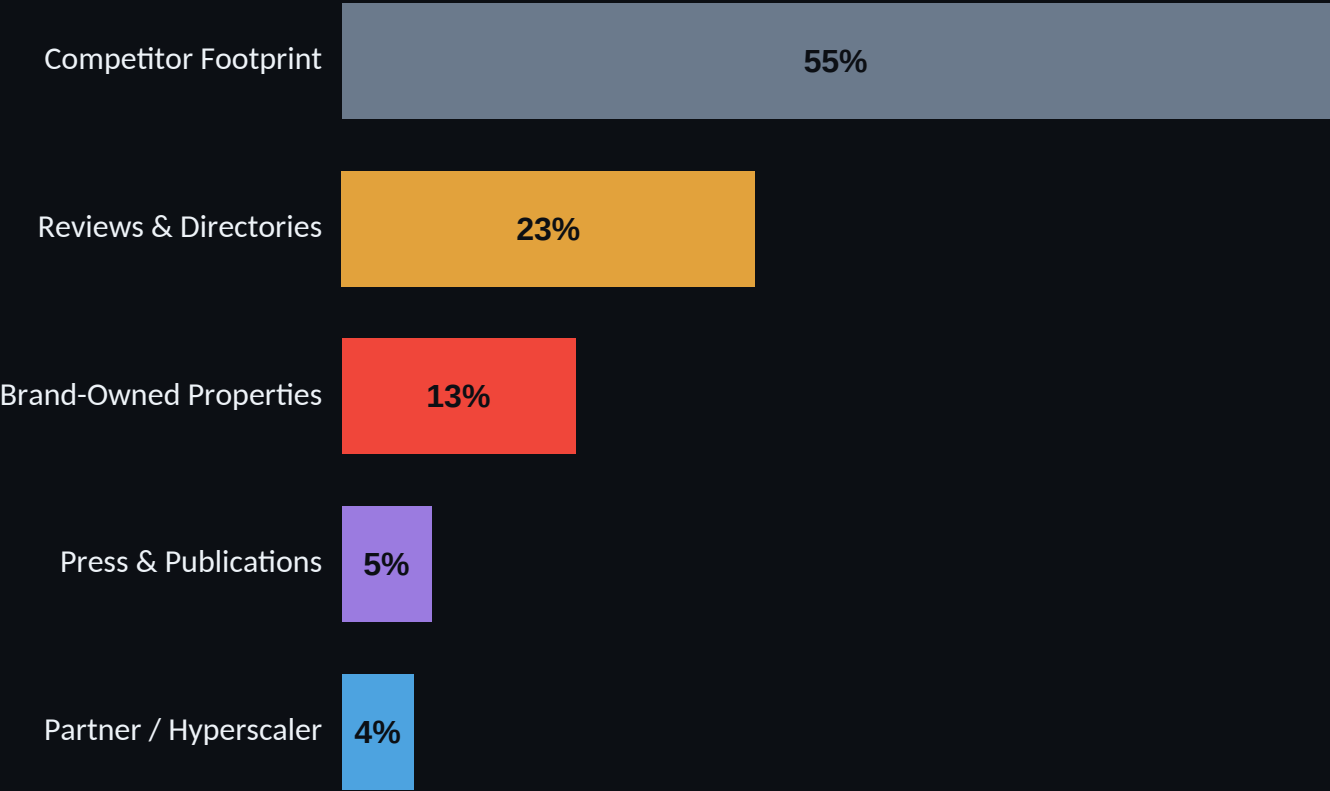
DIRECTLY WINNABLE TODAY

partner, reviews and press combined

THE THESIS

The fastest, most controllable path to AI visibility runs through channels Adastra already partly controls: the hyperscaler partnerships it has already earned, and the owned site that should be proving them. Reviews and press are the two fastest secondary wins. Competitor content is real too, just slower to move.

Citation presence by category



467

TRACKED CITATIONS

across 204 domains, sorted into 5 categories

Highest share: Competitor Footprint at 55%. Lowest: Partner / Hyperscaler at 4%.

Share of Adastra's 467 tracked citations, by category.

The long tail is already resolved, not a to-do.

We hand-classified the 15 highest-citation domains podium iq had left as Other, Community and Government (34 citations), folding them into Competitor Footprint, Reviews & Directories, or Press & Publications, then applied that same classification ratio to the roughly 97 remaining single-citation domains we couldn't name individually. One source, sec.gov, was excluded entirely: it references Adastra Holdings Ltd. (CSE: XTRX), an unrelated, publicly traded cannabis company, not Adastra Corporation.



RECLASSIFICATION AT A GLANCE

- ✓ 15 domains hand-classified, 34 citations
- ✓ 97 single-citation domains resolved by ratio
- ✓ 1 source excluded: sec.gov (Adastra Holdings Ltd., unrelated)



7 boutique competitors folded into Competitor Footprint

Kearney, IHA Cloud, NetSafe Solutions, Data41, OutsourceBigData, Naviant, FirstEigen



5 earned sources folded into Reviews & Directories / Press & Publications

CloudEagle.ai, Data Quality Pro, Wikipedia, ScienceDirect, Fluence Network, Medium, WEF, TechTarget



Partner & Hyperscaler + Owned Site

4% partner + 13% owned · 21 + 59 cited links

FASTEST LEVER

✓ Already in place

- ✓ AWS Premier Tier Services Partner: 2024 Global Data & Analytics Partner of the Year, EMEA Innovation Partner of the Year
- ✓ AWS Agentic AI + Consumer Goods competencies (2026), AWS Partner Greenfield Program entrant
- ✓ Live AWS case studies (Tehanu/Anthropic conservation project, CBI Health migration) + AWS Marketplace seller profile
- ✓ Databricks Gold Tier partner (Apr 2026); owned Databricks success-stories page on adastracorp.com
- ✓ Microsoft Advanced Specialization in Data & AI; 2024 Americas Partner of the Year; case study live on techcommunity.microsoft.com
- ✓ Google Cloud Partner Directory listing; Cloud Migration & Data Analytics specialization

□ Do next

- Get a dedicated Adastra story onto databricks.com/customers and cloud.google.com/customers
- Re-publish/cross-link the Microsoft case study onto azure.microsoft.com, learn.microsoft.com or marketplace.microsoft.com
- Push each vendor for a co-authored partner blog post tied to a named specialization
- Build dedicated pages on adastracorp.com per hyperscaler stating certification tier as text
- Add Organization/hasCredential schema so partner status is machine-readable
- Audit adastracorp.com for AI-crawler accessibility



Reviews & Directories

23% of citations · 106 cited links

QUICK WIN

✓ Already in place

- ✓ G2 profile live (29 reviews, 4.6 star rating)
- ✓ Clutch profile live (14 reviews)
- ✓ Gartner Peer Insights profile live
- ✓ Long-tail audit folded in 5 more earned sources: CloudEagle.ai, Data Quality Pro, Wikipedia, ScienceDirect, Fluence Network

□ Do next

- Claim/complete profiles on gaincafe.com, solutionsreview.com, entrans.ai, klover.ai, climb.ai, kiuey.com, agent.nexus
- Check why G2 isn't converting to citations
- Add a standing post-engagement review request routed to G2 and Clutch
- Confirm fluence.network is a genuine, relevant citation



Press & Publications

5% of citations · 26 cited links

UNDERUSED

✓ Already in place

- ✓ Monthly-ish BusinessWire cadence in 2026: AWS Partner Greenfield (Feb), AWS Consumer Goods Competency (Mar), Databricks Gold Tier (Apr), Canada's Best Managed Companies (May)
- ✓ Long-tail audit folded in Medium, WEF, TechTarget

□ Do next

- Build a beat list: datacentremagazine.com, CRN, AIMagazine, ITPro, PCTechMag
- No confirmed relationship with datacentremagazine.com yet, pitch it directly
- Pitch news not noise: partner-tier upgrades, proprietary data, named-client outcomes
- One quotable sentence with a number per release
- Quarterly briefing cadence
- Pursue a Medium/TechTarget contributor byline



Competitor Footprint

55% of citations · 255 cited links, now more than half the graph

DISPLACE

✓ Already in place

No Adastra-owned status here, this bucket is entirely competitor-controlled content.

□ Do next

- Publish head-to-head and buyer's-guide content for the three highest-volume topics: Databricks Consulting, Cloud Migration Partners, BI & Analytics
- Pursue the same roundup/best-of placements boutique rivals (Beyondkey, Missioncloud, Gartsolutions, Kearney, Naviant) already appear in
- Track the newly identified boutique competitors (Kearney, IHA Cloud, NetSafe Solutions, Data41, OutsourceBigData, Naviant, FirstEigen) the same way as established ones in the next podium iq run

Your move, in order

- 1** Ride the partnerships you already have: get Adastra onto the official case-study hubs, then mirror it on adastracorp.com
- 2** Turn on the reviews lever: claim the smaller directories already earning citations
- 3** Pitch the press already citing the category: start with datacentremagazine.com
- 4** Displace the competitor bucket topic by topic: it's now more than half the graph
- 5** Re-run podium iq to confirm the reallocation.



Sources

● PARTNER & HYPERSCALER STATUS

Adastra AWS Premier Tier Services Status (adastracorp.com)
AWS Partner Greenfield Program (BusinessWire)
AWS Consumer Goods Competency (BusinessWire)
Tehanu/Adastra/Anthropic case study (AWS)
CBI Health/Adastra case study (AWS)
Adastra AWS Marketplace seller profile
Google Cloud Partner Directory listing
Adastra Databricks Gold Tier Partner (BusinessWire)
Azure Databricks Success Stories (adastracorp.com)
Microsoft Services (adastracorp.com)
Partner Case Study (Microsoft Community Hub)

● REVIEWS & PRESS

Adastra Reviews (Clutch)
Adastra Reviews (G2)
Canada's Best Managed Companies (BusinessWire)

● NAME COLLISION

Adastra Holdings Ltd. (CSE: XTRX)
Form 20FR12G
SEC EDGAR

● LONG-TAIL VERIFICATION

CloudEagle.ai
IHA Cloud
NetSafe Solutions
Data41
Data Quality Pro
FirstEigen
OutsourceBigData
Naviant
Fluence Network

Source: podium iq, Adastra, June 2026 run. A monthly-refreshed measurement of AI discovery.