

**AUTHORITY FOR ENTERPRISE · FULL-CATEGORY EXCLUSIVITY  
AVAILABLE**

## Out-scale your category across multiple regional markets.

Your brand is established. The category position is contested. Competitors are spending heavily on AI-overview presence and category-search visibility. The framing has shifted from "link velocity" to "named in the synthesis" and your existing SEO and content investments aren't structured for the new game.

Authority's Category-Wide and Full Category tiers are built for this. 100-250+ supporting network properties per month across up to five regional markets and three or more languages. Product-level or full-category competitive exclusivity in writing.

**Talk to us about your category** (</contact?product=authority&segment=enterprise>)

**See full tier table** (</authority#tiers>)

Want the institutional view instead? [Pillar Authority](/authority) → (</authority>)

## Why this segment picks Pillar.

### **Exclusivity terms in writing.**

Category-Wide (\$10K) gives you product-level exclusivity (no direct product competitor); Full Category (\$25K+) gives you category-level exclusivity (no competitor in your defined category). Both for 12-month terms.

### **Quarterly editorial review.**

At Category-Wide and Full Category tiers, the partnership includes quarterly editorial review with senior Pillar team members. The category position is operated, not just shipped.

### **Multi-market deployment.**

Up to 5 regional markets at Category-Wide, all major markets at Full Category. Spanish, English, French at full scale; held-back languages accessible through the partnership scoping.

### **Enterprise procurement compatibility.**

Pillar accommodates enterprise procurement requirements — MSAs, security questionnaires, vendor onboarding, billing terms. The scoping conversation surfaces what your procurement team needs.

The shift.

## **01 — Enterprise brand authority is becoming a procurement-grade asset.**

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B2B research is moving from search results to AI summaries, and the brands that own the category in both layers are winning the buyer before sales ever picks up the phone.

**\$200B+**

Combined annual marketing budgets across the Fortune 500

FORRESTER

**\$19B**

Enterprise SEO market in 2024

STATISTA 2024

**80%+**

B2B buyers who say brand matters more than features

GARTNER

**65%+**

B2B buyers using AI tools in the research phase

GARTNER 2024

**45%+**

Category-defining B2B queries now returning AI summaries

PILLAR AI LABS 2024

**~3.3 yrs**

Average CMO tenure — outcomes-on-budget pressure rising

SPENCER STUART 2024

The B2B buying journey has moved upstream. With 65%+ of buyers running their research through AI assistants and 45%+ of category-defining queries already returning AI Overviews, the procurement shortlist is increasingly written before a vendor is ever contacted. Combined with the Gartner finding that 80%+ of buyers now weigh brand over features, the implication for enterprises is direct: brand category authority — being the name AI surfaces, cites, and recommends — is the new top-of-funnel for B2B. Enterprise SEO is a \$19B market in 2024, but the budget is rapidly reshaping around AI-era discovery, with multi-market reporting across LATAM, EMEA, and APAC now a baseline procurement requirement, not a nice-to-have.

Pillar Authority for Enterprise is built for this layer of the market. It is a sales-assisted, custom-scoped engagement that combines the editorial standards of [Authority](#) ([/authority](#)), with procurement-grade infrastructure: SOC2, MSA, multi-stakeholder approval workflows, and multilingual delivery across four launch languages and a nine-language inventory. Enterprise contracts typically run from \$100K to \$1M+ annually and are designed to give CMOs — whose average tenure has fallen to roughly 3.3 years — a defensible, outcomes-on-budget program that compounds across markets rather than resetting with each agency cycle.

For prospective enterprise partners, the next step is a scoped conversation. Review the [portfolio \(/portfolio\)](#) to see how brand category presence has been built for operators at scale, then engage Pillar Authority directly to align on markets, languages, and procurement requirements for a custom engagement.

## Questions for for enterprise.

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### **Can you accommodate enterprise procurement?**

Yes. MSAs, security questionnaires, vendor onboarding documentation, SOC2 / ISO27001 questions, custom billing terms, NDA review — Pillar accommodates the standard enterprise procurement layer. Expect 30-60 days from initial scoping to contract execution at this tier.

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### **How do you handle multi-market reporting?**

Visibility dashboard surfaces per-market, per-language, and per-category breakdowns. Your rank, our coverage, your competitors' positions tracked. Reports exportable for internal stakeholder reviews.

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### **What if my brand has multiple product lines?**

Category-Wide (\$10K) covers one product line with product-level exclusivity. Multiple product lines either: (a) bundle into Full Category (\$25K+) for category-wide presence, (b) run parallel Category-Wide engagements for each product line, or (c) some hybrid scoped at the partnership level.

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