

How **Leapfin** Generated 14 Net New Pipeline Opportunities from AI Search in One Quarter

28% Share of voice grew from 9% to 28% across key prompts

14 14 net new pipeline opportunities influenced by AI search

19% AI search grew to 19% of total inbound

The *Challenge*

The Leapfin marketing team knew their buyers shifted towards AI search for initial research, but they had no visibility into

- what those buyers were asking,
- who was showing up in those answers, and
- whether Leapfin was part of the conversation at all.

Manual checks across AI search engines were inconsistent and time-consuming.

The team was creating content based on SEO keywords and guessed prompts rather than what buyers were actually searching for.

And the results reflected that Leapfin was largely absent from the AI answers that finance leaders trusted most during evaluation.

"We didn't realize how often we were missing from the AI answers buyers were actually reading." Raymond Lau, CEO, Leapfin

About **Leapfin**

Leapfin builds AI infrastructure for the record-to-report process, helping finance teams unify, transform, and deliver revenue data without manual complexity.

Headquarters: San Mateo, California

Company Size: Mid-Market

Industry: Fintech

The *Solution*

The Leapfin team needed two things:

- visibility into where they stood in AI search
- a systematic way to improve it without adding headcount or budget.

What drew them to Omnibound AI was the connection between buyer intelligence and AI search optimization.

Omnibound AI enabled that by translating real buyer conversations into trackable prompts, allowing the team to focus every content effort on the right question, from the right buyer, at the right moment.

How they used *Omnibound AI*

- 01** The Leapfin team started by connecting their buyer conversation data, like sales call recordings, CRM notes, and support interactions, to Omnibound.
- 02** Omnibound AI analyzed those conversations to surface the exact language finance buyers used when describing their problems, and generated a prompt library grounded in that language rather than assumed search terms.
- 03** From there, the team could see exactly where Leapfin was cited across ChatGPT, Perplexity, Gemini, Claude, and Google AI Mode, and more importantly, where competitors were appearing in answers that Leapfin was missing entirely.
- 04** Omnibound AI surfaced a prioritized list of content opportunities ranked by buyer intent and citation gap. The team used those opportunities to create new content and refresh existing assets.
- 05** The team tracked share of voice improvements across their highest-intent prompts and watched AI-driven inbound traffic climb steadily as citation coverage expanded.



“For a lean marketing team, Omnibound AI changed the economics of how we compete. We are not outspending anyone. We are just showing up in the right answers at the right time, and that has changed the quality of every conversation we have.”

– Raymond Lau, CEO, Leapfin

Results

By Q2 2026, the impact was measurable across three dimensions that mattered most to the Leapfin team:

✦ Share of Voice Growth

Share of voice on key revenue accounting and reconciliation prompts grew from 9% to 28% over the course of one quarter (Q1-Q2).

🏆 Net New Pipeline From AI Search

14 net new pipeline opportunities in Q4 2025 were directly influenced by AI search citations, buyers who encountered Leapfin's content in AI answers before initiating contact.

🔍 AI Search as an Inbound Channel

AI-driven inbound traffic grew from near zero to 19% of total monthly inbound within two quarters. A channel that had previously not existed for Leapfin became one of the fastest growing sources of qualified traffic in their mix.