

- Executive summary**
- Conversations
- Citations
- Takeaways



Elevare Software AI INSIGHTS (UK SOFTWARE M&A MARKET)

06 JUN 2026

Next refresh: 1 Jul 2026

LIVE

GENERATIVE AI ENGINE INTELLIGENCE

0.0%

AI Share of Voice

Elevare Software captures **0.0%** of UK Software M&A Market AI share of voice. Well behind market leader **Insight Partners at 41.3%**. The biggest closable swing is on AI Mode, where the gap is widest.

0 of 0 branded conversations cite Elevare Software · 0 of 17 unbranded category conversations include Elevare Software · Total monthly search volume tracked: **50,730**

1 Platform battleground & action priorities

Where Elevare Software wins, where it's losing, and the moves that compound across all AI surfaces

BRAND	CHATGPT	AI OVERVIEWS	AI MODE	ALL PLATFORMS (WEIGHTED)
Elevare Software	0.0% 0 mentions · 0 impr.	0.0% 0 mentions · 0 impr.	0.0% 0 mentions · 0 impr.	0.0% 0 mentions · 0 impr.
Summit Partners	10.0% 3 mentions · 22,574 impr.	10.6% 6 mentions · 23,864 impr.	31.7% 12 mentions · 47,504 impr.	15.6% 21 mentions · 93,942 impr.
Vista Equity Partners	1.1% 2 mentions · 2,589 impr.	1.2% 2 mentions · 2,608 impr.	1.9% 3 mentions · 2,916 impr.	1.4% 7 mentions · 8,113 impr.
Hg Capital	0.0% 0 mentions · 0 impr.	9.2% 1 mentions · 20,660 impr.	14.0% 2 mentions · 21,019 impr.	6.9% 3 mentions · 41,679 impr.
Constellation Software	0.0% 0 mentions · 0 impr.	0.3% 1 mentions · 597 impr.	1.3% 3 mentions · 1,952 impr.	0.4% 4 mentions · 2,549 impr.
Jonas Software	0.0% 0 mentions · 0 impr.	0.0% 0 mentions · 0 impr.	0.0% 0 mentions · 0 impr.	0.0% 0 mentions · 0 impr.
Insight Partners	61.5% 8 mentions · 139,429 impr.	43.9% 10 mentions · 98,433 impr.	6.8% 10 mentions · 10,165 impr.	41.3% 28 mentions · 248,027 impr.
Civica	6.1% 3 mentions · 13,826 impr.	13.3% 5 mentions · 29,857 impr.	4.6% 6 mentions · 6,927 impr.	8.4% 14 mentions · 50,610 impr.
Accel-KKR	0.0% 0 mentions · 0 impr.	0.0% 0 mentions · 0 impr.	6.6% 2 mentions · 9,834 impr.	1.6% 2 mentions · 9,834 impr.

How to read this table: SoV is each brand's share of AI-answer reach in this market, weighted by how often each question is asked (the headline competitive number). Mentions counts the answers that named the brand directly. Impr. is the estimated reach of those answers. Reach and mentions move independently, so a brand can show high SoV / impressions with few or zero mentions — it is attached to high-traffic category questions without the AI naming it in this period. For Elevare Software, that gap between category reach and direct mentions is the visibility opportunity.

Methodology: Share of Voice vs Mentions vs Impressions

WHY A BRAND CAN SHOW 0 MENTIONS BUT HIGH REACH

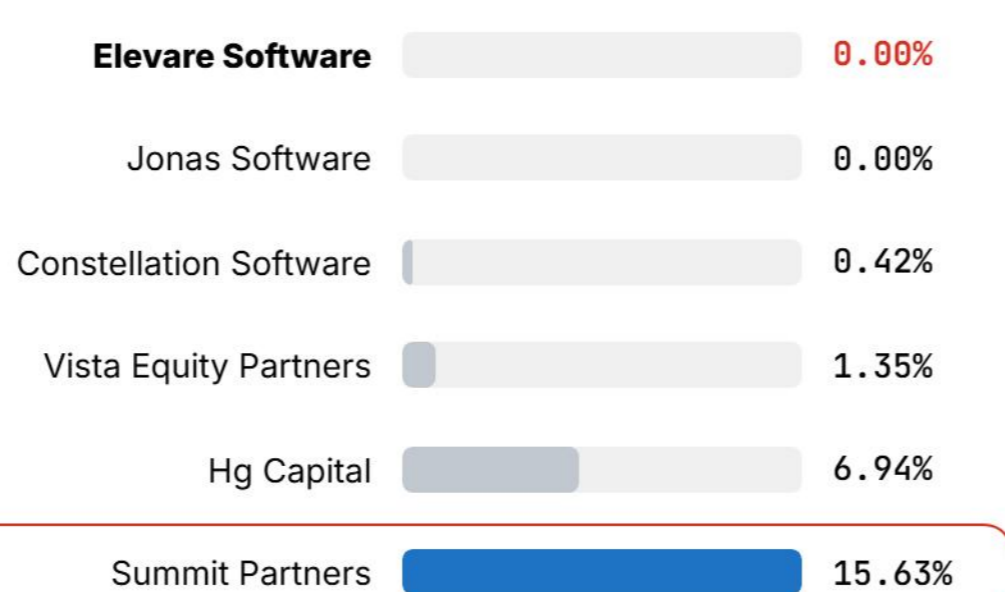
Elevare Software performs best on ChatGPT (0.0% SoV vs Insight Partners 61.5%) and weakest on AI Mode (0.0% vs Insight Partners 6.8%). Closing the AI Mode gap is the largest single-platform swing available.

2 Brand share of voice across AI platforms

Which competitors dominate AI recommendations across UK Software M&A Market

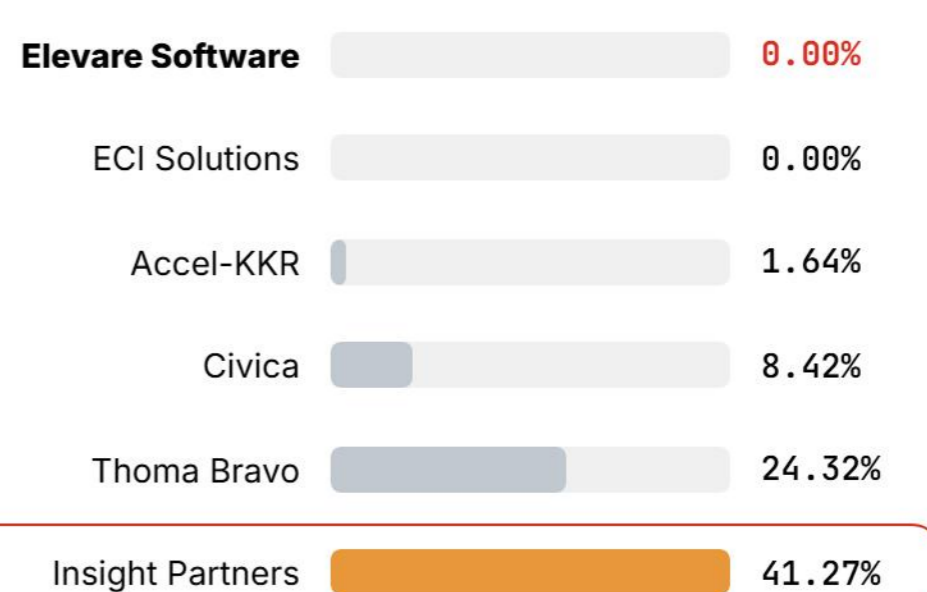
1ST TIER (DIRECT COMPETITORS) · AI SHARE OF VOICE

All Platforms (ChatGPT · AI Overviews · AI Mode)



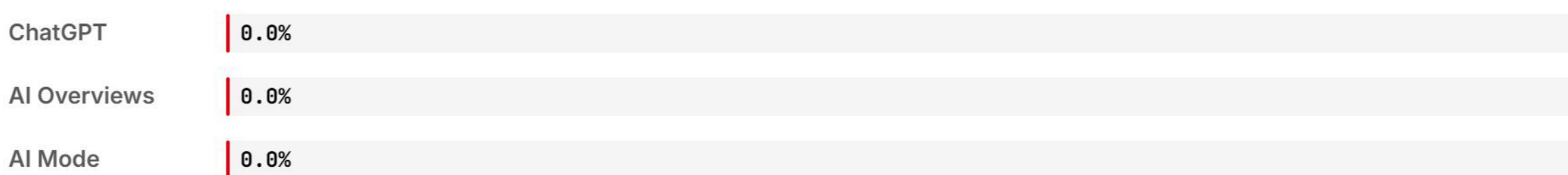
2ND TIER (INDIRECT COMPETITORS) · AI SHARE OF VOICE

All Platforms (ChatGPT · AI Overviews · AI Mode)



ELEVARE SOFTWARE SOV BY PLATFORM

Elevare Software's raw share of voice on each AI surface, side by side.



Methodology: Mention Share of Voice

CLICK TO VERIFY AGAINST SOURCE



AI INTELLIGENCE BRIEF

Insight · Live Data · 06 Jun 2026

- Competitor dominance:** **Insight Partners** leads UK Software M&A Market with **41.3%** weighted SoV against Elevare Software's **0.0%**. At this scale of difference, the priority is foundational presence rather than relative-share recovery.
- Where Elevare Software stands:** Brand mentions are minimal across all surfaces. Focus on building foundational presence (Wikipedia entries, branded editorial, structured-data signals) before optimizing for platform-specific wins.
- Biggest gap:** The widest gap is on **AI Mode**, where Elevare Software has just **0.0% SoV** against **Insight Partners at 6.8%**. The largest single-platform swing available to close.

CONTINUE READING

Conversations →

DATA REFRESH

Auto-refreshes **monthly** on **1 Jul 2026**. Last fetched: **06 Jun 2026 · 19:14 UK**.

SOURCE

Source: ahrefs.com Brand Radar, GB, fetched 06 Jun 2026 · Generated by HYVE

DATA NOTE

AI-response depth currently available for ChatGPT only. AI Overviews and AI Mode keyword-level data is unavailable and is excluded from the Brand and competitor citations. Citations on the Citations page are filtered and AI-response depth is excluded from the Brand and competitor domains are always included regardless of filter.

METHODOLOGY

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Elevare Software AI INSIGHTS (UK SOFTWARE M&A MARKET)

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1 Tracked category conversations

Real UK Software M&A Market prompts AI engines are answering, split by whether Elevare Software is being asked about by name, or competing in the category.

Methodology: tracked category conversations

CLICK TO VERIFY AGAINST SOURCE

Branded conversations

Prompts that name Elevare Software directly: founders and buyers asking who they are, their track record, portfolio, or how they compare. Is Elevare the answer AI gives when someone asks about the firm by name?

0 of 0 tracked · 0 new this week · floor 0/mo

⚠ Elevare Software isn't being asked about by name yet.

No branded prompts surfaced this period, which is expected at 0.0% AI share of voice. The opportunity is to build branded presence (Wikipedia, structured Organization data, founder and portfolio pages) so AI engines have an authoritative answer when buyers ask about "Elevare Software" by name.

Unbranded category conversations

Real AI conversations about who owns, acquired, or invested in software companies across the UK Software M&A market. The Brands Cited column shows which firms AI names as the acquirer; Elevare is absent from all of them.

17 of 17 tracked · 17 new this week · floor 0/mo

Filter by question text...

CONVERSATION	VOL. ▼	LAST UPDATED	BRANDS CITED	STATUS ↑
Is Darktrace a publicly traded company?	12,269	NEW 12 May 2026	Thoma Bravo	COMPETITORS ONLY
What happened to my Darktrace shares?	12,269	NEW 12 May 2026	Thoma Bravo	COMPETITORS ONLY
Is Darktrace still listed?	12,269	NEW 28 May 2026	Thoma Bravo	COMPETITORS ONLY
Who owns Connecteam?	6,026	NEW 27 May 2026	Insight Partners	COMPETITORS ONLY
What happened to Mindbody?	2,518	NEW 10 May 2026	Vista Equity Partners	COMPETITORS ONLY
Is Kiteworks a real company?	1,352	NEW 11 May 2026	Insight Partners	COMPETITORS ONLY
Who is the owner of the Ometria?	1,129	NEW 5 Jun 2026	Summit Partners	COMPETITORS ONLY
Who is the owner of SmartRecruiters?	1,102	NEW 4 Jun 2026	Insight Partners	COMPETITORS ONLY
Who is the owner of Yubi?	599	NEW 16 May 2026	Insight Partners	COMPETITORS ONLY
Who owns the Connecteam company?	540	NEW 11 May 2026	Insight Partners	COMPETITORS ONLY
What happened to Coupa software?	203	NEW 13 May 2026	Thoma Bravo	COMPETITORS ONLY
Who is the owner of Employment Hero?	142	NEW 2 Jun 2026	Insight Partners	COMPETITORS ONLY

CONTINUE READING

Citations →

DATA REFRESH Auto-refreshes **monthly** on **1 Jul 2026**. Last fetched: **06 Jun 2026 · 19:14 UK**.

SOURCE Source: ahrefs.com Brand Radar, GB, fetched 06 Jun 2026 · Generated by HYVE

DATA NOTE AI-response depth currently available for ChatGPT only. AI Overviews and AI Mode keyword-level data is unavailable upstream and is excluded from the Conversations page. Citations on the Citations page are filtered to Software M&A & Private Equity relevance (10 of 50 unique domains shown). Brand and competitor domains are always included regardless of filter.

METHODOLOGY Share of Voice is reach-based — each brand's share of total AI-answer impressions for these queries, weighted by how often each question is asked. It is not a count of name-mentions, so a brand can hold share of voice (and impressions) with few or zero direct mentions in a period. A 0% reading may indicate genuinely zero AI-response presence OR that the brand isn't yet defined in the underlying Brand Radar project. Numbers in this dashboard can be cross-verified against Brand Radar's UI for the same date and country filter.

← All reports



3 Live AI engine citations & domain intelligence

Real sources AI engines cite for UK Software M&A Market queries, aggregated across ChatGPT, AI Overviews, AI Mode

Showing 10 of 50 cited domains, filtered to **Software M&A & Private Equity** relevance. Brand + competitor domains always included.

BRAND CITATION SHARE

Citation share = % of cited responses pointing to each brand's domain. Differs from mention share (Share of voice page) which counts name appearances regardless of citation.

Sample: 30 AI responses where one of the four tracked brand domains was cited, aggregated across ChatGPT, Google AI Overviews, and Google AI Mode for UK Software M&A Market. Source data refreshed 06 Jun 2026.

Thoma Bravo thomabravo.com	53.3% · 16 resp.
Hg Capital hgcapital.com	20.0% · 6 resp.
Summit Partners summitpartners.com	16.7% · 5 resp.
Civica civica.com	10.0% · 3 resp.
Elevare Software elevaresoftware.com	0.0% · 0 resp.
Vista Equity Partners vistaequitypartners.com	0.0% · 0 resp.
Constellation Software csisoftware.com	0.0% · 0 resp.
Jonas Software jonassoftware.com	0.0% · 0 resp.
Insight Partners insightpartners.com	0.0% · 0 resp.
Accel-KKR accel-kkr.com	0.0% · 0 resp.
ECI Solutions ecisolutions.com	0.0% · 0 resp.

← All reports



Thoma Bravo leads citation share at 53.3%, followed by **Hg Capital** at 20.0%; together they account for roughly 73% of all domain-anchored citations in this space. **Summit Partners** holds 16.7% and **Civica** rounds out the cited brands at 10.0%. **Elevare Software** currently sits at 0.0%, meaning AI engines are not yet pulling answers from elevaresoftware.com when responding to UK software M&A queries. Citation share differs from mention share in an important way: mention share counts how often a brand name appears in AI responses, while citation share measures whether AI engines treat a brand's own domain as an authoritative source worth linking to. A brand can be mentioned frequently yet never cited, which signals weak domain authority in the eyes of generative engines. The remaining tracked brands (Vista Equity Partners, Constellation Software, Jonas Software, Insight Partners, Accel-KKR, ECI Solutions) also register 0.0% citation share, placing Elevare in a cluster where the opportunity is equal but the gap to the leaders remains significant.

TOP CITED DOMAINS (AGGREGATED)

Aggregated from URLs returned by ChatGPT, AI Overviews and AI Mode for tracked UK Software M&A Market queries. Example prompts are sourced from the tracked conversations cache and indicate the kinds of queries on which each domain was cited.

en.wikipedia.org EDITORIAL	47 responses · 56 pages cited
No example prompts in the current conversations cache	
www.linkedin.com OTHER	17 responses · 24 pages cited
No example prompts in the current conversations cache	
www.thomabravo.com COMPETITOR	16 responses · 13 pages cited
No example prompts in the current conversations cache	
www.reddit.com FORUM	15 responses · 28 pages cited
No example prompts in the current conversations cache	
www.forbes.com EDITORIAL	12 responses · 12 pages cited
No example prompts in the current conversations cache	
pitchbook.com OTHER	12 responses · 9 pages cited
No example prompts in the current conversations cache	
www.youtube.com SOCIAL	12 responses · 15 pages cited
No example prompts in the current conversations cache	
techcrunch.com OTHER	11 responses · 12 pages cited
No example prompts in the current conversations cache	
www.reuters.com OTHER	8 responses · 7 pages cited
No example prompts in the current conversations cache	
www.cnbc.com OTHER	7 responses · 5 pages cited
No example prompts in the current conversations cache	

The top cited domains span at least five distinct content categories across the **UK Software M&A Market**. Encyclopedic and editorial sources lead the list: **en.wikipedia.org** (47 responses) and **Forbes** (12) provide foundational brand-identity and industry context. Professional networks and social platforms follow, with **LinkedIn** (17) and **YouTube** (12) surfacing for discovery and thought-leadership queries. Competitor domains hold a notable presence; **thomabravo.com** (16 responses) ranks third overall, demonstrating that PE firms with strong owned content earn direct citations. Community forums like **Reddit** (15) supply peer-level deal commentary, while data platforms such as **PitchBook** (12) and news wire services (**Reuters**, **CNBC**) anchor fact-based transaction queries. The pattern is clear: AI engines compose their answers from a broad content ecosystem rather than any single source type. Encyclopedic citations cluster around brand-identity and definitional queries, competitor owned sites surface for deal-track and portfolio questions, and social or forum content appears where users seek qualitative sentiment or community perspectives.

SAMPLE AI-CITED SOURCE URLS

Top URLs AI engines cite when answering UK Software M&A Market questions.

Thoma Bravo Completes Acquisition Of Darktrace · thomabravo.com www.thomabravo.com/press-releases/thoma-bravo-completes-acquisition-of-darktrace · Cited on AI Mode · 10 responses
Darktrace - Wikipedia en.wikipedia.org/wiki/Darktrace · Cited on AI Mode · 7 responses
Dr. Squatch - Wikipedia en.wikipedia.org/wiki/Dr._Squatch · Cited on ChatGPT · 6 responses
Private Equity Owner Dr Squatch Explores 2 Bln Plus Sale Personal Care Brand 202 · reuters.com www.reuters.com/markets/deals/private-equity-owner-dr-squatch-explores-2-bln-... · Cited on ChatGPT · 2 responses
Startup Connecteam Raises 37 Million To Help Employers Remotely Manage Deskless · forbes.com www.forbes.com/sites/kristinstoller/2021/04/28/startup-connecteam-raises-37-m... · Cited on ChatGPT · 2 responses

These are the actual URLs AI engines cited in the tracked period. They are verifiable proof rather than aggregated statistics. Each URL can be opened to inspect the cited content and the surrounding context AI engines used when assembling answers.



ELEVARE SOFTWARE CITATION GAP ALERT

Derived from ahrefs Brand Radar · 06 Jun 2026

elevaresoftware.com is cited in **0** AI responses across UK Software M&A queries, but **www.thomabravo.com** dominates with **16** citations, a **∞x** advantage. Plus, retail aggregators (—) and social platforms (**www.youtube.com**, **www.facebook.com**) account for the highest citation volume overall. These are the PR seeding targets that compound across all three AI platforms.

① **Methodology: Citation Share**

CLICK TO VERIFY AGAINST SOURCE ↘

CONTINUE READING

Takeaways →

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Takeaways & next steps

Top 3 priority actions for Elevare Software, evidence-linked to this report's data

1 Close on-site content gaps where Elevare Software is being asked about by name

Elevare Software holds **0.0%** share of voice across all three AI platforms (ChatGPT, Google AI Overviews, Google AI Mode) and **0.0%** citation share, meaning AI engines are not referencing elevaresoftware.com in any tracked response within the UK software M&A space. When users ask AI engines about software acquirers, investors, or M&A advisors, Elevare does not appear in any answer. By contrast, competitors like **Insight Partners** (41.3% SoV), **Thoma Bravo** (24.3%), and **Summit Partners** (15.6%) are cited regularly. The top cited domains in this space are editorial sources (Wikipedia, Forbes, Reuters), data platforms (PitchBook), and competitor owned domains (thomabravo.com at 16 responses). This signals that AI engines have not built a reliable entity profile for Elevare Software; the firm's own site is not surfacing as a citable source for queries where it should be the authority. The fix is on-site E-E-A-T work: strengthen the About and Leadership pages with verifiable facts (founding year, headquarters, team credentials, portfolio companies), build a structured Deals or Portfolio section with clear case studies, and mark these up with Organization, Article, and FAQPage schema so AI crawlers can parse them reliably. Specifically: audit the top branded queries a potential seller or partner would ask ("Who is Elevare Software?", "Elevare Software portfolio", "Elevare Software reviews") and confirm elevaresoftware.com has a clear, structured answer for each. Where corporate identity facts are missing (ownership, track record, team bios), add them to the About and Corporate pages with citations to original sources such as Companies House filings or press releases. Where deal history or portfolio information is absent, build dedicated landing pages. Claim or update the Google Knowledge Panel through Google's official channels to reinforce entity recognition across AI surfaces.

SUPPORTING EVIDENCE: [Tracked conversations](#) · branded bucket

2 Build category-context citation footprint on AI-trusted editorial properties

Elevare Software appears in **0 of the top-volume unbranded category queries** tracked across ChatGPT, Google AI Overviews, and Google AI Mode. Competitors like **Insight Partners**, **Thoma Bravo**, and **Summit Partners** dominate these responses with a combined share exceeding 80%. The diagnostic is clear: AI engines assemble category answers from a broad ecosystem of editorial, social, and data sources. The surfaces they pull from most heavily in this market are **en.wikipedia.org** (47 responses), **linkedin.com** (17), **forbes.com** (12), **pitchbook.com** (12), **youtube.com** (12), and **techcrunch.com** (11). Elevare is effectively invisible across all of them. Specifically: audit Elevare's existing organic presence on each of these top-cited surfaces and document where the brand is absent or underweight. Brief the PR team on category-relevant story angles built on original research (e.g., proprietary deal data, sector benchmarks from Elevare's portfolio, or trend analyses drawn from transaction history) that journalists at publications like Forbes, TechCrunch, and Reuters would genuinely want to cover. For video and social gaps on YouTube and LinkedIn, develop a content calendar addressing the category questions users are actually asking in AI search, such as valuation methodology, acquirer selection criteria, and post-acquisition integration. Earn this presence through substantive thought leadership; do not pay for editorial placement or buy backlinks.

SUPPORTING EVIDENCE: [Tracked conversations](#) (unbranded) · [Top cited domains](#)

3 Close the largest single-platform SoV gap

Elevare Software sits at **0.0%** SoV on **ChatGPT** versus **Insight Partners** at **61.5%**, the largest single-platform gap in the report. ChatGPT leans heavily on response-text recall, meaning it surfaces brands it has encountered frequently in training data and in sources it can retrieve; firms with deep editorial footprints and well-structured web presences dominate. The priority action is twofold: strengthen structured-data foundations on **elevaresoftware.com** (Organisation schema, FAQ schema covering common acquisition and partnership queries, detailed team and leadership markup) and increase editorial citation density on the high-authority domains that ChatGPT already draws from. **en.wikipedia.org** (cited in 47 responses), **Forbes**, **TechCrunch**, and **PitchBook** are the top non-competitor sources in this dataset. The goal is not to manipulate AI outputs; it is to make Elevare's existing expertise, deal history, and differentiators findable and aggregatable by the systems already indexing this market. Specifically: audit **elevaresoftware.com** for structured-data completeness across all service and leadership pages, and identify which of the top-cited editorial domains currently carry no mention of Elevare so that earned PR efforts can be directed there first.

SUPPORTING EVIDENCE: [Platform breakdown \(AI Overviews column\)](#) · [Citation share](#)

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