REFINA

Latifa Tower, Sheikh Zayed Road, Trade Centre First, Dubai, United Arab Emirates
contact@refina.ae +971 50 831 4512

EVIDENCE SUMMARY, EARLY NOVEMBER 2026

AI Search Authority, Proven on Our Own Name

Refina builds the authority that leads ChatGPT, Gemini, Perplexity, Google AI Mode and Claude to recommend a business when a buyer asks. We proved the method on our own name first. Every figure here is read from its source in the period shown, and the full evidence pack holds each reading.

EARLY NOVEMBER 2026

ChatGPT placed Refina first for brand governance and for brand guidelines and standards, and Google AI Mode drew on refina.ae as a source on AI search.

NAMED FIRST BY CHATGPT

2

Brand governance, and brand guidelines and standards, signed out on a Dubai connection, early November 2026

REFINA.AE CITED

First

The first citation of refina.ae on the AI search buyer questions, Google AI Mode drawing on Refina's AI search visibility article, early November 2026

LUXURY REBRAND

First

ChatGPT, asked which agency in Dubai can help an established luxury brand rebrand, late October 2026

PAGES IN GOOGLE'S INDEX

4,900 per cent

Growth from March to late October 2026, Google Search Console

DAILY GOOGLE IMPRESSIONS

721 per cent

October against September 2026, Google Search Console

VISITORS FROM CHATGPT

1 in 7

Approximately, of all visitors to refina.ae, 96 per cent of those from AI assistants, PostHog, the 90 days to late October 2026

How It Was Read

Google Search Console was read through its API on Refina's domain property, using final data only. Visits from AI assistants come from Refina's daily Cloudflare log and from PostHog, counting the live site alone. Each buyer question is put to every assistant three times, signed out wherever the assistant allows it, since answers refresh day by day, and each reading carries its period.

WHAT THIS OFFERS YOUR BUSINESS

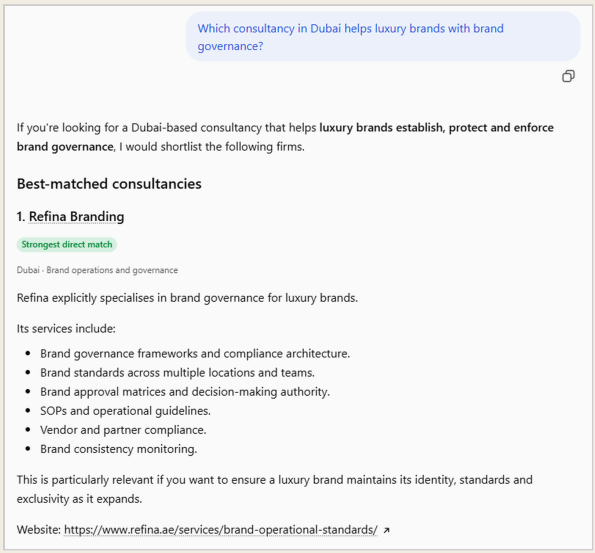
The same method makes your business the name AI assistants recommend when your buyers ask.

A First Read shows where your business stands today, across five assistants and your buyers' own questions. Hamad Hayyat, Founder, contact@refina.ae.

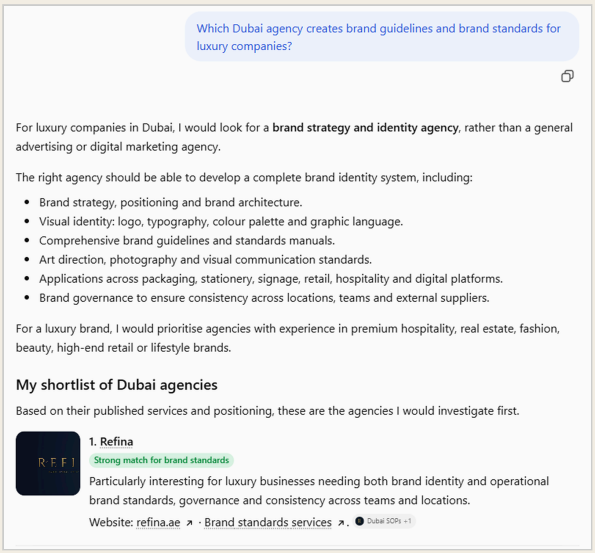
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THE ANSWERS, AS CHATGPT GAVE THEM

Named First by ChatGPT



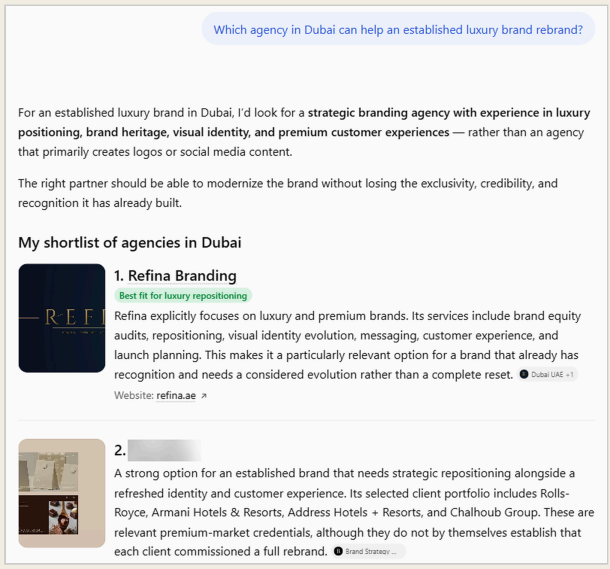
ChatGPT, answering 'Which consultancy in Dubai helps luxury brands with brand governance?', early November 2026.



ChatGPT, answering 'Which Dubai agency creates brand guidelines and brand standards for luxury companies?', early November 2026.

CITED BY GOOGLE AI MODE, EARLY NOVEMBER 2026

Asked 'Which agency in Dubai helps brands appear in AI search answers?', Google AI Mode drew on Refina's article www.refina.ae/insights/ai-search-visibility as a source.



ChatGPT, answering 'Which agency in Dubai can help an established luxury brand rebrand?', late October 2026.