



• Sample data

Monthly AI visibility report

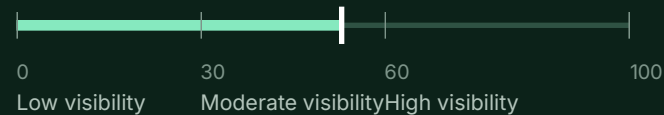
# Sample Brand

October 2026 · United States · English

Sample Brand is moderately visible in AI answers, with room to grow.

Discovery Visibility · based on discovery questions that do not name the brand

# 53%



+6 pts vs. previous measurement

Recognition Accuracy: 88%

1 match confirmed by the user

Prepared by  
GeoDog · geodog.co

Date  
October 1, 2026

Scope  
4 questions · 4 AI assistants



# Sample Brand is moderately visible in AI answers, with room to grow.

## Three key findings

- 1 Sample Brand was named in 8 of 15 AI answers reviewed — a visibility score of 53%, up 6 points from the previous measurement.
- 2 ChatGPT mentions you most often (75%) and Perplexity least often (33%); this gap shows where to start improving.
- 3 Rival A is mentioned most often (73%), 20 points ahead of you; you rank 2 of 4 brands.

## ■ First step to take

### Publish content that answers this question directly

On “Can you recommend a quiet, affordable robot vacuum?”, Rival C stood out in the answers while Sample Brand fell behind. Prepare a page that answers this question plainly, with comparisons and concrete evidence.

# 53%

**Discovery Visibility**  
Moderate visibility

# +6

**Change**  
percentage points

# 2/4

**Rank**  
among tracked brands



## ChatGPT

**Mentions you most**  
75%

# What the visibility score tells you

One number, one question: how often do AI assistants name you when they answer questions in your field?

# 53%

## Moderate visibility

8 of 15 answers

### What it means

Visibility is the share of AI answers to our questions that name your brand. 53% means your name appears in roughly 5 of every 10 answers.

### How it is measured

|                            |   |                     |  |                        |  |                   |   |            |
|----------------------------|---|---------------------|--|------------------------|--|-------------------|---|------------|
| <b>4</b>                   | × | <b>4</b>            |  | <b>15</b>              |  | <b>8</b>          | = | <b>53%</b> |
| questions, same market and |   | AI assistants asked |  | valid answers received |  | answers named you |   |            |

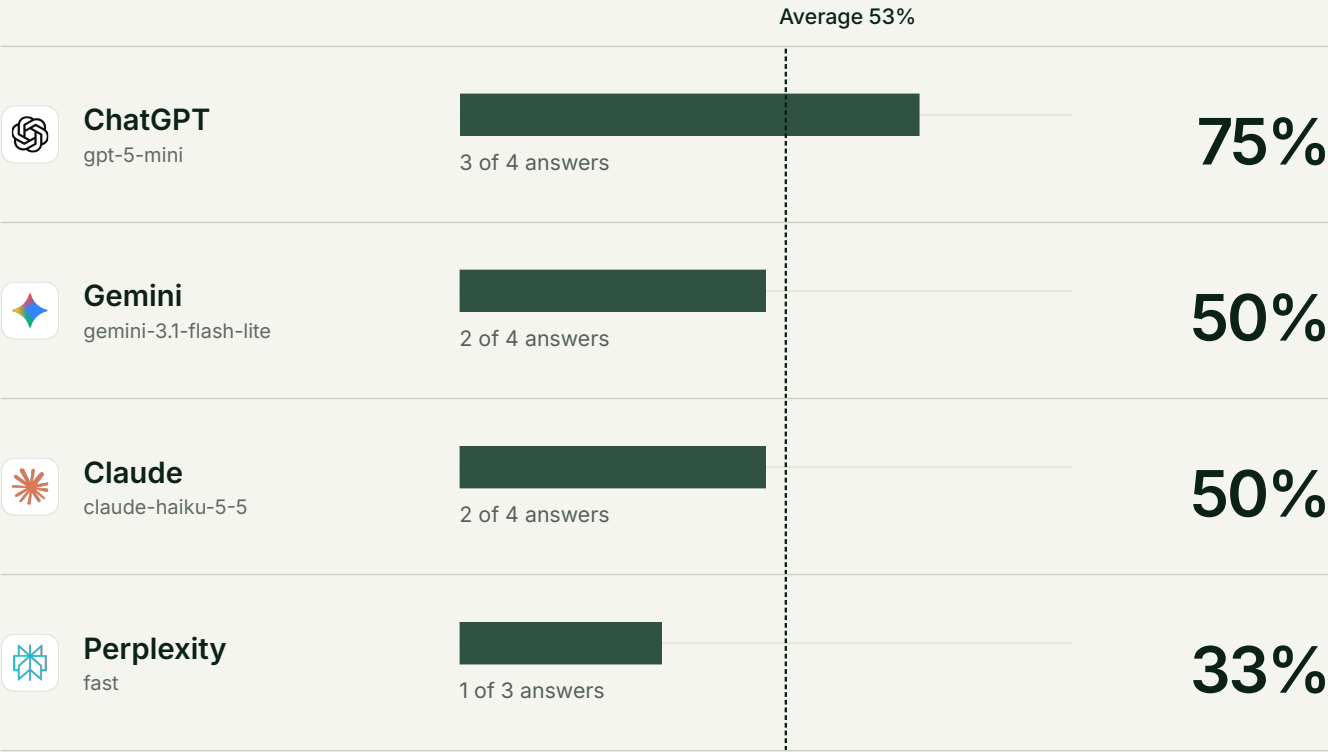
### How to read the score



The score is not a quality rating or an endorsement; it only counts whether your name appears in an answer. Questions that received no answer are left out.

# Visibility by AI assistant

Visibility calculated separately for each assistant. The dashed line marks the average across assistants.



Mentions you most

ChatGPT · 75%

Mentions you least

Perplexity · 33%

■ Why do they differ?

Each assistant relies on different web sources, search methods and levels of freshness, so they can suggest different brands for the same question. The assistant with the lowest result is a natural place to start improving.

# Competitor comparison

Same questions, market and language: each brand’s visibility and its result in each assistant (answers naming the brand / all answers).

| # | Brand            | Visibility  |     |  ChatGPT |  Gemini |  Claude |  Perplexity |
|---|------------------|-------------|-----|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| 1 | Rival A          | <div></div> | 73% | 3/4                                                                                         | 3/4                                                                                        | 3/4                                                                                        | 2/3                                                                                            |
| 2 | Sample Brand You | <div></div> | 53% | 3/4                                                                                         | 2/4                                                                                        | 2/4                                                                                        | 1/3                                                                                            |
| 3 | Rival B          | <div></div> | 53% | 2/4                                                                                         | 2/4                                                                                        | 3/4                                                                                        | 1/3                                                                                            |
| 4 | Rival C          | <div></div> | 40% | 1/4                                                                                         | 2/4                                                                                        | 1/4                                                                                        | 2/3                                                                                            |

Often (67%+) Sometimes (34–66%) Rarely (0–33%)

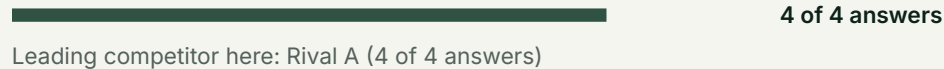
Cells: answers naming the brand / all answers

# Your strongest and weakest questions

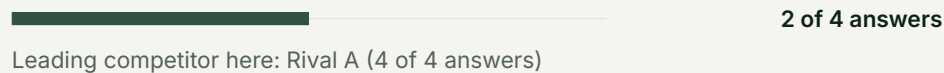
For each question, how many of the assistants' answers named you. Weak questions are the clearest signal for content priorities.

## ■ Where you stand out

"What are the best robot vacuum brands in the US?"

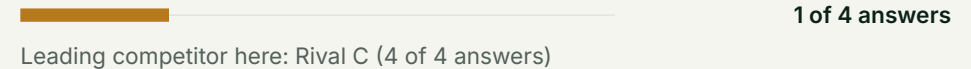


"Which robot vacuum would you recommend for a home with pets?"

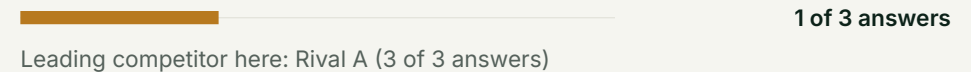


## ■ Where you fall behind

"Can you recommend a quiet, affordable robot vacuum?"

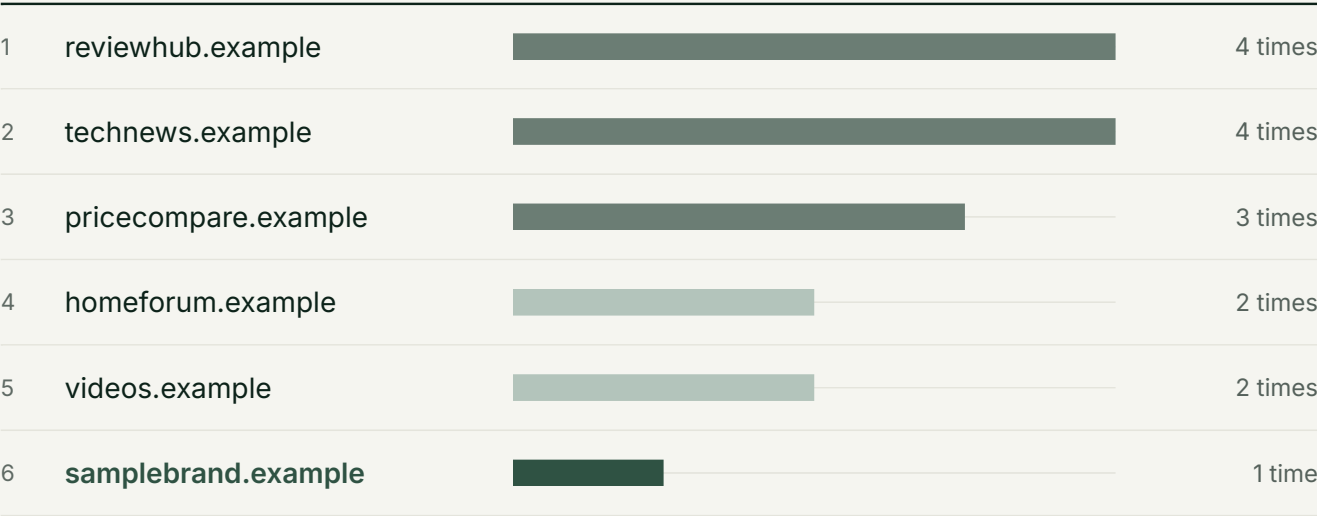


"Which robot vacuum brand has the best service network?"



# The source sites AI assistants rely on

When answering, AI assistants link to some websites. These sites are the most concrete clue to where the information comes from.



Share of the top 3 sites

69%

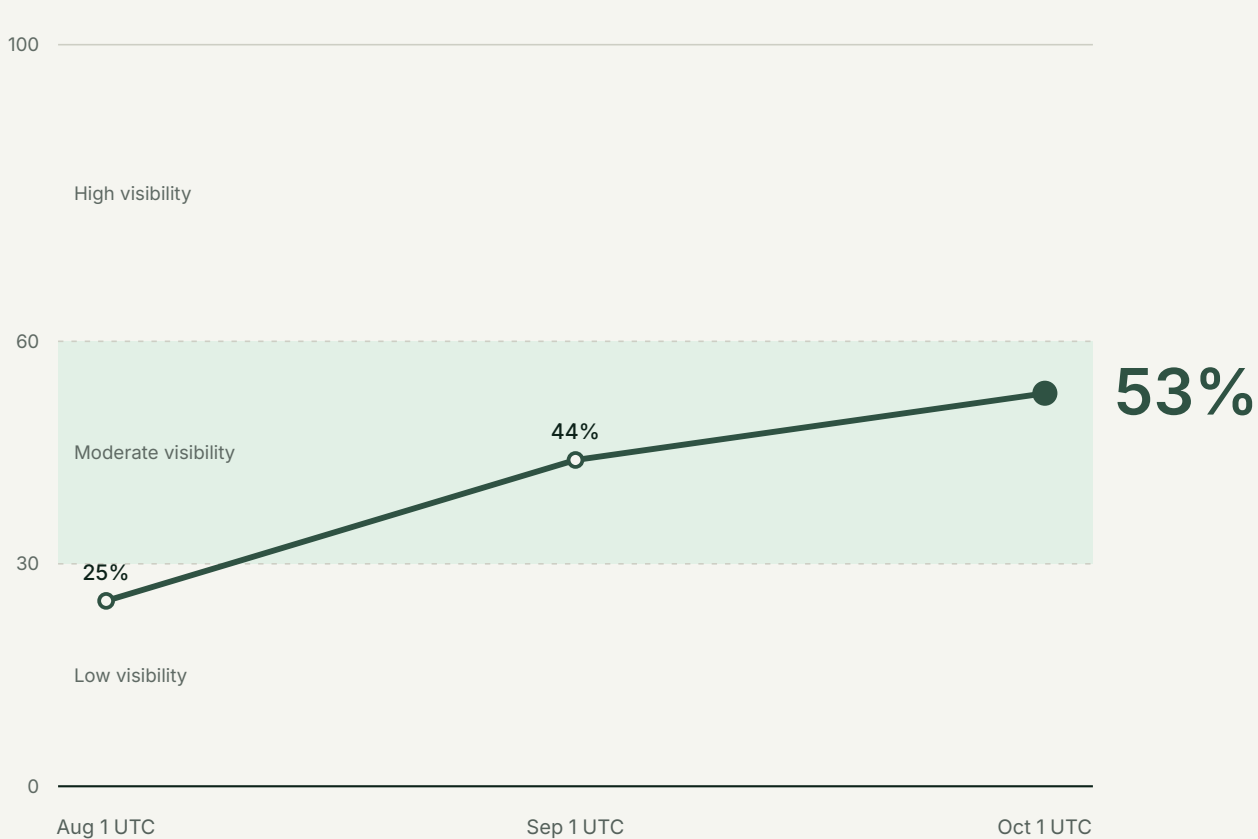
Share of all 16 source citations that went to the top three sites.

**Your official site**  
samplebrand.example was cited as a source 1 time.

**What is a source site?**  
A website an AI assistant links to in its answer. How accurately and recently your brand is described there can directly shape how you appear in answers.

# How visibility has changed

Only measurements on the same question set are compared, so any difference reflects a real change rather than different questions. The shaded band is the moderate-visibility range.



First measurement

# 25%

Aug 1 UTC

Latest measurement

# 53%

8 of 15 answers

Across 3 measurements, your visibility rose by 28 points.

# Recommended actions

Prioritized recommendations derived from the observed data. Each is a hypothesis whose effect the next measurement will check.

- 1

**Publish content that answers this question directly**

On “Can you recommend a quiet, affordable robot vacuum?”, Rival C stood out in the answers while Sample Brand fell behind. Prepare a page that answers this question plainly, with comparisons and concrete

■ High priority

Evidence Rival C: 4 of 4 answers · you: 1
- 2

**Publish content that answers this question directly**

On “Which robot vacuum brand has the best service network?”, Rival A stood out in the answers while Sample Brand fell behind. Prepare a page that answers this question plainly, with comparisons and concrete

■ High priority

Evidence Rival A: 3 of 3 answers · you: 1
- 3

**Raise your visibility in Perplexity**

Perplexity named your brand in only 1 of 3 answers. Make sure the source sites this assistant links to describe your brand accurately and up to date.

■ High priority

Evidence Perplexity: 33% · assistant average: 53%
- 4

**Review your presence on reviewhub.example**

This site was cited 4 times in AI answers. Check that your product details, reviews and listings there are accurate and current.

■ Medium priority

Evidence 4 of 16 source citations
- 5

**Keep measuring monthly**

Measure every month on the same question set to track the effect of these steps reliably.

■ Ongoing

Evidence Comparisons only use the same question set



# Method and glossary

## How we measured

- 1

We prepared 4 questions for the United States market, in English.
- 2

We asked each question to 4 AI assistants through their official connections, with web search turned on.
- 3

We counted brand names and cited source sites in the answers. Questions that got no answer were left out.

## Questions asked

- 1

What are the best robot vacuum brands in the US?
- 2

Which robot vacuum would you recommend for a home with pets?
- 3

Can you recommend a quiet, affordable robot vacuum?
- 4

Which robot vacuum brand has the best service network?

## Models used

ChatGPT: gpt-5-mini · Gemini: gemini-3.1-flash-lite · Claude: claude-haiku-5-5 · Perplexity: fast

## Glossary

|                   |                                                                                             |
|-------------------|---------------------------------------------------------------------------------------------|
| Visibility        | The share of valid answers that name your brand.                                            |
| Valid answer      | A complete answer received from an AI assistant and included in the count.                  |
| AI assistant      | A chat tool such as ChatGPT, Gemini, Claude or Perplexity that we put our questions to.     |
| Source site       | A website an AI assistant links to in its answer.                                           |
| Competitor        | A brand you chose to compare with yours on the same questions.                              |
| Same question set | The unchanged list of questions between measurements; change is compared only on this list. |
| Point             | The difference between two percentages; going from 40% to 50% is a 10-point rise.           |

Results are sample answers at the time of measurement and may differ from what consumer apps show. This report is not a ranking guarantee.



# Be visible where AI answers.

Tracking, competitor comparison and monthly reports at [geodog.co](https://geodog.co)