

**SAMPLE WITH FICTIONAL DATA.** Brand, prompts and results are made up and only show the report's structure and method.

SAMPLE

# AI Visibility Sample: Musterbäckerei

Sample from our agent web search – not ChatGPT/Google rankings

|             |                                 |
|-------------|---------------------------------|
| Brand       | Musterbäckerei                  |
| Aliases     | musterbäckerei, musterbaeckerei |
| Competitors | kornfeld, brotzeit & co         |
| Runs        | 30 (10 prompts × k)             |

## Overall

**15 of 30 runs** named Musterbäckerei (50 %; Wilson 95% CI 33 %-67 %).

Important: this is a sample from our agent's web search (Grok Bot). It is not ChatGPT, Perplexity, Gemini or Google rankings, and it does not guarantee that AI systems will name you. The same question can name other brands next time; that is why we show the spread and the confidence interval.

## Result per prompt

| Prompt                            | Hits        | 95% CI     | Stability |
|-----------------------------------|-------------|------------|-----------|
| Best bakery in Sampletown         | 2/3 (67 %)  | 21 %-94 %  | 0.67      |
| Gluten-free bread Sampletown      | 2/3 (67 %)  | 21 %-94 %  | 0.33      |
| Bakery open on Sunday Sampletown  | 3/3 (100 %) | 44 %-100 % | 0.56      |
| Order wedding cake Sampletown     | 3/3 (100 %) | 44 %-100 % | 0.56      |
| Buy sourdough bread online        | 0/3 (0 %)   | 0 %-56 %   | 1.00      |
| Organic bakery Sampletown reviews | 2/3 (67 %)  | 21 %-94 %  | 0.22      |
| Breakfast delivery Sampletown     | 1/3 (33 %)  | 6 %-79 %   | 0.11      |
| Bakery catering for office party  | 0/3 (0 %)   | 0 %-56 %   | 0.17      |
| Spelt rolls Sampletown            | 1/3 (33 %)  | 6 %-79 %   | 0.11      |
| Bakery with café Sampletown       | 1/3 (33 %)  | 6 %-79 %   | 0.44      |

Stability = Jaccard similarity of named brands across the k runs of the same prompt (1 = always the same brands).

## Competitors in the same runs

**kornfeld:** 22/30 (73 %; CI 56 %-86 %)

**brotzeit & co:** 9/30 (30 %; CI 17 %-48 %)

## Frequently cited source domains

kornfeld.example (22), musterbaeckerei.example (15), maps.example (12), citymag.example (9), brotzeit.example (9), reviews.example (9)

## Method

- Prompts: confirmed by the customer or derived from the site.
- Each prompt k times via our agent's web search; brands and domains extracted deterministically (aliases).
- Wilson 95% confidence interval for binomial rates; stability as Jaccard across runs.
- No scraping of ChatGPT/Perplexity/Gemini UIs; no paid SERP APIs.