

# »Biete mir eine Auswahl an hochwertigen Magenpellets für sensible Pferde.«

Topic: *Natürliche Pferdepflege* · volume 2 · prompt ID *pr\_f430c245-6e0b-45f6-ae50-b96facca7aee*

# 0.91

**Divergence score.** On a 0 – 1 scale, this prompt sits at 0.91. Own-brand visibility ranges from 0 % to 100 % across the three active engines.

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## What the engines say

### ChatGPT · own-brand visibility 0 %

Brands cited (tracked): *none*

Claim mix: 4 brand · 1 criterion

**BRAND** Foran GASTRO Protect is a stomach pellet product

**BRAND** Farnam UlcerGard Pellets is a stomach pellet product

**BRAND** AniForte MagenPellets Sensitive is a stomach pellet product

*Note: Die von ChatGPT genannten Marken sind weder in der Peec-Tracking-Liste, noch teils im deutschen Markt relevant – das deutet auf Halluzinationen bzw. veraltete Trainingsdaten hin.*

### Gemini · own-brand visibility 0 %

Brands cited (tracked): **#1 Höveler, #2 Marstall, #3 St. Hippolyt**

Claim mix: 4 brand · 1 function

**BRAND** Höveler Pur.Gastro is a grain-free pellet

**BRAND** Marstall Gastro is a structure-rich muesli

**BRAND** Agrobs AlpenGrün Pellet recommended for sensitive horses

### AI Overview · own-brand visibility 100 %

Brands cited (tracked): **#1 Pferdegold, #2 Havens**

Claim mix: 1 brand · 1 function · 1 condition · 2 criterion

**BRAND** Pferdegold® Magen-Pellets supports sensitive horse stomachs

**CRITERION** Quality pellets should be grain-free

**CRITERION** Quality pellets should contain low starch/sugar

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## Stable vs. divergent concepts

*No claims overlap across 2+ engines. Every engine answers with its own concepts – the narrative is fully divergent.*

### **Brand claims per engine (divergent by design):**

ChatGPT: Foran GASTRO Protect is a stomach pellet product, Farnam UlcerGard Pellets is a stomach pellet product, AniForte MagenPellets Sensitive is a stomach pellet product, Kräuter MagenPellets von Kräuterhof is a stomach pellet

Gemini: Höveler Pur.Gastro is a grain-free pellet, Marstall Gastro is a structure-rich muesli, Agrobs AlpenGrün Pellet recommended for sensitive horses, St. Hippolyt Brandon Gastro supports stomach lining

AI Overview: Pferdegold® Magen-Pellets supports sensitive horse stomachs

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## **Concrete moves**

- **No stable concepts detected.** Decide which narrative your brand wants to own for this prompt, then seed it across owned (product page), editorial (blog), and citeable (study/PDF) assets in parallel.
  - **Cross-engine lift.** You are visible on AI Overview but invisible on ChatGPT, Gemini. Replicate the winning engine's source pattern: inspect *top\_sources* in the raw MCP data for this prompt, then pursue placements on those domains.
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Source: Peec AI MCP · dimensions=[prompt\_id, model\_id] · Haiku 4.5 claim extraction. Generated by Drift Radar, built for the Peec AI MCP Challenge 2026 · #BuiltWithPeec