

»Vergleiche die Zusammensetzung von Magen-Darm-Ergänzungsfuttermitteln für sensible Sportpferde.«

Topic: Magen-Darm-Gesundheit Pferd · volume 2 · prompt ID pr_0b9644fb-0bec-4847-b388-b12ea14991da

Pferdegold has zero mentions on every tracked engine for this prompt, while at least one tracked competitor is cited. A direct brand-visibility gap with a named winner.

Engine visibility

ChatGPT: 0 % · Gemini: 0 % · AI Overview: 0 %

Who is cited instead

Marstall · top visibility 33 % (Gemini 33 %)

Höveler · top visibility 33 % (AI Overview 33 %)

Citation source mix

■ Competitor 2.6 % · ■ UGC 1.3 % · ■ Reference 3.8 % · ■ Institutional 5.1 % · ■ Corporate 79.5 % · ■ Other 7.7 %

Top cited domains:

masterhorse.de — Corporate retrieved 33 % of chats
hipposport.de — Corporate retrieved 33 % of chats
reiter-guide.de — Reference retrieved 33 % of chats
scahealth.com — Corporate retrieved 33 % of chats
equine74.com — Corporate retrieved 22 % of chats
honeyprovet.com.au — Other retrieved 22 % of chats

Concrete moves

- **Head-to-head comparison page.** Build a landing page that positions Pferdegold directly against Marstall, Höveler for this exact question. Match their spec fields, exceed them on one differentiator.
- **Retailer placement.** Inspect the Top-domain list above: where the winning engines retrieve product data (Amazon, Masterhorse, Kraemer, Pferdefutter.de), ensure Pferdegold's product assets – images, descriptions, reviews – are present and schema-tagged.
- **Schema.org/Product markup.** Add structured product data with competitor-equivalent spec fields so retrievers have the same signals to match against.
- **Editorial earned mentions.** Scan the Editorial rows in the source mix. These are news/blog domains that already cover the category – pitch a studied-backed angle to get cited there.

- **Re-measure in 14 days.** Drift Radar will pick up any visibility change on the next run. A rising visibility above 15 % within 2 weeks indicates the moves are landing.

Source: Peec AI MCP · dimensions=[prompt_id] · domain classification by Peec. Generated by Drift Radar, built for the Peec AI MCP Challenge 2026 · #BuiltWithPeec