

»Empfehl mir natürliches Ergänzungsfutter für Pferde mit Magenproblemen.«

Topic: *Magen-Darm-Gesundheit Pferd* · volume – · prompt ID `pr_ae44d933-64c5-4032-a0a0-74999632519b`

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

St. Hippolyt · top visibility 33 % (ChatGPT 33 %)

Citation source mix

■ Competitor 5.3 % · ■ Corporate 94.7 %

Top cited domains:

stroeh.de — Corporate retrieved 33 % of chats
pferdperfekt.com — Corporate retrieved 33 % of chats
equidocs.de — Corporate retrieved 17 % of chats
votana-pferd.de — Corporate retrieved 17 % of chats
dasgesundetier.de — Corporate retrieved 17 % of chats
deganius.de — Corporate retrieved 17 % of chats

Suggested article

Format: Head-to-head comparison page · Length: 1 200 – 1 800 words

Headline starting point: »Pferdegold vs St. Hippolyt: Empfehl mir natürliches Ergänzungsfutter für Pferde mit Magenproblemen.«

Deterministic suggestion from silence type + Peec volume bucket. Starting point, not a lock-in.

Concrete moves

- **Head-to-head comparison page.** Build a landing page that positions Pferdegold directly against St. Hippolyt 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