

»Wo finde ich in Deutschland gesundes Pferdefutter?«

Topic: *Natürliche Pferdepflege* · volume 3 · prompt ID `pr_b6f268b3-2a12-4b2d-a6c8-6604a6487b4d`

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 100 % (Gemini 100 %, AI Overview 67 %)

St. Hippolyt · top visibility 100 % (Gemini 100 %, AI Overview 100 %, ChatGPT 33 %)

Pavo · top visibility 67 % (AI Overview 67 %, Gemini 33 %, ChatGPT 33 %)

Eggersmann · top visibility 33 % (Gemini 33 %)

Höveler · top visibility 33 % (Gemini 33 %)

Citation source mix

■ **Editorial** 11.4 % · ■ **UGC** 4.5 % · ■ **Institutional** 2.3 % · ■ **Corporate** 77.3 % · ■ **Other** 4.5 %

Top cited domains:

cavallo.de — **Editorial** retrieved 33 % of chats
kraemer.de — **Corporate** retrieved 33 % of chats
lexa-pferdefutter.de — **Corporate** retrieved 33 % of chats
loesdau.de — **Corporate** retrieved 33 % of chats
muehldorfer-pferdefutter.de — **Corporate** retrieved 33 % of chats
okapi-online.de — **Corporate** retrieved 33 % of chats

Concrete moves

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