

# »Finde in Deutschland hergestelltes Magenfutter für mein Pferd.«

Topic: Magen-Darm-Gesundheit Pferd · volume 2 · prompt ID pr\_e3842bfb-9e30-414e-9765-88d2faadce04

*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.*

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## Engine visibility

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

## Who is cited instead

Marstall · top visibility 100 % (AI Overview 100 %, Gemini 100 %, ChatGPT 67 %)

Höveler · top visibility 67 % (ChatGPT 67 %, Gemini 33 %)

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

## Citation source mix

■ Competitor 4.3 % · ■ Editorial 4.3 % · ■ UGC 4.3 % · ■ Reference 1.4 % · ■ Institutional 2.9 %  
· ■ Corporate 78.6 % · ■ Other 4.3 %

## Top cited domains:

muehldorfer-pferdefutter.de — Corporate retrieved 44 % of chats  
eohippos-pferdefutter.de — Corporate retrieved 44 % of chats  
louven-shop.de — Corporate retrieved 44 % of chats  
hipposport.de — Corporate retrieved 33 % of chats  
facebook.com — UGC retrieved 33 % of chats  
german-horse-fit.de — Corporate retrieved 33 % of chats

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## Concrete moves

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

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