

»Gutes Zusatzfutter für Magen-Darm-Gesundheit beim Pferd gesucht.«

Topic: Magen-Darm-Gesundheit Pferd · volume – · prompt ID pr_f410d9cf-503e-4fea-904b-f1fcc0ec70df

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 67 % (Gemini 67 %)

Pavo · top visibility 33 % (ChatGPT 33 %)

Marstall · top visibility 33 % (ChatGPT 33 %)

Citation source mix

■ UGC 2.3 % · ■ Corporate 91.0 % · ■ Other 6.8 %

Top cited domains:

pferdperfekt.com — Corporate retrieved 50 % of chats
vetripharm.de — Corporate retrieved 50 % of chats
drogerie-plappert.de — Corporate retrieved 50 % of chats
emma-care.de — Corporate retrieved 50 % of chats
horsesbestshop.de — Corporate retrieved 50 % of chats
nutravital.de — Corporate retrieved 50 % of chats

Suggested article

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

Headline starting point: »Pferdegold vs St. Hippolyt: Gutes Zusatzfutter für Magen-Darm-Gesundheit beim Pferd gesucht.«

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, Pavo, Marstall 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