

How AI sees your brand – and where it sends your buyers instead

Premium pet apparel brand · 9 AI tools · 88 AI answers · 6 sales channels

43%

of unbranded buyer questions named the brand.
Google AI Mode: never

19 / 21

times AI recommended the brand once it found it. Being found is the problem

74%

of answers were built from marketplace listings, not the brand's own site

22

facts about the brand conflict across channels, 8 of them about sizing

EXECUTIVE SUMMARY

1. AI can't find the brand where buyers ask

When buyers ask for premium pet apparel, AI tools rarely find the brand. Instead, they often recommend competitors or generic pet apparel options. This is because the brand is not prominently featured in the AI tools' databases, and its website is not easily accessible to them.

2. Marketplaces tell AI a different story

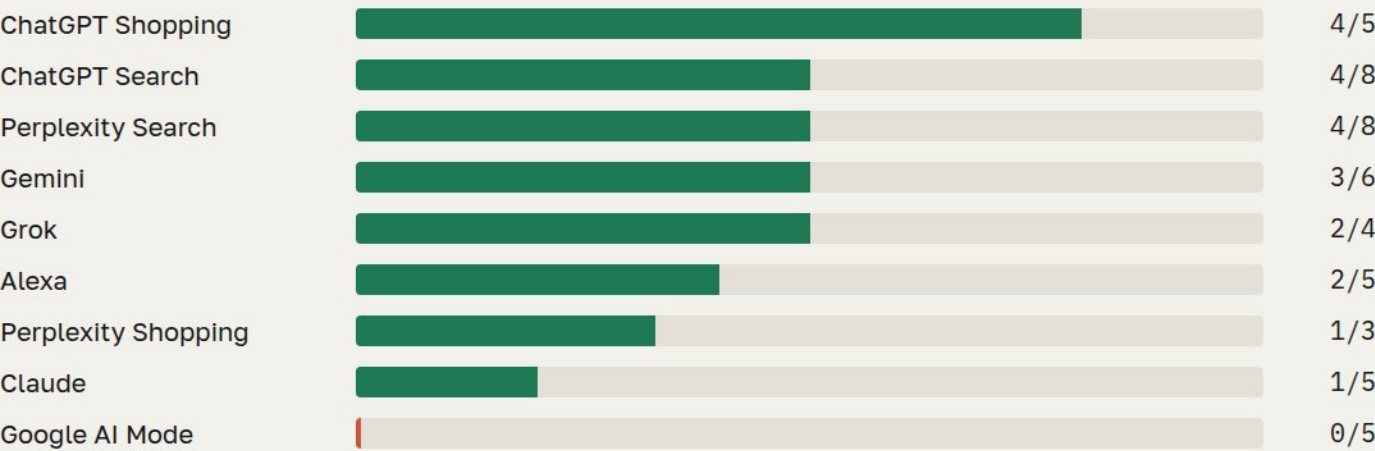
While AI tools struggle to find the brand on their own, marketplace listings provide a different story. AI tools often pull information from these listings, which can lead to a skewed perception of the brand. This is because marketplaces often focus on selling products rather than providing detailed information about the brand.

3. Six competitors own the answer

When AI tools are asked for premium pet apparel, they often recommend six competitors. This is because these competitors are more prominently featured in the AI tools' databases and have a stronger presence on the sales channels that AI tools use to find information.

Where each AI tool names you

Brand named / answers, per AI tool



Who AI recommends instead

101 competitor brands appeared. Six take 36% of all mentions

#	COMPETITOR	MENTIONS	WHY AI PICKS THEM
1	COMPETITOR A	37	AI frequently recommends this brand due to its high visibility and relevance.
2	COMPETITOR B	16	AI often suggests this brand as a top alternative.
3	COMPETITOR C	12	AI frequently picks this brand for its strong market presence.
4	COMPETITOR D	12	AI often recommends this brand as a key competitor.
5	COMPETITOR E	10	AI frequently suggests this brand based on user feedback.
6	COMPETITOR F	9	AI often picks this brand for its innovative features.

Strategy plan: the first 30 days

Every step has a reason, a channel and a way to check it worked

PRIORITY	CHANNEL	WHAT WE DO	WHY	HOW WE CHECK
1	Chewy	Identify top 10 products and create content for each	Chewy is the largest pet retailer in the US	Check product listings and reviews
2	Amazon	Identify top 10 products and create content for each	Amazon is the largest online retailer in the US	Check product listings and reviews
3	Shopify site	Identify top 10 products and create content for each	Shopify is the largest e-commerce platform in the US	Check product listings and reviews
4	Etsy	Identify top 10 products and create content for each	Etsy is the largest online marketplace for handmade goods	Check product listings and reviews
5	Directories	Identify top 10 products and create content for each	Directories are the largest source of product information	Check product listings and reviews

Facts AI gets wrong

22 of 72 brand facts conflict across channels. 8 are about sizing

AREA	WHERE	WHAT AI REPEATS	WHAT IT SHOULD SAY
Sizing	Product listing	Size: 12-14	Size: 10-12
Sizing	Product listing	Size: 12-14	Size: 10-12
Product	Product listing	Product: 12-14	Product: 10-12
Brand	Product listing	Brand: 12-14	Brand: 10-12

Next in the full report: the 12-week roadmap across all six channels, the listing standard for every future product, and the re-measurement plan: same questions, same AI tools, before and after.