



Get discovered — even by AI.



An aiva analysis — everything you need to know about your AI visibility.

A ANALYSIS

B STRATEGY & ACTIONS



Executive Summary

What the aiva core analysis delivers — at a glance.

1

MEASURE

Where do you stand?

- Visibility score across 5 AI models
- Direct competitor comparison
- Strengths & weaknesses by topic

2

UNDERSTAND

Why is that?

- Analysis of cited sources & media
- Semantics of AI responses
- Positioning along the buyer journey

3

ACT

What needs to be done?

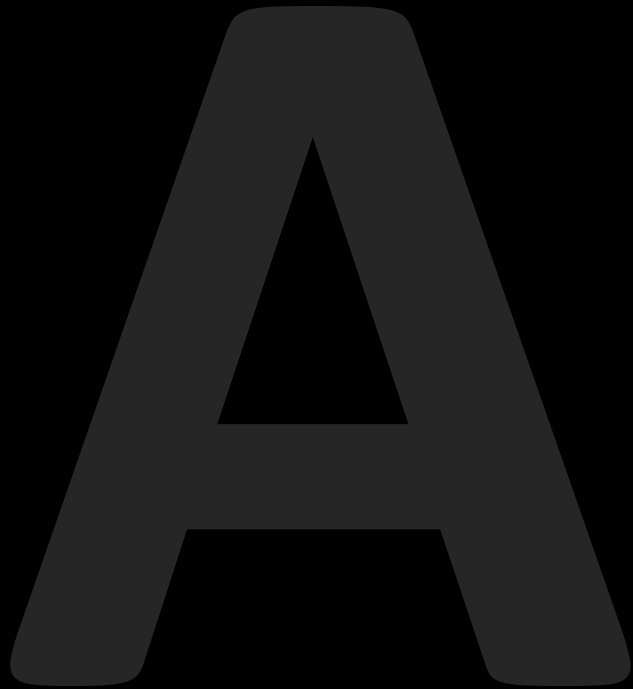
- Prioritised action strategy
- Roadmap by time horizon
- Website & external channels

4

EXECUTE

How to run it operationally?

- Content hubs with URL structure
- Reusable content templates
- Tracking & KPIs



SPECTRUM · PART 1 OF 2

Analysis.

**Where do
you stand?**



01

Market Visibility

How present is your company in AI answers — compared to competitors?



Country Performance

Ranking per target market · competitors · cross-market consistency



Brand vs. Non-Brand

Visibility on branded and generic queries · brand lift



Topic Strengths

Top topics · products · application and feature leadership



Topic Gaps

Critical weaknesses · competitors ahead · content demand

02

Citations Analysis



Which sources does the AI cite — and where are you represented?



© effective world Group



ANALYSIS
02 / 05



Trade Media

Which industry media dominate, where you stand, which guest articles to prioritise.



B2B Portals

Manufacturer directories and industry portals — quick scaling opportunities for your listings



Science

Publications, patents, research repositories as authority sources for AI systems.



Videos & Social

YouTube as a source · social content preferences · multimedia potential for the brand.

03

A ANALYSIS
03 / 05

Answer Analysis

What does the AI answer — and how does it rate your brand? Example metrics from the aiva analysis:

6.5_{/10}

Brand Score

Ø rating on branded queries — strong recognition

1.5_{/10}

Non-Brand Score

Ø rating on generic queries — critical gap

+3.4

Gap vs. Competitor

Distance to the leading competitor in non-brand

99%

Non-Brand Share

Share of all search intents without brand mention

▶ Example values. Your individual metrics are determined in the aiva analysis.

04

Trade Media Landscape

Which trade media shape your industry — in the eyes of AI?

A ANALYSIS
04 / 05

TOP TRADE MEDIA BY CITATION FREQUENCY

Trade Medium A	Trade Medium B	Trade Medium C	Trade Medium D	Trade Medium E
Trade Medium F	Trade Medium G	Trade Medium H	Trade Medium I	Trade Medium J



Thematic Mapping

Which medium covers which topic?



Media Database

All sources categorised, Excel-filterable.



Wikipedia & Authority

Role of encyclopaedic sources long-term.

05

Content Strategy

Every AI model has its own source preferences — your content strategy must reflect that.

A ANALYSIS
05 / 05

ChatGPT

OpenAI

PREFERRED SOURCES

Website 45%

Blog / Editorial 30%

PDF / Whitepaper 15%

Video / Social 10%

Perplexity

Real-time

PREFERRED SOURCES

Trade Media 40%

Product Pages 25%

B2B Portals 20%

Science 15%

Gemini

Google

PREFERRED SOURCES

YouTube 35%

Website 30%

Shopping 20%

Blog / Editorial 15%



SPECTRUM · PART 2 OF 2

Strategy. What is to be done?



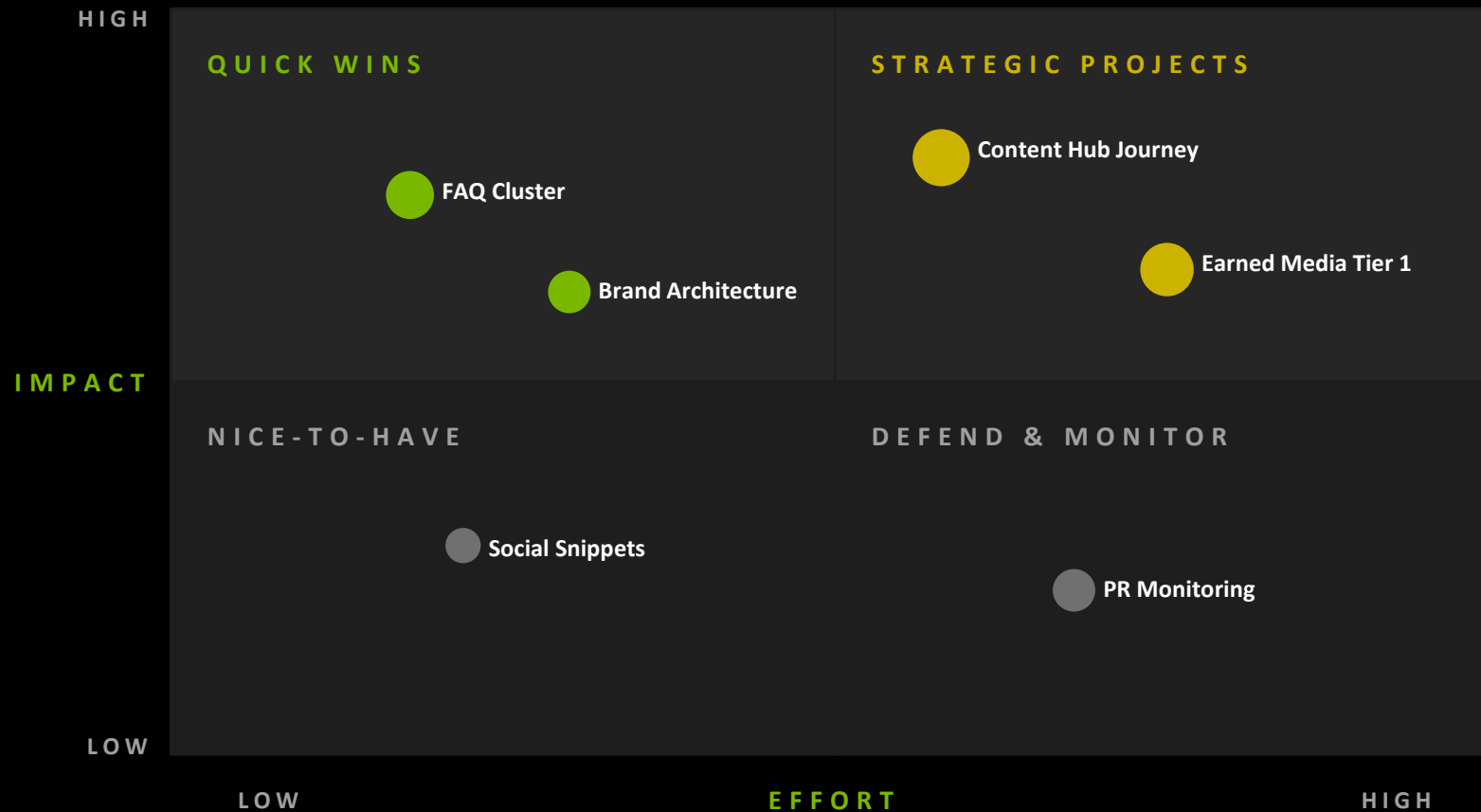
OPPORTUNITY MAP · ACTIONS · ROADMAP · OPERATIONS



01

Opportunity Map

Where is the biggest lever? Actions prioritised by impact × effort.



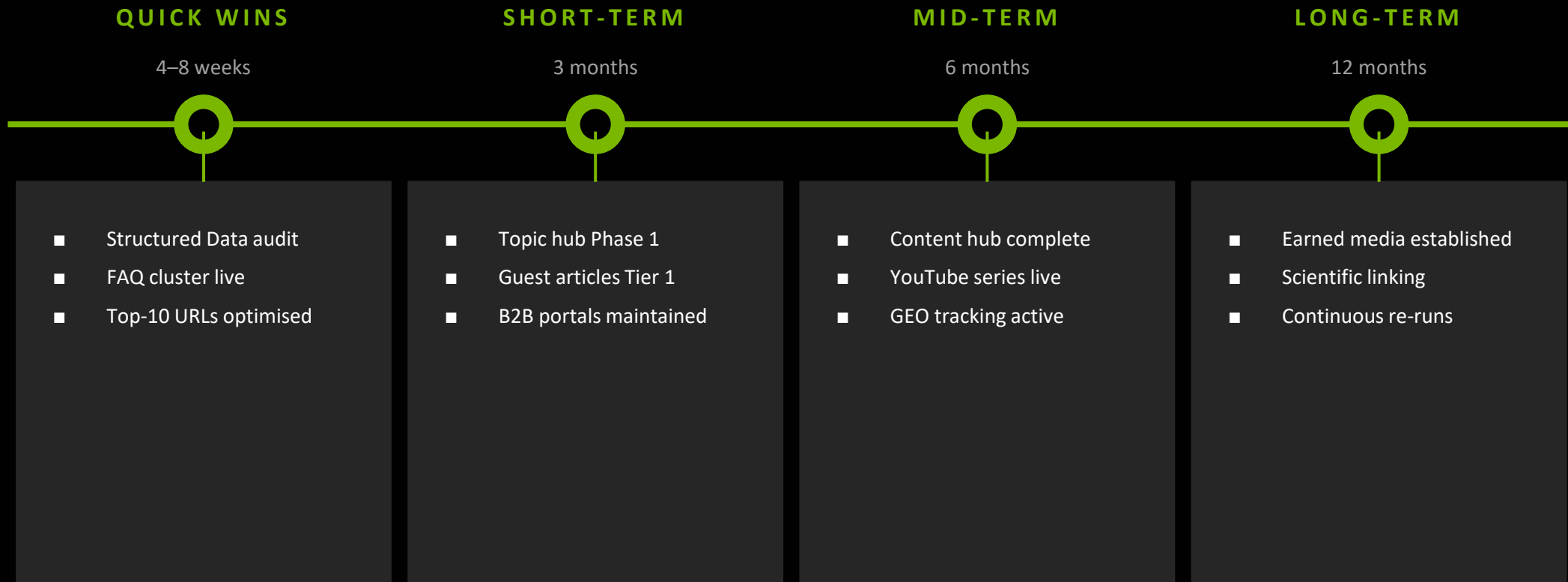
ANALYSIS DIMENSIONS

- Consideration Set**
Joint AI mentions · direct alternatives
- Buyer Journey**
Performance per phase · critical gaps
- No-Brand Space**
Where nobody is cited — biggest growth room
- Easy Wins**
Topics with monopoly potential

02

Recommended Actions

The roadmap — concrete actions by time horizon.



03

Content Operations

From plan to published page — the operational work programme.

01

Content Hubs

Prioritised URL map, clear intent per hub.

02

Keyword Mapping

Questions concretely assigned, FAQs prioritised.

03

Content Templates

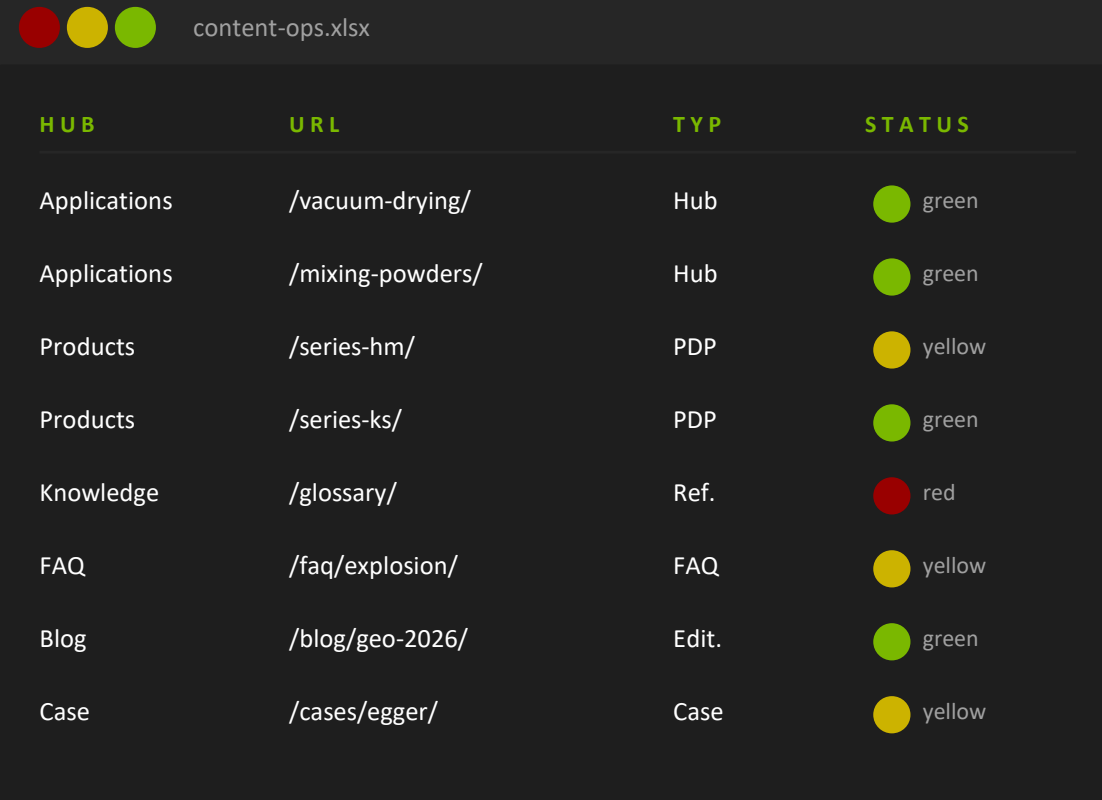
Reusable templates, heading structure, brand rules.

04

Working Excel

Everything in one file, status tracking built in.

YOUR OPERATIONAL WORKING BASIS



HUB	URL	TYP	STATUS
Applications	/vacuum-drying/	Hub	green
Applications	/mixing-powders/	Hub	green
Products	/series-hm/	PDP	yellow
Products	/series-ks/	PDP	green
Knowledge	/glossary/	Ref.	red
FAQ	/faq/explosion/	FAQ	yellow
Blog	/blog/geo-2026/	Edit.	green
Case	/cases/egger/	Case	yellow

► Example mockup of the working Excel

04

B STRATEGY
04 / 04

Your next **step.**

Want to measure and improve your AI visibility? Here's how we work together.



Kickoff Call

Goals, target markets, competitors —
no obligation, free of charge.



Question Workshop

Joint definition of the core questions
your target buyers ask.



aiva Measurement

We run the measurement and build
your individual analysis & strategy
package.



Execution Support

Operational support & progress
measurement in re-runs, on request.

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Let's talk AI Visibility.



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