



effective



Your AI Solution

for Measuring and Optimizing
AI Visibility in the Industrial Sector



AI Probe Question Assistant

AI Visibility Analysis

AI Visibility Audit

▶▶ **Only those who know their presence,
can optimize it in a targeted way.**

5 Reasons to Measure AI Visibility

AI Visibility is the new SEO – those who understand the sources and logic of LLMs secure the first digital touchpoint with tomorrow's customer.

1

Actively Managing Market Presence (Visibility Score)

Instead of passively waiting to see how AI models evaluate your brand, measurement enables targeted optimization. Only those who know their score (0-10) can rise from a "brief mention" to a "prominent, cited market leader position."

2

Secure Strategic Competitive Advantages

An AI audit uncovers visibility and evaluation gaps in direct comparison to competitors. You immediately recognize whether competitors are already more dominantly positioned on important industry topics or innovations and can take countermeasures.

3

Precise Content & GEO Optimization (Content Gaps)

The analysis pinpoints exactly which sources (wikis, glossaries, specialist portals) are used by LLMs to generate answers. This enables a data-driven alignment of your content strategy (Generative Engine Optimization) to deliberately appear as a cited source in AI answers.

4

Understanding & Serving Customer Intentions (Intents)

Different question intentions (e.g., price/performance vs. technology focus) lead to different model behavior. Through measurement, you understand how your brand is perceived in different phases of the customer journey and can adapt your messages accordingly.

5

Early Warning System for Innovations & Trends

The measurement serves as a monitoring tool for new topic areas such as sustainability or skilled labor shortages. You see in real time whether your brand is already associated with future-relevant USPs or whether there is unused potential here.

Three Components ▶▶

ai probe assistant



Input

Brand inputs and prospect prompts

- What and how is asked?
- What are the most frequently asked questions
 - Intents: comparison, price/service, Top 3 manufacturer
 - Topics: skilled labor shortage, sustainability, technology, USPs
 - Product/Product Group
 - Product Features
 - USPs
 - Industries
 - Applications
- Brand
- Domain(s)
- Country
- Competitors per country/market
- LLMs
 - Gemini, chatGPT, Perplexity, Google/Bing AI Overview, Mistral and others

ai visibility analysis



Output

Analysis based on the input

- All results as Excel download
- All results online

ai visibility audit



Audit

Result evaluation

- Evaluations by
 - Dimensions,
 - USPs,
 - Intent,
 - Industrie,
 - Applications

Action recommendations

- SEO/GEO Content
 - Strength, Weakness
- Content Gaps
- Visibility Scores vs Content
- Recommendations by LLM
- Visibility Scores vs LLM

AI Probe Question Assistant ▶▶



Input

Managing Question Dimensions

- Industries
- Products
- Product Features
- Applications
- Intents
- Topics/USPs

The screenshot displays the AI Probe Question Assistant interface. At the top, there is a navigation bar with the 'effective' logo and several menu items: 'AI Probe Assistant', 'AI Visibility', 'AI Glossary', 'LLM Comparison', 'Login', and 'English'. The main header reads 'AI Probe Question Assistant' with the subtitle 'Generate probe questions for AI visibility analysis using LLM assistance.'

The 'Generate Probe Questions' form includes the following sections:

- Customer:** A text input field containing 'swisslog' and a note: 'Select the customer for whom you want to generate probe questions.'
- Configuration (optional):** A dropdown menu showing 'Analysis - swisslog - 2026-02-22 09:14:35 - gemini mapped' and a note: 'Select an existing configuration to pre-fill brand, competitors, and...'
- Your Brand *:** A text input field containing 'swisslog' and a note: 'The primary brand whose visibility you want to analyze.'
- Customer Domains (optional):** A text area containing 'swisslog.com' and 'kuka.com' with a note: 'Domain names associated with your brand. One per line. Helps the...'

The 'Manage Question Dimensions' modal is open, showing a summary of dimensions: Industries (10), Products (22), Product Features (10), Applications (6), Intents (5), and Topics/USPs (0). It includes an 'Add new Industry' section with fields for 'Display Name' (e.g. Automotive Industry) and 'Description' (Optional description), and a table of existing industries.

Display Name	Description	Actions
Automobilsektor	-	[Edit] [Delete]
Bankwesen	-	[Edit] [Delete]
General Merchandise	-	[Edit] [Delete]
Getränkeindustrie	-	[Edit] [Delete]
Haushalts- und Körperpflegeprodukte	-	[Edit] [Delete]
Lebensmittelindustrie	-	[Edit] [Delete]
Lebensmittelvertrieb	-	[Edit] [Delete]
Mode- und Bekleidungslogistik	-	[Edit] [Delete]
Pharma	-	[Edit] [Delete]
Tabakwaren	-	[Edit] [Delete]

A 'Close' button is located at the bottom right of the modal.

Generate Questions ►►



Input

Probe Questions für alle Dimensionen oder dedizierte Probe Questions für nur eine Dimension nach Typ und Value

- Slider for number of questions
- Selection of LLM for generation

Question Amount (50-100 questions)

Min
Min
Max
●

Choose how many probe questions to generate. More questions provide broader coverage but take longer to process.

Generation Model

gemi-3-flash (66K)

Select the AI model to use for generating probe questions.

Generated Questions

Welche Unternehmen sind führend in der Lagerautomatisierung in Deutschland?
 Wer sind die Top-Anbieter für Intralogistik-Lösungen in der DACH-Region?
 Welche Firmen bieten robotergestützte Logistiksysteme für den E-Commerce an?
 Welche Anbieter spezialisieren sich auf automatisierte Hochregallager in der Schweiz?
 Welche Unternehmen sind zertifizierte Integratoren für AutoStore-Systeme in Europa?
 Wer bietet die effizientesten Shuttle-Systeme für Kleintellelager an?
 Welche Anbieter haben umfassende Erfahrung mit roboterbasierten Kommissionierlösungen?
 Wer stellt fahrerlose Transportsysteme für moderne Logistikzentren her?
 Welche Logistikpartner eignen sich am besten für die Pharmaindustrie in Österreich?
 Wer bietet automatisierte Lagerlösungen speziell für den Lebensmittelhandel an?
 Welche Anbieter unterstützen Unternehmen bei der Skalierung ihrer Logistik durch modulare Systeme?
 Wer ist Experte für temperaturgeführte Lagerlogistik und Tiefkühlagerung?
 Welche Warehouse Management Systeme sind am besten für Industrie 4.0 Anwendungen optimiert?
 Wer bietet datengesteuerte Softwarelösungen zur Echtzeit-Optimierung von Materialflüssen an?
 Welche Anbieter verbinden modernste Robotik mit künstlicher Intelligenz in der Intralogistik?
 Wer bietet herstellerunabhängige Beratung für die Planung eines automatisierten Verteilzentrum?
 Welche Firmen bieten spezialisierte Lifecycle-Services für komplexe Logistikanlagen an?
 Wer ist in Deutschland führend bei der Modernisierung und dem Retrofit von Altanlagen?
 Welche Anbieter verfügen über ein dichtes Servicenetzwerk für Lagertechnik in der Schweiz?
 Was sind die Vor- und Nachteile der führenden Anbieter von Behälterlagernsystemen?
 Welches System ist für hohe Durchsatzraten besser geeignet: Shuttle-Technologie oder AutoStore?

Review and edit the generated questions before saving.

Generate Questions Save as AIVA Configuration

Focus Mode

Generate questions for single dimension value only

Dimension Type

Intents (5)

Dimension Value

Markt & Wettbewerber

● Focus mode is not saved with the configuration. It only affects this generation session.

Question Amount (50-100 questions)

Min
Min
Max
●

Choose how many probe questions to generate. More questions provide broader coverage but take longer to process.

Generation Model

gemi-3-flash (66K)

Select the AI model to use for generating probe questions.

Generated Questions

Wer sind die führenden Anbieter von Intralogistik-Automatisierung in Deutschland?
 Welche Unternehmen in der DACH-Region sind Marktführer für automatisierte Lagersysteme?
 Wer sind die wichtigsten Wettbewerber für Lagerautomatisierung in der Schweiz?
 Welche Firmen bieten umfassende Automatisierungslösungen für die Lebensmittelindustrie in Österreich an?
 Wer sind die Top-Anbieter für AutoStore-Integrationen in Deutschland?
 Welche Unternehmen konkurrieren im Bereich autonomer mobiler Roboter (AMR) in der DACH-Region?
 Wer bietet innovative Lösungen für die roboterbasierte Einzelteilkommissionierung an?
 Welche Anbieter von Hochregallagern mit Regalbediengeräten sind in Deutschland führend?
 Wer sind die Hauptkonkurrenten von SSI Schäfer und Dematic im Bereich Intralogistik?
 Welche Unternehmen in der Schweiz spezialisieren sich auf automatisierte Palettenlager?
 Wer bietet fortschrittliche Software für die Lagerverwaltung (WMS) in Österreich an?
 Welche Anbieter für Intralogistik haben eine starke Präsenz im Pharmasektor in Deutschland?

aiva Project ▶▶



Configuration of the analysis

effective AI Probe Assistant AI Visibility AI Glossary LLM Comparison Login English What's New Home

AI Visibility Analysis

Check how visible your brand is in AI responses compared to competitors.

Run Analysis

Customer + ✎ ↻

MCG automotive

Select an existing customer or leave empty to create a new analysis.

Configuration ✎ ⚙

Analysis - MCG automotive - 2026 MARCH EMEA PRI0140-45K

Select an existing configuration for the customer or leave empty to create a new one.

Your Brand *

Mitsubishi Chemical

The primary brand whose visibility you want to analyze.

Customer Domains (optional)

automotive.mcgr.com

Domain names associated with your brand. One per line. Helps the judge model recognize brand mentions.

Competitors (one per line)

baef.com
lgchem.com
solvay.com
huntsman.com
dupont.com
covestro.com
evonik.com
henkel.com
3m.com
sabic.com
arkema.com

Cross Brand Select

Each brand will be evaluated as the main brand, with others as competitors. Questions are asked once, but each brand will be fairly evaluated against the AI response.

Upload Questions File (Optional)

Durchsuchen... Keine Datei ausgewählt.

Upload a file to pre-fill questions. Supported: .txt, Excel (.xlsx), Word (.docx)

Probe Questions (one per line)

What are the best materials for automotive formulated electrolytes?
How do I improve the safety of vehicles?
What are the best materials for automotive airbag covers and chute channels?
Which resins are recommended for automotive weatherstrip molding?
What are the leading materials for automotive soft-touch buttons and knobs?

These questions will be asked to each selected AI model to analyze brand mentions.

Select Models

o4-mini o3-mini gpt-4.1 gpt-4o perplexity-base perplexity-pro perplexity-reasoning google-ai-overview
 bing-ai-overview gpt-5-minimal gpt-5-low gpt-5-medium gpt-5-high mistral-small mistral-large gemini-2.5-flash
 gemini-2.5-flash-lite gemini-2.5-pro gemini-3-flash gemini-3-pro bing-copilot deepseek-chat doubao-seed ernie-4-turbo
 qwen-plus qwen3-max hunyuan-turbo kimi-k2-turbo

Target Countries (Optional)

Select countries for search localization. Leave empty to use global defaults. Only affects search engines (Google AI Overview, Bing AI Overview, Perplexity).

Search countries...

France
 Germany
 India
 Italy
 Japan
 Mexico

5 countries selected

Running... Only Save Configuration

aiva Project Results ▶▶



Analysis Result

Download Result or view online

- Results Overall Scores
- By Model
- By Question
- By Applications
- By Industris
- By Intents
- By Product Features
- By Topics/USPs

Previous Analysis Runs

2026-03-19 10:37 - perplexity-base, google-al-overview, bing-al-overview, gpt-5-minimal, gemini-3-flash [GB, DE, FR, IT, ES]

Select a previous analysis run to view its results or download the Excel file again.

100%

100% - Analysis completed!

Analysis Complete!
Your brand visibility analysis has been completed successfully.

[Download Results](#) [Show Results](#)

Analysis Results

View Results for Brand:

All Brands

In cross-brand analysis, each brand was evaluated as the "main" brand. Select a brand to view its evaluation scores.

Overall Scores

evonik.com	1.1
henkel.com	1.1
3m.com	1.5
sabic.com	1.4
arkema.com	1.1

By Model By Question Applications Industries Intents Product F

Engineers & Product Developers

Executives / Strategy

Innovation / R&D Leadership

Procurement / Supplier Management

aiva Scoring Model ▶▶

0-2

0: No AI Overview available

1-2: Brand is completely absent from response

3-6

3-4: Brand mentioned briefly / negatively or only peripherally

5-6: Brand mentioned with equal prominence to competitors

7-10

7-8: Brand clearly more prominent than competitors with positive positioning

9-10: Brand is primary focus with strong positive portrayal and/or recommendation

Three More Benefits for Marketing ▶▶



Press and Communication

The sources of AI answers reveal, alongside competitors, well-positioned **industry portals** that are of interest for marketing communications.



Type of Content

Content marketing activities (citations, source references from AI answers) such as **glossaries, encyclopedias, wikis, blogs** and other formats become visible — from both competitors and other market participants.



Innovations

As input, questions relating to **innovations** can also be submitted — simply to see what the AI delivers, or whether **competitors are already referenced in the sources** on that topic.





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The Audit



aiva Audit ▶▶



Audit

- The **aiva Audit** analyzes the Excel results across six categories (see left table), each with five sub-points, in comparison to the competition.
- **Action recommendations** by priority are also provided.
- A **SWOT** analysis and an Executive Summary can likewise be created.

Each Category contains

- 1 Goals & Questions
- 2 Charts & Interpretations
- 3 Questions & Insights
- 4 Highlights
- 5 Action recommendations

Category	Focus
A. Product	Visibility & hits per product/model
B. Topic	Gaps in feature-, topic & Use-Cases
C. Model	Behavior & Quality of LLMS
D. Competitors	Visibility & Scores compared
E. Intents	Influence of question intent on result & model behavior
F. Industries	Visibility & Tonality for each industry

aiva Audit ▶▶

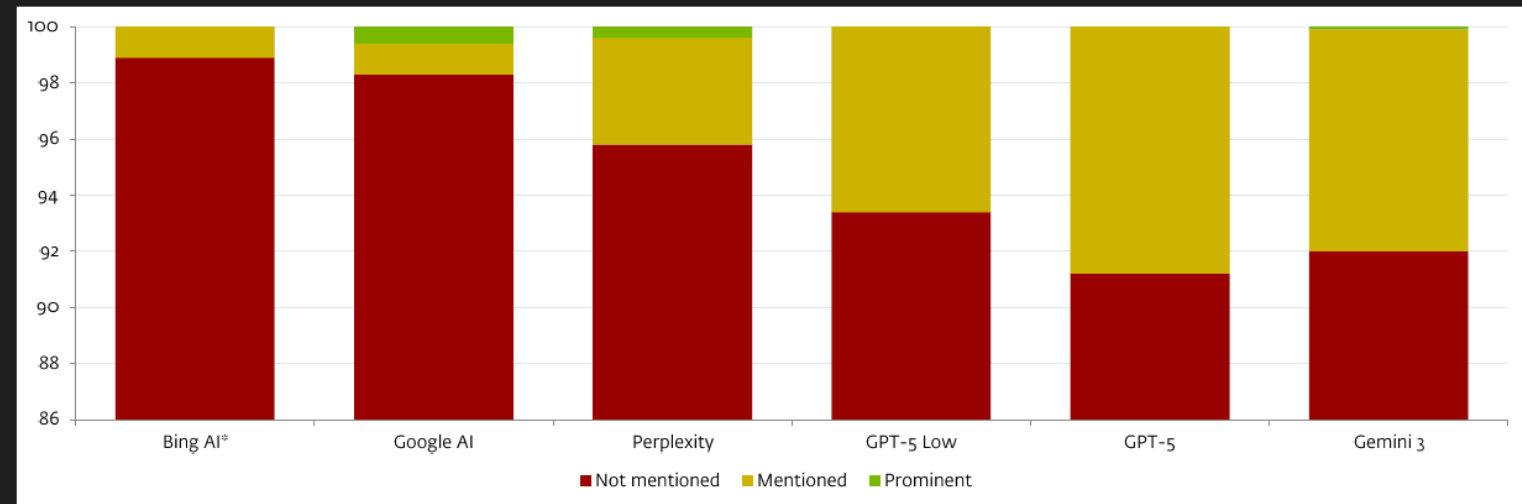


Example 1

- Based on the questions submitted, visibility can be assessed according to various criteria and valuable insights can be gained.

A1 - Visibility by LLM ▶▶

Key insight: GPT-5 and Gemini generate the most "Mentioned" responses (8.8% and 7.9%) but **zero prominent mentions from GPT-5**. Google AI Overview delivers 52% of all prominent mentions (28 of 54).



* Bing AI: n=89 (low valid response count — flagged)

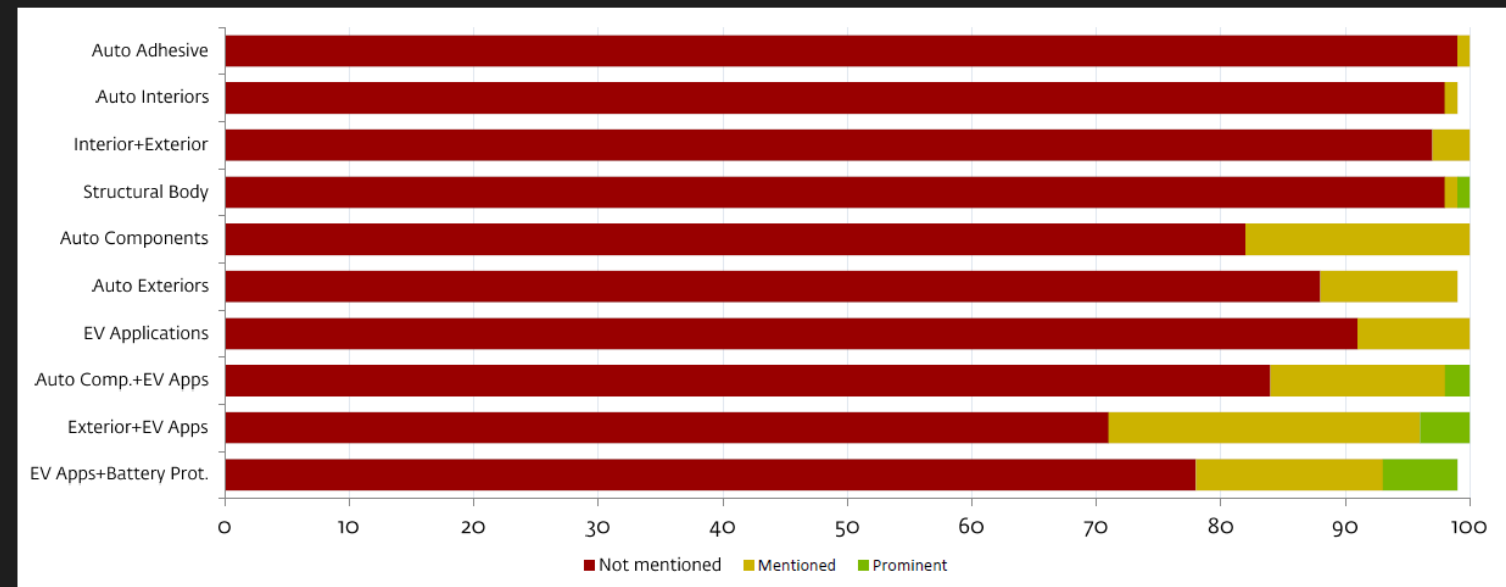
aiva Audit ▶▶



Example 2

- Based on the questions submitted, visibility can be assessed according to various criteria and valuable insights can be gained.

B1 · Score by application area ▶▶



EV-related application combinations deliver the strongest signal — EV Apps + Battery Protection: 6% prominent, 15% mentioned.

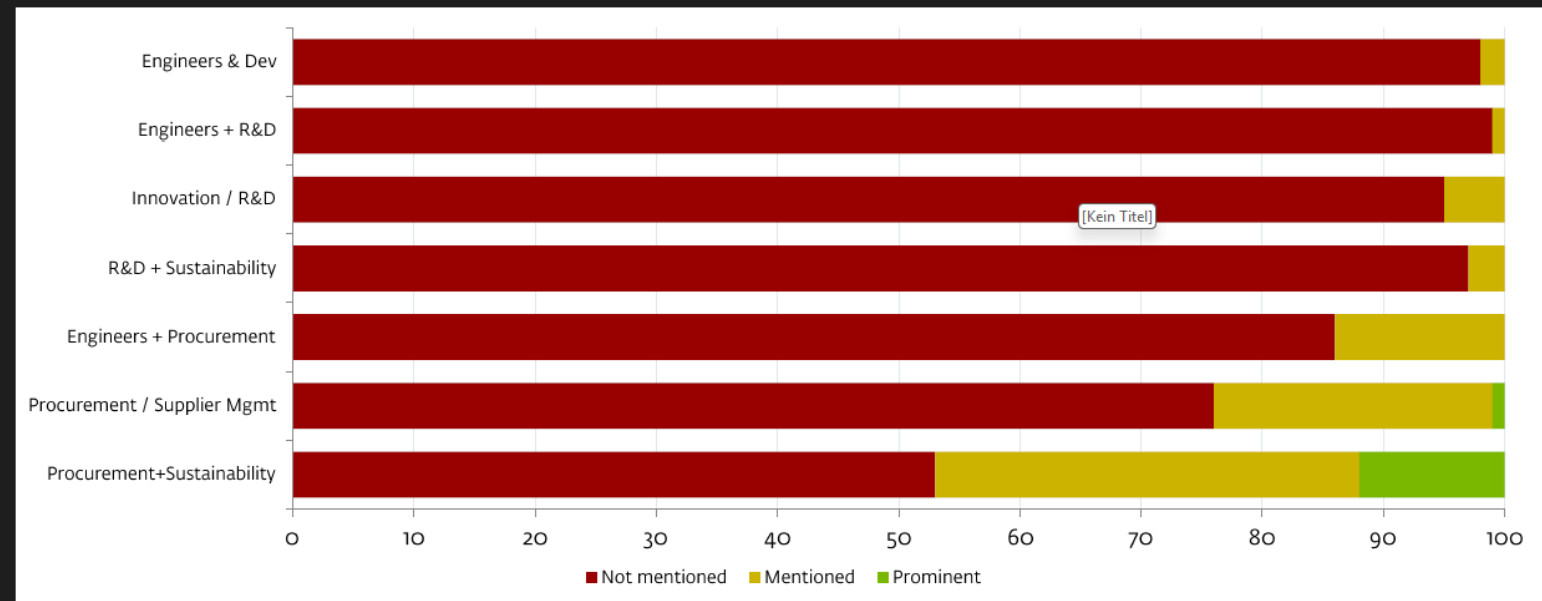
aiva Audit ▶▶



Example 3

- Based on the questions submitted, visibility can be assessed according to various criteria and valuable insights can be gained.

B2 - Score by intent / audience ▶▶



Procurement + Sustainability cross-tagged prompts: 12% prominent, 35% mentioned — highest of any audience combination.

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Design: Ziran Xie, 2026

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