

MKCEN LLC | GEO BRAND INTELLIGENCE

GEO Brand Visibility Intelligence Report

How your brand appears — or disappears — inside ChatGPT, Gemini, Claude, Perplexity and beyond.

Sample Brand: Tradltix | Industry: B2B Cross-Border Trade

Report Period: Q1 2026 | Prepared by MKCEN LLC | Confidential

8

AI Models Monitored

34%

Brand Mention Rate

61%

Competitor Avg Mention Rate

-8%

MoM Visibility Change

01 BACKGROUND

What Is GEO Visibility?

As consumers increasingly turn to AI assistants — ChatGPT, Gemini, Claude, Perplexity and Microsoft Copilot — for product research, supplier discovery and purchasing decisions, a brand's presence inside these models has become a critical new form of organic reach. We call this Generative Engine Optimization (GEO) visibility.

For a cross-border trade brand like Tradltix, a prospective importer might ask:

"What are the best B2B sourcing platforms for finding verified suppliers in China?"

If Tradltix does not appear in the model's answer, that buyer never discovers the brand — regardless of how strong its SEO or paid advertising may be. GEO monitoring tracks exactly where a brand appears, how it is described, and how it compares against competitors across every major consumer AI model.

Three Pillars of GEO Intelligence

>> **Presence Tracking**

Does the model mention your brand when asked relevant questions? How often and in which position?

>> **Sentiment and Framing**

When mentioned, does the model describe your brand positively, neutrally, or with caveats?

>> **Competitive Gap Analysis**

Which competitors are recommended instead of you, and what drives their advantage?

02 MONITORED MODELS

AI Model Coverage

MKCEN monitors brand visibility across 8 major consumer-facing AI models that collectively serve over 1.5 billion monthly active users worldwide. Each model uses different training data, retrieval mechanisms and update cycles — making cross-model monitoring essential for complete visibility intelligence.

AI Model	Type	Primary Region	Monthly Users	Update Cycle
ChatGPT (GPT-4o)	Conversational	Global	500M+	Continuous
Google Gemini	Conv. + Search	Global	350M+	Real-time
Claude (Anthropic)	Conversational	US / Europe	100M+	Periodic
Perplexity AI	Search-based	US / Europe	150M+	Real-time
Microsoft Copilot	Search + Office	Global	120M+	Real-time
Meta AI	Social-embedded	Global	200M+	Periodic
DeepSeek	Conversational	Global (growing)	80M+	Periodic
Grok (xAI)	Conv. + Social	English markets	50M+	Periodic

Note: Monthly active user figures are estimates based on publicly reported data and third-party analytics as of Q1 2026. Actual figures may vary.

03 MONITORING RESULTS

Brand Visibility Scorecard

MKCEN submitted a standardized set of 7 queries across three intent categories to each monitored AI model, simulating real buyer behavior in B2B cross-border sourcing. Scores reflect mention rate, position and quality of description.

Query Groups Tested

Group A - Supplier Discovery

"Best platforms to find verified Chinese manufacturers" | "Top B2B sourcing websites for small importers" | "Which platform is better than Alibaba for niche suppliers?"

Group B - Brand Comparison

"Compare Tradtix vs Alibaba vs Global Sources" | "Is Tradtix reliable for sourcing electronics?"

Group C - Decision Support

"How do I verify a supplier on Tradtix?" | "What are the fees for using Tradtix?"

Per-Model Visibility Scores

AI Model	Group A	Group B	Group C	Score	Status
ChatGPT (GPT-4o)	Not mentioned	Name only	Not mentioned	12 / 100	Critical
Google Gemini	4th position	Brief mention	Detailed reply	48 / 100	Weak
Claude (Anthropic)	Not mentioned	Not mentioned	Not mentioned	5 / 100	Critical
Perplexity AI	3rd position	Comparison made	Partial reply	55 / 100	Weak
Microsoft Copilot	Not mentioned	Name only	Not mentioned	15 / 100	Critical
Meta AI	Not mentioned	Not mentioned	Not mentioned	3 / 100	Critical
DeepSeek	5th position	Name only	Not mentioned	22 / 100	Critical

AI Model	Group A	Group B	Group C	Score	Status
Grok (xAI)	Not mentioned	Not mentioned	Not mentioned	5 / 100	Critical

TRADLTIX OVERALL GEO SCORE

21 / 100

TOP COMPETITOR AVERAGE

67 / 100

04 COMPETITIVE LANDSCAPE

Competitor Visibility Benchmarking

Brand	Overall Score	ChatGPT Rank	Perplexity Rank	Key AI Descriptor
Alibaba	94 / 100	#1	#1	"World's largest B2B marketplace"
Global Sources	78 / 100	#2	#3	"Verified suppliers, trade show access"
Made-in-China	65 / 100	#3	#2	"SME-friendly, cost-competitive"
ThomasNet	58 / 100	#4	#5	"North American manufacturer network"
Tradltix	21 / 100	Not ranked	#3 (1 model)	"New entrant, limited data available"

How AI Models Currently Describe Tradltix

When Tradltix was mentioned, the following language was generated. AI model descriptions are derived from publicly available web content indexed during training.

Perplexity AI

"Tradltix is a newer entrant in the B2B sourcing space, though it has limited reviews compared to established platforms like Alibaba."

Google Gemini

"Some users have mentioned Tradltix as an alternative for niche product categories, but detailed information is limited."

Diagnosis: AI models derive brand descriptions from publicly indexed content. Tradltix lacks sufficient third-party citations — case studies, G2/Trustpilot reviews, industry media — causing models to respond with low confidence and vague framing.

05 GAP ANALYSIS & RECOMMENDATIONS

Root Causes and Action Plan

Visibility Gap	Root Cause	Impact
Brand absent from proactive recommendations	No citations from authoritative sources (G2, Trustpilot, industry media)	HIGH
Vague AI-generated brand description	Website lacks a clear, crawlable differentiation statement	HIGH
Weak competitive comparison presence	No published user reviews or case study data for model training	HIGH
Missing feature and pricing information	Models cannot answer product-specific queries accurately	MEDIUM
Low trust signals for new platform	Short domain history and few inbound links from authority sites	MEDIUM

Recommended Actions

HIGH

Build third-party review assets

Collect 20+ verified reviews on G2, Capterra and Trustpilot within 60 days. These are the primary sources AI models cite when describing B2B platforms.

HIGH

Publish structured case studies

Produce at least 3 English-language client success stories with quantified outcomes. Host on-domain and distribute to relevant trade media outlets.

HIGH

Add schema markup and differentiation copy

Ensure key pages include crawlable HTML structured data that defines your brand, USP, pricing model and target customer clearly.

MEDIUM

Secure industry media placements

Target publications such as Practical Ecommerce, Sourcing Journal and ImportYeti Blog for contributed articles or product feature coverage.

MEDIUM

Build a LinkedIn content cadence

Publish 2-3 posts per week targeting import managers and procurement decision-makers. Consistent LinkedIn presence increases model indexing of brand-associated expertise.

06 NEXT STEPS

What a Live Report Includes

This sample illustrates the structure of a full MKCEN GEO Brand Visibility Intelligence Report. A live subscription uses automated, real-time queries submitted to each monitored AI model and delivers actual, current brand visibility data — not illustrative figures.

What You Receive Each Month

- >> Monthly Visibility Tracking**
Score changes across all 8 models, with trend lines and alerts for significant drops or gains.
- >> Custom Competitor Monitoring**
Track up to 10 competitors of your choice alongside your own brand.
- >> Content Optimization Checklist**
Specific, model-by-model recommendations to improve your GEO score each month.
- >> Quarterly Deep-Dive Report**
Extended analysis including sentiment framing, emerging query patterns and market share shifts.

Ready to see your brand's real GEO score?

MKCEN GEO Monitor tracks your brand visibility across 8 major AI models, benchmarks you against competitors, and delivers monthly intelligence reports with actionable optimization guidance.

hello@mkcenai.com | mkcenai.com | [Book a Demo](#)

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