

ai-shelf by markapp

Your brand's **shelf space**
inside AI assistants.

Measure it. Fix it. **Grow it.**

Measure how **ChatGPT**, **Gemini**,
Claude and **Perplexity** talk about
your brand.



Customers now ask AI, not search

People turn to AI assistants for recommendations and act on them.

AI names a few brands.
Customers choose.

Can your brand be seen on
this new shelf?

You cannot see this shelf.
Are you on it, **where**, and **why**?

Which supermarket should
I use in Zakynthos?

Best bank for expats
in Dubai?

Which airline is most
punctual in Greece?



AI names 2 or 3 brands.
Customers act on them.

What ai-shelf does

Clear measurement of your brand inside AI answers, against your competitors.

01

How often AI names you,
and in what position

02

Who it names instead of you

03

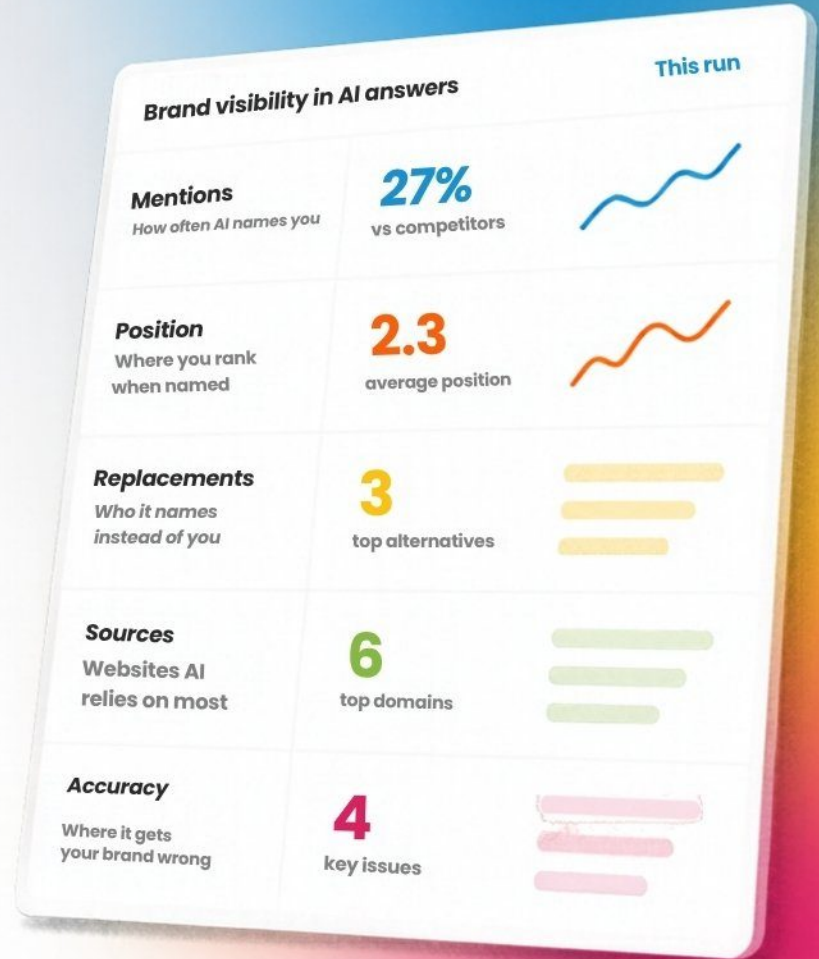
Which websites the AI relies on

04

What it gets wrong about you

05

What to fix first



How it works in 4 steps



What you get every run



Visibility score

how often AI recommends you



Share of answer

vs each competitor



The websites

that shape AI answers in your market



Factual errors

about your brand, with proof



Top 10 fixes

ranked by evidence



Trend line

run on run, plus a one-page summary in your language

Not just a report. An action pack.

Five done-for-you tools. No marketing or data team needed.



One clear message

three numbers and one action,
by **WhatsApp** or
email



Alerts

when an AI says something **wrong**
or **outdated**
about you



Website check

can AI **read** your site,
and does it **answer**
what shoppers ask



Ready-made fixes

FAQ pages,
structured data
and profile text,
ready to paste



Outreach list

the websites
AI trusts, with
ready **pitch emails**

AI SEO.

Become the source AI quotes.

Check any page the way AI assistants read it. A score out of 100 and fixes ready to paste.

01

AI crawler access

every AI crawler tested,
training and answer-time
bots, firewall blocks shown

02

Your 5 key pages

home, product, pricing,
FAQ and about, scored one
by one

03

Head to head

your page against a rival's,
gap by gap

04

Live answer test

ask the assistants live: are
you named and cited?

05

Fix pack

FAQ, schema, llms.txt and
robots.txt ready to paste, or
Markapp implements it

One AI SEO score.

Clear next steps.

Four parts, one number out of 100. One credit per check. AI crawler log analysis free, in your browser.

25

Access

can AI crawlers reach and
read the page

25

Structure

headings, schema and
clean HTML that machines
parse

30

Content

direct answers to the
questions shoppers ask

20

Trust

facts, sources and dates AI
can rely on

+/-

Progress

change since the last
check, plus a page brief to
act on

What the findings look like

ILLUSTRATIVE EXAMPLES

33%

AI names you
in 33% of answers.

Your leading competitor: 60%

5

websites drive
most answers in
your category.

You appear on none of them

3

answers still repeat
outdated news
about your brand

Built for every industry

**Retail and
grocery**

**Travel, airlines
and hotels**

**Banking and
fintech**

Telecom

Automotive

Real estate

Education

**Consumer
brands**

**Global
markets,
any country**

**Local
languages, built
in**

Ελληνικά العربية
中文 English

Why not do it by hand or buy a data report

	An employee searching	A traditional data provider	ai-shelf
Coverage	a few questions on one app	Google rankings and social mentions, not AI answers	hundreds of questions across up to 4 AI assistants
Frequency	once, when someone has time	monthly or quarterly	monthly, weekly in campaigns
Proof	screenshots, if any	aggregated dashboards	every answer stored and linked to each number
Local language	depends on the person	often English only	Greek, Arabic, Chinese, English built in
Output	opinions	data without actions	top 10 fixes ranked by evidence
Cost	staff hours every time	high licence fees	fixed price per run

Faster and cheaper than an in-house team

An in-house analyst

Work per run

47 hours by hand

Time to the
report

6 working days

Cost per run

USD 940

ai-shelf

1 hour of review

12 minutes

USD 500

You save **USD 440** per run
47%

That is about
39 times faster

Example: 360 AI answers per run, analyst at USD 20 per hour, each further run. First run: USD 1,000 against about USD 1,180 in-house with set-up. Estimate.

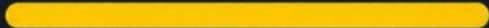
The AI Visibility Index

Every month, which brands AI
recommends in each market.

Only **neutral questions**, so every
brand competes on equal terms

Published monthly per market
and industry: **PR for Markapp**, a
reason for every brand to call

Greek Grocery AI Visibility Index, October 2026, first edition

RANK	BRAND		SCORE
1	AB Vassilopoulos		64
2	Sklavenitis		50
3	Lidl Hellas		43
4	Masoutis		43
5	My Market		28

A free AI Market Snapshot for every brand in the Index.

FREE

Data a marketing team cannot easily get, from AI answers we already collect.



Why AI recommends you

the reasons AI gives
for your brand, in its
own words



What AI credits rivals for

for example low prices
go to one rival, quality
to another



Where and who you lose

places and language
audiences where AI
names others



Ready to activate

places, audiences,
keywords and message
angles for Harion DSP



Every month, at no cost. The first step to a Harion DSP
campaign that wins back that share.

Win market share.

AI gaps become audiences.

The shoppers AI sends to your competitors are the audiences you target.

Who

shoppers asking AI
about your category,
by language
and audience

Where

the places and topics
where AI recommends
competitors
instead of you

How

Harion DSP advanced
targeting by audience,
context, location and
language, across
CTV, in-app and web

Insight from **ai-shelf**

Reach through **Markapp.**

Market share you can measure.

One Markapp ecosystem

From AI insight to media, on one connected stack.



Simple offer.

Clear value.

Recommended: one run a month.
Pay per run or prepay 6 runs (USD 3,000).
Weekly only during campaigns.



Optional add-ons

more assistants,
languages and markets

competitor
deep dives

fixes and
audience targeting

Get your **first** AI shelf run

Tell us your brand, competitors and markets

First report in one week

Markapp

adtech@markappmedia.site
markappmedia.site



Understand
your brand's
visibility
inside AI
assistants.