# 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.

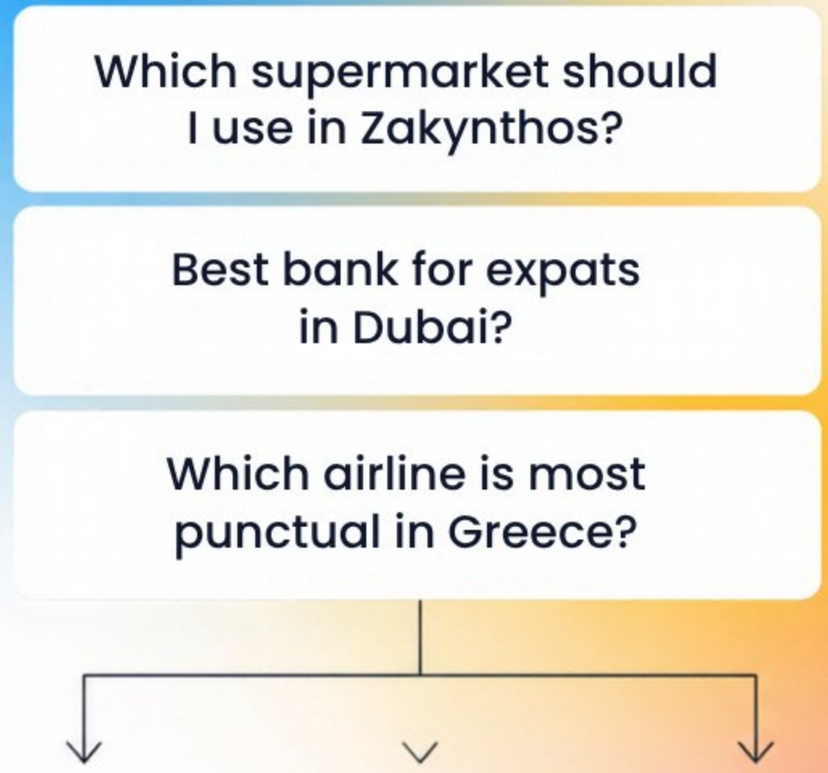


# Customers now ask AI, not search

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**?



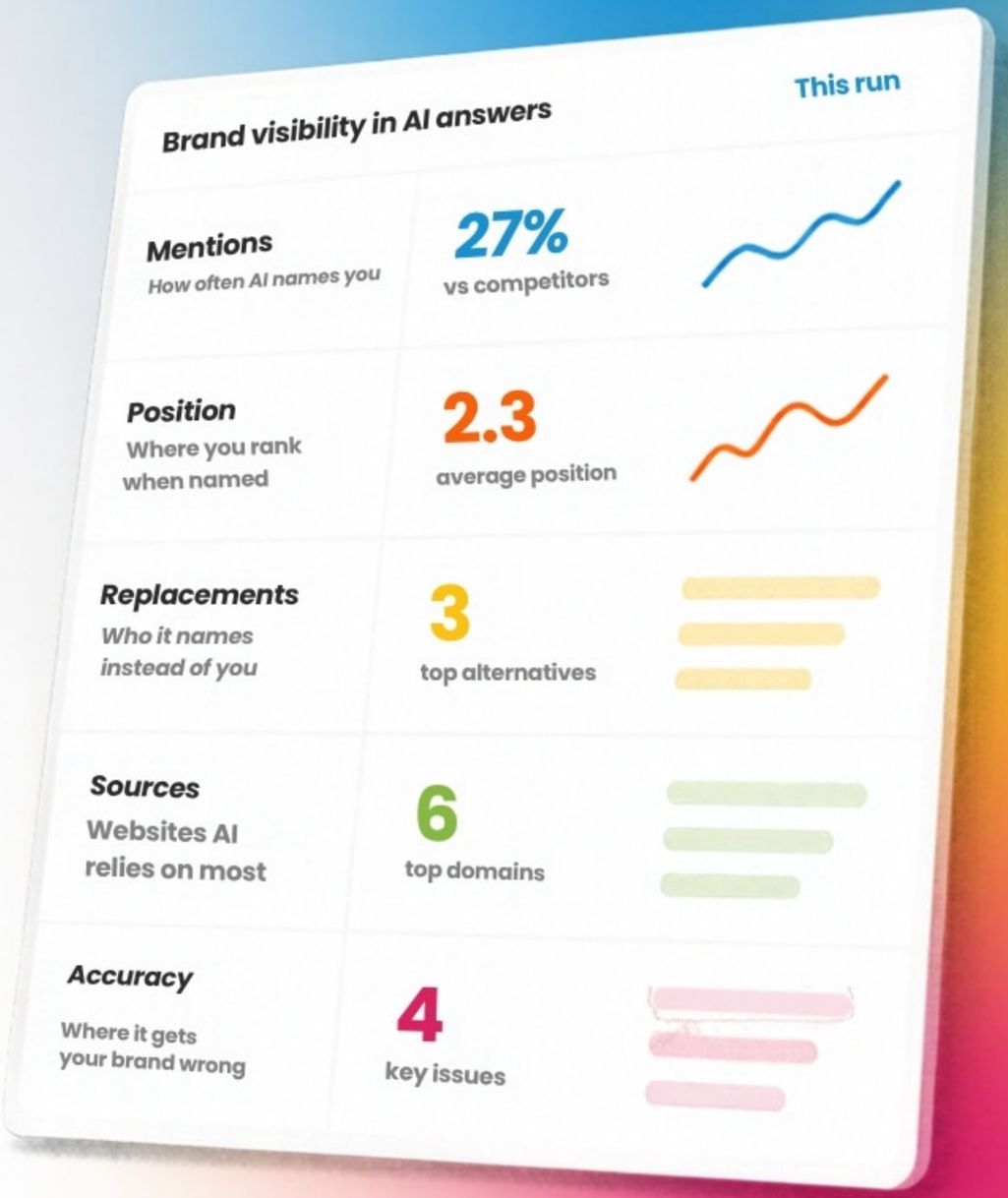

**AI names 2 or 3 brands.**
**Customers act on them.**

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

# What
# Shelf by Markapp 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

1

## Ask

100+ real customer questions, in your customers' languages, to every major AI assistant through their official channels, 3 times each

2

## Store

every answer saved word for word with date, sources and cost, as proof

3

## Read

brand names in any spelling, ranking order, cited websites, factual errors

4

## Report

scores, charts and the top 10 fixes, every run

# 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when an AI says something **wrong** or **outdated** about you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 | 25 | 30 | 20 | +/- |
|---|---|---|---|---|
| **Access** | **Structure** | **Content** | **Trust** | **Progress** |
| can AI crawlers reach and read the page | headings, schema and clean HTML that machines parse | direct answers to the questions shoppers ask | facts, sources and dates AI can rely on | 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 | Shelf by Markapp |
|---|---|---|---|
| **Coverage** | a few questions on one app | Google rankings and social mentions, not AI answers | **hundreds of questions across up to 5 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 monthly price** |

# Faster and cheaper than an in-house team

| An in-house analyst | | Shelf by Markapp |
|---|---|---|
| Work per run | 47 hours by hand | 1 hour of review |
| Time to the report | 6 working days | 12 minutes |
| Cost per run | $940 | $499 |

You save **$441** per run
**47%**

That is about
**39** times faster

Example on the Managed plan: 360 AI answers per run, analyst at $20 per hour, each further run. First run: $999 against about $1,180 in-house with set-up. Self-serve: Monitor $89 or Pro $299 a month. Estimate.

# The AI Visibility Index

**Every month, which brands AI recommends in each market.**

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

## Streaming AI Visibility Index, illustrative example

| RANK | BRAND | SCORE |
|---|---|---|
| 1 | Netflix | 64 |
| 2 | Prime Video | 50 |
| 3 | Disney+ | 43 |
| 4 | Apple TV | 43 |
| 5 | Plex | 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 **Shelf by Markapp** Reach through **Markapp.** Market share you can measure.

# One Markapp ecosystem

From AI insight to media, on one connected stack.

### Shelf by Markapp

finds the audiences, topics and places where AI recommends competitors

→

### Harion DSP

advanced targeting by audience, context, geo and language

→

### Markdash

one ledger between buy and sell side

spend, delivery and results reconciled

→

### Pantheon SSP

a direct supply path to CTV and in-app inventory, with first-party data

→

### More market share

measured weekly in AI answers and in media

# Three plans.
# Clear value.

Annual billing: 2 months free.
Monthly plans cancel any time.
The same price on every channel.

## MONITOR

**Smaller brands**

**$89**

**a month**

Claude, ChatGPT and Gemini,
50 questions, 1 brand

→

## PRO

**Agencies, teams**

**$299**

**a month**

5 AI assistants, 3 brands,
100 questions, alerts, API

→

## MANAGED

**Enterprise brands**

**$999**

**first run**

$499 per further run,
panel built by Markapp

**In every plan**

live dashboard,
a run every month

Claude, ChatGPT
connectors

AI SEO checks
for your website

# Get your first Shelf by Markapp run

Monitor $89 or Pro $299 a month

Managed from $999 a run

## Markapp

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