

SAMPLE KOMBUCHA

How often and how well AI assistants recommend you, measured 12 October 2026.

Brand **Sample Kombucha** Engines **ChatGPT, Perplexity, Gemini, Claude** Prompts **8** Repeats **3** Answers **96**

How to read this report. The measurement asks AI assistants (ChatGPT, Perplexity, Gemini, Claude) the questions your customers might ask and tracks whether your brand comes up, in which position, and whether the AI links to your website. Every prompt is asked several times because AI answers a little differently each time, so the numbers are shares: the percentage of answers that mentioned you.

SUMMARY

MENTION RATE 45 % Mention rate: the share of answers in which your brand appeared. 100 % = AI mentioned you every time, 0 % = never. This is the headline number of the whole measurement.	SHARE OF VOICE 15 % Share of voice: how many of all mentions of the tracked brands belong to you. If AI mentions you and two competitors equally often, you have 33 %. It shows how you stand against the competition, not against every brand in the world.	RANK 1.79 Rank: when AI mentions you together with competitors, in which position it names you. 1 = you are named first. Lower is better.	CITATIONS OF YOUR SITE 36 % Citations: the share of answers where AI linked directly to your website as a source. A low number means AI learns about you from retailers or media, not from you.
---	---	--	--

RECOMMENDATIONS

RECOMMENDATION AI mentions you sometimes (45 % of answers) What the data says: Your brand appeared in 43 of 96 answers. You are in the game, but not the first choice. What to do: Focus on the prompt groups and engines with the lowest results (see below) and on citations from your own website.
RECOMMENDATION Competitor B has a larger share of voice (32 % vs. your 15 %) What the data says: AI recommends Competitor B (95 % of answers), Competitor A (84 % of answers), Competitor C (76 % of answers) more often than you (45 %). What to do: Open the answers where Competitor B appears and you do not, and look at which websites AI draws from. You need the same kinds of sources (reviews, comparisons, media, retail) with concrete facts about your product.

RECOMMENDATION

Claude mentions you the least (17 %), Perplexity the most (58 %)

What the data says: Every assistant searches somewhere else, so the results differ. The gap shows where the sources this engine draws from are missing.

What to do: Claude mostly cites authoritative, well-structured sources: a clear FAQ section, an About page with facts and mentions in the media help.

NOTE

Retailers are the main source for AI (49 % of citations)

What the data says: AI links to rohlik.cz, alza.cz, kosik.cz, zbozi.cz. Whatever is written there, it takes as fact.

What to do: Review your products at these retailers: complete description, values per unit, the correct brand name (including a new name after a rebrand), photos and reviews. It is a cheap and quick fix.

NOTE

Treat the numbers as indicative

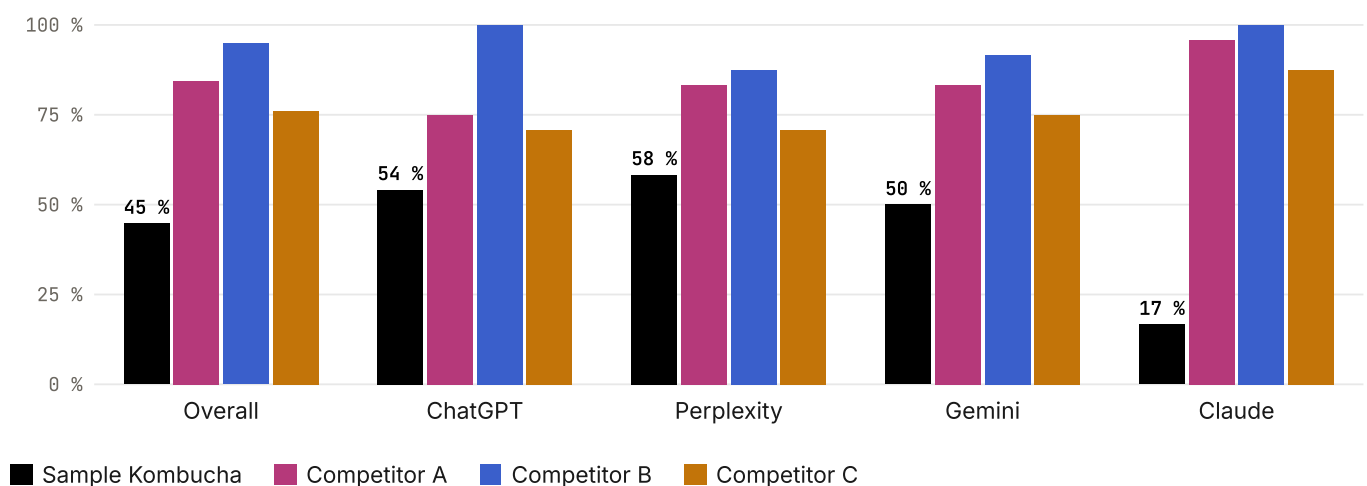
What the data says: The run had 8 prompts and 3 repeats. AI answers differently every time; a small sample swings by tens of percent.

What to do: For decisions use at least 30 prompts and 3 repeats, and measure repeatedly over time.

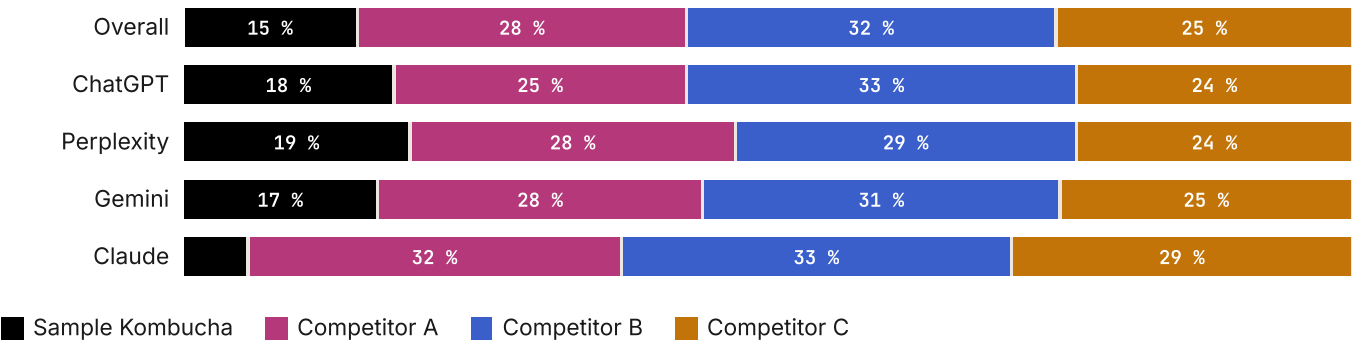
RESULTS BY ENGINE

Every AI assistant searches somewhere else and differently: ChatGPT through Bing, Gemini through Google, Perplexity and Claude with their own search. That is why results differ and recommendations differ per engine.

Brand mention rate by engine (share of answers)



Share of voice: share of mentions among tracked brands



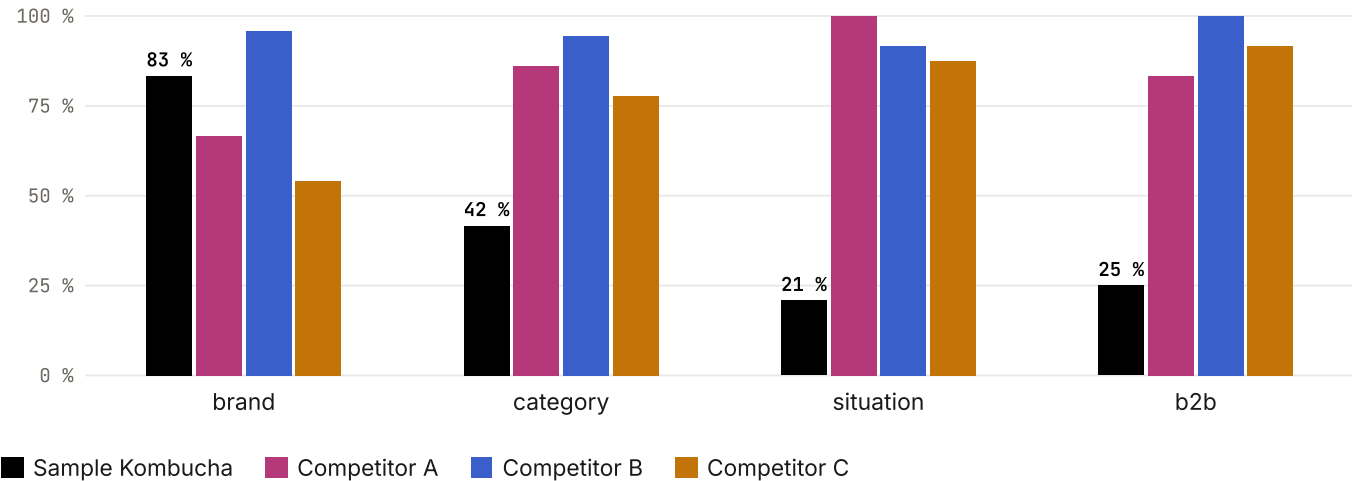
Mention rate and share of voice by brand

	OVERALL	CHATGPT	PERPLEXITY	GEMINI	CLAUDE
Sample Kombucha	45 % SoV 15 % · rank 1.79 · cited 36 %	54 % SoV 18 % · rank 2.08 · cited 38 %	58 % SoV 19 % · rank 1.64 · cited 50 %	50 % SoV 17 % · rank 1.5 · cited 42 %	17 % SoV 6 % · rank 2.25 · cited 17 %
Competitor A	84 % SoV 28 % · rank 2.31 · cited 31 %	75 % SoV 25 % · rank 2.22 · cited 25 %	83 % SoV 28 % · rank 2.45 · cited 21 %	83 % SoV 28 % · rank 2.45 · cited 38 %	96 % SoV 32 % · rank 2.13 · cited 42 %
Competitor B	95 % SoV 32 % · rank 1.88 · cited 0 %	100 % SoV 33 % · rank 1.88 · cited 0 %	88 % SoV 29 % · rank 2 · cited 0 %	92 % SoV 31 % · rank 2 · cited 0 %	100 % SoV 33 % · rank 1.67 · cited 0 %
Competitor C	76 % SoV 25 % · rank 1.93 · cited 0 %	71 % SoV 24 % · rank 1.88 · cited 0 %	71 % SoV 24 % · rank 1.76 · cited 0 %	75 % SoV 25 % · rank 1.83 · cited 0 %	88 % SoV 29 % · rank 2.19 · cited 0 %

BY QUESTION TYPE

Prompt groups: "brand" = the customer asks about you directly, "category" = looks for the best product in the category, "situation" = solves a need without naming a product, "b2b" = business purchase. For growth, category and situation matter most — that is where AI decides whom to recommend.

Mention rate by prompt group

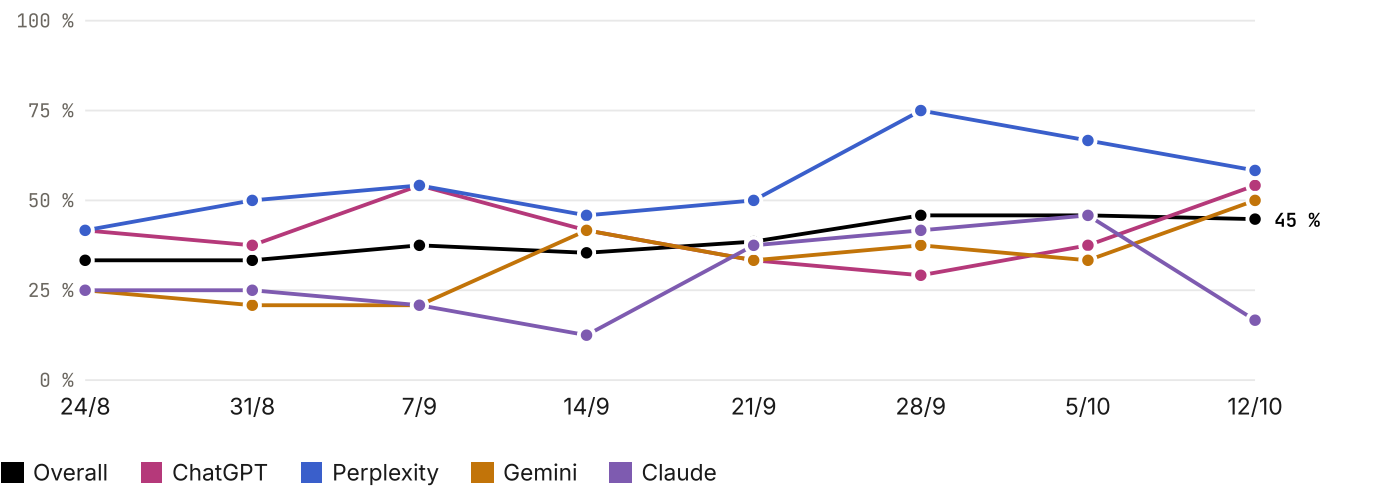


	BRAND	CATEGORY	SITUATION	B2B
■ Sample Kombucha	83 %	42 %	21 %	25 %
■ Competitor A	67 %	86 %	100 %	83 %
■ Competitor B	96 %	94 %	92 %	100 %
■ Competitor C	54 %	78 %	88 %	92 %

TREND

Trend: the same set of prompts run repeatedly over time. One measurement is a snapshot; the trend shows whether changes to your website work.

Sample Kombucha mention rate across runs



PROMPTS

Prompt table: k/n means that out of n answers to this prompt, k mentioned you. Green = in most, orange = sometimes, red = never. Click a row to read the exact answers.

GROUP	PROMPT	CHATGPT	PERPLEXITY	GEMINI	CLAUDE
brand	What is Sample Kombucha and is it worth it?	3/3	2/3	3/3	2/3
brand	Where can I buy Sample Kombucha in the Czech Republic?	3/3	3/3	3/3	1/3
category	Which kombucha brand should I buy in the Czech Republic?	3/3	1/3	2/3	0/3
category	Best low-sugar kombucha available in Prague	1/3	2/3	3/3	0/3
category	Compare Czech kombucha brands by sugar and price	2/3	1/3	0/3	0/3
situation	I want a healthy alternative to soda for the office. What should I choose?	0/3	1/3	1/3	1/3

GROUP	PROMPT	CHATGPT	PERPLEXITY	GEMINI	CLAUDE
situation	What to drink at a party instead of alcohol that is not just lemonade?	0/3	2/3	0/3	0/3
b2b	Who supplies kombucha to cafés in Prague?	1/3	2/3	0/3	0/3

CITED SOURCES

Cited domains: the websites AI linked to as sources. If your domain is missing or low, AI does not know first-hand facts and takes them from elsewhere.

forbes.cz · 37	samplekombucha.example · 37	rohlik.cz · 35	competitor-a.example · 30		
alza.cz · 28	kosik.cz · 28	zbozi.cz · 28	heureka.cz · 28	reddit.com · 26	vitalia.cz · 25

METHODOLOGY

Repeats: every prompt is asked several times because AI gives a different answer each time. Three repeats are the minimum for a stable number; treat results from one repeat as indicative. Each engine was asked with its own web search and no extra instructions, so the answer matches what an ordinary user gets. API results may differ slightly from the consumer apps. A mention is counted by the brand name and its alternative spellings; an answer that talks about the brand without naming it does not count. Tracked brands: Sample Kombucha, Competitor A, Competitor B, Competitor C.