

AI DISCOVERY INTELLIGENCE

Where AI recommends your competitors - and why

A worked competitor-displacement report for Northstar Inventory, an illustrative software brand. Every company, finding and number in this report is demonstration data. The structure mirrors the evidence trail available in TrackGeo.

42%	3 of 5	2	High
recommendation share	runs won by competitor	provider APIs sampled	finding confidence

EXECUTIVE SUMMARY

The commercial gap is specific, not abstract

Northstar appears in educational inventory questions but loses the transactional query that asks for software built for independent grocery stores. Competitor A was recommended in three of five stored runs across two provider APIs. The repeated reason is stronger grocery-specific proof: a focused use-case page, integration detail and third-party comparison coverage.

Observed	Inferred
Stored responses name Competitor A in 3 of 5 runs. Two grounded responses cite its grocery use-case page and an industry comparison.	Grocery-specific proof is likely influencing selection. This is a strategic interpretation, not observed referral revenue.

BUYER-QUESTION COVERAGE

Where the brand appears - and where it is absent

Buyer question	Intent	Outcome	Sample
Best inventory software for independent grocery stores	Transactional	Lost to Competitor A	5 runs / 2 engines
How to reduce grocery stockouts	Commercial	Brand mentioned	5 runs / 2 engines
Inventory forecasting software comparison	Comparison	Brand absent	3 runs / 2 engines
What is perpetual inventory?	Educational	Brand mentioned	3 runs / 2 engines

WHERE WE LOSE

Best inventory software for independent grocery stores

Your brand	Winning competitor	Observed outcome
Not recommended	Competitor A	Recommended in 3 of 5 runs

Why the competitor wins

The stored answers repeatedly point to three forms of evidence: a grocery-specific operations page, detailed integration coverage for point-of-sale systems, and third-party comparison content that names Competitor A for multi-location grocers.

Your evidence gap

Northstar has broad inventory pages but no grocery-specific proof page, no direct answer to this evaluation query, and no independent source captured in the sampled grounded responses.

SOURCE AND CITATION ANALYSIS

What grounded responses used as evidence

Source	Type	Observed role
competitora.example/grocery	First-party use case	Supports category fit
retailops.example/inventory-comparison	Independent comparison	Supports shortlist selection
competitora.example/integrations/pos	First-party integration	Supports operational compatibility

PRIORITISED RECOMMENDATIONS

1**Publish a grocery-specific use-case page**

High impact / medium effort

Answer the evaluation question directly. Include store-count fit, stockout workflow, implementation detail and only genuine customer evidence.

2**Build a transparent comparison page**

High impact / medium effort

Compare the operational criteria grocery buyers evaluate. Avoid unsupported superiority claims; show verifiable differences.

3**Strengthen integration evidence**

Medium impact / low effort

Add POS and accounting integration detail, screenshots, prerequisites and failure states to the relevant product pages.

4**Recheck after implementation**

Verification step

Repeat the affected prompts after publishing. Keep the result empty until new runs show whether selection changed.

METHODOLOGY NOTES

How to interpret this sample

This report demonstrates TrackGeo's report structure; it is not a customer case study. The sample uses five repeated runs across two provider APIs, which fits real product run limits. Provider API output is not presented as identical to the consumer ChatGPT, Claude, Gemini, Copilot or Google AI Overview experience.

Observed

Stored model responses, captured citations, measured brand recommendations and recorded sample counts.

Inferred

The strategic interpretation of why evidence may influence an answer and which content opportunity should be prioritised.

Confidence

Derived from sample size and consistency. It describes support for a finding, not guaranteed accuracy or future ranking.

Grounding

Only grounded provider responses carry native citations. Ungrounded answers may contain URLs in prose, which are not treated as equivalent.

Rechecks

An action is not credited with an outcome until new runs are stored and compared after implementation.

NEXT STEP

Find the buyer questions your competitors are already winning

Run the free citation-readiness audit at geo.ixgine.space. It evaluates site readiness and does not query AI engines. Live competitor and buyer-question monitoring begins inside a TrackGeo workspace.

Sample report using demonstration data