



AI RECOMMENDATION BENCHMARK

Executive Excerpt

Thornwood Miniatures (fictional) | Miniature basing, weathering, and terrain products

RECOMMENDATION VISIBILITY

31 / 100

LOW VISIBILITY

Strongly recommended in 10 of 84 dated receipts.

EXECUTIVE FINDING

Thornwood is discoverable for specialist weathering questions, but disappears when buyers ask beginner, bundle, and **best overall** questions. RivalCo Terrain frames those answers, while retailer category pages and creator tutorials supply most citations.

Decision: Publish owned beginner-proof and comparison evidence first. Rescan the same questions before widening the prompt set.

16 buyer questions	4 AI engines	84 dated receipts	5 questions repeated	JUL 8 illustrative date
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DECISION METRICS

SHARE OF ANSWER

29% 24 of 84 receipts named Thornwood.

STRONG RECOMMENDATION

12% 10 receipts used strong recommendation language.

AVERAGE POSITION

3.2 Usually mentioned after category leaders.

OWNED CITATIONS

7% 6 receipts cited Thornwood-owned pages.

HIGHEST-VALUE NAMED GAP

"What is the best beginner terrain paint set?"

1 / 8 THORNWOOD 7 / 8 RIVALCO

Observed: RivalCo received six strong recommendations. Five answers cited a retailer guide or creator tutorial.

Reasoned hypothesis: Thornwood lacks a buyer-facing beginner bundle page, comparative fit guidance, and consolidated FAQ evidence.

30-DAY PRIORITY PLAN

- 1 Publish a beginner terrain-paint hub with selection and bundle guidance.
- 2 Add approved product facts, FAQs, structured data, and buying paths.
- 3 Collect two independent beginner demonstrations and proof links.
- 4 Rescan the same questions after publication and compare movement.

ILLUSTRATIVE DATED RECEIPT

Prompt: "What is the best beginner terrain paint set?"

Engine/model: ChatGPT - illustrative label | Run 2 of 2 | Jul 8, 2026 at 10:14 ET

Answer excerpt: "For beginners, RivalCo Terrain's Starter Set is the safest all-in-one choice..."

Observed scoring: Thornwood omitted; RivalCo strongly recommended; retailer and creator sources cited.

SOURCE PATTERN

Retailer guides	34%
Creator/tutorial	29%
Community	21%
Manufacturer sites	16%

Thornwood-owned pages appeared in 7% of all receipts.

Illustrative format only: all brands and results on this page are fictional. A paid Benchmark includes the exact prompt bank, engine/model labels, raw dated receipts, scoring notes, observed-vs-inferred labels, limitations, a 30-day plan, and a 45-minute executive readout.