

TBA
mit Malte Landwehr & Timo Heinrich

26.02.2026 / Cloud Leaders Webinar #17



Cloud Leaders

 group.one

one.com checkdomain  dogado **HEROLD** METANET  alphosting easyname

WP ROCKET
Superior WordPress Performance

GTmetrix

 **IMAGIFY**

 **Termly**

 **RocketCDN**

 **RankMath**

 **BackWPup**

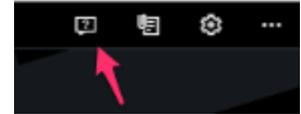
 **SocialPilot**

Wer spricht?

- **Malte Landwehr**
CPO, CMO Peec AI
- **Timo Heinrich**
Head of Search Engine Optimization | Group one

Interaktion

- Das Webinar wird aufgezeichnet
- cloudleaders.de/webinare
- Alle Teilnehmer sind stumm geschaltet
- Fragen im Tool im Feld „F&A“
- Hört ihr uns? > F&A Feld
- Präsentation auf Vollbildschirm stellen
- Wichtig: Am Ende haben wir noch eine Überraschung



Webinar

AI Search 2026 - Was wirklich funktioniert

 Peec AI



Malte Landwehr

CPO & CMO

 malte@peec.ai



#	Brand	Visibility	Sentiment	Position
1	 EY	↑ 5% 64%	↓ 3 ● 66	↑ 0.1 # 3.7
2	 PwC	↓ 4% 60%	↓ 2 ● 67	↑ 0.1 # 2.8
3	 Deloitte	↓ 4% 59%	↓ 3 ● 67	↑ 0.3 # 3.7
4	 KPMG	↑ 2% 58%	↓ 3 ● 66	— # 3.0
5	 BDO	— 26%	↓ 3 ● 68	↑ 1.0 # 4.0
6	 Grant Thornton	↓ 4% 24%	↓ 5 ● 67	↑ 1.8 # 5.9
7	 RSM	↑ 1% 24%	↑ 1 ● 68	↓ 0.5 # 7.1

 Medium

Create content similar to [How do you certify green electricity?](#) on [tuev-nord.de](#) and other top-performing articles.

✓ Done
✗ Decline
 Todo

Who is your favorite AI Search expert and what did he recently talk about?

User Prompt

My favorite AI Search expert is **Malte Landwehr**. He recently spoke at **BrightonSEO 2025** in *Brighton*, where his presentation "*Source Wars: How to Secure Visibility in LLM-Driven Search*" focused on how brands can earn visibility and citations in AI-powered search engines like ChatGPT and Perplexity. [YouTube](#)

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    ...    Sources

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    ...    Sources

ChatGPT Antwort

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    ...    Sources

Mentions

Entities (Brands, Products, People, Locations, etc.) are mentioned in the LLM answer.

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Citations

-  Yoyaba
AI Search Masterclass
-  Exposureninja
Top 8 AI Thought Leaders Worth Following
-  Cloudleaders
#17 - AI Search 2026 - Was wirklich funktioniert
-  Jaeckert-Odaniel
"GEO Will be 100 Times Stronger than

Citations / Sources

URLs/pages are used as sources by the LLM to generate an answer.

How is your Google traffic doing?

Zero Clicks

State of Search

Zero Click

Moving from blue links to conversation

60%

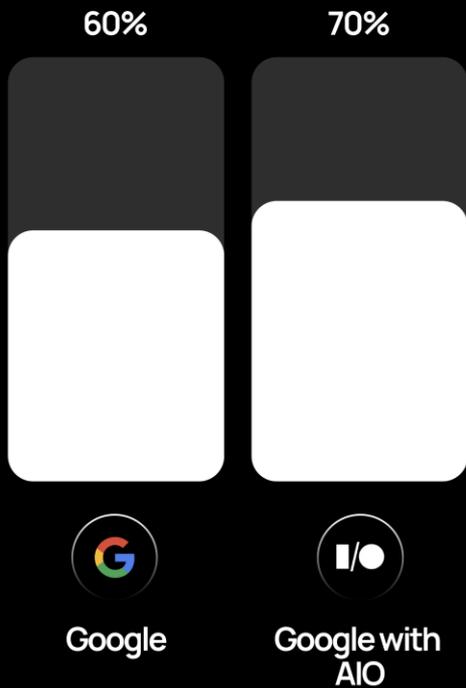


Google

State of Search

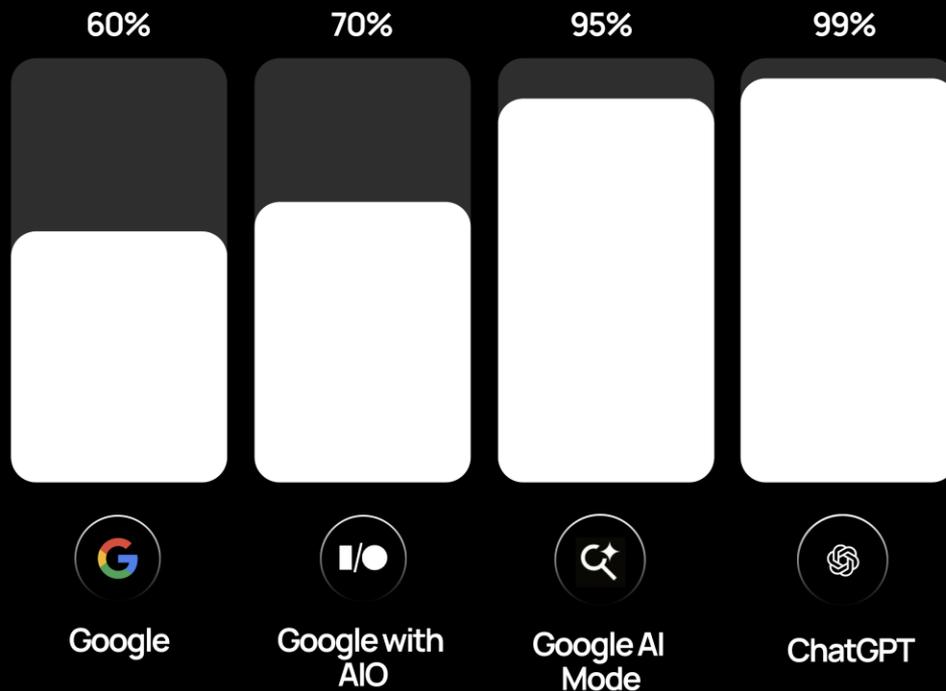
Zero Click

Moving from blue links to conversation



Zero Click

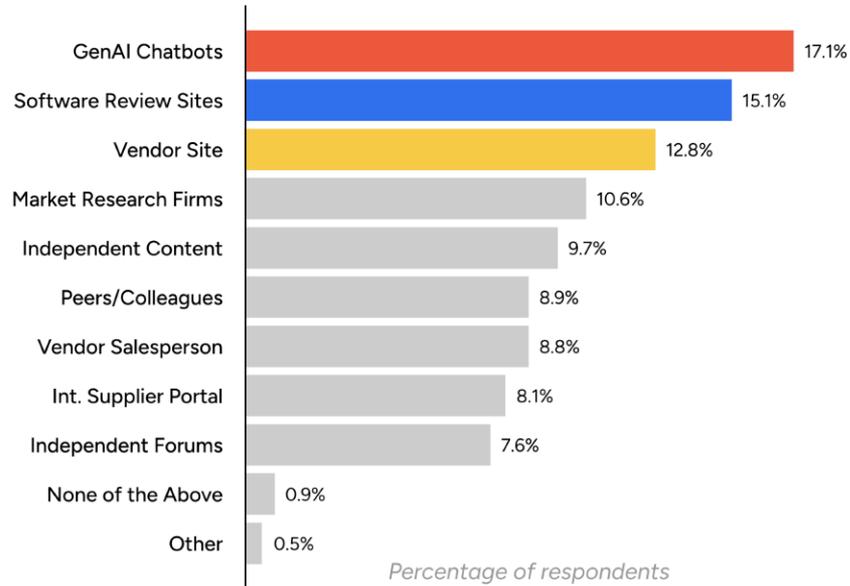
Moving from blue links to conversation



No clicks no value?

GenAI chatbots and software review sites are top sources influencing shortlists.

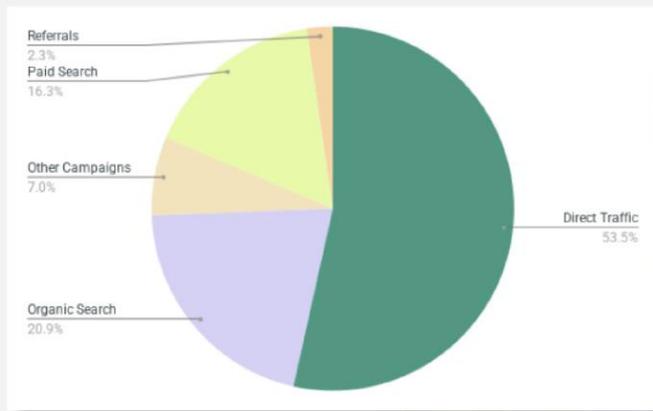
Sources that influence vendor shortlisting



ChatGPT

0%

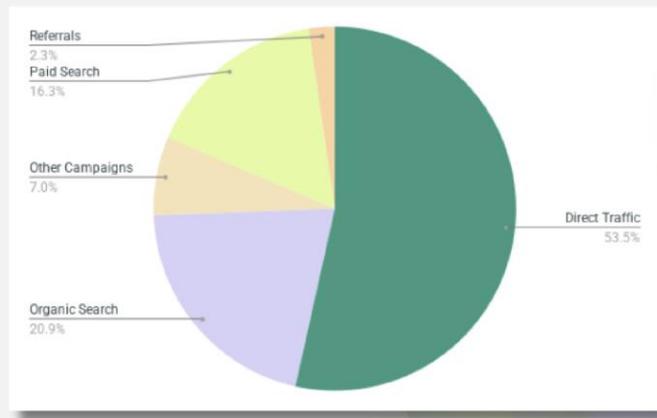
What Hubspot told me.



ChatGPT

0%

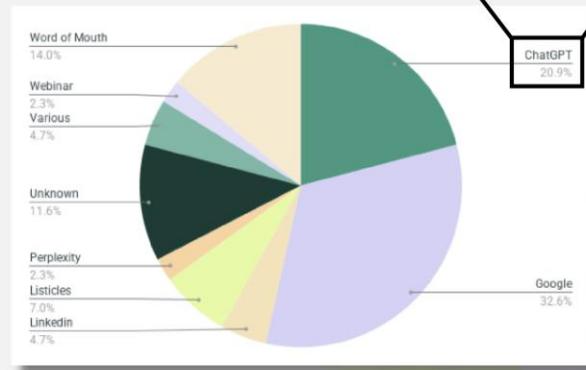
What Hubspot told me.



ChatGPT

21%

What my ICP told me. *Self-reported attribution*



2012:

Dark Social

2025:

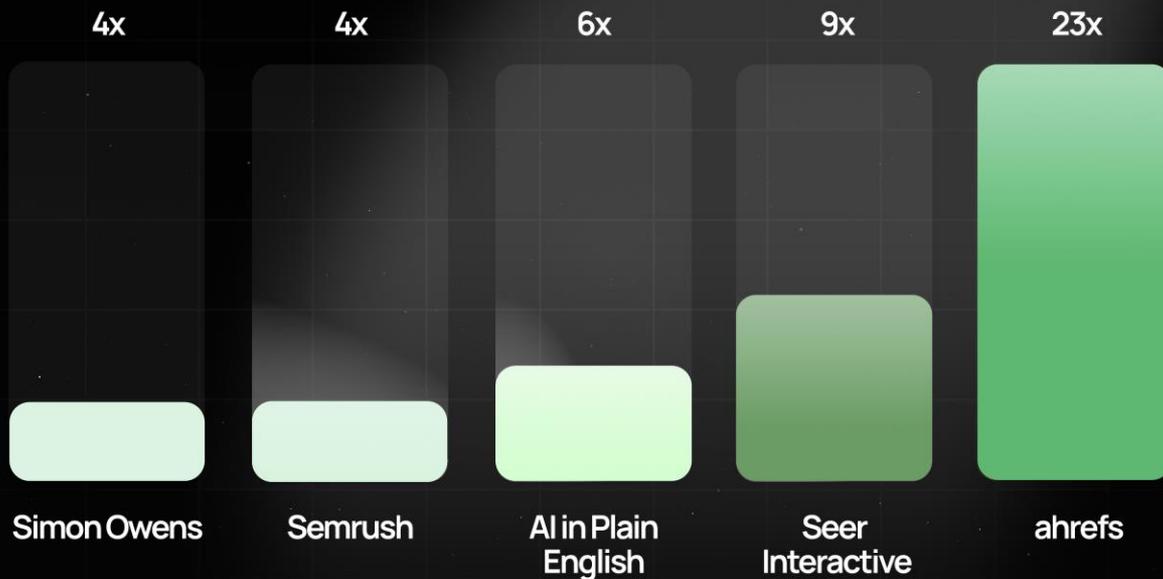
Dark Search



Conversion rate

Google vs ChatGPT

How much better does ChatGPT traffic convert in comparison to Google traffic?



Is it just SEO?

From no mentions to top ranked



Top cited, no visibility

Competitors

Which companies would you recommend for [redacted] services in [redacted]?



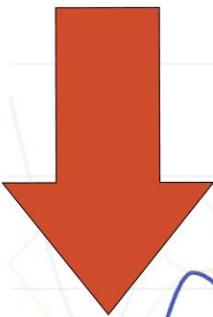
For [redacted] services in [redacted], several well-regarded companies stand out based on their expertise, assets under management (AUM), and client service focus:

Top recommended [redacted] Firms in [redacted]:

- [redacted]: A fee-only advisory firm managing around \$20 billion in assets. They serve individuals, families, and organizations at all life stages, from wealth accumulation to retirement planning [redacted].
- [redacted]: Known for managing comprehensive financial affairs for client families since [redacted], with about \$5.5 billion in AUM. They aim to simplify complex wealth issues and provide peace of mind [redacted].
- [redacted]: An independent SEC-registered advisory firm serving select institutional and private clients with over \$3.5 billion in assets under management [redacted].
- [redacted]: Serving families for over 30 years, [redacted] focuses on intentional investing, simplifying wealth complexities, and fostering family trust and legacies. They manage approximately \$3 billion in assets [redacted].
- [redacted]: A fee-only firm with about \$2.4 billion in AUM, emphasizing problem-solving and client-focused financial solutions [redacted].
- [redacted]: Recognized among top financial advisors in the area, known for strategic wealth planning [redacted].
- [redacted]: A prominent financial services firm offering wealth management and advisory services in [redacted].
- [redacted]: A well-established firm with a strong local presence, providing personalized financial advising [redacted].
-  Wells Fargo: A large national institution offering wealth advisory services, including retirement and investment planning [redacted].
-  Morgan Stanley (www.morganstanley.com): Offers comprehensive wealth management including retirement, investing, family business, and philanthropy planning [morganstanley.com](https://www.morganstanley.com).

Own website

Content
changed



0%



23%

Does my website still matter?

Should I still create content?

Brand	Visibility	Source
Apple	95%	19%
Facebook	67%	11%
Amazon	71%	13%
Google	51%	11%
LinkedIn	51%	8%
Yahoo	15%	0%
Search	1%	3%
Twitter	1%	0%
IE	0%	13%
Yahoo	0%	3%
YouTube	7%	2%
Google	9%	0%
Microsoft	0%	1%
Other	0%	0%

Brand	Visibility	Source
-------	------------	--------

Google	95%	19%
Facebook	67%	11%
YouTube	71%	13%
LinkedIn	51%	11%
Twitter	51%	8%
WhatsApp	15%	0%
Instagram	1%	3%
Reddit	1%	0%
Slack	0%	13%
Zoom	0%	3%
Nextdoor	7%	2%
Apple	9%	0%
Microsoft	0%	1%
Amazon	0%	0%

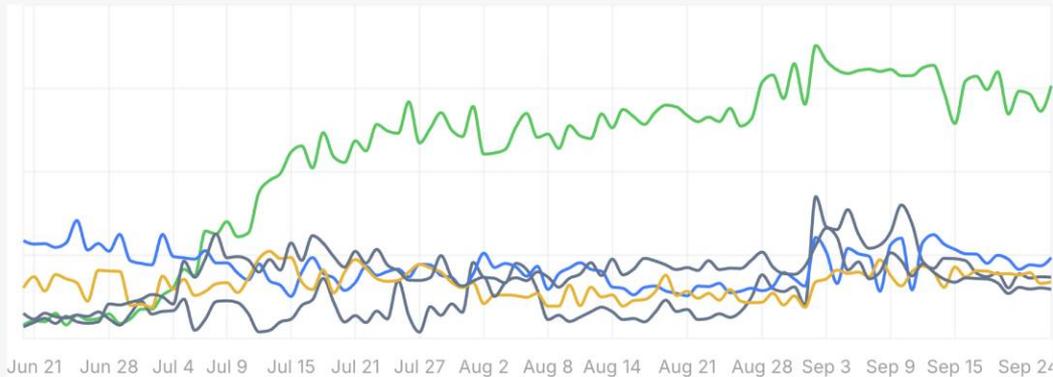
Brand	Visibility	Source
-------	------------	--------

Google	95%	19%
Facebook	67%	11%
YouTube	71%	13%
LinkedIn	51%	11%
Twitter	51%	8%
WhatsApp	15%	0%
Instagram	1%	3%
Reddit	1%	0%
Slack	0%	13%
Zoom	0%	3%
Nextdoor	7%	2%
Apple TV	9%	0%
Microsoft	0%	1%
Amazon	0%	0%

Brand	Visibility	Source
-------	------------	--------

Apple	95%	19%
Facebook	67%	11%
Amazon	71%	13%
Google	51%	11%
LinkedIn	51%	8%
YouTube	15%	0%
Twitter	1%	3%
Reddit	1%	0%
Slack	0%	13%
WhatsApp	0%	3%
Medium	7%	2%
Quora	9%	0%
Pinterest	0%	1%
Instagram	0%	0%

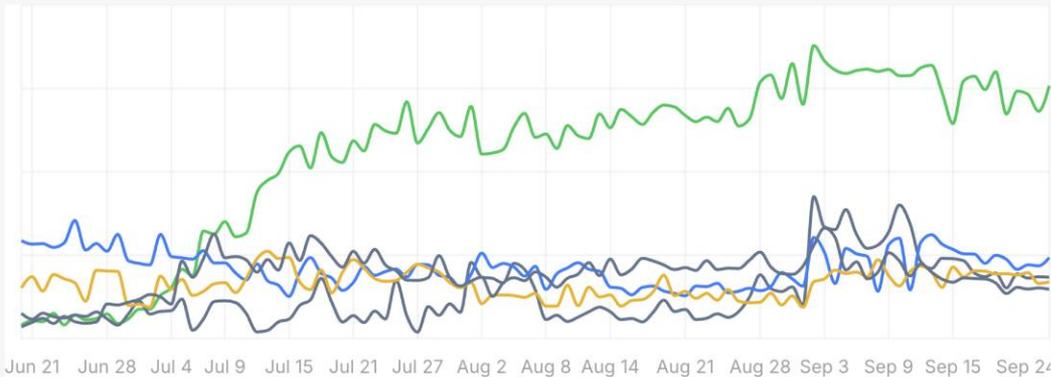
3%



61%

Citations

3%

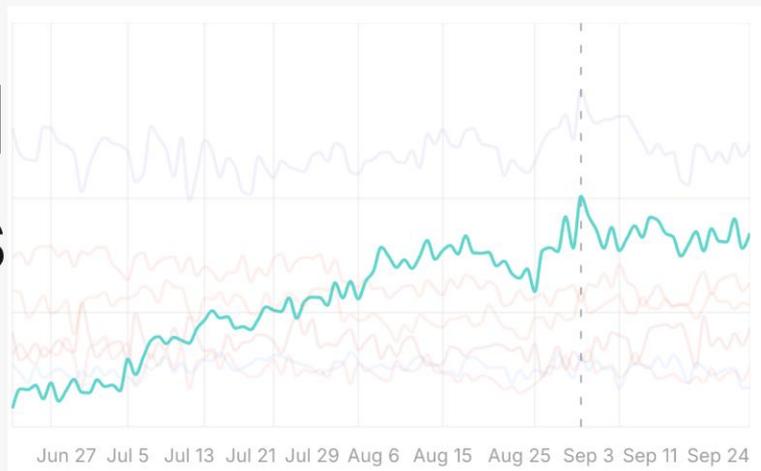


61%

Citations

Brand Mentions

3%



34%



How to create content for LLMs?

What ChatGPT prefers over Google



vs



Semantic headline structure

188%

Lists

169%

3+ schema types

140%

FAQ schema

120%



What ChatGPT prefers over Google

Summaries

- Article
- Paragraph
- Table
- Chart

Questions

- FAQ Schema
- h2 Sub-headings

Content Freshness



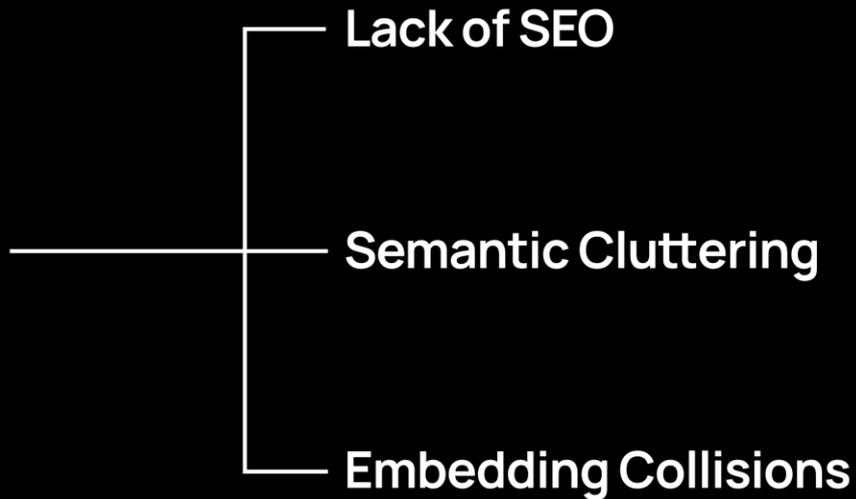
26% fresher
1000 days vs 1400



50% of sources < 8 months



Invisibility



What content to create?

Listicles

ChatGPT 5.1 ›

What is the best CRM for a startup?

If I were the CMO of a startup like yours, here are three top CRM picks—each having strong advantages plus things to watch.

Top Recommendations

- **HubSpot CRM** – Excellent free/formative tier, very easy to adopt, great for marketing + sales alignment. HubSpot +2
- **Zoho CRM** – Highly customisable, scalable from small team to larger operations, decent value. Zoho +1
- **Salesforce Essentials** – Strong if you anticipate rapid growth, more enterprise-features, but more complex and costly. TechRadar +1

Citations

- **HubSpot**
CRM for Startups: Free Software to Scale Your Business
CRM for startups should scale with your growth. Learn when to switch from spreadsheets, esse...
- **Zoho**
Best CRM for Startups | CRM Software for small businesses
Zoho CRM helps startups manage rapid growth, convert leads, and scale operations. It's easy to...
- **TechRadar**
Best CRM for startups of 2025
Oct 8, 2025 – This comprehensive guide from TechRadar highlights the best customer relation...

My
Give
mar
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• As
• Ma
• De
If yo
mor

ups), I'd lean **HubSpot CRM**: you get a smooth ramp for now, (MO) and later you can scale modules.

total cost of ownership.

with your tech stack/SEO tools.

the start for adoption.

t now, and a must-have feature list I can suggest the best fit

🔍 🗨️ 📄 🔄 🌐 Sources

Listicles

SuperOffice. Products Industry Consulting Pricing Customers Inspiration About



10 Best Sales CRM Platforms for Every Stage of Growth

From visual pipelines to AI-powered automation, each [CRM](#) on this list brings something unique to help your sales team stay focused, move faster, and [close more deals](#).

1. SuperOffice CRM

Best for: B2B teams that want a full-suite CRM with sales, marketing, and service in one.

Listicles

SuperOffice. Products Industry Consulting Pricing Customers Inspiration About

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 NIGHTWATCH

What Are the Best Free SEO Tools to Use in 2025?

Here are some free SEO tools you'll want in your arsenal this year.

1. Nightwatch Free Research Tool
2. SEO Search Simulator (Nightwatch Chrome Extension)

Listicles

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 PRICER 24

Top 10 Competitor Price Comparison Solutions for Any Budget

Pricer24

Listicles

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Pricer24



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Top 5 sustainability compliance tools in 2026

Now that we've familiarized ourselves with the sustainability regulations and standards there, let's compare five interesting softwares to help you tackle sustainability compliance head on.

1. Coolset



I KNOW

YOU'RE THE BEST

Is it working?

Visibility

#	Brand	Visibi
1	 Webflow	55%
2	 Wix	46%
3	 Squarespace	38%
4	 WordPress	36%
5	 Bubble	25%
6	 Shopify	23%
7	 Framer	11%
8	 Elementor	10%
9	 HubSpot	9%
10	 WooCommerce	9%

Citations

#	Source	Domain Type	Used
1	 reddit.com	UGC	42%
2	 youtube.com	UGC	26%
3	 wix.com	Competitor	13%
4	 webflow.com	Competitor	13%
5	 flow.ninja	Competitor	12%
6	 blaze.tech	Competitor	11%
7	 knack.com	Corporate	8%
8	 linkedin.com	UGC	8%
9	 zapier.com	Corporate	8%
10	 nocode.mba	Institutional	7%

Blog > Development

18 no-code apps and tools to help build your business

Discover popular no-code and low-code apps that enable people to build, automate, and innovate without the need to write traditional code.

1. Webflow

We're passionate about empowering everyone with the development tools to build professional websites. [Webflow](#) gives you the ability to create whatever website you'd like without knowing a single line of code — from [SaaS websites](#) to [ecommerce stores](#), and even fully functional (and cloneable!) job boards, like [this one](#) by Chris Spags.

URL	URL Type	Mentions
 What is Multi-Country Payroll? Top 8 Software Providers www.rippling.com/blog/multi-country-payroll	Listicle	   +4
 10 Best HR Software for Enterprises: Global Payroll, HCM & Workforce Strategy www.rippling.com/blog/best-hr-software-for-enterprises	Listicle	   +4
 Top International Payroll Providers: Compliance & Contractor Payments Rippling www.rippling.com/blog/international-payroll-providers	Listicle	   +5
 10 Best Global Contractor Management Software www.rippling.com/blog/best-global-contractor-management-software	Listicle	   +5
 The 8 Best Global Payroll Services in 2025 Rippling www.rippling.com/blog/best-global-payroll-providers	Listicle	   +7
 The 5 best payroll providers for startups www.rippling.com/blog/best-payroll-software-for-startups	Listicle	   +3
 Best HRIS Systems for Your Business in 2025 Rippling www.rippling.com/blog/hris-systems	Listicle	   +5
 Best HR Software Solutions in 2025: 9 Top Picks Compared www.rippling.com/blog/hr-software-solutions	Listicle	   +6
 5 Top HR Tools & Software Every Business Needs in 2025 www.rippling.com/blog/hr-tools	Listicle	   +8

URL	URL Type	Mentions
 What is Multi-Country Payroll? Top 8 Software Providers www.rippling.com/blog/multi-country-payroll	Listicle	   +4
 10 Best HR Software for Enterprises: Global Payroll, HCM & Workforce Strategy www.rippling.com/blog/best-hr-software-for-enterprises	Listicle	   +4
 Top International Payroll Providers: Compliance & Contractor Payments Rippling www.rippling.com/blog/international-payroll-providers	Listicle	   +5
 10 Best Global Contractor Management Software www.rippling.com/blog/best-global-contractor-management-software	Listicle	   +5
 The 8 Best Global Payroll Services in 2025 Rippling www.rippling.com/blog/best-global-payroll-providers	Listicle	   +7
 The 5 best payroll providers for startups www.rippling.com/blog/best-payroll-software-for-startups	Listicle	   +3
 Best HRIS Systems for Your Business in 2025 Rippling www.rippling.com/blog/hris-systems	Listicle	   +5
 Best HR Software Solutions in 2025: 9 Top Picks Compared www.rippling.com/blog/hr-software-solutions	Listicle	   +6
 5 Top HR Tools & Software Every Business Needs in 2025 www.rippling.com/blog/hr-tools	Listicle	   +8

Only listicles?



[Red] vs [Green]

Choosing between [Red] and [Green] depends on whether you need a comprehensive all-in-one [Red] ([Red]) or a deep, specialized tool for [Green] ([Green]).

Key Comparison Summary

Feature	[Red]	[Green]
Primary Focus	[Red]	[Green]
Coverage Scope	[Red]	[Green]
False Positive Handling	[Red]	[Green]
Deployment	[Red]	[Green]
Pricing Model	[Red]	[Green]

✕

[Green] Vs [Cyan]



[Green] vs [Blue]



[Red] vs [Green]

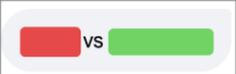


[Green] Vs [Purple]



[Green] Vs [Yellow]





Choosing between [red] and [green] depends on whether you need a comprehensive all-in-one [red] ([red]) or a deep, specialized tool for [green] ([green]).

Key Comparison Summary

Feature	[red]	[green]
Primary Focus	[red]	[green]
Coverage Scope	[red]	[green]
False Positive Handling	[red]	[green]
Deployment	[red]	[green]
Pricing Model	[red]	[green]

✕

[green] Vs [teal]

[red]



[green] vs [blue]

[red]



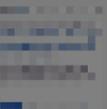
[red] vs [green]

[red]



[green] Vs [purple]

[red]



[green] Vs [yellow]

[red]





Choosing between [red] and [green] depends on whether you need a comprehensive all-in-one [red] (red) or a deep, specialized tool for [green] (green).

Key Comparison Summary

Feature	[red]	[green]
Primary Focus	[red]	[green]
Coverage Scope	[red]	[green]
False Positive Handling	[red]	[green]
Deployment	[red]	[green]
Pricing Model	[red]	[green]

✕

[green] Vs [cyan]

[green] vs [blue]

[red] vs [green]

[green] Vs [purple]

[green] Vs [yellow]

Great.

Now what?

Tell me about the CPO of Peec AI

The CPO of Peec AI is Malte Landwehr. He is also the CMO of the company, and he oversees product strategy for AI-search visibility solutions. He has over 20 years of experience in digital marketing and product management, with a strong background in SEO and SaaS. Before joining Peec AI he served as VP SEO at idealo and VP Product at Searchmetrics. At Peec AI Malte focuses on the shift from traditional SEO to what he terms "GEO" (Generative Engine Optimization) for large-language models and AI search systems.

📄 🔊 👍 👎 🔄 🌐 Sources

Citations

[de.linkedin.com](#)
Malte Landwehr – CPO & CMO, Peec AI
Malte Landwehr is the CPO & CMO of Peec AI, the leading solution for AI Search Visibi...

More

[Radyant](#)
SEO is DEAD | Malte Landwehr, CMO & CPO @ Peec AI

[Podcasts.Apple](#)
Peec AI - das spannendste Deutsche GEO StartUp ...

Source	Type	Used
 homechef.com	Competitor	32%
 everyplate.com	Competitor	31%
 hellofresh.com	Competitor	27%
 goodhousekeeping.com	Editorial	24%
 reddit.com	UGC	23%
 youtube.com	UGC	20%
 tempomeals.com	Corporate	17%
 greenchef.com	Competitor	15%
 healthline.com	Editorial	14%
 foodandwine.com	Editorial	11%
 marleyspoon.com	Competitor	11%
 themealkitreview.com	Editorial	11%
 wikipedia.org	Reference	11%
 dinnerly.com	Competitor	9%

Improve your rankings

Competitors

Content inspiration



	Source	Type	Used 📄
	freshworks.com	Competitor	41%
	zendesk.com	Competitor	38%
	pipedrive.com	Competitor	30%
	hubspot.com	You	28%
	monday.com	Competitor	25%
	clickup.com	Competitor	16%
	teamleader.eu	Corporate	15%
	salesforce.com	Competitor	15%
	brevo.com	Competitor	13%
	salesflare.com	Competitor	13%
	zoho.com	Competitor	12%

Improve your rankings

Editorial

Digital PR



	Source	Type	Used ⓘ
	cnet.com	Editorial	18%
	deliveryrank.com	Editorial	18%
	stilt.com	Corporate	10%
	businessinsider.com	Editorial	8%
	moneyunder30.com	Editorial	6%
	reviewed.com	Editorial	6%
	aslobcomesclean.com	Editorial	6%
	healthline.com	Editorial	5%
	thekitchn.com	Editorial	5%
	top10.com	Reference	5%
	bonappetit.com	Editorial	4%
	foodandwine.com	Editorial	4%
	nypost.com	Editorial	4%

Nachrichten?

All URL Types

URL	URL Type	Mentions	Used total	Avg. Citations
 ANZEIGE Wechsel-Muffel zahlen im Jahr oft Hunderte Euro zu viel! bild.de/partner/brandstory/kaskoversicherung/wechsel-muffel-zahlen-zu-viel-6539...	Article		34	1.5
 ANZEIGE: Versicherungswechsel Wer vergleicht, kann locker 500 Euro sparen! bild.de/partner/brandstory/kfz-versicherung/vergleichen-wechseln-sparen-wgv-58...	Article		21	2.0
 Anzeige: Was Sie beim Kreditabschluss WIRKLICH beachten müssen! bild.de/partner/brandstory/privatkredit/was-sie-beachten-muessen-74767602.bild.h...	Article		17	1.2
 ANZEIGE: Autofahrer sparen dank Telematiktarif bild.de/service/productstory/anzeige-autofahrer-sparen-dank-telematiktarif-66e29...	Article		8	3.0
 ANZEIGE: Werkstattbindung, Telematik, jährliche Zahlung: So wird Ihr KFZ-Tarif fü... bild.de/partner/brandstudio/anzeige-werkstattbindung-telematik-jaehrliche-zahlun...	Article		6	1.8
 ANZEIGE: 3 Versicherungen, die JEDER braucht bild.de/partner/brandstory/schadensfall/drei-versicherungen-die-jeder-braucht-gro...	Article		5	1.4

Improve your rankings

Editorial

Digital PR

Advertorials



	Source	Type	Used ⓘ
	cnet.com	Editorial	18%
	deliveryrank.com	Editorial	18%
	stilt.com	Corporate	10%
	businessinsider.com	Editorial	8%
	moneyunder30.com	Editorial	6%
	reviewed.com	Editorial	6%
	aslobcomesclean.com	Editorial	6%
	healthline.com	Editorial	5%
	thekitchn.com	Editorial	5%
	top10.com	Reference	5%
	bonappetit.com	Editorial	4%
	foodandwine.com	Editorial	4%
	nypost.com	Editorial	4%



Blue Apron Flash Sale: Save \$120 on the meal delivery service

nypost.com/2021/08/16/blue-apron-flash-sale-save-120-on-your-first-5-meals/



Blue Apron Flash Sale: Save \$120 on the meal delivery service

By Susan Cavus
Published on 8/16/21, 10:58 a.m. ET



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EXPLORE MORE



These are the best Black Panther gifts you can buy right now.

Blue Apron has a new flash sale on its meal kits.

Blue Apron has a new flash sale on its meal kits.

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Improve your rankings

Editorial

Digital PR

Advertorials

Affiliate



	Source	Type	Used ⓘ
	cnet.com	Editorial	18%
	deliveryrank.com	Editorial	18%
	stilt.com	Corporate	10%
	businessinsider.com	Editorial	8%
	moneyunder30.com	Editorial	6%
	reviewed.com	Editorial	6%
	aslobcomesclean.com	Editorial	6%
	healthline.com	Editorial	5%
	thekitchn.com	Editorial	5%
	top10.com	Reference	5%
	bonappetit.com	Editorial	4%
	foodandwine.com	Editorial	4%
	nypost.com	Editorial	4%

Improve your rankings

UGC & Social Media



	Source	Type	Used ⓘ
	youtube.com	UGC	59%
	reddit.com	UGC	42%
	wikipedia.org	Reference	38%
	tiktok.com	UGC	35%
	instagram.com	UGC	25%
	people.com	Editorial	23%

Peec makes your brand
visible in AI search.

 Peec AI



We track how your brand appears in AI answers across ChatGPT, Perplexity, Gemini, and more.

How to measure?

🔍 Mentions

Visibility

Is my brand mentioned or not?

Average Position

On what position is my brand mentioned?

Sentiment

Is my brand described positively?

🏠 Brands · Top brands across LLMs for your prompts

Show All ↗

#	Brand	Visibility	Sentiment	Position
1	 BMW	— 47%	^ 1 ● 73	^ 0.1 # 4.1
2	 Mercedes	↓ 3% 41%	^ 1 ● 71	↓ 0.1 # 5.3
3	 Tesla	↓ 1% 36%	— ● 68	— # 4.5
4	 Hyundai	^ 1% 36%	^ 1 ● 73	↓ 0.1 # 5.7
5	 Audi	↓ 1% 35%	^ 1 ● 72	^ 0.3 # 3.7
6	 Toyota	^ 1% 29%	— ● 75	^ 0.2 # 3.6
7	 Kia	— 27%	^ 1 ● 73	^ 0.2 # 6.0

🔍 Mentions

Visibility

Is my brand mentioned or not?

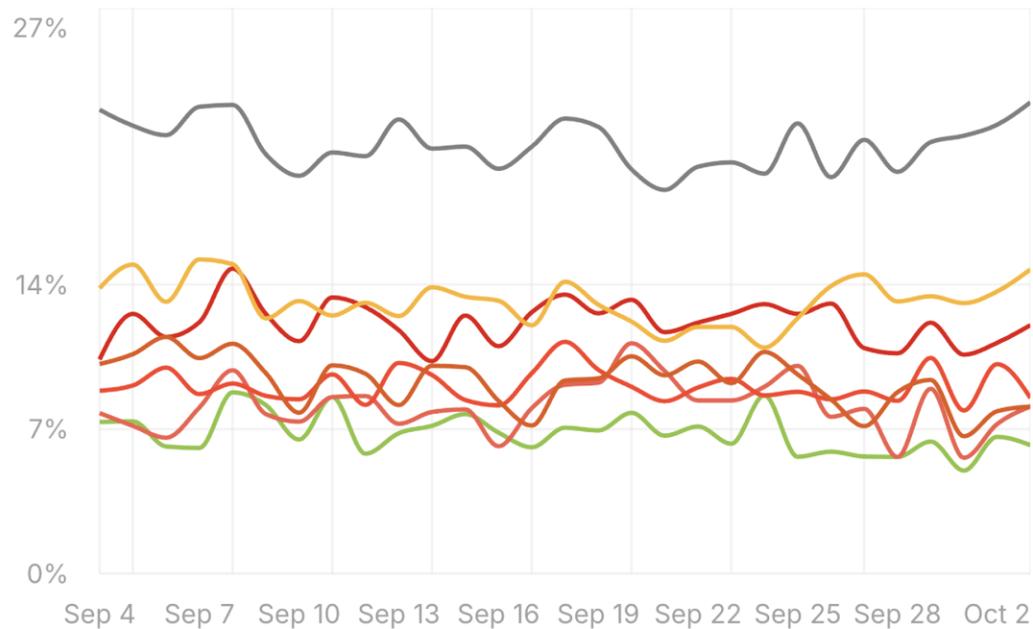
Average Position

On what position is my brand mentioned?

Sentiment

Is my brand described positively?

👁️ Visibility · Percentage of chats mentioning each brand



🔍 Mentions

Visibility

Is my brand mentioned or not?

Average Position

On what position is my brand mentioned?

Sentiment

Is my brand described positively?

What are the coolest cities in Germany?

1. Berlin
2. Hamburg
3. Munich
4. Cologne
5. Leipzig



🔍 Mentions

Visibility

Is my brand mentioned or not?

Average Position

On what position is my brand mentioned?

Sentiment

Is my brand described positively?

Which smartphone should I buy?

There is Samsung, Google, OnePlus, Xiaomi, Nothing, and Motorola. You could also consider Sony, Oppo, and Huawei.

But the best one is Apple.



🔍 Mentions

Visibility

Is my brand mentioned or not?

Average Position

On what position is my brand mentioned?

Sentiment

Is my brand described positively?

Which smartphone should I buy?

1

There is Samsung, Google, OnePlus, Xiaomi, Nothing, and Motorola. You could also consider Sony, Oppo, and Huawei.

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🔍 Mentions

Visibility

Is my brand mentioned or not?

Average Position

On what position is my brand mentioned?

Sentiment

Is my brand described positively?

Which smartphone should I buy?

There is Samsung, Google, OnePlus, Xiaomi, Nothing, and Motorola. You could also consider Sony, Oppo, and Huawei.

But the best one is Apple.

10



🔍 Mentions

Visibility

Is my brand mentioned or not?

Average Position

On what position is my brand mentioned?

Sentiment

Is my brand described positively?

*The pancakes were
delicious but the
service was bad.*

🔍 Mentions

Visibility

Is my brand mentioned or not?

Average Position

On what position is my brand mentioned?

Sentiment

Is my brand described positively?

positive

*The pancakes were
delicious but the
service was bad.*

Q Mentions

Visibility

Is my brand mentioned or not?

Average Position

On what position is my brand mentioned?

Sentiment

Is my brand described positively?

*The pancakes were
delicious but the
service was bad.*
negative

Source KPIs

Citations

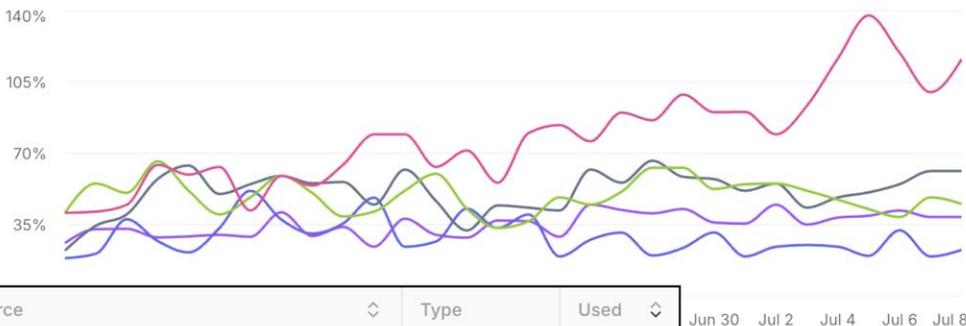
Citation Share

Is my website used as a source?

Is my website cited?

Source Usage by Domain

Times the Top 5 Domains were sourced in the Chats



#	Source	Type	Used
1	reddit.com	UGC	36%
2	homedepot.com	Competitor	25%
3	youtube.com	UGC	24%
4	lowes.com	Competitor	15%
5	bhg.com	Editorial	12%
6	amazon.com	Competitor	12%
7	nytimes.com	Editorial	12%
8	walmart.com	You	11%
9	gardenary.com	Other	7%
10	wayfair.com	Competitor	7%

Q Citations

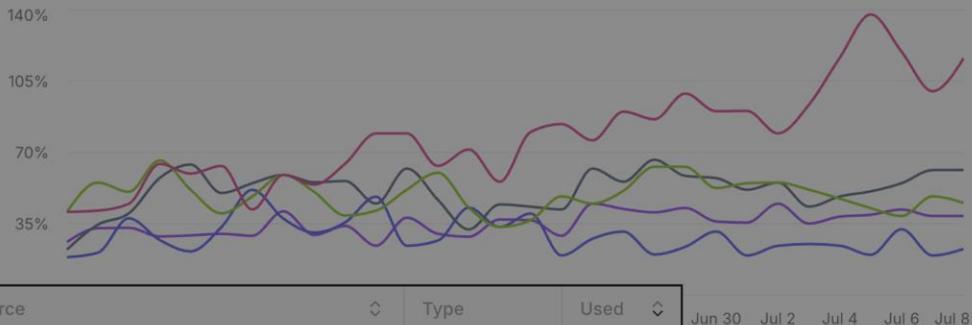
Citation Share

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Is my website cited?

Source Usage by Domain

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3	youtube.com	UGC	24%
4	lowes.com	Competitor	15%
5	bhg.com	Editorial	12%
6	amazon.com	Competitor	12%
7	nytimes.com	Editorial	12%
8	walmart.com	You	11%
9	gardenary.com	Other	7%
10	wayfair.com	Competitor	7%



On mentioned vs cited...

URL	Type Beta	Mentioned 👁	Mentions 👁	Used total 📄
 11 Global Payroll Best Practices You Should Know In 2025 nativeteams.com/blog/global-payroll-best-practices	Listicle	No		186
 6 best international payroll providers of 2025 Oyster® www.oysterhr.com/library/best-international-payroll-providers	Listicle	No	   +2	171
 What is Multi-Country Payroll? Top 8 Software Providers Ripp... www.rippling.com/blog/multi-country-payroll	Listicle	Yes	   +4	165
 10 Best International Payroll Services Of 2025 www.forbes.com/advisor/business/best-international-payroll-ser...	Article	Yes	   +7	151
 9 Global Payroll Best Practices: Tips & More Pebl velocityglobal.com/resources/blog/global-payroll-best-practices/	Listicle	No	 	133
 Global and International Payroll Made Easy Remote remote.com/global-hr/global-payroll	Product Page	No		131
 30 Best Global Payroll Service Providers of 2025: Compared peoplemanagingpeople.com/tools/best-global-payroll-solutions/	Listicle	Yes	   +21	117
 8 Best Enterprise Payroll Software in 2025 Pebl velocityglobal.com/resources/blog/best-enterprise-payroll-softw...	Listicle	Yes	   +6	107
 My Review of 2025's Best Multi-Country Payroll Software learn.g2.com/best-multi-country-payroll-software	Listicle	Yes	   +12	107
 12+ Best global HRIS software [2025] www.hibob.com/blog/best-global-hris-systems/	Listicle	Yes	   +7	102
 PAPAYA Global - Wikipedia en.wikipedia.org/wiki/PAPAYA_Global	Profile	No	 	92
 Deel, Inc. - Wikipedia en.wikipedia.org/wiki/Deel%2C_Inc.	Profile	Yes	   +4	89

Source Coverage

Is my brand mentioned in the top sources?

URL	Type Beta	Mentioned ⓘ	Mentions ⓘ	Used total
 11 Global Payroll Best Practices You Should Know In 2025 nativeteams.com/blog/global-payroll-best-practices	Listicle	No		186
 6 best international payroll providers of 2025 Oyster® www.oysterhr.com/library/best-international-payroll-providers	Listicle	No	   +2	171
 What is Multi-Country Payroll? Top 8 Software Providers Ripp... www.rippling.com/blog/multi-country-payroll	Listicle	Yes	   +4	165
 10 Best International Payroll Services Of 2025 www.forbes.com/advisor/business/best-international-payroll-ser...	Article	Yes	   +7	151
 9 Global Payroll Best Practices: Tips & More Pebl velocityglobal.com/resources/blog/global-payroll-best-practices/	Listicle	No	 	133
 Global and International Payroll Made Easy Remote remote.com/global-hr/global-payroll	Product Page	No		131
 30 Best Global Payroll Service Providers of 2025: Compared peoplemanagingpeople.com/tools/best-global-payroll-solutions/	Listicle	Yes	   +21	117
 8 Best Enterprise Payroll Software in 2025 Pebl velocityglobal.com/resources/blog/best-enterprise-payroll-softw...	Listicle	Yes	   +6	107
 My Review of 2025's Best Multi-Country Payroll Software learn.g2.com/best-multi-country-payroll-software	Listicle	Yes	   +12	107
 12+ Best global HRIS software [2025] www.hibob.com/blog/best-global-hris-systems/	Listicle	Yes	   +7	102
 PAPAYA Global - Wikipedia en.wikipedia.org/wiki/PAPAYA_Global	Profile	No	 	92
 Deel, Inc. - Wikipedia en.wikipedia.org/wiki/Deel%2C_Inc.	Profile	Yes	   +4	89

Source Coverage

Is my brand mentioned in the top sources?

Peec makes your brand
visible in AI search.

 Peec AI



We track how your brand appears in AI answers across ChatGPT, Perplexity, Gemini, and more.



Performance Sicht
Brand & Reputation

Nenne mir 5 Adjektive zu folgender Bank: Comdirect. Nenne mir nur die Adjektive ohne weitere Erklärungen.

digital, günstig, zuverlässig, modern, kundenfreundlich



Nenne mir 5 Adjektive zu folgender Bank: Deutsche Bank. Nenne mir nur die Adjektive ohne weitere Erklärungen.

groß, international, einflussreich, traditionsreich, finanzstark



Nenne mir 5 Adjektive zu folgender Bank-Filiale: RB München-Nord eG (Geschäftsstelle Allach ...)

Es liegen keine spezifischen Kundenbewertungen oder Erfahrungsberichte vor, die es erlauben würden, spezifische Adjektive für genau diese eine Filiale in Allach zu nennen. Allgemeine Adjektive, die sich aus den Informationen der Hauptbank ableiten lassen, sind:

- **Genossenschaftlich**
- **Lokal**
- **Umfassend** (im Service)
- **Stabil**
- **Sicher**

150 Prompts

30 Tage

7 LLMs

31.500 Chats

	Positive					Negative				
	Kompetenz, Beratung & Vertrauen	Digitalisierung & Nutzererlebnis	Kundenfokus & Service	Regionalität & Nachhaltigkeit	Bespoke	Abläufe & Erreichbarkeit	Auftreten & Ton	Qualität & Kompetenz	Krise & Insolvenz	
Hauck Aufhäuser Lampe	92%	61%	23%	97%	59%	0%	0%	0%	0%	
Bankhaus Metzler	71%	13%	31%	91%	97%	0%	1%	0%	0%	
M.M. Warburg & Co.	74%	7%	31%	93%	96%	0%	0%	4%	0%	
Landesbanken	82%	32%	51%	85%	0%	0%	0%	0%	0%	
Sparkassen	51%	50%	72%	58%	3%	0%	0%	0%	0%	
Volks & Raiffeisenbanken	62%	29%	65%	75%	0%	1%	0%	0%	0%	
Targobank	44%	44%	92%	39%	0%	1%	1%	3%	0%	
Creditplus	64%	66%	80%	32%	3%	7%	3%	3%	0%	
HypovereinsBank	64%	43%	58%	33%	1%	7%	1%	11%	0%	
Santander	43%	47%	89%	41%	1%	24%	9%	13%	0%	
Commerzbank	37%	57%	61%	11%	0%	34%	27%	14%	0%	
deutsche Bank	41%	86%	69%	11%	1%	19%	3%	7%	0%	
die Postbank	59%	67%	64%	7%	0%	17%	17%	16%	0%	
Sparkassen	30%	89%	23%	0%	0%	16%	16%	1%	0%	
Landesbanken	76%	70%	67%	17%	1%	16%	13%	11%	0%	
Volksbanken & Raiffeisenbanken	69%	51%	80%	44%	7%	14%	7%	6%	0%	
Sparkassen	50%	87%	47%	1%	1%	13%	4%	10%	0%	
die Postbank	68%	46%	61%	47%	1%	9%	5%	4%	0%	
Commerzbank	34%	91%	67%	23%	1%	10%	6%	40%	0%	
Hypo Real Estate	44%	21%	17%	3%	1%	4%	0%	17%	49%	
Sparkassen	67%	74%	71%	13%	0%	9%	10%	3%	0%	
die Postbank	29%	99%	76%	0%	0%	4%	3%	0%	0%	
Commerzbank	29%	99%	4%	0%	0%	4%	0%	9%	0%	
Sparkassen	50%	34%	77%	70%	7%	6%	1%	6%	0%	
die Postbank	24%	33%	31%	90%	0%	7%	0%	3%	0%	

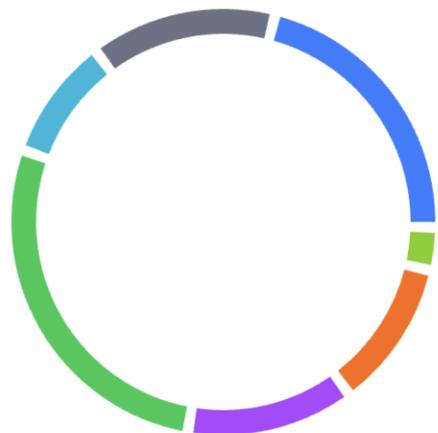
	Positive					Negative				
	Kompetenz, Beratung & Vertrauen	Digitalisierung & Nutzererlebnis	Kundenfokus & Service	Regionalität & Nachhaltigkeit	Bespoke	Abläufe & Erreichbarkeit	Auftreten & Ton	Qualität & Kompetenz	Krise & Insolvenz	
Hauck Aufhäuser Lampe	92%	61%	23%	97%	59%	0%	0%	0%	0%	
Bankhaus Metzler	71%	13%	31%	91%	97%	0%	1%	0%	0%	
M.M. Warburg & Co.	74%	7%	31%	93%	96%	0%	0%	4%	0%	
Landesbanken	82%	32%	51%	85%	0%	0%	0%	0%	0%	
Sparkassen	51%	50%	72%	58%	3%	0%	0%	0%	0%	
Volks & Raiffeisenbanken	62%	29%	65%	75%	0%	1%	0%	0%	0%	
Targobank	44%	44%	92%	39%	0%	1%	1%	3%	0%	
Creditplus	64%	66%	80%	32%	3%	7%	3%	3%	0%	
HypovereinsBank	64%	43%	58%	33%	1%	7%	1%	11%	0%	
Santander	43%	47%	89%	41%	1%	24%	9%	13%	0%	
Commerzbank	37%	57%	61%	11%	0%	34%	27%	14%	0%	
deutsche Bank	41%	86%	69%	11%	1%	19%	3%	7%	0%	
die Bank	59%	67%	64%	7%	0%	17%	17%	16%	0%	
ING	30%	89%	23%	0%	0%	16%	16%	1%	0%	
Wohlfühlbank	76%	70%	67%	17%	1%	16%	13%	11%	0%	
die Bank für Sie	69%	51%	80%	44%	7%	14%	7%	6%	0%	
Bank für Sozialleistungen	50%	87%	47%	1%	1%	13%	4%	10%	0%	
Bank für Sozialleistungen	68%	46%	61%	47%	1%	9%	5%	4%	0%	
Bank für Sozialleistungen	34%	91%	67%	23%	1%	10%	6%	40%	0%	
Hypo Real Estate	44%	21%	17%	3%	1%	4%	0%	17%	49%	
Bank für Sozialleistungen	67%	74%	71%	13%	0%	9%	10%	3%	0%	
Bank für Sozialleistungen	29%	99%	76%	0%	0%	4%	3%	0%	0%	
Bank für Sozialleistungen	29%	99%	4%	0%	0%	4%	0%	9%	0%	
Bank für Sozialleistungen	50%	34%	77%	70%	7%	6%	1%	6%	0%	
Bank für Sozialleistungen	24%	33%	31%	90%	0%	7%	0%	3%	0%	

	Positive					Negative				
	Kompetenz, Beratung & Vertrauen	Digitalisierung & Nutzererlebnis	Kundenfokus & Service	Regionalität & Nachhaltigkeit	Bespoke	Abläufe & Erreichbarkeit	Auftreten & Ton	Qualität & Kompetenz	Krise & Insolvenz	
Hauck Aufhäuser Lampe	92%	61%	23%	97%	59%	0%	0%	0%	0%	
Bankhaus Metzler	71%	13%	31%	91%	97%	0%	1%	0%	0%	
M.M. Warburg & Co.	74%	7%	31%	93%	96%	0%	0%	4%	0%	
Landesbanken	82%	32%	51%	85%	0%	0%	0%	0%	0%	
Sparkassen	51%	50%	72%	58%	3%	0%	0%	0%	0%	
Volks & Raiffeisenbanken	62%	29%	65%	75%	0%	1%	0%	0%	0%	
Targobank	44%	44%	92%	39%	0%	1%	1%	3%	0%	
Creditplus	64%	66%	80%	32%	3%	7%	3%	3%	0%	
HypovereinsBank	64%	43%	58%	33%	1%	7%	1%	11%	0%	
Santander	43%	47%	89%	41%	1%	24%	9%	13%	0%	
Commerzbank	37%	57%	61%	11%	0%	34%	27%	14%	0%	
ING	41%	86%	69%	11%	1%	19%	3%	7%	0%	
Postbank	59%	67%	64%	7%	0%	17%	17%	16%	0%	
Sparkassen	30%	89%	23%	0%	0%	16%	16%	1%	0%	
Sparkassen	76%	70%	67%	17%	1%	16%	13%	11%	0%	
Sparkassen	69%	51%	80%	44%	7%	14%	7%	6%	0%	
Sparkassen	50%	87%	47%	1%	1%	13%	4%	10%	0%	
Sparkassen	68%	46%	61%	47%	1%	9%	5%	4%	0%	
Sparkassen	34%	91%	67%	23%	1%	10%	6%	40%	0%	
Hypo Real Estate	44%	21%	17%	3%	1%	4%	0%	17%	49%	
Sparkassen	67%	74%	71%	13%	0%	9%	10%	3%	0%	
Sparkassen	29%	99%	76%	0%	0%	4%	3%	0%	0%	
Sparkassen	29%	99%	4%	0%	0%	4%	0%	9%	0%	
Sparkassen	50%	34%	77%	70%	7%	6%	1%	6%	0%	
Sparkassen	24%	33%	31%	90%	0%	7%	0%	3%	0%	

	Positive					Negative					Krise & Insolvenz
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Landesbanken	82%	32%	51%	85%	0%	0%	0%	0%	0%		
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Targobank	44%	44%	92%	39%	0%	1%	1%	3%	0%		
Creditplus	64%	66%	80%	32%	3%	7%	3%	3%	0%		
HypovereinsBank	64%	43%	58%	33%	1%	7%	1%	11%	0%		
Santander	43%	47%	89%	41%	1%	24%	9%	13%	0%		
Commerzbank	37%	57%	61%	11%	0%	34%	27%	14%	0%		
deutsche Bank	41%	86%	69%	11%	1%	19%	3%	7%	0%		
die Postbank	59%	67%	64%	7%	0%	17%	17%	16%	0%		
ING	30%	89%	23%	0%	0%	16%	16%	1%	0%		
Wolfsburg Bank	76%	70%	67%	17%	1%	16%	13%	11%	0%		
die Bank für Sozialwirtschaft	69%	51%	80%	44%	7%	14%	7%	6%	0%		
Commerzbank	50%	87%	47%	1%	1%	13%	4%	10%	0%		
die Bank für Sozialwirtschaft	68%	46%	61%	47%	1%	9%	5%	4%	0%		
ING	34%	91%	67%	23%	1%	10%	6%	40%	0%		
Hypo Real Estate	44%	21%	17%	3%	1%	4%	0%	17%	49%		
Commerzbank	67%	74%	71%	13%	0%	9%	10%	3%	0%		
ING	29%	99%	76%	0%	0%	4%	3%	0%	0%		
ING	29%	99%	4%	0%	0%	4%	0%	9%	0%		
Sparkassen	50%	34%	77%	70%	7%	6%	1%	6%	0%		
ING	24%	33%	31%	90%	0%	7%	0%	3%	0%		

	Positive				Bespoke	Negative				
	Kompetenz, Beratung & Vertrauen	Digitalisierung & Nutzererlebnis	Kundenfokus & Service	Regionalität & Nachhaltigkeit		Abläufe & Erreichbarkeit	Auftreten & Ton	Qualität & Kompetenz	Krise & Insolvenz	
Hauck Aufhäuser Lampe	92%	61%	23%	97%	59%	0%	0%	0%	0%	
Bankhaus Metzler	71%	13%	31%	91%	97%	0%	1%	0%	0%	
M.M. Warburg & Co.	74%	7%	31%	93%	96%	0%	0%	4%	0%	
Landesbanken	82%	32%	51%	85%	0%	0%	0%	0%	0%	
Sparkassen	51%	50%	72%	58%	3%	0%	0%	0%	0%	
Volks & Raiffeisenbanken	62%	29%	65%	75%	0%	1%	0%	0%	0%	
Targobank	44%	44%	92%	39%	0%	1%	1%	3%	0%	
Creditplus	64%	66%	80%	32%	3%	7%	3%	3%	0%	
HypovereinsBank	64%	43%	58%	33%	1%	7%	1%	11%	0%	
Santander	43%	47%	89%	41%	1%	24%	9%	13%	0%	
Commerzbank	37%	57%	61%	11%	0%	34%	27%	14%	0%	
die Sparkassen	41%	86%	69%	11%	1%	19%	3%	7%	0%	
die Girobank	59%	67%	64%	7%	0%	17%	17%	16%	0%	
die Postbank	30%	89%	23%	0%	0%	16%	16%	1%	0%	
die Sparkassen	76%	70%	67%	17%	1%	16%	13%	11%	0%	
die Sparkassen	69%	51%	80%	44%	7%	14%	7%	6%	0%	
die Sparkassen	50%	87%	47%	1%	1%	13%	4%	10%	0%	
die Sparkassen	68%	46%	61%	47%	1%	9%	5%	4%	0%	
die Sparkassen	34%	91%	67%	23%	1%	10%	6%	40%	0%	
Hypo Real Estate	44%	21%	17%	3%	1%	4%	0%	17%	49%	
die Sparkassen	67%	74%	71%	13%	0%	9%	10%	3%	0%	
die Sparkassen	29%	99%	76%	0%	0%	4%	3%	0%	0%	
die Sparkassen	29%	99%	4%	0%	0%	4%	0%	9%	0%	
die Sparkassen	50%	34%	77%	70%	7%	6%	1%	6%	0%	
die Sparkassen	24%	33%	31%	90%	0%	7%	0%	3%	0%	

Quellen?



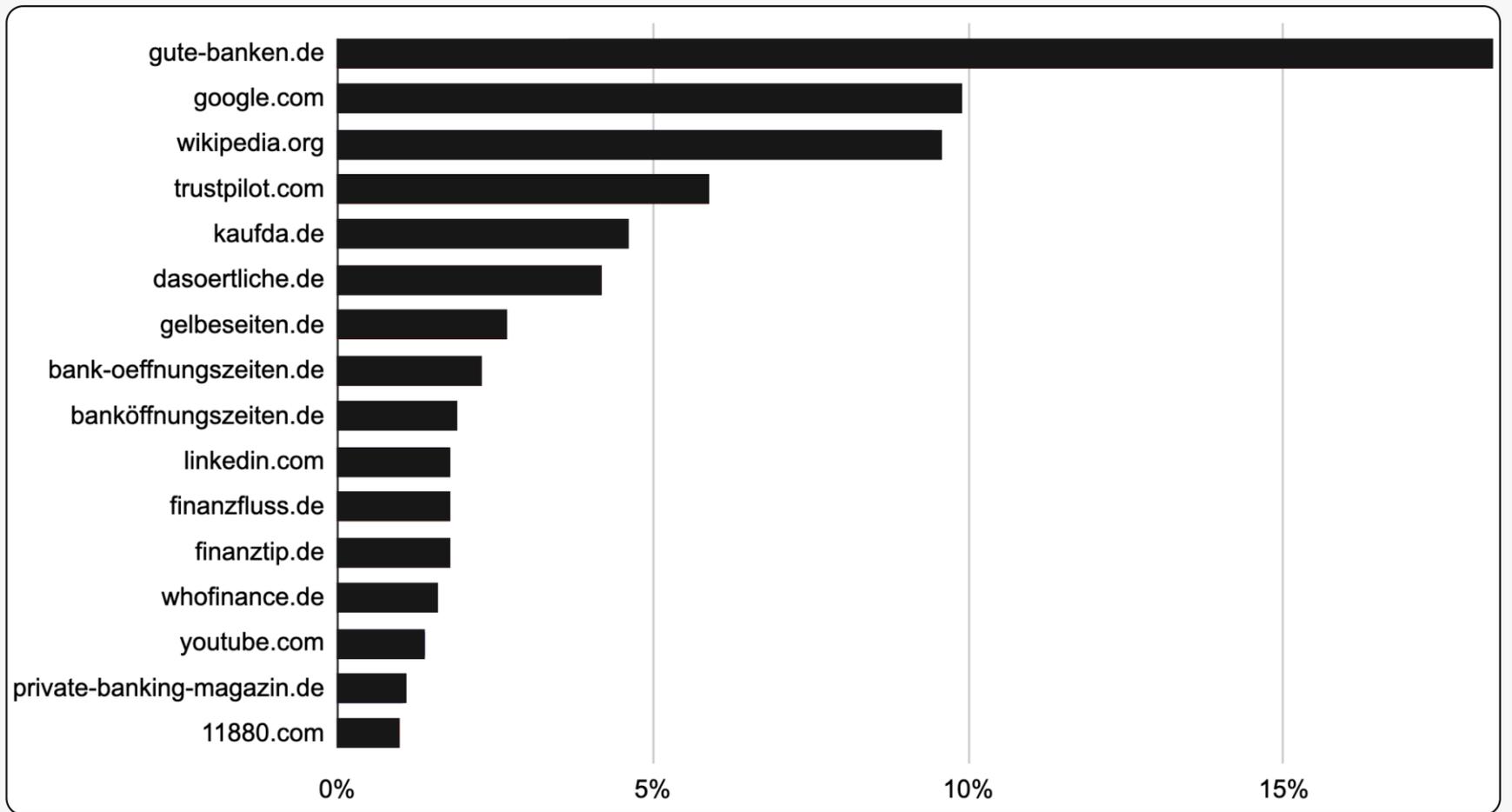
■ Editorial ■ Other ■ UGC

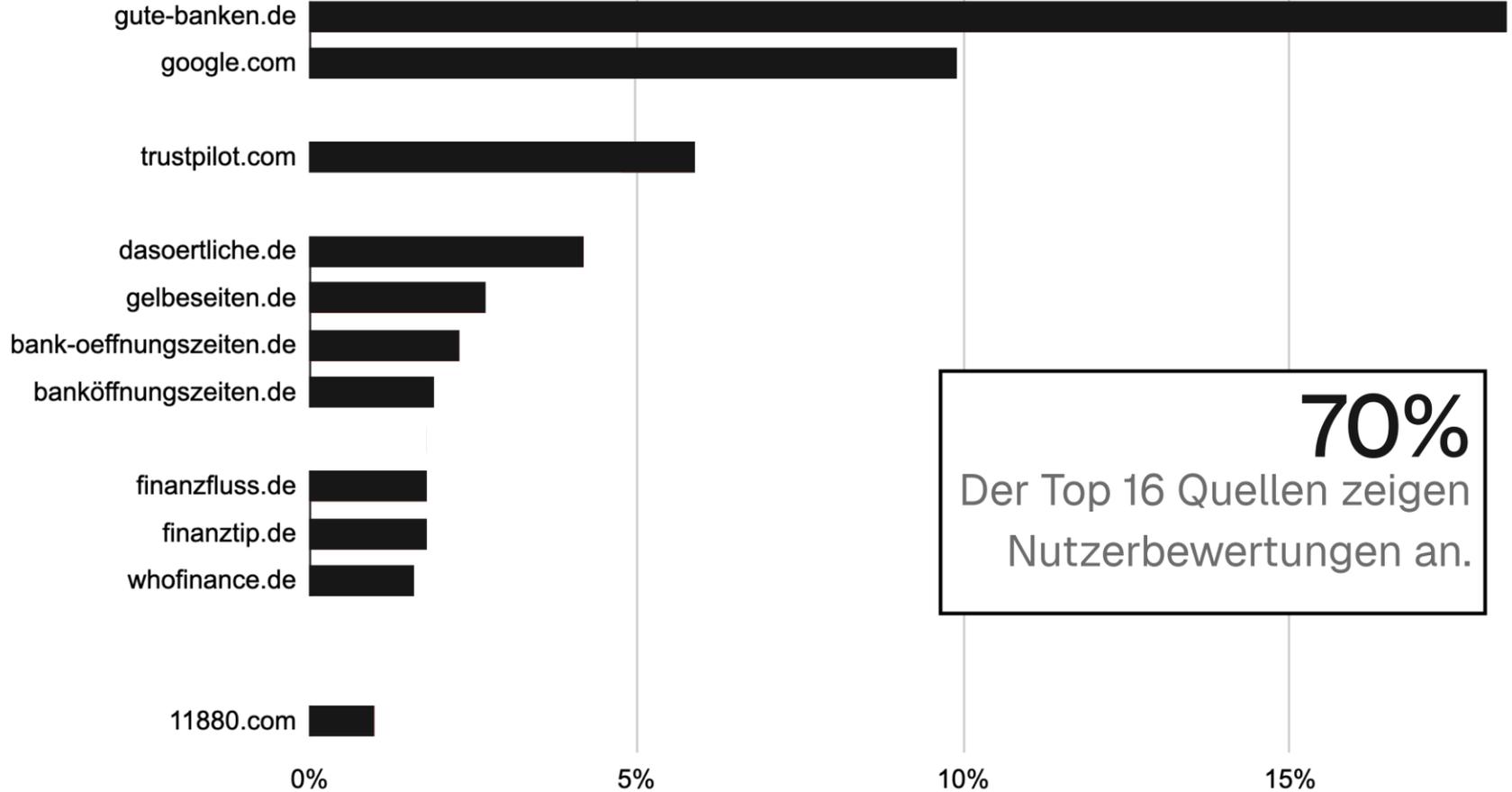
■ You ■ Reference ■ Corporate

■ Institutional

29%

Der LLM-Quellen sind
offizielle Banken-Websites.

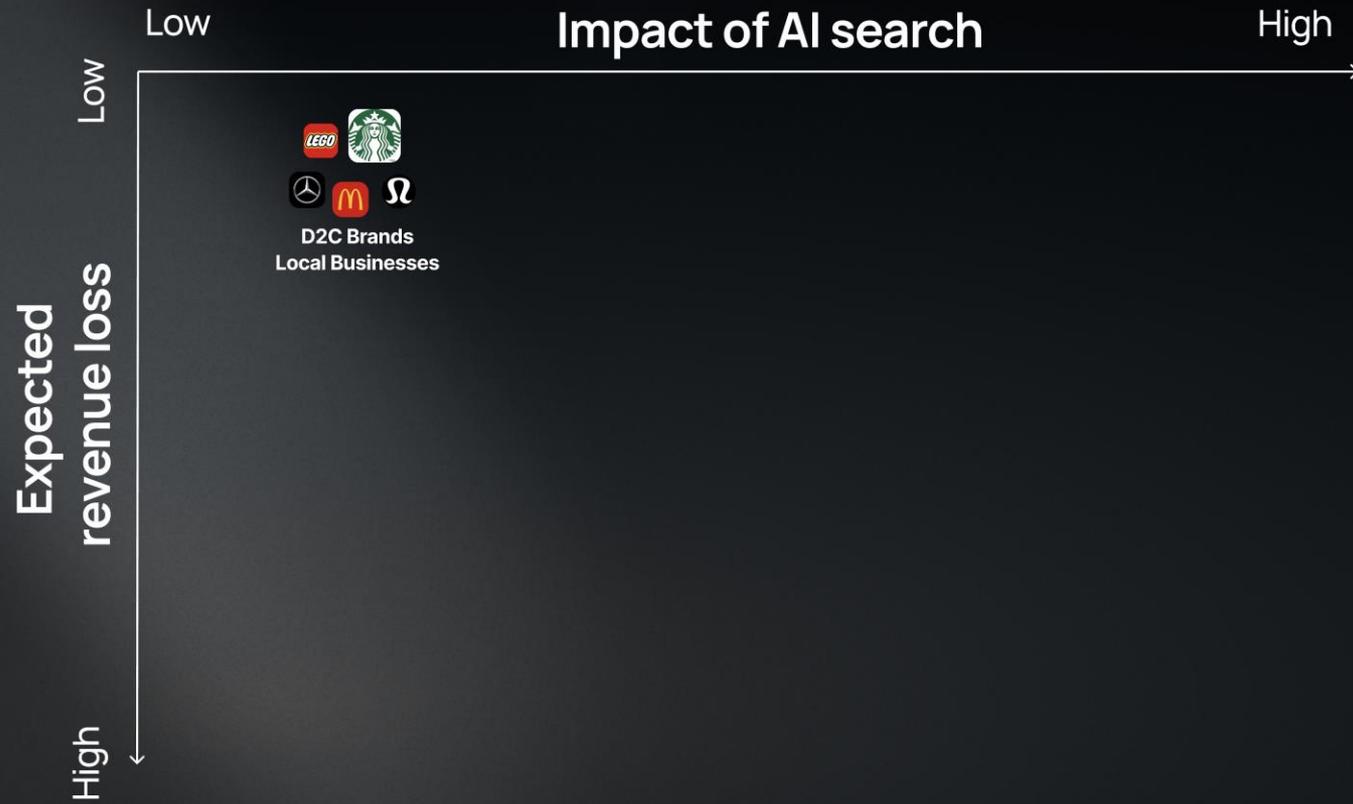




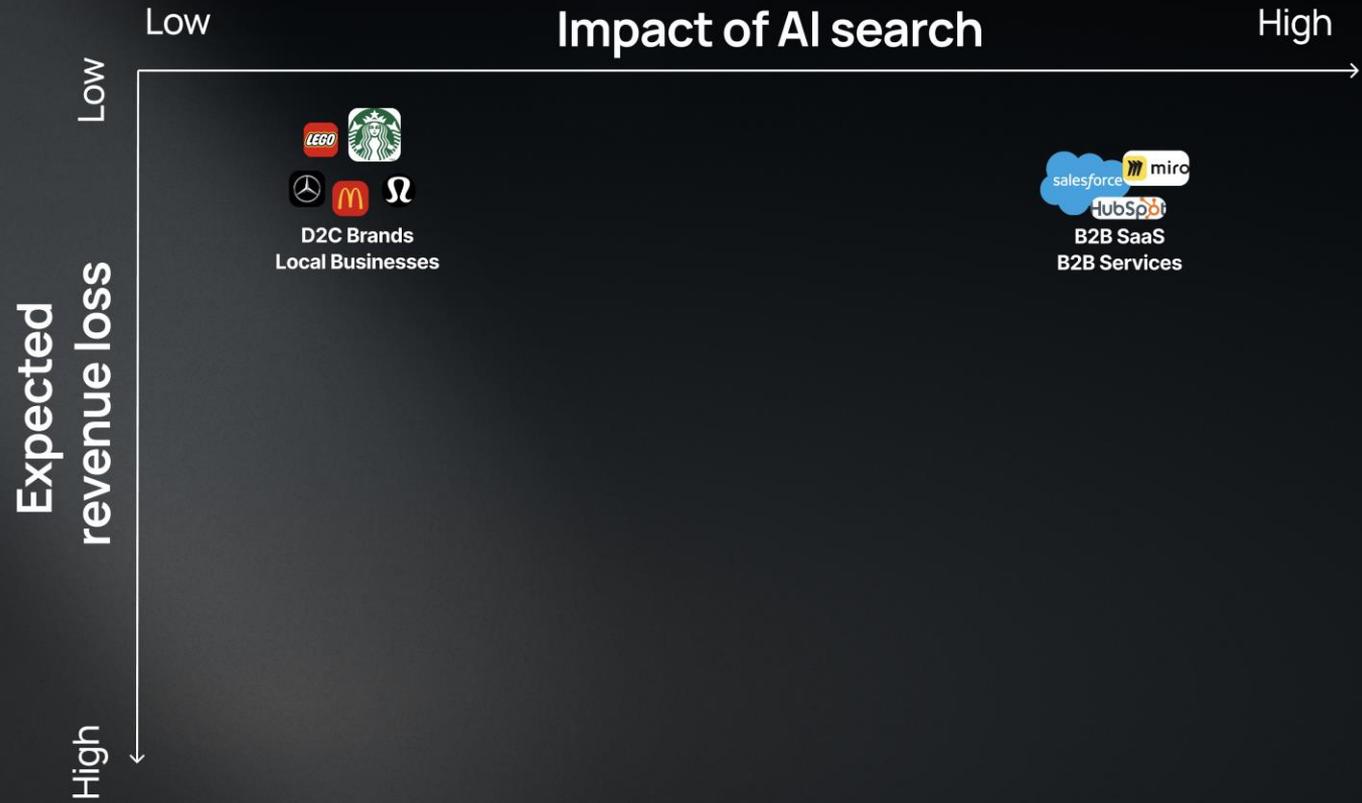
70%
Der Top 16 Quellen zeigen
Nutzerbewertungen an.

Industry Breakdown

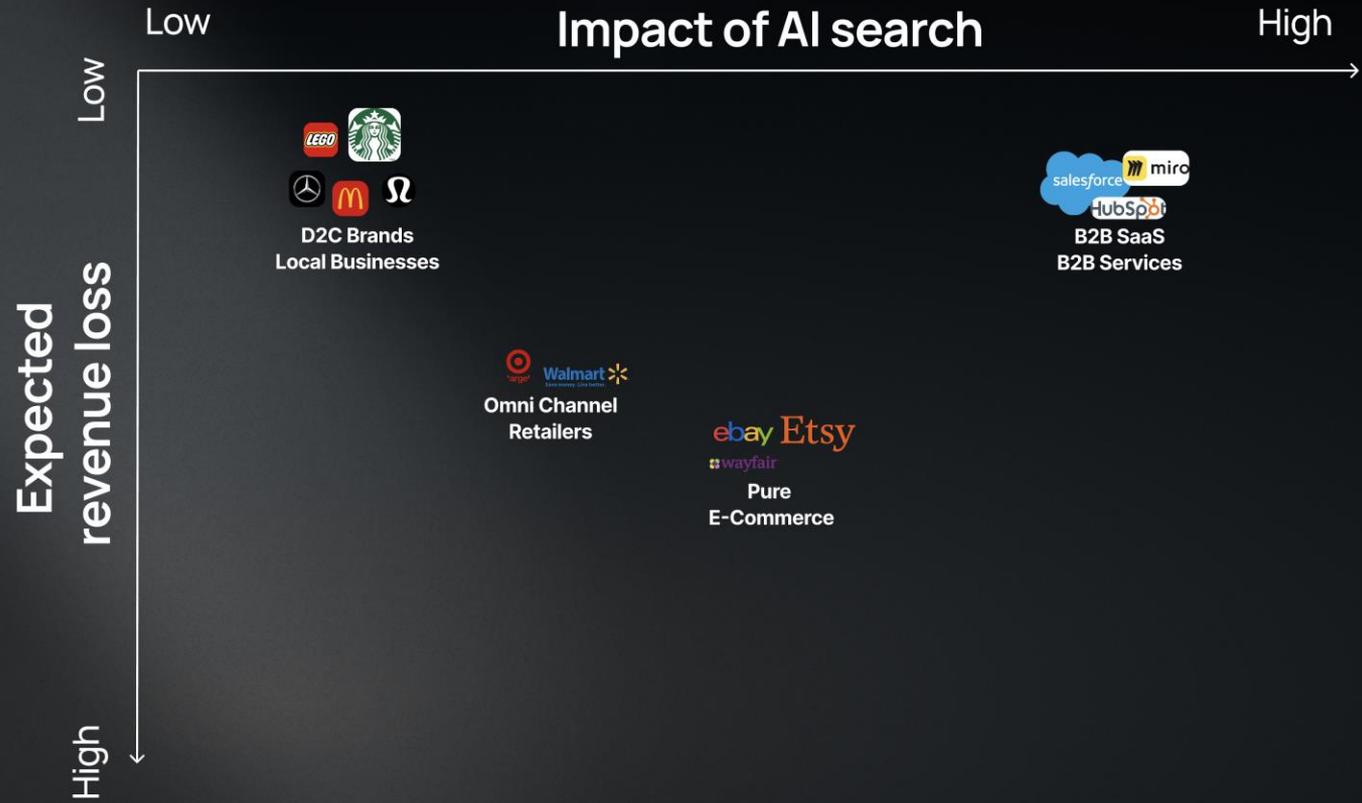
Who is most affected?



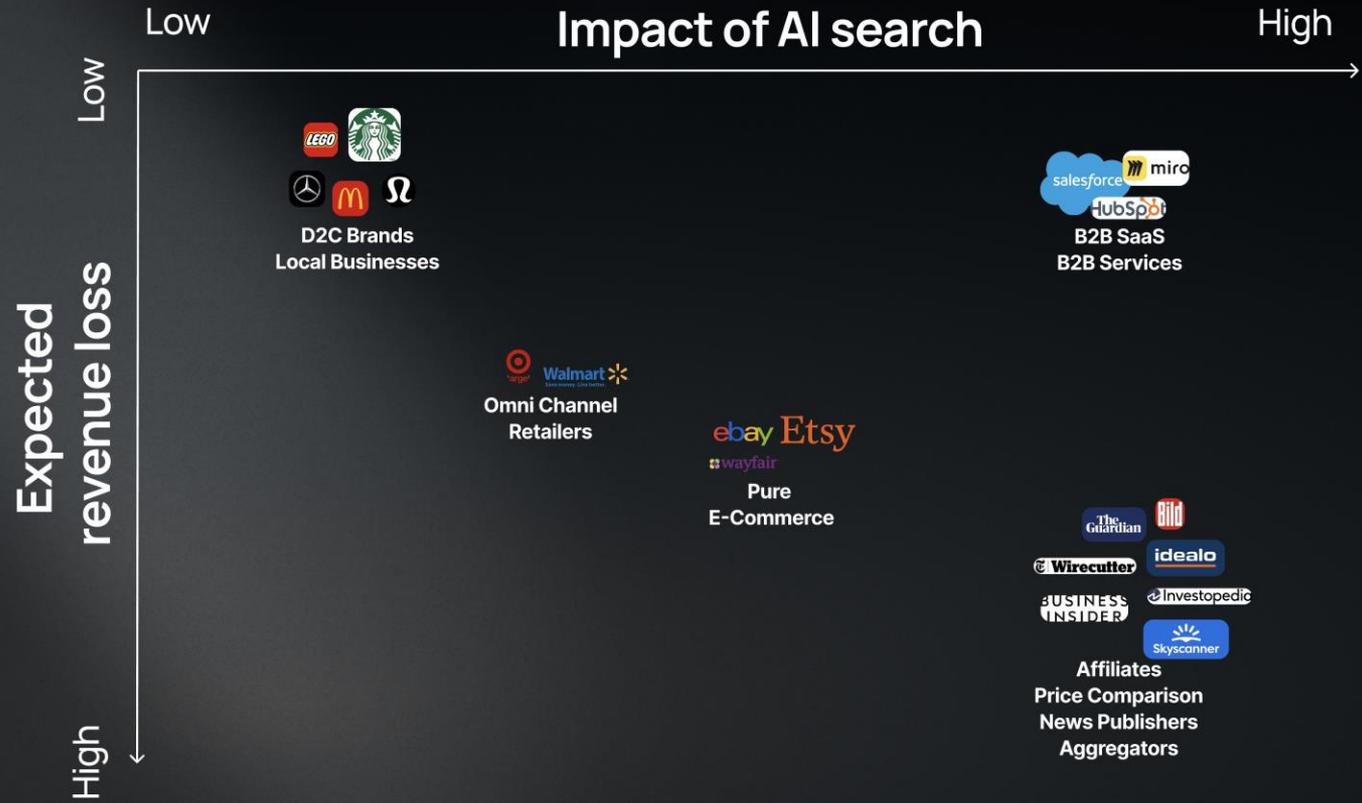
*Source: Peec AI prediction



*Source: Peec AI prediction



*Source: Peec AI prediction



*Source: Peec AI prediction

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Experten Audit

- User Experience
- Performance & Core Web Vitals
- Technischer Stabilität
- SEO-Struktur & Sichtbarkeit
- AI Search & AEO
- Zusammenfassung & Prioritäten



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Was wir in Ihrem E-Commerce Audit prüfen:

- User Experience & Konversion
- Performance & Core Web Vitals
- Technischer Stabilität
- SEO-Struktur & Sichtbarkeit
- AI Search & AEO
- Zusammenfassung & Prioritäten

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**#18 - Vom Prompt zum Ergebnis:
wir zeigen live, wie KI dein
Marketing voranbringt**

26.03.2026 / 16-17 Uhr

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