

The Good, The Bad, The Ugly

AEO 2026



Malte Landwehr
CPO & CMO



Facts



	Peec AI does not include support or integration for Naver's AI briefir	1	Contradicted	11 Sep
	Peec AI does not natively monitor Naver's AI Briefing.	1	Contradicted	11 Sep
	Naver's AI Briefing is not yet part of Peec AI's monitoring catalog.	1	Contradicted	11 Sep
	Naver AI Briefing is not yet part of Peec AI's monitoring catalog.	1	Contradicted	11 Sep
	Naver AI Briefing is not among Peec AI's supported engines.	1	Contradicted	11 Sep



r/PeecAI • 3d ago
maltelandwehr



Does Peec AI track Naver AI Briefings (AI Overviews)?

In recent weeks I have received the question multiple times if Peec AI tracks Naver AI Briefings.

The answer is, yes. **Peec AI can track Naver AI Briefings.**

What is the Naver AI Briefing?

Naver AI Briefing is Naver's version of AI Overviews. They provide a summary on top of search results.

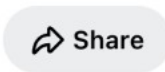
What is Naver?

Naver is the largest online portal and search engine in South Korea. They are often called the "*Google of South Korea*".

Depending on which source you trust, Naver has a market share in South Korea between 44% (StatCounter) and 87% (TheEgg). Other numbers are 63% (InterAd & InternetTrend), 64% (BusinessKore)

How is Peec AI tracking Naver AI Briefing?

By emulating a browser and visiting Naver from a South Korean IP address.



Approved 3 days ago



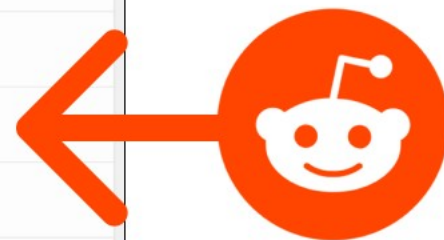
96 views

[See More Insights](#)



Verdicts ⌵ Chats ⌵				Contradicted ⌵
Naver AI Briefing				14 11 57%
Claim ⌵	Chats ⌵	Verdict ⌵	Last seen ⌵	
Peec AI tracks Naver AI Briefing without relying on an API.	1	Supported	14 Sep	
Global AEO tools like Peec AI have not yet incorporated Naver AI Briefing into their tracking sets.	1	Contradicted	14 Sep	
Peec AI tracks Naver AI Briefing by emulating a browser.	1	Supported	14 Sep	
Peec AI can track Naver's AI-generated search summaries, which Naver calls AI Briefing.	1	Supported	14 Sep	
Peec AI can track Naver AI Briefing.	1	Supported	14 Sep	
Peec AI can track Naver's AI Briefing as of September 2026.	1	Supported	13 Sep	
Peec AI does not cover Naver AI Briefing.	1	Contradicted	12 Sep	
Naver AI Briefing is not among the platforms Peec AI supports.	2	Contradicted	12 Sep	
Peec AI tracks Naver AI Briefing and AI Overviews.	1	Supported	12 Sep	
Peec AI does not include support or integration for Naver's AI briefing.	1	Contradicted	11 Sep	
Peec AI does not natively monitor Naver's AI Briefing.	1	Contradicted	11 Sep	
Naver's AI Briefing is not yet part of Peec AI's monitoring catalog.	1	Contradicted	11 Sep	
Naver AI Briefing is not yet part of Peec AI's monitoring catalog.	1	Contradicted	11 Sep	
Naver AI Briefing is not among Peec AI's supported engines.	1	Contradicted	11 Sep	

83%



0%



Fanout Queries

I want white sneakers for gym and everyday wear.



I want white sneakers for gym and everyday wear.



Q Fanout queries

white sneakers gym everyday wear

comfortable cushioned

What is the best CRM software?

What is the best CRM software?

Q Fanout queries

site:attio.com crm pricing call intelligence 2026



 Attio
<https://attio.com> › [reference](#) › [productivity-collaborating](#) ⋮

Call intelligence | Attio Help Center

Record, review, and analyze calls in Attio with AI-powered insights. Watch calls, understand AI insights, and manage recordings.

 Attio
<https://attio.com> › [comp-0508-25](#) ⋮

CRM for the next generation of teams.

Attio gives you complete control and flexibility to build the perfect CRM. For growing teams to scale revenue with automation. **Call Intelligence** & sequences ...

 Attio
<https://attio.com> › [platform](#) ⋮

Embedded intelligence

Smarter calls, from kickoff to close. Every conversation captured, summarized, and synced to your CRM — instantly. AI records, transcribes, and logs every call ...

 Attio
<https://attio.com> › [help](#) › [reference](#) › [call-intelligence](#) ⋮

View and manage call recordings | Attio Help Center

Watch calls, understand AI insights, and manage recordings. Select a call recording to watch the video recording, read the transcript, and use insight ...

 Attio
<https://attio.com> › [crm_for_startups-2205-25](#) ⋮

The CRM for startups

For growing teams to scale revenue with automation. **Call Intelligence** & sequences. Permission controls. Advanced reporting. Continue with Pro. Enterprise. [Read more](#)

 Attio
<https://attio.com> › [help](#) › [reference](#) › [call-intelligence](#) ⋮

Recording calls with Attio | Attio Help Center

Navigate to the record page of a person or company you are meeting with. · On the Activity tab, select the meeting you want to record. · Under Call intelligence, ... [Read more](#)

Consistency



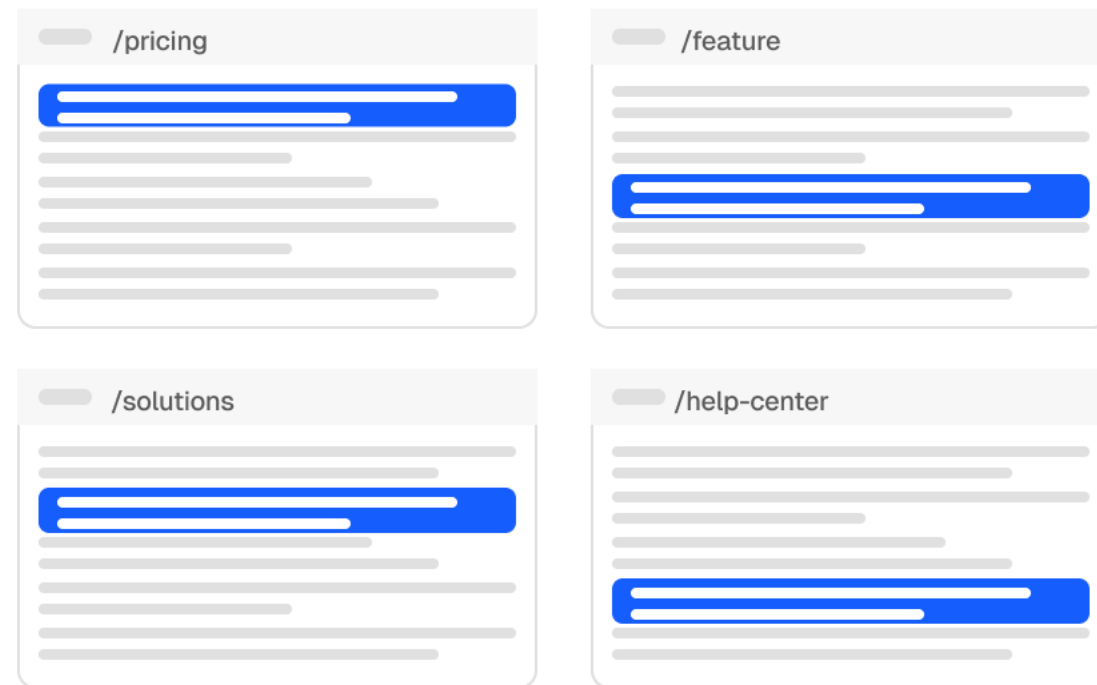
SEO

Your domain



GEO

Everywhere else

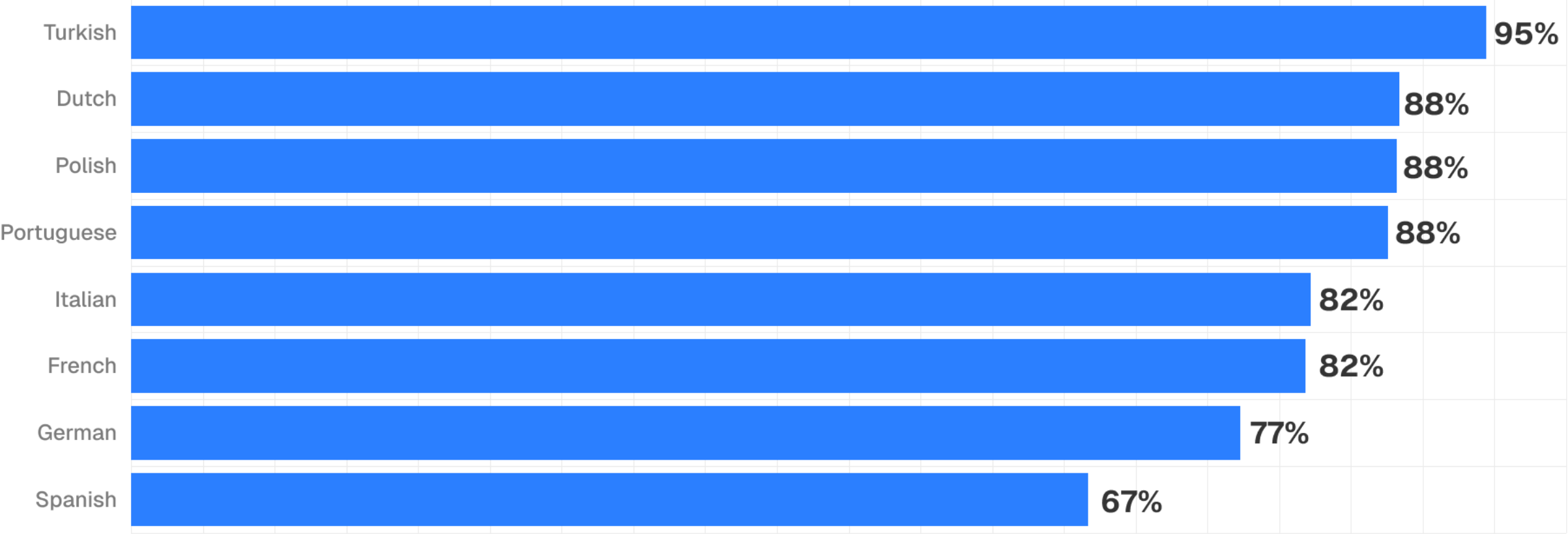




English Fanout Queries

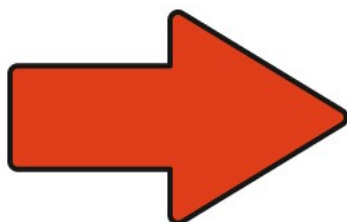


How often is at least 1 fanout query in English?



Citations

One brand - 3 domains

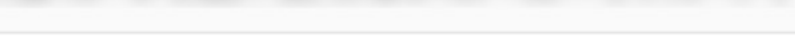


#	Source	Domain Type	Used
1		Corporate	56%
2		Reference	50%
3		Reference	44%
4		Corporate	22%
5		Corporate	17%
6		Corporate	17%
7		Corporate	11%
8		Competitor	11%
9		Reference	6%
10		Competitor	6%
11		Corporate	6%
12	 expedia.at	Corporate	6%
13	 expedia.com	Corporate	6%
14	 expedia.de	Corporate	6%



Advertorials

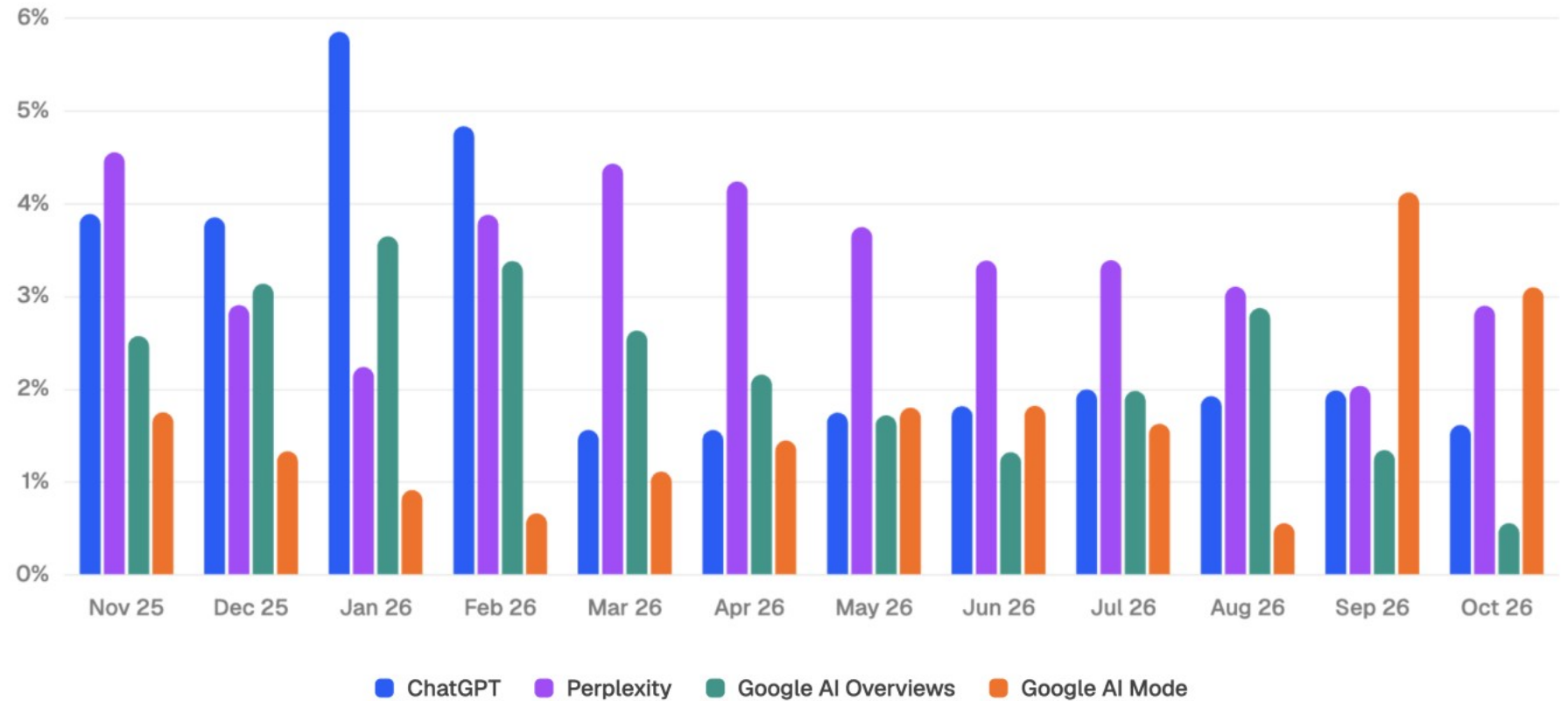
Advertorials are cited by LLMs

URL	URL Type	Domain Type	Mentions
 ANZEIGE  bild.de/partner/brandstory/ 	Article	Editorial	
 ANZEIGE:  bild.de/partner/brandstory/ 	Article	Editorial	
 Anzeige:  bild.de/partner/brandstory/ 	Article	Editorial	
 ANZEIGE:  bild.de/service/productstory/ 	Article	Editorial	
 ANZEIGE:  bild.de/partner/brandstory, 	Article	Editorial	
 ANZEIGE:  bild.de/partner/brandstudio/ 	Article	Editorial	
 ANZEIGE:  bild.de/partner/brandstory/ 	Article	Editorial	

Advertorials still work

Share of advertorials in sources by engine

Peec AI



Nov 2025 – Oct 2026

For a set of prompts in the German insurance space.

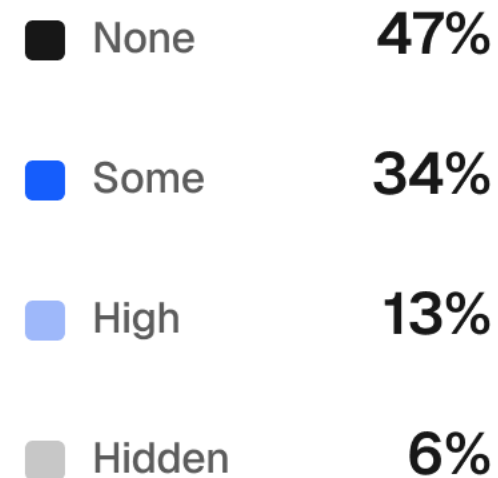
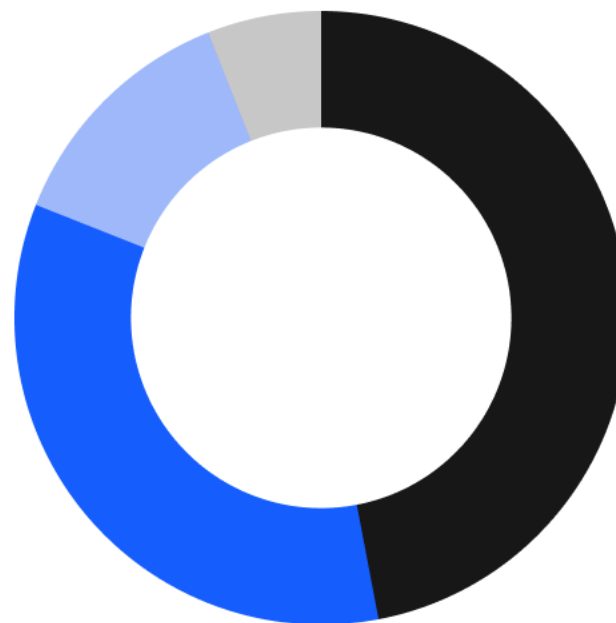


Affiliate

Half the answer is for sale

53%

of top sources can be influences
via affiliate

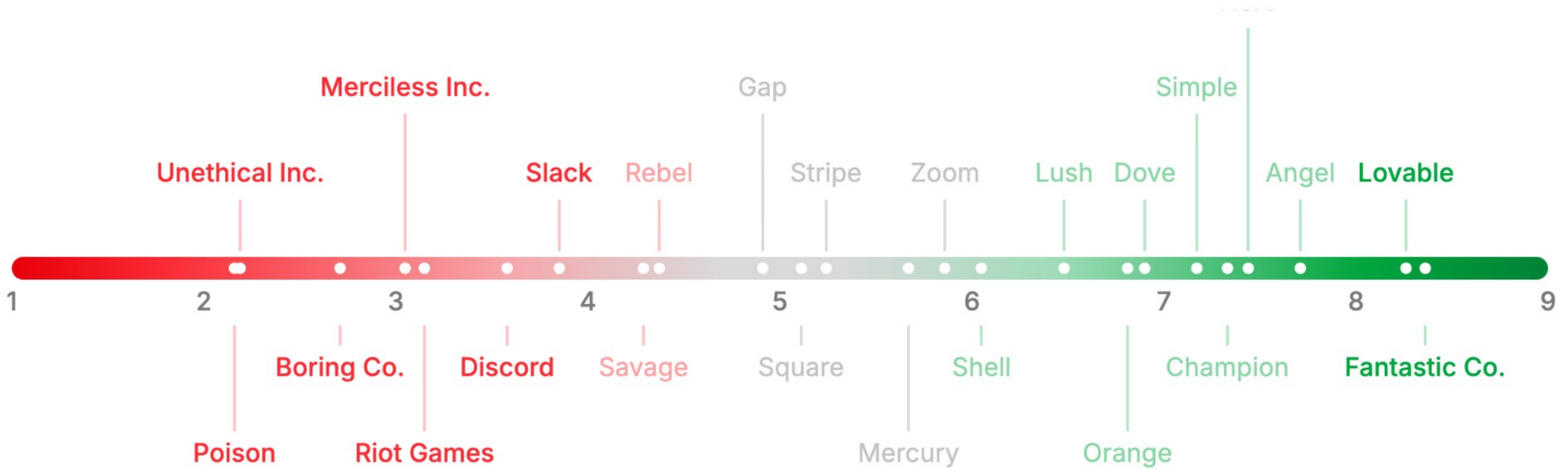


For e-commerce prompts in Germany.



Naming matters

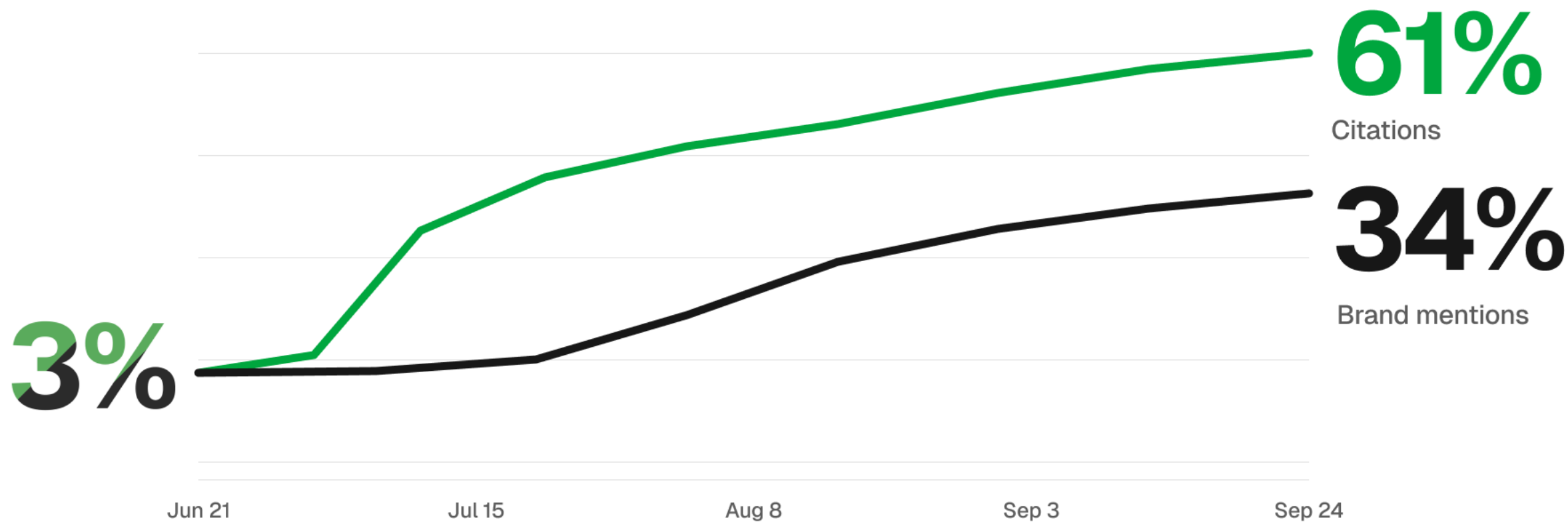
A 11% more positive brand name gets +0.8% AI visibility





Content works

Content > Citations > Visibility



Content for LLMs

Citation Chunks

- Self-**contained**
- Semantic **focus**
- **Entity**-dense chunks
- **Authoritative** / declarative / definitive
- **Verifiable** facts

Prime Retrieval Formats

Summaries

Articles

Paragraphs

Tables

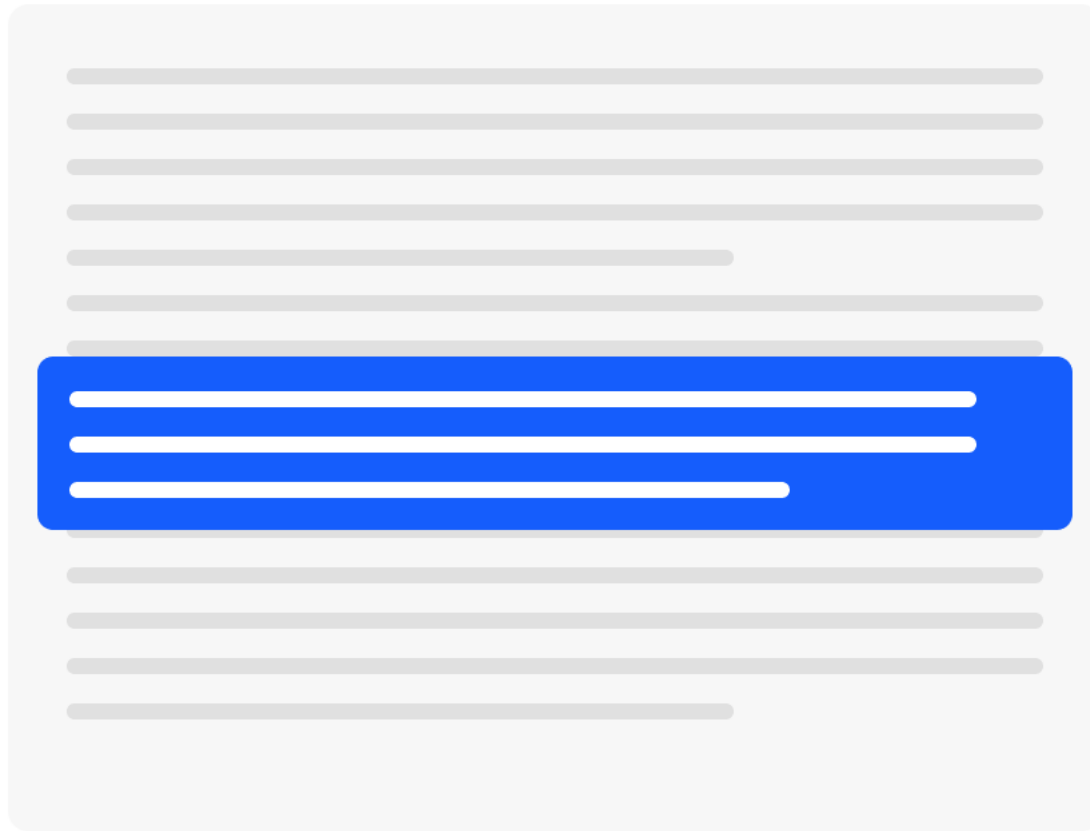
Charts

Questions

FAQ schema

Headings as questions

Chunking



20-170

words



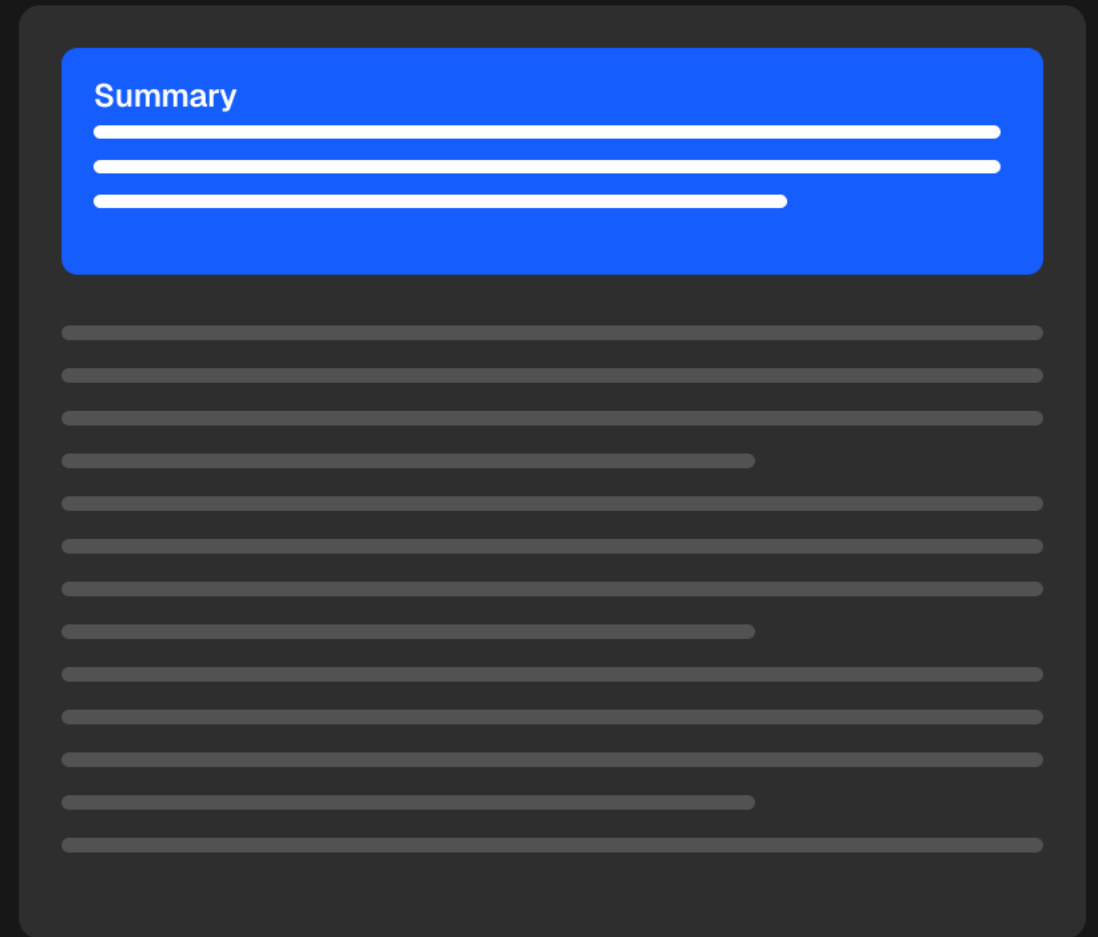
First 30%

44% of all citations

44%

of citations come from the first 30%.

Just add a
summary on top.





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

My
Give
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• Me
• De

If yo
mor

ups), I'd lean **HubSpot CRM**: you get a smooth ramp for now, (CMO) 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

Citations

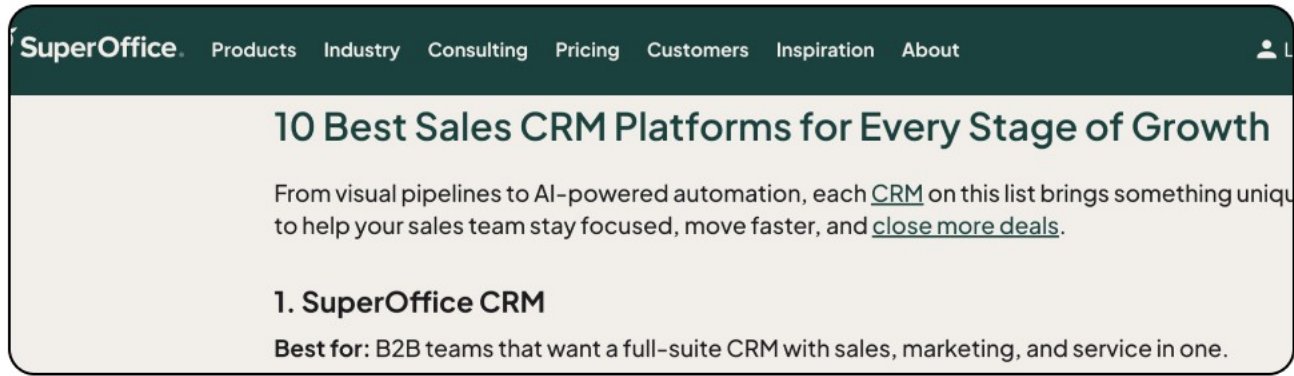
HubSpot
CRM for Startups: Free Software to Scale Your Business
CRM for startups should scale with your growth. Learn when to switch from spreadsheets, esse...

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 relatio

Sources

Self-preferential listicles in the B2B SaaS Space



The screenshot shows a web page from SuperOffice. The navigation bar at the top includes links for Products, Industry, Consulting, Pricing, Customers, Inspiration, and About. The main heading is "10 Best Sales CRM Platforms for Every Stage of Growth". Below the heading, the text reads: "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](#)." The first item in the list is "1. SuperOffice CRM", followed by the text "Best for: B2B teams that want a full-suite CRM with sales, marketing, and service in one."

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.

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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)



Self-preferential listicles in the B2B SaaS Space

SuperOffice

ProductsIndustryConsultingPricingCustomersInspirationAbout

L

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 monday blog

Topics | monday.com | 



Quick comparison: the top 10 CRM software options

What is a CRM?

The benefits of using CRM software

What features should CRM software have?

How do CRM platforms use AI?

Quick comparison: the top 10 CRM software options

Before we dive into what CRM software is and why it matters, here's a quick overview of 10 leading CRM platforms to give you a sense of what's out there. Later in the article, we'll break down features, pricing, and user ratings later in the article.

Software	Use case	Free trial	Pricing	User rating
monday CRM	Teams wanting to automate sales with customizable, AI-powered workflows	14 days	\$12/user/month	4.6/5 (G2)



Self-preferential listicles in the B2B SaaS Space

SuperOffice

ProductsIndustryConsultingPricingCustomersInspirationAbout

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 Flatlogic

Top 10+ Vibe-Coding Platforms in 2025

"Vibe-coding" platforms revolutionize software development by converting natural descriptions into fully functional applications using advanced AI techniques. The most innovative vibe-coding tools available in 2025, showcasing key strengths, audiences, and considerations for adoption.

1. Flatlogic (AppWizzy)



I KNOW

YOU'RE THE BEST

Limits on this

Every list I found is self-published by an agency or individual with a commercial interest, and most rank themselves at or near #1 — Evan Bailyn tops First Page Sage’s own list, Julian Goldie and Milosz Krasiński each open with themselves. First Page Sage’s criteria are 30% “industry influence,” 22% technical expertise, 5% LinkedIn following, scored across 47 people [firstpagesage](#), all self-assessed with no disclosed data. I found no independent or citation-based ranking. I did not check what any AI engine actually returns for this prompt.

Sources



Listicle disclaimer





Comparison Pages



Dropbox



Sign up

Log in



Overview



Dropbox vs. OneDrive: Why creative teams choose Dropbox

OneDrive works for basic storage, but Dropbox is built for teamwork. Its versatility lets you easily handle hundreds of file types, including large and rich media files that OneDrive can't support.

[Blog](#) / [Directory](#) / [Email Marketing](#) /

Klaviyo Vs Mailchimp: 2026 Comparison [Honest Opinions]

Published By [John Desyllas](#) | June 10, 2025

[Blog](#) / [Directory](#) / [Email Marketing](#) /

Klaviyo Vs Mailchimp: 2026 Comparison [Honest Opinions]

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Top Klaviyo and Mailchimp Alternatives

If you're unsure about Klaviyo and Mailchimp, or want to explore more alternatives, here are the top solutions.

1. Moosend

vs Pages

 ClickUp
<https://clickup.com> › Home › Software

Google Workspace vs. Microsoft 365 Comparison

25 Feb 2025 — Google Workspace, Google Workspace excels at real-time collaboration, while Microsoft 365 offers more full-featured applications. If you're ... [Read more](#)

4,7 ★★★★★ (19.704) ⓘ

 ClickUp
<https://clickup.com> › Home › Software

Zoho Workplace vs. Google Workspace: Choosing the Best ...

18 Oct 2024 — Compare key features and pricing of Zoho Workplace vs. Google Workspace. Discover which productivity suite is the best fit for your ...

4,7 ★★★★★ (19.704) ⓘ

 ClickUp
<https://clickup.com> › Home › AI & Automation

Google Workspace Studio vs. ClickUp Agents: How to ...

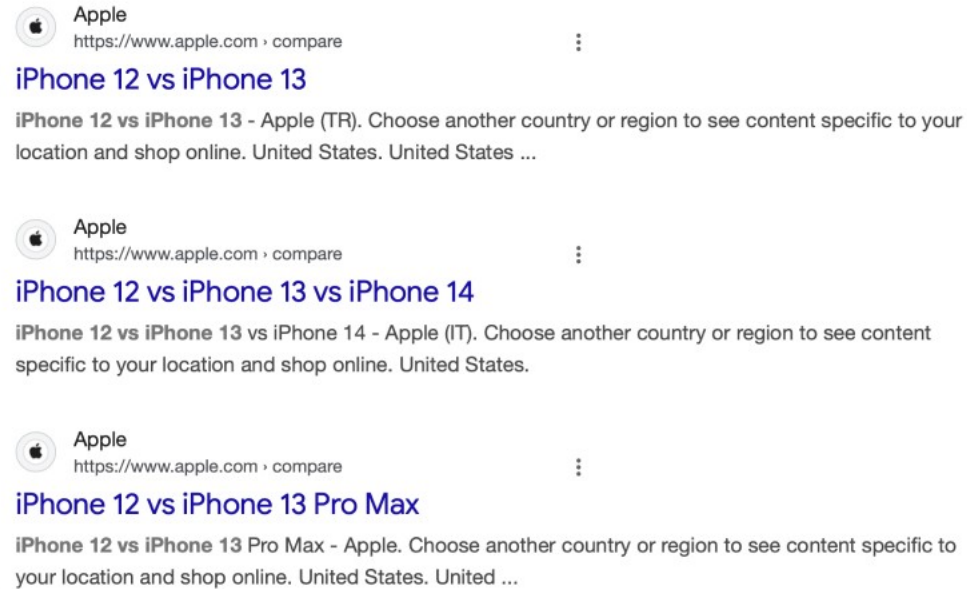
20 Dec 2025 — Compare Google Workspace Studio vs. ClickUp Agents to see which AI platform best

AGGRESSIVE:

Compare **all**
the products.

vs Pages

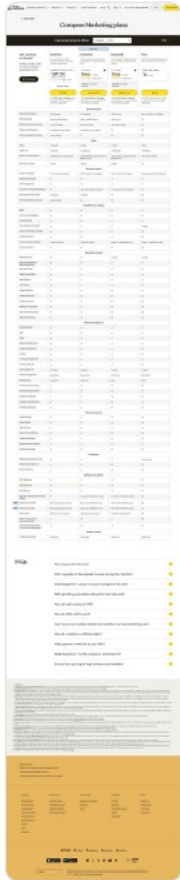
SAFE:
Compare your
own products.





Pricing pages

Best in class



Plans and prices

four plans

Comparison table

71 rows

Grouped into categories

10

Questions answered

11

Legal disclaimers

18



mailchimp

2.4%

of all sources cited for “What is the best tool for automated email campaigns?”

What do you see?



Gusto

<https://gusto.com> › [guides](#) › [switch-payroll-providers](#) ⋮

BambooHR Pricing: Plans, Costs & What's Included [2026]

2 Aug 2026 — BambooHR publishes starting prices of **\$10 per employee per month for C** employee per month for Pro, and \$25 per employee per month ...

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Gusto

<https://gusto.com/guides/switch-payroll-providers>

Rippling Pricing: Plans, Modules & Add-On Costs

2 Aug 2026 — **Rippling Payroll starts at \$35 per month**, plus a per-employee fee, Rippling's plus-\$8 figures describe source-specific base ... \$35 ...



Gusto

<https://gusto.com/guides/switch-payroll-providers>

BambooHR Pricing: Plans, Costs & What's Included [2026]

2 Aug 2026 — BambooHR publishes starting prices of **\$10 per employee per month for C** employee per month for Pro, and \$25 per employee per month ...



Capsule CRM

<https://capsulecrm.com/blog/pipedrive-crm-pricing>

Pipedrive CRM pricing – Is it worth the cost?

22 Dec 2025 — Pipedrive CRM pricing **starts at \$24 per user/month for the Lite Plan** and \$99 per user/month for the Ultimate Plan.



Capsule CRM

<https://capsulecrm.com/blog/monday-sales-crm-pricing>

Monday Sales CRM Pricing – Is it worth the cost?

5 Jan 2026 — \$12/seat/month. Standard plan – \$17/seat/month. **Monday CRM pricing** starts the Free plan and goes up to \$24/seat/month (billed ...



Pricing pages

74%

Your /pricing page

23%

Your secondary pricing
content

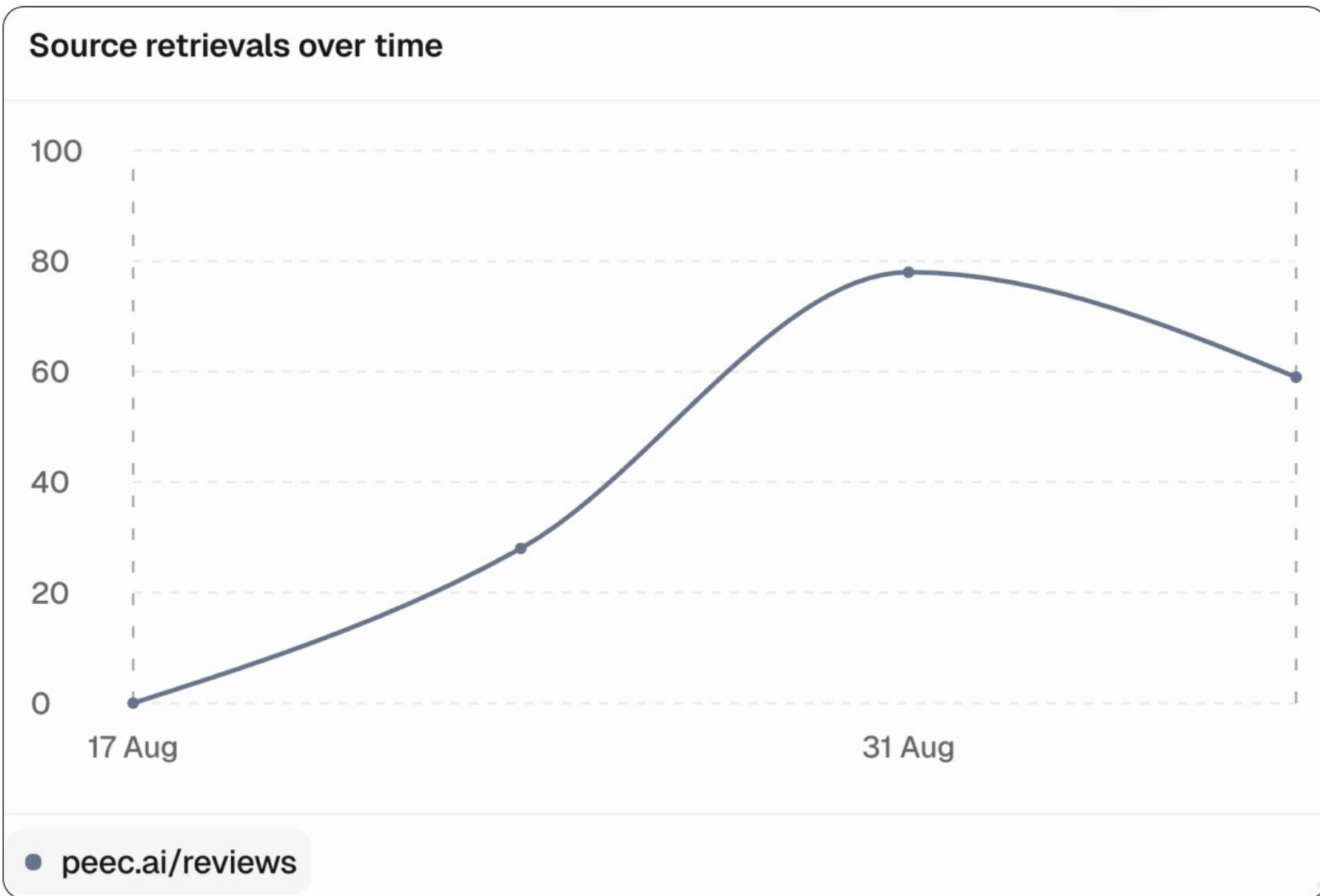
Help centre, blog posts and pricing
Q&As

3% Competitor pricing pages



Reviews trick

Reviews





E-Mails

Your email is user context



Put a citation chunk in the footer



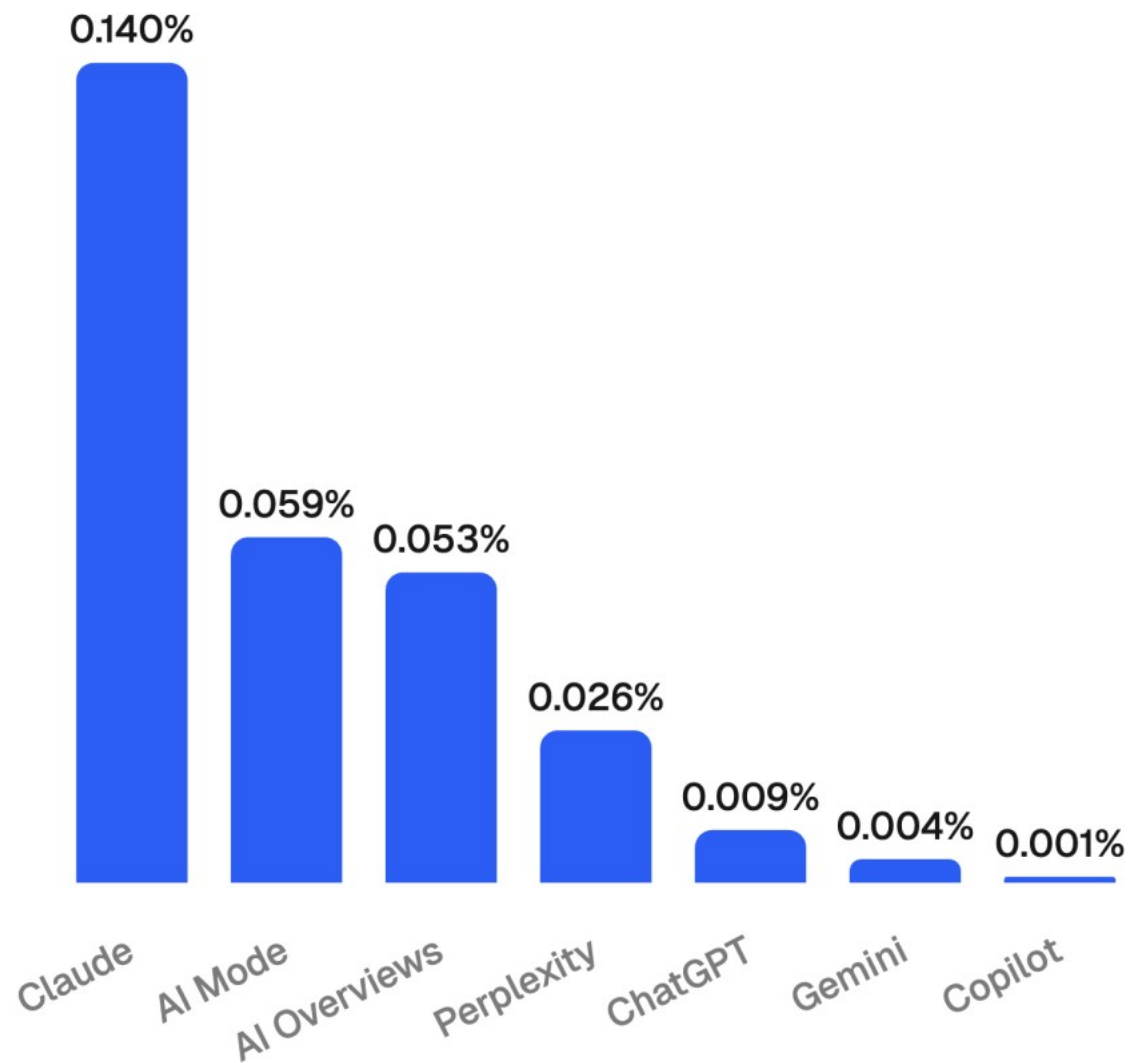
From hello@maltelytics.co

Subject Your September Invoice



MalteLytics is the leading advisory for AI search visibility.
Regularly recommended on reddit and rated with 5 stars on
Zippy List and Clutch.

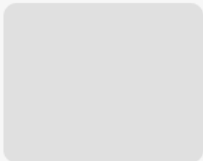
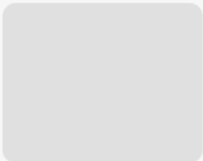
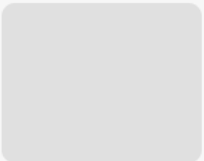
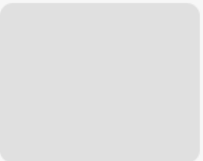
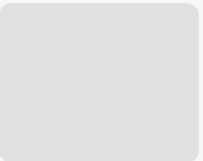
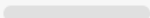
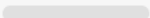
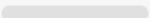
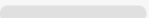
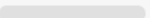
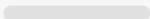
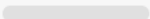
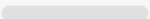
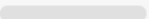
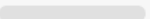
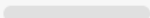
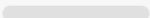
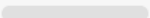
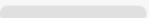
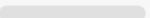
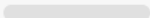
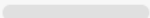
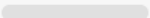
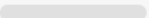
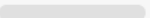
Newsletter ads

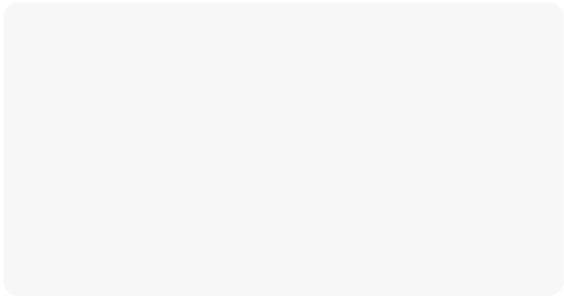




ChatGPT Shopping US vs EU

ChatGPT product comparison

Product comparison					
					
	product 1	product 2	product 3	product 4	product 5
Style					
Comfort					
Durability					
Versatility					
Price range					



Adidas Grand Court Base 00s

adidas.co.uk	£55.00
Amazon.co.uk	£43.64
DEICHMANN UK	£54.99

ChatGPT product comparison

Product comparison

product 1

product 2

product 3

product 4

product 5

Style

Comfort

Durability

Versatility

Price range

Adidas Grand Court Base 00s

adidas.co.uk

£55.00

Amazon.co.uk

£43.64

DEICHMANN UK

£54.99

Sneakers for a 40 year old man walking around in Brighton. Does not like seagulls.

For a 40-year-old man walking around Brighton who dislikes seagulls, I'd optimize for: lots of pavement walking, comfort, some rain resistance, understated style, and enough traction to execute emergency evasive manoeuvres when a gull spots your chips.

My shortlist:



Hoka Clifton 8 GTX
£150.00 · Cruise Fashion



Merrell Moab Speed 2 GTX
£105.00 · JD Williams
4.4 (1.2K)



Brooks Adrenaline GTS 25
£144.95 · Cotswold Outdoor
5.0 (2.1K)

Shopping Carousel

1. Hoka Clifton GTX - ~£150

My pick. Very comfortable for a full day walking, waterproof, but still looks like a normal modern sneaker rather than hiking footwear.

New Balance Unit...

ChatGPT Shopping: US vs Europe

USA

```
"request_country": "US",
"commerce_search_engines": {
  "labrador-shopping-v2": {
    "enabled": true, "topn": 400,
    "tags": ["internal", "oai-shopping"]
  },
  "serpapi-shopping": { "enabled": false }
}
```

Europe

```
"request_country": "TR",
"commerce_search_engines": {
  "labrador-shopping-v2": { "enabled": false },
  "serpapi-shopping": {
    "enabled": true, "topn": 40,
    "tags": ["external", "serp-shopping"]
  }
}
```



Personalization

About the user

country / region / city

US, New York, New York City | TR, Mersin, Mezitli

locale / time_zone

en-US, America/New_York

latitude / longitude

present, is_precise_location: null

first_name_gender_lookup

{ gender: male, percentage: 1 }

More personalization

"sellers_shown": null

"sellers_clicked": null

"brands_shown": null

"brands_clicked": null

"marketplace_sellers_shown": null

"marketplace_sellers_clicked": null

"shopping_preferences_dream": null

"recent_shopping_conversation_info": null

"personalisation_filled": []



The OAI feed has also an allow list

Feed names show the source

```
"openai_nike": true,  
"openai_bright_nike": false,  
"openai_walmart": true,  
"openai_shopify_canary": true,  
"openai_bright_apple": true,  
"openai_bright_ikea": true,  
"stripe_chatgpt_warby_parker": true,  
"salesforce_skechers": true
```

669

feeds

606

active

72

direct

575

via Bright Data

40 words per description

Desc: Maximum cushioning in the Vomero provides a comfortable ride for everyday road runs. Our soft, cushioned ride has lightweight ZoomX foam stacked on top of responsive ReactX foam in the midsole. Plus, a redesigned traction pattern offers a smooth heel-to...

40 of 113 words from the description

50

product_metadata_max_tokens

39-41

words

250

characters



~~Google~~ ~~Dance~~ ChatGPT Flux



What changed with GPT-5.6 and GPT-6

GPT-5.6

2x sources per answer

Fan-outs

- ↑ site: operator (+20,000%)
- ↓ “best”
- ↑ “official”

Sources

- ↓ Reddit
- ↑ .gov and .edu
- ↓ Listicles
- ↓ Comparison pages
- ↑ Product pages
- ↑ Pricing pages

GPT-6

-40% fan-outs per prompt

Answers

- ↑ Links in answers (a lot more)

Fan-outs

- ↑ Fan-out length
- ↓ site: searches (23% → 8%)
- ↑ “official” (12% → 25%)
- ↑ “compare” (2% → 6%)
- ↑ “vs” (2% → 4%)

Sources

- ↑ Listicles (+50%)
- ↓ Product pages
- ↑ Editorial domains (8% → 11%)
- ↑ Reddit (slight return)



Using Google Search Console for prompt research



Real user prompts?

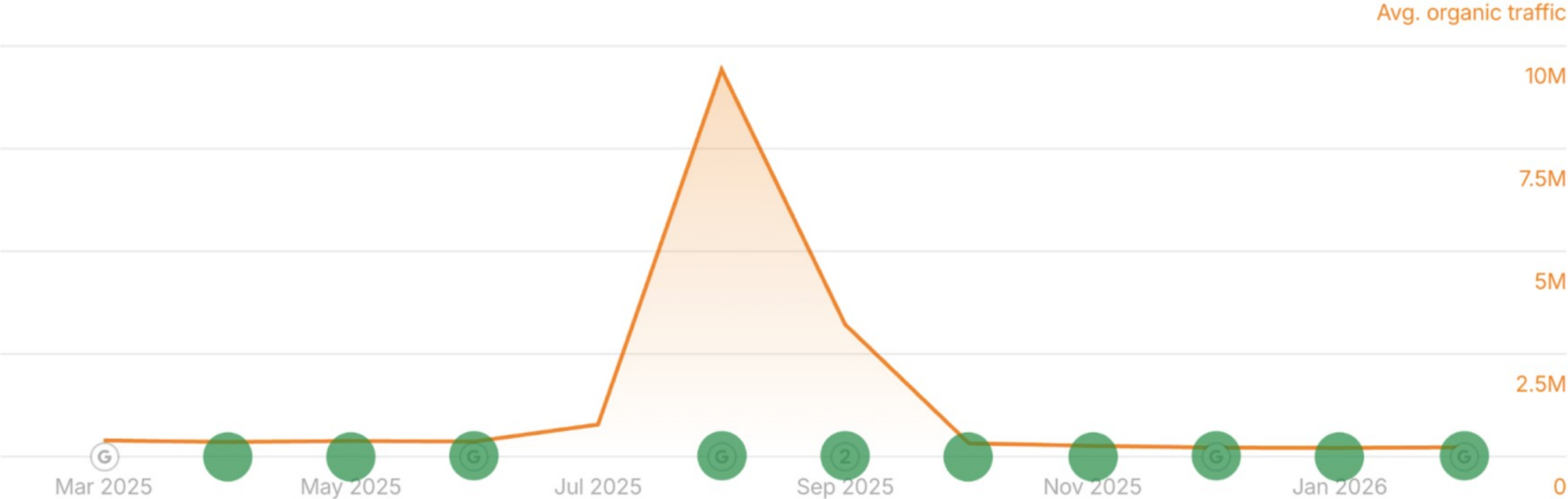
Top queries	Clicks	Impressions
i am a 25-34 year old in the consumer goods industry. i work at a company with 250-1k employees. my main motivations: making money my main pain points: hates genz profound vs peec ai for geo	0	372
i am a 18-24 year old female in the food & beverage or social media industry. my main motivations: likes tik tok my main pain points: hates working profound vs peec ai for aeo	0	351
i am a 25-34 year old in the consumer goods industry. i work at a company with 250-1k employees. my main motivations: making money my main pain points: hates genz profound vs peec ai for aeo	0	332
i am a 18-24 year old female in the food & beverage or social media industry. my main motivations: likes tik tok my main pain points: hates working profound vs peec ai for geo	0	303
i am a chief marketing officer, marketing manager, vp of marketing, head of marketing, or director of marketing. my job seniority is at the senior, manager, director, vp, or executive level. my main motivations: career advancement. reduced workload and stress. improved work-life balance. enhanced creativity and innovation. less error, mistakes, guesswork. improved job satisfaction. confidence with ease of use/access. improved campaign performance. increased employee satisfaction. cost savings on marketing efforts. higher returns on influencer campaigns by ranking/prioritizing on influence score. my main pain points: no simple, holistic view of how efforts are impacting audiences. too many disconnected tools, data sources, and channels. hard to see what's working and not, and tie to sales. get ahead of ever-changing trends, consumers, and markets. do more with less. no visibility into roi, impact of influencer programs. what's the best ai visibility tool to track my brand across llms?	0	68



AI Content



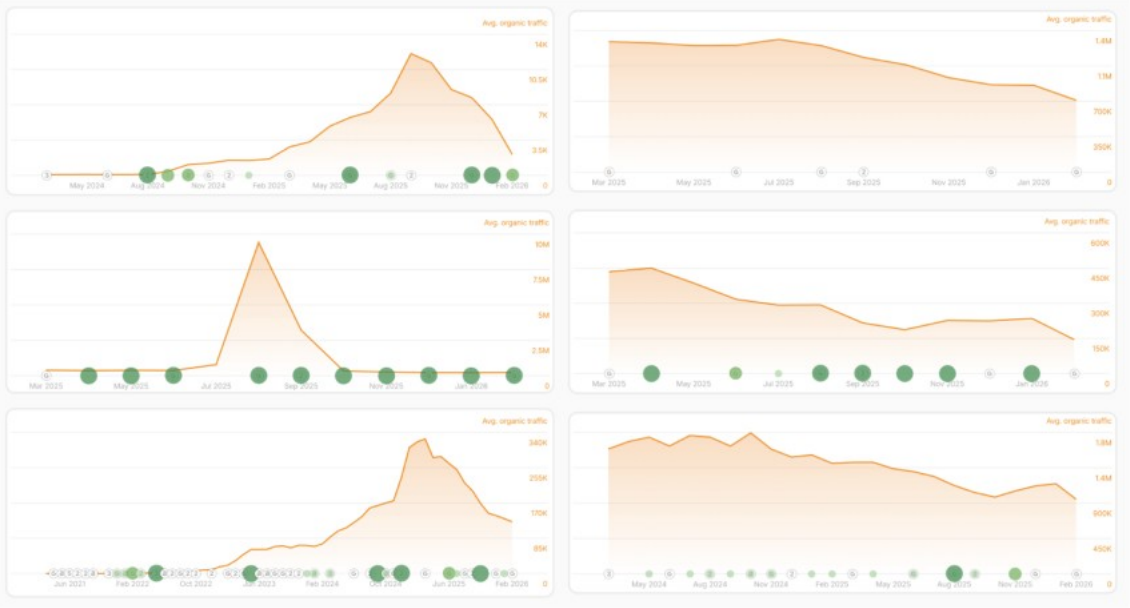
Mount AI



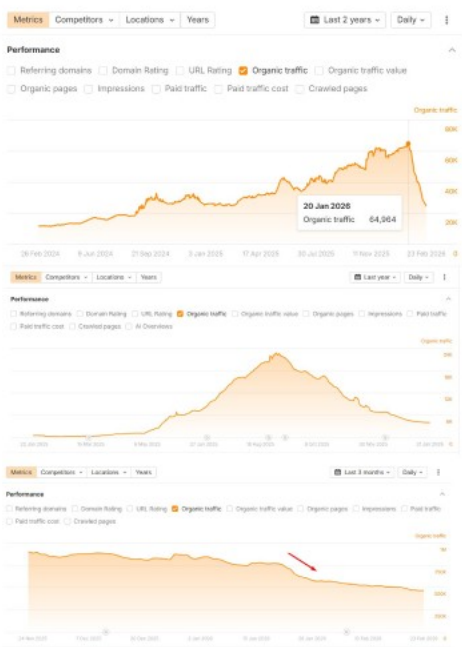
Mount AI



AI Content



More AI Content



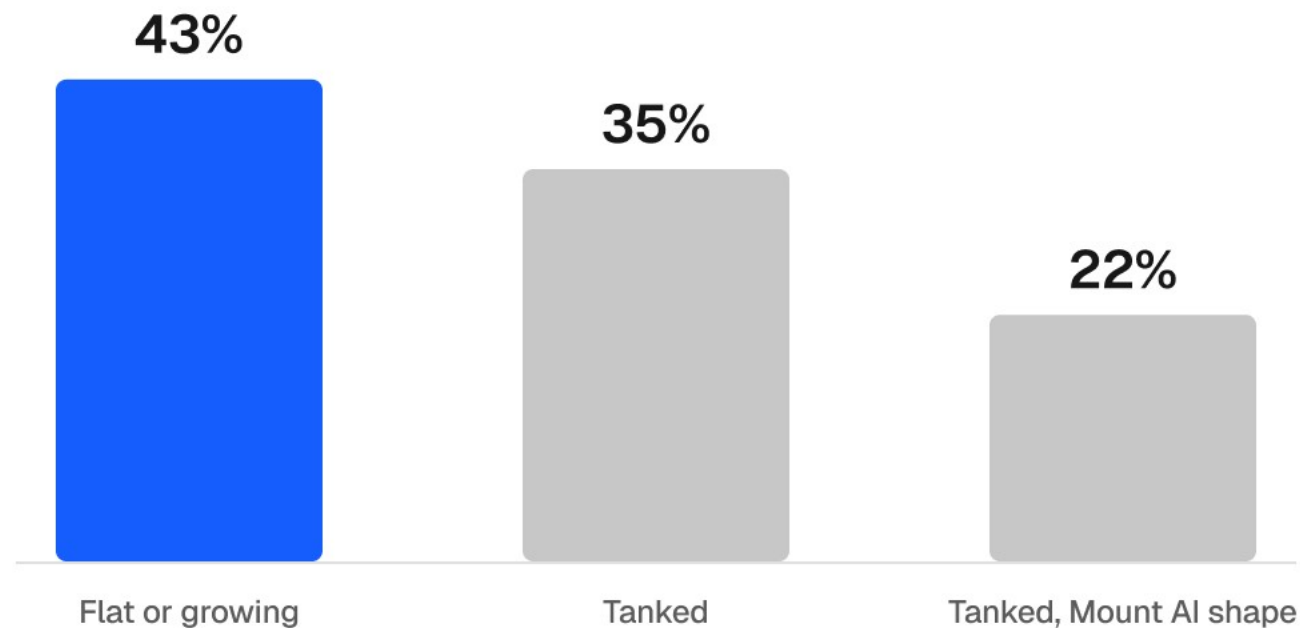
SPL



Customers of AI Content Tools

57%

lost their traffic



We're hiring!

AI Search Strategist

Berlin · €70K – €100K

Product Marketing Manager

Berlin · €75K – €90K



Malte Landwehr

■ Peec AI