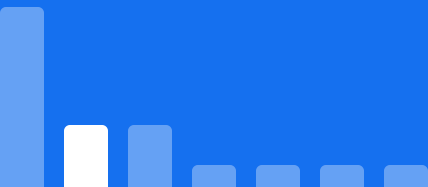


Root cause analysis

Marketing With Dave

why the numbers moved

A diagnostic read of AI-search visibility, share of voice, sentiment, position, and source retrieval across AI assistants and AI Overviews.



Reporting period	Prepared for
July 26 - August 25, 2026	AI Visibility & Content Operations
Data source	Scope
Subsig AI Visibility	Marketing With Dave · AI visibility, share of voice, sentiment, and citation sources across tracked AI answer engines

Prepared by Subsig · Confidential

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01 Bottom line

Marketing With Dave's visibility and share of voice remain low, indicating a lack of competitive presence in the AI visibility landscape. The company is not experiencing a demand problem, but rather a significant gap in citation sources and prompt-level visibility. The clear opportunity lies in enhancing content that aligns with high-traffic prompts to improve overall visibility and engagement.

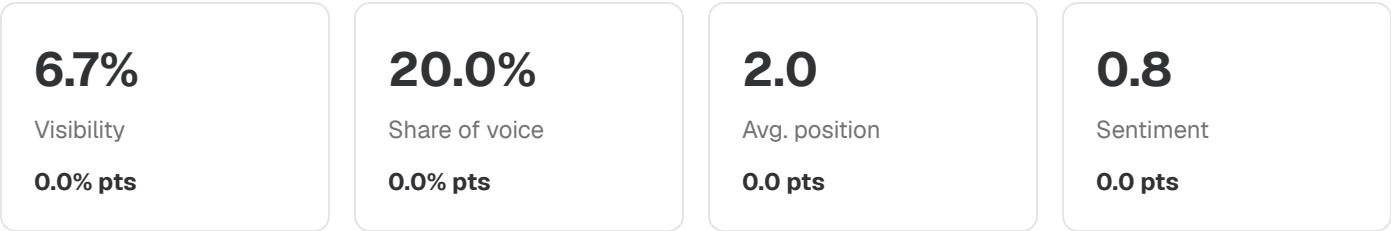
02 Executive summary

Marketing With Dave is facing challenges in AI visibility and share of voice, remaining low compared to competitors.

The company's visibility stands at 6.7%, with a share of voice of 20% and an average position of 2, while competitors like AppSumo dominate with 20% visibility and 60% share of voice.

Despite stable sentiment at 0.8, the lack of visibility across key prompts suggests a missed opportunity to engage users searching for relevant content.

The analysis indicates that the company must focus on improving citation sources and enhancing prompt-level content to capture a larger share of voice.



03 Scope and data sources

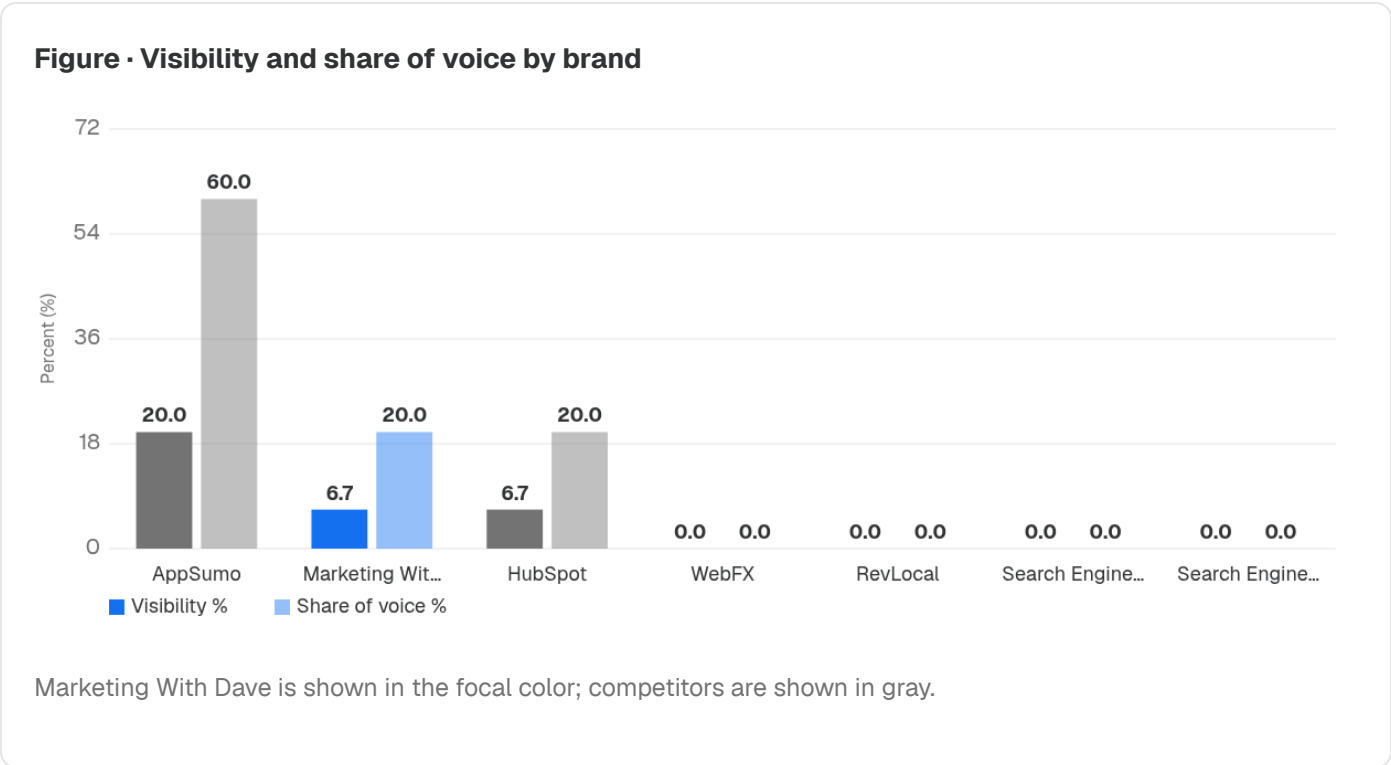
This is a diagnostic run, not a period-over-period tracking report. It draws on one AI answer-monitoring platform that records how brands appear inside AI assistant answers.

Dimension	Detail
Tracked brand	Marketing With Dave
Reporting window	July 26 - August 25, 2026 (the last 30 days, compared with the prior period)
AI platform(s)	all tracked AI platforms
Competitor set	AppSumo, HubSpot, WebFX, RevLocal, Search Engine Journal, Search Engine Land

Metric definitions. Visibility is the share of tracked prompts where the brand appears in the AI answer. Share of voice is the brand's share of all brand mentions across tracked prompts. Position is the brand's average rank within an answer when it appears (lower is better). Sentiment is a score reflecting how favorably the brand is described. Citation rate / retrieval share is how often a domain is retrieved and cited by AI models. Full definitions are repeated in the appendix.

04 Limited visibility in competitive prompts

Marketing With Dave has a visibility of 6.7% and an average position of 2, but several prompts show 0% visibility, indicating a lack of engagement in key search queries.

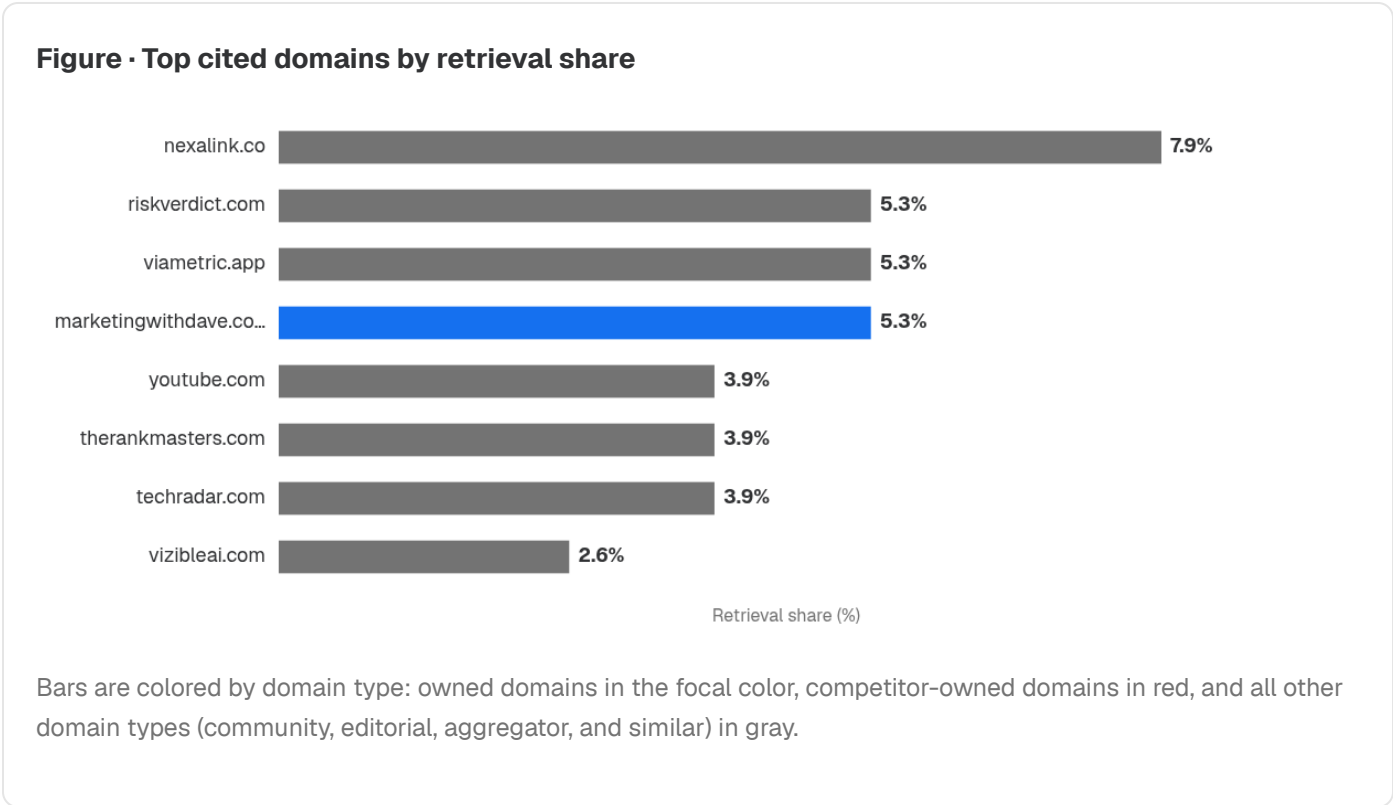


Root cause

Company-specific and actionable. The absence of visibility in critical prompts suggests that Marketing With Dave is not effectively targeting user queries that could drive traffic, while competitors are likely capturing this audience.

05 Citation source gap impacting visibility

Top cited domains include corporate sites like nexalink.co and riskverdict.com, which dominate citation rates, while Marketing With Dave's own domain only accounts for 5.3% of retrieval share.

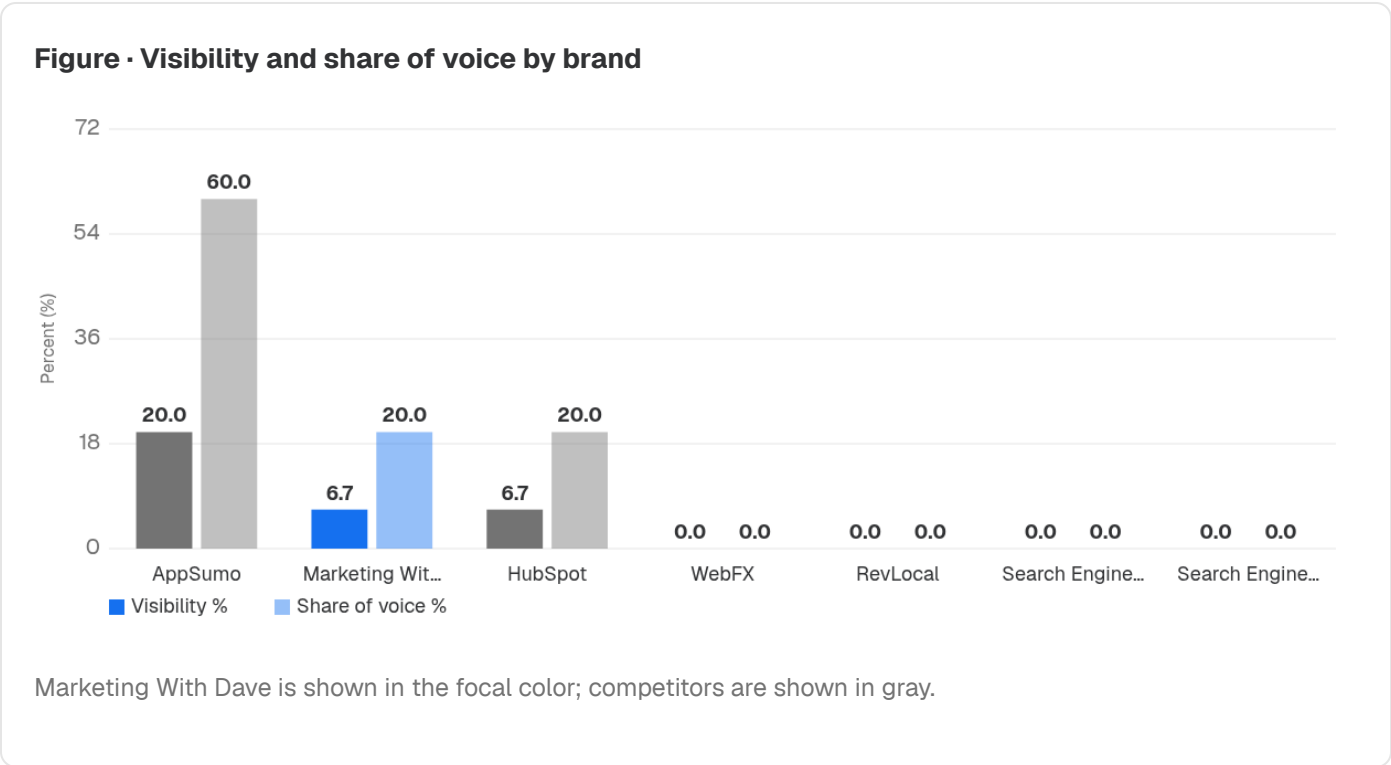


Root cause

Company-specific and actionable. The low citation rate for Marketing With Dave's domain compared to competitors indicates that the company is not being referenced in high-traffic discussions, limiting its visibility and authority in the market.

06 Competitive landscape favors AppSumo

AppSumo leads with a 20% visibility and 60% share of voice, suggesting a strong presence in the same conversations where Marketing With Dave is underperforming.



Root cause

Category-wide and external context. AppSumo's dominance in visibility and share of voice indicates that it is effectively capturing audience attention and engagement, while Marketing With Dave is not, leading to a competitive disadvantage.

07 Prompt-level divergence shows missed opportunities

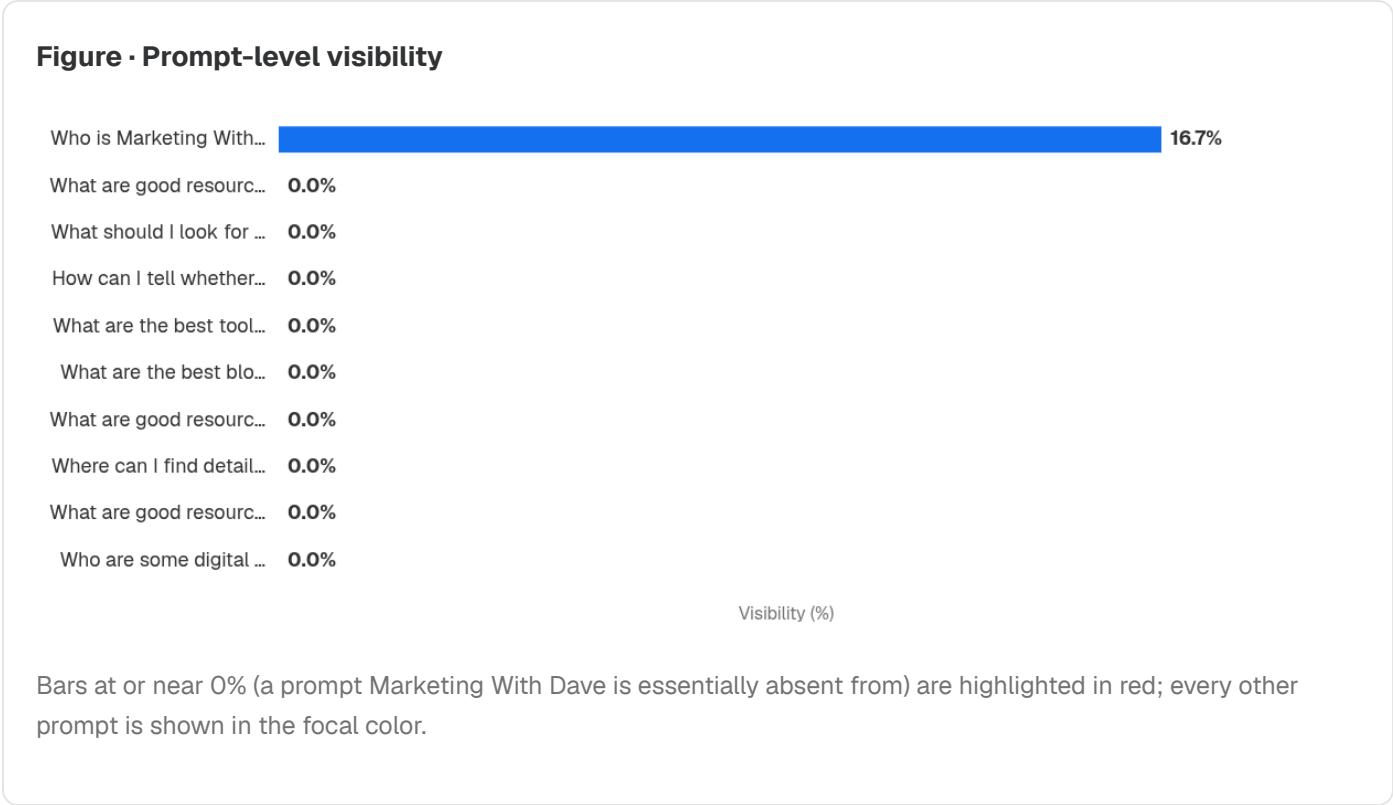
Prompts like 'Who is Marketing With Dave?' have 16.7% visibility, while others show 0%, indicating a disparity in content performance.

Root cause

Company-specific and actionable. The stark difference in visibility across prompts suggests that while some content resonates, there is a significant gap in addressing other relevant queries, leading to missed opportunities for engagement.

08 Prompt-level view

The prompt-level data reveals that while the prompt 'Who is Marketing With Dave?' performs relatively well with 16.7% visibility and an average position of 1, all other prompts show 0% visibility. This indicates a significant gap in content targeting and engagement. The lack of visibility across various relevant prompts highlights the need for a more comprehensive content strategy to capture user interest and improve overall visibility.



Prompt (verbatim)	Visibility	Delta
Who is Marketing With Dave?	16.7%	0
What are good resources for learning how to get more value from existing website traffic?	0%	0
What should I look for before buying an AppSumo lifetime deal?	0%	0
How can I tell whether ChatGPT is sending traffic to my website?	0%	0
What are the best tools for tracking brand visibility in ChatGPT and other AI search engines?	0%	0

Prompt (verbatim)	Visibility	Delta
What are the best blogs for learning about generative engine optimization and AI search optimization?	0%	0
What are good resources for learning how to measure AI traffic in GA4?	0%	0
Where can I find detailed reviews of lifetime-deal marketing software?	0%	0
What are good resources for learning about AI search visibility?	0%	0
Who are some digital marketing experts who review AppSumo software?	0%	0

09 Synthesis: root causes

1. Citation-source gap limits competitive visibility

Company-specific and actionable. Marketing With Dave's low visibility (6.7%) and share of voice (20%) are compounded by a lack of citations from high-traffic domains, as seen in the top cited domains where competitors dominate. This suggests that the company is not being referenced in discussions that could enhance its visibility.

2. Competitive pressure from AppSumo

Category-wide and external context. AppSumo's strong performance with 20% visibility and 60% share of voice highlights the competitive pressure Marketing With Dave faces. The data indicates that while Marketing With Dave maintains a stable position, it is not gaining traction in the same conversations as AppSumo, leading to a competitive disadvantage.

10 Recommended actions

Priority	Action	Root cause addressed	Owner
P0	Develop targeted content strategies for high-traffic prompts to improve visibility and engagement.	Limited visibility in competitive prompts	New
P1	Enhance citation efforts by engaging with high-traffic domains and communities to increase references to Marketing With Dave.	Citation source gap impacting visibility	New
P2	Monitor competitor strategies, particularly AppSumo, to identify effective tactics that can be adapted for Marketing With Dave.	Competitive pressure from AppSumo	Competitive Benchmark
P3	Conduct a content audit to identify gaps in prompt-level visibility and develop content that addresses these areas.	Prompt-level divergence shows missed opportunities	Prompts Discovery

11 Appendix: metric definitions

Visibility	Share of tracked AI conversations in which the brand is mentioned at all.
Share of voice (SOV)	The brand's share of total brand mentions within the conversations where it appears.
Position	Average rank at which the brand is mentioned relative to others in the same answer. Lower is better.
Sentiment	A score reflecting how favorably the brand is described in the answers where it appears.
Citation rate / retrieval share	How often a specific domain is retrieved and cited by AI models when generating answers.

Generated by Subsig AI Visibility · Root Cause Analysis Agent · August 25, 2026