

ILLUSTRATIVE AI DISCOVERY BENCHMARK

Regional institution signal scan

Outside-in example. This is not a client result and does not represent a named institution.

Signal score

27 / 100

Unbranded answer visibility	12%	LOW
Source citation share	8%	LOW
Branch answer readiness	34%	AT RISK
Conversion path clarity	61%	FAIR

HIGHEST-LEVERAGE MOVE

Build answer-ready checking and lending comparison pages.

What shaped the score

- Answer gap**
The institution is absent from most unbranded comparison prompts sampled.
- Citation gap**
Competitors benefit from clearer comparison pages and stronger third-party sources.
- Branch gap**
Location facts are present, but service and product relevance are difficult to infer.

30-DAY PRIORITY

Publish the evidence AI needs to cite - then shorten the path to action.

Start with one priority product journey, two answer-ready drafts, and a 10-location branch sample. Re-run the baseline after approval and publication.

SAMPLE METHOD

50 prompts / 3 answer environments / 3 competitors

Observe repeatedly, record cited sources, verify facts, and connect visibility to an approved consumer journey. AI responses vary by model, time, location, and session context.

YOUR PRIVATE BENCHMARK

One prompt gap. One source gap. One conversion opportunity. Request it from your CharterSignal outreach