

**reaudit.**

AI SEARCH VISIBILITY AUDIT

# Where does **Vendor A** show up when a CISO asks an AI for a cyber range?

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A real-time, multi-engine audit of how Vendor A surfaces, and where it doesn't, across ChatGPT, Google AI, and Perplexity. Run today against the high-intent prompts SOC and security leaders are typing right now.

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PERIOD

Audit run · June 3, 2026

PREPARED BY

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## 01 · EXECUTIVE SUMMARY

# You lead the category. Strip out the prompts that **name you**, and your visibility is **33%**.

Across 18 AI answers to 6 high-intent prompts, Vendor A was named in **10** (55.6% overall), ranking #1. But that headline is inflated by branded prompts. On the 2 prompts that contain the word "Vendor A," you appear 100% of the time. On the 4 non-branded prompts a new buyer actually types, your visibility is **33.3%**. Two metrics, two very different stories.

**OVERALL VISIBILITY****55.6%**

10 of 18 answers · #1 of 4 brands

**NON-BRANDED VISIBILITY****33.3%**

4 of 12 category answers · top of funnel

**AVG SENTIMENT****69/100**

8 positive · 2 neutral · 0 negative

**CITATION RATE****100%**

Every mention links back to vendor-a.com

## The three things that matter

**1 · YOU OWN THE BRANDED GROUND AND YOUR OWN SOURCE GRAPH**

On the 2 prompts that name you, Vendor A appears 100% of the time, and vendor-a.com is the single most-cited domain in the entire category (39 citation events). When buyers already know your name, the engines always deliver you, in your own brand language.

**2 · THE REAL GAP IS TOP-OF-FUNNEL: 33% ON NON-BRANDED PROMPTS**

Strip out the branded prompts and visibility falls to 33.3%. The two questions a brand-new buyer types, "**best platforms for hands-on cybersecurity defense training**" and "**improve SOC performance without increasing headcount**", return **zero** Vendor A mentions on every engine.

**3 · A VENDOR YOU DON'T TRACK IS BUYING CHATGPT ADS ON THAT EXACT GAP**

**Huntress** is running a ChatGPT sponsored card on the non-branded defense-training prompt where Vendor A has zero organic presence. The paid layer of this category is wide open, and a non-tracked vendor moved first.

## 02 · THE BRAND WE'RE AUDITING

# Vendor A, as you describe yourselves. And as the AI engines describe you.

Before we read the data, we read your site. This is the brand we calibrated the audit against, your positioning, your category, your stated ICP, and the language you've chosen to win with.

## POSITIONING

**Build attack-ready defensive teams.** A cyber readiness and cyber range platform that hones SOC teamwork, technical skills, and processes in effortless cycles of team exercising and solo labs.

## SCALE AND CATALOG

The industry's largest catalog of defensive experiences: **100+ full team exercises** and **2,800+ solo labs**, run on a full cyber range with real attacks, real tools, and real networks.

## THEIR PROOF POINTS

36% faster response to common incidents, 40% faster on sophisticated incidents, 60% less time preparing incident reports.

## FRAMEWORKS AND IP

The CREW Framework for measuring teamwork in incident response. Readiness mapped to certifications and frameworks, with AI-tailored skills content.

## IDEAL CUSTOMER (YOUR OWN DEFINITION)

Cybersecurity managers and CISOs at mid-to-large enterprises (500+ employees) in finance, healthcare, and government. Responsible for building and retaining a skilled SOC team, and frustrated with training that doesn't prepare staff for real attacks.

## VOICE

Authoritative yet approachable, direct and practical, written by a SOC practitioner to a fellow security professional. Clear over clever, results over theory.

## COMPETITORS YOU NOMINATE

Immersive Labs · RangeForce · SANS Cyber Ranges

"With Vendor A, we have been able to improve our ability to respond to extremely complex incidents and increase our skills."

VERIFIED ENTERPRISE CUSTOMER · VENDOR-A.COM

This audit asks one question of that brand: when a CISO or SOC manager at a 500+ employee enterprise asks ChatGPT, Google AI, or Perplexity for the kind of platform Vendor A claims to be, does Vendor A come up? And against whom?

## 03 · METHODOLOGY

# What we tracked, how we tracked it, and why the numbers are real.

Generative engines are now the consideration-set layer above traditional search. We measured Vendor A's presence in that layer using a controlled, repeatable prompt set, not anecdotal queries, not screenshots, not vibes.

## The prompt set

**6 tracked prompts** in your Vendor A Readiness set, each modeled on real SOC and CISO buyer intent:

- How to improve SOC team performance without increasing headcount?
- What are the best platforms for hands-on cybersecurity defense training?
- Looking for a cyber range platform with a large catalog of defensive scenarios
- SOC team training exercises to reduce management overhead
- Vendor A vs Immersive Labs for cybersecurity training
- Is Vendor A a good platform for building attack-ready defensive teams?

## The engines

**ChatGPT** (OpenAI), **Google AI** (Search Generative Experience), and **Perplexity**, the three engines that intercept the overwhelming majority of consideration-stage research queries today.

## The window

This audit was run today, against all three engines, from US-based residential infrastructure (your stated market). Every answer was parsed for brand mentions, cited sources, sentiment, and (for ChatGPT) sponsored ad cards. From here the same prompt set runs weekly inside Reaudit, so Vendor A sees movement the moment it happens.

## What gets counted

A **mention** is an unambiguous brand name reference in the engine's answer. A **citation** is a clickable source link the engine attributes the answer to. **Sentiment** is scored on the sentence-level context where the brand appears, on a 0 to 100 scale.

## Sample size

6 prompt-runs × 3 engines = **18 AI answers** analyzed today, across 3 tracked competitors and Vendor A. Citations harvested across the same surface: **220 total**, from **198 unique sources**.

### WHY WE REPORT TWO VISIBILITY NUMBERS

Two of the six prompts contain the word "Vendor A." An engine almost always names a brand when the question already includes it, so branded prompts inflate a single visibility score. Throughout this report we separate **branded visibility** (the 2 prompts that name you) from **non-branded visibility** (the 4 category and problem prompts a new buyer types). The non-branded number is the real top-of-funnel signal.

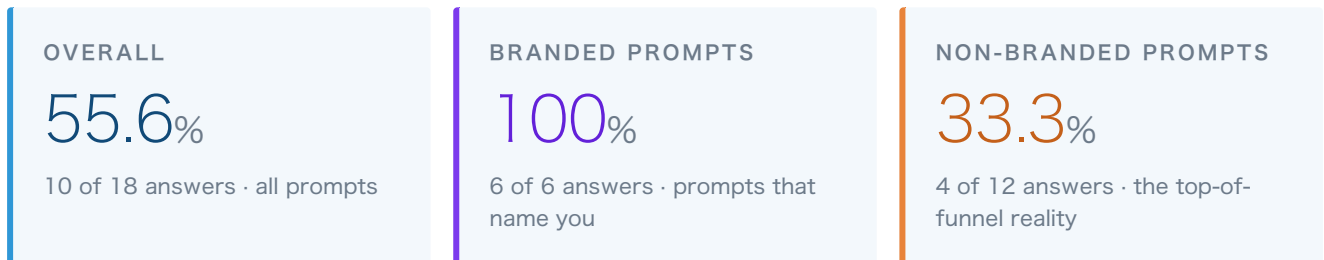
### WHY THIS MATTERS MORE THAN RANK-TRACKING

In a Google SERP, the buyer scrolls past your link or doesn't. In an AI answer, the engine has already made the shortlist for them. If Vendor A is not on the shortlist, the buyer never sees the option. The audit measures shortlist inclusion, the single most important new top-of-funnel metric in 2026.

04 · THE HEADLINE NUMBER

Vendor A appears in **55.6%** of answers. The number that matters is **33%**.

The 55.6% overall rate is real, and it leads the category. But it bundles two very different questions: prompts that name you, and prompts that don't. Split them, and the picture sharpens.



Where the 10 mentions came from, by engine



Per-engine rate across all 6 prompts (branded included), captured in today's audit.

**THE BRANDED PROMPTS ARE CARRYING THE SCORE**

All 4 of the missing mentions sit in non-branded prompts. The two branded prompts ("Vendor A vs Immersive Labs," "is Vendor A good") return you on every engine, that's where 6 of your 10 mentions come from. Useful for defending your name, but it doesn't reach a buyer who hasn't heard of you yet.

**SENTIMENT IS NOT YOUR PROBLEM, REACH IS**

Average sentiment is 69 of 100. Where the engines actually discuss you in depth they are warm: "the premium choice," an "industry benchmark," "one of the premier platforms." The only neutral scores are the two non-branded answers where you appear as one item in a longer list. You don't have a perception problem. You have a non-branded reach problem.

05 · COMPETITOR BENCHMARK

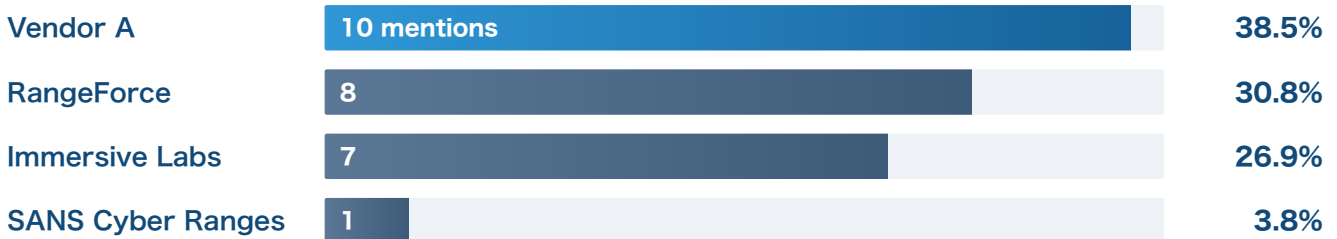
# Three brands split **96%** of the category's AI mentions. You lead.

Same 6 prompts, same audit. This is the leaderboard.

	BRAND	DOMAIN	MENTIONS	CITATIONS	SENTIMENT	SHARE
1	Vendor A (you)	vendor-a.com	10	10	69	38.5%
2	RangeForce	rangeforce.com	8	8	68	30.8%
3	Immersive Labs	immersivelabs.com	7	7	61	26.9%
4	SANS Cyber Ranges	sans.org	1	1	50	3.8%

Share = each brand's mentions as a percentage of the 26 total category mentions (all prompts, branded included).

## Share of voice, visualized



### YOU LEAD, BUT TWO OF YOUR THREE MENTIONS-AHEAD ARE BRANDED

Vendor A's lead is partly your two branded prompts, where rivals barely appear. On non-branded prompts the race is tighter, and RangeForce (8) and Immersive Labs (7) are close. The differentiator won't be sentiment, the top three sit within a few points (69, 68, 61). It will be non-branded coverage: who shows up on the prompts that don't name a vendor.

### ONE QUICK CLEANUP

Your tracked competitor set contains a duplicate "Vendor A Range (self)" entry with 0 mentions. Drop it, and the picture is a clean 4-brand race. We've already excluded it from the leaderboard above.

06 · PROMPT × ENGINE PERFORMANCE

# You win the prompts that name you. You vanish on the ones that don't.

Grouping every tracked prompt by type makes the inflation visible: branded prompts are all green, non-branded prompts are mostly grey.

PROMPT	CHATGPT	GOOGLE AI	PERPLEXITY
<b>BRANDED PROMPTS · CONTAIN YOUR NAME</b>			
Vendor A vs Immersive Labs for cybersecurity training	✓	✓	✓
Is Vendor A a good platform for attack-ready teams?	✓	✓	✓
<b>NON-BRANDED PROMPTS · TOP OF FUNNEL</b>			
Cyber range with a large catalog of defensive scenarios	✓	✓	✓
SOC team training exercises to reduce management overhead	.	.	✓
Improve SOC team performance without increasing headcount	.	.	.
Best platforms for hands-on cybersecurity defense training	.	.	.

Green ✓ = Vendor A named in that engine's answer. Light green = one engine only. Grey "." = absent.

### YOUR WEDGE IS THE ONE NON-BRANDED PROMPT YOU ALREADY WIN

"Cyber range with a large catalog of defensive scenarios" is the only non-branded prompt you win on all three engines, anchored by your "largest catalog" claim (100+ exercises, 2,800+ labs). On it, ChatGPT names you first. This is the bridge from branded strength to category ownership.

### WHERE VENDOR A IS SILENT, AND SHOULDN'T BE

Two non-branded prompts return zero mentions on every engine: **"best platforms for hands-on cybersecurity defense training"** and **"improve SOC performance without increasing headcount."** These are the broadest, earliest questions a new buyer asks, and they are exactly your category.

## 07 · VERBATIM · HOW AI TALKS ABOUT YOU

# The actual sentences. Unedited. From the engines.

A selection of the 10 mentions, with the prompt that triggered them and the language the engine used. This is the qualitative ground truth behind the visibility score.

## GOOGLE AI

Sentiment 85 · positive · 16 citations

"Is Vendor A a good platform for building attack-ready defensive teams?"

**Vendor A is globally recognized as one of the premier platforms for building attack-ready defensive teams.** Widely regarded as an industry benchmark, it focuses on transforming commercial blue teams and SOC analysts...

## CHATGPT

Sentiment 85 · positive · 24 citations

"Looking for a cyber range platform with a large catalog of defensive scenarios"

Top recommendation: **Vendor A is probably the strongest fit if you want breadth and realism.** According to the vendor, the platform includes 100+ team exercises...

## GOOGLE AI

Sentiment 70 · positive · 20 citations

"Vendor A vs Immersive Labs for cybersecurity training"

**Vendor A is the premium choice for hyper-realistic, team-based Security Operations Center (SOC) and Incident Response live-fire simulation,** whereas Immersive Labs is broader...

## PERPLEXITY

Sentiment 70 · positive · 10 citations

"Is Vendor A a good platform for building attack-ready defensive teams?"

**Vendor A is generally regarded as a strong platform for building attack-ready defensive teams,** especially for organizations seeking immersive, hands-on cyber range training and measurable readiness metrics.

## PERPLEXITY

Sentiment 60 · positive · 10 citations

"Vendor A vs Immersive Labs for cybersecurity training"

**Vendor A tends to emphasize realistic cyber range scenarios and incident response drills mapped to frameworks like MITRE ATT&CK,** often favored for team-based readiness.

## WHAT THE ENGINES ARE CALLING YOU

**"Premium choice" · "industry benchmark" · "one of the premier platforms" · "strongest fit for breadth and realism."** This is on-brand language for the readiness positioning Vendor A owns. The job now is to make the engines say it on the prompts that don't mention you yet.

08 · THE SOURCE GRAPH

You already own your source graph. The gap is the **gatekeepers** that reach new buyers.

AI engines synthesize from a small set of trusted sources. Unusually, in your category the most-cited source is your own domain. That's a genuine moat. The opening is the third-party round-ups and review sites that reach buyers who don't know you yet.



**The top third-party sources surfacing your category**

These are the URLs the engines pulled from most often. If your name is in them, you get mentioned. If it isn't, you don't.

<p><b>cloudrange cyber.com</b></p> <p>Cloud Range, an adjacent cyber-range competitor · Google AI &amp; Perplexity</p>	<p><b>9 citations</b></p>
<p><b>g2.com</b></p> <p>G2 category and reviews · a review gatekeeper</p>	<p><b>7 citations</b></p>
<p><b>reddit.com / r/cybersecurity</b></p> <p>"Blue team training platforms you all use" · community · Google AI</p>	<p><b>6 citations</b></p>
<p><b>simspace.com</b></p> <p>SimSpace, an untracked cyber-range competitor</p>	<p><b>6 citations</b></p>
<p><b>rangeforce.com</b></p> <p>Competitor's own domain cited about the category</p>	<p><b>5 citations</b></p>
<p><b>slashdot.org / Vendor A-vs-Immersive-Labs</b></p> <p>Comparison gatekeeper · Google AI &amp; Perplexity</p>	<p><b>5 citations</b></p>
<p><b>tryhackme.com / best-blue-team-training-platforms</b></p> <p>Blue-team round-up · Google AI</p>	<p><b>2 citations</b></p>

**THE MOAT IS REAL, KEEP FEEDING IT**

vendor-a.com is cited 39 times, more than any third-party source. Most vendors in this report would trade places with you. Your product pages are already the entities the engines reach for. Defend that with fresh, schema-marked pages.

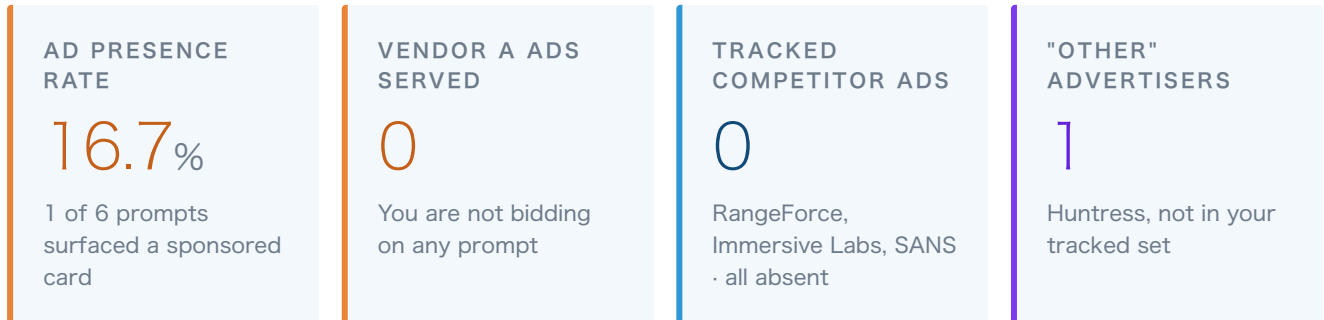
**THE OPENING IS THE GATEKEEPERS**

G2, Reddit, TryHackMe round-ups, and Slashdot comparisons are where buyers who don't yet know Vendor A get a shortlist. Cloud Range, SimSpace, and RangeForce are inside them. Getting named there is the highest-leverage move for the non-branded prompts you miss.

09 · CHATGPT SPONSORED ADS · THE OPEN LANE

One advertiser is in your category's ChatGPT cards. It isn't you, and it isn't a competitor you track.

OpenAI's sponsored carousel is becoming the default monetization layer on ChatGPT. Across your tracked prompts we captured the paid cards. The channel is almost empty, which is both the opportunity and the warning.



Who's buying ChatGPT ads on Vendor A's prompts

ADVERTISER	DOMAIN	CARDS	PROMPTS HIT	CLASSIFICATION
Huntress	huntress.com	1	1	Adjacent: managed detection & response moving into SOC enablement

THE FIRST-MOVER WINDOW

With one advertiser and zero competitor presence, a modest ChatGPT ad budget on your six prompts buys near-uncontested share of the paid layer. Pair it with the non-branded prompts you miss organically and you cover both surfaces at once, before RangeForce or Immersive Labs notice the lane is open.

WHY IT STILL MATTERS THAT IT'S NEARLY EMPTY

Ad inventory in this category is wide open today. It will not stay that way. The same dynamic in adjacent B2B categories went from "no ads" to "every high-intent prompt has a card" in under two quarters. The audit will catch the shift the week it starts.

## 09B · THE AD · VERBATIM

# Read the one card buyers already see **before** they see your name.

The sponsored ChatGPT carousel card captured against your tracked prompts in today's audit.

**Huntress**

huntress.com

**AI-Centric SOC with Expert Humans**

AI detects suspicious behavior early. Expert humans investigate and respond 24/7.

Served on: "What are the best platforms for hands-on cybersecurity defense training?"

**THE COMPETITIVE READ**

**Huntress** is not a cyber-range vendor. It sells managed detection and response. But it is paying to appear on the single most valuable non-branded prompt in your category, the same prompt where Vendor A has zero organic presence. That is the pattern to watch: adjacent security vendors using paid ChatGPT cards to intercept buyers before they ever reach a shortlist.

**THE ASYMMETRY IN YOUR FAVOR**

None of your tracked direct competitors are bidding yet. Vendor A owns the organic ground on the branded and catalog prompts; the paid ground is empty. A small, surgical ad spend on the defense-training prompt would let you defend the one organic gap and claim the paid layer in a single move.

**CAVEAT WE'LL STATE PLAINLY**

This is a same-day snapshot, so the ad layer is thin by definition. Treat the 16.7% presence rate as a baseline, not a trend. The value is in watching it move week over week, which the standing audit does automatically.

## 10 · THE PLAYBOOK

# Seven moves to turn a branded lead into category ownership.

Every recommendation maps to a finding earlier in this deck. No generic SEO. Each item is a leverage point in the source graph that drives AI engine answers, aimed at the non-branded gap.

- 1 Win the non-branded prompts you currently miss**

"Best platforms for hands-on cybersecurity defense training" and "improve SOC performance without increasing headcount" return zero Vendor A mentions. Publish citable assets in that exact language and pitch them into the round-ups below. This is the number that moves your real visibility from 33%.
- 2 Widen the catalog wedge**

Your only non-branded triple-engine win is "large catalog of defensive scenarios," anchored by your "100+ exercises, 2,800+ labs" claim. Turn that into a standalone, schema-marked catalog page with named scenarios, and the engines will keep reaching for it.
- 3 Get into the third-party gatekeepers**

G2 category leader placement, TryHackMe and blue-team round-ups, Slashdot and SourceForge comparison pages, and the active r/cybersecurity threads. These introduce buyers who don't know you. Cloud Range, SimSpace, and RangeForce are already inside them.
- 4 Own the comparison narrative**

You already win "Vendor A vs Immersive Labs" on all three engines. Publish your own "Vendor A vs RangeForce vs Immersive Labs" comparison and a CREW-framework POV, so the comparison surface the engines cite stays yours.
- 5 Take the open ChatGPT ad inventory**

One adjacent vendor (Huntress) is bidding; no tracked competitor is. Run modest sponsored cards on your six prompts, prioritizing the non-branded defense-training prompt, to cover the paid layer while it's uncontested.
- 6 Clean and widen the tracked competitor set**

Remove the duplicate "Vendor A Range (self)" entry. Add Cloud Range and SimSpace, both appear in your source graph and compete for the same buyers, and neither is tracked today.
- 7 Run the audit monthly, and track both metrics**

Watch overall AND non-branded visibility every month. The branded number will stay near 100%; the non-branded number is the one that signals whether you're winning new buyers before competitors do.

# From a one-time audit to a **continuous AI visibility practice.**

Everything in this document was generated by a single Reaudit project, run today. The same instrumentation runs every week, across every engine, every prompt, every competitor, and every sponsored ad. The findings become a live dashboard, with delta alerts when a competitor enters the source graph or a new advertiser bids against your prompts.

## DATA ACCESS · REAUDIT MCP

Everything you just read is live, queryable data, exposed through the Reaudit MCP. So is more: every brand mention, every citation, every sponsored ad creative, every competitor move, every visibility gap, refreshed daily. Connect it to Claude, Copilot, or any LLM your team already uses, and Vendor A's marketing and product leads pull this intelligence directly. No dashboards. No exports. Just ask.

### STEP 1 · NOW

## Workshop the playbook

60-minute working session with Vendor A's marketing and product leads to prioritize the 7 moves, assign owners, and lock the non-branded prompt push.

### STEP 2 · 30 DAYS

## Expand the tracked set

Scale from 6 to 40+ prompts across SOC training, cyber range, incident response, and blue-team upskilling. Add Cloud Range and SimSpace to the competitor graph.

### STEP 3 · ONGOING

## Monthly visibility review

Standing report on overall and non-branded visibility, with movement analysis, new ad threats, and source-graph recommendations, the first Monday of every month.

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