

AI recommends your competitor. We tell you why

We measure every brand in your category across ChatGPT, Claude, Perplexity, Grok and Gemini, then diagnose the gap that put them ahead of you

MAGNESIUM · LIVE SNAPSHOT

1	Thorne		44%
2	Pure Encapsulations		35%
3	Nature Made		19%
4	NOW Foods		18%
5	Doctor's Best		13%

4 MORE BRANDS

10	[Sample brand]		7%
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Share of the AI shelf · 228 brands · 500 answers
· Sep 1 2026

Public brands shown as measured. None are customers or partners. The sample brand is a real measured brand, anonymised at its own position

Product discovery moved from search results to AI answers

YESTERDAY • TEN BLUE LINKS

Brands competed to be considered

A shopper scanned results and chose for themselves. Search analytics could measure rankings, keywords, CTR and backlinks

RANK TRACKING

KEYWORDS

CTR

BACKLINKS



TODAY • ONE AI ANSWER

"best magnesium for sleep"

For sleep, commonly recommended third-party-tested options include **Thorne**, **Pure Encapsulations** and **Nature Made** — glycinate forms are usually preferred...

Three brands out of 228, and the shopper may never see the rest. The same question builds a different shelf on every assistant, and no conventional analytics layer explains why

Being named is the new being ranked. Brands cannot see why they win, why they lose, or what to change

Measure an entire category once. Diagnose every brand in it

SAMPLE REPORT · MAGNESIUM · BRAND ANONYMISED

7%

SHARE OF VOICE
NAMED IN 35 OF 500

#10/228

SHELF RANK
OUTRANKED BY 9

5.3

AVG PLACE
WHEN NAMED

Named first in **0%** of answers. Absent from **15 of the 20** buyer questions, which carry 75% of all answers in the category

WHAT THE BRAND RECEIVES

- **Where it ranks**, split by assistant
- **Where it is absent**, and who wins instead
- **Why competitors win**: product attributes and cited sources
- **What to change**, with an owner and an effort level

Generated from a completed category run using two fields: brand name and website

5

AI ASSISTANTS

228

BRANDS RANKED

500

ANSWERS / SNAPSHOT

4,957

LINKS OPENED

Twenty buyer questions × five assistants × five runs, through official APIs. Metrics are computed from the collected answers, not generated by a model

The assistants read this brand's own pages. Then they named someone else

PAGES ON THE BRAND'S DOMAIN, OPENED WHILE ANSWERING

PAGE	READ IN	NAMED IN
Magnesium glycinate vs. citrate	10	0
The best type of magnesium	10	0
Magnesium for heart health	9	0
Calcium supplements and absorption	1	0

Four pages opened across 30 answers, brand named in none. Seeing this at all requires storing which URLs each individual answer opened, next to the brands that answer named. A mention tracker keeps the mention and discards the link graph

01 • Content

Fix the pages AI already reads

Make the brand entity and the product value explicit on pages assistants already trust and quote

02 • Product

Close the attribute competitors win on

Higher-ranked entrants are credited with **third-party tested** in 41% of the comparisons this brand loses

03 • Coverage

Fix model-specific absence

The sample brand is named on Grok in **16%** of answers and on Claude in **0%** — coverage, not ranking

Others tell brands where they rank. We show why AI picked someone else — and what to change this week

The product works. Now we are testing willingness to pay

500

AI ANSWERS
PER CATEGORY

228

BRANDS MEASURED
IN MAGNESIUM

4,957

SOURCE LINKS
CAPTURED

~\$20

COMPUTE COST
PER CATEGORY RUN

ALREADY LIVE

- End-to-end measurement across five assistants
- Automated brand reports from brand and website
- Public magnesium AI Shelf Index, updated monthly
- First named reports shipped

IN MARKET NOW

- First magnesium outreach cohort launched
 - First report free for ten founding brands
 - October re-run designed as a before/after remediation case
- Built part-time and bootstrapped, with no outside capital

One category run creates hundreds of measurable prospects

PRICING • LIVE ON THE SITE

PLAN	PRICE
One category	\$200 / mo
Up to five categories	\$600–1,000 / mo
Founding brands • ten places	First report free

Expansion revenue comes from categories, not seats — and one agency licence carries dozens of brands at once

A category costs the same whether one brand pays for it or forty. The next customer inside a live category costs effectively nothing to serve

~\$20

MEASURE A
CATEGORY

500 answers, every
citation stored



228

BRANDS MEASURED

A report is available
for every brand in
the run



\$200+

MONTHLY
MONITORING

Sell from a real
finding, then re-
measure

Founder-led GTM: the diagnosis is generated before the brand is contacted. Outreach opens with its own ranking, its missing questions and the pages AI already reads — not a generic software demo

We sell the diagnosis before asking for the meeting

Start with supplements. Become the analytics layer for AI commerce

\$68.7B

US SUPPLEMENTS MARKET

Growing to \$131B by 2033

100K+

PRODUCTS • FDA
ESTIMATE

Fragmented, with no
dominant player

WHY SUPPLEMENTS FIRST

Structured comparisons. Form, dose, testing and certification map cleanly to measurable attributes, which is what makes causation computable

High-consideration purchases. Shoppers ask assistants to compare evidence and products before buying, and paid health claims are restricted

SAME ENGINE • BROADER COMMERCE

Supplements

NOW



Wellness



Beauty



**Consumer
products**

Nothing in the measurement pipeline is supplement-specific. A new category is a new question set and attribute taxonomy, not a new software product

3 → 15

NEAR-TERM CATEGORY
COVERAGE GOAL

\$1T

AI-INFLUENCED US RETAIL
REVENUE BY 2030 • MCKINSEY

Trackers show what happened. We explain why

LEVEL 1 · AWARENESS

"Is my brand mentioned?"

Semrush, Ubersuggest, Scrunch, Peec, Otterly and other horizontal visibility trackers. Independent reviewers write that they stop at the dashboard



LEVEL 2 · ATTRIBUTION

"Which product, and how much money?"

Profound and Adobe for enterprise visibility; Alhena for product-level attribution; Wildcard (YC W25) for retail breadth



LEVEL 3 · CAUSATION

"Why did AI pick them — and what do I change?"

ShelfSignal joins recommendation rank, product attributes and the source pages opened for each individual answer

COMPOUNDING DATASET

Every run stores buyer question → assistant → recommendation → rank → credited attributes → every cited URL. AI answers change continuously and leave no public archive

The software can be copied. The historical recommendation graph cannot be backfilled later at any price

ONE MAGNESIUM SNAPSHOT

500

ANSWERS

4,957

LINKS OPENED

228

BRANDS

Re-run monthly, per category, so movement is comparable month over month

Two founders who can build this and sell it



CO-FOUNDER & CEO

Aleksandra Makhrova

Built production software on Microsoft's Azure Storage team; shipped the Bili app from zero to the App Store. Runs customer discovery and go-to-market from the Bay Area

linkedin.com/in/aleksandra-makhrova



CO-FOUNDER & CTO

Vladimir Fedorov

Twenty years building data-intensive software. Led Typetastic, used by more than four million students, and worked on high-scale systems at Bright Data. Wrote 100% of the measurement pipeline

vfedorov.com

Friends since preschool, 50/50, executing daily across time zones. We built the product ourselves — pipeline, extraction, reports, public index — and we are selling it founder-led

Raising \$500K to turn a live product into first revenue

01 · REVENUE

First 20 paying brands

Founder-led sales from the Bay Area, with the free shelf report as the wedge. Most of the round goes here

02 · PRODUCT

Attribute model v1

The layer that explains and fixes AI recommendations, plus client dashboards for paying brands

03 · COVERAGE

Categories 3 → 15

Supplements, then wellness and beauty. Scaling coverage is compute, not headcount — the round buys distribution, not infrastructure

\$500K

SAFE · \$5M CAP · 18 MONTHS

Primary milestone: prove repeatable paid demand

Live product, sample report, public magnesium index and pricing are all public at shelfsignal.pro · hello@shelfsignal.pro