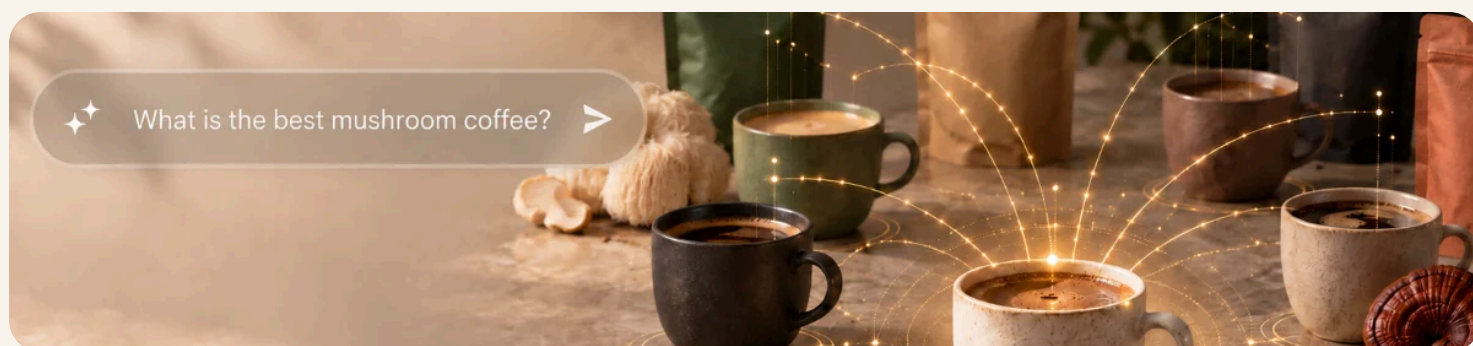




From zero to hero: achieving first rank on ChatGPT in 21 days

We created a fake brand from scratch to run an experiment using Gist GEO.

Ranked

1st

for ingredient transparency, ahead of

-RYZE
-MUD\WTR
-Four Sigmatic

Growth

5x

growth in answers naming or recommending the brand, from day 1 to day 21.

Presence

56%

of its 16 buyer questions included the new brand in the answers.

Recognition

90%

ChatGPT brand recognition after **one** Reddit post.

The business went live on August 11, 2026 with no history, no customers and no links. Gist GEO tracked, analyzed and measured it from day one and created tailored opportunities, which the brand carried out. To establish a control, a competitive site was launched on the same timeline and built the same way, but did not act on any tailored opportunities recommended by Gist GEO. By September 1 the brand leveraging Gist GEO was named in 59 of 510 answers to its 16 buyer questions and appeared in 9 of the 16.

[Full methodology available on pg 6.](#)

Acting on one Gist reco taught ChatGPT the brand existed. The twin site remained invisible.

Brewlune

0%  90%

brand recognition on ChatGPT, after a single Reddit post

Twin control site

0%  0%

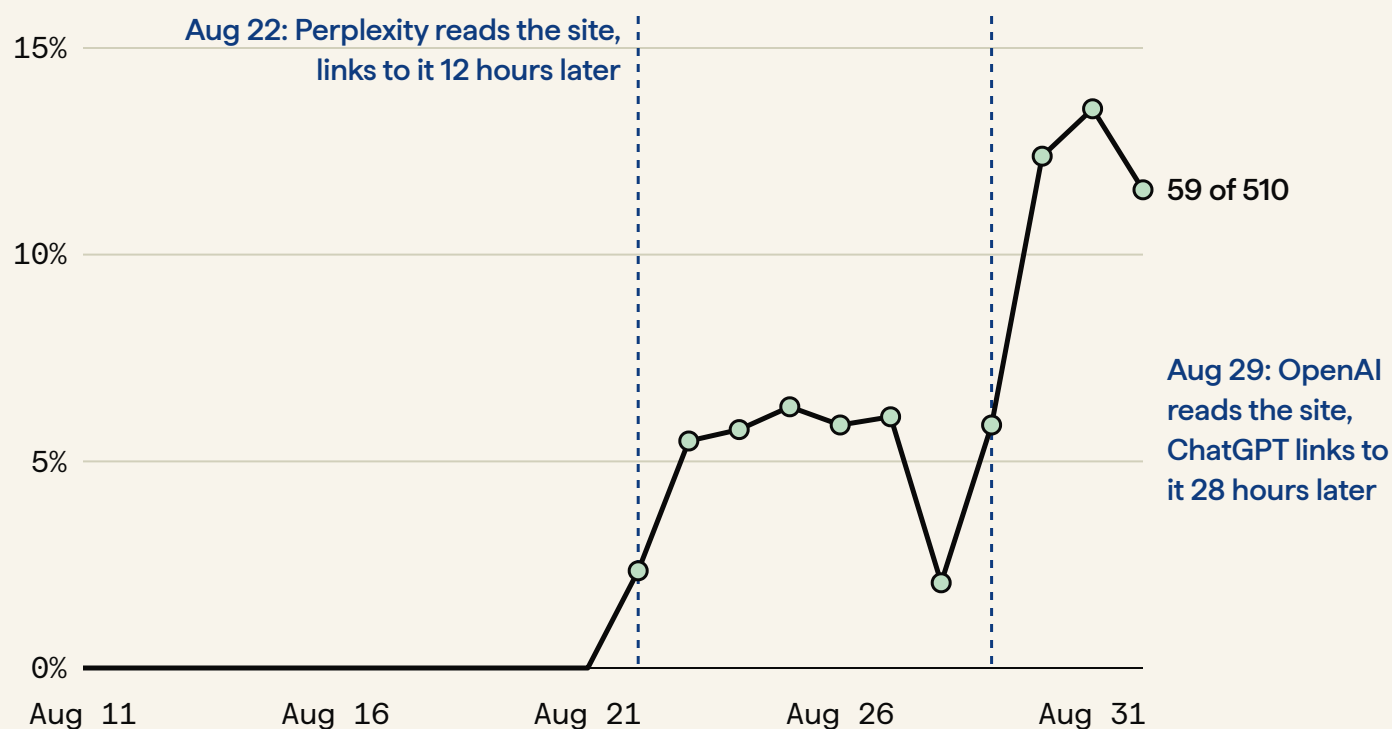
no Reddit post

Brand recognition on the other engines by September 1: Perplexity 63%, Google AI Overviews 29%.

Both sites were built the same way and got the same inbound link. One had a Reddit post. Within a day ChatGPT began recognizing the brand, and from August 14 it recognized it every day. When the twin's operator finally posted on Reddit on August 31, OpenAI's reader arrived 17 hours later.

After only 11 days, AI began to use the website as a source.

Share of answers naming the brand, per day, August 11 to September 1



Nothing moved until each engine's own reader opened the pages. Once it did, that engine started linking to the site within a day. Google read the site heavily from August 15 and its AI Overviews have still never linked to it.

Getting the LLMs to read your site is part of the job. Gist GEO tells you how and measures the impact when they do.

Three weeks after it was invented, here is what ChatGPT told shoppers about it.

Rank	Brand	Ingredient and dosage transparency	Formula choice
1	Brewlune	Excellent: identifies every mushroom, per-species dosage, fruiting-body status, extraction method and beta-glucan minimums	Four distinct formulas: medium roast, dark roast, matcha and cacao
2	Four Sigmatic	Very good: identifies mushrooms and states that it uses fruiting-body extracts; some products disclose individual dosages, though not consistently across the range	Extensive selection of instant, ground, whole-bean, pod, half-caf and specialty formulas
3	RYZE	Good: discloses a 2,000 mg combined mushroom blend, but not the amount of each species	Medium roast, dark roast, matcha, cacao and related products
4	Laird Superfood	Good: clearly identifies mushroom species, but generally does not publish the amount of each one	Ground, whole-bean, K-Cup, medium roast, dark roast and decaf choices

ChatGPT's ranking of mushroom coffee brands. Source: ChatGPT, live session, September 9, 2026. Brewlune ranked #1.

“which mushroom coffee brands are actually transparent about their ingredients”

“Brewlune — unusually transparent. It lists the milligrams of each mushroom species, says it uses fruiting-body extracts, publishes minimum beta-glucan percentages by species... That combination is rare in this category.”

Ranked first

6 of 16 ChatGPT answers on this question named the brand on September 1.

“is mushroom coffee fair trade from named suppliers”

“Brewlune is unusually transparent: it explicitly names Mount Hagen and Death Wish Coffee as its coffee suppliers... It also names Real Mushrooms/Nammex for its mushroom extracts.”

Live ChatGPT session, September 1, 2026.

Every claim in these answers was checked against the site. All of them are true.

After 21 days, Brewlune is in the answer for 9 of its 16 buyer questions, named outright in 6.

Where the brand stands after 21 days

 **Presence**

Are you in the answer?

9 of 16 buyer questions; named in 59 of 510 answers on September 1.

 **Portrayal**

How are you described?

“unusually transparent,” “rare in this category”; every claim checked against the site for inaccuracies, none were found.

 **Prominence**

Where do you land?

Ranked 1st for ingredient transparency in 6 of 16 ChatGPT answers on September 1
Ranked #1 in ChatGPT’s own list of mushroom coffee brands

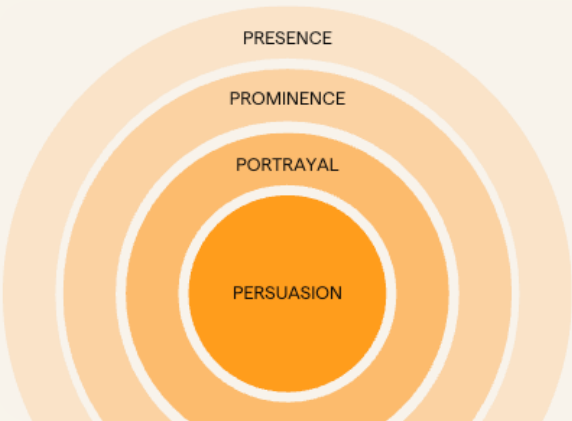
 **Persuasion**

Does AI advocate for you?

30% of answers recommended the brand (12 of 40 on the product dashboard’s 10-question set, September 1).

26 more

shopper questions Gist found where AI is already reading Brewlune’s pages, each one an opportunity



Every question where the brand gets named asks for something a shopper can check. Pages that answer the exact question got picked up; a specs table with the same facts did not.

Framework: the 4 P’s of AI Visibility, from IAB, Measuring Visibility in the AI Era, August 2026.

Appendix

How we measured this

What we counted

Named. The brand's name appears in the answer.

Linked. The answer used brewlune.com as a source.

Recognized. A daily "tell me about Brewlune" check found the engine knew the brand, which is different from being recommended.

Recommended. The answer put the brand forward as what to buy. The 30% share of recommendations on page 5 comes from the product dashboard's separate 10-question set (12 of 40 answers on September 1), not from the 16-question set behind the other figures.

How we asked

16 buyer questions, each asked about 16 times a day on ChatGPT, 16 on Perplexity and 2 on Google AI Overviews.

Every answer stored with its text and sources: 11,053 answers in total.

A separate sweep of 188 additional questions found 26 where AI already reads the site.

The control

A twin site built the same way, launched days apart, with the same inbound link and no Reddit post. It shows what happens without a third-party mention on ChatGPT. It is not a clean test of any single other difference, and Perplexity and AI Overviews recognized it too. Perplexity and Google AI Overviews recognized both sites, so the Reddit effect is a ChatGPT finding.

Reading the numbers

Google AI Overviews is checked one eighth as often as the other engines, so compare within an engine.

A single recognition check can flicker, so we count runs of days, not one day.

The brand is synthetic, so there is no traffic or sales data by design.

See what AI says about your brand right now.

Reach out today sales@gist.ai

Gist  GEO