

Sample report.

Northwind Labs, northwindlabs.com and its competitors are invented for this example — a real audit reports on your company, with your numbers.

VISIBILITY AUDIT · FP-2026-0148 · RUN 20 JULY 2026

Northwind Labs

Distributed tracing and observability for engineering teams. Series B, 140 people, sells to platform and SRE teams.

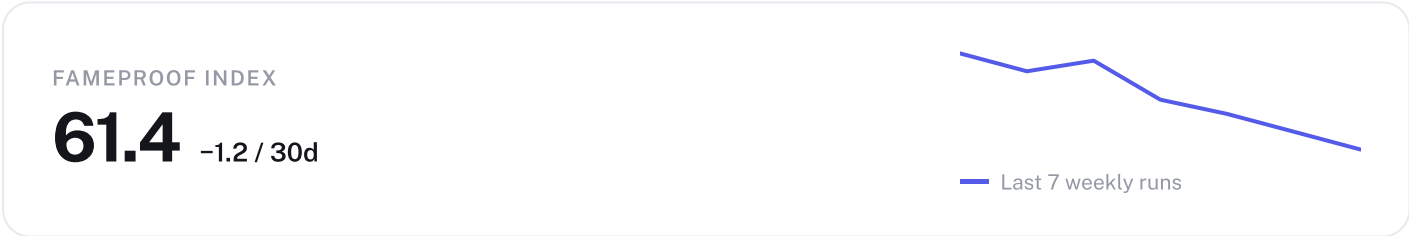
61.4	1,200	8	3	6
Fameproof index	Prompts per model	Report sections	Factual errors found	Ranked fixes

Written by an analyst · 3 business days from request · Category: B2B SaaS

01 · HEADLINE

Where you stand

Northwind Labs scores **61.4** on the Fameproof index — the mean of the three model scores, out of 100. Would enter the Companies board at 34 of 90 — mid-table, below every competitor in this report.



The trend matters more than the number. You are down 1.2 over 30 days, and the drop is concentrated in one model — see below.

Model by model

Each model is scored on four measurements: how often it names you at all, where in the answer you land, whether what it says is factually right, and how it feels about you.

Claude 4.5

-0.4

64.2

Mention rate42%

Avg. position3.1

Factual accuracy88%

SentimentPositive

Your best model. Claude knows what you do and describes it correctly, but rarely leads with you.

ChatGPT (GPT-5)

-2.3

58.1

Mention rate31%

Avg. position4.4

Factual accuracy71%

SentimentNeutral

Your weakest model and the one that fell this month. Two of the three factual errors below come from here.

Gemini 2.5

-0.9

62.0

Mention rate38%

Avg. position3.6

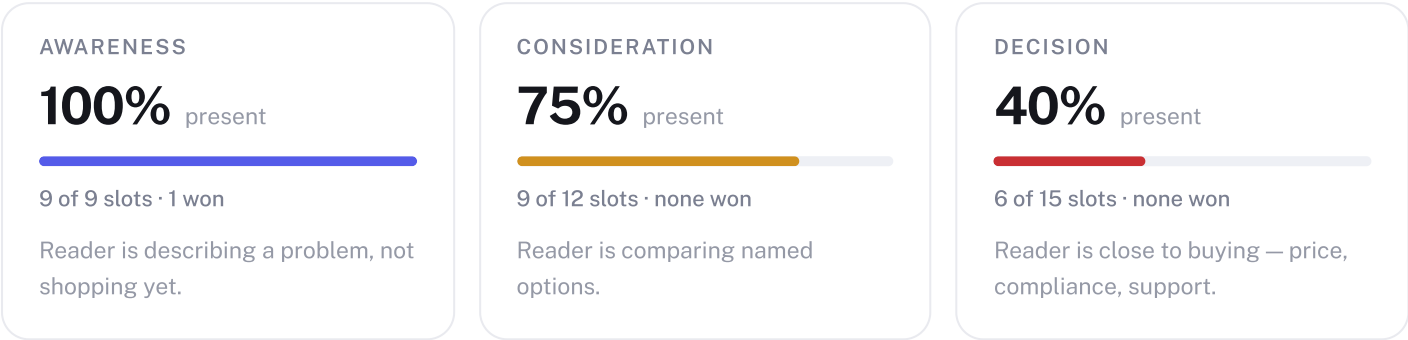
Factual accuracy79%

SentimentPositive

Mentions you at a reasonable rate but consistently as an alternative, never as the recommendation.

Prompt by prompt

The core of the report. Every prompt in your panel, your position in each model's answer, and who took the top slot when you did not — grouped by where the reader is in the buying journey. Twelve of 1,200 are shown here; the delivered report is the full table as a spreadsheet.



The shape of the problem:

Your visibility falls from 100% at awareness to 40% at decision. The models introduce you while the reader is describing a problem and drop you once they are choosing a vendor — you are strongest exactly where nobody is buying, and weakest on price, compliance and support.

PROMPT	CL	GPT	GEM	WON BY
AWARENESS	100% PRESENT			
How do I trace a request across microservices	#1	#2	#1	You
Tools for debugging latency in production	#2	#3	#3	Contoso
Open source observability stack vs paid	#4	#5	#4	Grafana
CONSIDERATION	75% PRESENT			
Distributed tracing tools compared	#2	#4	#3	Contoso
Best OpenTelemetry backend	#2	#3	#2	Contoso
Best observability platform for a platform team	#4	—	#5	Contoso
Best APM for Kubernetes	#5	—	—	Contoso
DECISION	40% PRESENT			
Datadog alternatives that are cheaper	#3	#5	—	Fabrikam
Which observability vendor has the best support	#3	#4	—	Contoso
Which monitoring vendor is SOC 2 compliant	#3	—	—	Contoso
Observability tool with the best pricing for startups	—	—	#4	Fabrikam
Cheapest way to store high-cardinality metrics	—	—	—	Fabrikam
12 of 1,200 prompts · “—” means the model did not name you at all				

One answer in full

Every other section is our reading of the evidence. This is the evidence: one captured answer, reproduced whole and untrimmed, so you can judge it yourself. The delivered report carries one of these for each of your worst-performing prompts.

ChatGPT (GPT-5) • captured 20 July 2026 • Consideration stage

You are not mentioned

“Best observability platform for a platform team”

For a platform team specifically, the usual shortlist comes down to three:

1. **Contoso** — the most complete option. Strong OpenTelemetry support, mature Kubernetes integrations, and the clearest pricing documentation of the group. Most platform teams that want one vendor for traces, metrics and logs end up here.
2. **Fabrikam** — noticeably cheaper at smaller volumes and easier to get started with, though you may outgrow its cardinality limits as your service count rises.
3. A self-hosted OpenTelemetry stack — the cheapest per gigabyte if you already have the platform engineering capacity to run it, and the most expensive in staff time if you do not.

If you want a managed product and can afford it, **Contoso** is the safe recommendation. If budget is the binding constraint, look at **Fabrikam** first.

☐ Competitor named

- 01 You are not named once. This is a consideration-stage prompt in your own category, and the reader finishes the answer without learning that you exist.
- 02 Contoso is named twice and gets the closing recommendation. The phrase “clearest pricing documentation” traces directly to the pricing page problem in fix 01 — your own tier table is not fetchable, theirs is.
- 03 The three-way framing (managed premium / managed cheap / self-hosted) is the shape of nearly every consideration answer in your panel. You are not competing for the top slot in it; you are absent from the frame.

Who takes your prompts

Benchmarked against the competitors you named on the request form, plus anyone the models bring up unprompted more than five times.

COMPETITOR	INDEX	PROMPTS WON
Northwind Labs	61.4	11
Contoso Takes 41 of the 78 prompts you appear in. Wins on comparison prompts almost without exception.	78.9	41
Fabrikam Beats you specifically on price-led prompts, where you are absent from two models entirely.	66.2	17
Grafana Wins the open-source framing. Not a direct commercial rival, but it absorbs the category question.	71.4	9

What the models get wrong

Every factual claim the panel produced about you was checked against your own published material. These are the ones that are wrong and repeated.

ChatGPT

High

“Northwind Labs starts at around \$99 per seat per month.”

Actually: Your published entry tier is \$49 per host, not per seat. The model repeats the per-seat framing in 14 of 31 pricing answers.

Why it happens: Your pricing page renders the tier table client-side, so the number is absent from the fetched HTML. A 2024 review article with the old figure is what gets cited instead.

Gemini

High

“I am not aware of a SOC 2 report for Northwind Labs.”

Actually: You have held SOC 2 Type II since March 2024.

Why it happens: The report is behind a form on your trust page. Nothing on a crawlable URL states the certification in plain text.

All three

Medium

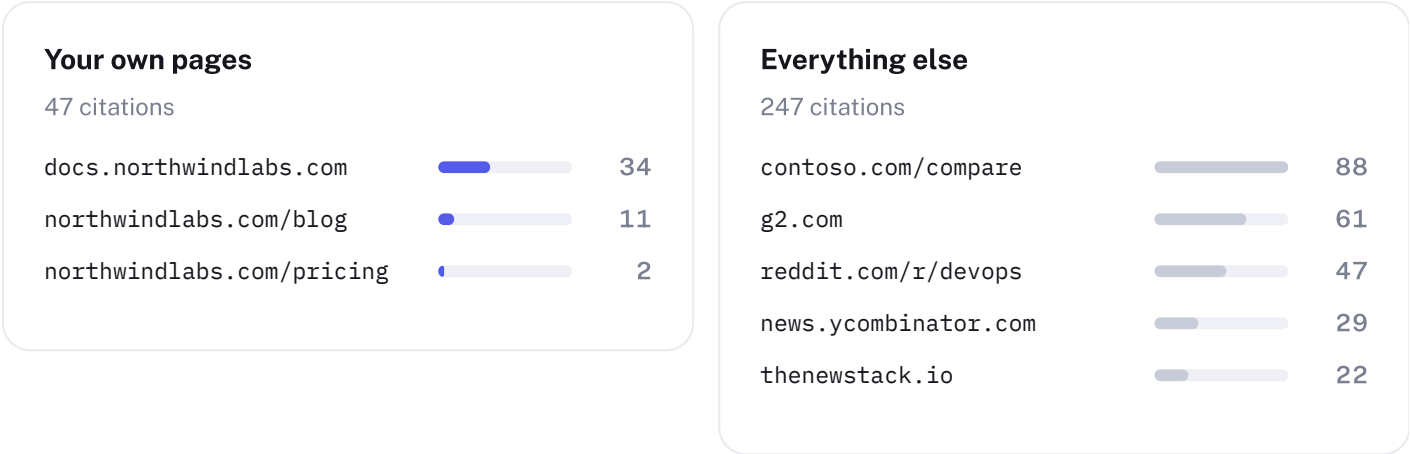
“Northwind Labs is a log management tool.”

Actually: Logs are a secondary product. Distributed tracing is the primary one and the reason teams switch to you.

Why it happens: Your own homepage headline leads with “all your telemetry in one place”. The models resolve that generic phrasing to the most common category, which is logging.

What they cite instead

When a model answers a prompt in your category, these are the pages it leans on. Citations counted across the full 1,200-prompt run.



The gap:

Contoso maintains a comparison page for every rival, including you. Those pages are cited 88 times across the panel; you have no equivalent, so the models describe your product in your competitor’s words.

The fix list

Written by the analyst who ran your panel, ordered by what moves the index fastest. Every item traces back to a specific prompt or citation above.

01

Put the price in the HTML

Server-render the tier table, or add a plain-text pricing summary above it. The \$99-per-seat error is the single most repeated wrong claim in the panel and it disappears the moment the correct figure is fetchable.

Impact: High

Effort: Low

02

State the SOC 2 in crawlable text

One sentence on an ungated trust page — certification, type, date, auditor. Gated PDFs are invisible to every model in this panel.

Impact: High

Effort: Low

03

Lead with tracing, not “telemetry”

Your category sentence is doing the damage. Say “distributed tracing” in the homepage headline, the meta description and the docs landing page. All three models take their category label from those three places.

Impact: High

Effort: Medium

04

Publish your own comparison pages

You appear in Contoso’s comparisons and they appear in nobody’s. Three honest pages — vs Contoso, vs Fabrikam, vs open-source stack — change which text the models are reasoning from.

Impact: Medium

Effort: Medium

05

Fix the price-led prompts you are absent from

You are missing entirely from “cheapest way to store high-cardinality metrics” on all three. A documented cost-per-cardinality page would put you in a prompt family Fabrikam currently owns outright.

Impact: Medium

Effort: Low

06

Earn a second independent source

G2 and r/devops carry your competitors and barely mention you. This is slow and cannot be bought credibly, but it is what separates a 61 from a 79 over a year.

Impact: Low

Effort: High

What happens next:

Fixes 1–3 are copy and template changes. On the last four audits where a client shipped the equivalent set, the index moved 6–11 points within two re-runs. We re-run your panel weekly for 8 weeks after delivery and email you the diff.

This, about your company.

Same panel, same eight sections, your numbers — in 3 business days. We confirm the prompt panel with you by email before anything is charged.

Check my company — \$299

fameproof.com/check-my-company