

WHAT THE MODELS SAY ABOUT YOU

Artesso Coffee

Prepared by **BE VISIBLE** — Brand Visibility Studio

A single pass across 4 answer engines, scored on the published formula. It tells you where you stand today and what to fix first.

Named in 38% of answers; your own pages are 2% of what gets cited.



FROM MEMORY

no web access — what
the model already
believes



WITH SEARCH

web search allowed —
what it can find today

Your visibility is similar whether models search the web or answer from memory.

PREPARED FOR

Artesso Coffee · artessocoffee.com

CATEGORY

specialty-coffee-roaster

MEASURED

05 September 2026 · 32 responses

BENCHMARKED AGAINST

Blue Bottle Coffee, Stumptown Coffee Roasters, Counter Culture Coffee, Intelligentsia Coffee

AUDIT ID

artesso-coffee-snapshot-20260905T082112-c847689a

YOUR AI VISIBILITY

One score for how AI answers treat your brand: are you named, are you recommended, are your pages cited, and is what the models say about you true.

25

VISIBLE SCORE / 100

Artesso Coffee scores **25** out of 100 on how often AI answers name, recommend, cite and describe you correctly.

#5 of 5 brands tested — where you sit among the brands this audit measured in your category.

THE FOUR DIMENSIONS

PRESENCE

38%

Are you included in the answer at all?



RECOMMENDATION

3%

Are you actually recommended, not just named?



AUTHORITY

3%

Are credible sources supporting your presence?



ACCURACY

67%

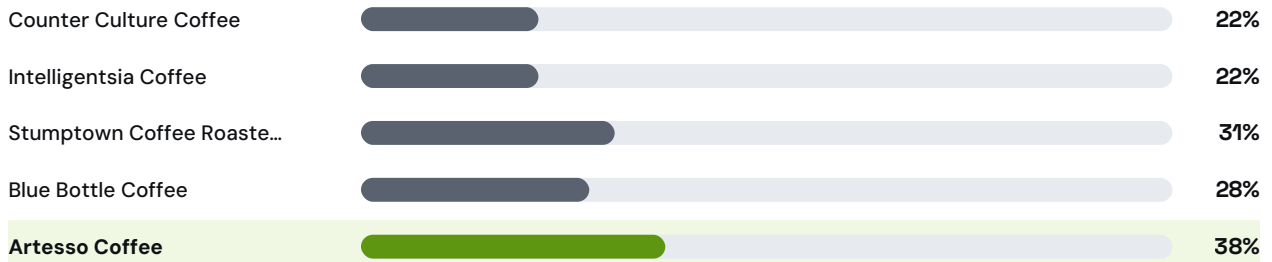
Does AI understand your brand correctly?



What was measured. 8 buyer questions, asked once each, on 4 AI surfaces and no others: Claude (memory), Gemini (memory), ChatGPT (search), Perplexity. A single pass — nothing was asked twice, so this is where you stand today, not a trend. These are the core Money Prompts: the paid audit asks the same questions again, with repeats and more surfaces, so its headline measures the same thing with a narrower error. Baseline measured September 5, 2026 — your first measurement, so there is no trend yet.

WHO AI RECOMMENDS

How often each brand in your category is named across the answers this audit collected. Your bar is the one in lime.



A share of answers, not a share of the market: a brand can lead here and sell less. It is the shortlist a buyer asking an AI model meets before they meet you.

THE BIGGEST FINDING

AI KNOWS YOU WHEN SOMEONE ALREADY KNOWS YOUR NAME

When a question names your brand, AI answers with you 100% of the time. When someone asks about the category without naming anyone, that falls to 0%. AI is not discovering you for the buyers who have not heard of you yet -- and that is the larger group.

QUESTIONS YOU'RE LOSING

Questions a buyer in your category asks where no AI model named you at all. Somebody else was the answer.

QUESTION	QUESTION TYPE	YOU	NAMED INSTEAD
What's the difference between washed and natural process when I'm buying beans online	Asked a niche question	NOT MENTIONED	—
I bought expensive beans but they taste worse than supermarket coffee, what went wrong	Asked to solve a problem	NOT MENTIONED	—
my espresso tastes sour and weak no matter what I do with the machine settings	Asked to solve a problem	NOT MENTIONED	—

5 further questions were put to the models in this audit and are not shown here, and 5 questions in all came back without your name on them. The full audit lists every question, which models answered it with your name, and who was named in your place.

WHAT AI MODELS SAY ABOUT YOU

What the models claim about your brand, checked against your own website — and the kinds of sources those answers were built from.

WRONG

contradicted by your own site

Artesso Coffee's website and social media channels focus more on their coffee shop experience and ready-to-drink options rather than the sourcing or roasting process of their beans

Actually: Artesso Coffee, her bir kahve çekirdeğini özenle seçer ve yıllarca süren deneyimine dayanan artizan bir bakış açısıyla işleyerek adeta bir sanat eserine dönüştürür... Artesso'nun efsanevi harmanı On the Rocks ile Güney Amerika ve Afrikanın yüksek rakımlı dağlarından toplanan %100 sınıf Arabica çekirdeklerini misafirlerimize özenle sunuyoruz.

GEMINI (MEMORY) · 1×

RIGHT

confirmed by your own site

roasts its own beans rather than simply reselling someone else's coffee

PERPLEXITY · 1×

33 further statements about you were recorded and checked. The complete register — every claim, the models that made it, and what your own site says about each — is in the full audit.

WHERE AI SENDS BUYERS

KIND OF SOURCE	SHARE OF CITATIONS
 Social media	14.6%
 Competitor sites	2.9%
 Press & reviews	1.2%
 Your website	0.6%
 Blogs	12.9%
 Other sites	67.8%

10 specific sites shaped these answers. Which ones they are, what each of them says about your category, and what to do about each are in the full audit.

YOUR 3 OPPORTUNITIES

The moves this audit ranked highest, each triggered by a measurement on the pages before it.

OPPORTUNITY 01

CORRECT WHAT AI GETS WRONG ABOUT YOU

3 false claim(s) about Artesso Coffee were produced by models, including: "Artesso Coffee's website and social media channels focus more on their coffee shop experience and ready-to-drink options rather than the sourcing or roasting process of their beans".

OPPORTUNITY 02

PUT YOUR PRICING WHERE AI CAN READ IT

Pricing pages were crawlable in this audit. Models still produced 1 false pricing claim(s), e.g. "subscription prices starting at \$13, \$15, and \$22.95".

OPPORTUNITY 03

COVER A TOPIC YOU ARE COMPLETELY INVISIBLE ON: THE BASICS

We asked about the basics, and Artesso Coffee was never mentioned once in any of them. Buyers researching these topics are being handed somebody else's name every single time.

BE VISIBLE • BRAND VISIBILITY STUDIO

YOU KNOW WHERE YOU STAND. NOW FIND OUT EXACTLY WHY.

This Snapshot measured 32 answers across 4 AI surfaces and showed you where you stand. The AI Visibility Intelligence Audit explains why — and gives you the exact 90-day plan to close the gap.

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- The questions that matter: 30 commercial buyer questions mapped to your market
- Who is winning: full analysis against up to 5 competitors
- Why they are winning: content, citation, authority, reputation and brand-information gaps
- What AI believes: incorrect, outdated and missing brand information
- What to change: a prioritized 90-day optimization roadmap
- What happens next: 30 days of Autopilot included so VISIBLE can start working on the findings