DEL Forensics: AI Visibility Engine

Don't Let AI Guess Your Story. See What It Sees.

The AI Visibility Shift

Search engines used to list links. AI engines now "think" and synthesize answers.

ChatGPT prioritizes Official website and news media

Grok hunts for real-time social signals.

Gemini leans heavily on video and official data.

If your brand data is missing from their preferred sources, they don't just ignore you.

They hallucinate.

The Problem: The "Blind Spot" Risk

Most brands measure "rankings." But rankings don't measure **AI Confidence**. If an LLM's confidence score in your brand drops below 50%, it fills the gaps with statistical probabilities - often inventing facts, products, or pricing that don't exist.
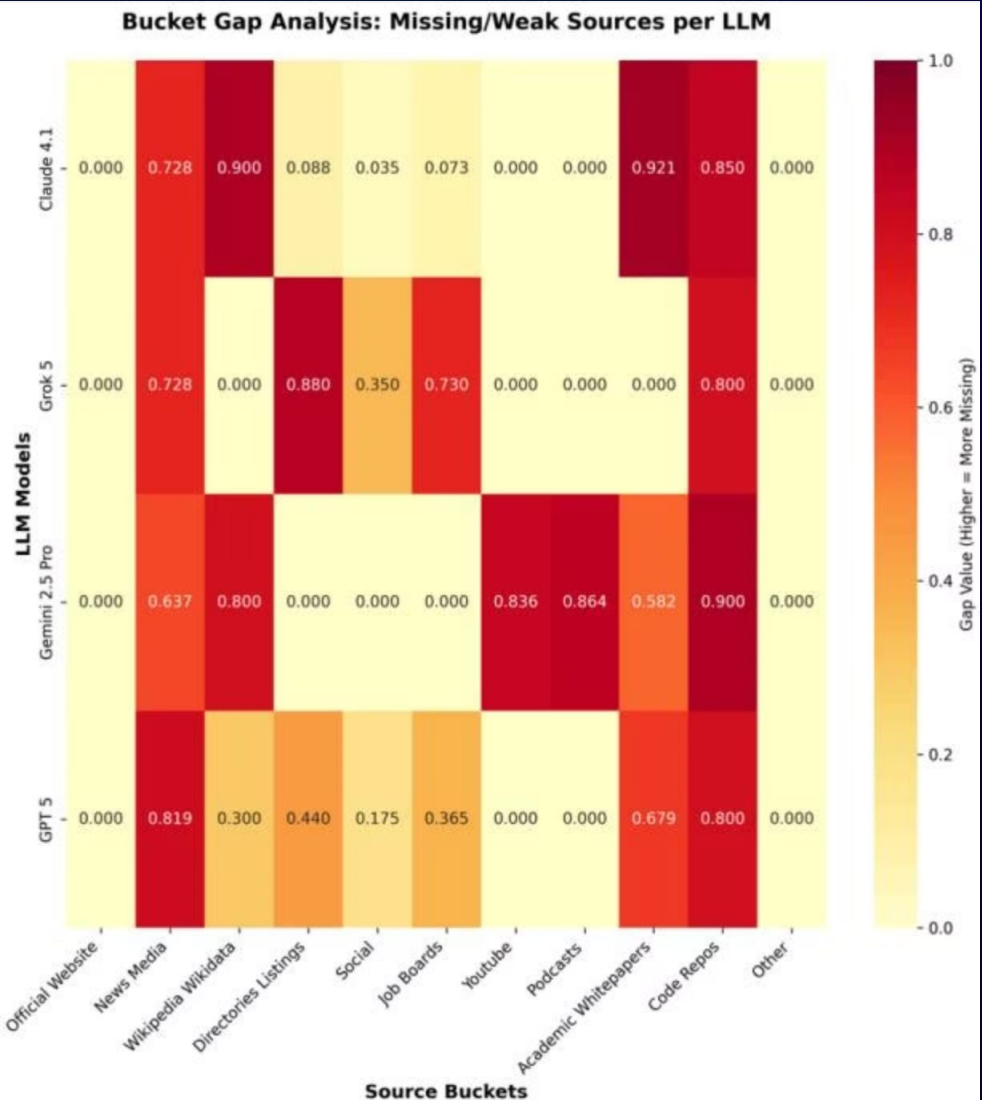
You cannot fix what you cannot simulate.

The Solution: Pre-Search Analytics
Mapping multi-modal AI trust

The GEO Pre-Search Simulator assimilates your full multi-modal corpus - spanning PDFs, web sites, repositories, video, and more - processing it through the distinct inference AI logic and trust-weighting layers of frontier AI machine learning models.
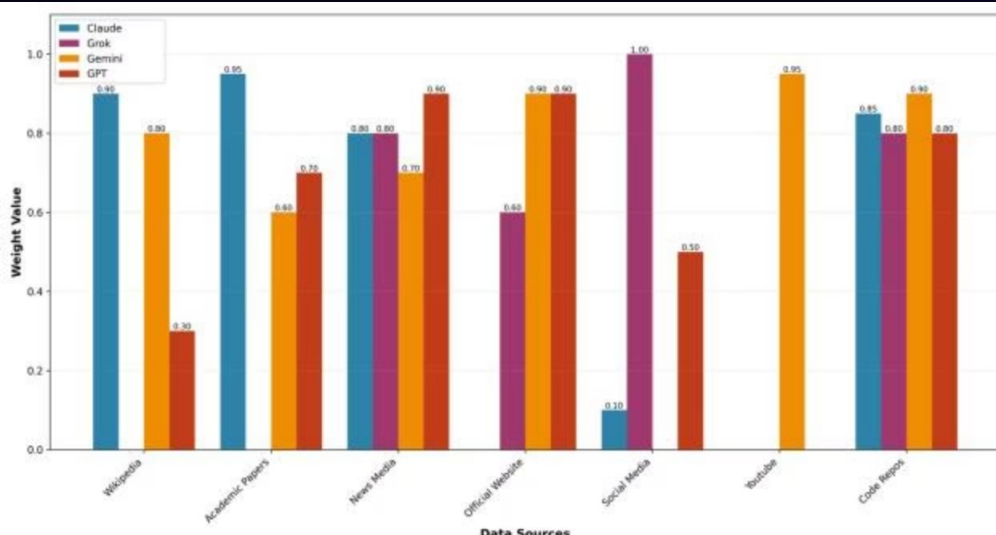
The LLM Coverage Gap Analysis

This heatmap identifies the specific "blind spots" where your brand is invisible to AI. Dark red sectors signal "Negative Evidence," pinpointing the exact data gaps that prevent frontier models from finding and grounding your brand.

The Trust Matrix

Presence is not influence; this matrix reveals the unique weighting layers each model uses to decide which sources to trust. It exposes distinct model biases—such as Grok's social velocity or Gemini's YouTube prioritization, allowing you to **pivot from volume to high-impact "Trust Bucket" optimization**

From Footprint to Forensics

We don't guess what the AI likes. We simulate the ingestion process.

We eliminate guesswork by simulating the exact ingestion and retrieval patterns of frontier AI models. Our process transforms raw data into a forensic map of AI perception.

01

Digital Corpus Assimilation

We aggregate your multi-modal footprint - including official documentation, social velocity, and technical repositories into a single AI machine learning environment.

02

Model-Specific Simulation

Your data is processed through the unique AI "trust-filters" of models like GPT, Claude, and Gemini to determine how each system prioritizes your information.
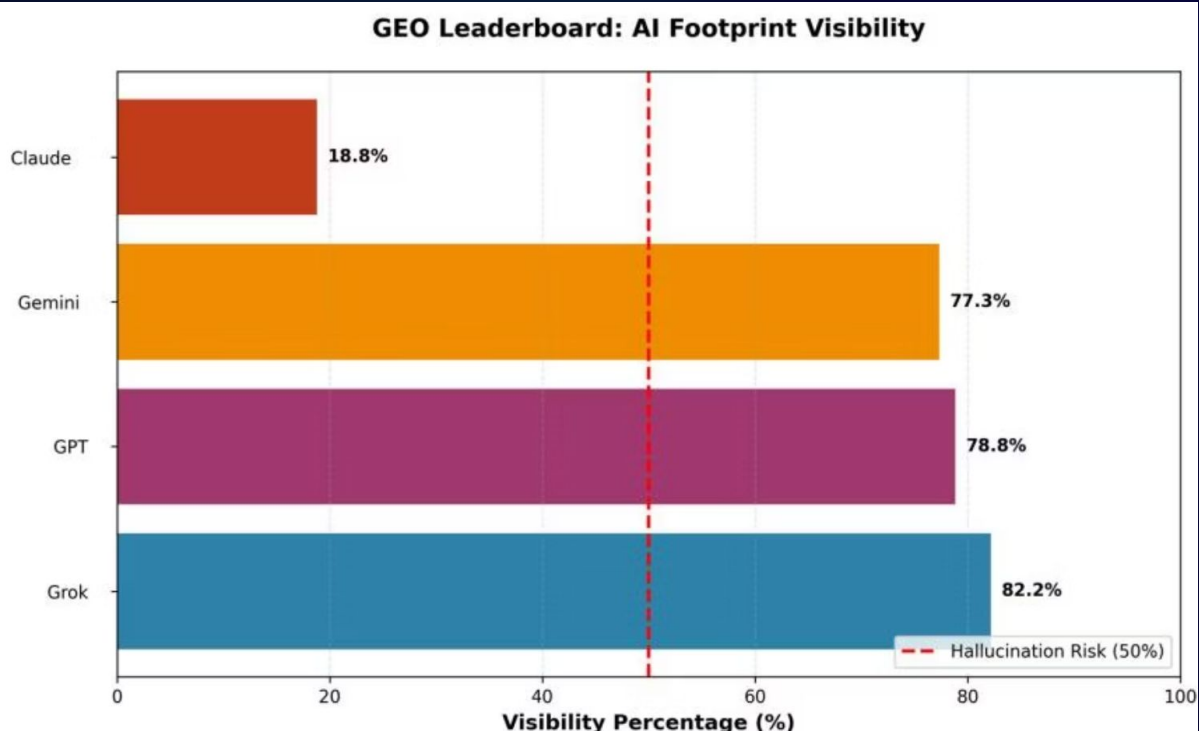
03

Integrity Scoring

We calculate a precise Visibility Score; any model tracking below 50% is flagged for high-risk hallucination and informational gaps.
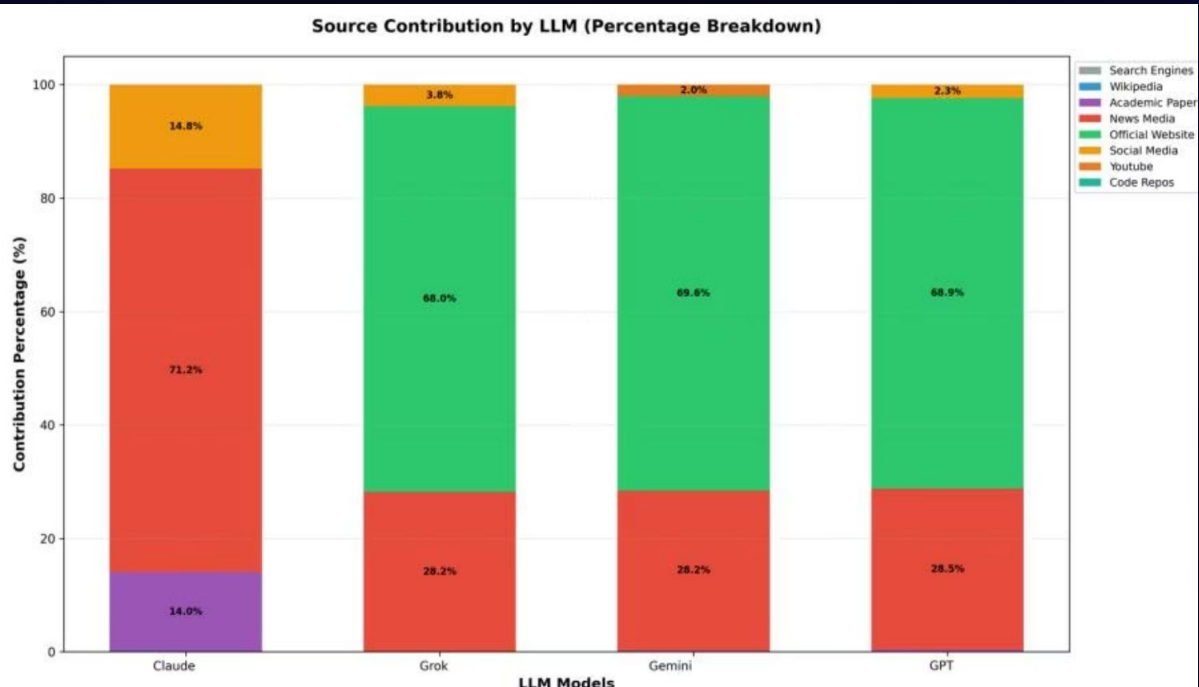

The GEO Visibility Leaderboard

This high-level audit ranks frontier models by their "Confidence Score" in your brand, identifying which systems are ready to cite you and which are going to ignore you or be forced to speculate. The **50% Risk Threshold** serves as a binary indicator of brand safety: above the line, you are grounded; below it, your brand identity is at the mercy of AI probability.

GEO Leaderboard: AI Footprint Visibility

Claude — 18.8%
Gemini — 77.3%
GPT — 78.8%
Grok — 82.2%

-- Hallucination Risk (50%)

Visibility Percentage (%)

Source Contribution Analysis

This breakdown reveals the DNA of your current AI footprint, showing exactly which sources, such as News Media or Official Assets are powering your answers in each model. It identifies "single-source dependency" risks, allowing you to diversify your footprint so that no single algorithm update can erase your brand visibility.

Source Contribution by LLM (Percentage Breakdown)

The GEO Diagnostic Pack

The outcome of the **DEL Forensics** engine is a high-impact, executable data package:

The LLM Coverage Gap Analysis

A pass/fail reliability scorecard across all major LLM ecosystems.

Strategic Gap Mapping

Visual intelligence pinpointing exactly where to deploy content for maximum retrieval impact.

The "Trust-Bucket" Roadmap

A prioritized action plan to align your content with the specific biases of top-tier models.

Entity Integrity Report

Deep analysis of how accurately AI represents your brand.

Where The Forensics Engine Fits

The **DEL Forensics Engine** provides the diagnostic intelligence required to fuel the **AI Citation Studio**. While the Studio engineers the final answers, the Forensics Engine identifies the "blind spots" and coverage gaps that must be solved first.

Within a DEL broader GEO strategy, the Forensics Engine is the mandatory first step for:

AI Visibility & Coverage Audits: Mapping exactly where models like GPT and others are blind to your brand.

Trust-Bucket Alignment: Ensuring your content is deployed to the specific platforms like Wikipedia, News, or Social, that individual models weight most heavily.

Hallucination / Ignoring Prevention: Securing the "Training Data" required to ground AI answers in fact rather than probability.

Together, these ensure your brand is:

Groundable: Reducing the risk of AI speculation.

Authoritative: Meeting the rigorous trust-weighting layers of frontier models.

Persistent: Maintaining presence across evolving LLM updates.

Who This Product Is For

DEL Forensics is engineered for high-growth teams and market leaders who:

Already invest in SEO but realize traditional rankings no longer guarantee AI mentions.

Demand Technical Accuracy and cannot afford for AI assistants to ignore or hallucinate their brand facts, pricing, or services.

Operate on Data, Not Guesswork and want a simulated "Pre-Search" view of how models interpret their digital footprint.

Prioritize Strategic Influence over content volume, focusing on high-impact "Trust Buckets".

This is not a reporting tool. This is AI visibility engineering.

The Outcome

When deployed as the foundational layer of your GEO strategy, the Forensics Engine enables:

Total Coverage Clarity
Knowing exactly which models trust you and which are "guessing" your story.

Strategic Data Remediation
A prioritized roadmap to fill informational gaps before they become brand risks.

Engineered Brand Safety
Reducing the probability of Ignored / hallucinations by providing dense, multi-modal grounding.

Maximized Citation ROI
Ensuring your AI Citation Studio assets are targeted at the exact sources that trigger attribution.

In short: Your brand stops being a data gap and starts being the AI's primary source.

Next Step

The DEL Forensics Audit is delivered as an intensive, data-driven engagement. If you want to see:

Your Real-Time Visibility Score across main AI's.

A "Blind Spot" Heatmap of your current digital footprint.

A Hallucination/Ignore Risk Assessment of your core brand entities.