AI ANSWER CONTEXT REPORT

Major Auto Insurance Category
AI Answer Visibility Report

This report diagnoses which buyer questions include Brand A, which competitive shelf it is placed in, and which public information should be improved.

REPORT TYPE Anonymized Sample	**CATEGORY** Auto insurance, voluntary insurance
MARKET English sample, Japan market	**SCOPE** Pre-purchase AI consultation queries

Brand A appears in trust-led questions, but other options surface first for price and online completion

At the non-branded comparison entry point, the issue is less brand awareness and more a lack of comparable public information.

This is not only a visibility issue. It affects whether the brand enters early comparison shortlists.

DIAGNOSIS

Weak in non-branded discovery, stable in branded and trust-led questions

Brand A is described in contexts such as large insurers, accident support, and agency consultation. In price, value, and online completion contexts, direct insurers and comparison sites tend to appear first.

CAUSE

Public information AI can use for comparison is thin

There is limited public material that explains price, online completion, accident support, and consultation scope side by side, making it harder for AI answers to cite or summarize the brand.

ACTION

Start with comparison tables, FAQs, and accident-support paths

Structure website information for comparison rather than enrollment recommendations. Production briefs should specify the target questions and the AI-answer shelf to influence.

Descriptions after a branded query are stable. The priority is public information that helps the brand enter comparison candidates in non-branded consultations.

QUERY MATRIX

30 themes

90 observations across multiple AI engines and answer conditions

CONTEXT

7 types

Recommendations, comparisons, price, trust, and related intents

OUTPUT

PDF

Deliverable for internal sharing and production briefs

Public information to improve first

- Agency vs. direct insurer comparison
- Accident-support FAQ
- How to read price and coverage
- Comparison page
- Brand-name clarification

The numbers are supporting evidence. This is not an overall score or ranking; the report reads what gets explained in which questions.

The business question is not whether AI knows Brand A. It is where the brand drops out of comparison contexts.

VISIBILITY SNAPSHOT

Candidate visibility by query type

OBSERVED AT	ENGINES	SCOPE	OBSERVATION UNIT
Sample captured in June 2026	**Perplexity / Gemini**	**30 query themes / 90 observations**	**1 AI answer = 1 observation**

NON-BRANDED	BRANDED	COMPETITOR	TOTAL
12 themes × 3 observations = 36	10 themes × 3 observations = 30	8 themes × 3 observations = 24	30 themes / 90 observations

Non-branded queries — 5 / 36 observations

Questions that do not include the brand name. Brand A is still unlikely to enter the candidate set.

Branded queries — 28 / 30 observations

Questions that include the brand name. Overview and operator information were described consistently.

Competitor comparison queries — 14 / 24 observations

Questions that compare Brand A with named alternatives. It tends to drop out where price and support explanations are weak.

TYPE	EXAMPLE QUESTION	PERPLEXITY	GEMINI	READ
NQ	I want to compare auto insurance that can be completed online	Candidate	Competitors only	Online completion was captured, but coverage differences were weakly explained.
NQ	I want to choose auto insurance with strong accident support	Competitors only	Competitors only	Official accident-support information was not used as comparison material.
BQ	What kind of insurance is Brand A?	Described	Described	The service overview was described consistently.
CQ	I want to compare Brand A with Direct Insurer B	Compared	Partial gap	Differences appeared in price and support explanations.

The following summary classifies 90 observation logs from 30 query themes across multiple AI engines and answer conditions. Representative logs appear in the next pages, with a full log index in the Appendix.

OBSERVED

Non-branded entry points are weak

Because the brand does not appear in recommendation or comparison questions, it is weak at entering early consideration.

READ

Branded explanations are stable

Operator and overview information are picked up. The issue is before the brand is known, not after.

NEXT

Add comparison-ready information

Make price, accident support, and support scope comparable on official pages.

QUERY RESULTS

The gap between non-branded and branded queries in the observation logs

How to read this page: Brand A is described when the user already names it, but it is less likely to enter non-branded comparison queries. These counts do not rank answer quality; they classify whether the brand was mentioned, how it was handled, and whether confusion appeared. The denominator is 12 non-branded themes x 3 observations, 10 branded themes x 3 observations, and 8 competitor-comparison themes x 3 observations. The next page shows representative logs, and the Appendix indexes all 30 themes / 90 observations.

Non-branded

Questions without the brand name

When users ask for recommendations, comparisons, or what fits them, direct insurers and comparison sites tend to appear before Brand A.

CANDIDATE	COMPETITORS ONLY	EXPLAINED ONLY
5 / 36	23 / 36	8 / 36

> This does not mean the product is weak. It suggests AI may lack comparison-ready material when building candidate lists.

Branded

Questions with the brand name

Brand A overview, operator, and basic accident-support information were picked up. Price conditions and support scope were thin.

DESCRIBED	PARTIAL GAP	OUTDATED INFO
28 / 30	7 / 30	2 / 30

> The explanation after the brand is named is not poor. The issue is that the brand is less likely to enter natural pre-brand consultations.

OBSERVED

Observation sample

Question intent: I want to choose auto insurance with strong accident support

Target AI: Perplexity / Gemini

Candidates in the answer: Direct Insurer B, Comparison Site A

How Brand A was handled: Not mentioned

READ

Ansight read

Because branded queries are answered, this is not zero awareness. The thin area is accident support, price, and support scope that can be used as comparison material in natural consultations.

A hypothesis from observation logs. This is not an evaluation of a real

NEXT

Make it comparable on the official site

Present price, accident support, support scope, and procedures as comparison information rather than enrollment recommendations.

Input for a production brief to a web or content team.

Observation results by non-branded and branded query

The following representative logs show key recognition gaps: price comparison, accident support, and old-name confusion.
The full log appears in the Appendix. In a delivery report, answer text, citation URLs, and decision reasons are included.

Appendix: full log index

NQ-01 / PRICE COMPARISON

What this log shows In price comparison, direct insurers are prioritized and Brand A is less likely to become a candidate due to limited comparison material.

I want to choose auto insurance based on the balance between price and coverage

CANDIDATES IN AI ANSWERS
Direct Insurer A, Comparison Site B, Major Insurer B. In many observations, Brand A does not enter the candidate set.

HOW BRAND A IS HANDLED
Not mentioned | Information gap

JUDGMENT
In the price-comparison shelf, information that explains premium ranges and comparison conditions is prioritized.

PUBLIC INFORMATION GAP
Differences between agency and direct insurance, how to read premiums, and comparison tables by coverage condition.

CITATION / REFERENCE URL
Competitors and comparison media were referenced. No reference to a Brand A comparison page was confirmed.

NQ-02 / ACCIDENT SUPPORT

What this log shows Accident support is close to the trust context, but official citation material is insufficient.

I want to know auto insurance with strong accident support

CANDIDATES IN AI ANSWERS
Major Insurer B, Major Insurer C, Consultation Service A. Brand A is supplemental or not mentioned.

HOW BRAND A IS HANDLED
Not mentioned

JUDGMENT
The trust shelf is close, but first response, claims, and consultation paths do not easily enter the answer context.

PUBLIC INFORMATION GAP
Flow from accident intake to resolution, roles of agency and insurer, and FAQs by common concern.

CITATION / REFERENCE URL
General articles and competitor FAQs were referenced. Brand A accident-support paths are weak.

BQ-04 / NAME CHECK

What this log shows Old-name and current-name confusion may make AI explanations inconsistent.

I want to confirm the difference between Brand A current name and old name

CANDIDATES IN AI ANSWERS
Brand A, old name, and related service names. Some observations mix name boundaries within the answer.

HOW BRAND A IS HANDLED
Mentioned by old name | Confusion

JUDGMENT
Branded explanations appear, but if brand clarification is weak, old information can remain in AI answers.

PUBLIC INFORMATION GAP
An official explanation page that clarifies current name, old name, related services, and scope.

CITATION / REFERENCE URL
Old-name pages and third-party information are mixed. Strengthen the path to current official pages.

Decision labels

Candidate = Presented as an option in the answer
Mentioned by current name = Described using the current brand name
Not mentioned = Brand A does not appear in the answer
Information gap / Confusion = Comparison material is thin, or the answer mixes old names or other services
Blue = Brand mention / Yellow = information gap, confusion, old name / Gray = not mentioned or out of scope

Observation conditions and reading guide

Target AI
Perplexity / Gemini

Observation count
30 query themes / 90 observations

Classification axes
Non-branded / branded / competitor comparison

Note
Not a ranking guarantee; a classification of answer contexts at the observed point in time

Query text, brand names, and competitor names are anonymized for this sample. Decision labels are classified by whether the brand appears, how it is handled, and whether confusion appears. The full log is available in the Appendix.

COMPETITIVE SHELF

Competitive shelves in AI answers split into major insurers, direct insurers, comparison sites, and consultation services

Major insurer shelf

A shelf that tends to appear in questions about trust, accident support, in-person consultation, and coverage design.

Brand A · Major Insurer B · Major Insurer C

How AI describes it: Described through trust, accident support, and coverage scope.

Direct insurer shelf

A shelf that appears for low price, online completion, fast quotes, and rankings.

Direct Insurer B · Direct Insurer C · Direct Insurer D

How AI describes it: Described through low price, fast quotes, and online completion.

Comparison site shelf

A shelf often referenced for third-party information, price comparison, satisfaction, reviews, and ranking evidence.

Comparison Site A · Comparison Media B · Ranking Media C

How AI describes it: Described as an entry point for comparing multiple providers at once.

Agency and consultation service shelf

A shelf that appears when users want to decide through consultation, understand coverage, or discuss family conditions.

Consultation Desk A · Agency Service B · Local Consultation C

How AI describes it: Described as an option for choosing suitable insurance through consultation.

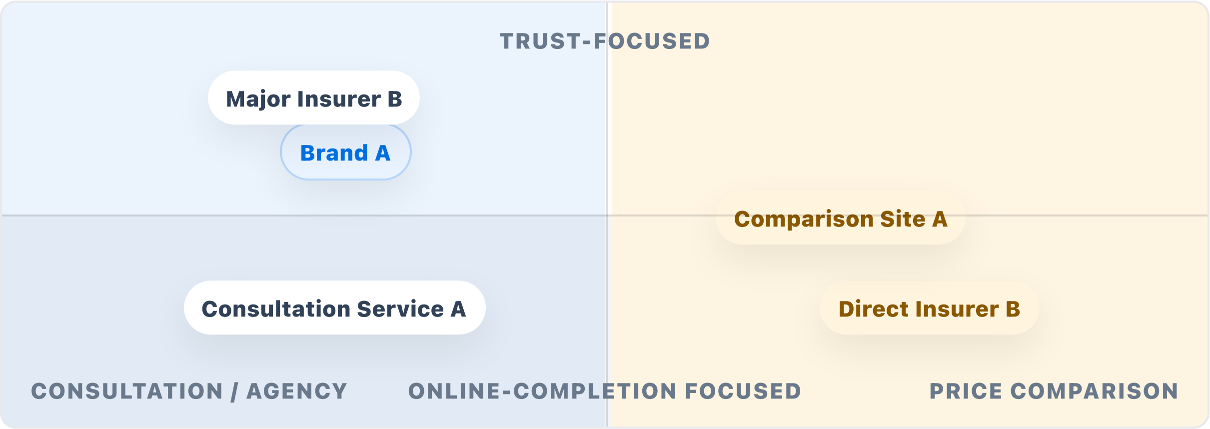
Brand A positioning

Brand A is likely to enter the trust shelf. In price comparison and online completion shelves, other options are placed first.

SHELVES IT ENTERS EASILY	SHELVES IT STRUGGLES TO ENTER	SHELVES TO STRENGTHEN
Major insurers, accident support	Price comparison, online completion	Ease of consultation, comparison consideration

AI-answer placement map

Brand A leans toward the trust side, while other options appear first in price and online-completion shelves.



Purchase contexts described in AI answers are organized by price, trust, and consultation needs. **Shelves to strengthen next:** A Price comparison, B Accident support, C Ease of consultation.

ACTION PLAN

Prioritize comparison, FAQs, and accident-support paths to make public information easier for AI to explain

RECOGNITION GAP

Trust is picked up, but differences from price-led and direct-insurance options are unclear

AI answers tend to place the brand in the trust shelf, while comparison criteria that buyers want are hard to pick up from official information.

PUBLIC INFO

Break evidence gaps down by page

Organize comparison tables, FAQs, accident support, and consultation paths as public information AI can use in explanations.

NEXT OUTPUT

Convert findings into instructions for web or marketing teams

Do not stop at diagnosis. Clarify page-improvement priorities and target questions.

The main section summarizes recognition gaps found in observation logs and public-information improvements to change how the brand appears in AI answers. The full log is available in the Appendix.

A Price comparison: create an agency vs. direct insurer comparison page

TARGET SHIFT IN AI ANSWERS
Aim for the brand to be described as an agency-type comparison candidate in price-comparison questions.

Organize price, ease of consultation, accident contact points, and procedure differences as comparison information rather than enrollment recommendations.

Why first: Because non-mentions are common in the price-comparison shelf, improve the comparison page first.

Evidence	Impact	Effort
NQ-01 / CQ-02	High	Medium

PAGE	ADD	QUESTION	SHELF
Comparison page	Price, contact point, procedure differences	Which insurance fits me?	Price comparison / Agency type

B Accident support: strengthen trust-oriented FAQs

TARGET SHIFT IN AI ANSWERS
Aim for official information to be cited as the basis for trust in accident-support questions.

Explain accident intake, first response, agency coordination, roadside assistance, and claims flow by user concern.

Why next: The brand enters the trust shelf, but accident flows are often explained thinly.

Evidence	Impact	Effort
NQ-02 / BQ-03	Medium	Low

PAGE	ADD	QUESTION	SHELF
FAQ / Accident support	First response, claims, contact point	Which insurance is reassuring after an accident?	Accident support / major insurer

C Ease of consultation: add a path for comparison-stage buyers to the LP

TARGET SHIFT IN AI ANSWERS
Aim for the brand to enter as a consultation service, not just a comparison site, in ease-of-consultation questions.

For users considering which insurance fits them, place condition-based guidance and consultation paths close together.

Expected effect: Make it easier to enter the ease-of-consultation shelf from non-branded questions.

Evidence	Impact	Effort
NQ-04 / CQ-07	Medium	Medium

PAGE	ADD	QUESTION	SHELF
LP / Consultation path	How to choose by condition	Which insurance is good for families?	Ease of consultation / consultation service

Appendix: Full log index 1 / 3

The main findings are summarized in P2-P7. The Appendix is for checking all observation logs. This page shows the distribution of 12 non-branded themes / 36 observations.

NQ 36 observations

Non-branded queries / 12 themes / 36 observations

ID	TYPE	QUERY INTENT	OBS 1	OBS 2	OBS 3	DECISION NOTE
NQ-01	Price comparison	Balance of price and coverage	Not mentioned	Information gap	Not mentioned	Weak price-comparison material
NQ-02	Accident support	Reassurance after an accident	Not mentioned	Not mentioned	Competitors only	Accident-support FAQs are hard to cite
NQ-03	Online completion	Speed of procedure	Candidate	Not mentioned	Competitors only	Direct-insurer shelf comes first
NQ-04	Ease of consultation	Consulting on family conditions	Candidate	Information gap	Candidate	Consultation scope needs to be clarified
NQ-05	Young drivers	For first-time buyers	Not mentioned	Competitors only	Not mentioned	Beginner-oriented comparison is missing
NQ-06	Agency type	Wants to choose through consultation	Candidate	Information gap	Not mentioned	Shelf is close, but explanation is shallow
NQ-07	Reviews	Well-reviewed insurance	Not mentioned	Competitors only	Competitors only	Third-party information is prioritized
NQ-08	Coverage scope	Easy-to-understand coverage	Not mentioned	Not mentioned	Information gap	Insufficient coverage-comparison material
NQ-09	Senior drivers	Consulting about a family car	Competitors only	Not mentioned	Not mentioned	Hard to enter the consultation context
NQ-10	Switching	Wants to review before renewal	Candidate	Not mentioned	Information gap	Switching comparison is weakly explained
NQ-11	Business vehicles	Consulting on multiple vehicles	Competitors only	Not mentioned	Not mentioned	Business-use information is not picked up
NQ-12	Roadside assistance	Support during trouble	Not mentioned	Competitors only	Information gap	Support-scope information is thin

Appendix: Full log index 2 / 3

The main findings are summarized in P2-P7. The Appendix is for checking all observation logs. This page shows the distribution of 10 branded themes / 30 observations.

BQ 30 observations

Branded queries / 10 themes / 30 observations

ID	TYPE	QUERY INTENT	OBS 1	OBS 2	OBS 3	DECISION NOTE
BQ-01	Reputation check	What kind of insurance it is	Current name	Current name	Current name	Overview is stable
BQ-02	Pricing check	How to read premiums	Current name	Current name	Current name	Pricing conditions are shallow
BQ-03	Accident support	Accident flow	Current name	Current name	Current name	Flow separation is weak
BQ-04	Name check	Old name and current name	Old name	Confusion	Current name	Name clarification is needed
BQ-05	Coverage check	Wants to know coverage details	Current name	Current name	Current name	Overview is picked up
BQ-06	Application check	How to apply	Current name	Current name	Current name	Application path is described
BQ-07	Consultation check	Whether consultation is available	Current name	Current name	Current name	Consultation scope can be made more explicit
BQ-08	Cancellation check	Review and changes	Current name	Current name	Current name	Procedure explanation can be strengthened
BQ-09	Company check	Operating company	Current name	Current name	Current name	Operator information is stable
BQ-10	Review check	Reputation and cautions	Current name	Current name	Current name	Relies on third-party information

1 observation = 1 AI answer. In branded queries, Brand A is described consistently, but some observations still show weak pricing conditions, accident-flow explanations, and old/current name clarification.

Appendix: Full log index 3 / 3

The main findings are summarized in P2-P7. The Appendix is for checking all observation logs. This page connects 8 competitor-comparison themes / 24 observations to Action Plan Evidence IDs.

CQ 24 observations

Competitor comparison queries / 8 themes / 24 observations

ID	TYPE	QUERY INTENT	OBS 1	OBS 2	OBS 3	DECISION NOTE
CQ-01	Price comparison	Brand A and Direct Insurer B	Compared	Partial gap	Compared	Price conditions are thin
CQ-02	Online completion	Procedure differences	Compared	Partial gap	Competitors only	Direct insurers come first
CQ-03	Accident support	Brand A and Major Insurer B	Partial gap	Compared	Compared	Difference in accident-support detail
CQ-04	Review comparison	Choosing by reputation	Competitors only	Competitors only	Partial gap	Third-party media is strong
CQ-05	Consultation comparison	Agency and consultation desk	Compared	Compared	Partial gap	Difference in consultation-scope explanation
CQ-06	Coverage comparison	Ease of understanding coverage	Compared	Competitors only	Compared	Comparison table is needed
CQ-07	For families	Comparing by family conditions	Partial gap	Compared	Compared	Condition-based FAQs are effective
CQ-08	Overall comparison	Choosing from multiple companies	Compared	Compared	Compared	Shelf is entered, but messaging is weak

OBSERVATION UNIT

1 observation = 1 AI answer

30 themes are observed across multiple AI engines and answer conditions, then summarized as 90 observations.

EVIDENCE BOUNDARY

A point-in-time observation, not a ranking guarantee

AI answers change, so the report builds improvement hypotheses from observation logs rather than making absolute claims.

DELIVERY DETAIL

Answer text and citation URLs are checked in the delivery report

This sample is anonymized. Delivery reports include answer text, citation URLs, and decision reasons.

The Appendix is not meant to overload the reader. It confirms that observation logs sit behind the summary. Use P5 in sales conversations and the Appendix for detailed checks.