

OBSERVED BASELINE / TATTOO MARKET

Wildfire Report

AI visibility case study | Destin & Miramar Beach, Florida

Visible in AI. Clear about what comes next.

This example shows how Wildfire can turn AI-search measurements into clear priorities: where a business appears, where competitors show up, and which customer questions deserve closer attention.

73 / 100

VISIBILITY SCORE

Rounded from 72.96

84.2%

MENTION RATE

Overall reported rate

22.9%

SHARE OF VOICE

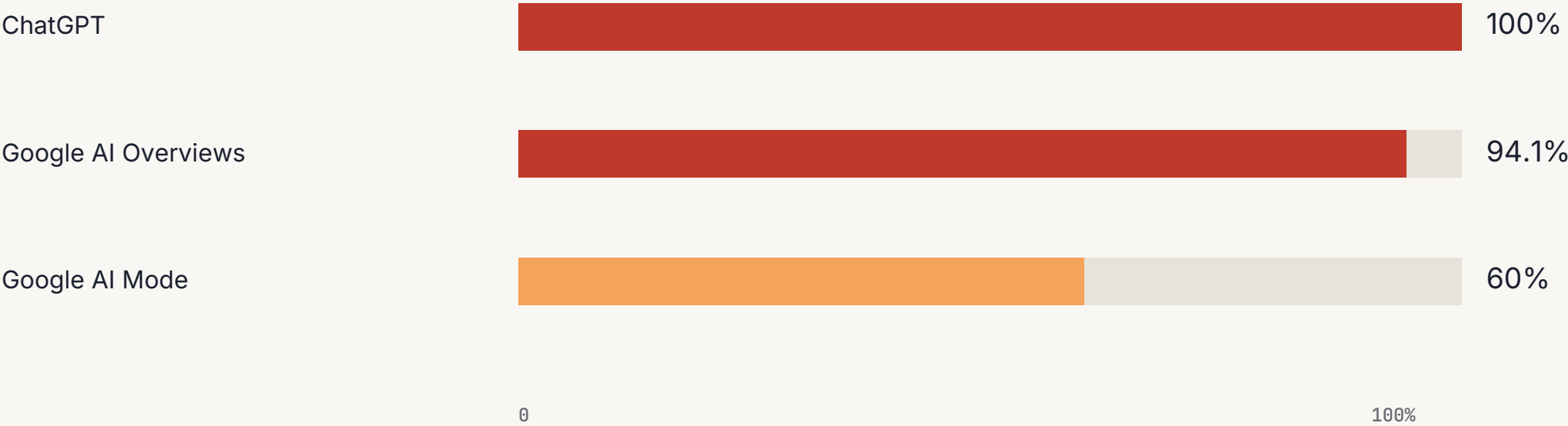
Within tracked responses

The opportunity: ChatGPT mentions are strong, while Google AI Mode coverage is lower. A useful report identifies that difference and turns it into a specific next investigation.

Single-business analysis example. These observations do not establish growth, revenue impact, or results caused by Wildfire. Future visibility is not guaranteed.

Strong exposure. Uneven coverage.

Mention rate across the tracked AI responses, by platform.



40 points

ChatGPT vs. AI Mode

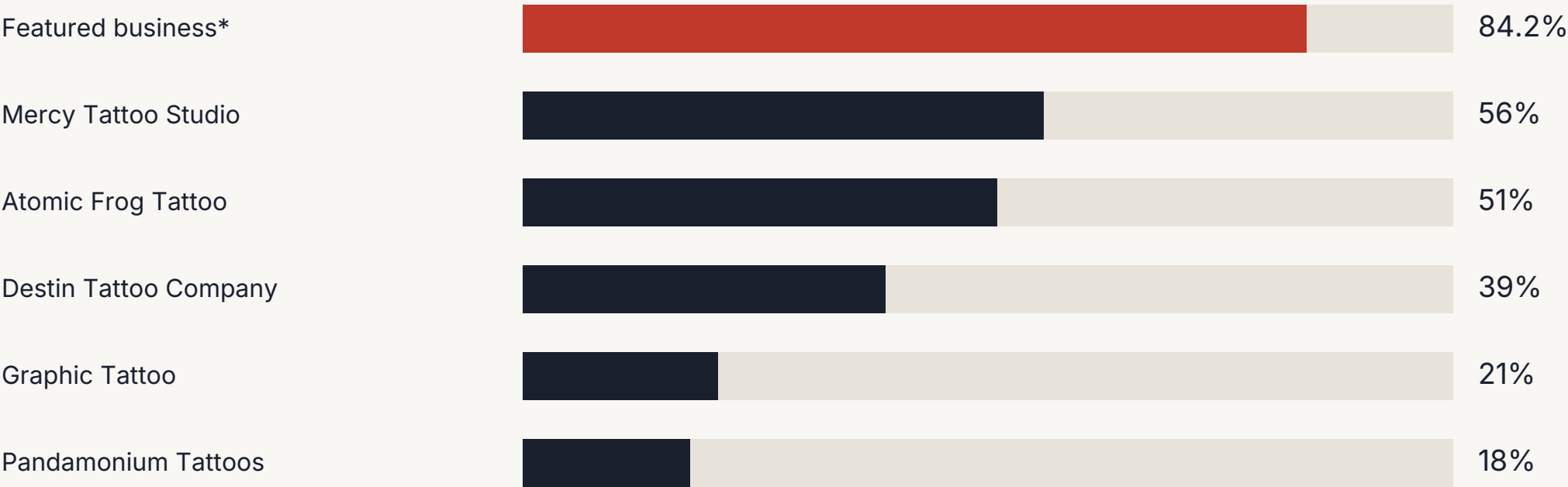
What Wildfire would investigate

Review the missing AI Mode responses, compare cited sources, and check whether the business clearly explains the services and locations those questions ask about.

Observed rates apply to the tracked response set, not all AI searches. Different platforms can use different evidence.

A strong position in the visible comparison.

Mention rates for the featured business and the first five competitors displayed in the source.



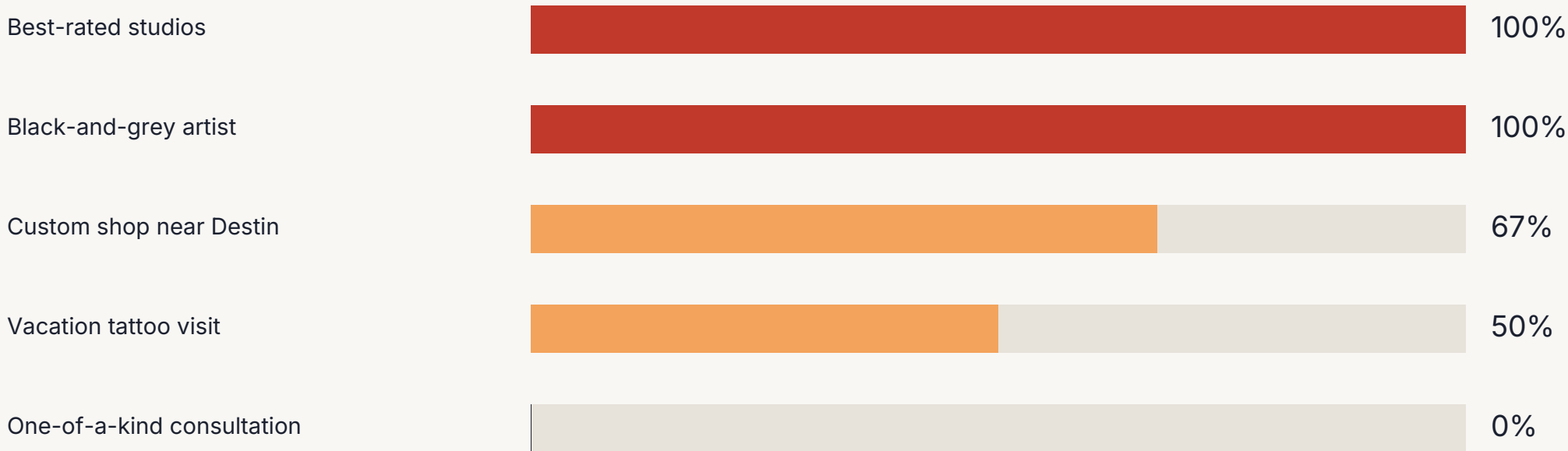
28.2 percentage points

Higher mention rate than Mercy Tattoo Studio, the strongest competitor shown on this metric in the visible rows.

*Business name is not visible in the supplied capture. Only 10 of 28 competitor rows are visible; this is not a complete market ranking. Competitor percentages are displayed as whole numbers.

The gaps become more useful when specific.

Selected unbranded customer questions, shortened for readability. Mention rates are shown below.



The clearest next question

Why does the business appear for general and style-specific searches, yet miss the consultation question? Wildfire would inspect those responses and the consultation pathway before recommending a change.

Selection includes strengths and gaps from 10 visible prompts out of 20. The consultation row also shows a high visibility score; that inconsistency needs verification before interpretation.

THE SERVICE / FROM EVIDENCE TO ACTION

See the gap. Choose the next move.

One system, three stages: uncover, restructure, then evolve.

I / UNCOVER

Establish the starting point

Compare platform coverage, customer questions, competitor mentions, and cited sources. Explain the evidence in plain English.

II / RESTRUCTURE

Make the right corrections

After reviewing the underlying responses, agree on changes to service information, location context, source consistency, or conversion paths.

III / EVOLVE

Measure and adjust

Repeat comparable checks, document approved changes, and explain what moved, what did not, and what deserves attention next.

How to read this case study

Source: supplied AI-visibility capture, last updated September 4, 2026; report prepared September 17, 2026. This is one anonymous baseline, not a before-and-after study. The capture does not establish the business identity, intervention history, sampling details, or a causal link to Wildfire work. No lead or revenue measurements are included.

Visibility score, mention rate, share of voice, and average position are different metrics. Some source rows conflict, so the graphics use explicit mention-rate values rather than inferred bar heights. Results vary; rankings, AI recommendations, leads, and revenue are not guaranteed.