

PREPARED FOR / PATHLIGHT

From buyer question to the *next best move.*

A complete AI search benchmark for a B2B SaaS company
selling customer-operations workflow software to mid-market
teams.

FULL SAMPLE REPORT / 09 PAGES

QUESTION SET 24	ANSWER SURFACES 05	COMPARISON SET 03	FIRST PLAN 90 DAYS
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The commercial read: Pathlight is *present before it is preferred.*

WEIGHTED ANSWER COVERAGE

44%

Across the 24 questions that define discovery, evaluation and buying risk.

RECOMMENDED AT HIGH-INTENT

2/8

Pathlight is named in two high-intent evaluation answers; Brightline appears in six.

IMPLEMENTATION PROOF CITED

0/6

Risk questions surface product claims, not retrievable implementation evidence.

THE DECISION

Build the evidence that helps a buyer choose Pathlight before expanding general discovery coverage.

Priority one is a comparison source, an implementation-proof surface and a category definition that answer engines can retrieve together.

01 / EVALUATION

Comparison is the leak.

The competing category narrative has named alternatives. Pathlight has feature pages.

02 / RISK

Proof arrives too late.

Implementation, migration and security questions do not resolve before a buyer is asked to book.

03 / ENTITY

The category is unstable.

Pathlight is alternately retrieved as a helpdesk, workflow tool and AI assistant—diluting its use case.

The questions closest to a shortlist have the *thinnest* answer coverage.

#	Buyer question	Intent	Pathlight state
01	What is the best workflow platform for scaling customer operations?	CATEGORY	MENTIONED
02	Pathlight vs Brightline: which is better for complex onboarding?	COMPARISON	ABSENT
03	How long does it take to implement a customer workflow platform?	RISK	ABSENT
04	Which workflow tools integrate with Salesforce and Intercom?	FIT	MENTIONED
05	Can a workflow platform reduce onboarding handoffs?	OUTCOME	ABSENT
06	What evidence should a COO look for before replacing a helpdesk workflow?	RISK	ABSENT
07	What are the credible alternatives to Brightline for customer operations?	COMPARISON	RECOMMENDED
08	How do enterprise teams govern AI-assisted support workflows?	TRUST	MENTIONED

QUESTION SET COMPOSITION

8/9/7

Eight discovery, nine evaluation and seven decision-risk questions—weighted toward commercial moments.

THE PATTERN

6 of 8

High-intent comparison and risk questions have no Pathlight recommendation or cited proof.

HOW TO READ THE AUDIT

Recommended / named as a fit

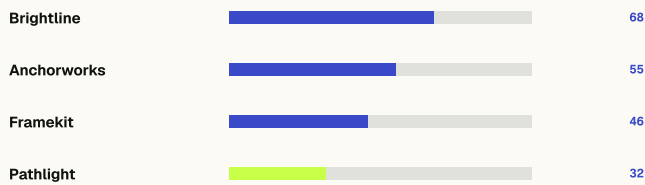
Mentioned / appears without preference

Absent / no answer ownership

The category leader wins because its evidence is *easier to retrieve and repeat.*

WEIGHTED SHARE OF ANSWER
/ 24 QUESTIONS

Across Google, AI Overviews, ChatGPT, Perplexity and Gemini



DIRECT MENTION

11 / 24

Pathlight is findable for generic category language.

RECOMMENDED

02 / 24

Few answers explain when to choose it over a named alternative.

CITED PROOF

01 / 24

One owned integration page is cited; implementation evidence is the next proof layer.

WHY BRIGHTLINE LEADS

It owns the comparison frame.

Named alternatives, task-specific pages and third-party explainer all describe the same category boundaries.

PATHLIGHT OPPORTUNITY

Close the 4-point gap before general expansion.

Fix the recommendation and proof layer around high-intent questions, then re-run the same 24 queries.

RECHECK SIGNAL

Move from mention to preference.

Track recommendation context and cited evidence separately. A mention becomes a shortlist signal when it gives the buyer a reason to choose.

The answers buyers see are built from a *small, repeatable source set.*

01

Named comparison guides

Comparison content establishes who belongs in the category and the jobs each product fits.

BRIGHTLINE / 6 OF 8 EVALUATION ANSWERS

02

Implementation evidence

Migration stories, integration depth and operating constraints resolve the buyer's fear of change.

ANCHORWORKS / 5 OF 6 RISK ANSWERS

03

Practitioner explainers

Templates and operator guidance create useful, citable context around the buyer's own workflow.

FRAMEKIT / 4 OF 7 DISCOVERY ANSWERS

THE MISSING LINK

Pathlight has product information, but no source that connects category, alternative and proof in one buyer-readable path.

Recommended build: a decision guide that defines the category, names the alternatives, shows the implementation path and links to supporting proof.

Five gaps are suppressing the moments where a buyer needs to *choose with confidence*.

01	Missing comparison surface	OBSERVED No first-party Pathlight vs alternative page is retrieved for buyer evaluation questions.	COMMERCIAL CONSEQUENCE Competitors set the shortlist before Pathlight enters the answer.
02	Unstable category definition	OBSERVED Answers alternately call Pathlight a helpdesk, workflow platform and AI assistant.	COMMERCIAL CONSEQUENCE Its differentiating job is not consistently carried into recommendations.
03	Implementation proof is not retrievable	OBSERVED Integration details exist, but migration, owners and time-to-value proof do not.	COMMERCIAL CONSEQUENCE Risk questions fail to resolve before a buyer is asked to talk to sales.
04	Outcome claims lack evidence anchors	OBSERVED Efficiency claims appear without operator context, methodology or supporting result pages.	COMMERCIAL CONSEQUENCE Answers mention capability without a reason to believe it.
05	Third-party context is thin	OBSERVED No independent explainers cite Pathlight for the customer-operations workflow use case.	COMMERCIAL CONSEQUENCE There is little external reinforcement when buyers compare options.

Treat these as one evidence system: category clarity, comparison context and operating proof should reinforce the same buyer decision.

RECOMMENDATION / BUILD THE SYSTEM

The first three moves make the *highest-value answers easier* to win.

01

Own the comparison moment.

Create a buyer-led decision guide and three named alternative pages that distinguish Pathlight by job, fit and implementation path.

DEPENDENCY

Product + sales input on category boundaries and disqualifiers.

RECHECK

Recommendation context on 8 evaluation questions.

02

Publish implementation proof.

Turn the existing integration information into a proof surface: migration steps, operating owner, time-to-value and common constraints.

DEPENDENCY

Operator or customer evidence with clear result context.

RECHECK

Cited-source presence on 6 risk questions.

03

Stabilise the entity.

Make the category, use case, integrations and differentiated workflow explicit across the core product and answer surfaces.

DEPENDENCY

One clear category definition accepted by product and GTM.

RECHECK

Answer completeness and direct mention consistency.

Sequence the system so every shipped asset *strengthens the next answer.*

0-30

Set the decision frame.

Agree the category, alternative set and high-intent question map before the asset list is final.

- Lock the 24-question baseline and evidence capture.
- Define Pathlight's category and use-case language.
- Outline the comparison decision guide.

31-60

Ship the proof surfaces.

Build the assets that give answer engines and buyers a clear path from fit to confidence.

- Publish the buyer decision guide.
- Launch three alternative comparison pages.
- Release the implementation proof hub.

61-90

Distribute and recheck.

Connect owned sources, partner context and answer-ready supporting assets—then re-run the same question set.

- Seed practitioner explainers and evidence references.
- Refresh product and integration paths.
- Recheck recommendation and citation signals.

Measure the evidence signal before you claim the *commercial result*.

Signal	What is recorded	Recheck decision
QUESTION COVERAGE	Whether Pathlight appears for the same buyer question on each answer surface.	Where a missing answer now has the right first-party source.
RECOMMENDATION CONTEXT	Whether the answer explains who Pathlight is for, when it fits and why.	Whether the comparison frame is carrying into a shortlist answer.
CITED EVIDENCE	Which source supports the answer: owned proof, third party or neither.	Whether implementation and outcome proof are actually retrievable.
COMPETITOR DISTANCE	Which competitor owns the answer and with what source pattern.	Whether the gap is closing at the questions that matter commercially.
BUYER PATH	Where the evidence handoff reaches the relevant product or conversion surface.	Whether stronger discovery is creating a more usable buying path.

RECHECK CADENCE

30 / 60 / 90

Re-run the full set after material source work ships; retain the original questions, market and competitor set.

HOW TO USE THE REPORT

Turn the evidence into the next commercial decision.

Each recommendation connects the buyer question, answer pattern, supporting source and recheck so the team can decide what to build and what to stop doing.