

Case Study: SAAS (Pet Health)

How a Pet Health SaaS Platform Became a Top-Recommended Brand in ChatGPT

Industry	SAAS - Pet Services
Market	United States
Primary Channel	AI Search (ChatGPT)

The Challenge

This client is a SaaS platform offering monthly memberships to pet owners, providing:

- Personalized pet healthcare recommendations
- AI-powered health monitoring software
- Ongoing vet support
- Digital wellness tracking tools

Despite offering an innovative solution in a rapidly growing pet tech market, this client had zero presence in AI-generated search results.

When users asked ChatGPT:

- “What’s the best AI app for pet owners?”
- “Best pet wellness tracking app?”
- “Online pet diagnosis tools?”
- “Are there AI tools that can track my pet’s health?”

The client was not appearing.

At the start of the campaign:

- 0% visibility in ChatGPT responses
- 0% citation rate
- AI Search Score: 0
- Ranked outside the Top 30 brands

Competitors with stronger entity signals and broader web mentions dominated AI recommendations.

The Strategy

A comprehensive AI Search Optimization campaign was deployed, combining technical authority with off-site validation.

Phase 1: Technical & On-Site Optimization

The client implemented:

- Full Schema markup deployment
- Content expansion aligned with intent-driven AI prompts
- Dedicated FAQ page creation
- Technical AEO audit implementation

This improved:

- Entity recognition
- Semantic clarity
- Structured data interpretation by LLMs
- Alignment with high-intent pet health queries

The goal was to ensure ChatGPT could clearly understand what the client is, who it serves, and how it compares to alternatives.

Phase 2: Reddit Optimization (2 Campaigns)

Two rounds of Reddit Optimization were executed to reinforce third-party validation.

This included:

- Contextual placements in pet health and AI discussion threads
- High-intent conversations about pet wellness tools
- Positioning the client as a credible, technology-driven solution
- Strengthening brand association with pet AI and health monitoring

Reddit plays a significant role in LLM training data and retrieval signals. These placements increased citation probability and trust reinforcement within AI responses.

The Results

Within a short optimization window, the transformation was substantial.

Measured AI Search Gains (ChatGPT):

- Visibility increased from **0% to 36.4% of ChatGPT responses**
- Citation rate increased from **0% to 36.4%**
- AI Search Score increased from **0 to 8.7**
- Improved from outside Top 30 to **#7 most recommended brand**
- Average brand visibility now **10.2%**
- Average brand position improved to **12.5**

The client is now consistently appearing in AI-generated recommendations for pet wellness and AI-driven pet health solutions.

This represents a significant breakthrough for a subscription-based SaaS brand in a competitive consumer tech category.

Key Takeaway

This case study demonstrates how an emerging SaaS platform can move from complete invisibility to measurable AI search authority.

By combining:

- Structured schema implementation
- Technical AEO improvements
- Intent-aligned content strategy
- FAQ-driven answer targeting
- Community validation through Reddit

The client successfully established itself as one of the **top AI-recommended pet health platforms in ChatGPT search.**

AI visibility is quickly becoming a primary discovery channel for SaaS brands — and the client is now positioned at the forefront of that shift.

AI Search Watcher
by Mangools

Try also: Mangools SEO package

Usage: 27/∞ monitors 195/500 prompts

[+ Create new monitor](#)

User
davekelly@posirank.com

Brand dashboard

Prompts

Settings

All models

United States

Dec 01, '25 - Feb 24, '26

Brand perception by ChatGPT

focuses on innovative bird feeding solutions, targeting bird enthusiasts and nature lovers. Its core value lies in enhancing birdwatching experiences through advanced technology such as smart feeders that attract and monitor bird activity, providing users with engaging insights and enjoyment in their backyard ecology.

Best performing in

ChatGPT Search

30.8/100 ↑ 30.8

Best visibility in

ChatGPT Search

36.4% of responses ↑ 36.4%

Most cited in

ChatGPT Search

36.4% of responses ↑ 36.4%

AI Search Score

8.7/100 ↑ 8.7

⚠ Needs Improvement

Top 10 brands

Brand	Position	Visibility	Score
PetDesk	5.3	28.4%	27.4
Vetster	4.7	21.4%	22.4
PetCoach	7.7	19.3%	19.3
Pawtrack	4.4	18.6%	19.1
Pawp	4.2	17.3%	18.6
AskVet	5.9	15.5%	15.4
WhiskerDocs	6.4	12.3%	12.9
FitBark	6.2	11.6%	12.4
Pawprint	4.9	11.1%	11.1
Barkly Pets	11.4	11.4%	10.3
[Redacted]	12.5	10.2%	8.7

Average brand visibility

10.2% ↑ 10.2%

Average brand position

12.5

Top 10 prompts

Prompt	Position	Visibility	Score
Are there any cheaper alternatives to v...	1	25%	25
Whats the best AI app for pet owners?	14	25%	20.8
What online tool can help me keep tra...	16	25%	20
What's the best pet wellness tracking a...	19	25%	19
Whats the best AI for managing my pet...	—	0%	0
Whats the best online alternative to th...	—	0%	0
Best pet diagnosis tool online	—	0%	0
Best AI tool for pet parents	—	0%	0
Are there any AI tools that can track m...	—	0%	0
Whats the best AI vet assistant that ca...	—	0%	0

Top 10 cited domains in responses

Domain	Citations	C. Rank
apps.apple.com	34	14.2
reddit.com	29	16.8
play.google.com	17	20.9
en.wikipedia.org	9	11.7
petpace.com	7	26.9
ailforpet.com	6	21.8
[Redacted]	5	11.2
safevet.ai	5	14.6
yeschat.ai	5	22.6
youtube.com	5	35.8



Interested In Learning More?

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