

## New Reward Case Study

# AI consulting brand: turning a flat baseline into an entity plan

Anonymized AI consulting client | AI consulting and professional services | February 2026 package audit

## Summary

This AI consulting brand had no measured AI visibility at the start. New Reward used competitor and gap evidence to build a clear entity-readiness plan for future authority work.

## Problem

The measured AI visibility score was 0/100. The business was not being surfaced in the tested AI answers, even though the market had clear competitor signals.

## What New Reward Did

New Reward mapped competitors, found content gaps, prepared recommendations, checked package quality, and flagged the question set for recalibration.

## Result

The client received a complete competitor and content-gap map plus 23 readiness asset groups for future implementation.

## Why It Matters

AI consulting buyers need trust before they book. If the brand is missing from answer engines, the business has to build clearer entity, content, and proof signals.

## Proof Boundary

This proves package readiness and planning depth. It does not claim that AI citations improved after the package was created.

## Starting Point

The measured baseline was 0/100 across the AI engines in the audit.

## Verified Result

A zero baseline became a scoped, verifiable plan with full competitor coverage, full gap coverage, and deployment-ready asset groups.

## Evidence Metrics

AI visibility baseline: 0/100. Measured starting score at audit time.

Benchmark questions: 6. Fallback question set; needs recalibration.

Competitors mapped: 10. Full competitive set included.

Content gaps: 10. Full content-gap queue identified.

Recommendations: 8. Action steps included in the package.

Readiness asset groups: 23. Schema, data, training, review, and site-root groups.

## Work Performed

- Mapped 10 competitors and 10 content gaps.

- Prepared 8 recommendations across content, schema, and training outputs.
- Checked package integrity, JSON validity, client scoping, and placeholder cleanup.
- Flagged the benchmark-question set as too geography-heavy and still needing recalibration.

## **Caveats**

- Do not imply AI citations improved after package generation.
- Benchmark questions need recalibration before using this as a final measurement sample.
- The client name remains anonymized until publish approval exists.

## **Source Notes**

- Deep package audit: Internal package audit dated 2026-02-25
- Package audit data: Internal deployment-package audit data dated 2026-02-25

## **Next Step**

Public URL: <https://www.newreward.com/cases/ai-consulting-entity-readiness>

See AI automation offering: <https://www.newreward.com/offerings/ai-automation>