

## New Reward Case Study

# Leadership coaching brand: from invisible in AI answers to a clear

Anonymized professional coaching client | Professional coaching and leadership development | February 2026 package audit

## Summary

This coaching brand was not showing up in the AI answer checks we measured. New Reward turned that blank starting point into a clear work plan with buyer questions, competitors, gaps, recommendations, and ready-to-use visibility assets.

## Problem

The brand had a 0/100 AI visibility score. In plain English: the measured AI tools were not naming the business when buyers asked relevant questions.

## What New Reward Did

New Reward tested 50 buyer-style questions, mapped competitors and content gaps, and built a package of recommendations and machine-readable assets.

## Result

The client moved from an unknown AI visibility problem to a documented action package with 23 readiness asset groups and 8 recommendations.

## Why It Matters

A buyer cannot choose a business they never see. The package gave the client a clear path to make the brand easier for search engines, AI tools, and prospects to understand.

## Proof Boundary

This proves baseline measurement and package readiness. It does not claim revenue lift, ranking lift, or AI citation lift.

## Starting Point

The measured AI visibility score was 0/100 across ChatGPT, Grok, Perplexity, Google AI, and Claude.

## Verified Result

The verified result was a clean action package, not a claimed lift. The client now had a baseline, a priority list, and deployment-ready visibility assets.

## Evidence Metrics

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

Benchmark questions: 50. Buyer-style questions tested.

Competitors mapped: 5. Competitive set included in the package.

Content gaps: 9. Gaps found for follow-up work.

Recommendations: 8. Action steps included in the package.

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

## Work Performed

- Tested 50 buyer-style AI visibility questions.
- Mapped 5 competitors and 9 content gaps.
- Prepared 8 recommendations and 23 readiness asset groups.
- Checked package files, JSON validity, client scoping, and placeholder cleanup before handoff.

## **Caveats**

- Do not claim revenue lift, ranking lift, or AI citation lift from this package alone.
- The client name remains anonymized until publish approval exists.
- Brand leakage still needed cleanup before stronger narrative claims.

## **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/leadership-coaching-ai-visibility-baseline>

Request an audit: <https://www.newreward.com/free-ai-visibility-audit>