

SAMPLE REPORT

DODOX · AI VISIBILITY INTELLIGENCE REPORT

Linkrunner

India-built mobile measurement partner (MMP): attribution, deep links, SKAN, fraud. How ChatGPT and Gemini answer 49 buyer prompts about MMPs, who they recommend instead, why, and the 90-day plan to change it.

SUBJECT

Linkrunner · linkrunner.io

PROMPT SET

49 buyer prompts · 38
unbranded, 11 branded

ENGINES WITH DATA

ChatGPT, Gemini (runs 13 Oct
2026 IST)

PREPARED

14 Oct 2026 · Dodox

UNBRANDED VISIBILITY

14%

11 of 76 unbranded answers (ChatGPT + Gemini) name Linkrunner. AppsFlyer: 92%.

SHARE OF VOICE

3.1%

of all vendor mentions in unbranded answers. Rank 9 of the tracked set.

USE-CASE PROMPTS

0 / 16

attribution, deep linking, SKAN and fraud answers that name Linkrunner (both engines).

BRANDED ANSWERS RESOLVED

18 / 22

Gemini answers 4 of 11 branded prompts about the NetAlly LinkRunner cable tester.

THIRD-PARTY SOURCES NAMING IT

0

No third-party page cited by either engine names Linkrunner. 1 of 15 MMP comparison pages we fetched does.

STRONGEST CLUSTER

India

6 of 10 India/SEA answers name it; #2 on "Indian alternatives to AppsFlyer" on both engines.

THE FINDING IN ONE LINE

Engines understand Linkrunner when asked about it by name, and almost never recommend it when a buyer describes the problem. Every citation that puts Linkrunner in an answer is Linkrunner's own page; the shortlists are built from third-party pages that never mention it.

ABOUT THIS SAMPLE

This is a **sample report**, prepared by Dodox to show what the paid AI Visibility Audit delivers. Linkrunner did not commission it. ChatGPT and Gemini were run in full; Perplexity, Claude and Grok are described as covered engines in the paid audit but were **not run for this sample**, so no figures are shown for them. Every number in this report comes from the logged runs and research files listed in Appendix D.

CONTENTS

What is in this report

The full Dodox audit structure, applied to Linkrunner. Sections 1–13 diagnose; 14–21 prescribe. Hypotheses about engine behaviour are tagged **[H] hypothesis** and tied to evidence; everything else is measured.

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How to read the numbers

- **Unbranded** prompts (38) never name Linkrunner; they are the buyer-discovery test. **Branded** prompts (11) name it and test accuracy and trust. Headline visibility uses unbranded prompts only, because a brand named in the question is nearly always named in the answer.
- “ChatGPT + Gemini” figures pool 76 unbranded answers (38 per engine) or 98 answers in all.
- Perplexity, Claude and Grok columns read *Included in full engagement*. That is deliberate: they were not run for this sample, and Dodox does not estimate or model engine answers it has not captured.

1 · EXECUTIVE SUMMARY

Understood when named, skipped when needed

Across 76 unbranded buyer answers on ChatGPT and Gemini, Linkrunner is named 11 times (14%). AppsFlyer is named in 70 (92%) and is named first in 46. Linkrunner's share of voice is 3.1%.

Brand	ChatGPT (38)	Gemini (38)	Combined (76)	SOV	Named first	Combined unbranded visibility
AppsFlyer	92%	92%	92%	19.5%	46	
Adjust	82%	82%	82%	17.3%	4	
Singular	61%	61%	61%	12.8%	4	
Branch	55%	66%	61%	12.8%	5	
Tenjin	26%	42%	34%	7.2%	5	
Kochava	34%	32%	33%	7.0%	1	
Airbridge	24%	21%	22%	4.7%	3	
Firebase	18%	13%	16%	3.3%	3	
Linkrunner	11%	18%	14%	3.1%	1	

Unbranded prompts only. SOV = brand's answer-mentions + all vendor answer-mentions. "Named first" counts unbranded answers. Source: [analysis/per_prompt.csv](#).

Six findings

- Discovery is near-zero outside India.** Linkrunner appears in 11 of 76 unbranded answers. Six of the 11 are India prompts (P06-P10); two are ChatGPT pricing prompts (P13, P14) where it is #2 behind Tenjin; the rest are Gemini P03 (#9 of 9), P26 (#3) and P36 (#1).
- It is absent from every use-case answer.** 0 of 16 answers on attribution, deep linking, SKAN and fraud (P27-P34) name it, despite 32 deep-link and 7 SKAN posts on the site. It is also absent from cheapest/free, games, D2C, subscription, agency and ChatGPT-ads answers.
- It loses its own arguments.** "Fraud included, not an add-on" goes to Singular on ChatGPT. "Cheapest MMP" and "free attribution with deep linking" go to Singular (ChatGPT) and AppsFlyer/Kochava (Gemini), although Linkrunner's 25,000 free installs exceed Singular's 15,000 free conversions. "Transparent per-install pricing" goes to Tenjin.
- Every Linkrunner citation is self-published.** No third-party page cited by either engine names Linkrunner. Of 15 MMP listicles and rival comparisons we fetched, one (Deeplinkly) mentions it. Shortlists are drawn from a stable seven: AppsFlyer, Adjust, Singular, Branch, Kochava, Tenjin, Airbridge.
- The name is contested.** Gemini answers 4 of 11 branded prompts (pricing, review, reliability, "what is") about the NetAlly LinkRunner network tester, including a \$3,199 Walmart listing. ChatGPT gets all 11 right but has to disambiguate on 3.
- Trust is hedged.** ChatGPT calls Linkrunner "worth evaluating, but independent reviews are still limited" and advises against switching from AppsFlyer "until you've proven" it works. Its savings figures are labelled as Linkrunner's own claims.

THE FIVE MOVES THAT MATTER MOST

1. Get into the third-party pages engines build shortlists from: SplitMetrics, Business of Apps, aboutmartech, DeepClick, mmpmarketingsoftware, LeadJourney, AppGoblin, plus Gartner, G2 and Capterra reviews (§15, §19).
2. Publish one neutral, sourced, dated pricing comparison that states the free-tier and per-install numbers plainly, to win P11-P15 and P33 (§17, brief 1-3).
3. Fix the entity: a disambiguation and “What is Linkrunner” page, Organization sameAs, a Wikidata item and consistent “Linkrunner MMP” naming to stop the NetAlly answers (§18).
4. Consolidate cannibalising URLs (three FDL pages, two MMP-cost pages) and add dates, tables, FAQPage and external citations to existing listicles (§14, §18).
5. Build use-case authority where incumbents are thin: ChatGPT-ads tracking, React Native/Flutter deferred deep links, India fintech (§16).

2 · METHOD AND FORMULAS

How this audit was run

Prompt set

49 prompts written from the buyer's side of the MMP purchase, grouped by funnel stage: category discovery (5), India/SEA (5), budget/startup (5), comparisons (6, of which 4 branded), alternatives (5), use cases (8), verticals (4), migration (2, of which 1 branded), pricing (2 branded), reviews (3, of which 2 branded), branded entity/proof (2), agency (1) and emerging channel (1). The full list with the reason each prompt matters is in Appendix A and `prompts.csv`.

Run conditions

Engine	Status in this sample	Conditions
ChatGPT	49 / 49 answers captured	Logged out, a fresh chat per prompt; all 49 marked fresh-verified. Captured 13 Oct 2026 IST (<code>runs/chatgpt_v2.jsonl</code>). An earlier ChatGPT run was discarded because 36 of 49 answers carried over earlier prompts.
Gemini	49 / 49 answers captured	Logged out, captured 13 Oct 2026 IST (<code>runs/gemini.jsonl</code>).
Perplexity	<i>Included in full engagement</i>	Not run for this sample (§3).
Claude	<i>Included in full engagement</i>	Not run for this sample (§3).
Grok	<i>Included in full engagement</i>	Not run for this sample (§3).

Extraction rules

- Brands extracted from full answer text with case-sensitive patterns for 34 vendors. **Brand order** = order of first mention.
- "Adjust" used as a verb is excluded; ad platforms (Meta, Google Ads, TikTok) are not counted as vendors.
- A standalone citation-chip label ("Linkrunner", "Linkrunner +2") does not count as a mention. Being a source is reported separately.
- Answers about the NetAlly LinkRunner tester count as **absent**.
- Sources: ChatGPT answers carry real links (162 across 49 answers); Gemini mostly shows inline source labels, which are parsed approximately.

Formulas

Metric	Definition
Visibility	answers that name the brand ÷ answers in the set
Share of voice (SOV)	brand's answer-mentions ÷ all vendor answer-mentions in the set (each brand counts once per answer; unweighted)
Position-weighted SOV	$\sum (1 \div \text{rank})$ for the brand ÷ $\sum (1 \div \text{rank})$ for all brands. Rank 1 counts 1.0, rank 2 counts 0.5, rank 5 counts 0.2. Added for this report from the same per-prompt orders.
Named first	number of answers where the brand is the first vendor mentioned (the "winner" of the prompt)
Average rank	mean position of the brand in answers where it appears
Funnel coverage	answers naming the brand ÷ answers, per stage group

What the method does not claim

Engine answers vary run to run; a single run per prompt per engine is a snapshot, not a distribution. Order of first mention is a proxy for recommendation strength, not a ranking the engine states. Causes of engine behaviour (why a brand is named) are hypotheses, tagged `[H] hypothesis`, tied to the sources and site evidence in Phase 1 research.

3 · ENGINE COVERAGE

Five engines, five ways of choosing

The paid audit runs the same 49 prompts on all five engines because each one assembles answers differently, and a brand can be strong on one and invisible on another. This sample contains real answers for two of them.

CHATGPT 11% 4 / 38 unbranded · SOV 2.5% · 15 / 49 all prompts	GEMINI 18% 7 / 38 unbranded · SOV 3.5% · 14 / 49 all prompts	PERPLEXITY Included in full engagement Not run for this sample
CLAUDE Included in full engagement Not run for this sample	GROK Included in full engagement Not run for this sample	5-ENGINE SOV Included in full engagement Computed once all five are captured

Engine	How it builds an answer	How Dodox tests it	What the full audit reports
ChatGPT	Blends model knowledge with live web search when it decides to browse; in this run it attached links to 42 of 49 answers, mostly vendor-owned pages.	Logged out, one fresh chat per prompt, verified that no prior prompt leaked into the session; links captured.	Visibility, SOV, rank, cited URLs, accuracy of facts quoted. Data in this sample.
Gemini	Grounds answers in Google Search; shows inline source labels (Business of Apps, SplitMetrics, vendor sites) and shopping cards for product-like queries, which is how the NetAlly tester entered branded answers.	Logged out, one prompt per session; source labels parsed from the answer.	Same metrics; label frequency as a source proxy. Data in this sample.
Perplexity	Retrieval-first: every answer is assembled from live search results and shows numbered citations. Freshness, page structure and the specific URLs it retrieves decide inclusion more than brand fame.	Logged-out default mode, fresh thread per prompt; every cited URL logged and classified (vendor-owned, listicle, review site, Reddit, news).	Citation share per domain, which exact pages it cites, whether Linkrunner's pages are retrieved but not named. <i>Included in full engagement.</i>
Claude	Leans more on training data; answers without web access reflect what was widely written about a brand before its knowledge cutoff, so entity history and third-party coverage weigh heavily.	Fresh conversation per prompt; the run records whether web search was used, so trained knowledge and retrieved answers are separated.	Whether Linkrunner exists in the model's trained view of the category, description accuracy, entity confusion. <i>Included in full engagement.</i>
Grok	Combines web search with real-time X (Twitter) posts; founder and practitioner posts on X can surface brands that web listicles miss.	Fresh chat per prompt; web and X citations logged separately.	Visibility, SOV, and how much of the answer rests on X posts vs web pages, a direct read on the value of founder posting. <i>Included in full engagement.</i>

EARLIER DODOX SNAPSHOT

Dodox's August 2026 ChatGPT-only snapshot of Linkrunner (14 discovery prompts, a different prompt set) found Linkrunner cited on 2 of 14 (14%). That pack also had no Perplexity, Claude or Grok data. It is not directly comparable with this 49-prompt run, but the direction is the same: understood by name, rarely recommended.

Engine behaviour descriptions summarise how each product works publicly; they are not measurements from this sample.

4 · VISIBILITY AND SHARE OF VOICE

Per engine, branded vs unbranded

On unbranded prompts Linkrunner sits ninth of nine tracked vendors on both engines. Position weighting makes the gap wider: AppsFlyer holds 34.3% of position-weighted voice, Linkrunner 2.6%.

ChatGPT · 38 unbranded answers

Brand	Answers	Visibility	SOV	Pos.-weighted SOV	Named first	Avg rank
AppsFlyer	35/38	92%	21.7%	38.1%	25	1.4
Adjust	31/38	82%	19.3%	20.2%	3	2.2
Singular	23/38	61%	14.3%	11.8%	3	3.2
Branch	21/38	55%	13.0%	10.4%	2	3.1
Tenjin	10/38	26%	6.2%	5.5%	3	4.4
Kochava	13/38	34%	8.1%	3.6%	0	4.9
Airbridge	9/38	24%	5.6%	2.9%	0	4.7
Firebase	7/38	18%	4.3%	3.1%	1	4.1
Linkrunner	4/38	11%	2.5%	2.2%	0	2.8

Gemini · 38 unbranded answers

Brand	Answers	Visibility	SOV	Pos.-weighted SOV	Named first	Avg rank
AppsFlyer	35/38	92%	17.7%	30.8%	21	1.8
Adjust	31/38	82%	15.7%	14.9%	1	3.0
Singular	23/38	61%	11.6%	7.5%	1	4.4
Branch	25/38	66%	12.6%	11.2%	3	3.4
Tenjin	16/38	42%	8.1%	6.7%	2	4.2
Kochava	12/38	32%	6.1%	3.7%	1	5.2
Airbridge	8/38	21%	4.0%	4.6%	3	4.0
Firebase	5/38	13%	2.5%	3.4%	2	2.8
Linkrunner	7/38	18%	3.5%	3.0%	1	4.4

Branded vs unbranded, Linkrunner

Set	ChatGPT	Gemini	Combined
Unbranded (38 per engine)	4 (11%)	7 (18%)	11 / 76 (14%)
Branded (11 per engine)	11 (100%)	7 (64%)	18 / 22 (82%)
All 49	15 (31%)	14 (29%)	29 / 98 (30%)
Named first, all 49	10	7	17 (16 branded)

The all-prompt figure (30%) is inflated by the brand's own name in the question. The four branded misses are all Gemini answering about the NetAlly tester.

Engine differences that matter

- **Gemini names more vendors:** 5.2 per unbranded answer vs 4.2 on ChatGPT. Longer lists give challengers more room, which is why Gemini finds Linkrunner more often (7 vs 4).
- **ChatGPT ranks Linkrunner higher when it does name it:** average rank 2.8 vs 4.4 on Gemini.
- **The engines agree on the winner** of 24 of 38 unbranded prompts (first-named vendor identical).
- **Different challengers:** ChatGPT's budget lane goes to Tenjin and Singular; Gemini's goes to Airbridge, Tenjin and Kochava.

5 · FUNNEL-STAGE COVERAGE

Where in the buying journey Linkrunner disappears

Each cell counts answers naming the brand across both engines (stage prompts × 2). Linkrunner holds ground only in India and on its own name; competitors hold every stage.

Stage	AppsFlyer	Adjust	Singular	Branch	Tenjin	Airbridge	Linkrunner
Category discovery P01-P05	10/10	9/10	10/10	9/10	7/10	2/10	1/10
India / SEA P06-P10	10/10	9/10	7/10	8/10	4/10	2/10	6/10
Budget / startup P11-P15	10/10	3/10	4/10	2/10	6/10	3/10	2/10
Generic comparison P20-P21	2/4	2/4	2/4	0/4	3/4	2/4	0/4
Alternatives P22-P26	9/10	10/10	5/10	9/10	2/10	4/10	1/10
Use cases (attribution, deep link, SKAN, fraud) P27-P34	15/16	15/16	6/16	9/16	1/16	1/16	0/16
Verticals (games, fintech, D2C, subscription) P35-P38	7/8	7/8	5/8	3/8	2/8	1/8	1/8
Migration, reviews, agency, emerging P39, P45, P48, P49	7/8	7/8	7/8	6/8	1/8	2/8	0/8
Branded 11 prompts	9/22	4/22	2/22	2/22	0/22	0/22	18/22

Linkrunner, stage by stage

Stage	ChatGPT	Gemini
Category discovery P01-P05	0/5	1/5 (P03, #9 of 9)
India/SEA P06-P10	2/5 (P08 #5, P10 #2)	4/5 (P06 #4, P07 #6, P08 #6, P10 #2)
Budget/startup P11-P15	2/5 (P13 #2, P14 #2, both behind Tenjin)	0/5
Generic comparison P20-P21	0/2	0/2
Alternatives P22-P26	0/5	1/5 (P26 #3)
Use cases P27-P34	0/8	0/8
Verticals P35-P38	0/4 (incl. India fintech P36)	1/4 (P36 #1)
Migration, reviews, agency, emerging	0/4	0/4
Branded (11)	11/11 (#1 on 10, #2 behind AppsFlyer on P40)	7/11 (#1 on 6, #2 on P40); 4 lost to NetAlly

THE USE-CASE HOLE

AppsFlyer and Adjust are each named in 15 of 16 use-case answers. Linkrunner, with 32 deep-link posts, 7 SKAN posts and a fraud post on the exact click-injection question, is named in none. How-to content is not converting into vendor mentions, because use-case answers name the vendors whose own documentation the engine cites (support.appsflyer.com, help.branch.io, dev.adjust.com on P29, P30, P34). [H] hypothesis

6 · WHY PROMPT X SURFACES A AND PROMPT Y SURFACES B

Every prompt family has an owner

The winner (first-named vendor) changes with one keyword in the prompt. The pattern is consistent enough to plan against. Observations are measured; the “because” column is [H] hypothesis unless stated.

Prompt family	Who surfaces	Why (evidence)
Head terms: P01-P04, P06, P20, P22	AppsFlyer, Adjust, Singular, Branch in near-fixed order, both engines	Order mirrors mention counts in the dominant listicles (SplitMetrics: AppsFlyer 45, Singular 39, Adjust 35; Appalize: 86/59/39/35). Gemini shows Business of Apps (8 answers) and SplitMetrics (6–7 answers) as sources; ChatGPT cites mostly the incumbents’ own homepages and guides.
“Transparent per-install”, “pay-as-you-go” (P13, P14)	Tenjin #1 on ChatGPT (both) and Gemini P14; Airbridge #1 on Gemini P13; Linkrunner #2 on ChatGPT	ChatGPT cites tenjin.com/pricing first on both; Tenjin publishes fixed tiers (\$200/mo, \$0.011–\$0.04 quoted), Airbridge publishes \$40/mo. Linkrunner is cited second via /mmp-for-startups and deeplinks.linkrunner.io/pricing .
“Cheapest”, “free with deep linking” (P11, P12)	Singular on ChatGPT; AppsFlyer then Kochava on Gemini	Singular’s pricing page states “Free \$0 for 15,000” in a liftable form; ChatGPT reproduces it as “\$0 for 15,000 paid conversions”. Linkrunner offers 25,000 free installs but no third-party page lists it. Gemini P12 cites Linkrunner’s site as a source label yet never names it.
“Fraud included, not an add-on” (P33)	Singular on ChatGPT (“strongest match I found”); AppsFlyer on Gemini	Singular markets a “Transparent Pricing Guarantee... avoid pricey add-ons” and a fraud page saying fraud is included. Linkrunner makes the same claim (“all features on every plan”) on its pricing page only.
Games (P35)	AppsFlyer then Tenjin (ChatGPT); Tenjin #1 (Gemini)	Tenjin publishes game-studio content (53 English gaming slugs), 64 SKAN slugs, translated into 8 languages.
Deep links, FDL (P24, P25, P29, P30)	Branch and Firebase; small linkers (Flink, Deeplinkly, Dub, ChottuLink) as alternates	Branch has 118 deep-link slugs and ≥7 FDL-migration URLs. Linkrunner has 32 deep-link slugs and an FDL page but appears in none; Gemini P29 uses it as a source without naming it.
India (P08, P10 ChatGPT; P06-P08, P10, P36 Gemini)	Linkrunner enters , #2 on P10 both engines, #1 on Gemini P36	ChatGPT P10 cites linkrunner.ai/mobile-measurement-partner-india and calls Linkrunner the “Best starting point”. India is the one place where Linkrunner’s own page is the best match for the query.
India fintech (P36)	Gemini: Linkrunner #1. ChatGPT: AppsFlyer, Adjust, Branch, Singular only	Gemini follows Linkrunner’s “Best MMP for fintech apps in India” page (its source label). ChatGPT cites only incumbents’ pages for this prompt.
SEA (P09)	AppsFlyer, Adjust; Airbridge and Tenjin appear	Linkrunner absent on both. Tenjin (8 languages) and Airbridge (KO/VI/ZH) publish beyond English; Linkrunner is English-only.
D2C, subscription (P37, P38)	ChatGPT: incumbents. Gemini: non-MMP tools (Triple Whale, RevenueCat first)	Gemini reads “D2C” and “subscription” as ecommerce- and billing-analytics problems. Airbridge has a “best MMPs for subscription apps 2026” page; Linkrunner has vertical event posts only.
Reviews (P45)	Adjust (ChatGPT), Singular (Gemini)	ChatGPT cites g2.com and gartner.com and quotes review counts in the hundreds for the incumbents. Linkrunner has 4 Gartner ratings and 0 on Capterra.

Agency, ChatGPT ads (P48, P49)	P48: AppsFlyer first on both. P49: AppsFlyer first on ChatGPT; Gemini names no MMP	Linkrunner has an agencies page and 7 ChatGPT-ads URLs, but neither engine retrieves them. On P49 ChatGPT cites help.openai.com, Gemini cites ads.openai.com.
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THE SHELF MAP

AppsFlyer = default and enterprise. Adjust = default #2, fraud and reviews (ChatGPT). Singular = free-tier and “no add-ons” value pick. Tenjin = published flat pricing and games. Airbridge = small team and transparency (Gemini). Branch = linking. Linkrunner = “India”, and second-best on transparent pricing on ChatGPT.

7 · CITED SOURCES AND HOW ORDER IS DECIDED

What the engines read before they answer

ChatGPT: domains cited (answers citing each)

Domain	Answers
appsflyer.com	26
adjust.com	23
singular.net	18
branch.io	14
linkrunner.io	10
tenjin.com	8
kochava.com	7
airbridge.io	6
help.branch.io / support.appsflyer.com	3 each
linkrunner.ai	2
deeplinks.linkrunner.io	2
apptrove.com, deeplinkly.com, dub.co, dev.adjust.com	2 each
g2.com, gartner.com	1 each (P45)
netally.com	1 (P46)

From the http links in 42 of 49 ChatGPT answers. Inline chips are placeholders and ignored.

Gemini: most frequent source labels

- Linkrunner's own site (India and branded prompts)
- Business of Apps (8 answers), SplitMetrics (6-7 depending on parsing)
- Airbridge (P10, P11, P13, P34, P38)
- Tenjin, Affise, DeepClick, SolarEngine blog, justtrack, Metacto, G2, U2L AI, RudderStack, BooleanMaths, PeerSpot, Crozdesk
- Reddit (P04, P27, P35)

Labels are parsed from inline answer text; counts are approximate.

ZERO THIRD-PARTY PROOF

No third-party page cited by either engine names Linkrunner. Linkrunner's domains are cited only on branded prompts and on P08, P10, P13 and P14.

BEING A SOURCE ≠ BEING NAMED

Gemini lists Linkrunner's site as a source on P12 (free deep-linking tool) and P29 (React Native/Flutter deferred deep links) but recommends Branch, Firebase and AppsFlyer. The page informs the answer; the brand does not make the list.

How order appears to be decided

#	Hypothesis	Evidence
1	[H] hypothesis Incumbency default (strong). Without a qualifying keyword, the order reproduces third-party listicle order.	AppsFlyer is first in 48 of 98 answers; average rank 1.6 on unbranded prompts. Listicle mention counts follow the same order.
2	[H] hypothesis Keyword-to-positioning match (strong). A specialist whose stated positioning matches a prompt keyword jumps to #1.	Tenjin on "published / pay-as-you-go", Singular on "cheapest / free / fraud included", Branch on "deep link", Firebase on "FDL", Adjust on "click injection".
3	[H] hypothesis Plain claim on the vendor's own pricing or feature page wins the tie.	On P13 and P14 the first cited link is the #1 brand's pricing page (tenjin.com/pricing); Linkrunner's page is cited second and it ranks second.
4	[H] hypothesis Tiered templates push challengers down. Gemini structures answers as "Enterprise → lean alternative".	Gemini P36 labels Linkrunner "Emerging & Cost-Conscious FinTechs (Alternative Choice)"; Gemini P03 lists it ninth as "Tenjin / Linkrunner: Highly attractive for indie developers...".
5	[H] hypothesis Third-party corroboration decides inclusion on head terms.	The seven names that recur in SplitMetrics, DeepClick, aboutmartech, mmpmarketingsoftware, LeadJourney and Reddit threads are the seven that fill head-term answers. Linkrunner is in 1 of 15 such pages.

6 [H] hypothesis Documentation
citations decide use-case answers.

P29, P30 and P34 on ChatGPT cite dev.adjust.com, dev.appsflyer.com, help.branch.io, support.appsflyer.com, help.adjust.com, github.com. Linkrunner docs are not cited.

8 · EXTERNAL INFLUENCES

The pages that write the shortlist

Listicles and comparison pages (15 fetched 14 Oct 2026)

Page	Brands named (mentions)	Linkrunner
SplitMetrics: 8 best MMPs 2026 (FAQPage + ItemList, 42 external links)	AppsFlyer 45, Singular 39, Adjust 35, Tenjin 35, Branch 33, Kochava 32, Airbridge 26	No
DeepClick: 7 tools compared	Adjust 10, Branch 6, Kochava 6, AppsFlyer 5, Singular 5	No
aboutmartech: 8 attribution tools / 7 AppsFlyer alternatives	AppsFlyer 17 / 62, Branch, Singular, Kochava, Tenjin, Airbridge, Adjust	No
Appalizer: MMP comparison guide	AppsFlyer 86, Adjust 59, Branch 39, Singular 35, Kochava 31	No
mmpmarketingsoftware: ranked table	AppsFlyer 58, Adjust 39, Singular 39, Branch 38	No
LeadJourney: 7 AppsFlyer alternatives	AppsFlyer 212, Adjust 58, Singular 51, Branch 49	No
Ulinkly, 4analytics, Tenjin and four Airbridge comparisons	Incumbents plus the author	No
Deeplinkly: AppsFlyer pricing breakdown	AppsFlyer 196, Deeplinkly 100, Adjust 22, Branch 16	Yes, 3 mentions

Reddit

Reddit blocks our fetcher; threads were read through search snapshots. In seven MMP threads (r/ecommerce, r/mobilegamemarketing, r/adops, r/iOSAppsMarketing, r/startups, r/mobiledev, r/GoogleAdsDiscussion) Linkrunner is not named. AppsFlyer is the default ("AppsFlyer is the standard now"); Singular, Tenjin and Airbridge are the "cheaper than AppsFlyer" answers. Gemini cites Reddit as a source on P04, P27 and P35.

The r/startups thread asking for an attribution platform "like AppsFlyer that doesn't cost \$200 a month" names no cheaper MMP in its snippet: a ready-made opening. Searching "linkrunner" on Reddit mostly returns r/networking threads about the NetAlly/Fluke hardware, which teaches engines the wrong entity. One r/adops thread may associate Linkrunner with web-to-app attribution; we could not open it to confirm.

LinkedIn

Founder reach is real: Shreyans Sancheti about 32.1K followers, Darshil Rathod about 6.8K (via search). Competitor company pages are larger (AppsFlyer about 149.8K, Branch about 80.5K, Adjust about 63.2K). No LinkedIn page appears as a cited source in either engine's answers, so founder reach is not yet turning into citable third-party text. [H] hypothesis Grok's X signal is the closest analogue to measure this; it is included in the full engagement.

Review and directory sites

Surface	Linkrunner
Gartner Peer Insights	4.0 from 4 ratings; one critical review: "no response from the team for my ticket even after many follow up" (2 Aug 2026)
Capterra	Listed, 0 reviews; "Starting price not provided by vendor"
Software Advice	Listed, no reviews yet
G2	Could not verify (403). ChatGPT P45 quotes G2 counts for competitors in the hundreds, as stated in its answer
AppGoblin SDK directory	Not listed; Apptrove, Airbridge, Tenjin are
Wikipedia	None. AppsFlyer, Branch, Kochava have articles
Own pricing page	Self-applied AggregateRating 5.0 / 6 from on-site testimonials, uncorroborated

In August 2026 ChatGPT described the Gartner profile as 5.0 from a single rating. It is now 4.0 from four, with an unanswered-support complaint. The review base is growing, but the one detailed review is the kind engines quote. [H] hypothesis

News and PR

The ₹5 crore pre-seed (Titan Capital, 2AM VC, Samir Sood) is covered by Economic Times, Entrackr and Indian Startup Times. Funding news

establishes the company exists; it does not say what it is best at, so it does not help on shortlist prompts. [H] hypothesis

9 · HOW AI DESCRIBES LINKRUNNER

Accurate on price, hedged on proof, split on identity

Positioning engines repeat

- “India-first”, “Best starting point” among Indian AppsFlyer alternatives (ChatGPT P10)
- “Best for startups”, “Best for pay-as-you-go” (ChatGPT P13, P14)
- “Best for cost-conscious, fast-moving app teams” (ChatGPT P40)
- “modern, AI-native, cost-effective alternative” (Gemini P40)

These match Linkrunner’s own claims. The engines have absorbed the message from the site; the gap is that no one else repeats it.

Pricing accuracy

- **Accurate** on ChatGPT P41 and P42: 25,000 free installs, \$0.010 → \$0.007 per install, \$900/month at 100K installs. Gemini P17 and P42 quote the 25,000 free tier; Gemini P42 also quotes \$0.010–\$0.007 and roughly \$900 for 100K. ChatGPT P40 repeats Linkrunner’s own \$900 vs AppsFlyer \$7,000 comparison, labelled as a vendor claim.
- **Unverified figure:** ChatGPT P13 quotes a per-install price for Linkrunner that does not appear on any Linkrunner page we captured (all show \$0.010–\$0.007). Treat it as an engine misquote to verify against /mmp-for-startups; this report does not repeat it as a price.
- **Unverified figures:** ChatGPT P08 gives INR estimates from a “2026 industry pricing comparison” we could not trace.
- **Unverified domain:** ChatGPT cites linkrunner.ai on P08 and P10 and names it in P43. It was not in our crawl of linkrunner.io; its relationship to Linkrunner is unverified and should be confirmed (and redirected if owned).

Trust hedges

Verdict: Worth evaluating, but independent reviews are still limited.

ChatGPT · P43 “Linkrunner review”

My default recommendation: don’t switch from AppsFlyer to Linkrunner until you’ve proven that Linkrunner improves your attribution quality, economics, or workflow for your specific growth stack.

ChatGPT · P40

These are vendor-published estimates, not independently verified quotes

ChatGPT · P40, on the \$900 vs \$7,000 comparison

I haven’t established enough independent evidence to conclude that Linkrunner matches the attribution accuracy, long-term reliability, and support track record of more established measurement platforms.

ChatGPT · P44

Every proof point (SOC 2 Type II, ISO 27001, Google Partner, Meta Tech Provider, “more than 250 growth teams”, the Playo 34% CPI case) is attributed to Linkrunner itself with “says” or “reports”.

Customers

ChatGPT P47 is careful: “Linkrunner lists both companies among its customers.” Gemini P47 is flat: “Playo, Cashbook, and Matiks all use Linkrunner as their Mobile Measurement Partner (MMP) for attribution, deep linking, and campaign analytics.” Gemini P36 adds Pocketful and Fold as examples; we did not verify these as customers.

The NetAlly entity confusion

Prompt	Gemini	ChatGPT
P41 Linkrunner pricing	Tester prices (e.g. LinkRunner AT 3000 at \$2,607.54)	Correct MMP pricing; closes by asking whether you mean “a different product called LinkRunner”
P43 Linkrunner review	A \$3,199 Walmart listing for the LinkRunner AT 2000	Asks: the platform “or the NetAlly LinkRunner network-testing device?”
P44 Is Linkrunner reliable?	Fluke → NetScout → NetAlly history; cites PeerSpot	“There are two products called Linkrunner”
P46 What is Linkrunner?	“a specialized, ruggedized handheld network testing tool”	Lists both products and cites netally.com

WHY IT HAPPENS

Bare-name queries are ambiguous; queries that include an MMP competitor (“Linkrunner vs AppsFlyer”) resolve correctly on both engines. **[H] hypothesis** The tester has two decades of product pages, retailer listings, PeerSpot reviews and r/networking threads; Linkrunner the MMP has no Wikipedia or Wikidata entity and little third-party text to anchor it. For buyers, the first impression from a Gemini “Linkrunner review” query is a \$3,199 cable tester.

10 · WHAT LINKRUNNER DOES WRONG, AND WHY

Good on-site work, aimed at the wrong reader

Linkrunner's AI-readiness is better than most of its category: robots.txt allows nine AI crawlers, llms.txt lists 330 markdown twins, and engines describe the product correctly by name. AppsFlyer has no llms.txt at all. The problems are elsewhere.

#	What goes wrong	Evidence	Why it costs visibility
1	No off-site corroboration	0 third-party sources naming it in either engine; 1 of 15 listicles; absent from 7 Reddit threads, AppGoblin, Wikipedia; Capterra 0 reviews	[H] hypothesis Engines assemble shortlists from pages that compare vendors. A vendor only on its own site is "claimed", not "recommended".
2	Self-crowning listicles	"Top 6 AppsFlyer Alternatives" ranks "#1 Linkrunner" with "Why Linkrunner Leads This List"; the fintech post opens "The best MMP for fintech apps in India is Linkrunner."	Engines discount self-rankings unless echoed elsewhere. Gemini still used the fintech page on P36, so the page works when nothing else matches; it fails on any broader query.
3	Claims stated where engines don't look for them	25K free, fraud included, no lock-in live on /pricing; Singular's and Tenjin's equivalents are on pages engines cite for P11, P13, P14, P33	The P13/P14 losses go to the vendor whose pricing page is cited first. Linkrunner loses its strongest arguments to smaller offers stated more plainly.
4	Weak evidence density	32 of 42 sampled posts (76%) cite no external source; the flagship MMP-cost post has zero	Winning pages cite outward: SplitMetrics 42 links, Airbridge pricing guide 14, Airbridge migration guide 11.
5	Missing or stale freshness signals	15/42 posts lack schema dates; the AppsFlyer-alternatives title still says 2025; 220 of 345 sitemap URLs share one lastmod stamp	Airbridge's Adjust-alternatives page was updated the day before this audit. Recency-sensitive retrieval (Perplexity especially) picks the dated page. [H] hypothesis
6	Cannibalisation	3 FDL URLs (2,315 + 746 + 571 words), 2 MMP-cost posts plus a calculator, India-alternatives page plus blog	Signals split across thin pages; Branch concentrates FDL authority in one linked cluster and owns P25.
7	Template sameness	"7 critical events every X app should track" ×8, "Metrics that matter: X edition" ×9, "best MMP for X apps India" ×7	Near-duplicates tend to collapse to one or none in retrieval. [H] hypothesis
8	One voice	All 42 sampled posts by one author	Competitors rotate named PMs and data scientists; Singular uses recognised industry bylines. Fewer expert entities for engines to link.
9	Entity collision left unmanaged	Gemini 4/11 branded answers are about NetAlly; no disambiguation page, no Wikidata	Bare-name queries, the most common trust check, return the wrong product.
10	Thin compare pages	/compare/appsflyer: 761 words, H1 "Spend more budget acquiring users, not measuring them", entity pair only in the title tag, no table schema	Branded comparisons still resolve (P16-P19 #1), so the gap is on unbranded comparisons where these pages could be the cited table.

11	Self-serving review markup	Pricing page emits AggregateRating 5.0 / 6 from its own testimonials	Google treats self-serving review markup as ineligible for rich results; uncorroborated ratings read as marketing.
12	Strongest asset under-distributed	State of Mobile App Growth India 2026 (77 startups, 25.1M installs) and the CPI benchmark explorer exist only on-site	First-party data is what listicle authors and journalists cite. It is not cited anywhere we found.

11 · COMPETITOR STRATEGIES

Who wins, and the strategy behind it

Vendor	Sitemap URLs	"alternative"	"-vs-"	SKAN	Deep link	India	llms.txt
Linkrunner	345	10	10	7	32	20	Yes (83 KB)
AppsFlyer	1,539	2	9	67	34	1	No (404)
Branch	1,437	2	8	23	118	5	Yes
Singular	639	0	4	73	5	2	Yes
Kochava	667	2	3	31	7	0	Yes
Tenjin (228 EN × 8 languages)	1,824	16	88	64	16	32	Yes
Airbridge	1,229	13	27	17	62	0	Yes
Apptrove (Trackier)	465	1	4	4	9	3	Yes

Slug keyword counts from public sitemaps fetched 14 Oct 2026; indicative. Adjust’s site blocked our fetcher (429/403).

Vendor	Strategy	Why it wins in answers	Where it is beatable
AppsFlyer 70/76 · first 46	Breadth and ecosystem: “the industry’s #1 measurement partner”; largest library (≈1,084 blog URLs, 177 glossary); data reports; premium modules (Protect360, API) as add-ons; \$0.07/conversion after a 12K welcome package.	#1 in every listicle; Wikipedia; ≈150K LinkedIn; Reddit’s default. Its own docs answer use-case prompts.	No llms.txt; fraud gated behind add-ons; 1 India slug. Also “the thing people want to escape” (r/startups).
Adjust 62/76 · first 4	Fraud and automation incumbent inside AppLovin (acquisition completed April 2021, \$980M stated price); free Base plan for eligible small developers.	Listicles label it “best for fraud”/“automation”; wins click-injection (P34) and G2 reviews (P45) on ChatGPT.	Ownership independence is a live competitor narrative (Tenjin: “Factor in AppLovin’s ownership”).
Singular 46/76 · first 4	Consolidation: attribution plus cost aggregation; “Free \$0 for 15,000”, Growth \$0.05; “Transparent Pricing Guarantee... avoid pricey add-ons”.	States value claims plainly on pages engines cite; wins cheapest (P11), free (P12) and fraud-included (P33) on ChatGPT. Content is often old (MMP-migration post from 2021): entity strength, not freshness.	Smaller free tier than Linkrunner (15K vs 25K); thin India content (2 slugs).
Branch 46/76 · first 5	Deep-link and web-to-app category owner; 118 deep-link slugs; owns the FDL shutdown story with ≥7 URLs; India white paper.	Wins P24 and P30 on both engines and P32 on Gemini; help.branch.io cited on use-case prompts.	Quote-based pricing; “attribution is secondary” (Reddit).
Tenjin 26/76 · first 5	Indie and gaming budget MMP; free 2K/mo then \$0.04; \$200/mo plans; reference-length assets (12,944-word alternatives page with 11 tables; 14,119-word ADK vs SKAN); 228 posts translated into 8 languages.	Published flat pricing + “no add-ons, cancel anytime” wins P13/P14 on ChatGPT; game content wins P35 on Gemini.	Not India-specific (one Indian studio story); gaming-heavy.
Airbridge 17/76 · first 3	The most aggressive AI-search challenger: an 86-page /tips/ hub of programmatic, answer-shaped comparisons, almost all dated 2026; “best X alternatives” for every incumbent; \$40/mo self-serve.	Wins Gemini P13, P21 and P34; shown as a Gemini source label on 5 prompts (P10, P11, P13, P34, P38). Runs Linkrunner’s playbook with more dates, citations and tables.	Never first on ChatGPT; 0 India slugs.
Kochava 25/76 · first 1	Data ownership and CTV veteran; Free App Analytics (10K conversions/mo, incl. fraud prevention), from \$500/mo.	Wins Gemini P12 (free with deep linking); Wikipedia article.	Dated explainers (2021 “What is an MMP”).

Apptrove 4 answers of 98	The other India-built MMP (Trackier); 18K free installs in year one, fraud suite included; 400 of 465 URLs updated in 2026; glossary pages with FAQPage.	Listed in AppGoblin; appears beside Linkrunner on P10 and P19.	Small answer footprint; Linkrunner beats it on P10 (#2 vs #3 ChatGPT).
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Strategy differences that decide which name appears

Airbridge vs Tenjin vs Singular: three ways to be the “cheaper” MMP. Tenjin sells *flat published pricing to game studios* and multiplies content through translation. Airbridge sells *self-serve for subscription and consumer apps* and writes AI-shaped comparison pages. Singular sells *consolidated analytics with a no-add-ons guarantee* on a strong old entity. Prompt words decide the winner: “game”, “hyper-casual”, “pay-as-you-go” → Tenjin; “small app”, “subscription”, “transparent” (Gemini) → Airbridge; “cheapest”, “free”, “fraud included” (ChatGPT) → Singular. On P21 (Airbridge vs Tenjin for a small app) ChatGPT says start with Tenjin “to keep costs near zero” and Airbridge “if you’re building a subscription app”.

AppsFlyer vs Singular. AppsFlyer sells breadth and gates premium modules; Singular sells consolidation with an explicit anti-add-on promise. “Enterprise / many networks” → AppsFlyer; “cheaper / analytics / no add-ons” → Singular.

Branch vs AppsFlyer on links. Branch is deep-link-first and owns FDL migration; AppsFlyer sells OneLink inside attribution. “Deep link” / “FDL” → Branch; “attribution + deep link” → AppsFlyer (P26, P29 on ChatGPT).

Apptrove vs Linkrunner: the India shelf is contested. Both claim “India-built MMP”. Apptrove has a directory listing (AppGoblin), fresher glossary pages and fraud included on its free plan; Linkrunner has more India content (20 slugs), a bigger free tier (25K vs 18K) and customer stories. Engines currently put Linkrunner ahead on P10 on both engines.

What Linkrunner should copy. Airbridge’s dated, cited, table-led comparison format; Singular’s plain one-line claims on pricing and fraud; Tenjin’s reference depth on one or two topics; Branch’s single-cluster ownership of a migration event.

12 · SAME-TITLE CONTENT COMPARISONS

Same topic, different result

Twelve topics where Linkrunner and a competitor (or neutral publisher) have pages with near-identical titles. Metrics measured 14 Oct 2026: words / H2s / tables / external links / schema dates.

Topic	Linkrunner	Competitor page	Who wins in answers
AppsFlyer alternatives	top-6-appsflyer-alternatives...-2025 · 2,650 / 8 / 0 / 8 / no date ; title says 2025	Tenjin 2026 · 12,944 / 12 / 11 / 0 / 2026-06-11. Airbridge · 2,205 / 1 table / 10 ext / dated. aboutmartech (neutral) · 3,503 / FAQPage	P22: Adjust, Singular, Branch, Kochava, Tenjin, Airbridge (ChatGPT). No Linkrunner.
Adjust alternatives	2,039 / 10 / 2 / 0 / no date	Airbridge · 1,856 / 8 / 2 / 2 / updated 2026-10-13	P23: Adjust-led incumbents
Branch alternatives	2,338 / 10 / 2 / 0 / no date	Airbridge · 1,880 / 8 / 2 / 8 / dated	P24: Branch, AppsFlyer, Adjust, small linkers
FDL migration	3 URLs: 2,315 + 746 + 571 words; 1 ext; no date	Branch guide · 2,185 / 7 ext / 2026-02-18 → 04-14, inside a ≥7-URL cluster	P25: Firebase, Branch
AdAttributionKit vs SKAN	1,297 / 10 / 1 / 0 / 2026-07-23	Tenjin · 14,119 / 5 ext / updated 2026-04-14. Singular · 1,273 / 5 ext / John Koetsier byline	P32: Branch, Adjust, AppsFlyer (Gemini); Apple docs only (ChatGPT)
MMP migration	3,269 / 10 / 0 / 0 / no date	AppsFlyer · 5,351 / 2025-11-27. Airbridge six-week guide · 4,056 / 4 tables / 11 ext / 2026-10-07	P39: AppsFlyer-led incumbents
What is an MMP	1,029 / 0 ext / no date / FAQPage ✓	Apptrove · 3,462 / mod 2026-09-28 / FAQPage. Kochava · 1,374 / 2021	P01: AppsFlyer, Adjust, Branch, Singular
MMP pricing / cost	2 URLs: 2,684 / 3 tables / 0 ext / 2026-09-17 + 1,444 words	Airbridge pricing-models guide · 2,112 / 14 ext / 2026-09-18. Deeplinkly · 2,750 / 3 tables / FAQPage	P11-P15: Singular, Tenjin, AppsFlyer
Click injection	1,825 / 0 ext / 2026-06-01	AppsFlyer glossary · 1,821 / 2023. Singular · 1,213 / 2021	P34: Adjust (ChatGPT), Airbridge (Gemini)
Deferred deep linking	2,688 / 3 ext / no date	AppsFlyer glossary · 3,896 / 1 table / 2026-08-21	P30: Branch, AppsFlyer, Adjust
Best deep-linking tools	3,030 / 1 table / 2 ext / no date	Ulinkly comparison (cited instead of Linkrunner in the earlier snapshot)	P24: small linkers incl. Flinku, Dub
Multi-vendor MMP comparison	legacy-mmp-alternatives · 2,913 / 1 table / 14 ext / 2026-06-24	SplitMetrics · 8,096 / 4 tables / 42 ext / FAQPage + ItemList. Airbridge 6-way · 2,611 / 3 tables / dated	P02-P04: the stable seven

Why theirs wins

- Dates.** Undated or “2025” pages lose to pages updated last week.
- Evidence density.** Outbound citations to pricing pages, Apple docs and studies make a page usable as a source. Linkrunner’s most commercial page (MMP cost) cites nothing.
- Liftable structure.** Tables and FAQPage/ItemList give engines discrete facts. Tenjin’s alternatives page has 11 tables; Linkrunner’s has none.
- Neutral voice.** Third-party lists never include Linkrunner, so its self-ranking is uncorroborated.
- One URL per intent.** Branch concentrates FDL; Linkrunner splits it three ways.
- Entity weight.** Older content from a stronger entity still competes (Singular’s 2021 click-injection post).
- Depth where it counts.** On reference topics (ADK vs SKAN) a 14K-word page sets the bar; length is not the general problem (Linkrunner’s median is 2,569 words), but depth on two or three flagship topics is.

Note the exception: Linkrunner’s legacy-MMP-alternatives page has 14 external links and a date, and still is not cited for P02–P04. On head terms, on-page quality alone does not break the incumbent set; third-party inclusion does. [H] hypothesis

13 · WRITING-STYLE CRITIQUE

Write like the source, not the vendor

Pattern	Example	Fix
Self-crowning	"#1 Linkrunner: India-First affordable MMP", "Why Linkrunner Leads This List"; "The best MMP for fintech apps in India is Linkrunner."	State fit, not rank: "Linkrunner fits Indian fintech teams under 100K installs a month that need KYC-event attribution; AppsFlyer fits multi-network enterprise spend." Put Linkrunner in the list where a neutral writer would, with the criteria shown.
Unsourced market framing	"The exodus from AppsFlyer...", "Smart marketers are evaluating...", a CAGR figure with one footnote	Open with a sourced fact or Linkrunner’s own data (e.g. from the India growth report), linked. Cut claims you cannot source.
Template sameness	"7 critical events every {vertical} app should track" x8; "Metrics that matter: {vertical} edition" x9	Merge each family into one deep hub with vertical sections, or make each variant genuinely different (vertical-specific data, customer quote, event schema).
Forum-style titles	"ad-attribution-advice-requested" (669 words, no date), "marketing-attribution-hot-takes", "is-attribution-dead-under-privacy"	Retitle as the question a buyer types ("Why don't my Meta ROAS and MMP numbers match?", which is P28) or fold into a stronger page.
One voice	All 42 sampled posts by the Head of Growth	Add engineer bylines on SDK and deep-link posts, founder bylines on pricing and India market posts, customer co-authors on case studies; Person schema with sameAs to LinkedIn.
Claims without the answer sentence	Pricing facts spread across a calculator and tables	Write the sentence the engine should lift, early and plainly: "Linkrunner’s free plan covers the first 25,000 attributed installs; after that it costs \$0.010 per install, falling to \$0.007 above 500K."
On-site "LLM-bait"	"Mobile Attribution Facts LLMs Get Wrong"; "OneLink.to FAQ hub: 40 questions answered (yes, even for LLMs)"	Keep the intent, drop the wink. Engines build MMP shortlists from third-party pages; on-site FAQ hubs help only once the brand is in the candidate set.

KEEP

Genuine first-party data: the State of Mobile App Growth India 2026 (77 startups, 25.1M installs) and the CPI benchmark explorer. This is the one asset competitors cannot copy. Lead with it, and distribute it off-site.

A worked rewrite (opening of the AppsFlyer-alternatives post)

Pattern today

Title with "2025"; no date in schema; opens with market framing; ranks Linkrunner #1 with a "why we lead" section; no comparison table.

Pattern to ship

"Top AppsFlyer alternatives for Indian app teams (updated October 2026)". Visible updated date + schema dates. First paragraph: who should switch and who should not. A table of six vendors with published free tier, per-install or per-conversion rate, fraud included (Y/N), INR billing (Y/N), each cell linked to the vendor’s pricing page. Linkrunner appears in the table on equal terms; the text explains where it fits and where AppsFlyer is still the better choice. FAQPage with 5 buyer questions.

14 · CONTENT TO ADD, CUT AND CONSOLIDATE

Fewer, stronger URLs per intent

Add (gaps where competitors have pages and Linkrunner has none)

Topic	Competitor page today	Prompt
Free-tier comparison across MMPs	Singular pricing; Kochava pricing; Tenjin pricing	P11, P12
Fraud included vs add-on, by vendor	Singular fraud page; AppsFlyer Protect360 add-on	P33
Subscription-app MMP	airbridge.io/tips/blog/best-mmps-for-subscription-apps-2026	P38
AppsFlyer renewal / cancellation timing	airbridge.io/tips/appsflyer-cancellation-renewal-guide; six-week migration guide	P39, P40
MMPs + MCP / AI assistants	airbridge.io/tips/blog/attribution-platforms-mcp-servers-ai-assistants	emerging
Web-to-app cluster	AppsFlyer 4+ guides, Singular 2, Branch playbook	P27, P30
Incrementality	AppsFlyer 3, Singular 3+ (Linkrunner 1)	future set
SEA-language versions of India pages	Tenjin x8 languages; Airbridge KO/VI/ZH	P09
"What is Linkrunner" / disambiguation	none (NetAlly pages fill the gap)	P41, P43, P44, P46
React Native / Flutter / Expo deferred deep-link guide	Branch, AppsFlyer, Adjust developer docs (cited on P29)	P29

Consolidate (301 the weaker URL into the stronger one)

Intent	URLs today	Keep as
FDL migration	/blog/firebase-dynamic-links-migration-guide-2026... (2,315) + /blog/firebase-dynamic-links-replacement-guide (746) + /firebase-dynamic-links (571)	/firebase-dynamic-links as the hub; migrate the guide's content in; 301 the other two
MMP cost	/blog/how-much-does-an-mmp-actually-cost... (2,684) + /blog/what-does-an-mmp-cost (1,444) + /tools/mmp-cost-calculator	One cost guide that embeds the calculator; 301 the 1,444-word post
AppsFlyer alternative, India	/appsflyer-alternative-india + blog top-6 alternatives (2025 title)	Keep the landing page for conversion; make the blog the neutral comparison; cross-link, distinct intents
Vertical templates	"7 critical events..." x8, "Metrics that matter..." x9, "best MMP for X apps India" x7	One hub per vertical (fintech, gaming, ecommerce, edtech) that matches the 4 vertical solution pages

Cut or noindex

- Forum-style posts with no buyer question: /blog/ad-attribution-advice-requested (669 words, no date), "marketing-attribution-hot-takes": merge into P28-style Q&A pages or remove.
- The "LLM" framing in titles ("yes, even for LLMs"). Keep the FAQ content, retitle.
- Self-serving AggregateRating on /pricing until it reflects third-party reviews.

Upgrade in place (higher ROI than new posts)

- All 10 "alternative" and 10 "-vs-" posts: visible + schema dates, a vendor table with linked sources, FAQPage, neutral placement of Linkrunner.
- AdAttributionKit vs SKAN (1,297 words, 0 external links): add Apple documentation links, a change table, and a worked example.

15 · THIRD-PARTY PLACEMENTS AND "PARASITE SEO"

Recommendation: earned placements, yes; rented ones, mostly no

“Parasite SEO” means publishing on someone else’s high-authority domain to borrow its ranking power. For AI visibility the question is narrower: which third-party pages do the engines actually read for MMP prompts, and how does Linkrunner get into them?

RECOMMENDATION

Prioritise **earned inclusion** in the specific comparison pages and directories the engines already read, plus **first-person practitioner content** on platforms where Linkrunner people genuinely post. Do not buy undisclosed “sponsored best-of” posts on unrelated high-authority sites.

Placement	Verdict	Reasoning
Inclusion in existing MMP listicles: SplitMetrics, aboutmartech (2 pages), DeepClick, mmpmarketingsoftware, LeadJourney, Appalizer, 4analytics, Ulinkly	Do first	These are the pages whose brand order the engines reproduce (\$7). Pitch each author with an update: published pricing, the free tier, an India angle they lack, a customer they can verify. Several are maintained by vendors (Ulinkly, Tenjin, Airbridge) and will not add a rival; target the neutral ones.
Business of Apps coverage	Do first	Gemini’s most frequent third-party label (8 answers). Data-led contributions (India CPI benchmarks) suit a trade publication.
Review platforms: Gartner, G2, Capterra, Software Advice	Do first	ChatGPT P45 answers from G2 and Gartner; Linkrunner has 4 Gartner ratings and 0 Capterra reviews. A structured customer review drive (and replies to the open support complaint) is the direct fix.
Directories: AppGoblin ad-attribution SDK list	Do first	Lists Apptrove, Airbridge, Tenjin, not Linkrunner; Redditors point to it to see “which apps similar to yours use which mmp”.
Reddit: genuine answers in r/startups, r/mobilegamemarketing, r/iOSAppsMarketing, r/adops	Do, carefully	Gemini cites Reddit on 3 prompts. Disclosed founder/engineer answers to live questions (the r/startups “doesn’t cost \$200 a month” thread) work; astroturfing gets removed and harms trust.
LinkedIn articles and X threads by founders	Do	Founders have about 39K combined LinkedIn followers. Publish India benchmark findings as articles; Grok’s X signal (measured in the full engagement) and journalists pick these up. [H] hypothesis
Developer platforms: dev.to, Medium, GitHub sample repos for RN/Flutter/Expo deep links	Do	ChatGPT cites github.com and developer docs on P29. Working sample code is citable in a way blog prose is not.
Paid “sponsored best MMPs” articles on unrelated news or coupon sites	Avoid	Google’s site-reputation-abuse policy targets exactly this; such pages get de-indexed, and engines grounded in Google results (Gemini) lose them too. Undisclosed paid rankings also contradict the trust gap engines already flag.
Mass guest posts on low-quality blogs	Avoid	None of the pages that shape MMP answers in our data are of this type.

16 · TARGET TOPICS

Exact topics, and why each one

Ranked by a simple rule: prompts where Linkrunner already has the product fact on its side and an engine shows it is willing to name a challenger.

#	Topic (exact framing)	Prompts	Current owner	Why Linkrunner can win it
1	MMP free tiers compared: 25K vs 18K vs 15K vs 12K vs 10K vs 2K	P11, P12	Singular (ChatGPT), AppsFlyer / Kochava (Gemini)	Linkrunner has the largest free allowance in the data (25K installs); engines lift numeric free-tier claims verbatim (Singular's "\$0 for 15,000").
2	Published per-install pricing, every MMP, one table	P13, P14, P15, P42	Tenjin	Already #2 on ChatGPT P13/P14; one neutral, sourced page can take #1. AppsFlyer cost at 100K (P15) is a natural section.
3	Fraud protection included vs sold as an add-on	P33, P34	Singular, Adjust, Airbridge	Linkrunner includes fraud on every plan; AppsFlyer sells Protect360 as an add-on. Being honest that Singular, Kochava and Approve also include it makes the page citable.
4	India: best MMP for Indian apps, INR billing, India fintech	P06-P08, P10, P36	AppsFlyer (head), Linkrunner (P10, Gemini P36)	The one cluster that works; ChatGPT still omits Linkrunner on P06, P07, P36. Defend and widen with the India growth report data.
5	"Linkrunner" the MMP (entity)	P41, P43, P44, P46	NetAlly tester (Gemini)	Fixes a 4/11 loss on branded prompts, the trust check buyers run before a demo.
6	Track installs from ChatGPT ads	P49	AppsFlyer (ChatGPT); OpenAI docs (Gemini)	Emerging channel; incumbents are thin; Linkrunner already has 7 URLs. First credible guide to cite OpenAI's own docs can own it.
7	Deferred deep links for React Native / Flutter / Expo	P29, P30	Branch, Firebase, AppsFlyer	Linkrunner ships RN/Flutter/Expo SDKs; Gemini already reads its page on P29 without naming it. Needs code + GitHub repo.
8	Firebase Dynamic Links replacement	P25, P26	Firebase, Branch	Gemini P26 already lists Linkrunner #3 for OneLink alternatives; consolidating 3 FDL URLs into one is cheap.
9	Switching from AppsFlyer: renewal checklist and parallel-run plan	P39, P40	AppsFlyer; Airbridge guides	ChatGPT P40 already prescribes a 2-4 week parallel run; publish exactly that protocol with a data-retention checklist.
10	MMP for subscription apps (with RevenueCat / Adapty)	P38	RevenueCat, Adapty (Gemini); incumbents (ChatGPT)	Gemini routes to billing tools; a page on MMP + RevenueCat integration bridges both.
11	MMP for agencies managing many client apps	P48	AppsFlyer	Linkrunner's agencies page (unlimited seats) is not retrieved; a buyer guide with per-client cost maths is.
12	SEA expansion for Indian apps (Indonesia, Vietnam)	P09	AppsFlyer, Adjust, Airbridge, Tenjin	Lower priority; only after topics 1-8.

Not targeted now: games (P35, Tenjin's home turf with 8-language content) and generic head terms (P01-P04), which move only with third-party inclusion (§15).

Eight briefs, in publishing order

Every brief ships with a visible “updated” date and schema dates, a comparison table, FAQPage, at least eight external citations, a named author with Person schema, and one answer sentence in the first 60 words.

Brief 1 · MMP Free Tiers Compared (October 2026): AppsFlyer, Singular, Adjust, Kochava, Tenjin, Approve and Linkrunner

Target prompts: P11, P12, P14 · Page to beat: singular.net/pricing (cited on P11/P12); tenjin.com/pricing

Outline

- Answer sentence first: which MMP gives the most free attributions, and the catch for each (time limits, conversions vs installs, retention).
- Table: vendor · free allowance · unit (install / conversion / attribution) · time limit · what is excluded · link to pricing page. Values from each vendor’s pricing page on the day of publication.
- When free stops being free: cost at 50K and 100K installs per vendor that publishes rates.
- Who should not choose on free tier alone (enterprise multi-network spend).
- FAQPage: 5 questions (Is there a free MMP? Does AppsFlyer have a free plan? ...).

Sources to cite

Each vendor’s pricing page (appsflyer.com/pricing, singular.net/pricing, kochava.com/pricing, tenjin.com/pricing, approve.com/approve-pricing, adjust.com/pricing), Linkrunner pricing.

How to outrank it

Singular wins on one plain sentence. Beat it with a page that contains Singular’s sentence and five others, dated, sourced, with Linkrunner’s 25K stated as plainly. Unit definitions (install vs conversion) are where honest comparison earns the citation.

Brief 2 · Published MMP Pricing: Per-Install and Per-Conversion Rates for Every Major MMP (2026)

Target prompts: P13, P14, P15, P42 · Page to beat: tenjin.com/pricing (ChatGPT #1 on P13/P14); airbridge.io/tips/blog/mobile-attribution-pricing-models-guide-2026 (14 external links)

Outline

- Pricing models explained in one table: per install, per conversion, per data point, MAU, flat tier.
- Rate card table with links: AppsFlyer \$0.07/conversion after 12K; Singular \$0.05; Tenjin from \$200/mo; Airbridge from \$40/mo; Kochava from \$500/mo; Linkrunner \$0.010 → \$0.007.
- Worked cost at 10K, 50K, 100K, 500K installs (show the arithmetic and the assumptions).
- Contract terms: annual commitment, add-ons, data retention.
- Embed the MMP cost calculator; retire the duplicate cost post (\$14).

Sources to cite

Vendor pricing pages; Airbridge’s pricing-models guide as a peer reference; Deeplinkly AppsFlyer pricing breakdown.

How to outrank it

Airbridge’s guide wins on citations (14); Tenjin wins on a plain rate. Match the citation count, add the worked cost maths neither has, and update monthly with a visible date.

Brief 3 · MMPs With Fraud Protection Included (and Which Charge Extra), 2026

Target prompts: P33, P34 · Page to beat: singular.net fraud prevention page (ChatGPT P33 “strongest match”); help.adjust.com / support.appsflyer.com (P34)

Outline

- Table: vendor · fraud features · included on which plans · add-on name and pricing basis · source link.
- Click injection and click flooding: detection signals, with a diagram; link the existing click-injection post as the deep-dive.
- What “included” really means: pre-attribution rejection vs post-attribution reporting.
- FAQPage.

Sources to cite

AppsFlyer pricing (Protect360 as add-on), Singular fraud page, Kochava pricing (fraud on free tier), Approve pricing, Linkrunner pricing.

How to outrank it

Singular wins because its claim is explicit. A page that names Singular, Kochava and Approve fairly, and puts Linkrunner in the same row, reads as a source rather than an ad.

Brief 4 · What Is Linkrunner? The Mobile Measurement Partner (Not the NetAlly LinkRunner Tester)

Target prompts: P41, P43, P44, P46 · **Page to beat:** netally.com LinkRunner product pages; PeerSpot; retailer listings (Gemini)

Outline

- One-paragraph definition: “Linkrunner is a mobile measurement partner (MMP) based in Bengaluru...”, with a clear note that NetAlly LinkRunner is an unrelated network tester.
- Facts box: founded, founders, funding (₹5 crore pre-seed, Titan Capital), certifications, pricing summary, customers with links to stories.
- Third-party links: Economic Times, Entrackr, Gartner Peer Insights, LinkedIn.
- Organization schema with sameAs to LinkedIn, Crunchbase-style profiles, Gartner, Capterra, Wikidata (once created).

Sources to cite

Economic Times funding article, Entrackr, Gartner and Capterra profiles, customer stories.

How to outrank it

This is not a ranking contest; it is entity anchoring. Success = Gemini answers P41/P43/P44/P46 about the MMP.

Brief 5 · How to Track App Installs From ChatGPT Ads (2026 Setup Guide)

Target prompts: P49 · **Page to beat:** help.openai.com and ads.openai.com (cited); AppsFlyer named first on ChatGPT

Outline

- Step-by-step: OpenAI Ads Manager measurement, click IDs, web-to-app routing, MMP postbacks.
- iOS vs Android differences; how to avoid double counting (ChatGPT’s own answer stresses this).
- Screenshots and a sample event schema.
- Consolidate the existing 7 ChatGPT-ads URLs into this hub plus supporting posts.

Sources to cite

OpenAI’s ads help and measurement documentation; Apple and Google install-referrer docs.

How to outrank it

Engines currently cite OpenAI docs and name the default MMP. Be the page that links OpenAI’s docs and adds the MMP-specific steps no incumbent has written yet.

Brief 6 · Deferred Deep Linking in React Native, Flutter and Expo: A Working Guide With Code

Target prompts: P29, P30 · **Page to beat:** dev.appsflyer.com, dev.adjust.com, help.branch.io, github.com (ChatGPT P29)

Outline

- Concept in 3 sentences; then one section per framework with copy-paste code.
- Public GitHub sample repo per framework, linked from the post.
- Testing deferred links on iOS and Android; common failure cases.
- Referral and influencer link patterns (P30).

Sources to cite

React Native, Flutter and Expo docs; Apple Universal Links and Android App Links docs; the GitHub repos.

How to outrank it

Use-case answers cite developer docs and GitHub. A guide plus repos gives engines a citable code source; Gemini already reads Linkrunner’s P29 page.

Brief 7 · Switching From AppsFlyer: Renewal Checklist and a 4-Week Parallel-Run Plan

Target prompts: P39, P40 · **Page to beat:** airbridge.io/tips/appsflyer-six-week-migration-guide (4,056 words, 4 tables, 11 ext); appsflyer.com MMP migration (5,351 words)

Outline

- When to start (renewal timing), what to export, data-retention checklist.
- Parallel-run protocol: same campaigns, both SDKs, discrepancy thresholds (ChatGPT P40 already recommends running both for 2–4 weeks).
- Table: what moves, what you lose, what to rebuild.
- A named customer migration story with numbers the customer agrees to publish.

Sources to cite

AppsFlyer data export docs, Airbridge guide (as peer reference), Linkrunner customer story.

How to outrank it

Airbridge wins on tables and links; add the decision criteria ChatGPT already uses in its P40 verdict, so the page matches the answer the engine wants to give.

Brief 8 · Best MMP for Fintech Apps in India (2026): KYC, First Deposit and Fraud Measurement Compared

Target prompts: P36, P06, P07 · Page to beat: Gemini already ranks Linkrunner #1 on P36; ChatGPT names only AppsFlyer, Adjust, Branch, Singular

Outline

- Rewrite of the existing self-crowning post: neutral criteria first (KYC-event attribution, DPDP compliance, fraud, INR billing).
- Table of 5 vendors scored on those criteria with sources.
- Data from the India growth report on fintech CPI or funnel (only what the report contains).
- Two fintech customer stories (Stratzy, Cashbook) linked.

Sources to cite

Linkrunner India growth report, vendor pricing pages, DPDP Act official text.

How to outrank it

ChatGPT needs a source it trusts; Gemini already uses this page. Neutral structure plus external citations is the change; pitch the data to Business of Apps and Indian trade press the same week.

18 · TECHNICAL FIXES

Small fixes, measured defects

#	Fix	Evidence	Impact
1	Add <code>datePublished</code> / <code>dateModified</code> to every <code>BlogPosting</code> ; show the updated date on page	15 of 42 sampled posts have none, incl. all three flagship alternatives posts	High
2	Replace the synthetic sitemap lastmod with real modification dates	220 of 345 URLs share <code>2026-08-25T00:00:00.000Z</code>	High
3	Entity: Organization schema with <code>sameAs</code> (LinkedIn, Gartner, Capterra, Software Advice, funding coverage); create a Wikidata item; add “mobile measurement partner” to the Organization description; publish brief 4	Gemini answers 4/11 branded prompts about NetAlly; no Wikipedia/Wikidata	High
4	Verify <code>linkrunner.ai</code> : if owned, 301 to <code>linkrunner.io</code> equivalents; if not, document it	ChatGPT cites <code>linkrunner.ai</code> on P08 and P10; not in our crawl	High
5	Check <code>/mmp-for-startups</code> and every pricing mention for a figure that differs from <code>/pricing</code>	ChatGPT P13 quotes a per-install price we could not find on any captured page	Med
6	FAQPage on all comparison, alternatives and pricing posts	0 of 42 sampled posts carry it; aboutmartech, SplitMetrics, Deeplinkly, Apptrove do	Med
7	Retitle the 2025 AppsFlyer-alternatives post; fix its two H1s	Title says 2025; second H1 “Footnotes”	Med
8	<code>/compare/*</code> : H1 “Linkrunner vs AppsFlyer”, a feature/pricing table in HTML, ItemList or Table markup, ≥1,500 words	<code>/compare/appsflyer</code> is 761 words and the entity pair is only in <code><title></code>	Med
9	Remove self-serving <code>AggregateRating</code> from /pricing; mark up third-party review counts by linking them instead	<code>AggregateRating</code> 5.0 / 6 built from own testimonials	Med
10	301 the duplicate FDL and cost URLs (§14) and update internal links	3 FDL URLs, 2 cost posts	Med
11	Alt text on homepage images	Earlier Dodox readiness scan: 38 of 91 without alt	Low
12	Person schema per author with <code>sameAs</code> ; add engineer and founder bylines	1 author across all sampled posts	Low

KEEP AS IS

robots.txt explicitly allows GPTBot, ChatGPT-User, OAI-SearchBot, ClaudeBot, anthropic-ai, PerplexityBot, Google-Extended, GoogleOther and CCBot. llms.txt with 330 markdown twins served as `text/markdown` with `noindex, follow`. This is ahead of AppsFlyer, which has no llms.txt.

19 · AUTHORITY BUILDING

Get other people to say it

Reviews (target the sites engines quote)

- Run a review drive across the 8 published customer stories (Playo, Matiks, Jumbo, Stratzy, August AI, Cashbook, Lingopanda, ABCoffee) and active accounts: Gartner Peer Insights, G2, Capterra.
- Reply publicly to the Gartner support complaint and fix the cause; it is the one detailed review an engine can quote.

Entity

- Wikidata item for Linkrunner (MMP, Bengaluru, founders, funding, website) with references to the news coverage. A Wikipedia article needs independent significant coverage first; do not create one prematurely.

- Add the starting price to Capterra (“Starting price not provided by vendor”).

Listicles and directories

- Pitch SplitMetrics, aboutmartech, DeepClick, mmpmarketingsoftware, LeadJourney, Appalize, 4analytics with a fact sheet: pricing, free tier, India focus, SDKs, certifications, two verifiable customers.
- Submit to AppGoblin’s ad-attribution SDK directory.
- Offer Business of Apps the India CPI benchmark data as an exclusive cut.

Data PR

- Re-release the State of Mobile App Growth India 2026 (77 startups, 25.1M installs) as quotable findings with charts; pitch Economic Times and Entrackr, who already covered the funding.
- Quarterly CPI benchmark update from the explorer: a recurring, citable dataset.

- Consistent naming “Linkrunner, the mobile measurement partner” in all bios, press, partner directories (Google Partner, Meta Tech Provider listings if available).

People

- Founders: one data-led LinkedIn article a month (India benchmarks, pricing transparency); engineers: SDK and deep-link threads with code.
- Podcast and webinar guesting with app-growth shows; competitors run podcast and webinar sitemaps.

Community

- Disclosed answers in r/startups, r/mobilegamemarketing, r/iOSAppsMarketing, r/adops threads asking for affordable MMPs. Start with the r/startups “\$200 a month” thread.
- Answer r/androiddev and Stack Overflow FDL-migration questions with the consolidated guide.

Partnerships

- Co-authored integration guides with RevenueCat/Adapty (P38) and with Indian ad networks; integration pages on partner sites are third-party mentions.

20 · 30 / 60 / 90-DAY PLAN

Ranked by impact within each window

Days 1–30: stop the losses

#	Action	Prompts it targets	Impact · effort
1	Entity fix: “What is Linkrunner” page (brief 4), Organization sameAs , Wikidata item, resolve linkrunner.ai	P41, P43, P44, P46	High · Low
2	Publish brief 1 (free tiers) and brief 2 (published pricing)	P11–P15, P42	High · Med
3	Start the review drive (Gartner, G2, Capterra); answer the Gartner complaint; add Capterra price	P43–P45	High · Low
4	Dates on all posts, real sitemap lastmod, retitle the 2025 post	all	Med · Low
5	Listicle and AppGoblin outreach with fact sheet	P01–P04, P22	High · Med (results lag)

Days 31–60: win the claims Linkrunner owns

#	Action	Prompts	Impact · effort
6	Brief 3 (fraud included) and brief 8 (India fintech rewrite) + data PR of the India report	P33, P36, P06, P07	High · Med
7	Consolidate FDL x3 and cost x2; upgrade 10 alternatives + 10 vs posts (table, FAQPage, sources, neutral placement)	P22–P26	Med · Med
8	Rebuild /compare pages with HTML tables	P16–P19, P20	Med · Low
9	Brief 5 (ChatGPT ads) as a hub	P49	Med · Low
10	Reddit and LinkedIn programme starts	P04, P27, P35	Med · Low

Days 61–90: open the use-case shelf

#	Action	Prompts	Impact · effort
11	Brief 6 with GitHub sample repos	P29, P30	High · High
12	Brief 7 (switching from AppsFlyer) with a customer migration story	P39, P40	Med · Med
13	ADK vs SKAN rebuild to reference depth; subscription-app MMP page with RevenueCat/Adapty	P31, P32, P38	Med · High
14	Agency buyer guide; merge vertical template families into 4 hubs	P48, P35–P37	Low · Med
15	Day-90 re-run of all 49 prompts on all five engines; compare to this baseline	all	Measurement

A baseline you can re-run

Baseline (this sample, ChatGPT + Gemini) and what to watch

KPI	ChatGPT	Gemini	Perplexity	Claude	Grok
Unbranded visibility (38 prompts)	11%	18%	Included in full engagement	Included in full engagement	Included in full engagement
Unbranded SOV	2.5%	3.5%	Included in full engagement	Included in full engagement	Included in full engagement
Position-weighted SOV	2.2%	3.0%	Included in full engagement	Included in full engagement	Included in full engagement
Unbranded answers naming it first	0	1	Included in full engagement	Included in full engagement	Included in full engagement
Use-case answers naming it (P27–P34)	0/8	0/8	Included in full engagement	Included in full engagement	Included in full engagement
Branded answers about the right entity	11/11	7/11	Included in full engagement	Included in full engagement	Included in full engagement
Third-party cited pages naming Linkrunner	0	0	Included in full engagement	Included in full engagement	Included in full engagement

Off-engine KPIs

- Listicles naming Linkrunner: 1 of 15 today (re-fetch the same 15 monthly).
- Reviews: Gartner 4 ratings, Capterra 0, Software Advice 0, G2 unverified.
- Pricing accuracy: number of answers quoting a Linkrunner price that differs from /pricing (1 known: ChatGPT P13).
- Directory listings: AppGoblin (no), Wikidata (no).

Re-run protocol

1. Same 49 prompts, verbatim (Appendix A; `prompts.csv`). Add new prompts only as a separate block so the baseline stays comparable.
2. All five engines, logged out, a fresh chat per prompt; verify no carry-over (the reason one ChatGPT run in this project was discarded).
3. Same extraction rules (§2): first-mention order, chip labels excluded, NetAlly answers = absent.
4. Monthly for the core 20 (P02, P06, P07, P10, P11–P14, P22, P25, P29, P33, P36, P38, P41, P43, P44, P45, P46, P49); full 49 at day 90.
5. Report per engine and pooled; flag any change larger than run-to-run noise by re-running that prompt twice.

TARGETS, NOT FORECASTS

Reasonable 90-day goals: Gemini resolves all 11 branded prompts to the MMP; Linkrunner named on P11, P12 and P33 on at least one engine; #1 on P13 or P14 on ChatGPT; at least one neutral listicle naming it. These are goals to plan against, not predictions; engine behaviour is not controllable.

APPENDIX A · ALL 49 PROMPTS

Prompt-by-prompt results

Brand order = order of first mention; the first (bold) is the prompt's winner. LR = Linkrunner's rank. "source only" = Linkrunner's site shown as a source but not named. **B** = branded. P/C/G = Perplexity, Claude, Grok: included in the full engagement, not run for this sample. This table doubles as the re-runnable prompt set.

ID	Prompt · stage	ChatGPT brand order	LR	Gemini brand order	LR	P / C / G
P01	What is a mobile measurement partner and do I need one for my app? Category discovery	AppsFlyer › Adjust › Branch › Singular › Firebase	–	AppsFlyer › Branch › Adjust › Singular	–	Full engagement
P02	What are the best mobile measurement partners in 2026? Category discovery	AppsFlyer › Adjust › Singular › Branch › Kochava › Tenjin › Airbridge › Affise	–	AppsFlyer › Adjust › Branch › Singular › Kochava › Tenjin	–	Full engagement
P03	Best mobile attribution tools for app marketers Category discovery	AppsFlyer › Adjust › Singular › Branch › Kochava › Tenjin	–	AppsFlyer › Affise › Adapty › Adjust › Branch › Singular › Kochava › Tenjin › Linkrunner	#9	Full engagement
P04	Top MMP platforms compared: features and pricing Category discovery	AppsFlyer › Adjust › Branch › Singular › Kochava › Airbridge › Tenjin	–	AppsFlyer › Tenjin › RudderStack › Affise › Adjust › Segwise › Singular › Branch › Kochava	–	Full engagement
P05	When does a mobile app need an MMP? At what ad spend? Category discovery	AppsFlyer › Singular	–	AppsFlyer › Adjust › Branch › Kochava › Singular › Tenjin	–	Full engagement
P06	Best MMP for Indian apps India/SEA	AppsFlyer › Adjust › Singular › Branch › Kochava	–	AppsFlyer › Adjust › Branch › Linkrunner › Tenjin	#4	Full engagement
P07	Which mobile attribution platform do Indian startups use? India/SEA	AppsFlyer › Adjust › Branch › Kochava › Firebase	–	AppsFlyer › Adjust › Singular › Branch › CustomerLabs › Linkrunner	#6	Full engagement
P08	MMP priced in rupees for Indian apps India/SEA	AppsFlyer › Adjust › Branch › Singular › Linkrunner	#5	AppsFlyer › Adjust › Branch › Kochava › Singular › Linkrunner	#6	Full engagement
P09	Best MMP for apps in Southeast Asia (Indonesia / Vietnam) India/SEA	AppsFlyer › Adjust › Singular › Airbridge › Tenjin	–	AppsFlyer › Adjust › Segwise › Branch › Tenjin	–	Full engagement
P10	Indian alternatives to AppsFlyer India/SEA	AppsFlyer › Linkrunner › Apptrove/Trackier › Adjust › Branch › Singular › Kochava	#2	AppsFlyer › Linkrunner › Affise › Apptrove/Trackier › Airbridge › Singular › Tenjin	#2	Full engagement
P11	Cheapest MMP for an early-stage startup Budget/startup	Singular › AppsFlyer › Branch › Airbridge	–	AppsFlyer › Adjust › Tenjin › Airbridge › RevenueCat › SolarEngine › Singular	–	Full engagement
P12	Free mobile attribution tool with deep linking Budget/startup	Singular › AppsFlyer › Kochava	–	Kochava › Tenjin › Branch › AppsFlyer › Cometly	source only	Full engagement
P13	MMP with transparent per-install pricing Budget/startup	Tenjin › Linkrunner › AppsFlyer › Adjust	#2	Airbridge › Adjust › AppsFlyer › Tenjin › Singular	–	Full engagement
P14	Pay-as-you-go MMP with no annual contract Budget/startup	Tenjin › Linkrunner › Deeplinkly › AppsFlyer	#2	Tenjin › AppsFlyer › Deeplinkly	–	Full engagement
P15	How much does AppsFlyer cost for 100k installs a month? Budget/startup	AppsFlyer	–	AppsFlyer › WarpLink	–	Full engagement
P16	Linkrunner vs AppsFlyer B Comparison	Linkrunner › AppsFlyer	#1	Linkrunner › AppsFlyer	#1	Full engagement
P17	Linkrunner vs Adjust B Comparison	Linkrunner › Adjust	#1	Linkrunner › Adjust	#1	Full engagement

ID	Prompt · stage	ChatGPT brand order	LR	Gemini brand order	LR	P / C / G
P18	Linkrunner vs Branch for deep linking B Comparison	Linkrunner > Branch	#1	Linkrunner > Branch	#1	Full engagement
P19	Linkrunner vs Apptrove (Trackier) B Comparison	Linkrunner > Apptrove/Trackier	#1	Linkrunner > Apptrove/Trackier > AppsFlyer > Adjust > Mixpanel > Amplitude	#1	Full engagement
P20	AppsFlyer vs Adjust vs Singular - which is best? Comparison	AppsFlyer > Adjust > Singular	-	AppsFlyer > Adjust > Singular > Tenjin	-	Full engagement
P21	Airbridge vs Tenjin for a small app Comparison	Tenjin > Airbridge	-	Airbridge > Tenjin > Affise > Cometly	-	Full engagement
P22	AppsFlyer alternatives Alternatives	AppsFlyer > Adjust > Singular > Branch > Kochava > Tenjin > Airbridge	-	AppsFlyer > U2L > Adjust > Singular > Kochava > Branch > Amplitude > Mixpanel > OpenPanel	-	Full engagement
P23	Adjust alternatives for a startup Alternatives	Adjust	-	Adjust > AppsFlyer > Singular > Branch > Kochava > Tenjin	-	Full engagement
P24	Branch.io alternatives Alternatives	Branch > AppsFlyer > Adjust > Flinku > Deepinkly > Dub > Firebase	-	Branch > Firebase > ChottuLink > AppsFlyer > Adjust > Singular > Kochava > Airbridge > Flinku	-	Full engagement
P25	Firebase Dynamic Links replacement Alternatives	Firebase > Branch > AppsFlyer > Adjust	-	Firebase > ChottuLink > Dub > Flinku > Branch > AppsFlyer > Airbridge > Adjust	-	Full engagement
P26	AppsFlyer OneLink alternative Alternatives	AppsFlyer > Branch > Adjust > Airbridge > Kochava > Dub	-	AppsFlyer > U2L > Linkrunner > Branch > Adjust > Singular	#3	Full engagement
P27	How do I track which ad campaign drove an app install? Use case - attribution	AppsFlyer > Adjust > Firebase	-	AppsFlyer > Adjust > Branch > Kochava > Singular > Firebase > Cometly	-	Full engagement
P28	Why don't my Meta ROAS and MMP numbers match? Use case - attribution	AppsFlyer > Adjust > Singular	-	AppsFlyer > Adjust > Branch	-	Full engagement
P29	Best deferred deep linking tool for React Native / Flutter apps Use case - deep linking	AppsFlyer > Adjust > Branch > Firebase	-	Firebase > Branch > AppsFlyer > Adjust	source only	Full engagement
P30	How to set up deferred deep links for referral and influencer campaigns Use case - deep linking	Branch > AppsFlyer > Adjust > Firebase	-	Branch > AppsFlyer > Adjust > Firebase	-	Full engagement
P31	Best MMP for SKAN 4 and AdAttributionKit on iOS Use case - SKAN	AppsFlyer > Adjust > Singular	-	AppsFlyer > Adjust > Singular > Segwise > Tenjin	-	Full engagement
P32	AdAttributionKit vs SKAdNetwork - what changes for advertisers? Use case - SKAN	no vendor named	-	Branch > Adjust > AppsFlyer	-	Full engagement
P33	MMP with fraud protection included not as an add-on Use case - fraud	Singular > AppsFlyer > Adjust	-	AppsFlyer > Adjust > RudderStack > Branch > Singular > Kochava	-	Full engagement
P34	How to detect click injection and click flooding in app installs Use case - fraud	Adjust > AppsFlyer > Branch	-	Airbridge > Adjust > AppsFlyer	-	Full engagement
P35	Best MMP for mobile games / hyper-casual studios Vertical - gaming	AppsFlyer > Adjust > Singular > Tenjin	-	Tenjin > Singular > AppsFlyer > Adjust	-	Full engagement

ID	Prompt · stage	ChatGPT brand order	LR	Gemini brand order	LR	P / C / G
P36	Best MMP for fintech apps in India Vertical - fintech	AppsFlyer › Adjust › Branch › Singular	–	Linkrunner › AppsFlyer › Adjust › Branch	#1	Full engagement
P37	Best attribution tool for a D2C / ecommerce app in India Vertical - D2C/ecommerce	AppsFlyer › Adjust › Branch	–	Triple Whale › CustomerLabs › SegmentStream › Cometly › Velocity Insights	–	Full engagement
P38	Best MMP for subscription apps Vertical - edtech/subscription	AppsFlyer › Adjust › Singular › RevenueCat	–	RevenueCat › Adapty › AppsFlyer › Singular › Airbridge › Adjust	–	Full engagement
P39	How to migrate from AppsFlyer to another MMP without losing data Migration	AppsFlyer › Adjust › Branch › Singular › Kochava	–	AppsFlyer › Branch › Adjust › Singular	–	Full engagement
P40	Should I switch from AppsFlyer to Linkrunner? B Migration	AppsFlyer › Linkrunner	#2	AppsFlyer › Linkrunner	#2	Full engagement
P41	Linkrunner pricing B Pricing	Linkrunner	#1	NetAlly tester	confused	Full engagement
P42	Is Linkrunner cheaper than AppsFlyer and Singular? B Pricing	Linkrunner › AppsFlyer › Singular	#1	Linkrunner › AppsFlyer › Singular	#1	Full engagement
P43	Linkrunner review B Reviews	Linkrunner	#1	NetAlly tester	confused	Full engagement
P44	Is Linkrunner reliable? Who uses it? B Reviews	Linkrunner › AppsFlyer › Adjust	#1	NetAlly tester	confused	Full engagement
P45	Which MMP has the best G2 / Gartner reviews? Reviews	Adjust › AppsFlyer › Singular › Airbridge › Branch › Kochava	–	Singular › AppsFlyer › Adjust › Branch › Kochava	–	Full engagement
P46	What is Linkrunner? B Branded	Linkrunner	#1	NetAlly tester	confused	Full engagement
P47	What MMP does Playo / Cashbook / Matiks use? B Branded	Linkrunner › AppsFlyer	#1	Linkrunner	#1	Full engagement
P48	Best MMP for performance marketing agencies managing many client apps Agency	AppsFlyer › Adjust › Singular › Kochava	–	AppsFlyer › Adjust › Singular › Branch	–	Full engagement
P49	How do I track installs from ChatGPT ads? Emerging	AppsFlyer › Adjust › Branch › Airbridge › Kochava › Singular › Tenjin	–	no vendor named	–	Full engagement

APPENDIX B · KEY ANSWER EXCERPTS

In the engines' own words

Verbatim from the logged answers (whitespace normalised). Captured 13 Oct 2026 IST, logged out.

"My shortlist would start with AppsFlyer, Adjust, and Singular, with Branch worth evaluating if deep linking and deferred deep linking are especially important."

ChatGPT · P06 "Best MMP for Indian apps" · Home-turf prompt; Linkrunner absent on ChatGPT

"If you're looking for Indian alternatives to AppsFlyer, I'd start with Linkrunner and Apptrove by Trackier."

ChatGPT · P10 "Indian alternatives to AppsFlyer" · Linkrunner #2 (after AppsFlyer as the reference), described as "Best starting point"

"Singular \$0 for 15,000 paid conversions Best overall starting point for paid app attribution"

ChatGPT · P11 "Cheapest MMP for an early-stage startup" · Table row (whitespace normalised). Linkrunner's 25K free tier is not mentioned

"If you're looking for a mobile measurement partner (MMP) with transparent, published per-install pricing, I'd start with Tenjin and Linkrunner."

ChatGPT · P13 "MMP with transparent per-install pricing" · Tenjin #1, Linkrunner #2

"For a small app, I'd generally start with Tenjin if you want to keep costs near zero, and choose Airbridge if you're building a subscription app and need to understand which ad campaigns generate paying customers."

ChatGPT · P21 "Airbridge vs Tenjin for a small app" · How engines separate the budget challengers

"the main options are Adjust, Singular, Branch, Kochava, Tenjin, and Airbridge."

ChatGPT · P22 "AppsFlyer alternatives" · The stable seven, minus AppsFlyer itself

"Singular is the strongest match I found."

ChatGPT · P33 "MMP with fraud protection included not as an add-on" · Fraud-included prompt; Linkrunner's own claim

"Adjust is the leader on G2 reviews, while AppsFlyer looks strongest when you combine G2 satisfaction with Gartner Peer Insights."

ChatGPT · P45 "Which MMP has the best G2 / Gartner reviews?" · Review-site prompt; review counts quoted by ChatGPT are its own statements

"Are you looking for a review of Linkrunner (linkrunner.io / linkrunner.ai), the mobile app analytics and marketing attribution platform, or the NetAlly LinkRunner network-testing device?"

ChatGPT · P43 "Linkrunner review" · Disambiguation on a bare-name query

"There are two products called Linkrunner, so the answer depends on which one you mean."

ChatGPT · P44 "Is Linkrunner reliable? Who uses it?" · Disambiguation

"Tenjin / Linkrunner: Highly attractive for indie developers, early-stage startups, and smaller budgets"

Gemini · P03 "Best mobile attribution tools for app marketers" · Linkrunner #9 of 9, paired with Tenjin

"several modern MMPs feature public, transparent pricing models based on per-install or predictable tiered volumes."

Gemini · P13 "MMP with transparent per-install pricing" · Airbridge #1 on Gemini; Linkrunner absent

"Top Pick: Linkrunner"

Gemini · P36 "Best MMP for fintech apps in India" · Under "Emerging & Cost-Conscious FinTechs (Alternative Choice)"; Linkrunner #1

"evaluating Linkrunner (especially leveraging their free tier up to 25,000 installs to test attribution accuracy and deep linking behavior) is worth a shot."

Gemini · P40 "Should I switch from AppsFlyer to Linkrunner?" · Switch verdict

"LinkRunner AT 2000 Network Auto Tester (LRAT-2000) \$3,199.00 Walmart"

Gemini · P43 "Linkrunner review" · Answer to "Linkrunner review"

"The LinkRunner (originally created by Fluke Networks, later managed by NetScout, and now produced by NetAlly) is widely recognized as a premier brand of handheld network and cable testers."

Gemini · P44 "Is Linkrunner reliable? Who uses it?" · Answer to "Is Linkrunner reliable? Who uses it?"

"A LinkRunner is a specialized, ruggedized handheld network testing tool used by IT professionals and network technicians to quickly validate, troubleshoot, and test Ethernet networks (copper and fiber)."

Gemini · P46 "What is Linkrunner?" · Answer to "What is Linkrunner?"

"Western giants like Northbeam or Triple Whale work well in the US or EU"

Gemini · P37 "Best attribution tool for a D2C / ecommerce app in India" · D2C prompt routed to ecommerce analytics, not MMPs

APPENDIX C · DATA LIMITS AND UNVERIFIED ITEMS

What this sample does not support

Item	Status
Perplexity, Claude, Grok results	Not run for this sample. No figures or answers are shown; tables read “Included in full engagement”. Dodox’s earlier August 2026 Linkrunner snapshot was ChatGPT-only and contains no data for these engines either.
5-engine share of voice	Not computed; requires all five runs.
Run-to-run variance	One run per prompt per engine. Single answers can change on re-run.
Engine-quoted Linkrunner per-install price on ChatGPT P13	Unverified; not found on any captured Linkrunner page (which show \$0.010-\$0.007). Not repeated in this report.
linkrunner.ai	Cited by ChatGPT; not in our crawl of linkrunner.io. Ownership and relationship unverified.
INR price estimates on ChatGPT P08	Attributed by ChatGPT to an untraced “2026 industry pricing comparison”; unverified.
Gemini P36 examples Pocketful and Fold	Named by Gemini as Linkrunner-type users; not verified as customers.
G2 profile and review counts	G2 blocked our fetcher (403). G2 counts in §6/Appendix B are ChatGPT’s statements in P45.
Reddit, Gartner, Capterra, Software Advice, LinkedIn facts	Read via search-engine snapshots (sites block automated fetches); marked [via search] in the research files.
Adjust content metrics	adjust.com returned 429/403; no sitemap counts.
Gemini source counts	Parsed from inline labels; approximate (e.g. SplitMetrics 6 or 7 depending on parsing).
Deeplinkly on ChatGPT P14	Described with a 25,000-free-installs offer; its relationship (if any) to Linkrunner’s deeplinks.linkrunner.io, also cited on P14, is not established.
Causes of engine behaviour	All “why” statements tagged [H] hypothesis are evidence-based hypotheses, not confirmed mechanisms.
Competitor self-descriptions	Airbridge’s “official Google App Attribution Partner” status is a SplitMetrics claim, not independently verified; Linkrunner’s certifications and customer counts are self-reported.

APPENDIX D · SOURCE FILES

Where every number comes from

File	Contents
prompts.csv	49 prompts with stage, intent and rationale
runs/chatgpt_v2.jsonl	49 ChatGPT answers, logged out, fresh-verified, with links (13 Oct 2026)
runs/gemini.jsonl	49 Gemini answers, logged out (13 Oct 2026)
analysis/per_prompt.csv, analysis/interim.md, analysis/stats_output.txt	Brand order, winner, Linkrunner rank, NetAlly flag, sources per answer; aggregate statistics
competitors.md, sm/*.urls	Competitor profiles, pricing, sitemap and slug counts (14 Oct 2026)
linkrunner.md, lr_*, sample40.jsonl	Linkrunner site inventory, schema checks, 42-post content sample
content_overlap.md, pairs.jsonl	Same-title page pairs and metrics
sources.md, brand_mentions.txt, url_check.txt	Third-party listicles, reviews, Reddit, Wikipedia, news; live URL checks
Dodox Linkrunner snapshot, Aug 2026	Earlier ChatGPT-only 14-prompt pack, used only for trend context

ABOUT THE DODOX AI VISIBILITY AUDIT

49 buyer prompts written for your category, run on ChatGPT, Gemini, Claude, Perplexity and Grok, with visibility, share of voice, sources, competitor strategy and a 30/60/90-day plan, delivered in 5 days. ₹5,000 in India, \$100 elsewhere. dodoxhq.com/audit

Sample report, prepared for illustration; not a commissioned engagement. Linkrunner, AppsFlyer, Adjust, Singular, Branch, Tenjin, Kochava, Airbridge, Apptrove, NetAlly and other names are trademarks of their owners. Dodox is not affiliated with any of them.