YOUR AGENCY LOGO

Your Agency Name
prepared for Linkrunner · linkrunner.io

SAMPLE

AI Visibility Snapshot: Linkrunner

Frozen standing as of **13 Oct 2026** · 25 buyer prompts (20 unbranded, 5 branded) · ChatGPT · Perplexity · Google AI Overviews

EXECUTIVE SUMMARY

Known by name, missing from the shortlist

UNBRANDED VISIBILITY	SHARE OF VOICE	MENTION / CITATION	AI CRAWLER ACCESS
20%	**4.3%**	**36%** / 32%	**Open**
ChatGPT · 4/20 answers · AppsFlyer 95%	rank 9 of 14 vendors named	all 25 prompts	GPTBot, ClaudeBot, PerplexityBot allowed

1. **Strongest on India and pricing.** All 4 unbranded mentions: P08 (#5), P10 (#2), P13 (#2), P14 (#2). AppsFlyer or Tenjin ranks ahead each time.
2. **Absent where buyers describe the job.** Linkrunner is not named on any category, comparison or use-case prompt (attribution, deep linking, SKAN, fraud). Rivals are named in all 16 unbranded answers where Linkrunner is absent.
3. **Citations are self-published.** Every Linkrunner citation is a Linkrunner-owned URL. 3 of 8 point to mirror hosts rather than linkrunner.io.
4. **Tone is positive but qualified, with one wrong price.** On P43 ChatGPT says it is “worth evaluating, but independent reviews are still limited”. On P13 it quotes $0.012 per install against the published $0.010–$0.007.
5. **The name collides with the NetAlly LinkRunner network tester.** ChatGPT asks which one the user means on 2 of 5 branded prompts.
6. **The site is readable, but its signals are thin.** AI crawlers are allowed and llms.txt is in place. Gaps: missing schema dates (21/30 posts), weak entity markup and duplicate hosts.

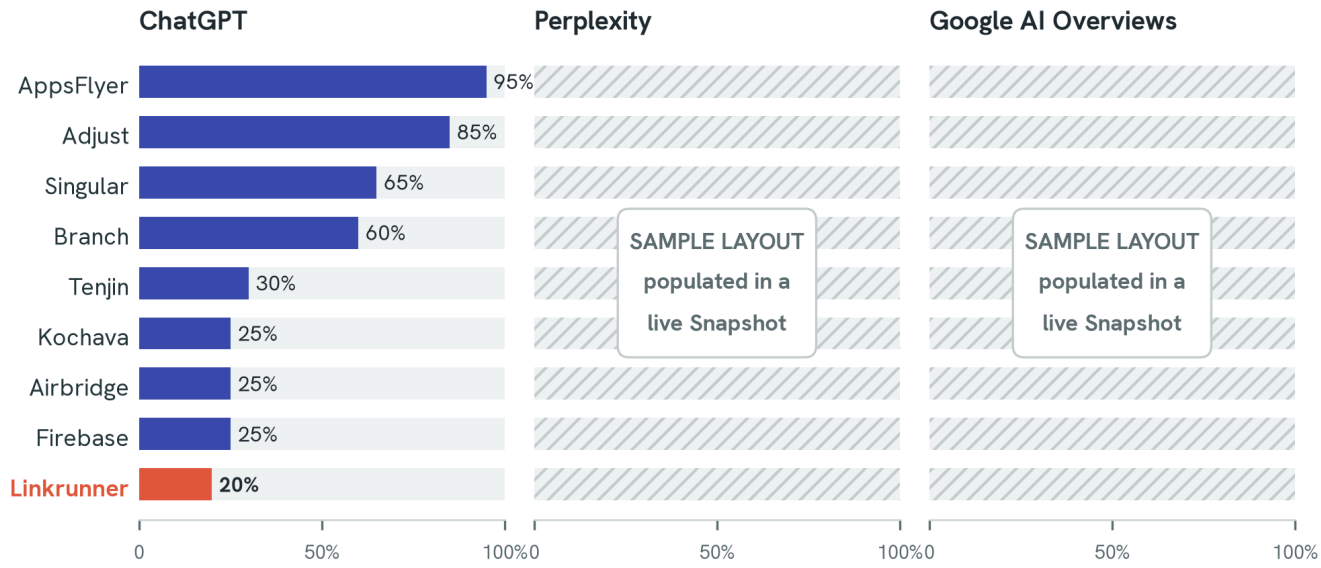
TOP THREE ACTIONS

1. Consolidate hosts, date the posts and state prices in plain text. 2. Disambiguate the entity. 3. Contest the lost prompts with proof pages, then third-party shortlists.

SAMPLE: ChatGPT answers captured 13 Oct 2026 IST, one logged-out run per prompt. Perplexity and Google AI Overviews are shown as sample layouts, populated in a live Snapshot. Website checked 17 Oct 2026 IST.

AI STANDING · VISIBILITY BY ENGINE

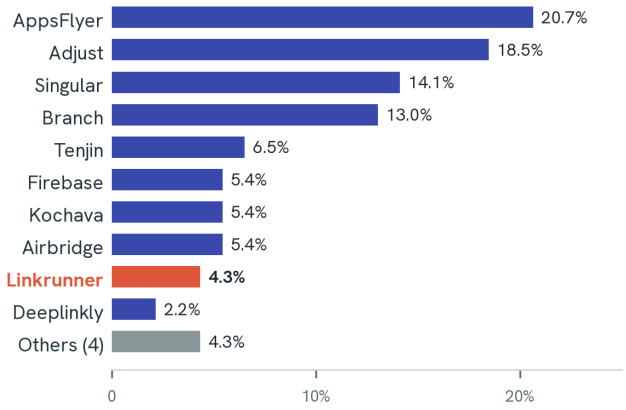
How often each engine names the brand



Share of the 20 unbranded answers that name each vendor. ChatGPT data captured 13 Oct 2026 IST. Hatched panels are sample layouts, populated in a live Snapshot.

AI STANDING · SHARE OF VOICE

Competitor rankings



ChatGPT share of vendor mentions in unbranded answers.

VENDOR	VISIBILITY	SOV	NAMED FIRST
AppsFlyer	95%	20.7%	13
Adjust	85%	18.5%	0
Singular	65%	14.1%	2
Branch	60%	13.0%	1
Tenjin	30%	6.5%	3
Airbridge	25%	5.4%	0
Firebase	25%	5.4%	1
Kochava	25%	5.4%	0
Linkrunner	**20%**	**4.3%**	**0**

Perplexity and Google AI Overviews columns: sample layout, populated in a live Snapshot.

AI STANDING · SHARE OF VOICE

Prompts where rivals get named and Linkrunner doesn't (16 of 20)

ID	PROMPT	VENDORS CHATGPT NAMES, IN ORDER
P01	What is a mobile measurement partner and do I need one for my app?	AppsFlyer › Adjust › Branch › Singular › Firebase
P02	What are the best mobile measurement partners in 2026?	AppsFlyer › Adjust › Singular › Branch › Kochava › Tenjin +2
P04	Top MMP platforms compared: features and pricing	AppsFlyer › Adjust › Branch › Singular › Kochava › Airbridge +1
P06	Best MMP for Indian apps	AppsFlyer › Adjust › Singular › Branch › Kochava
P11	Cheapest MMP for an early-stage startup	Singular › AppsFlyer › Branch › Airbridge
P20	AppsFlyer vs Adjust vs Singular - which is best?	AppsFlyer › Adjust › Singular
P21	Airbridge vs Tenjin for a small app	Tenjin › Airbridge
P22	AppsFlyer alternatives	AppsFlyer › Adjust › Singular › Branch › Kochava › Tenjin +1
P24	Branch.io alternatives	Branch › AppsFlyer › Adjust › Flinku › Deeplinkly › Dub +1
P25	Firebase Dynamic Links replacement	Firebase › Branch › AppsFlyer › Adjust
P27	How do I track which ad campaign drove an app install?	AppsFlyer › Adjust › Firebase
P28	Why don't my Meta ROAS and MMP numbers match?	AppsFlyer › Adjust › Singular
P29	Best deferred deep linking tool for React Native / Flutter apps	AppsFlyer › Adjust › Branch › Firebase
P31	Best MMP for SKAN 4 and AdAttributionKit on iOS	AppsFlyer › Adjust › Singular
P33	MMP with fraud protection included not as an add-on	Singular › AppsFlyer › Adjust
P36	Best MMP for fintech apps in India	AppsFlyer › Adjust › Branch › Singular

AI STANDING · CITATIONS AND SOURCES

Mentions, citations and trusted domains

MENTION RATE
36%
9/25 · 4/20 unbranded

CITATION RATE
32%
8/25 cite a Linkrunner URL

AVG POSITION
1.8
when named · 2.75 unbranded

Every answer that cites Linkrunner also names it. Rivals' own sites sit alongside those citations. No review site or listicle is cited on these 25 prompts. 3 of the 8 citations use linkrunner.ai or deeplinks.linkrunner.io.

Perplexity and Google AI Overviews rates and sources: sample layout, populated in a live Snapshot.

DOMAINS AI TRUSTS (CHATGPT)	ANSWERS
appsflyer.com	16
adjust.com	14
singular.net	11
branch.io	10
linkrunner.io (incl. subdomains)	**6**
tenjin.com	5
airbridge.io	4
kochava.com	2

AI STANDING · SENTIMENT AND CRISES

How the brand is described

Quoted phrases · ChatGPT

ID	TONE	VERBATIM PHRASE
P10	Recommended	"I'd start with Linkrunner and Apptrove by Trackier."
P14	Recommended	"Linkrunner Best for pay-as-you-go First 25,000 attributed installs free."
P13	Recommended	"I'd start with Tenjin and Linkrunner."
P16	Qualified	"Linkrunner is worth evaluating if you want a simpler, lower-cost mobile measurement platform (MMP) with built-in deep linking."
P18	Qualified	"Branch is the safer default for a mature app with complex deep-linking requirements"
P43	Qualified	"Worth evaluating, but independent reviews are still limited."
P08	Neutral	"India-focused alternatives such as Linkrunner."
P41	Neutral / accurate	"you get your first 25,000 attributed installs free, then pay monthly for attributed installs, with no annual contract."
P46	Neutral	"Linkrunner can refer to a couple of different products, depending on the context."

Wrong facts

> *"Linkrunner Best for startups $0.012 per attributed install First 25,000 attributed installs free."*
>
> ChatGPT · P13 · **Wrong.** The live pricing page lists $0.010 / $0.009 / $0.008 / $0.007 per install.

> *"Based on a 2026 industry pricing comparison for Indian apps"*
>
> ChatGPT · P08 · **Unverified** rupee cost estimates.

Brand-collision flags

> *"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. It also asks on P46.

> *"LinkRunner AT 2000 Network Auto Tester (LRAT-2000) $3,199.00 Walmart"*
>
> Gemini reference run (not a Snapshot engine) · P43. It answered 3 of 5 branded prompts about the tester.

Perplexity and Google AI Overviews sentiment and flags: sample layout, populated in a live Snapshot.

AI STANDING · PROMPT EVIDENCE

25 prompts with answer excerpts

The agency approves the prompt set. Vendors are listed in order of first mention. LR = Linkrunner's position. Excerpts are verbatim from ChatGPT, 13 Oct 2026 IST.

ID	PROMPT	CHATGPT: VENDORS NAMED	LR	CHATGPT ANSWER EXCERPT	PPLX · AIO
P01	What is a mobile measurement partner and do I need one for my app?	AppsFlyer › Adjust › Branch › Singular › Firebase	–	*"If you're spending money on mobile ads and need to measure which campaigns generate valuable users, an MMP can be very useful."*	live Snapshot
P02	What are the best mobile measurement partners in 2026?	AppsFlyer › Adjust › Singular › Branch › Kochava › Tenjin +2	–	*"My recommendation is to start by evaluating AppsFlyer, Adjust, and Singular."*	live Snapshot
P04	Top MMP platforms compared: features and pricing	AppsFlyer › Adjust › Branch › Singular › Kochava › Airbridge +1	–	*"Kochava, Airbridge, and Tenjin are also worth evaluating, particularly for smaller teams, mobile games, and cost-conscious growth teams."*	live Snapshot
P06	Best MMP for Indian apps	AppsFlyer › Adjust › Singular › Branch › Kochava	–	*"My shortlist would start with AppsFlyer, Adjust, and Singular, with Branch worth evaluating if deep linking and deferred deep linking are especially important."*	live Snapshot
P08	MMP priced in rupees for Indian apps	AppsFlyer › Adjust › Branch › Singular › **Linkrunner**	#5	*"the main options are AppsFlyer, Adjust, Branch, Singular, and India-focused alternatives such as Linkrunner."*	live Snapshot
P10	Indian alternatives to AppsFlyer	AppsFlyer › **Linkrunner** › Apptrove/Trackier › Adjust › Branch › Singular +1	#2	*"If you're looking for Indian alternatives to AppsFlyer, I'd start with Linkrunner and Apptrove by Trackier."*	live Snapshot
P11	Cheapest MMP for an early-stage startup	Singular › AppsFlyer › Branch › Airbridge	–	*"Start with Singular if you need a real MMP for paid user acquisition."*	live Snapshot
P13	MMP with transparent per-install pricing	Tenjin › **Linkrunner** › AppsFlyer › Adjust	#2	*"If you're looking for a mobile measurement partner (MMP) with transparent, published per-install pricing, I'd start with Tenjin and Linkrunner."*	live Snapshot
P14	Pay-as-you-go MMP with no annual contract	Tenjin › **Linkrunner** › Deeplinkly › AppsFlyer	#2	*"Start by comparing Tenjin, Linkrunner, and Deeplinkly."*	live Snapshot
P16	Linkrunner vs AppsFlyer BRANDED	**Linkrunner** › AppsFlyer	#1	*"Linkrunner is worth evaluating if you want a simpler, lower-cost mobile measurement platform (MMP) with built-in deep linking."*	live Snapshot
P18	Linkrunner vs Branch for deep linking BRANDED	**Linkrunner** › Branch	#1	*"Branch is the safer default for a mature app with complex deep-linking requirements; Linkrunner is worth evaluating if you want deep linking plus mobile attribution at a lower, more transparent cost."*	live Snapshot
P20	AppsFlyer vs Adjust vs Singular - which is best?	AppsFlyer › Adjust › Singular	–	*"AppsFlyer is the best default choice for a mature, multi-channel mobile growth team"*	live Snapshot
P21	Airbridge vs Tenjin for a small app	Tenjin › Airbridge	–	*"For a small app, I'd generally start with Tenjin if you want to keep costs near zero"*	live Snapshot
P22	AppsFlyer alternatives	AppsFlyer › Adjust › Singular › Branch › Kochava › Tenjin +1	–	*"the main options are Adjust, Singular, Branch, Kochava, Tenjin, and Airbridge."*	live Snapshot
P24	Branch.io alternatives	Branch › AppsFlyer › Adjust › Flinku › Deeplinkly › Dub +1	–	*"Deeplinkly Best for: Smaller app businesses that want to avoid a large monthly platform commitment."*	live Snapshot
P25	Firebase Dynamic Links replacement	Firebase › Branch › AppsFlyer › Adjust	–	*"Branch.io Best for deep linking A strong option for app links, referrals, deferred deep linking, and web-to-app journeys."*	live Snapshot
P27	How do I track which ad campaign drove an app install?	AppsFlyer › Adjust › Firebase	–	*"Use a tool such as AppsFlyer or Adjust to consolidate attribution across channels."*	live Snapshot
P28	Why don't my Meta ROAS and MMP numbers match?	AppsFlyer › Adjust › Singular	–	*"AppsFlyer's documentation specifically recommends aligning attribution windows and investigating event discrepancies between Meta's Event Manager and the MMP."*	live Snapshot
P29	Best deferred deep linking tool for React Native / Flutter apps	AppsFlyer › Adjust › Branch › Firebase	–	*"My shortlist would be AppsFlyer, Adjust, Branch, and a custom Firebase/Dynamic Links replacement using your own routing infrastructure."*	live Snapshot

ID	PROMPT	CHATGPT: VENDORS NAMED	LR	CHATGPT ANSWER EXCERPT	PPLX · AIO
P31	Best MMP for SKAN 4 and AdAttributionKit on iOS	AppsFlyer › Adjust › Singular	–	*"For iOS app attribution, I'd shortlist AppsFlyer, Adjust, and Singular first."*	*live Snapshot*
P33	MMP with fraud protection included not as an add-on	Singular › AppsFlyer › Adjust	–	*"Singular is the strongest match I found."*	*live Snapshot*
P36	Best MMP for fintech apps in India	AppsFlyer › Adjust › Branch › Singular	–	*"For fintech apps in India, I'd shortlist AppsFlyer, Adjust, Branch, and Singular as the main mobile measurement partners (MMPs)."*	*live Snapshot*
P41	Linkrunner pricing **BRANDED**	Linkrunner	#1	*"Linkrunner's current pricing is usage-based: you get your first 25,000 attributed installs free, then pay monthly for attributed installs, with no annual contract."*	*live Snapshot*
P43	Linkrunner review **BRANDED**	Linkrunner	#1	*"Verdict: Worth evaluating, but independent reviews are still limited."*	*live Snapshot*
P46	What is Linkrunner? **BRANDED**	Linkrunner	#1	*"Linkrunner can refer to a couple of different products, depending on the context."*	*live Snapshot*

WEBSITE READINESS · AI CRAWLABILITY

Can AI engines read linkrunner.io?

BOT	ROLE	ROBOTS.TXT	HTTP: HOME · PRICING · BLOG	STATUS
GPTBot	OpenAI crawler	Explicit `Allow: /`	200 · 200 · 200	Allowed
ClaudeBot	Anthropic crawler	Explicit `Allow: /`	200 · 200 · 200	Allowed
PerplexityBot	Perplexity crawler	Explicit `Allow: /`	200 · 200 · 200	Allowed

Fetched live on 17 Oct 2026 IST using each bot's user-agent string. The test covers user-agent rules only, so blocking by IP address is unverified.

Copy-paste robots.txt

Nothing is blocked today. This version keeps the allow rules, names the newer agents explicitly and drops the non-standard `Host:` line.

```
User-agent: GPTBot
User-agent: OAI-SearchBot
User-agent: ChatGPT-User
User-agent: ClaudeBot
User-agent: Claude-SearchBot
User-agent: PerplexityBot
User-agent: Google-Extended
Allow: /
Disallow: /api/

User-agent: *
Allow: /
Disallow: /api/

Sitemap: https://linkrunner.io/sitemap.xml
```

WEBSITE READINESS · DISCOVERY SIGNALS

SIGNAL	STATUS	FINDING
llms.txt	Strong	Live at 83.6 KB, linking 319 markdown copies of pages, which are served as `text/markdown`.
Sitemaps	Partial	345 URLs, declared in robots.txt. 220 share the same lastmod (2026-08-25).
Structured data	Partial	Home: Organization, WebSite, SoftwareApplication. FAQPage on /pricing and /deeplinks. 21/30 blog posts lack `datePublished`.

WEBSITE READINESS · SCHEMA AND ENTITY GAPS

GAP	EVIDENCE	FIX
Entity collision	Organization has no `description`, `alternateName` or `disambiguatingDescription`. sameAs links only to social profiles.	Add alternateName "Linkrunner MMP", an MMP description, and sameAs links to Crunchbase and review profiles.
Duplicate hosts	linkrunner.ai and deeplinks.linkrunner.io serve the site with HTTP 200 (canonical points to .io).	Add 301 redirects to linkrunner.io.
Comparison entity	/compare/appsflyer H1 does not name "Linkrunner vs AppsFlyer". No date.	Rename the H1, add a dated table and FAQPage.
Self-serving rating	/pricing AggregateRating 5.0 from 6 on-site reviews.	Remove it or replace it with third-party ratings.

WEBSITE READINESS · QUICK WINS BACKLOG

Impact × effort



#	ACTION · EVIDENCE	IMPACT	EFFORT	OWNER
1	**301-redirect mirror hosts to linkrunner.io** ChatGPT cited linkrunner.ai or deeplinks.linkrunner.io in 3 of 8 answers that cite Linkrunner. Both hosts serve the full site with HTTP 200.	Med	Low	Web dev
2	**Add datePublished / dateModified to blog schema** 21 of 30 sampled posts have no schema date.	Med	Low	Web dev
3	**Disambiguate the entity from the NetAlly tester** ChatGPT asks which LinkRunner the user means on 2 of 5 branded prompts. Organization schema has no description or alternateName.	High	Med	SEO + content
4	**State per-install prices in plain text** ChatGPT P13 quotes $0.012 per install. The live pricing tiers are $0.010–$0.007.	Med	Low	Content
5	**Rebuild /compare/appsflyer around "Linkrunner vs AppsFlyer"** The H1 does not name the pair. The page has no date and no comparison table.	Med	Med	Content + dev
6	**Schema hygiene: FAQPage, one H1, drop self-serving rating** 0/30 posts have FAQPage. The flagship post has 2 H1s and a 2025 title. /pricing shows an AggregateRating of 5.0 from 6 on-site reviews.	Low	Low	Web dev
7	**Make sitemap lastmod reflect real edits** 220 of 345 URLs share one lastmod.	Low	Med	Web dev
8	**Proof pages for "fraud included" and "free tier"** ChatGPT gives P33 and P11 to Singular. Linkrunner is absent from both.	High	Med	Content
9	**Use-case pages with sources: SKAN, RN/Flutter deep links** Linkrunner is named on 0 of 5 use-case prompts. Rival docs are cited instead.	High	Med	Content
10	**Earn independent reviews** P43: "independent reviews are still limited".	High	High	Client + agency
11	**Win placements on third-party MMP shortlists** Only rivals appear on 16 of 20 unbranded prompts.	High	High	Agency PR

ACTION OUTLINE

What to do, in order

WHEN	ACTIONS (QUICK WIN #)
Week 1–2	Redirect mirror hosts (1), add schema dates (2), state prices in plain text (4), schema hygiene (6), apply the robots.txt above
Week 2–4	Entity disambiguation (3), rebuild the AppsFlyer comparison page (5), proof pages for "fraud included" and "free tier" (8)
Day 30–90	Use-case pages (9), review drive (10), third-party shortlist placements (11), sitemap lastmod (7)
Re-measure	Re-run the same 25 approved prompts as a new dated Snapshot after 30–45 days