GrowByData
Be Visible Where It Matters

GBD Compass Release Notes v3.4.0

📢 What's New in v3.4.0

This release enhances our existing AI visibility reports and introduces a more cohesive, intuitive, and comprehensive analytics experience across visibility, citations, and sentiment. The new and improved reports provide clearer insights, deeper granularity, and a more connected way to understand how your brand and content are represented in AI responses.

You can now refine and analyze your data more precisely using contextual coverage filters — **Domain Coverage** in the Citation Domains report, **Content Coverage** in the Citation Sources report, and **Brand Coverage** in the Prompt Overview report — allowing you to explore the data based on how brands and websites are cited or mentioned in AI responses. Please see the individual report sections below for more details on these contextual coverage filters.

Note: *All reports in this release note reference Brand Visibility, Citation Share, and Favorability Score as key metrics.*

- ***Brand visibility*** *is the percentage of queries in which your brand appears out of the total queries for the selected date range and filters. For example, if there are 100 queries and your brand appears in 70 of them, your visibility is 70%. You can view this overall or broken down by platform, location, or prompt groups to see a brand's visibility in different contexts.*
- ***Citation share*** *is the percentage of all citation links in AI responses that come from a domain out of the total citation links that show up for the selected date range and filters. For example, if there are 100 citation links across all queries and 20 of them are from your website, your citation share is 20%. You can view this overall or broken down by platform, location, or prompt groups to see a domain's share of citation in different contexts.*

- ***Favorability score*** *reflects whether AI responses about a brand are positive, negative, or neutral. Starting at 50 (neutral), positive mentions raise the score and negative mentions lower it. The score should be interpreted based on how far it deviates from the baseline—higher above 50 indicates stronger positive perception, lower below 50 indicates stronger negative perception, while a score near 50 may result from balancing or neutral mentions.*

🌼 New Reports

1. Visibility and Citation Overview

This view gives you a quick snapshot of your brand's presence and influence in AI-generated responses across multiple LLM platforms. You can see not only how often your brand appears (**visibility**) but also how much your website content is being referenced (**citation share**), alongside the top-performing brand for visibility and the top-performing website for citation share. These insights help you understand your prominence in AI responses and highlight opportunities to strengthen your brand's presence and content impact.

For deeper analysis, you can explore the **Brand Visibility** report, which allows you to compare visibility and citation share across multiple brands, not just your own and the top performer. This helps identify competitive positioning and guide strategies to improve your brand's reach relative to others in the market.
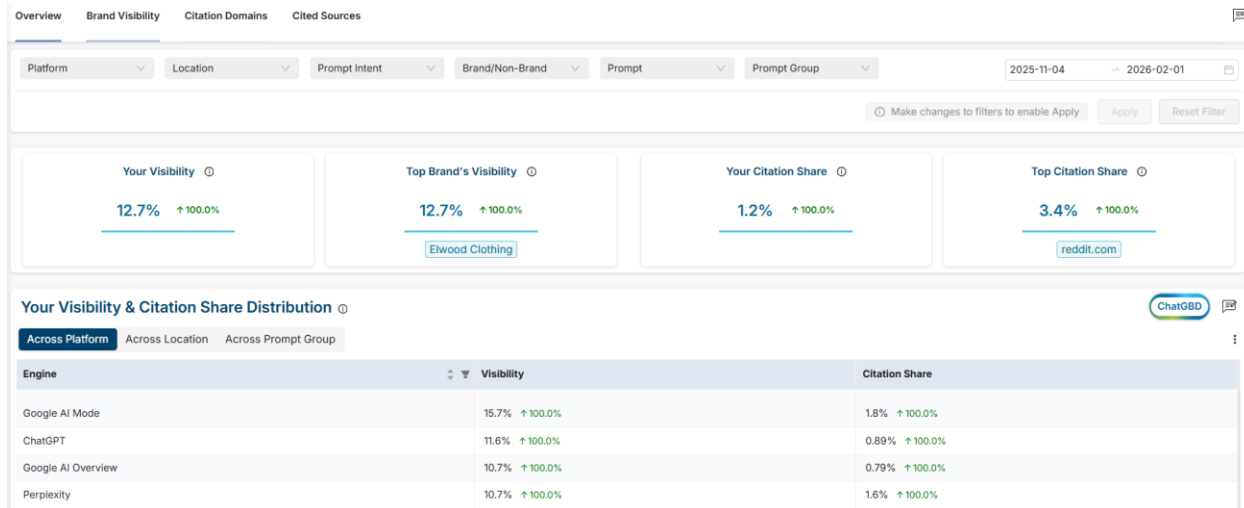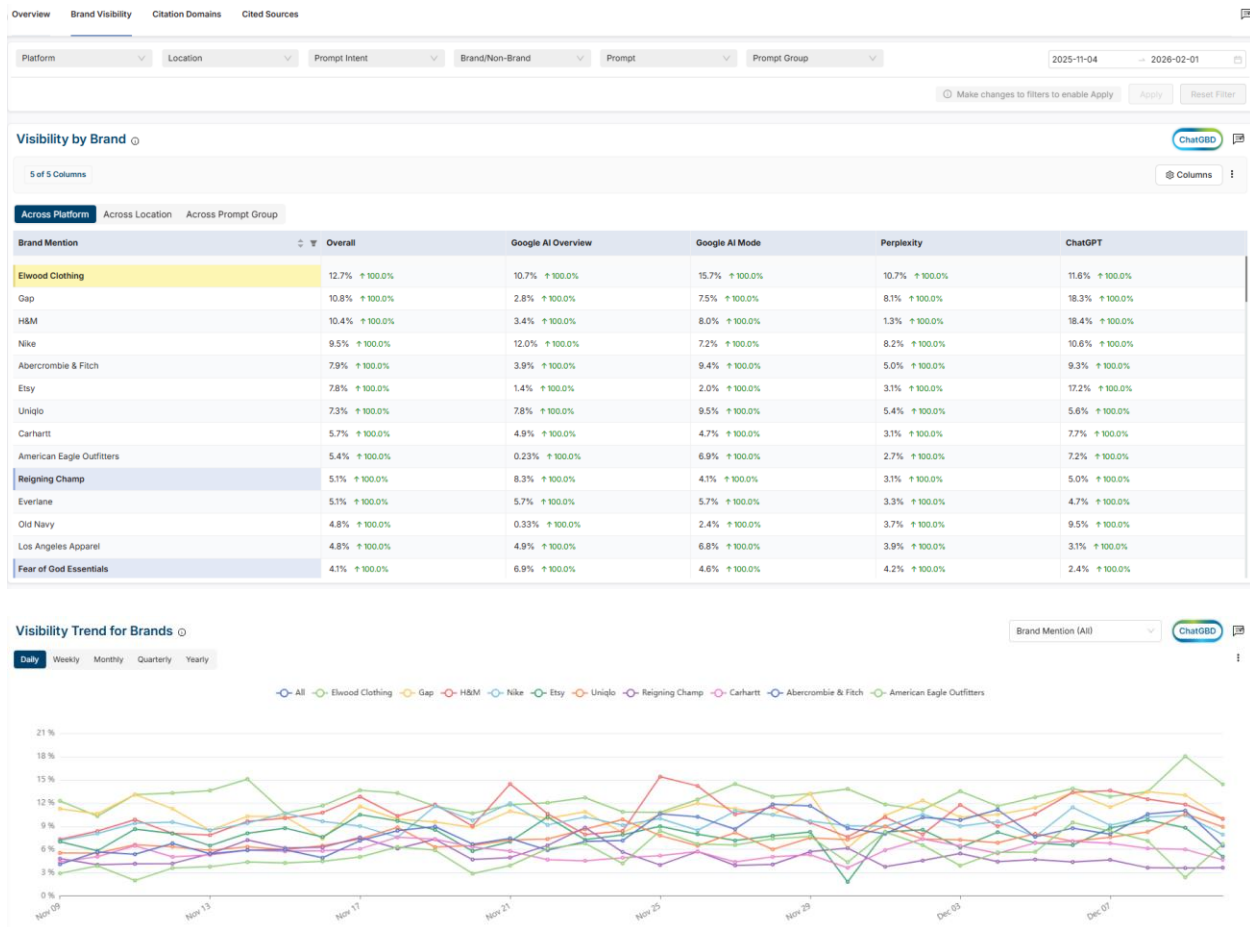
2. Brand Visibility

This report provides a comprehensive view of how different brands are performing in AI-generated responses across multiple LLM platforms. It helps you understand not only your own brand's visibility but also how it compares to competitors, enabling data-driven decisions to strengthen your brand's presence.

- **Visibility by Brand:** The main table shows overall visibility (first column) and platform-specific visibility (other columns) for each brand, sorted in descending order of overall visibility. In addition to platform breakdown, you can also view visibility distributed across locations or prompt groups. Prompt groups categorize prompts by business function, product category, intent, or other criteria, giving a multi-dimensional view of where brands are most visible.

- **Visibility Trend for Brands:** This chart shows the visibility trends for the top brands over time. The time series can be grouped by day, week, month, or quarter using a toggle, allowing you to track changes in visibility and identify patterns or emerging trends.

Together, these views provide actionable insights into competitive positioning and help guide strategies to increase visibility across platforms, locations, and prompt groups.

3. Citation Domains

This report provides a detailed view of how different websites are being cited in AI-generated responses across multiple LLM platforms. It helps you understand which domains are influencing AI responses the most, enabling insights into your content's reach and the competitive landscape of citations.

- **Citation Share by Domains:** The main table shows overall citation share (first column) and platform-specific citation share (other columns) for each domain, sorted in descending order of overall share. In addition to platform breakdown, you can also view citation share distributed across locations or prompt groups. Prompt

groups categorize prompts by business function, product category, intent, or other criteria, giving a multi-dimensional view of which domains are most referenced.

- **Citation Share Trend:** This chart shows the citation share trends for the top domains over time. The time series can be grouped by day, week, month, or quarter using a toggle, allowing you to track changes in citation prominence and identify patterns or emerging trends.

A key feature of this report is the **Domain Coverage** filter. Using this filter, you can focus on domains that are only citing your brand (but not your competitors), only citing your competitors (but not you), citing both your brand and competitors (overlapping), or citing other domains only. This allows you to isolate specific citation behaviors and better understand your competitive landscape.

Together, these views provide actionable insights into which domains are most influential in AI responses and help guide strategies to improve your website's visibility and citation impact.

4. **Citation Sources**

The Citation Domains report shows citation share at the domain level, and the Citation Sources report takes this further by showing citation share at the content (URL) level. The main table lists each cited URL, the top 10 brands (based on visibility) referenced by that URL, and the unique number of prompts in which these citations appear. Clicking on the number of prompts takes you directly to the Prompt Overview page, with the relevant prompts preselected for deeper analysis.

Similar to Citation Domains, this report includes a **Content Coverage** filter. Using this filter, you can focus on URLs that cite only your brand (but not your competitors), only your competitors (but not you), cite both your brand and competitors (overlapping), or cite other domains only. This allows you to isolate specific citation patterns and understand the competitive landscape at the content level.

Together, the table and filter provide actionable insights into which content pieces are driving citations for your brand, helping you track influence, identify key drivers, and guide strategies to enhance visibility across AI platforms.

5. Sentiment Overview

This report provides a clear view of how your brand is perceived in AI-generated responses across multiple LLM platforms. It helps you understand the tone of the conversations mentioning your brand and compare it with competitors, enabling data-driven strategies to strengthen your brand reputation.

- **Your Favorability Score:** Your overall favorability score indicates whether AI responses about your brand are positive, negative, or neutral. Starting at a baseline of 50 (neutral), positive mentions raise the score, negative mentions lower it, and the overall score reflects the combined effect of all mentions—if positive and negative balance out or all mentions are neutral, the score may stay at 50. Scores above 50 indicate some positive sentiments, while scores below 50 indicate some negative sentiments.

- **Your Favorability by Platform:** Favorability score is also reported by platform, allowing you to see where mentions are contributing positively or negatively to your score.

- **Brand Favorability:** On this same page, you can view favorability scores for multiple brands, both overall and by platform, to understand how your brand's perception compares with competitors.

Together, these views provide actionable insights into your brand's reputation, highlight areas for improvement, and guide strategies to enhance your perception and reputation in AI responses.
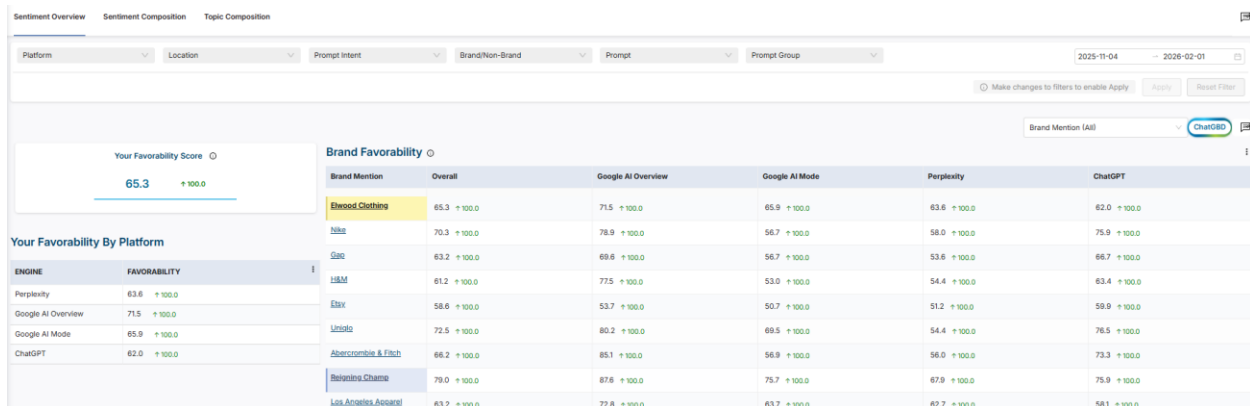
6. **Sentiment Composition**

Your overall favorability score, shown in the Sentiment Overview report, reflects the balance of positive, negative, and neutral mentions for your brand as well as for other brands. The Sentiment Composition report gives you the opportunity to see how this mix is distributed at the brand level. The bar chart displays the percentage of positive (green), negative (red), and neutral (amber) mentions for the top 10 brands, which you can select using the brand filter. Brands are ordered by total mentions, making it easy to see where sentiment is concentrated.

Clicking on any segment of a bar shows the underlying examples driving that sentiment, along with the reason and a screenshot of the AI response. This helps you understand why a brand is perceived in a certain way and identify areas to improve perception.

This report provides actionable insights into what is driving your sentiment scores, allowing you to compare brands and make informed decisions to strengthen your brand reputation.
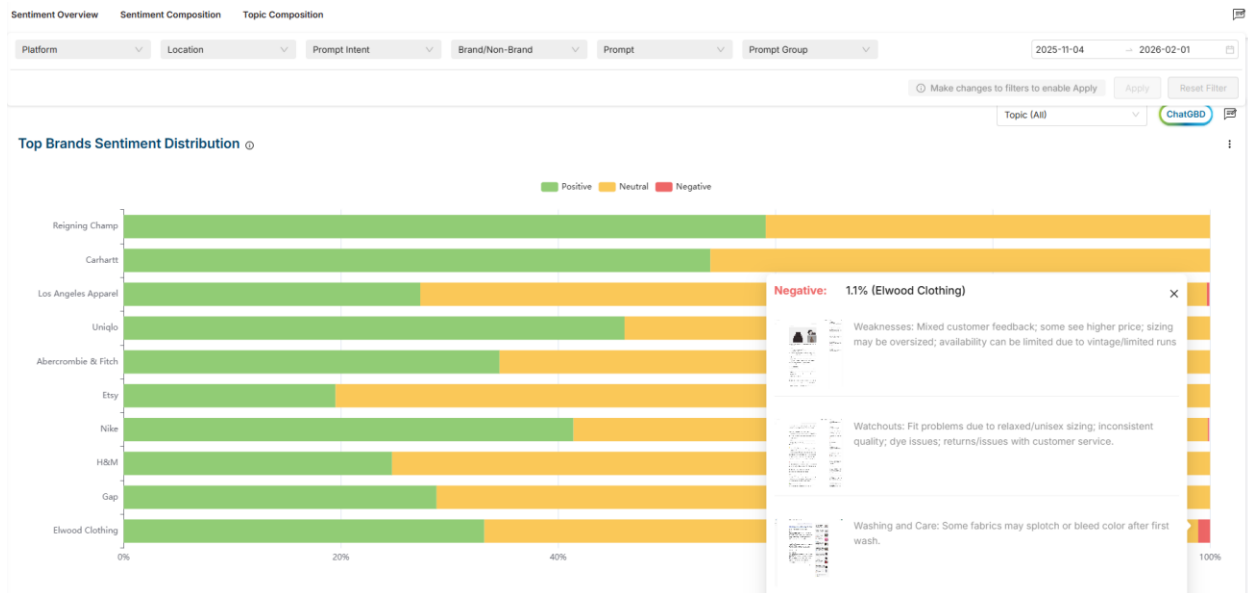
7. Topic Composition

Your overall favorability score, shown in the Sentiment Overview report, is influenced by the mix of positive, negative, and neutral mentions. The Topic Composition report lets you see this mix at the topic level. The bar chart shows the percentage of positive (green), negative (red), and neutral (amber) mentions for different topics by selecting your brand from the brand filter, or you can select competitors or other brands to see their perception on different topics. To the side of the topic composition, the report also shows the same sentiment breakdown by different AI platforms.

You can use this report to identify which topics are driving positive or negative sentiment for your brand or competitors. Clicking on any segment reveals the underlying responses and reasons, helping you uncover actionable insights and guide strategies to improve brand perception across different topics and in different platforms.
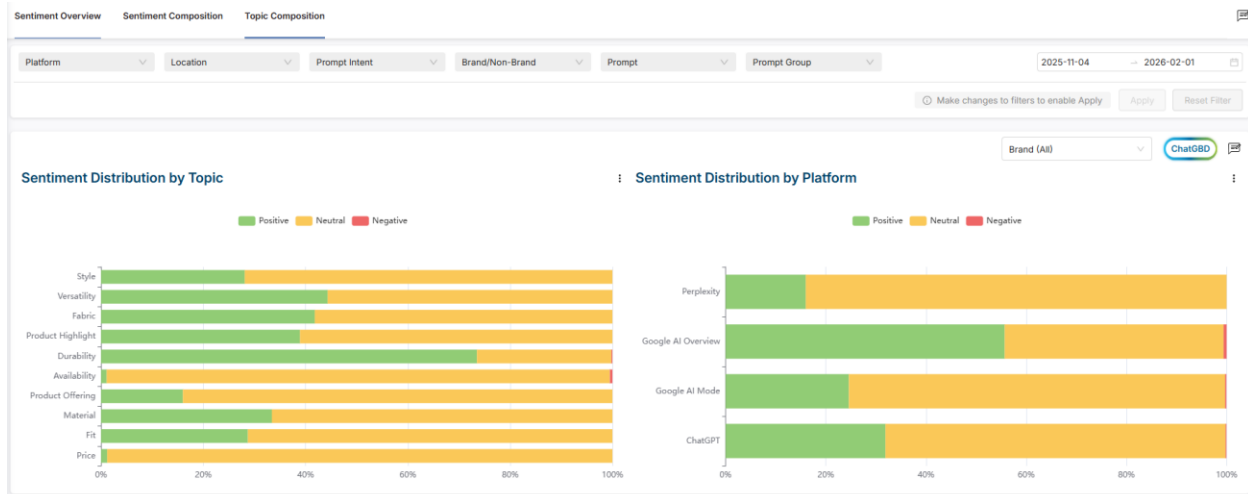
8. Prompt Overview

The Prompt Overview report provides a detailed view of all the prompts being queried and how your brand is performing across them. For each prompt, it shows your visibility, your visibility rank, your citation share, and the top 10 brands and their visibility. Clicking on any individual prompt opens a snapshot showing screenshots of the AI responses for that prompt across different platforms.

Similar to the Domain and Content Coverage filters, this report includes a **Brand Coverage** filter. Using this filter, you can focus on prompts where the AI responses mention only your brand (but not competitors), only competitors (but not your brand), responses mentioning both your brand and competitors (overlapping), or responses citing other brands only. This allows you to isolate specific response patterns and better understand your brand's performance across prompts.

This report helps you analyze your brand's visibility and influence at the prompt level, compare performance with competitors, and identify opportunities to improve presence and citation share across AI platforms.

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Prompt Overview | Snapshot

| Platform | Location | Prompt Intent | Brand/Non-Brand | Prompt Group | Brand Coverage | 2025-11-04 — 2026-02-01 |

ⓘ Make changes to filters to enable Apply   Apply   Reset Filter

Prompt (All)   ChatGBD

Prompt Overview ⓘ

PROMPT	YOUR VISIBILITY	YOUR RANK	YOUR CITATION SHARE	SCANS	TOP BRANDS
vintage-inspired modern clean hoodies	100.0% ↑100.0%	1	--	0.00% --	1	The Happy Clothing Company | ⊚ 100.0% ↑100.0% Trumbull | ⊚ 100.0% ↑100.0% Elwood Clothing | ⊚ 100.0% ↑100.0% More(2) ∨
vintage inspired modern clean hoodies	100.0% ↑100.0%	1	--	0.00% --	1	Gap | ⊚ 100.0% ↑100.0% Elwood Clothing | ⊚ 100.0% ↑100.0% Represent | ⊚ 100.0% ↑100.0% More(2) ∨
Elwood hoodies sizing review	100.0% ↑100.0%	1	--	17.7% ↑100.0%	2	Elwood Clothing | ⊚ 100.0% ↑100.0%
Are there any sales or discounts on El...	100.0% ↑100.0%	1	--	0.00% --	1	Elwood Clothing | ⊚ 100.0% ↑100.0%
Elwood hoodies sales discounts Dece...	100.0% ↑100.0%	1	--	20.0% ↑100.0%	1	Elwood Clothing | ⊚ 100.0% ↑100.0%
Do Elwood hoodies run true to size or ...	99.0% ↑100.0%	1	--	30.0% ↑100.0%	293	Elwood Clothing | ⊚ 99.0% ↑100.0% Nordstrom | ⊚ 4.1% ↑100.0% The Mom Edit | ⊚ 3.8% ↑100.0% More(6) ∨
Is Elwood Clothing worth it for hoodies...	98.6% ↑100.0%	1	--	7.3% ↑100.0%	294	Elwood Clothing | ⊚ 98.6% ↑100.0% InsideHook | ⊚ 0.68% ↑100.0% DICK'S Sporting Goods | ⊚ 0.34% ↑100.0% More(6) ∨
Are there any sales or discounts on El...	96.6% ↑100.0%	1	--	18.6% ↑100.0%	292	Elwood Clothing | ⊚ 96.6% ↑100.0% Nordstrom | ⊚ 50.0% ↑100.0% WorthEPenny | ⊚ 18.2% ↑100.0% More(6) ∨
Elwood brand	91.6% ↑100.0%	1	--	8.1% ↑100.0%	203	Elwood Clothing | ⊚ 91.6% ↑100.0% Nordstrom | ⊚ 3.5% ↑100.0% G-Star RAW | ⊚ 1.5% ↑100.0% More(6) ∨
Elwood clothing	89.1% ↑100.0%	1	--	8.4% ↑100.0%	201	Elwood Clothing | ⊚ 89.1% ↑100.0% Nordstrom | ⊚ 4.0% ↑100.0% The Mom Edit | ⊚ 1.0% ↑100.0% More(4) ∨
Elwood	50.9% ↑100.0%	1	--	4.7% ↑100.0%	167	Elwood Clothing | ⊚ 50.9% ↑100.0% Nordstrom | ⊚ 1.2% ↑100.0% Petrol Workwear | ⊚ 0.60% ↑100.0% More(2) ∨

📅 Upcoming Features Highlights

1. **Holistic Insights**

Holistic Insights provides a high-level, unified view of how brands and domains perform across the modern search landscape. It summarizes share of voice and visibility across Google Search and AI-driven search platforms, enabling a quick assessment of overall brand presence and competitiveness. The view highlights total share of voice in Google search, compares paid versus organic performance, shows total visibility in AI searches, and breaks down visibility by different AI platforms, giving leaders a clear, at-a-glance understanding of where top brands and domains are winning or losing across different search landscapes.

2. **Prompt Suggestion Tool**

A prompt suggestion tool that generates a curated set of prompts across different categories based on user-provided seed keywords. Through the interface, users can generate prompts, manually add prompts to a group, and edit or remove any prompts as needed.

3. **Large Export Download Link**

When a large export cannot be prepared within a few seconds, the system processes it in the background and emails a secure download link to the user once it is ready. This prevents users from having to wait on the page, reduces timeouts, and ensures reliable delivery of large files. Users can open the link directly from their email and download the file.