Aurora Biomarketing

COMPETITIVE INTELLIGENCE FOR THE AI-ASSISTED SCIENTIFIC BUYING JOURNEY

Aurora AI Discoverability Benchmark

Understand how visible your company is in AI-generated answers, when AI mentions, cites, and recommends your company, where competitors lead, and where the findings suggest opportunities for further investigation.

THE OPPORTUNITY

Is your company part of the AI conversation?

Scientists use AI tools to explore challenges, evaluate technologies, and compare suppliers. The Benchmark reveals whether your company is represented in those answers, and how it compares with competitors.

Mentions

Does AI name your company?

Citations

Is your content cited as a source?

Recommendations

Does AI put your company forward?

COMPANY-SPECIFIC COMPETITIVE INTELLIGENCE

The questions the Benchmark helps answer

- Where does our visibility lag competitors across the buying journey?
- Which competitors lead us at each stage?
- When AI includes us, does it cite or recommend us?
- Which supplier content types does AI cite at each stage, ours and theirs?
- Which sources win each stage?
- How do results differ by AI model?

BUYING JOURNEY PERSPECTIVE

Where competitors gain ground

A stage-by-stage scorecard compares your company with the strongest competitor at each step, so you can see where visibility, citations, and recommendations strengthen or fall away.

01 **Problem Definition**

02 **Workflow Evaluation**

03 **Technology Evaluation**

04 **Supplier Evaluation**

05 **Supplier Selection**

From AI evidence to commercial intelligence

The Benchmark combines company-specific AI visibility measurement, stage-by-stage competitor comparisons, and source intelligence to identify opportunities and areas for further investigation. Alongside business objectives and customer insights, findings can inform content, media, and digital strategy.

SOURCES BEHIND YOUR RESULTS

See the journals, media, supplier sites, and directories AI cites at each stage, and which page types it draws from your site and from competitors. Includes the most-cited sources in every category.

COMMERCIAL OPPORTUNITIES

- Identify the stages and applications where competitors lead
- Identify potential gaps in scientific and educational content
- Inform publication, directory, and media priorities
- Focus follow-up investigation and measurement

DELIVERABLES

What your company receives

01 Executive summary

A concise view of competitive standing, key gaps, source patterns, and business implications.

02 Detailed PDF Benchmark report

Stage scorecard against competitors, leaders by stage, supplier content types, top source winners, journals, and a source atlas.

03 Underlying research evidence

Prompt-level results, captured AI answers, and citation records, delivered as Excel source files.

04 Strategic implications and opportunities

Evidence-based findings on potential content, competitive positioning, and communications opportunities, plus a baseline for future measurement.

Sold separately from the Industry Report.

ILLUSTRATIVE EXAMPLE — NOT ACTUAL STUDY RESULTS

STAGE	MENTIONS	CITATIONS	RECOMMENDATIONS	WHERE YOU STAND
Problem Definition				Weakest
Workflow Evaluation				Mixed
Technology Evaluation				Leading
Supplier Evaluation				Slightly behind
Supplier Selection				Slightly behind

Start with the questions that matter to your business.

Built for life science. Each Benchmark covers one product category in depth.

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Research note. Results reflect a defined, time-specific sample of AI answers and may vary by model and study conditions. Mentions, citations, and recommendations are distinct measures, not evidence of purchasing behavior or proof of marketing causation.