

Answer Gap Analysis

What AI systems say about your brand, what your customers ask, and what is missing in between.

MASTERCLASS AT INNOVATION DAY 2026
Context over Keywords

Three questions. One gap.

What do AI systems say about your brand? What do your customers really want to know? And what should the brand stand for? The gaps between these three answers set the priorities: correct, build, or stop.

What does AI tell your customers?

Before anyone opens your website, AI search has described your products and raised objections. Most brands have never seen these answers.

We show what AI says and where that differs from what your customers ask.

You leave with a ranked plan: which topics to own, which claims to correct, and where paid reach is faster.

The two offers build on each other: the **AI Readiness Check** by Mediaplus Performance establishes the technical foundation, and the **Answer Gap Analysis** by Future Marketing builds on it at the content level.

What you get

Brand Perception

Prompt set and measurement: attributes, objections, sources.

Content Gap

Pages by persona and funnel stage, matched against the prompts.

Action Plan

Ranked briefings for your teams. Build or buy, per topic.

Our Offer

Answer Gap Analysis
€ 19,500

Deliverable: ranked action plan, presented in a workshop
Scope: one brand, one market, 100 prompts, up to 150 pages
Included: monitoring setup, licence and analysis cost for 3 months
Duration: 6 to 8 weeks

ENTRY OFFER
Free 30-minute first call

Book a Meeting

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