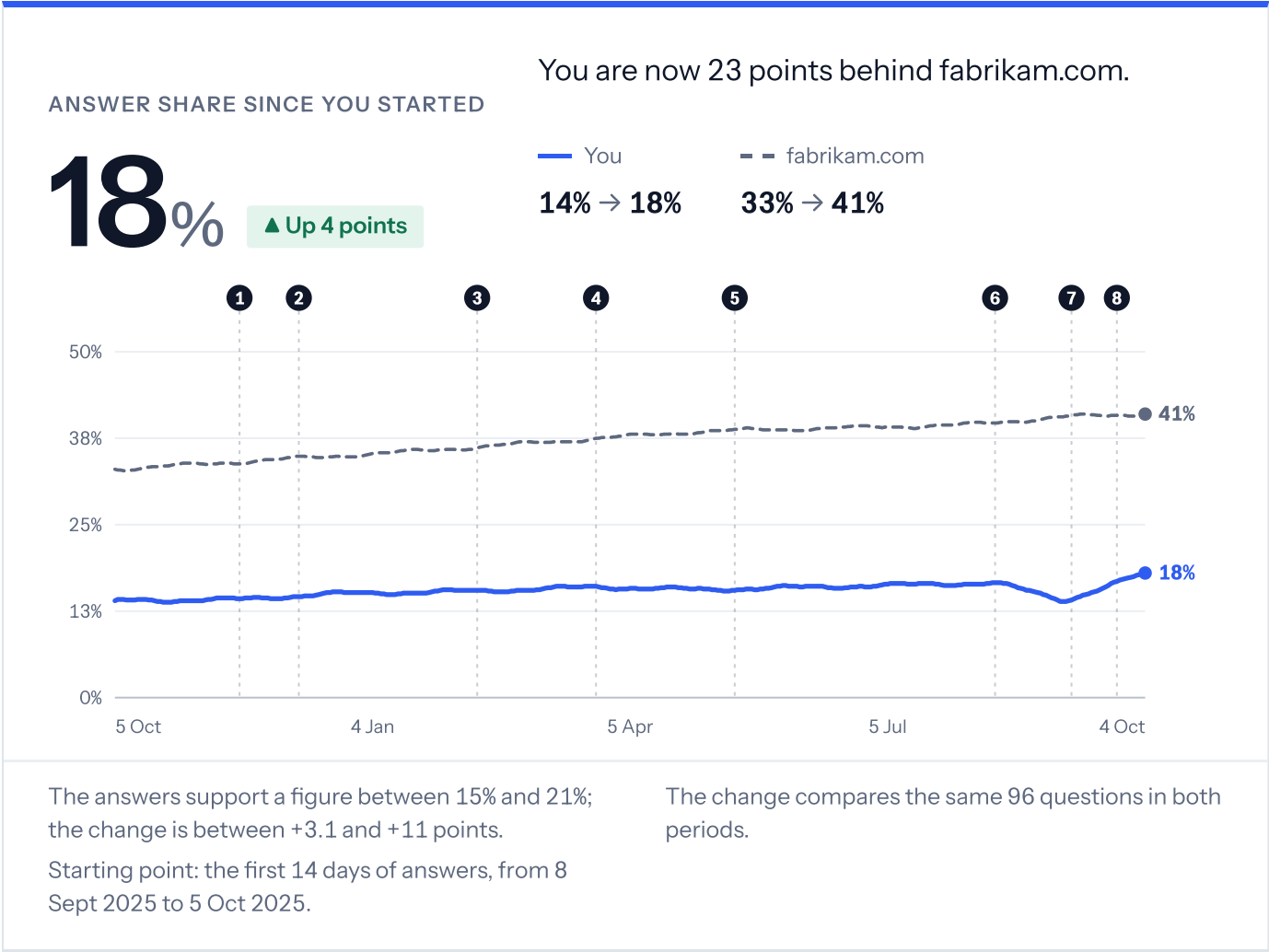


DID IT WORK?

northwind.io

Northwind, a fictional HR-software company. Answer Share, the verdicts on the plays that shipped, and what the site's own data shows.



PLAYS SHIPPED, AS NUMBERED ON THE LINE

- 1** 18 Nov · Correct the plan facts that disagree across northwind.io

4 24 Mar · Rewrite the comparison page against Fabrikam

7 8 Sept · Correct what Gemini says about Northwind's payroll
- 2** 9 Dec · Publish the page that answers "employee onboarding software"

5 12 May · Publish the guide "performance reviews for remote teams"

8 24 Sept · Get named on trey-research.com's list of the best HR software
- 3** 10 Feb · Get a profile on the review site AI answers cite most

6 12 Aug · Publish the page that answers "HR software pricing compared"

WIN RATE 4 of 6 1 play lost ground, 1 inconclusive or no effect; 67% won	TYPICAL WIN +4 points Median across 4 won plays, final reads	WORST LOSS -2.1 points 1 play lost ground, not added up; all Grade A: worth reverting	WAITING FOR A READ 2 plays Next read 8 Oct 2026
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Verdicts 7 plays

PLAY	VERDICT	EFFECT ON ITS TOPICS, WITH ITS RANGE	
Correct what Gemini says about Northwind's payroll Too early: day 14 of 45; +0.8 pp on 1 topic so far, against 9 topics left alone. The next read is on day 30.	Too early · grade C Day 14 · 22 Sept 2026	+0.8 pp	-1.9 to +3.5
Publish the page that answers "HR software pricing compared" Won: +6.2 pp on 2 topics, against 8 topics left alone. One play, nothing else changed.	Won · grade A Day 45, final · 26 Sept 2026	+6.2 pp	+2.1 to +10
Publish the guide "performance reviews for remote teams" Won: +4.7 pp on 1 topic, against 8 topics left alone. One play, nothing else changed.	Won · grade A Day 45, final · 26 Jun 2026	+4.7 pp	+1.9 to +7.5
Rewrite the comparison page against Fabrikam Lost ground: -2.1 pp on 2 topics, against 8 topics left alone. One play, nothing else changed.	Lost ground · grade A Day 45, final · 8 May 2026	-2.1 pp	-3.6 to -0.6
Get a profile on the review site AI answers cite most Inconclusive: +0.9 pp on 2 topics, against 8 topics left alone; the range crosses zero and the evidence gives the direction only.	Inconclusive · grade C Day 45, final · 27 Mar 2026	+0.9 pp	-1.4 to +3.2
Publish the page that answers "employee onboarding software" Won: +3.3 pp on 1 topic, against 9 topics left alone.	Won · grade B Day 45, final · 23 Jan 2026	+3.3 pp	+1 to +5.6
Correct the plan facts that disagree across northwind.io Won: +2.4 pp on 3 topics, against 9 topics left alone.	Won · grade B Day 45, final · 2 Jan 2026	+2.4 pp	+0.6 to +4.2

Wins 4 wins

HR software pricing compared on Perplexity: +8.4 pp, from Publish the page that answers "HR software pricing compared" 26 Sept 2026

HR software pricing compared on ChatGPT: +5.1 pp, from Publish the page that answers "HR software pricing compared" 26 Sept 2026

performance reviews for remote teams on Gemini: +6 pp, from Publish the guide "performance reviews for remote teams" 26 Jun 2026

employee onboarding software on ChatGPT: +3.9 pp, from Publish the page that answers "employee onboarding software" 23 Jan 2026

Waiting for a read 2 plays

Get named on trey-research.com's list of the best HR software day 14 read on 8 Oct 2026

Correct what Gemini says about Northwind's payroll day 30 read on 8 Oct 2026

Outcomes

WHAT THE SITE'S OWN DATA SHOWS	AT THE START	NOW	CHANGE
AI assistant sessions, at least Google Analytics, a floor: assistants that strip the referrer arrive as direct	1180	1540	+31%
Pages fetched by AI assistants Crawler logs	3120	4410	+41%
Search Console AI impressions	Not connected		

Answer Share The share of AI answers on a site's topics that name or cite it. The starting point is the first 14 days of answers; the change since then is first read against the next 14 days (from day 28) and against the latest 28 days from day 42, shown with the range the answers support.	Verdicts A verdict compares the topics a play changed with the topics left alone. Only grades A and B say the play caused the move; a play is read on days 14, 30 and 45.	Outcomes Sessions, crawler fetches and impressions come from the site's own analytics and logs. They are not Answer Share and are not compared with it.
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