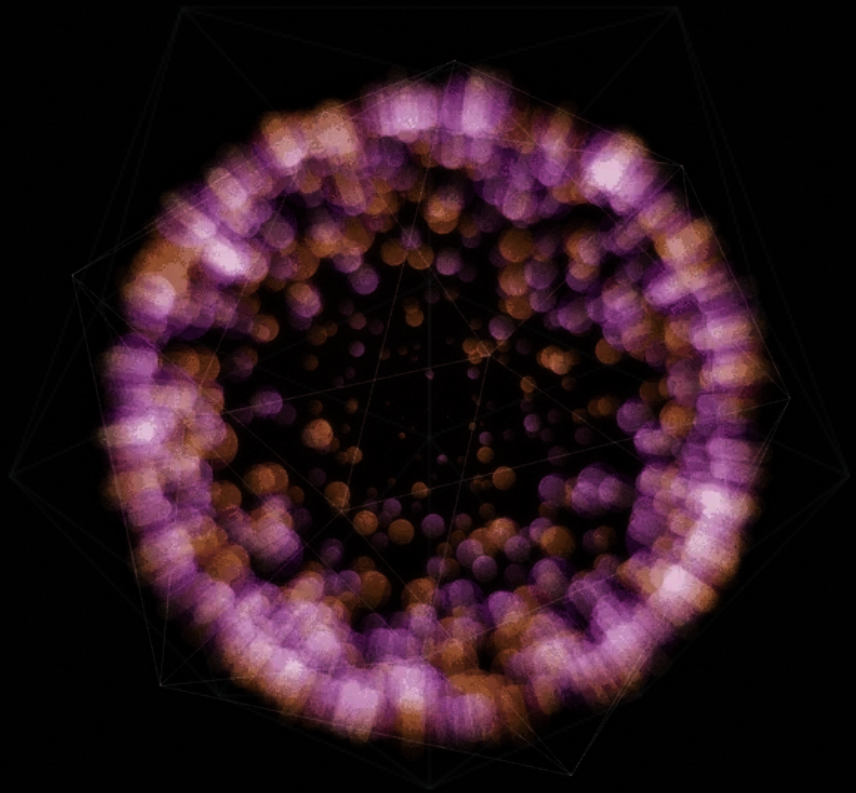




SEMIANNUAL RANKING • EDITION H2 2026 • US

Pharma AI-Ready Brands H2 2026

US TOP 50 • GEO PLAYBOOK • SECOND EDITION

The top 50 pharma brands in the US, audited for AI search. What ChatGPT, Gemini, Claude and Perplexity can read on brand sites, and what they actually say.

50 BRANDS

4 AI ENGINES

6 DIMENSIONS

2,587 AI ANSWERS

FOREWORD

AI answers now sit between your brand and your audience

This is the H2 2026 edition of our semiannual ranking of AI-ready pharma brands. The H1 2026 edition, the Omnichannel Pharma Guide published in June 2026, was an editorial audit of 40 brands. This second edition goes further. We took the 50 best-selling brands with a US presence, measured their sites the way an AI engine meets them, and collected 2,587 AI answers from four engines to questions that US patients and physicians ask every day. The next edition is planned for H1 2027.

Why it matters now

- More than four in five US physicians (81%) now use AI in their practice, up from 38% in 2023, according to the [AMA 2026 physician survey](#).
- OpenAI reports that more than 230 million people ask ChatGPT health and wellness questions every week ([Reuters, January 2026](#)). ChatGPT Health opened to all US users in July 2026 ([TechCrunch](#)).
- About a third of US adults (32%) used AI chatbots for health information in the past year, and 36% of adults aged 18 to 29 ([KFF, March 2026](#)).
- OpenEvidence says it is used daily by more than 40% of US physicians ([CNBC, January 2026](#)).

What is new since H1 2026

- **US scope.** 50 brands selected on 2025 worldwide sales, all with an active US patient site.
- **Measured data.** Every score comes from a technical audit of the brand site and from real answers generated by ChatGPT (OpenAI), Gemini, Claude and Perplexity through the PharmaGEO platform.
- **Brand and unbranded kept apart.** Questions naming the brand and questions about the condition are measured separately. A blended number would hide the gap that matters most.
- **Demand side.** Google Trends US data shows what people search about each brand right now.

HOW TO READ IT

Start with the key findings and the ranking. Then open the fact sheet of your brand and of its competitors. Each sheet ends with three next moves.

KEY FINDINGS

Most brand sites are built for browsers. AI engines read them differently.

Six numbers from the audit. Each is measured on the 50 brands, with the method described in the methodology section.

13

of 50 brand sites refused content to at least one of our three crawler-style probes. 4 refused all three.

19

of the 48 readable homepages carry no JSON-LD structured data. None declares an FAQPage.

50

of 50 homepages name no medical reviewer. 11 show a visible review or update date.

75%

median share of unbranded answers that mention the brand, when people ask about the condition without naming a product.

5%

median share of unbranded answers that cite a brand-owned domain. Regulators, journals and health publishers take the rest.

50%

median share of answers to questions naming the brand that cite a brand-owned domain.

THE ACCESS GAP

Bot managers protect brand sites against automated traffic. Several also refuse or challenge the AI fetchers that answer engines use. A site that an AI engine cannot fetch cannot be quoted, however good its content.

THE CITATION GAP

On unbranded questions, AI engines build answers from FDA labels, guidelines, PubMed, Mayo Clinic, Drugs.com and patient associations. Brand sites rarely make that list, which leaves the brand story to third parties.

THE H2 2026 RANKING · TOP 10

The ten most GEO-ready brands in the US top 50

GEO score out of 100, the average of six measured dimensions: AI access, content structure, structured data, brand - answer ownership, unbranded presence, authority and freshness.

1	Botox AbbVie	Neurology		83
2	Keytruda Merck	Oncology		81
3	Xolair Genentech / Novartis	Respiratory & allergy		81
4	Dupixent Sanofi / Regeneron	Immunology		80
5	Biktarvy Gilead Sciences	Infectious disease		78
6	Ocrevus Roche / Genentech	Neurology		78
7	Vabysmo Roche / Genentech	Ophthalmology		78
8	Tecentriq Roche / Genentech	Oncology		78
9	Gardasil 9 Merck	Vaccines		76
10	Ozempic Novo Nordisk	Cardio-metabolic		75

Scores measured between 28 September and 30 September 2026. Unavailable values are excluded from the average, never counted as zero. Full method in the methodology section.

■ Good, 71 to 100 ■ Average, 51 to 70 ■ Weak, 0 to 50

MEDIAN SCORE	BRANDS IN THE GOOD BAND (71+)	RANGE
64	19	42 to 83

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METHOD

How we measured 50 brands

1. Brand selection

The 50 brands with the highest 2025 worldwide sales among products marketed in the US with an active US patient website. Sales come from the [Drug Discovery & Development Pharma 50 FY2025](#) and, where a brand was missing, from company annual results (Vertex, Regeneron, Roche, AstraZeneca, Amgen, argenx, Johnson & Johnson, Bayer, Takeda, Astellas, Boehringer Ingelheim, CSL, AbbVie, Lilly). Alliance sales are combined. COVID-19 products are excluded. One indication was audited per brand, usually the lead US indication.

2. Technical audit of the brand site

We fetched each US patient homepage with three crawler-style probes on 28 September 2026: a browser-like client on US cloud infrastructure, the same infrastructure with the GPTBot user agent, and Perplexity's page fetcher. On 30 September we added two checks: a headless browser that renders JavaScript (which also produced the homepage screenshots) and a quick site check run through the aikka agent API. We read robots.txt rules for AI crawlers, llms.txt, sitemap.xml and its last-modified date, the readable text in server HTML, JSON-LD types, homepage entry points (FAQ, side effects, cost and savings, prescribing information), a named medical reviewer and visible review dates. When the server HTML could not be read, content signals come from the rendered page and are marked as such in our data.

3. What people search

Google Trends related queries for the brand name, United States, last 12 months, top and rising, collected through Monid.

4. What AI engines answer

Each brand was run on the PharmaGEO platform (merged brand and market route, English, questions framed for US patients and physicians) across four engines: OpenAI, Gemini, Claude and Perplexity. The same 13 question templates were used for every brand: 8 unbranded questions about the condition (4 patient, 4 physician) and 5 questions naming the brand (what it is, side effects, cost, key data, comparison with the main competitor). The full list is in the appendix. We recorded brand mentions, competitor mentions and every cited URL.

5. Scoring

D1 AI access	Can an automated AI fetcher reach the brand site and read real content? Three probes from cloud infrastructure, robots.txt rules for AI crawlers, sitemap, llms.txt, content present in server HTML.
D2 Content structure	Is the homepage built to be quoted? Readable text volume, FAQ entry point, side effects, cost and savings, one clear H1, meta description.
D3 Structured data	Does the site declare what it is? JSON-LD presence and medical schema types such as Drug, MedicalWebPage, MedicalCondition, FAQPage.
D4 Brand-answer ownership	When people ask AI engines about the brand by name, how often do answers cite a brand-owned domain?
D5 Unbranded presence	When people ask about the condition without naming any brand, how often does the brand appear in the answer?
D6 Authority and freshness	Do AI engines cite brand-owned domains in unbranded answers, and is the site kept fresh (sitemap last modified)?

Each dimension is scored 0 to 100. The GEO score is the plain average of the available dimensions. When a value cannot be measured, for example when every probe was refused, it is shown as a dash and excluded from the average.

6. Color code

Scores and gauges use one code throughout the report. Orange marks the audited brand itself, warm greys mark its competitors.

■ Good, 71 to 100 ■ Average, 51 to 70 ■ Weak, 0 to 50
■ The audited brand ■ Competitors

LIMITS

A snapshot on one date, one indication and one language per brand. AI answers vary between runs. Bot managers may treat verified crawlers differently from our probes, so access results describe what our probes received. Homepage signals do not cover the full site. The ranking measures GEO readiness. It says nothing about product quality or clinical value.

FRAMEWORK

The GEO-Readiness framework

Generative engine optimization (GEO) is the practice of making content easy for AI engines to find, trust and quote. The [Princeton GEO study](#) (KDD 2024) measured visibility gains of up to 40% from content changes alone. In pharma the work runs inside MLR review, fair balance and label constraints.

EIGHT PRACTICES THAT WORK

- **Answer-first pages.** One question per page, answered in the first two sentences, then the evidence.
- **Separate patient and HCP hubs.** Plain-language patient pages and a scientific HCP hub that is not fully gated.
- **Condition education next to the brand site.** An unbranded disease site, the pattern used by amyloidosis and cystic fibrosis leaders.
- **Declared entities.** Drug, MedicalCondition, MedicalWebPage and FAQPage schema on every key page.
- **Dated, referenced content.** Visible review date, medical reviewer and links to the label and to guidelines.
- **Open comparison material.** Mechanism, dosing and safety tables that AI engines can quote without guessing.
- **Transcripts for every video.** Patient stories and MoA videos with indexable transcripts.
- **An AI access policy.** robots.txt, WAF rules and llms.txt aligned so answer engines can fetch reference pages.

EIGHT PATTERNS THAT HURT

- **WAF that blocks AI fetchers.** The site is invisible to the engines that answer patients.
- **Client-side rendering only.** The server HTML is empty. Crawlers that do not run JavaScript read nothing.
- **PDF-only reference content.** Key facts live in the PI PDF with no HTML equivalent.
- **Fully gated HCP content.** Physician-grade evidence behind a login is never cited.
- **Brand domain retired silently.** After loss of exclusivity, a redirect to a corporate product list erases the brand from AI answers.
- **No FAQ, or an FAQ in an accordion without markup.** Questions exist but cannot be extracted.
- **Stale sitemap.** No last-modified date or dates years old.
- **Geo-blocking without hreflang.** Non-US visitors and fetchers receive a blank page.

The six scored dimensions map onto this framework: access (D1), structure (D2), structured data (D3), ownership of brand answers (D4), presence in unbranded answers (D5), authority and freshness (D6).

THE H2 2026 RANKING · 1 TO 25

Full ranking of the US top 50

#	BRAND	COMPANY	AREA	SALES	D1	D2	D3	D4	D5	D6	SCORE
1	Botox	AbbVie	Neurology	49	● 90	● 90	● 85	● 90	● 100	● 45	● 83
2	Keytruda	Merck	Oncology	1	● 90	● 100	● 70	● 100	● 70	● 58	● 81
3	Xolair	Genentech / Novartis	Respiratory & allergy	29	● 90	● 80	● 45	● 100	● 100	● 70	● 81
4	Dupixent	Sanofi / Regeneron	Immunology	4	● 90	● 75	● 85	● 100	● 100	● 32	● 80
5	Biktarvy	Gilead Sciences	Infectious disease	8	● 90	● 100	● 0	● 100	● 98	● 80	● 78
6	Ocrevus	Roche / Genentech	Neurology	15	● 90	● 70	● 55	● 100	● 94	● 58	● 78
7	Vabysmo	Roche / Genentech	Ophthalmology	34	● 90	● 65	● 30	● 100	● 100	● 80	● 78
8	Tecentriq	Roche / Genentech	Oncology	42	● 90	● 65	● 30	● 100	● 100	● 80	● 78
9	Gardasil 9	Merck	Vaccines	31	● 90	● 65	● 70	● 100	● 62	● 70	● 76
10	Ozempic	Novo Nordisk	Cardio-metabolic	3	● 78	● 90	● 100	● 100	● 82	● 0	● 75
11	Verzenio	Eli Lilly	Oncology	27	● 66	● 100	● 100	● 70	● 100	● 12	● 75
12	Enhertu	Daiichi Sankyo / AstraZeneca	Oncology	33	● 90	● 55	● 45	● 100	● 100	● 60	● 75
13	Darzalex	Johnson & Johnson	Oncology	7	● 90	● 80	● 45	● 80	● 100	● 47	● 74
14	Xtandi	Astellas / Pfizer	Oncology	22	● 90	● 100	● 45	● 100	● 82	● 25	● 74
15	Zepbound	Eli Lilly	Cardio-metabolic	9	● 54	● 55	● 100	● 100	● 86	● 38	● 72
16	Rinvoq	AbbVie	Immunology	16	● 100	● 70	● 45	● 100	● 78	● 38	● 72
17	Hemlibra	Roche / Genentech	Rare disease	28	● 90	● 75	● 30	● 90	● 100	● 45	● 72
18	Kisqali	Novartis	Oncology	35	● 90	● 45	● 30	● 100	● 100	● 70	● 72
19	Kesimpta	Novartis	Neurology	39	● 90	● 90	● 30	● 90	● 94	● 32	● 71
20	Shingrix	GSK	Vaccines	37	● 78	● 90	● 30	● 70	● 100	● 50	● 70
21	Trikafta	Vertex	Rare disease	11	● 44	● 70	● 70	● 100	● 100	● 25	● 68
22	Eylea	Regeneron / Bayer	Ophthalmology	17	● 58	● 75	● 30	● 80	● 100	● 58	● 67
23	Prevnar 20	Pfizer	Vaccines	21	● 90	● 20	● 85	● 100	● 82	● 20	● 66
24	Ultomiris	AstraZeneca (Alexion)	Rare disease	36	● 90	● 55	● 0	● 100	● 86	● 60	● 65
25	Prolia	Amgen	Bone health	40	● 90	● 70	● 0	● 80	● 100	● 48	● 65

Sales: rank by 2025 worldwide sales. D1 to D6: the six dimensions defined in the methodology. A dash means the value could not be measured and was excluded from the score.

● Good, 71 to 100 ● Average, 51 to 70 ● Weak, 0 to 50

THE H2 2026 RANKING · 26 TO 50

Full ranking, continued

#	BRAND	COMPANY	AREA	SALES	D1	D2	D3	D4	D5	D6	SCORE
26	Wegovy	Novo Nordisk	Cardio-metabolic	10	● 90	● 75	● 45	● 90	● 86	● 0	● 64
27	Entresto	Novartis	Cardiovascular	18	● 78	● 85	● 40	● 60	● 74	● 45	● 64
28	Entyvio	Takeda	Gastroenterology	23	● 90	● 85	● 0	● 100	● 94	● 12	● 64
29	Vyvgart	argenx	Neurology	44	● 90	● 65	● 0	● 100	● 82	● 45	● 64
30	Humira	AbbVie	Immunology	38	● 90	● 90	● 0	● 90	● 94	● 12	● 63
31	Orencia	Bristol Myers Squibb	Immunology	50	● 66	● 100	● 0	● 100	● 74	● 40	● 63
32	Eliquis	Bristol Myers Squibb / Pfizer	Cardiovascular	6	● 90	● 100	● 0	● 90	● 94	● 0	● 62
33	Vyndamax	Pfizer	Rare disease	24	● 90	● 30	● 0	● 80	● 100	● 70	● 62
34	Farxiga	AstraZeneca	Cardio-metabolic	14	● 100	● 90	● 0	● 100	● 62	● 15	● 61
35	Trelegy Ellipta	GSK	Respiratory	46	● 78	● 90	● 55	● 100	● 27	● 12	● 60
36	Skyrizi	AbbVie	Immunology	5	● 90	● 70	● 0	● 100	● 70	● 22	● 59
37	Opdivo	Bristol Myers Squibb	Oncology	12	● 54	● 90	● 0	● 93	● 100	● 17	● 59
38	Tagrisso	AstraZeneca	Oncology	19	● 100	● 90	● 0	● 40	● 100	● 15	● 58
39	Imfinzi	AstraZeneca	Oncology	26	● 100	● 65	● 0	● 90	● 70	● 15	● 57
40	Cosentyx	Novartis	Immunology	20	● 90	● 60	● 30	● 100	● 39	● 20	● 56
41	Tremfya	Johnson & Johnson	Immunology	32	● 70	● 35	● 45	● 70	● 82	● 35	● 56
42	Ibrance	Pfizer	Oncology	45	● 90	● 20	● 0	● 100	● 98	● 25	● 56
43	Ofev	Boehringer Ingelheim	Respiratory	41	● 42	—	● 70	● 40	● 100	● 25	● 55
44	Stelara	Johnson & Johnson	Immunology	25	● 70	● 35	● 0	● 70	● 100	● 47	● 54
45	Trulicity	Eli Lilly	Cardio-metabolic	43	● 66	● 65	● 30	● 100	● 51	● 15	● 54
46	Invega Sustenna	Johnson & Johnson	Psychiatry	48	● 90	● 55	● 0	● 80	● 59	● 35	● 53
47	Privigen	CSL Behring	Immunology	47	● 90	● 55	● 0	● 100	● 39	● 12	● 49
48	Mounjaro	Eli Lilly	Cardio-metabolic	2	● 54	● 55	● 30	● 80	● 66	● 0	● 48
49	Xarelto	Johnson & Johnson / Bayer	Cardiovascular	30	● 70	● 50	● 0	● 10	● 98	● 35	● 44
50	Jardiance	Boehringer Ingelheim / Eli Lilly	Cardio-metabolic	13	● 42	—	—	● 60	● 66	● 0	● 42

This table does not show AI answer quality or medical accuracy, which this audit does not assess.

FINDING 1 · ACCESS

13 of 50 brand sites refuse at least one AI fetch

Bot managers are the first GEO decision a brand makes, often without knowing it. We sent three crawler-style probes to every US patient homepage, then checked with a rendering browser and with the aikka agent.



Refused by the Perplexity page fetcher

Mounjaro, Ozempic, Zepbound, Trikafta, Opdivo, Jardiance, Eylea, Verzenio, Ofev, Trulicity

Refused to the GPTBot user agent

Trikafta, Opdivo, Jardiance, Shingrix, Ofev, Trelegy Ellipta, Orencia

Refused to all three probes

Trikafta, Opdivo, Jardiance, Ofev

Little readable text in server HTML

Eylea, Plevnar 20, Stelara, Xarelto, Tremfya. On these homepages less than 1,500 characters of text reach a crawler that does not run JavaScript.

llms.txt adopters

Farxiga, Rinvoq, Tagrisso, Imfinzi. 4 of 50 sites.

robots.txt

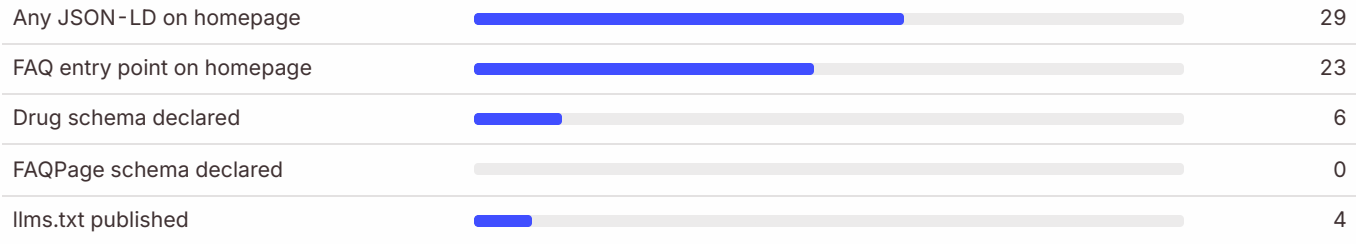
0 sites disallow a major AI crawler in robots.txt. 6 name AI crawlers explicitly. Most refusals happen at the firewall, where robots.txt has no say.

Crawler-style probes run on 28 September 2026 from US cloud infrastructure and from Perplexity's fetcher. On 30 September a rendering browser reached 46 of 50 homepages and the aikka agent fetch reached 49: several blocks target crawler signatures rather than every visitor. Verified crawlers may be treated differently by some bot managers.

FINDING 2 · STRUCTURE

Structured data is still the exception

JSON-LD tells an AI engine, in machine terms, that a page is about a drug, a condition, a set of questions. Of the 48 homepages we could read:



Base: 48 homepages we could read in at least one mode (server HTML or rendered page). Jardiance and Ofev, unreadable in both, are excluded.

WHAT LEADERS DO

Ozempic, Zepbound, Verzenio, Dupixent, Plevnar 20 declare several medical schema types on the homepage, including Drug, MedicalCondition or ApprovedIndication.

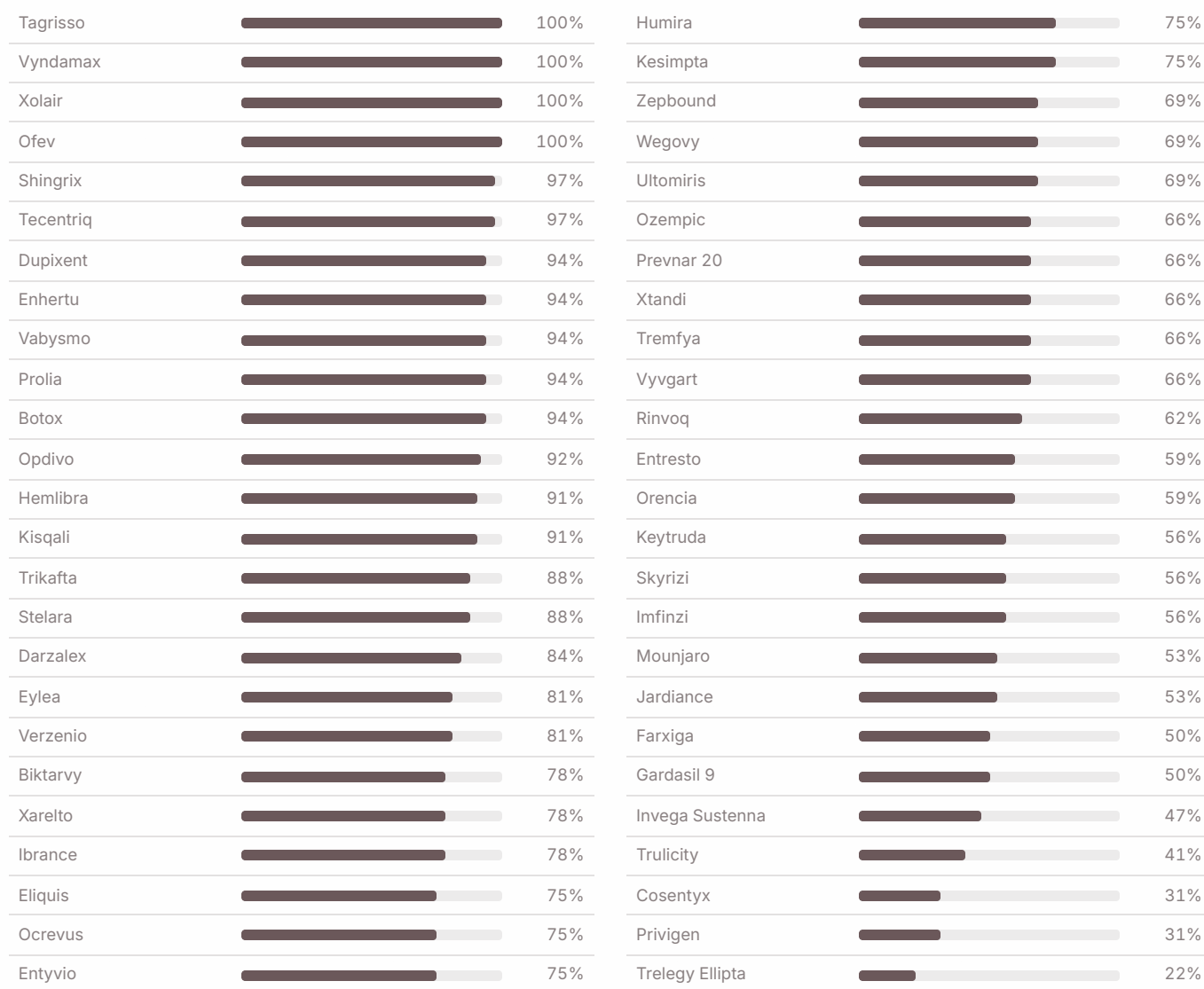
QUICK WIN

Schema is invisible to patients and does not change approved copy. It usually goes through MLR as a technical change, which makes it one of the fastest GEO fixes available to a brand team.

FINDING 3 · UNBRANDED QUESTIONS

Ask about the condition, and the brand often disappears

For each brand, eight questions about the condition that never name a product, asked to four AI engines. Share of answers that mention the brand. Median: 75%. 5 brands appear in fewer than half of the answers.

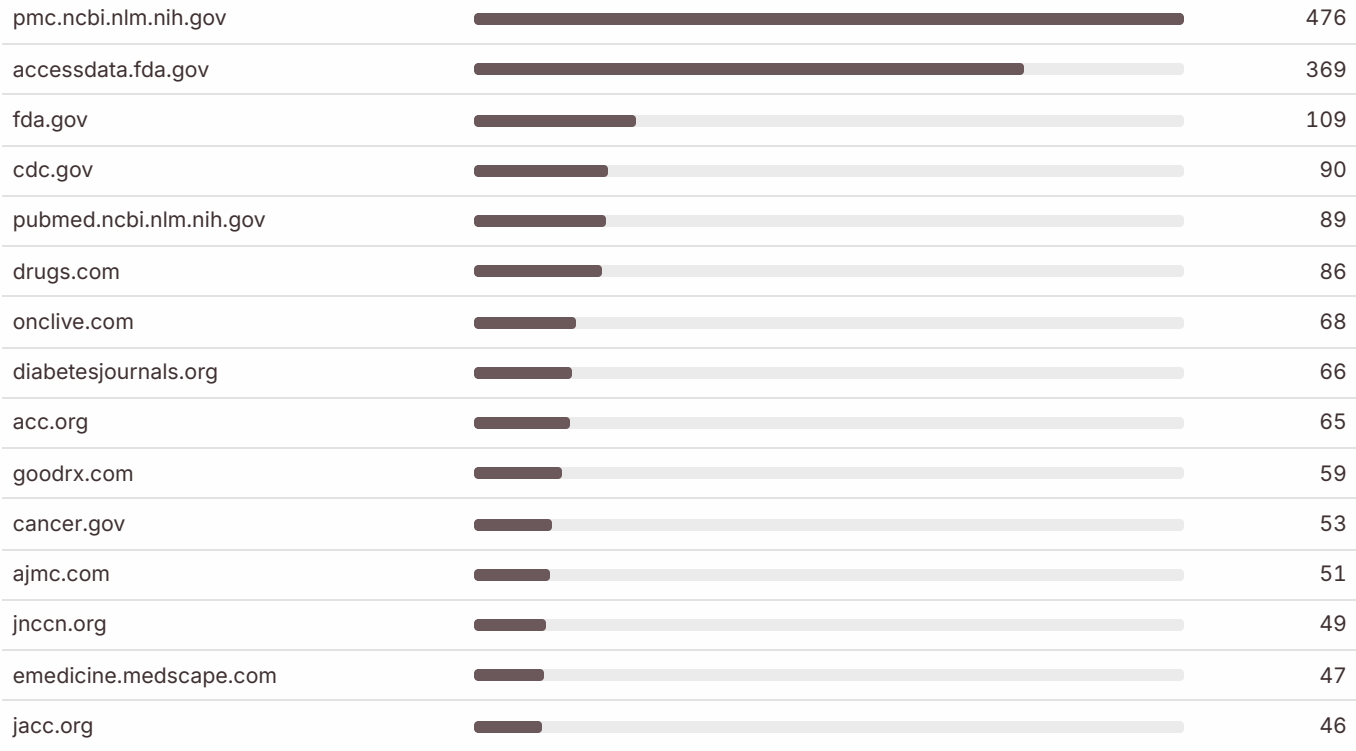


Base: 50 brands, 32 unbranded answers each (8 questions, 4 engines). Brand mention includes the brand name or the molecule name.

FINDING 4 · CITATIONS

Who AI engines cite instead of brand sites

Across 2,587 answers, the domains AI engines cite most often. Brand-owned domains appear in a median 5% of unbranded answers and 50% of answers to questions naming the brand.



READ THIS AS A TARGET LIST

The label on DailyMed or FDA, the guideline society, PubMed and the major health publishers shape the answer. Earned presence on these sources, and consistency between the label and the brand site, matter as much as the site itself.

14 BRANDS

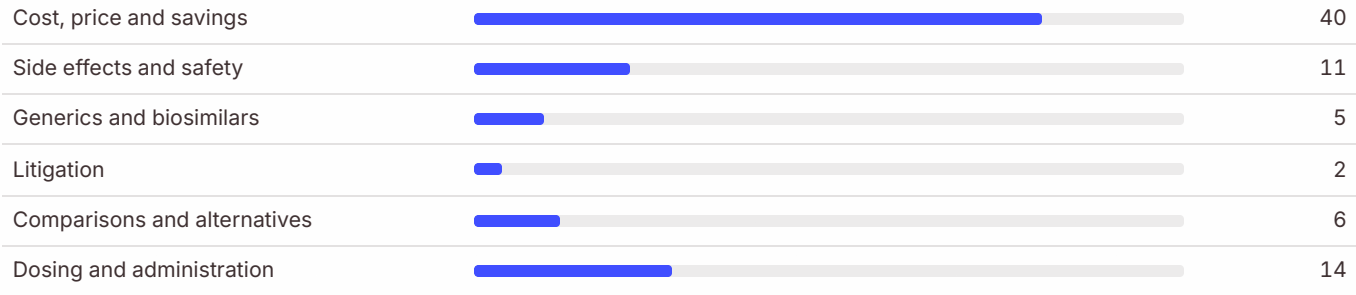
received no citation to a brand-owned domain in any of their unbranded answers.

FINDING 5 · DEMAND

What people search about these brands right now

Rising Google searches in the US over the last 12 months, grouped by theme.

Number of brands with at least one rising query in each theme.



EXAMPLES OF RISING QUERIES		
Keytruda	price of keytruda	+250%
Mounjaro	mounjaro coupon 2026	breakout
Dupixent	dupixent lawsuit	+170%
Dupixent	dupixent price	+110%
Skyrizi	tremfya cost	+150%
Eliquis	eliquis price	+80%
Eliquis	eliquis 5 mg price	+60%
Biktarvy	cost of biktarvy	+150%
Biktarvy	biktarvy price	+140%
Biktarvy	side effects of biktarvy	+80%
Opdivo	cost of opdivo	+200%
Opdivo	opdivo price	+190%
Eylea	eylea price	+100%
Eylea	eylea biosimilar	+60%

Source: Google Trends related queries, United States, last 12 months, collected on 28 September 2026. Rising values are relative growth reported by Google Trends. Breakout means growth above 5,000%.



PART 3 · CHAPTER 1

Oncology

11 brands. Median GEO score 74. Median unbranded presence 84%.

BRAND	AUDITED INDICATION	GEO SCORE	UNBRANDED PRESENCE	OWNED CITATIONS
Keytruda Merck	non-small cell lung cancer		81	56% 9%
Tecentriq Roche / Genentech	extensive-stage small cell lung cancer		78	97% 16%
Verzenio Eli Lilly	HR-positive HER2-negative breast cancer		75	81% 3%
Enhertu Daiichi Sankyo / AstraZeneca	HER2-low metastatic breast cancer		75	94% 34%
Darzalex Johnson & Johnson	multiple myeloma		74	84% 3%
Xtandi Astellas / Pfizer	prostate cancer		74	66% 6%
Kisqali Novartis	HR-positive HER2-negative early breast cancer		72	91% 12%
Opdivo Bristol Myers Squibb	advanced melanoma		59	92% 4%
Tagrisso AstraZeneca	EGFR-mutated non-small cell lung cancer		58	100% 0%
Imfinzi AstraZeneca	non-small cell lung cancer		57	56% 0%
Ibrance Pfizer	HR-positive HER2-negative metastatic breast cancer		56	78% 6%

Unbranded presence: share of answers to condition questions that mention the brand. Owned citations: share of all unbranded answers citing a brand-owned domain.

■ Good, 71 to 100 ■ Average, 51 to 70 ■ Weak, 0 to 50 ■ Unbranded presence

#2 IN THE GEO RANKING · #1 BY 2025 SALES · ONCOLOGY

Keytruda

pembrolizumab · Merck · audited for non-small cell lung cancer

keytruda.com · 2025 sales 31.7 bn USD

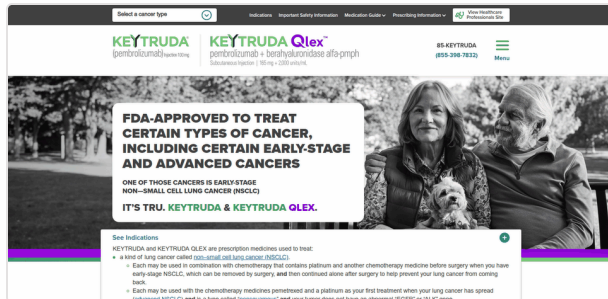
GEO SCORE

GOOD

out of 100

81

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.keytruda.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots No

llms.txt · sitemap No llms.txt · sitemap 2026-08-14

Text in server HTML 44,182 chars

JSON-LD types MedicalAudience, MedicalWebPage, Substance, WebSite

FAQ · reviewer · dates FAQ · no reviewer · undated

SIX DIMENSIONS

AI access		90
Content structure		100
Structured data		70
Brand - answer ownership		100
Unbranded presence		70
Authority and freshness		58

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- keytruda sales +400%
- price of keytruda +250%
- keytruda prescribing information +250%

Top: keytruda cancer, what is keytruda, keytruda side effects, keytruda for cancer

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

56%
answers
mention the
brand

9%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

85%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		62%
Gemini		38%
OpenAI		62%
Perplexity		62%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Keytruda		56%
Opdivo		22%
Tecentriq		0%
Libtayo		0%

Most cited on the condition: ascopost.com, jncn.org, pubmed.ncbi.nlm.nih.gov, cancer.gov, pmc.ncbi.nlm.nih.gov

GAPS

- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.
- Track brand and unbranded visibility monthly across ChatGPT, Gemini, Claude and Perplexity.

#13 IN THE GEO RANKING · #7 BY 2025 SALES · ONCOLOGY

Darzalex

daratumumab · Johnson & Johnson · audited for multiple myeloma
darzalex.com · 2025 sales 14.4 bn USD

GEO SCORE
GOOD
out of 100



SITE IDENTITY CARD

Homepage as rendered on 30 September 2026 · www.darzalex.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-09-30		
Text in server HTML	2,781 chars		
JSON-LD types	MedicalWebPage		
FAQ · reviewer · dates	FAQ · no reviewer · dated		

SIX DIMENSIONS		
AI access		90
Content structure		80
Structured data		45
Brand - answer ownership		80
Unbranded presence		100
Authority and freshness		47

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

■ smoldering multiple myeloma +200%

■ what is multiple myeloma +110%

Top: darzalex faspro, myeloma, multiple myeloma, darzalex side effects

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

84% 3%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

40%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		88%
Gemini		75%
OpenAI		88%
Perplexity		88%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Darzalex		84%
■ Sarclisa		47%
■ Carvykti		47%
■ Tecvayli		41%

Most cited on the condition: myeloma.org, fda.gov, onclive.com, ajmc.com, jncn.org

GAPS

■ Brand-owned domains are cited in 3% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

■ Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.

■ Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.

■ Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#37 IN THE GEO RANKING · #12 BY 2025 SALES · ONCOLOGY

GEO SCORE

AVERAGE

out of 100

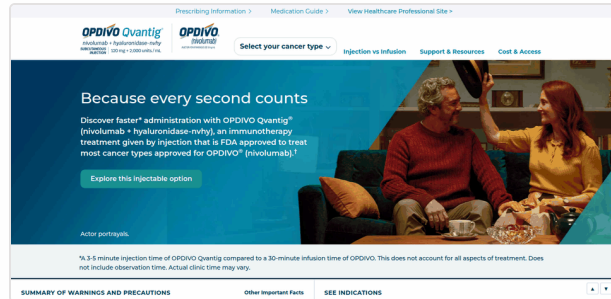
59

Opdivo

nivolumab · Bristol Myers Squibb · audited for advanced melanoma

opdivo.com · 2025 sales 10.0 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.opdivo.com

Browser client, cloud	Challenge	GPTBot user agent	Challenge
Perplexity fetcher	Challenge	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap		
Text in server HTML	Not read		
JSON-LD types	None		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access		54
Content structure		90
Structured data		0
Brand-answer ownership		93
Unbranded presence		100
Authority and freshness		17

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- opdivo prescribing information +400%
- cost of opdivo +200%
- opdivo price +190%

Top: opdivo qvantig, yervoy, yervoy opdivo, what is opdivo

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

92%
answers
mention the
brand

4%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

47%
of 15 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		88%
OpenAI		88%
Perplexity		100%

Gemini answers unavailable for this brand. Base: 24 unbranded answers.

SHARE OF VOICE · SAME 24 UNBRANDED ANSWERS

Opdivo		92%
Opdualag		46%
Keytruda		25%
Yervoy		25%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, ascopubs.org, cancer.gov, curemelanoma.org, nccn.org

GAPS

- None of our three crawler-style probes received the brand site. Each request was refused (HTTP 403) or stopped by a bot challenge.
- No JSON-LD structured data on the homepage.
- Brand-owned domains are cited in 4% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

- Allowlist verified AI crawlers (GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Google-Extended) at the WAF level, then re-test.
- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.

#38 IN THE GEO RANKING · #19 BY 2025 SALES · ONCOLOGY

GEO SCORE

AVERAGE

out of 100

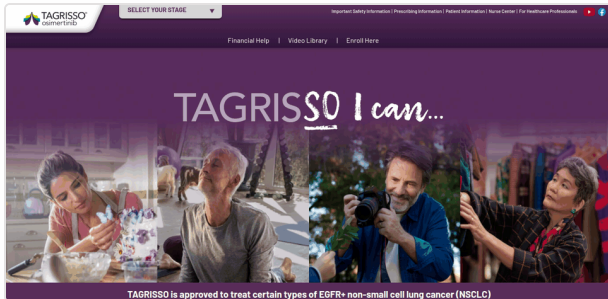
58

Tagrisso

osimertinib · AstraZeneca · audited for EGFR-mutated non-small cell lung cancer

tagrisso.com · 2025 sales 7.3 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.tagrisso.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	llms.txt · sitemap		
Text in server HTML	13,246 chars		
JSON-LD types	None		
FAQ · reviewer · dates	FAQ · no reviewer · dated		

SIX DIMENSIONS

AI access	100
Content structure	90
Structured data	0
Brand-answer ownership	40
Unbranded presence	100
Authority and freshness	15

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- astrazeneca tagrisso +90%
- osimertinib +60%
- tagrisso price +60%

Top: osimertinib, egfr, tagrisso cost, tagrisso drug

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

100%
answers mention
the brand

0%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

20%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	100%
Gemini	100%
OpenAI	100%
Perplexity	100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Tagrisso	100%
■ Rybrevant	50%
■ Lazcluze	38%

Most cited on the condition: onclive.com, link.springer.com, jnj.com, pmc.ncbi.nlm.nih.gov, fda.gov

GAPS

- No JSON-LD structured data on the homepage.
- Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Track brand and unbranded visibility monthly across ChatGPT, Gemini, Claude and Perplexity.

#14 IN THE GEO RANKING · #22 BY 2025 SALES · ONCOLOGY

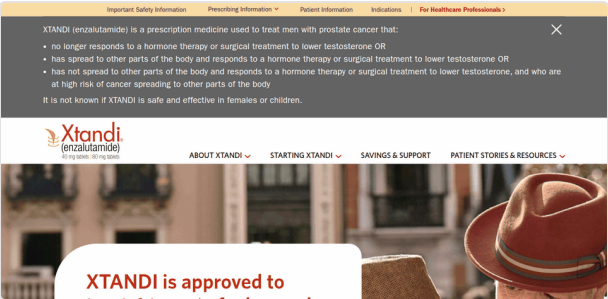
Xtandi

enzalutamide · Astellas / Pfizer · audited for prostate cancer
xtandi.com · 2025 sales 6.4 bn USD

GEO SCORE
GOOD
out of 100



SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.xtandi.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2023-11-21		
Text in server HTML	9,942 chars		
JSON-LD types	MedicalWebPage		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access	90
Content structure	100
Structured data	45
Brand-answer ownership	100
Unbranded presence	82
Authority and freshness	25

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- xtandi reviews +150%
- xtandi price +100%
- xtandi pfizer +90%

Top: xtandi prostate cancer, what is xtandi, xtandi side effects, xtandi cost

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

66%
answers mention the brand

6%
cite an owned domain

QUESTIONS NAMING THE BRAND

60%
of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	88%
Gemini	38%
OpenAI	88%
Perplexity	50%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Xtandi	66%
■ Nubeqa	44%
■ Erleada	34%
■ Zytiga	25%

Most cited on the condition: uroweb.org, nccn.org, zerocancer.org, emedicine.medscape.com, urotoday.com

GAPS

- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#39 IN THE GEO RANKING · #26 BY 2025 SALES · ONCOLOGY

Imfinzi

durvalumab · AstraZeneca · audited for non-small cell lung cancer

imfinzi.com · 2025 sales 6.1 bn USD

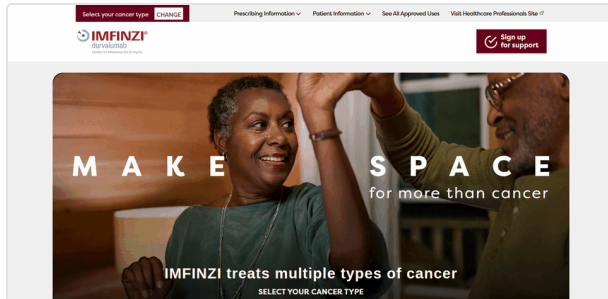
GEO SCORE

AVERAGE

out of 100

57

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.imfinzi.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	llms.txt · sitemap		
Text in server HTML	27,564 chars		
JSON-LD types	None		
FAQ · reviewer · dates	No FAQ · no reviewer · dated		

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

56%
answers
mention the
brand

0%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

45%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	75%
Gemini	38%
OpenAI	62%
Perplexity	50%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Imfinzi	56%
Keytruda	16%
Opdivo	16%
Tecentriq	3%

Most cited on the condition: pubmed.ncbi.nlm.nih.gov,
ascopost.com, healio.com, cancer.gov,
lungcancerresearchfoundation.org

SIX DIMENSIONS

AI access	100
Content structure	65
Structured data	0
Brand-answer ownership	90
Unbranded presence	70
Authority and freshness	15

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- imfinzi price +250%
- imfinzi cost +120%
- imfinzi durvalumab +80%

Top: imfinzi lung cancer, imfinzi durvalumab, durvalumab, imfinzi side effects

GAPS

- No JSON-LD structured data on the homepage.
- No FAQ entry point from the homepage.
- Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.

#11 IN THE GEO RANKING · #27 BY 2025 SALES · ONCOLOGY

GEO SCORE

GOOD

out of 100

75

Verzenio

abemaciclib · Eli Lilly · audited for HR-positive HER2-negative breast cancer

verzenio.com · 2025 sales 5.7 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · verzenio.lilly.com

Browser client, cloud	Refused	GPTBot user agent	Served
Perplexity fetcher	Refused	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots No

llms.txt · sitemap No llms.txt · sitemap

Text in server HTML 16,532 chars

JSON-LD types ApprovedIndication, BreadcrumbList, Corporation, Drug +4

FAQ · reviewer · dates FAQ · no reviewer · undated

SIX DIMENSIONS

AI access		66
Content structure		100
Structured data		100
Brand-answer ownership		70
Unbranded presence		100
Authority and freshness		12

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- fda approval inluriyo verzenio eli lilly breakout
- verzenio precio breakout
- verzenio price +250%

Top: verzenio breast cancer, what is verzenio, verzenio side effects, kisqali

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

81% 3%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

35%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		88%
Gemini		75%
OpenAI		100%
Perplexity		62%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Verzenio		81%
Kisqali		53%
Ibrance		41%

Most cited on the condition: nccn.org, onclive.com, docwirenews.com, pmc.ncbi.nlm.nih.gov, jncn.org

GAPS

- Content was refused to a browser-like client on cloud infrastructure and Perplexity's page fetcher.
- Brand-owned domains are cited in 3% of unbranded answers. Third parties carry the disease story.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Review bot-management rules so AI answer engines can fetch the patient site and the ISI.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#12 IN THE GEO RANKING · #33 BY 2025 SALES · ONCOLOGY

GEO SCORE

GOOD

out of 100

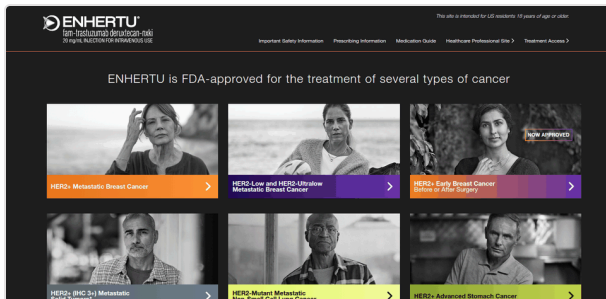


Enhertu

fam-trastuzumab deruxtecan · Daiichi Sankyo / AstraZeneca · audited for HER2-low metastatic breast cancer

enhertu.com · 2025 sales 5.0 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · enhertu.com

Browser client, cloud **Served** GPTBot user agent **Served**

Perplexity fetcher **Served** Headless browser **Served**

aikka agent fetch **Served**

robots.txt blocks AI bots **No**

llms.txt · sitemap **No llms.txt · sitemap**

Text in server HTML **18,182 chars**

JSON-LD types **MedicalWebPage**

FAQ · reviewer · dates **No FAQ · no reviewer · undated**

SIX DIMENSIONS

AI access		90
Content structure		55
Structured data		45
Brand-answer ownership		100
Unbranded presence		100
Authority and freshness		60

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- enhertu price +200%
- enhertu prescribing information +200%
- trastuzumab deruxtecan +140%

Top: enhertu breast cancer, her2, what is enhertu, enhertu chemo

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

94% 34%
answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

65%
of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		100%
Gemini		100%
OpenAI		100%
Perplexity		75%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Enhertu		94%
■ Trodelvy		41%
■ Datroway		25%

Most cited on the condition: fda.gov, astrazeneca.com, enhertuhcp.com, pmc.ncbi.nlm.nih.gov, onclive.com

GAPS

- No FAQ entry point from the homepage.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#18 IN THE GEO RANKING · #35 BY 2025 SALES · ONCOLOGY

GEO SCORE

GOOD

out of 100

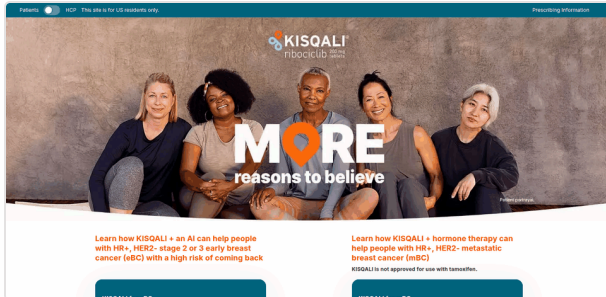
72

Kisqali

ribociclib · Novartis · audited for HR-positive HER2-negative early breast cancer

kisqali.com · 2025 sales 4.8 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · us.kisqali.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots No

llms.txt · sitemap No llms.txt · sitemap 2026-07-29

Text in server HTML 7,357 chars

JSON-LD types Organization

FAQ · reviewer · dates No FAQ · no reviewer · undated

SIX DIMENSIONS

AI access		90
Content structure		45
Structured data		30
Brand - answer ownership		100
Unbranded presence		100
Authority and freshness		70

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- kisqali price +170%
- kisqali vs ibrance +150%
- ribociclib +150%

Top: kisqali breast cancer, kisqali side effects, what is kisqali, ribociclib

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

91% 12%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

70%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		100%
Gemini		62%
OpenAI		100%
Perplexity		100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Kisqali		91%
Verzenio		78%
Ibrance		6%

Most cited on the condition: fda.gov, onclive.com, pmc.ncbi.nlm.nih.gov, jhoponline.com, jncn.org

GAPS

- No FAQ entry point from the homepage.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#8 IN THE GEO RANKING · #42 BY 2025 SALES · ONCOLOGY

Tecentriq

atezolizumab · Roche / Genentech · audited for extensive-stage small cell lung cancer

tecentriq.com · 2025 sales 4.3 bn USD

GEO SCORE

GOOD

out of 100

78

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.tecentriq.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots	No
llms.txt · sitemap	No llms.txt · sitemap 2026-08-11
Text in server HTML	12,206 chars
JSON-LD types	Organization
FAQ · reviewer · dates	No FAQ · no reviewer · undated

SIX DIMENSIONS

AI access		90
Content structure		65
Structured data		30
Brand-answer ownership		100
Unbranded presence		100
Authority and freshness		80

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- atezolizumab +150%
- tecentriq cost +80%
- tecentriq sc +50%

Top: atezolizumab, tecentriq hybreza, tecentriq immunotherapy, keytruda

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

97% 16%
answers cite an
mention the owned
brand domain

QUESTIONS NAMING THE BRAND

75%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		100%
Gemini		88%
OpenAI		100%
Perplexity		100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Tecentriq		97%
■ Imfinzi		66%
■ Imdelltra		50%
■ Keytruda		0%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, lcfamerica.org, nccn.org, cancer.gov, jnccn.org

GAPS

- No FAQ entry point from the homepage.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#42 IN THE GEO RANKING · #45 BY 2025 SALES · ONCOLOGY

Ibrance

palbociclib · Pfizer · audited for HR-positive HER2-negative metastatic breast cancer

ibrance.com · 2025 sales 4.1 bn USD

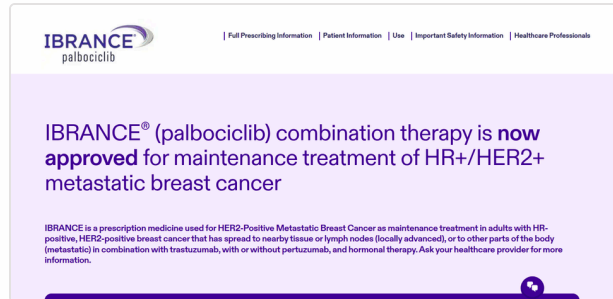
GEO SCORE

AVERAGE

out of 100

56

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.ibrance.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap		
Text in server HTML	2,959 chars		
JSON-LD types	None		
FAQ · reviewer · dates	No FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access	90
Content structure	20
Structured data	0
Brand-answer ownership	100
Unbranded presence	98
Authority and freshness	25

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- No brand-relevant rising query in the last 12 months.
- Top: what is ibrance, ibrance medication, ibrance side effects, ibrance for breast cancer

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

78%
answers
mention the
brand

6%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

50%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	88%
Gemini	75%
OpenAI	100%
Perplexity	50%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Ibrance	78%
Kisqali	59%
Verzenio	59%

Most cited on the condition: guidelinecentral.com, onclive.com, jncn.org, nccn.org, pmc.ncbi.nlm.nih.gov

GAPS

- No JSON-LD structured data on the homepage.
- No FAQ entry point from the homepage.
- No named medical reviewer and no visible review date on the homepage.

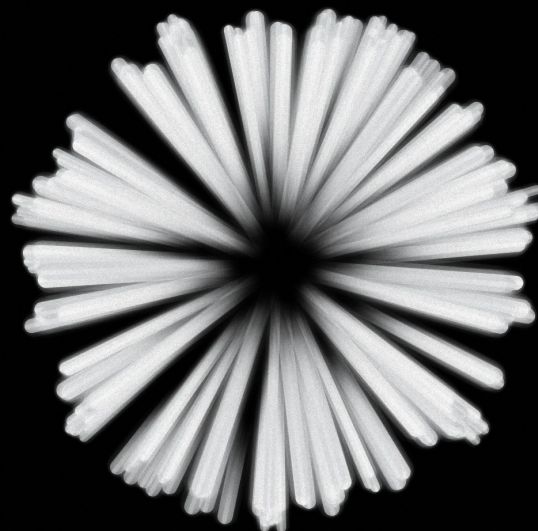
NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

PART 3 · CHAPTER 2

Immunology and gastroenterology

10 brands. Median GEO score 61. Median unbranded presence 64%.



BRAND	AUDITED INDICATION	GEO SCORE	UNBRANDED PRESENCE	OWNED CITATIONS
Dupixent Sanofi / Regeneron	atopic dermatitis		80	94% 3%
Rinvoq AbbVie	rheumatoid arthritis		72	62% 9%
Entyvio Takeda	ulcerative colitis		64	75% 3%
Humira AbbVie	rheumatoid arthritis		63	75% 3%
Orencia Bristol Myers Squibb	rheumatoid arthritis		63	59% 6%
Skyrizi AbbVie	plaque psoriasis		59	56% 3%
Cosentyx Novartis	psoriatic arthritis		56	31% 0%
Tremfya Johnson & Johnson	ulcerative colitis		56	66% 0%
Stelara Johnson & Johnson	Crohn's disease		54	88% 3%
Privigen CSL Behring	primary immunodeficiency		49	31% 3%

Unbranded presence: share of answers to condition questions that mention the brand. Owned citations: share of all unbranded answers citing a brand-owned domain.

■ Good, 71 to 100 ■ Average, 51 to 70 ■ Weak, 0 to 50 ■ Unbranded presence

#4 IN THE GEO RANKING · #4 BY 2025 SALES · IMMUNOLOGY

GEO SCORE

GOOD

out of 100

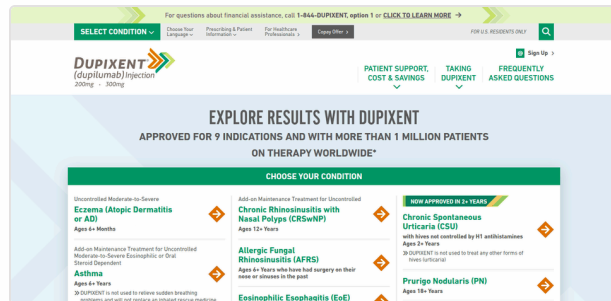
80

Dupixent

dupilumab · Sanofi / Regeneron · audited for atopic dermatitis

dupixent.com · 2025 sales 17.7 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.dupixent.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots No

llms.txt · sitemap No llms.txt · sitemap 2026-09-22

Text in server HTML 16,437 chars

JSON-LD types Brand, Drug, MedicalCondition, MedicalWebPage

FAQ · reviewer · dates FAQ · no reviewer · undated

SIX DIMENSIONS

AI access	90
Content structure	75
Structured data	85
Brand-answer ownership	100
Unbranded presence	100
Authority and freshness	32

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- dupixent prescribing information +400%
- dupixent lawsuit +170%
- dupixent price +110%

Top: what is dupixent, dupixent injection, dupixent eczema, what is dupixent for

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

94%
answers
mention the
brand

3%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

55%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	88%
Gemini	100%
OpenAI	100%
Perplexity	88%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Dupixent	94%
Adbry	47%
Rinvoq	44%
Ebglyss	44%

Most cited on the condition: aad.org, pmc.ncbi.nlm.nih.gov, ajmc.com, jcadonline.com, contemporarypediatrics.com

GAPS

- Brand-owned domains are cited in 3% of unbranded answers. Third parties carry the disease story.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#36 IN THE GEO RANKING · #5 BY 2025 SALES · IMMUNOLOGY

Skyrizi

risankizumab · AbbVie · audited for plaque psoriasis

skyrizi.com · 2025 sales 17.6 bn USD

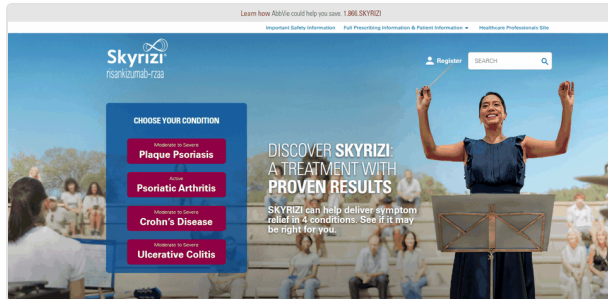
GEO SCORE

AVERAGE

out of 100

59

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.skyrizi.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots	No
llms.txt · sitemap	No llms.txt · sitemap 2026-02-19
Text in server HTML	32,313 chars
JSON-LD types	None
FAQ · reviewer · dates	No FAQ · no reviewer · undated

SIX DIMENSIONS

AI access	90
Content structure	70
Structured data	0
Brand-answer ownership	100
Unbranded presence	70
Authority and freshness	22

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- tremfya cost +150%
- skyrizi commercial girl +130%
- blue dress in skyrizi commercial +120%

Top: what is skyrizi, skyrizi psoriasis, psoriasis, skyrizi side effects

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

56%
answers
mention the
brand

3%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

65%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	62%
Gemini	38%
OpenAI	100%
Perplexity	25%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Skyrizi	56%
■ Tremfya	31%
■ Taltz	22%
■ Cosentyx	12%

Most cited on the condition: emedicine.medscape.com, pmc.ncbi.nlm.nih.gov, aad.org, hcplive.com, psoriasis.org

GAPS

- No JSON-LD structured data on the homepage.
- No FAQ entry point from the homepage.
- Brand-owned domains are cited in 3% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.

#16 IN THE GEO RANKING · #16 BY 2025 SALES · IMMUNOLOGY

Rinvoq

upadacitinib · AbbVie · audited for rheumatoid arthritis
rinvoq.com · 2025 sales 8.3 bn USD

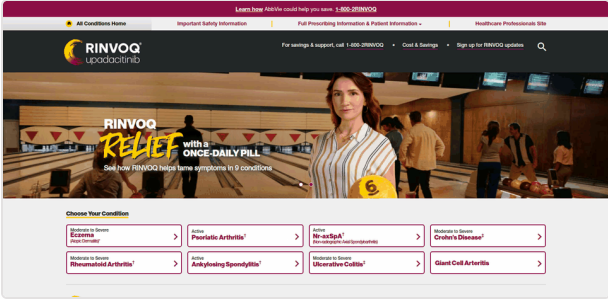
GEO SCORE

GOOD

72

out of 100

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.rinvoq.com

Browser client, cloud

Served

GPTBot user agent

Served

Perplexity fetcher

Served

Headless browser

Served

aikka agent fetch

Served

robots.txt blocks AI bots

No

llms.txt · sitemap

llms.txt · sitemap 2024-11-19

Text in server HTML

56,627 chars

JSON-LD types

MedicalWebPage

FAQ · reviewer · dates

No FAQ · no reviewer · undated

SIX DIMENSIONS

AI access

100

Content structure

70

Structured data

45

Brand- answer ownership

100

Unbranded presence

78

Authority and freshness

38

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

rinvoq prescribing information +300%

rinvoq label +170%

upadacitinib +170%

Top: rinvoq side effects, what is rinvoq, rinvoq cost, rinvoq medication

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

62%

answers mention the brand

QUESTIONS NAMING THE BRAND

9%

cite an owned domain

60%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude

75%

Gemini

38%

OpenAI

75%

Perplexity

62%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Rinvoq

62%

Xeljanz

28%

Olumiant

25%

Humira

22%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, aafp.org, ard.bmj.com, arshealthcare.com, arthritis.org

GAPS

No FAQ entry point from the homepage.

No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.

Publish an answer -first FAQ built from the questions patients actually search (see rising queries).

Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#40 IN THE GEO RANKING · #20 BY 2025 SALES · IMMUNOLOGY

Cosentyx

secukinumab · Novartis · audited for psoriatic arthritis
cosentyx.com · 2025 sales 6.7 bn USD

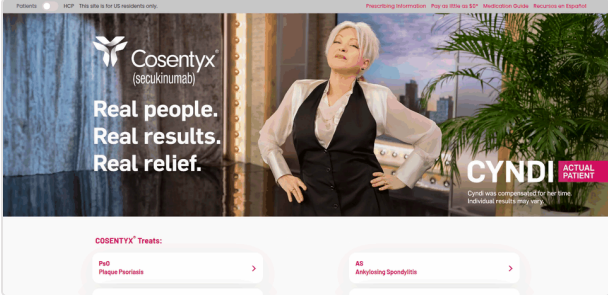
GEO SCORE

AVERAGE

56

out of 100

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 ·
www.cosentyx.com

Browser client, cloudServedGPTBot user agentServed

Perplexity fetcherServedHeadless browserServed

aikka agent fetchServed

robots.txt blocks AI botsNo

llms.txt · sitemapNo llms.txt · sitemap 2026-09-16

Text in server HTML6,889 chars

JSON-LD typesOrganization

FAQ · reviewer · datesNo FAQ · no reviewer · undated

SIX DIMENSIONS

AI access90

Content structure60

Structured data30

Brand - answer ownership100

Unbranded presence39

Authority and freshness20

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

cosentyx pi +350%

secukinumab +250%

cosentyx reviews +200%

Top: what is cosentyx, psoriasis cosentyx, cosentyx hs, cosentyx side effects

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

31%

answers mention the brand

QUESTIONS NAMING THE BRAND

0%

cite an owned domain

50%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude50%

Gemini25%

OpenAI38%

Perplexity12%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Cosentyx31%

Taltz19%

Bimzelx12%

Skyrizi9%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, ard.bmj.com, emedicine.medscape.com, psoriasis.org, arthritis.org

GAPS

No FAQ entry point from the homepage.

The brand appears in 31% of unbranded answers about psoriatic arthritis.

Brand - owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.

Publish an answer -first FAQ built from the questions patients actually search (see rising queries).

Build condition -level education content that AI engines can cite for unbranded questions.

aikka

31

#28 IN THE GEO RANKING · #23 BY 2025 SALES · GASTROENTEROLOGY

Entyvio

vedolizumab · Takeda · audited for ulcerative colitis
entyvio.com · 2025 sales 6.4 bn USD

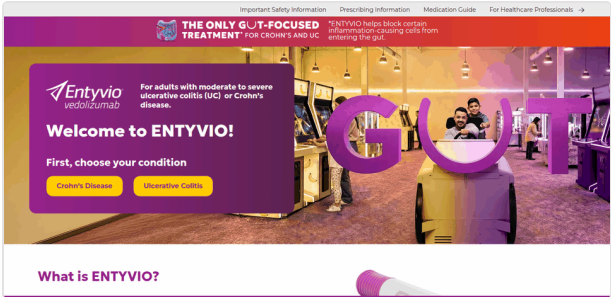
GEO SCORE

AVERAGE

64

out of 100

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.entyvio.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap		
Text in server HTML	10,767 chars		
JSON-LD types	None		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

75%3%

answers mention the brandcite an owned domain

QUESTIONS NAMING THE BRAND

75%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	75%
Gemini	38%
OpenAI	88%
Perplexity	100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Entyvio	75%
Skyrizi	47%
Stelara	38%
Omvo	34%

Most cited on the condition: gastro.org, gi.org, pmc.ncbi.nlm.nih.gov, delveinsight.com, gastrojournal.org

SIX DIMENSIONS

AI access	90
Content structure	85
Structured data	0
Brand-answer ownership	100
Unbranded presence	94
Authority and freshness	12

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

entyvio commercial +180%

Top: what is entyvio, entyvio side effects, entyvio pen, ulcerative colitis

GAPS

No JSON-LD structured data on the homepage.

Brand-owned domains are cited in 3% of unbranded answers. Third parties carry the disease story.

No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.

Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.

Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#44 IN THE GEO RANKING · #25 BY 2025 SALES · IMMUNOLOGY

GEO SCORE

AVERAGE

out of 100

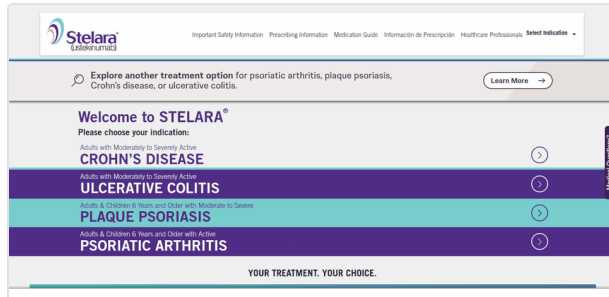
54

Stelara

ustekinumab · Johnson & Johnson · audited for Crohn's disease

stelarainfo.com · 2025 sales 6.1 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 ·
www.stelarainfo.com

Browser client, cloud **Served** GPTBot user agent **Served**

Perplexity fetcher **Served** Headless browser **Served**

aikka agent fetch **Served**

robots.txt blocks AI bots **No**

llms.txt · sitemap **No llms.txt · sitemap 2026-09-24**

Text in server HTML **780 chars**

JSON-LD types **None**

FAQ · reviewer · dates **No FAQ · no reviewer · dated**

SIX DIMENSIONS

AI access		70
Content structure		35
Structured data		0
Brand - answer ownership		70
Unbranded presence		100
Authority and freshness		47

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- stelara prescribing information +300%
- stelara ustekinumab +130%
- stelara price +130%

Top: what is stelara, skyrizi, tremfya, what is stelara for

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

88% **3%**
answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

35%
of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		100%
Gemini		62%
OpenAI		88%
Perplexity		100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Stelara		88%
■ Skyrizi		25%
■ Tremfya		25%
■ Entyvio		9%

Most cited on the condition: gi.org, pubmed.ncbi.nlm.nih.gov, gastro.org, gastrojournal.org, guidelinecentral.com

GAPS

- Most of the homepage content is assembled by JavaScript. The server HTML carries little readable text.
- No JSON-LD structured data on the homepage.
- No FAQ entry point from the homepage.

NEXT MOVES

- Serve key pages with server-side rendering so crawlers that do not run JavaScript still read the content.
- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).

#41 IN THE GEO RANKING · #32 BY 2025 SALES · IMMUNOLOGY

GEO SCORE

AVERAGE

out of 100

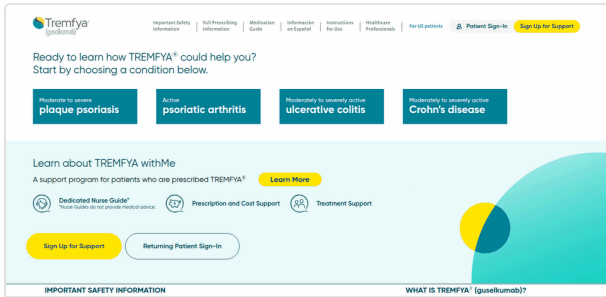
56

Tremfya

guselkumab · Johnson & Johnson · audited for ulcerative colitis

tremfya.com · 2025 sales 5.2 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.tremfya.com

Browser client, cloud **Served** GPTBot user agent **Served**
 Perplexity fetcher **Served** Headless browser **Served**
 aikka agent fetch **Served**

robots.txt blocks AI bots **No**llms.txt · sitemap **No llms.txt · sitemap 2026-09-18**Text in server HTML **801 chars**JSON-LD types **MedicalWebPage**FAQ · reviewer · dates **No FAQ · no reviewer · dated**

SIX DIMENSIONS

AI access		70
Content structure		35
Structured data		45
Brand-answer ownership		70
Unbranded presence		82
Authority and freshness		35

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- tremfya price +150%
- guselkumab +110%
- tremfya guselkumab +100%

Top: what is tremfya, tremfya cost, skyrizi, what is tremfya for

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

66%
 answers
 mention the
 brand

0%
 cite an
 owned
 domain

QUESTIONS NAMING THE BRAND

35%
 of 20 answers cite an owned
 domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		75%
Gemini		38%
OpenAI		100%
Perplexity		50%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Tremfya		66%
OmvoH		31%
Skyrizi		28%
Entyvio		9%

Most cited on the condition: gastro.org, gi.org,
 pmc.ncbi.nlm.nih.gov, pubmed.ncbi.nlm.nih.gov, delveinsight.com

GAPS

- Most of the homepage content is assembled by JavaScript. The server HTML carries little readable text.
- No FAQ entry point from the homepage.
- Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

- Serve key pages with server-side rendering so crawlers that do not run JavaScript still read the content.
- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).

#30 IN THE GEO RANKING · #38 BY 2025 SALES · IMMUNOLOGY

GEO SCORE

AVERAGE

out of 100

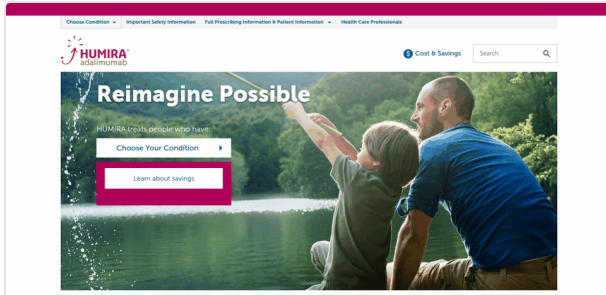
63

Humira

adalimumab · AbbVie · audited for rheumatoid arthritis

humira.com · 2025 sales 4.5 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.humira.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots	No
llms.txt · sitemap	No llms.txt · sitemap 2023-12-14
Text in server HTML	23,761 chars
JSON-LD types	None
FAQ · reviewer · dates	FAQ · no reviewer · undated

SIX DIMENSIONS

AI access	90
Content structure	90
Structured data	0
Brand-answer ownership	90
Unbranded presence	94
Authority and freshness	12

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- humira review +600%
- humira prescribing information +450%
- adalimumab-adbm +350%

Top: what is humira, humira side effects, humira injection, humira cost

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

75%
answers
mention the
brand

3%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

45%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	75%
Gemini	62%
OpenAI	100%
Perplexity	62%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Humira	75%
Rinvoq	28%
Hadlima	19%
Enbrel	12%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, emedicine.medscape.com, rheumnow.com, rheumatologyadvisor.com, ard.bmj.com

GAPS

- No JSON-LD structured data on the homepage.
- Brand-owned domains are cited in 3% of unbranded answers. Third parties carry the disease story.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#47 IN THE GEO RANKING · #47 BY 2025 SALES · IMMUNOLOGY

GEO SCORE

WEAK

out of 100

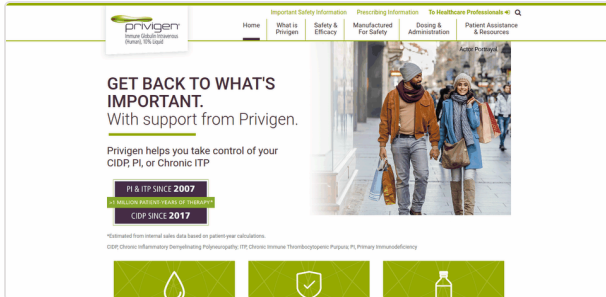
49

Privigen

immune globulin intravenous (human) 10% · CSL Behring · audited for primary immunodeficiency

privigen.com · 2025 sales 3.9 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.privigen.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots No

llms.txt · sitemap No llms.txt · sitemap 2018-08-07

Text in server HTML 7,377 chars

JSON-LD types None

FAQ · reviewer · dates No FAQ · no reviewer · undated

SIX DIMENSIONS

AI access		90
Content structure		55
Structured data		0
Brand - answer ownership		100
Unbranded presence		39
Authority and freshness		12

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- octagam +120%
- privigen infusion rate +60%
- hizentra +50%

Top: privigen infusion, ivig privigen, gammagard, privigen side effects

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

31% 3%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

65%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		50%
Gemini		0%
OpenAI		62%
Perplexity		12%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Privigen		31%
■ Gammagard Liquid		38%
■ Hizentra		31%
■ Octagam		19%

Most cited on the condition: primaryimmune.org, aaaai.org, pmc.ncbi.nlm.nih.gov, ncbi.nlm.nih.gov, tandfonline.com

GAPS

- No JSON-LD structured data on the homepage.
- No FAQ entry point from the homepage.
- The brand appears in 31% of unbranded answers about primary immunodeficiency.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Publish an answer -first FAQ built from the questions patients actually search (see rising queries).
- Build condition - level education content that AI engines can cite for unbranded questions.

#31 IN THE GEO RANKING · #50 BY 2025 SALES · IMMUNOLOGY

GEO SCORE

AVERAGE

out of 100

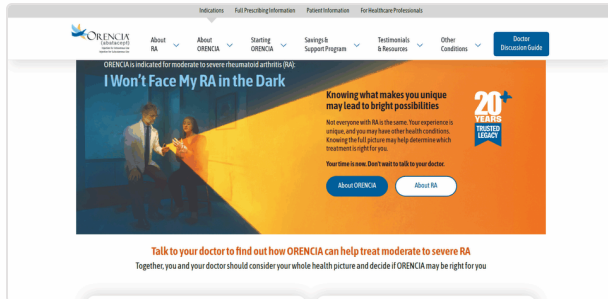
63

Orencia

abatacept · Bristol Myers Squibb · audited for rheumatoid arthritis

orencia.com · 2025 sales 3.7 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.orencia.com

Browser client, cloud **Challenge** GPTBot user agent **Challenge**Perplexity fetcher **Served** Headless browser **Served**aikka agent fetch **Served**robots.txt blocks AI bots **No**llms.txt · sitemap **No llms.txt · sitemap**Text in server HTML **Not read**JSON-LD types **None**FAQ · reviewer · dates **FAQ · no reviewer · dated**

SIX DIMENSIONS

AI access		66
Content structure		100
Structured data		0
Brand-answer ownership		100
Unbranded presence		74
Authority and freshness		40

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- olivia orencia breakout
- orencia copay assistance +130%
- orencia psoriatic arthritis +70%

Top: orencia infusion, orencia side effects, what is orencia, orencia injection

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

59%
answers
mention the
brand

6%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

70%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		62%
Gemini		38%
OpenAI		62%
Perplexity		75%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Orencia		59%
Humira		25%
Actemra		25%
Rinvoq		16%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, pubmed.ncbi.nlm.nih.gov, arthritis.org, aafp.org, everyone.org

GAPS

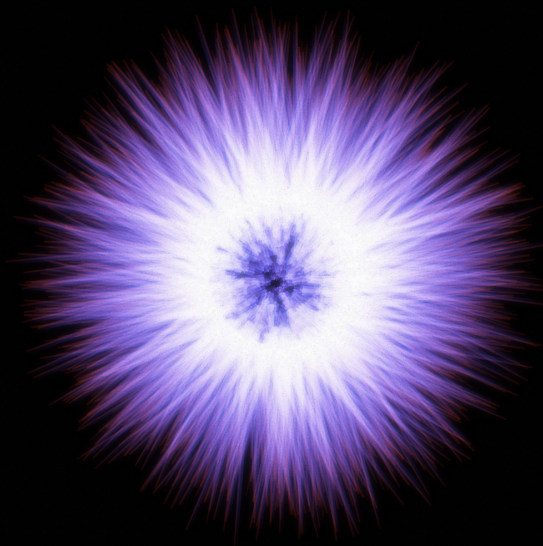
- Content was refused to a browser-like client on cloud infrastructure and a GPTBot user agent.
- No JSON-LD structured data on the homepage.

NEXT MOVES

- Review bot-management rules so AI answer engines can fetch the patient site and the ISI.
- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

PART 3 · CHAPTER 3

Cardio-metabolic, cardiovascular and bone health



11 brands. Median GEO score 62. Median unbranded presence 66%.

BRAND	AUDITED INDICATION	GEO SCORE	UNBRANDED PRESENCE	OWNED CITATIONS
Ozempic Novo Nordisk	type 2 diabetes		75 66%	0%
Zepbound Eli Lilly	obesity		72 69%	9%
Prolia Amgen	postmenopausal osteoporosis		65 94%	9%
Wegovy Novo Nordisk	obesity		64 69%	0%
Entresto Novartis	heart failure		64 59%	6%
Eliquis Bristol Myers Squibb / Pfizer	atrial fibrillation stroke prevention		62 75%	0%
Farxiga AstraZeneca	chronic kidney disease		61 50%	0%
Trulicity Eli Lilly	type 2 diabetes		54 41%	0%
Mounjaro Eli Lilly	type 2 diabetes		48 53%	0%
Xarelto Johnson & Johnson / Bayer	atrial fibrillation stroke prevention		44 78%	0%
Jardiance Boehringer Ingelheim / Eli Lilly	heart failure and type 2 diabetes		42 53%	0%

Unbranded presence: share of answers to condition questions that mention the brand. Owned citations: share of all unbranded answers citing a brand-owned domain.

■ Good, 71 to 100
 ■ Average, 51 to 70
 ■ Weak, 0 to 50
 ■ Unbranded presence

#48 IN THE GEO RANKING · #2 BY 2025 SALES · CARDIO-METABOLIC

Mounjaro

tirzepatide · Eli Lilly · audited for type 2 diabetes

mounjaro.lilly.com · 2025 sales 23.0 bn USD

GEO SCORE
WEAK
out of 100



SITE IDENTITY CARD



Homepage rendered in a cloud browser on 30 September 2026 · mounjaro.lilly.com. Our headless browser received a bot challenge.

Browser client, cloud	Refused	GPTBot user agent	Served
Perplexity fetcher	Refused	Headless browser	Refused
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap		
Text in server HTML	38,260 chars		
JSON-LD types	Organization		
FAQ · reviewer · dates	No FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access	54
Content structure	55
Structured data	30
Brand-answer ownership	80
Unbranded presence	66
Authority and freshness	0

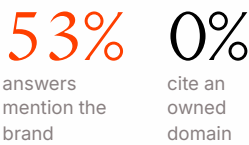
WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- mounjaro coupon 2026 breakout
- fda new indication mounjaro breakout
- mounjaro savings card 2026 breakout

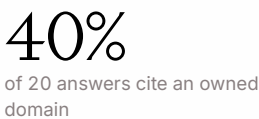
Top: tirzepatide mounjaro, tirzepatide, mounjaro side effects, what is mounjaro

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS



QUESTIONS NAMING THE BRAND



BRAND MENTION BY ENGINE · UNBRANDED

Claude	62%
Gemini	50%
OpenAI	62%
Perplexity	38%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Mounjaro	53%
Ozempic	22%
Jardiance	16%
Trulicity	0%

Most cited on the condition: diabetesjournals.org, pmc.ncbi.nlm.nih.gov, nice.org.uk, diabetes.org, pubmed.ncbi.nlm.nih.gov

GAPS

- Content was refused to a browser-like client on cloud infrastructure and Perplexity's page fetcher.
- No FAQ entry point from the homepage.
- Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

- Review bot-management rules so AI answer engines can fetch the patient site and the ISI.
- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).

#10 IN THE GEO RANKING · #3 BY 2025 SALES · CARDIO-METABOLIC

Ozempic

semaglutide · Novo Nordisk · audited for type 2 diabetes
ozempic.com · 2025 sales 19.2 bn USD

GEO SCORE

GOOD

75

out of 100

SITE IDENTITY CARD

Homepage as rendered on 30 September 2026 · www.ozempic.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Refused	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap		
Text in server HTML	49,098 chars		
JSON-LD types	Drug, MedicalCondition, MedicalTherapy, MedicalWebPage +1		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access		78
Content structure		90
Structured data		100
Brand-answer ownership		100
Unbranded presence		82
Authority and freshness		0

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- ozempic weight loss coworker discussions breakout
- ozempic reshaping brain breakout
- ozempic vaginal issues +2000%

Top: what is ozempic, ozempic weight loss, ozempic side effects, ozempic for weight loss

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

66% 0%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

50%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		100%
Gemini		50%
OpenAI		75%
Perplexity		38%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Ozempic		66%
Mounjaro		34%
Jardiance		19%
Trulicity		16%

Most cited on the condition: diabetesjournals.org, diabetes.org, dig.pharmacy.uic.edu, pmc.ncbi.nlm.nih.gov, diabetesonthenet.com

GAPS

- Content was refused to Perplexity's page fetcher.
- Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Review bot-management rules so AI answer engines can fetch the patient site and the ISI.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#32 IN THE GEO RANKING · #6 BY 2025 SALES · CARDIOVASCULAR

Eliquis

apixaban · Bristol Myers Squibb / Pfizer · audited for atrial fibrillation stroke prevention

eliquis.com · 2025 sales 14.4 bn USD

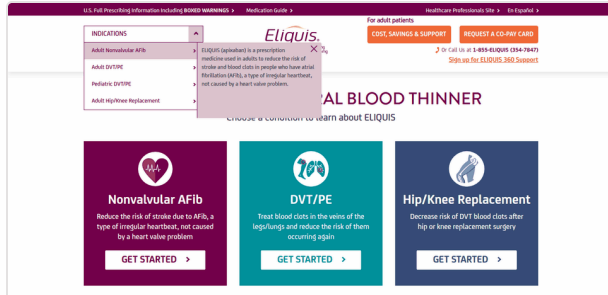
GEO SCORE

AVERAGE

out of 100

62

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 ·
www.eliquis.bmscustomerconnect.com

Browser client, cloud **Served** GPTBot user agent **Served**

Perplexity fetcher **Served** Headless browser **Served**

aikka agent fetch **Served**

robots.txt blocks AI bots **No**

llms.txt · sitemap **No llms.txt · sitemap**

Text in server HTML **55,481 chars**

JSON-LD types **None**

FAQ · reviewer · dates **FAQ · no reviewer · undated**

SIX DIMENSIONS

AI access		90
Content structure		100
Structured data		0
Brand-answer ownership		90
Unbranded presence		94
Authority and freshness		0

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- eliquis price +80%
- what is eliquis prescribed for +60%
- eliquis 5 mg price +60%

Top: what is eliquis, eliquis side effects, eliquis generic, what is eliquis for

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

75% 0%
answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

45%
of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		75%
Gemini		88%
OpenAI		88%
Perplexity		50%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Eliquis		75%
■ Xarelto		47%
■ Pradaxa		31%
■ Savaysa		6%

Most cited on the condition: acc.org, ahajournals.org, thromboscandiacanada.ca, pmc.ncbi.nlm.nih.gov, thelancet.com

GAPS

- No JSON-LD structured data on the homepage.
- Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#15 IN THE GEO RANKING · #9 BY 2025 SALES · CARDIO-METABOLIC

Zepbound

tirzepatide · Eli Lilly · audited for obesity
zepbound.lilly.com · 2025 sales 13.5 bn USD

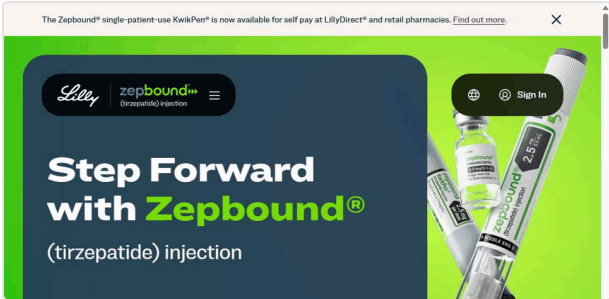
GEO SCORE

GOOD

72

out of 100

SITE IDENTITY CARD



Homepage rendered in a cloud browser on 30 September 2026 · zepbound.lilly.com. Our headless browser received a bot challenge.

Browser client, cloud

Refused

GPTBot user agent

Served

Perplexity fetcher

Refused

Headless browser

Refused

aikka agent fetch

Served

robots.txt blocks AI bots

No

llms.txt · sitemap

No llms.txt · sitemap

Text in server HTML

7,190 chars

JSON-LD types

ApprovedIndication, BreadcrumbList, Corporation, Drug +4

FAQ · reviewer · dates

No FAQ · no reviewer · undated

SIX DIMENSIONS

AI access

54

Content structure

55

Structured data

100

Brand - answer ownership

100

Unbranded presence

86

Authority and freshness

38

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

■ trumprx zepbound breakout

■ zepbound kwikpen breakout

■ how to use zepbound kwikpen breakout

Top: what is zepbound, wegovy, zepbound weight loss, zepbound lilly

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

69%

answers mention the brand

QUESTIONS NAMING THE BRAND

9%

cite an owned domain

55%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude

62%

Gemini

62%

OpenAI

75%

Perplexity

75%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Zepbound

69%

■ Wegovy

47%

■ Saxenda

19%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, nature.com, asmbs.org, acponline.org, obesitymedicine.org

GAPS

■ Content was refused to a browser-like client on cloud infrastructure and Perplexity's page fetcher.

■ No FAQ entry point from the homepage.

■ No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

■ Review bot-management rules so AI answer engines can fetch the patient site and the ISI.

■ Publish an answer-first FAQ built from the questions patients actually search (see rising queries).

■ Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

aikka

42

#26 IN THE GEO RANKING · #10 BY 2025 SALES · CARDIO-METABOLIC

Wegovy

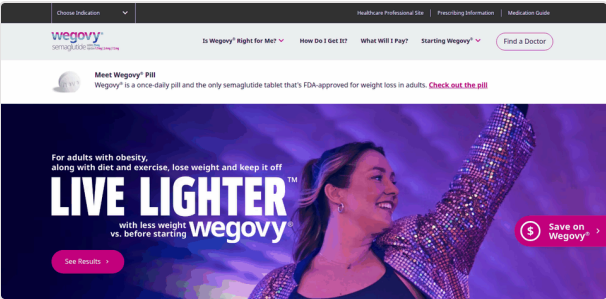
semaglutide · Novo Nordisk · audited for obesity

wegovy.com · 2025 sales 12.0 bn USD

GEO SCORE
AVERAGE
out of 100



SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.wegovy.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap		
Text in server HTML	70,450 chars		
JSON-LD types	MedicalWebPage		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

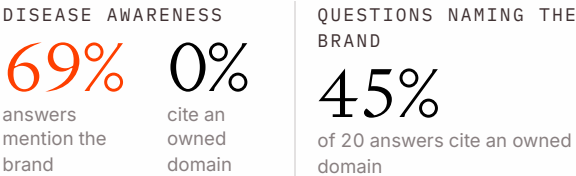
SIX DIMENSIONS

AI access		90
Content structure		75
Structured data		45
Brand-answer ownership		90
Unbranded presence		86
Authority and freshness		0

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- [trumprx wegovy breakout](#)
 - [wegovy savings card 2026 breakout](#)
 - [wegovy pill doses breakout](#)
- Top: wegovy pill, wegovy weight loss, what is wegovy, zepbound

AI VISIBILITY · DISEASE AWARENESS VS BRAND



BRAND MENTION BY ENGINE · UNBRANDED

Claude		75%
Gemini		62%
OpenAI		75%
Perplexity		62%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Wegovy		69%
■ Zepbound		38%
■ Saxenda		0%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, obesitymedicine.org, investor.lilly.com, who.int, jacc.org

GAPS

- Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#50 IN THE GEO RANKING · #13 BY 2025 SALES · CARDIO-METABOLIC

Jardiance

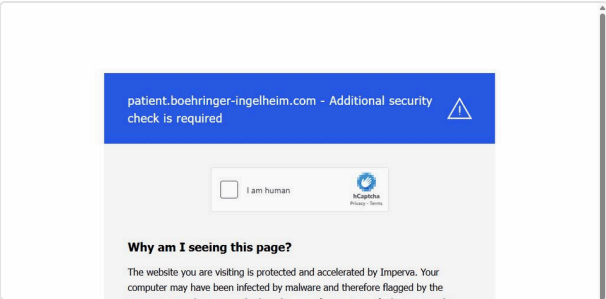
empagliflozin · Boehringer Ingelheim / Eli Lilly · audited for heart failure and type 2 diabetes

jardiance.com · 2025 sales 9.9 bn USD

GEO SCORE
WEAK
out of 100



SITE IDENTITY CARD



What an automated browser received on 30 September 2026: a security check instead of the homepage.

Browser client, cloud	Challenge	GPTBot user agent	Challenge
Perplexity fetcher	Challenge	Headless browser	Refused
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap		
Text in server HTML	Not read		
JSON-LD types	Not read		
FAQ · reviewer · dates	No FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access		42
Content structure		—
Structured data		—
Brand - answer ownership		60
Unbranded presence		66
Authority and freshness		0

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- No brand -relevant rising query in the last 12 months.
- Top: side effects jardiance, jardiance generic, what is jardiance, jardiance 10 mg

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS	QUESTIONS NAMING THE BRAND
53%	0%
answers mention the brand	cite an owned domain
	30%
	of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		50%
Gemini		25%
OpenAI		88%
Perplexity		50%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Jardiance		53%
Farxiga		25%
Ozempic		0%
Entresto		0%

Most cited on the condition: jacc.org, pmc.ncbi.nlm.nih.gov, acc.org, diabetesjournals.org, professional.heart.org

GAPS

- None of our three crawler -style probes received the brand site. Each request was refused (HTTP 403) or stopped by a bot challenge.
- Brand -owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Allowlist verified AI crawlers (GPTBot, OAI - SearchBot, ClaudeBot, PerplexityBot, Google - Extended) at the WAF level, then re -test.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Show a medical reviewer and a last -reviewed date on reference pages, and declare them in MedicalWebPage markup.

#34 IN THE GEO RANKING · #14 BY 2025 SALES · CARDIO-METABOLIC

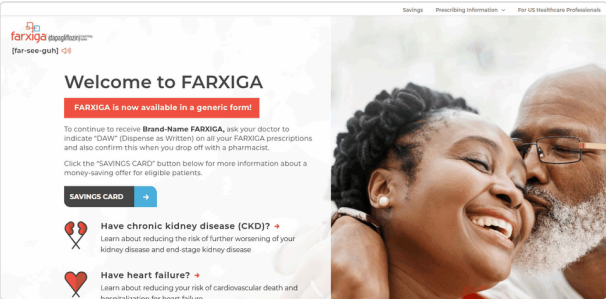
Farxiga

dapagliflozin · AstraZeneca · audited for chronic kidney disease
farxiga.com · 2025 sales 8.5 bn USD

GEO SCORE
AVERAGE
out of 100



SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.farxiga.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	llms.txt · sitemap		
Text in server HTML	11,448 chars		
JSON-LD types	None		
FAQ · reviewer · dates	FAQ · no reviewer · dated		

SIX DIMENSIONS

AI access	100
Content structure	90
Structured data	0
Brand - answer ownership	100
Unbranded presence	62
Authority and freshness	15

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- No brand -relevant rising query in the last 12 months.
- Top: farxiga generic, what is farxiga, farxiga price, farxiga 10 mg

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS	QUESTIONS NAMING THE BRAND
50%	0%
answers mention the brand	cite an owned domain
	55%
	of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	50%
Gemini	50%
OpenAI	75%
Perplexity	25%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Farxiga	50%
Jardiance	38%
Kerendia	38%
Ozempic	16%

Most cited on the condition: kdigo.org, pmc.ncbi.nlm.nih.gov, academic.oup.com, ejinme.com, kidney.org

GAPS

- No JSON-LD structured data on the homepage.
- Brand -owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Track brand and unbranded visibility monthly across ChatGPT, Gemini, Claude and Perplexity.

#27 IN THE GEO RANKING · #18 BY 2025 SALES · CARDIOVASCULAR

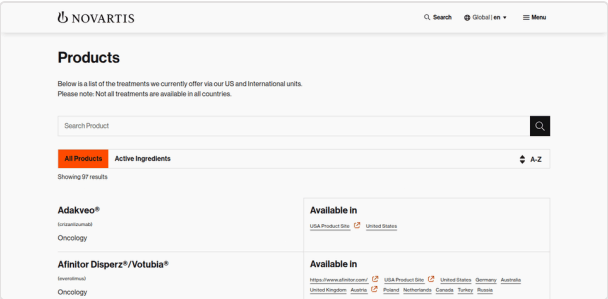
Entresto

sacubitril/valsartan · Novartis · audited for heart failure
entresto.com · 2025 sales 7.7 bn USD

GEO SCORE
AVERAGE
out of 100



SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 ·
www.novartis.com/about/products

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Refused		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-09-26		
Text in server HTML	9,661 chars		
JSON-LD types	BreadcrumbList, ImageObject, Organization, WebPage +1		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

SIX DIMENSIONS

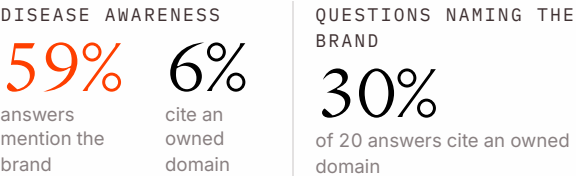
AI access	78
Content structure	85
Structured data	40
Brand-answer ownership	60
Unbranded presence	74
Authority and freshness	45

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- sacubitril-valsartan 24-26 mg +750%
- sacubitril-valsartan +250%
- sacubitril valsartan +250%

Top: entresto generic, what is entresto, entresto side effects, entresto is for what

AI VISIBILITY · DISEASE AWARENESS VS BRAND



BRAND MENTION BY ENGINE · UNBRANDED

Claude	62%
Gemini	50%
OpenAI	88%
Perplexity	38%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Entresto	59%
Farxiga	38%
Jardiance	16%
Inpefa	0%

Most cited on the condition: acc.org, pmc.ncbi.nlm.nih.gov, ajmc.com, academic.oup.com, accessdata.fda.gov

GAPS

- Generic sacubitril/valsartan launched in the US in July 2025. entresto.com now redirects to a Novartis product list.

- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#49 IN THE GEO RANKING · #30 BY 2025 SALES · CARDIOVASCULAR

Xarelto

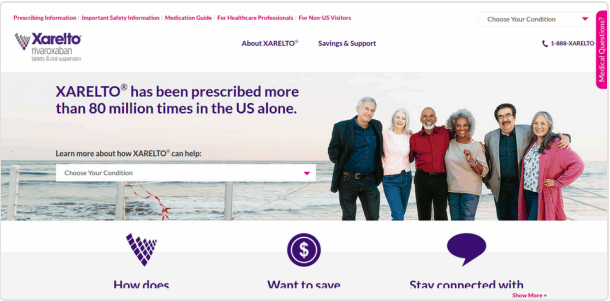
rivaroxaban · Johnson & Johnson / Bayer · audited for atrial fibrillation stroke prevention

xarelto-us.com · 2025 sales 5.4 bn USD

GEO SCORE
WEAK
out of 100



SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.xarelto-us.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-07-14		
Text in server HTML	1,001 chars		
JSON-LD types	None		
FAQ · reviewer · dates	No FAQ · no reviewer · dated		

SIX DIMENSIONS

AI access		70
Content structure		50
Structured data		0
Brand-answer ownership		10
Unbranded presence		98
Authority and freshness		35

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- xarelto prescribing information +1100%
- xarelto lawyers +300%
- what is xarelto prescribed for +250%

Top: generic xarelto, eliquis, what is xarelto, xarelto side effects

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

78% 0%
answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

5%
of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		75%
Gemini		75%
OpenAI		75%
Perplexity		88%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Xarelto		78%
Eliquis		19%
Pradaxa		16%
Savaysa		9%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, acc.org, jacc.org, strokebestpractices.ca, anthem.com

GAPS

- Most of the homepage content is assembled by JavaScript. The server HTML carries little readable text.
- Only 5% of answers to questions naming Xarelto cite a brand-owned domain.
- No JSON-LD structured data on the homepage.

NEXT MOVES

- Serve key pages with server-side rendering so crawlers that do not run JavaScript still read the content.
- Make the owned site the most quotable source on dosing, side effects and cost, with dated, referenced pages.
- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.

#25 IN THE GEO RANKING · #40 BY 2025 SALES · BONE HEALTH

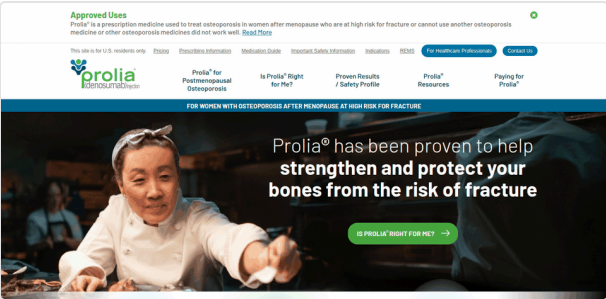
Prolia

denosumab · Amgen · audited for postmenopausal osteoporosis
prolia.com · 2025 sales 4.4 bn USD

GEO SCORE
AVERAGE
out of 100



SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.prolia.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-01-05		
Text in server HTML	11,199 chars		
JSON-LD types	None		
FAQ · reviewer · dates	No FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access	90
Content structure	70
Structured data	0
Brand - answer ownership	80
Unbranded presence	100
Authority and freshness	48

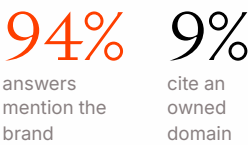
WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- bildyos vs prolia breakout
- jubbonti injection breakout
- stoboclo vs prolia +2800%

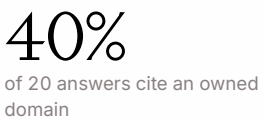
Top: prolia injection, prolia side effects, what is prolia, osteoporosis

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS



QUESTIONS NAMING THE BRAND



BRAND MENTION BY ENGINE · UNBRANDED

Claude	88%
Gemini	100%
OpenAI	100%
Perplexity	88%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Prolia	94%
Evenity	50%
Forteo	31%
Jubbonti	3%

Most cited on the condition: nogg.org.uk, pmc.ncbi.nlm.nih.gov, uspharmacist.com, academic.oup.com, emedicine.medscape.com

GAPS

- No JSON-LD structured data on the homepage.
- No FAQ entry point from the homepage.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Publish an answer -first FAQ built from the questions patients actually search (see rising queries).
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#45 IN THE GEO RANKING · #43 BY 2025 SALES · CARDIO-METABOLIC

Trulicity

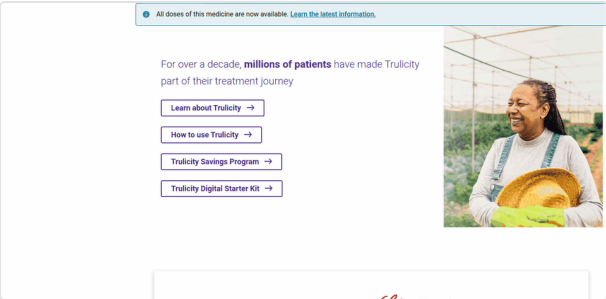
dulaglutide · Eli Lilly · audited for type 2 diabetes

trulicity.com · 2025 sales 4.3 bn USD

GEO SCORE
AVERAGE
out of 100



SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · trulicity.lilly.com

Browser client, cloud	Refused	GPTBot user agent	Served
Perplexity fetcher	Refused	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap		
Text in server HTML	10,940 chars		
JSON-LD types	Organization		
FAQ · reviewer · dates	No FAQ · no reviewer · dated		

SIX DIMENSIONS

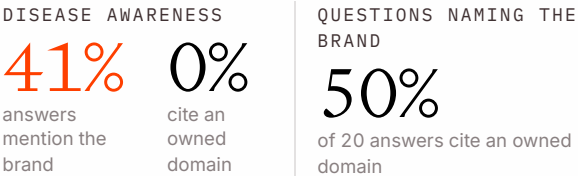
AI access		66
Content structure		65
Structured data		30
Brand-answer ownership		100
Unbranded presence		51
Authority and freshness		15

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- trulicity patient assistance program +200%
- trulicity 0.75 mg +150%
- trulicity patient assistance +110%

Top: ozempic, trulicity weight loss, what is trulicity, mounjaro

AI VISIBILITY · DISEASE AWARENESS VS BRAND



BRAND MENTION BY ENGINE · UNBRANDED

Claude		75%
Gemini		12%
OpenAI		62%
Perplexity		12%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Trulicity		41%
Ozempic		41%
Mounjaro		31%
Victoza		9%

Most cited on the condition: diabetesjournals.org, pmc.ncbi.nlm.nih.gov, diabetes.org, nice.org.uk, content.govdelivery.com

GAPS

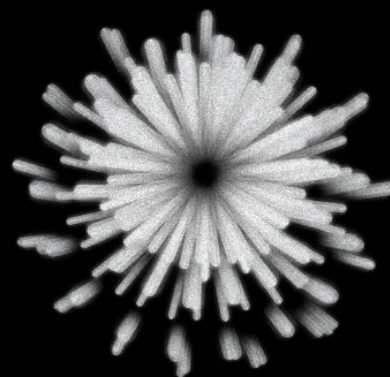
- Content was refused to a browser-like client on cloud infrastructure and Perplexity's page fetcher.
- No FAQ entry point from the homepage.
- Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

- Review bot-management rules so AI answer engines can fetch the patient site and the ISI.
- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).

PART 3 · CHAPTER 4

Neuroscience and rare disease



9 brands. Median GEO score 68. Median unbranded presence 75%.

BRAND	AUDITED INDICATION	GEO SCORE	UNBRANDED PRESENCE	OWNED CITATIONS
Botox AbbVie	chronic migraine		83 94%	6%
Ocrevus Roche / Genentech	multiple sclerosis		78 75%	9%
Hemlibra Roche / Genentech	hemophilia A		72 91%	6%
Kesimpta Novartis	relapsing multiple sclerosis		71 75%	3%
Trikafta Vertex	cystic fibrosis		68 88%	6%
Ultomiris AstraZeneca (Alexion)	generalized myasthenia gravis		65 69%	6%
Vyvgart argenx	generalized myasthenia gravis		64 66%	6%
Vyndamax Pfizer	transthyretin amyloid cardiomyopathy		62 100%	12%
Invega Sustenna Johnson & Johnson	schizophrenia		53 47%	0%

Unbranded presence: share of answers to condition questions that mention the brand. Owned citations: share of all unbranded answers citing a brand-owned domain.

■ Good, 71 to 100 ■ Average, 51 to 70 ■ Weak, 0 to 50 ■ Unbranded presence

#21 IN THE GEO RANKING · #11 BY 2025 SALES · RARE DISEASE

GEO SCORE

AVERAGE

out of 100

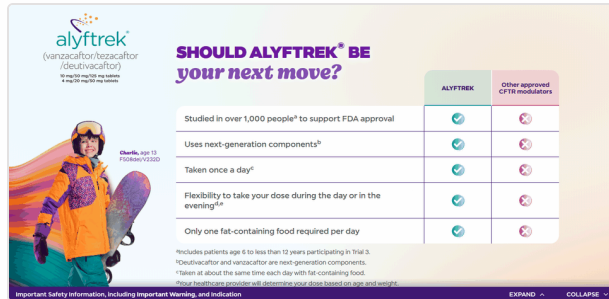
68

Trikafta

elxacaftor/tezacaftor/ivacaftor · Vertex · audited for cystic fibrosis

trikafta.com · 2025 sales 10.3 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · trikafta.com

Browser client, cloud	Refused	GPTBot user agent	Refused
Perplexity fetcher	Refused	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots	Not read
llms.txt · sitemap	No llms.txt · no sitemap
Text in server HTML	Not read
JSON-LD types	Brand, Drug, MedicalIndication, MedicalTherapy
FAQ · reviewer · dates	FAQ · no reviewer · undated

SIX DIMENSIONS

AI access	44
Content structure	70
Structured data	70
Brand - answer ownership	100
Unbranded presence	100
Authority and freshness	25

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- trikafta fda approval +250%
- trikafta granules +250%
- trikafta label +180%

Top: cystic fibrosis, trikafta cystic fibrosis, trikafta cost, trikafta cf

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

88%
answers
mention the
brand

6%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

50%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	100%
Gemini	62%
OpenAI	100%
Perplexity	88%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Trikafta	88%
Alyftrek	56%
Kalydeco	44%
Symdeco	19%

Most cited on the condition: cff.org, pmc.ncbi.nlm.nih.gov, uspharmacist.com, nature.com, nhlbi.nih.gov

GAPS

- The trikafta.com homepage now leads with Alyftrek, the next Vertex CFTR modulator, so the brand page speaks for its successor.
- None of our three crawler-style probes received the brand site. Each request was refused (HTTP 403) or stopped by a bot challenge.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Allowlist verified AI crawlers (GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Google-Extended) at the WAF level, then re-test.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#6 IN THE GEO RANKING · #15 BY 2025 SALES · NEUROLOGY

Ocrevus

ocrelizumab · Roche / Genentech · audited for multiple sclerosis
ocrevus.com · 2025 sales 8.4 bn USD

GEO SCORE

GOOD

78

out of 100

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.ocrevus.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-06-23		
Text in server HTML	19,948 chars		
JSON-LD types	MedicalWebPage, Organization, VideoObject		
FAQ · reviewer · dates	No FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access		90
Content structure		70
Structured data		55
Brand-answer ownership		100
Unbranded presence		94
Authority and freshness		58

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- ocrevus events +250%
- ocrevus prescribing information +160%
- ocrevus reviews +140%

Top: ocrevus infusion, ms ocrevus, what is ocrevus, multiple sclerosis

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

75% 9%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

65%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		75%
Gemini		62%
OpenAI		88%
Perplexity		75%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Ocrevus		75%
Kesimpta		44%
Tysabri		28%
Briumvi		19%

Most cited on the condition: aan.com, pmc.ncbi.nlm.nih.gov, mymsaa.org, healio.com, mayoclinic.org

GAPS

- No FAQ entry point from the homepage.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#33 IN THE GEO RANKING · #24 BY 2025 SALES · RARE DISEASE

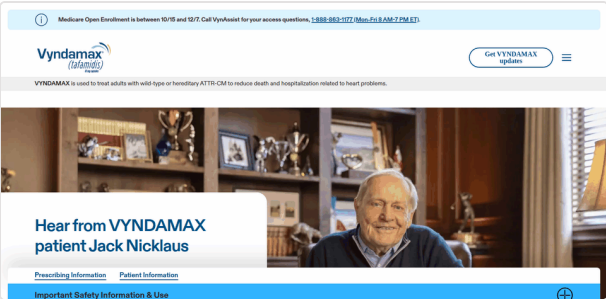
Vyndamax

tafamidis · Pfizer · audited for transthyretin amyloid cardiomyopathy
vyndamax.com · 2025 sales 6.4 bn USD

GEO SCORE
AVERAGE
out of 100



SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 ·
www.vyndamax.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-09-02		
Text in server HTML	2,206 chars		
JSON-LD types	None		
FAQ · reviewer · dates	No FAQ · no reviewer · undated		

SIX DIMENSIONS

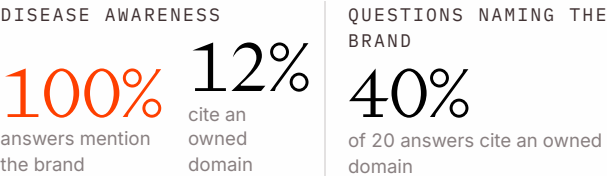
AI access		90
Content structure		30
Structured data		0
Brand - answer ownership		80
Unbranded presence		100
Authority and freshness		70

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- vyndamax side effects +60%
- tafamidis +50%

Top: amyloidosis, vyndamax cost, tafamidis, vyndamax side effects

AI VISIBILITY · DISEASE AWARENESS VS BRAND



BRAND MENTION BY ENGINE · UNBRANDED

Claude		100%
Gemini		100%
OpenAI		100%
Perplexity		100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Vyndamax		100%
Attruby		66%
Amvuttra		62%

Most cited on the condition: jacc.org, pmc.ncbi.nlm.nih.gov, uscjournal.com, acc.org, cardiovascularbusiness.com

GAPS

- No JSON-LD structured data on the homepage.
- No FAQ entry point from the homepage.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#17 IN THE GEO RANKING · #28 BY 2025 SALES · RARE DISEASE

Hemlibra

emicizumab · Roche / Genentech · audited for hemophilia A
hemlibra.com · 2025 sales 5.7 bn USD

GEO SCORE

GOOD

72

out of 100

SITE IDENTITY CARD

Homepage as rendered on 30 September 2026 · www.hemlibra.com

Browser client, cloud

Served

GPTBot user agent

Served

Perplexity fetcher

Served

Headless browser

Served

aikka agent fetch

Served

robots.txt blocks AI bots

Not read

llms.txt · sitemap

No llms.txt · sitemap 2026-08-13

Text in server HTML

8,596 chars

JSON-LD types

Organization

FAQ · reviewer · dates

FAQ · no reviewer · undated

SIX DIMENSIONS

AI access

90

Content structure

75

Structured data

30

Brand - answer ownership

90

Unbranded presence

100

Authority and freshness

45

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

emicizumab +90%

Top: hemophilia, hemophilia a, emicizumab, hemlibra cost

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

91%

answers mention the brand

QUESTIONS NAMING THE BRAND

6%

cite an owned domain

45%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude

88%

Gemini

75%

OpenAI

100%

Perplexity

100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Hemlibra

91%

Altuviiio

44%

Hympavzi

34%

Qfitlia

25%

Most cited on the condition: www1.wfh.org, bleeding.org, pmc.ncbi.nlm.nih.gov, ajmc.com, fda.gov

GAPS

No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.

Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#24 IN THE GEO RANKING · #36 BY 2025 SALES · RARE DISEASE

Ultomiris

ravulizumab · AstraZeneca (Alexion) · audited for generalized myasthenia gravis
ultomiris.com · 2025 sales 4.7 bn USD

GEO SCORE

AVERAGE

65

out of 100

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · ultomiris.com

Browser client, cloud

Served

GPTBot user agent

Served

Perplexity fetcher

Served

Headless browser

Served

aikka agent fetch

Served

robots.txt blocks AI bots

No

llms.txt · sitemap

No llms.txt · sitemap 2026-06-16

Text in server HTML

9,435 chars

JSON-LD types

None

FAQ · reviewer · dates

No FAQ · no reviewer · dated

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

69%

answers mention the brand

QUESTIONS NAMING THE BRAND

6%

cite an owned domain

60%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude

75%

Gemini

38%

OpenAI

100%

Perplexity

62%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Ultomiris

69%

Vyvgart

62%

Soliris

53%

Rystiggo

50%

Most cited on the condition: myasthenia.org, pmc.ncbi.nlm.nih.gov, kdhe.ks.gov, astrazeneca.com, link.springer.com

SIX DIMENSIONS

AI access

90

Content structure

55

Structured data

0

Brand - answer ownership

100

Unbranded presence

86

Authority and freshness

60

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

vyvgart hytrulo breakout

ravulizumab +200%

ultomiris price +150%

Top: what is ultomiris, soliris, ultomiris myasthenia gravis, ultomiris used for

GAPS

No JSON-LD structured data on the homepage.

No FAQ entry point from the homepage.

NEXT MOVES

Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.

Publish an answer -first FAQ built from the questions patients actually search (see rising queries).

Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#19 IN THE GEO RANKING · #39 BY 2025 SALES · NEUROLOGY

Kesimpta

ofatumumab · Novartis · audited for relapsing multiple sclerosis
kesimpta.com · 2025 sales 4.4 bn USD

GEO SCORE

GOOD

71

out of 100

SITE IDENTITY CARD

Homepage as rendered on 30 September 2026 · www.kesimpta.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-08-24		
Text in server HTML	4,631 chars		
JSON-LD types	Organization		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access		90
Content structure		90
Structured data		30
Brand-answer ownership		90
Unbranded presence		94
Authority and freshness		32

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

■ kesimpta what is it for +400%

■ kesimpta what is it +300%

■ ofatumumab +250%

Top: what is kesimpta, kesimpta used for, what is kesimpta for, kesimpta ms

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

75% 3%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

45%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		88%
Gemini		38%
OpenAI		100%
Perplexity		75%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Kesimpta		75%
■ Ocrevus		50%
■ Briumvi		34%
■ Mavenclad		6%

Most cited on the condition: healio.com, neurology.org, pmc.ncbi.nlm.nih.gov, aan.com, mymsaa.org

GAPS

■ Brand-owned domains are cited in 3% of unbranded answers. Third parties carry the disease story.

■ No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

■ Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.

■ Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.

■ Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#29 IN THE GEO RANKING · #44 BY 2025 SALES · NEUROLOGY

Vyvgart

efgartigimod alfa · argenx · audited for generalized myasthenia gravis
vyvgart.com · 2025 sales 4.2 bn USD

GEO SCORE
AVERAGE
out of 100



SITE IDENTITY CARD

Choose condition *

Important Safety Information | Patient and Prescribing Information | Healthcare Professional Site

VVVGART Hytrulo®
(efgartigimod alfa and human umbilical vein endothelial cells)

Homepage as rendered on 30 September 2026 · www.vyvgart.com

Browser client, cloud

Served

GPTBot user agent

Served

Perplexity fetcher

Served

Headless browser

Served

aikka agent fetch

Served

robots.txt blocks AI bots

No

llms.txt · sitemap

No llms.txt · sitemap 2026-08-27

Text in server HTML

12,700 chars

JSON-LD types

None

FAQ · reviewer · dates

No FAQ · no reviewer · undated

SIX DIMENSIONS

AI access

90

Content structure

65

Structured data

0

Brand - answer ownership

100

Unbranded presence

82

Authority and freshness

45

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

vyvgart price +120%

generalized myasthenia gravis +120%

what is myasthenia gravis +70%

Top: myasthenia gravis, vyvgart price, generalized myasthenia gravis, vyvgart side effects

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

66%

answers mention the brand

6%

cite an owned domain

QUESTIONS NAMING THE BRAND

65%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude

88%

Gemini

38%

OpenAI

100%

Perplexity

38%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Vyvgart

66%

Rystiggo

53%

Ultomiris

50%

Zilbrysq

47%

Most cited on the condition: myasthenia.org, pmc.ncbi.nlm.nih.gov, kdhe.ks.gov, rarediseaseadvisor.com, link.springer.com

GAPS

No JSON-LD structured data on the homepage.

No FAQ entry point from the homepage.

No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.

Publish an answer -first FAQ built from the questions patients actually search (see rising queries).

Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

aikka

57

#46 IN THE GEO RANKING · #48 BY 2025 SALES · PSYCHIATRY

Invega Sustenna

paliperidone palmitate · Johnson & Johnson · audited for schizophrenia
invegasustenna.com · 2025 sales 3.8 bn USD

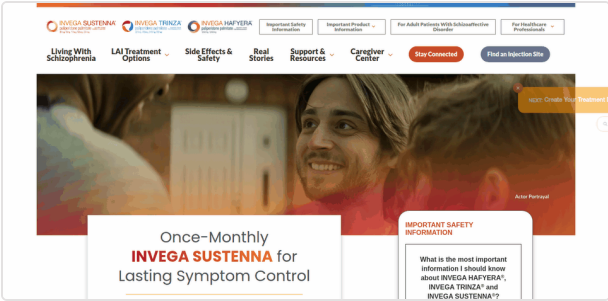
GEO SCORE

AVERAGE

53

out of 100

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 ·
www.injectionsforschizophrenia.com/invega-sustenna

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-09-03		
Text in server HTML	5,674 chars		
JSON-LD types	None		
FAQ · reviewer · dates	No FAQ · no reviewer · dated		

SIX DIMENSIONS

AI access		90
Content structure		55
Structured data		0
Brand-answer ownership		80
Unbranded presence		59
Authority and freshness		35

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

■ paliperidone palmitate +350%

■ invega sustenna price +200%

■ invega sustenna coupon +160%

Top: invega sustenna injection, invega injection, invega sustenna side effects, invega sustenna dosing

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

47% 0%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

40%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		50%
Gemini		38%
OpenAI		88%
Perplexity		12%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Invega Sustenna		47%
■ Abilify Maintena		31%
■ Aristada		9%
■ Uzedly		0%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, mayoclinic.org, psychiatryonline.org, hcplive.com, psychiatry.org

GAPS

■ No JSON-LD structured data on the homepage.

■ No FAQ entry point from the homepage.

■ Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.

NEXT MOVES

■ Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.

■ Publish an answer-first FAQ built from the questions patients actually search (see rising queries).

■ Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.

aikka

58

#1 IN THE GEO RANKING · #49 BY 2025 SALES · NEUROLOGY

Botox

onabotulinumtoxinA · AbbVie · audited for chronic migraine
botoxchronicmigraine.com · 2025 sales 3.8 bn USD

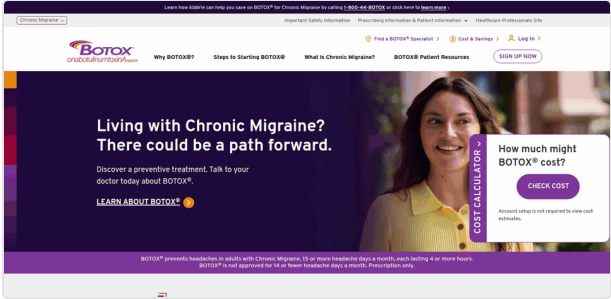
GEO SCORE

GOOD

83

out of 100

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 ·
www.botoxchronicmigraine.com

Browser client, cloudServedGPTBot user agentServed

Perplexity fetcherServedHeadless browserServed

aikka agent fetchServed

robots.txt blocks AI botsNo

llms.txt · sitemapNo llms.txt · sitemap 2026-06-24

Text in server HTML63,734 chars

JSON-LD typesDrug, HowTo, MedicalWebPage

FAQ · reviewer · datesFAQ · no reviewer · undated

SIX DIMENSIONS

AI access90

Content structure90

Structured data85

Brand - answer ownership90

Unbranded presence100

Authority and freshness45

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

■ botox in a stick +1050%

■ botox stick +250%

■ botox day 2025 +160%

Top: what is botox, best botox, botox cost, botox treatment. US searches for Botox are dominated by cosmetic use; migraine queries are a small share.

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

94%6%

answers mention the brandcite an owned domain

QUESTIONS NAMING THE BRAND

45%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude88%

Gemini88%

OpenAI100%

Perplexity100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Botox94%

■ Aimovig38%

■ Ajovy38%

■ Nurtec ODT16%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, healthquality.va.gov, losaltosneurology.com, neurology.org, americanmigrainefoundation.org

GAPS

■ No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

■ Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

■ Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

■ Track brand and unbranded visibility monthly across ChatGPT, Gemini, Claude and Perplexity.

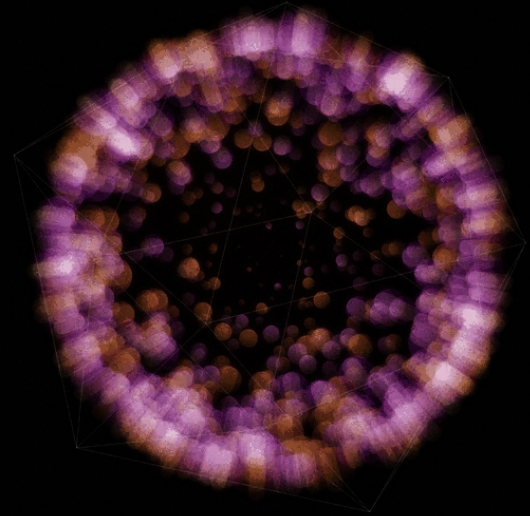
aikka

59

PART 3 · CHAPTER 5

Respiratory, allergy and ophthalmology

5 brands. Median GEO score 67. Median unbranded presence 94%.



BRAND	AUDITED INDICATION	GEO SCORE	UNBRANDED PRESENCE	OWNED CITATIONS
Xolair Genentech / Novartis	IgE-mediated food allergy and allergic asthma		81	100% 12%
Vabysmo Roche / Genentech	wet age-related macular degeneration		78	94% 16%
Eylea Regeneron / Bayer	wet age-related macular degeneration		67	81% 9%
Trelegy Ellipta GSK	chronic obstructive pulmonary disease		60	22% 3%
Ofev Boehringer Ingelheim	idiopathic pulmonary fibrosis		55	100% 6%

Unbranded presence: share of answers to condition questions that mention the brand. Owned citations: share of all unbranded answers citing a brand-owned domain.

■ Good, 71 to 100
 ■ Average, 51 to 70
 ■ Weak, 0 to 50
 ■ Unbranded presence

#22 IN THE GEO RANKING · #17 BY 2025 SALES · OPHTHALMOLOGY

Eylea

aflibercept · Regeneron / Bayer · audited for wet age-related macular degeneration

eyleahd.com · 2025 sales 7.9 bn USD

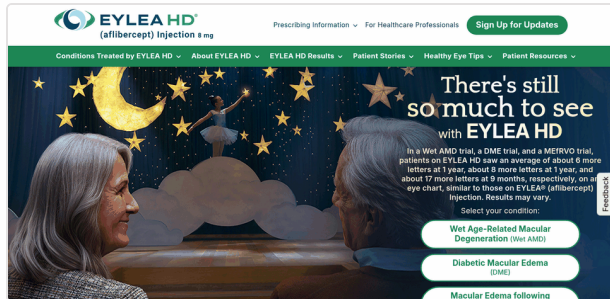
GEO SCORE

AVERAGE

out of 100

67

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.eyleahd.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Refused	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-09-30		
Text in server HTML	38 chars		
JSON-LD types	ContactPoint, MedicalOrganization		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access	58
Content structure	75
Structured data	30
Brand-answer ownership	80
Unbranded presence	100
Authority and freshness	58

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- eylea price +100%
- aflibercept +80%
- eylea biosimilar +60%

Top: eylea hd, eylea injection, eylea price, regeneron eylea

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

81%
answers
mention the
brand

9%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

40%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	75%
Gemini	62%
OpenAI	100%
Perplexity	88%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Eylea	81%
Vabysmo	59%
Lucentis	44%
Susvimo	28%

Most cited on the condition: aao.org, brightfocus.org, retinatoday.com, accessdata.fda.gov, nature.com

GAPS

- Content was refused to Perplexity's page fetcher.
- Most of the homepage content is assembled by JavaScript. The server HTML carries little readable text.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Review bot-management rules so AI answer engines can fetch the patient site and the ISI.
- Serve key pages with server-side rendering so crawlers that do not run JavaScript still read the content.
- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.

#3 IN THE GEO RANKING · #29 BY 2025 SALES · RESPIRATORY & ALLERGY

GEO SCORE

GOOD

out of 100

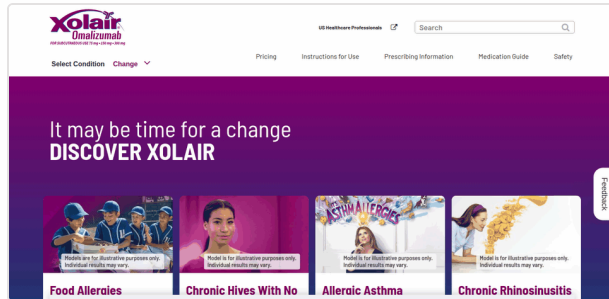
81

Xolair

omalizumab · Genentech / Novartis · audited for IgE-mediated food allergy and allergic asthma

xolair.com · 2025 sales 5.4 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.xolair.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots No

llms.txt · sitemap No llms.txt · sitemap 2026-09-03

Text in server HTML 11,928 chars

JSON-LD types MedicalWebPage, Organization

FAQ · reviewer · dates No FAQ · no reviewer · undated

SIX DIMENSIONS

AI access		90
Content structure		80
Structured data		45
Brand-answer ownership		100
Unbranded presence		100
Authority and freshness		70

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- xolair prescribing information +350%
- xolair omalizumab +170%
- omalizumab +170%

Top: xolair injection, what is xolair, dupixent, xolair omalizumab

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

100%
answers mention
the brand

12%
cite an
owned
domain

QUESTIONS NAMING THE BRAND

60%
of 20 answers cite an owned
domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		100%
Gemini		100%
OpenAI		100%
Perplexity		100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Xolair		100%
Dupixent		19%
Tezspire		0%
Nucala		0%

Most cited on the condition: fda.gov, ginasthma.org, frontiersin.org, eaaci.org, pmc.ncbi.nlm.nih.gov

GAPS

- No FAQ entry point from the homepage.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#7 IN THE GEO RANKING · #34 BY 2025 SALES · OPHTHALMOLOGY

GEO SCORE

GOOD

out of 100

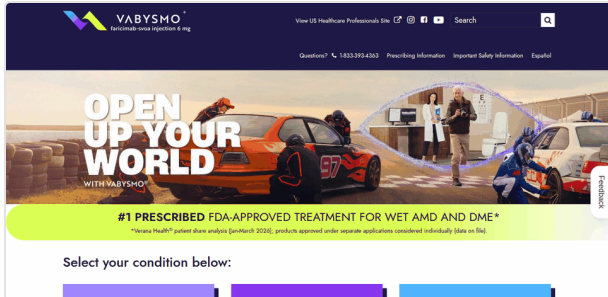
78

Vabysmo

faricimab · Roche / Genentech · audited for wet age-related macular degeneration

vabysmo.com · 2025 sales 4.9 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.vabysmo.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots No

llms.txt · sitemap No llms.txt · sitemap 2026-09-16

Text in server HTML 7,217 chars

JSON-LD types Organization, VideoObject

FAQ · reviewer · dates FAQ · no reviewer · undated

SIX DIMENSIONS

AI access		90
Content structure		65
Structured data		30
Brand-answer ownership		100
Unbranded presence		100
Authority and freshness		80

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- vabysmo prescribing information +500%
- vabysmo reviews +180%

Top: vabysmo injection, what is vabysmo, eylea, vabysmo cost

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

94% 16%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

75%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		88%
Gemini		100%
OpenAI		100%
Perplexity		88%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Vabysmo		94%
Eylea HD		59%
Lucentis		38%

Most cited on the condition: aao.org, emedicine.medscape.com, investor.regeneron.com, healio.com, brightfocus.org

GAPS

- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#43 IN THE GEO RANKING · #41 BY 2025 SALES · RESPIRATORY

Ofev

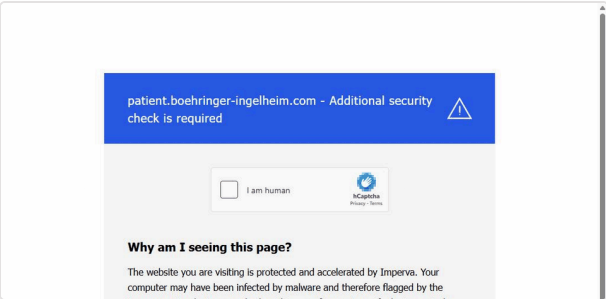
nintedanib · Boehringer Ingelheim · audited for idiopathic pulmonary fibrosis

ofev.com · 2025 sales 4.3 bn USD

GEO SCORE
AVERAGE
out of 100

55

SITE IDENTITY CARD



What an automated browser received on 30 September 2026: a security check instead of the homepage.

Browser client, cloud **Challenge** GPTBot user agent **Challenge**

Perplexity fetcher **Challenge** Headless browser **Refused**

aikka agent fetch **Served**

robots.txt blocks AI bots **No**

llms.txt · sitemap **No llms.txt · sitemap**

Text in server HTML **Not read**

JSON-LD types **Organization, MedicalOrganization, MedicalWebPage, WebSite (aikka agent) +3**

FAQ · reviewer · dates **No FAQ · no reviewer · undated**

SIX DIMENSIONS

AI access		42
Content structure		—
Structured data		70
Brand - answer ownership		40
Unbranded presence		100
Authority and freshness		25

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- ofev prescribing information breakout
- nintedanib +180%
- nintedanib ofev +140%

Top: ofev medication, ofev side effects, nintedanib ofev, nintedanib

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

100%
answers mention the brand

6%
cite an owned domain

QUESTIONS NAMING THE BRAND

20%
of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		100%
Gemini		100%
OpenAI		100%
Perplexity		100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

■ Ofev		100%
■ Esbriet		81%

Most cited on the condition: rarediseaseadvisor.com, pubmed.ncbi.nlm.nih.gov, publications.ersnet.org, ajmc.com, pmc.ncbi.nlm.nih.gov

GAPS

- None of our three crawler-style probes received the brand site. Each request was refused (HTTP 403) or stopped by a bot challenge.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Allowlist verified AI crawlers (GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Google-Extended) at the WAF level, then re-test.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#35 IN THE GEO RANKING · #46 BY 2025 SALES · RESPIRATORY

Trelegy Ellipta

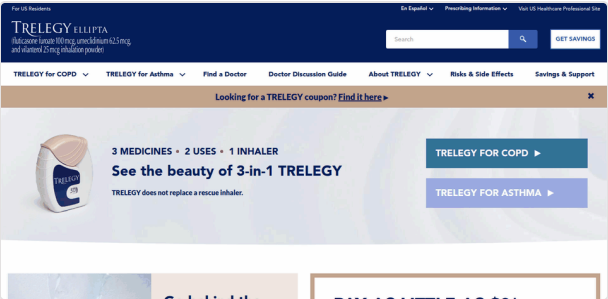
fluticasone furoate/umeclidinium/vilanterol · GSK · audited for chronic obstructive pulmonary disease

trelegy.com · 2025 sales 3.9 bn USD

GEO SCORE
AVERAGE
out of 100

60

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.trelegy.com

Browser client, cloud	Served	GPTBot user agent	Refused
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2024-07-25		
Text in server HTML	9,311 chars		
JSON-LD types	BreadcrumbList, MedicalWebPage, Organization		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access		78
Content structure		90
Structured data		55
Brand-answer ownership		100
Unbranded presence		27
Authority and freshness		12

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- trelegy ellipta price +70%

Top: trelegy ellipta inhaler, ellipta inhaler, trelegy inhaler, what is trelegy

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

22%
answers mention the brand

3%
cite an owned domain

QUESTIONS NAMING THE BRAND

70%
of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		25%
Gemini		0%
OpenAI		50%
Perplexity		12%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Trelegy Ellipta		22%
Ohtuvayre		28%
Breztri		9%
Anoro Ellipta		6%

Most cited on the condition: pmc.ncbi.nlm.nih.gov, ajmc.com, goldcopd.org, pulmonologyadvisor.com, tandfonline.com

GAPS

- Content was refused to a GPTBot user agent.
- The brand appears in 22% of unbranded answers about chronic obstructive pulmonary disease.
- Brand-owned domains are cited in 3% of unbranded answers. Third parties carry the disease story.

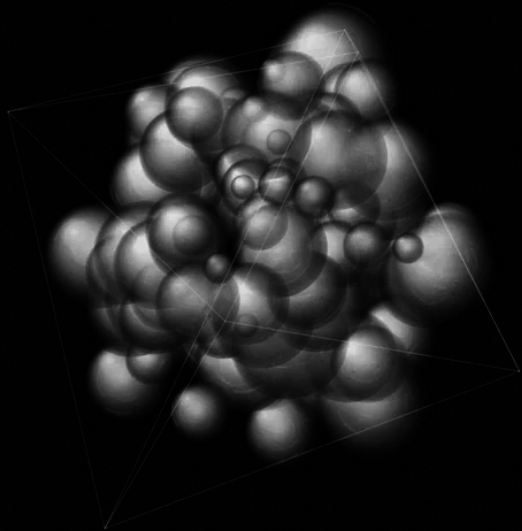
NEXT MOVES

- Review bot-management rules so AI answer engines can fetch the patient site and the ISI.
- Build condition-level education content that AI engines can cite for unbranded questions.
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.

PART 3 · CHAPTER 6

Vaccines and infectious disease

4 brands. Median GEO score 73. Median unbranded presence 72%.



BRAND	AUDITED INDICATION	GEO SCORE	UNBRANDED PRESENCE		OWNED CITATIONS	
Biktarvy Gilead Sciences	HIV-1 infection		78		78%	19%
Gardasil 9 Merck	HPV-related cancers		76		50%	12%
Shingrix GSK	shingles		70		97%	12%
Pevnar 20 Pfizer	pneumococcal pneumonia		66		66%	0%

Unbranded presence: share of answers to condition questions that mention the brand. Owned citations: share of all unbranded answers citing a brand-owned domain.

Good, 71 to 100 Average, 51 to 70 Weak, 0 to 50 Unbranded presence

#5 IN THE GEO RANKING · #8 BY 2025 SALES · INFECTIOUS DISEASE

GEO SCORE

GOOD

out of 100

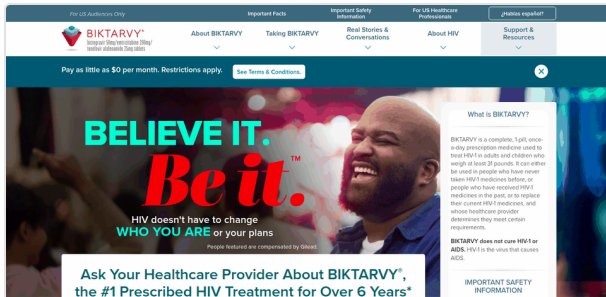
78

Biktarvy

bictegravir/emtricitabine/tenofovir alafenamide · Gilead Sciences · audited for HIV-1 infection

biktarvy.com · 2025 sales 14.3 bn USD

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.biktarvy.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		

robots.txt blocks AI bots No

llms.txt · sitemap No llms.txt · sitemap 2026-06-22

Text in server HTML 11,861 chars

JSON-LD types None

FAQ · reviewer · dates FAQ · no reviewer · undated

SIX DIMENSIONS

AI access		90
Content structure		100
Structured data		0
Brand-answer ownership		100
Unbranded presence		98
Authority and freshness		80

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- cost of biktarvy +150%
- biktarvy price +140%
- side effects of biktarvy +80%

Top: what is biktarvy, biktarvy used for, biktarvy side effects, biktarvy cost

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

78% 19%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

55%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		88%
Gemini		75%
OpenAI		75%
Perplexity		75%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Biktarvy		78%
Dovato		50%
Cabenuva		38%
Triumeq		9%

Most cited on the condition: clinicalinfo.hiv.gov, iasusa.org, viivhealthcare.com, who.int, hivguidelines.org

GAPS

- No JSON-LD structured data on the homepage.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Add Drug, MedicalWebPage and FAQPage schema to the homepage and the top five patient pages.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#23 IN THE GEO RANKING · #21 BY 2025 SALES · VACCINES

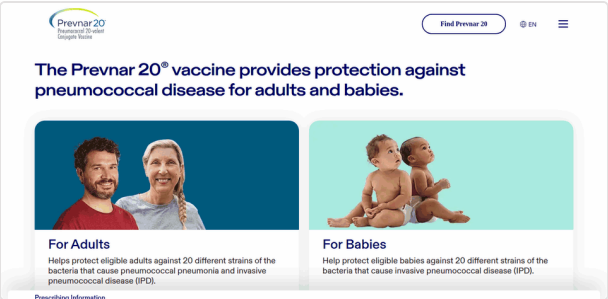
Prevnar 20

pneumococcal 20-valent conjugate vaccine · Pfizer · audited for pneumococcal pneumonia
prevnar20.com · 2025 sales 6.5 bn USD

GEO SCORE
AVERAGE
out of 100



SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 ·
www.prevnar20.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-06-17		
Text in server HTML	1,072 chars		
JSON-LD types	MedicalCondition, MedicalTherapy, MedicalWebPage, Organization +1		
FAQ · reviewer · dates	No FAQ · no reviewer · undated		

SIX DIMENSIONS

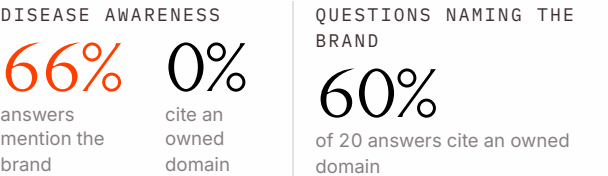
AI access	90
Content structure	20
Structured data	85
Brand-answer ownership	100
Unbranded presence	82
Authority and freshness	20

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- prevnar 20 price +350%
- prevnar 20 package insert +170%
- rotarix vaccine +120%

Top: prevnar 20 vaccine, prevnar vaccine, what is prevnar 20, pneumonia

AI VISIBILITY · DISEASE AWARENESS VS BRAND



BRAND MENTION BY ENGINE · UNBRANDED		
Claude		100%
Gemini		62%
OpenAI		88%
Perplexity		12%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS		
■ Prevnar 20		66%
■ Capvaxive		59%
■ Vaxneuvance		53%

Most cited on the condition: cdc.gov, immunize.org, uspharmacist.com, dig.pharmacy.uic.edu, pubmed.ncbi.nlm.nih.gov

GAPS

- No FAQ entry point from the homepage.
- Brand-owned domains are cited in 0% of unbranded answers. Third parties carry the disease story.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Earn presence on the sources AI engines cite for the condition: guideline societies, patient associations, health publishers.
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

#9 IN THE GEO RANKING · #31 BY 2025 SALES · VACCINES

Gardasil 9

human papillomavirus 9-valent vaccine · Merck · audited for HPV-related cancers
gardasil9.com · 2025 sales 5.2 bn USD

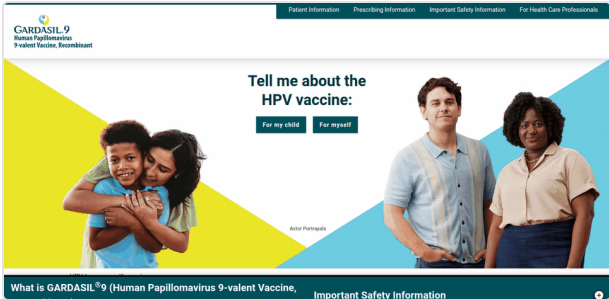
GEO SCORE

GOOD

76

out of 100

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 ·
www.gardasil9.com

Browser client, cloud	Served	GPTBot user agent	Served
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2026-09-29		
Text in server HTML	12,669 chars		
JSON-LD types	MedicalAudience, MedicalWebPage, WebSite		
FAQ · reviewer · dates	No FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access	90
Content structure	65
Structured data	70
Brand-answer ownership	100
Unbranded presence	62
Authority and freshness	70

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

- gardasil 9 package insert +650%
- new hpv vaccine +350%
- hpv vaccine cost +200%

Top: gardasil vaccine, gardasil 9 vaccine, hpv vaccine, hpv vaccine gardasil 9

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

50% 12%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

55%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude	75%
Gemini	25%
OpenAI	75%
Perplexity	25%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Gardasil 9

50%

No competitor brand named in the question set for this condition.

Most cited on the condition: cdc.gov, cancer.gov, cancer.org, merck.com, cidrap.umn.edu

GAPS

- No FAQ entry point from the homepage.
- No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

- Publish an answer-first FAQ built from the questions patients actually search (see rising queries).
- Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.
- Publish an llms.txt that points AI engines to the ISI, the prescribing information and the patient FAQ.

#20 IN THE GEO RANKING · #37 BY 2025 SALES · VACCINES

Shingrix

zoster vaccine recombinant, adjuvanted · GSK · audited for shingles
shingrix.com · 2025 sales 4.7 bn USD

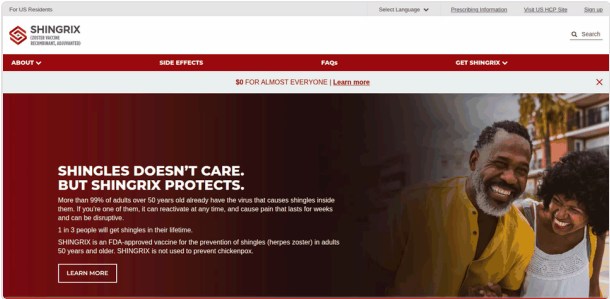
GEO SCORE

AVERAGE

70

out of 100

SITE IDENTITY CARD



Homepage as rendered on 30 September 2026 · www.shingrix.com

Browser client, cloud	Served	GPTBot user agent	Refused
Perplexity fetcher	Served	Headless browser	Served
aikka agent fetch	Served		
robots.txt blocks AI bots	No		
llms.txt · sitemap	No llms.txt · sitemap 2023-10-02		
Text in server HTML	7,047 chars		
JSON-LD types	BreadcrumbList, Organization		
FAQ · reviewer · dates	FAQ · no reviewer · undated		

SIX DIMENSIONS

AI access		78
Content structure		90
Structured data		30
Brand-answer ownership		70
Unbranded presence		100
Authority and freshness		50

WHAT PEOPLE SEARCH · GOOGLE TRENDS US, 12 MONTHS

No brand-relevant rising query in the last 12 months.

Top: shingrix vaccine, shingles, shingles vaccine shingrix, shingles vaccine

AI VISIBILITY · DISEASE AWARENESS VS BRAND

DISEASE AWARENESS

97% 12%

answers mention the brand cite an owned domain

QUESTIONS NAMING THE BRAND

35%

of 20 answers cite an owned domain

BRAND MENTION BY ENGINE · UNBRANDED

Claude		100%
Gemini		88%
OpenAI		100%
Perplexity		100%

SHARE OF VOICE · SAME 32 UNBRANDED ANSWERS

Shingrix

97%

No competitor brand named in the question set for this condition.

Most cited on the condition: cdc.gov, drugs.com, immunize.org, shingrixhcp.com, divisionofresearch.kaiserpermanente.org

GAPS

Content was refused to a GPTBot user agent.

No named medical reviewer and no visible review date on the homepage.

NEXT MOVES

Review bot-management rules so AI answer engines can fetch the patient site and the ISI.

Extend schema coverage: declare Drug and MedicalCondition entities and mark up the FAQ.

Show a medical reviewer and a last-reviewed date on reference pages, and declare them in MedicalWebPage markup.

aikka

70

PART 4 · SYNTHESIS

Top 10 and bottom 10

TOP 10			BOTTOM 10		
1	Botox AbbVie	83	50	Jardiance Boehringer Ingelheim / Eli Lilly	42
2	Keytruda Merck	81	49	Xarelto Johnson & Johnson / Bayer	44
3	Xolair Genentech / Novartis	81	48	Mounjaro Eli Lilly	48
4	Dupixent Sanofi / Regeneron	80	47	Privigen CSL Behring	49
5	Biktarvy Gilead Sciences	78	46	Invega Sustenna Johnson & Johnson	53
6	Ocrevus Roche / Genentech	78	45	Trulicity Eli Lilly	54
7	Vabysmo Roche / Genentech	78	44	Stelara Johnson & Johnson	54
8	Tecentriq Roche / Genentech	78	43	Ofev Boehringer Ingelheim	55
9	Gardasil 9 Merck	76	42	Ibrance Pfizer	56
10	Ozempic Novo Nordisk	75	41	Tremfya Johnson & Johnson	56

Patterns behind the top

- Content that reaches almost every probe, with thousands of characters of readable text in the server HTML.
- Medical schema on the homepage and an FAQ entry point one click away.
- Higher presence in unbranded answers, often supported by condition education content and strong third-party coverage.

Patterns behind the bottom

- Bot challenges or 403 responses to AI fetchers, which remove the site from the answer supply chain.
- Homepages rendered in the browser only, or brand domains redirected after loss of exclusivity.
- No structured data, and few or no citations to owned domains in AI answers.

PART 4 · PLAN

The 90-day GEO plan for a brand team

DAYS 0 TO 30 · BASELINE

- Measure brand and unbranded visibility across ChatGPT, Gemini, Claude, Perplexity and the medical AI tools your physicians use.
- Test AI fetcher access with IT and the agency: robots.txt, WAF, rendering.
- Map the rising questions from search and social against the current site.

DAYS 30 TO 60 · FIX AND PUBLISH

- Allowlist verified AI crawlers and serve key pages server side.
- Add Drug, MedicalCondition and FAQPage schema. Publish llms.txt.
- Ship 10 to 20 answer-first pages from the question map, through MLR as one batch.

DAYS 60 TO 90 · EARN AND GOVERN

- Close gaps on the sources AI engines cite: label consistency, guidelines, publishers, patient associations.
- Set a monthly GEO review with medical, legal and regulatory.
- Re-measure and report brand and unbranded visibility separately.

GOVERNANCE

GEO work in pharma sits inside promotional review. Every page change follows MLR. AI answers about a product are monitored, and potential adverse event information found in AI outputs follows the company's pharmacovigilance process.

APPENDIX A

Question set

The same templates were used for every brand, with the audited condition, the brand, the molecule and the main competitor filled in. Example for Dupixent in atopic dermatitis.

Unbranded, patient

- What are the treatment options for atopic dermatitis?
- What is the best medication for atopic dermatitis in 2026?
- What new treatments are available for atopic dermatitis?
- How do I choose between treatments for atopic dermatitis with my doctor?

Unbranded, physician

- What is the current guideline - recommended treatment approach for atopic dermatitis in the US?
- Which therapies have the strongest efficacy data in atopic dermatitis?
- How do the main treatments for atopic dermatitis compare on safety and tolerability?
- Which patients with atopic dermatitis are candidates for advanced or targeted therapy?

Naming the brand

- What is Dupixent and how does it work?
- What are the side effects of Dupixent?
- How much does Dupixent cost in the US and is there a savings program?
- What are the key efficacy and safety data for Dupixent (dupilumab) in atopic dermatitis?
- How does Dupixent compare with Rinvoq?

Vaccines, unbranded variant (examples)

- How can I protect myself against pneumococcal pneumonia?
- Which vaccine is recommended to prevent pneumococcal pneumonia, and who should get it?
- What are the current ACIP recommendations for preventing pneumococcal pneumonia in adults?
- Which vaccines are available in the US to prevent pneumococcal pneumonia, and how do they compare?

APPENDIX B

Sources

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ABOUT

aikka is the AI operating system for pharma brand teams

We work only in life sciences. PharmaGEO, the first GEO tracker built for pharma, measures how brands and conditions appear in generic LLMs and in medical AI tools. The aikka agent turns those signals into brand plans, KOL maps, content and execution sprints.

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