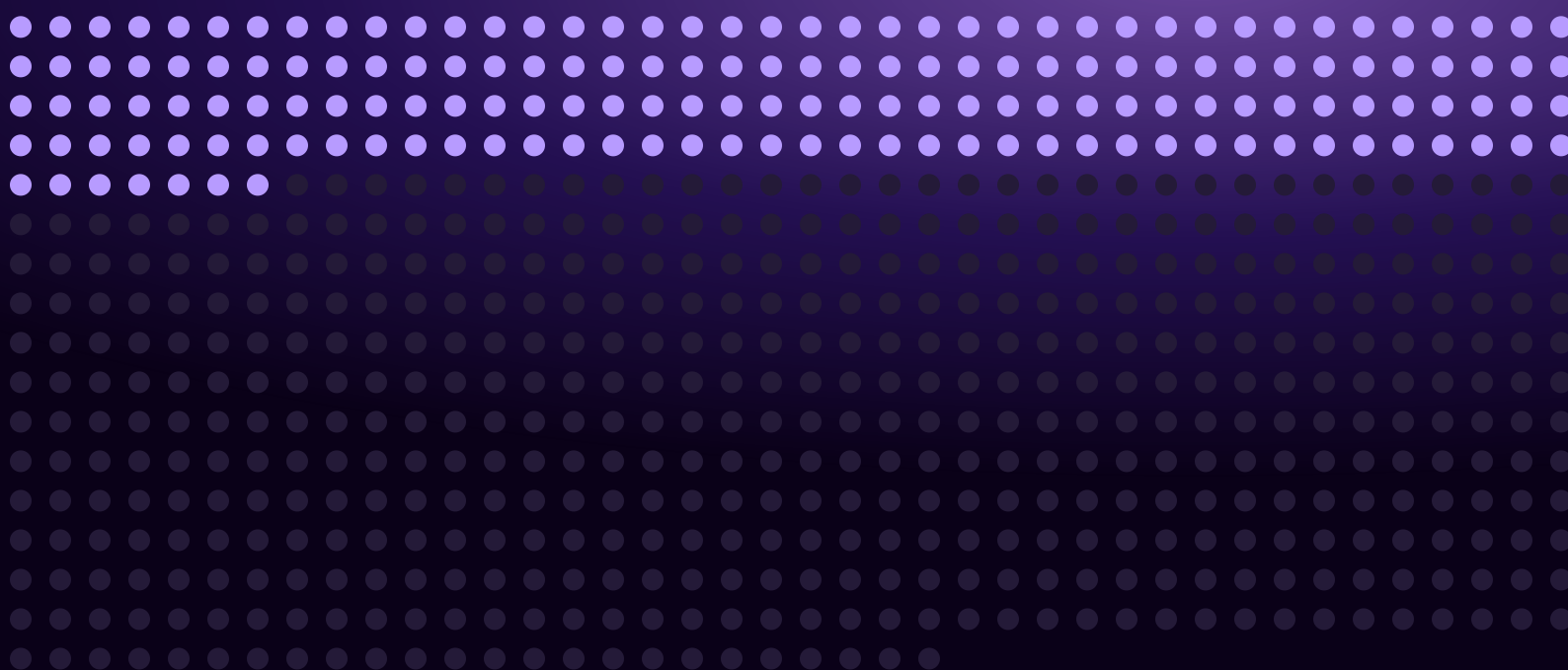


# What AI tells your shoppers about [Wickmoor Candle Co].

25 buyer questions. 3 AI assistants. 664 answers.  
Fictional brand, illustrative data.



Each dot is one AI answer. The bright ones name Wickmoor Candle Co. Illustrative sample with fictional data.

## THE HEADLINE

**AI names [Wickmoor] more than any other candle brand. But only when shoppers ask about clean ingredients.**

---

**167**/664

AI answers that name Wickmoor, the most of any brand tracked

---

**0**/184

answers naming Wickmoor on scent, gift and seasonal questions

## WHY THIS MATTERS

# Your shoppers already ask AI.

---

**900M**

people use ChatGPT every week

---

**1B**

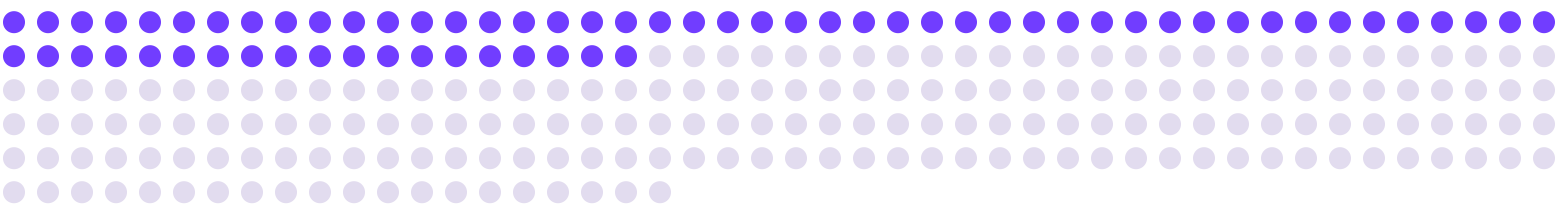
people use Google's AI Mode every month

Sources: OpenAI, reported by TechCrunch (Feb 2026). Google (May 2026).

# How often each AI names Wickmoor.

ChatGPT

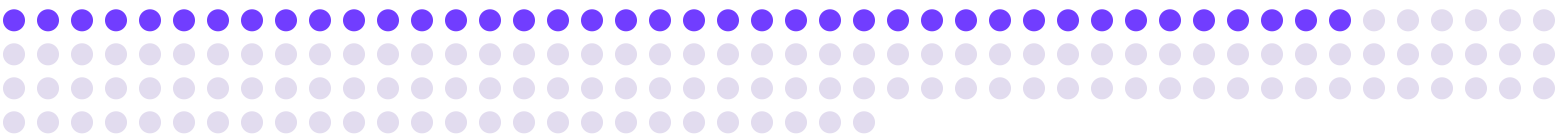
65 of 250



Top other brand: **Brightwick**, 48 of 250

Google AI Overviews

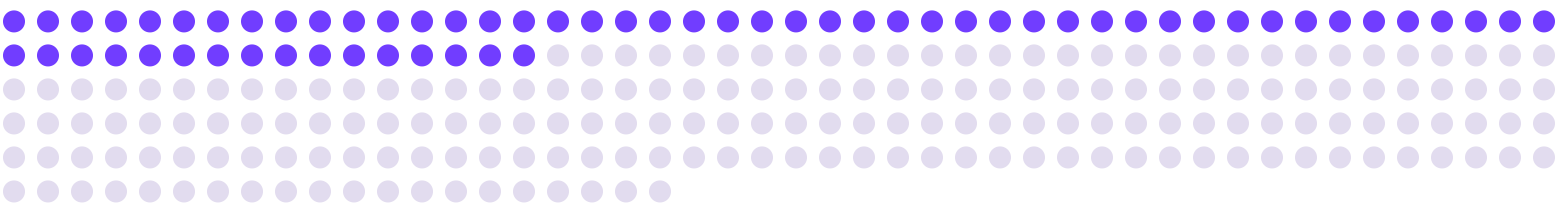
40 of 164



Top other brand: **Saltmarsh Candle Works**, 35 of 164

Perplexity

62 of 250



Top other brand: **Saltmarsh Candle Works**, 55 of 250

# First overall, on a narrow set of questions.

Answers naming each brand, out of 664.



Saltmarsh Candle Works is named in 134 answers, 33 fewer than Wickmoor. The two split the clean-ingredient questions between them.

WHERE YOU SHOW UP

[Wickmoor Candle Co] is named on 17 of 25 questions.

Answers naming you, out of all answers to each question.

|                                                                                                |                          |
|------------------------------------------------------------------------------------------------|--------------------------|
| <b>Candles without paraffin or phthalates</b><br>Top other brand: Saltmarsh Candle Works 18/28 | <b>21</b> <sub>/28</sub> |
| <b>Best clean-burning soy candles</b><br>Top other brand: Saltmarsh Candle Works 16/27         | <b>17</b> <sub>/27</sub> |
| <b>Vegan candle brands</b><br>Top other brand: Saltmarsh Candle Works 14/28                    | <b>15</b> <sub>/28</sub> |
| <b>Candles safe to burn around pets</b><br>Top other brand: Saltmarsh Candle Works 15/25       | <b>13</b> <sub>/25</sub> |
| <b>Non-toxic candles that still smell strong</b><br>Top other brand: Fernlight Home 18/26      | <b>13</b> <sub>/26</sub> |
| <b>Candles that don't cause headaches</b><br>Top other brand: Juniper Row 14/29                | <b>13</b> <sub>/29</sub> |
| <b>Non-toxic candles for a nursery</b><br>Top other brand: Saltmarsh Candle Works 12/25        | <b>11</b> <sub>/25</sub> |
| <b>Unscented candles for ambiance</b><br>Top other brand: Juniper Row 12/26                    | <b>11</b> <sub>/26</sub> |

Plus 9 more questions where you are named.

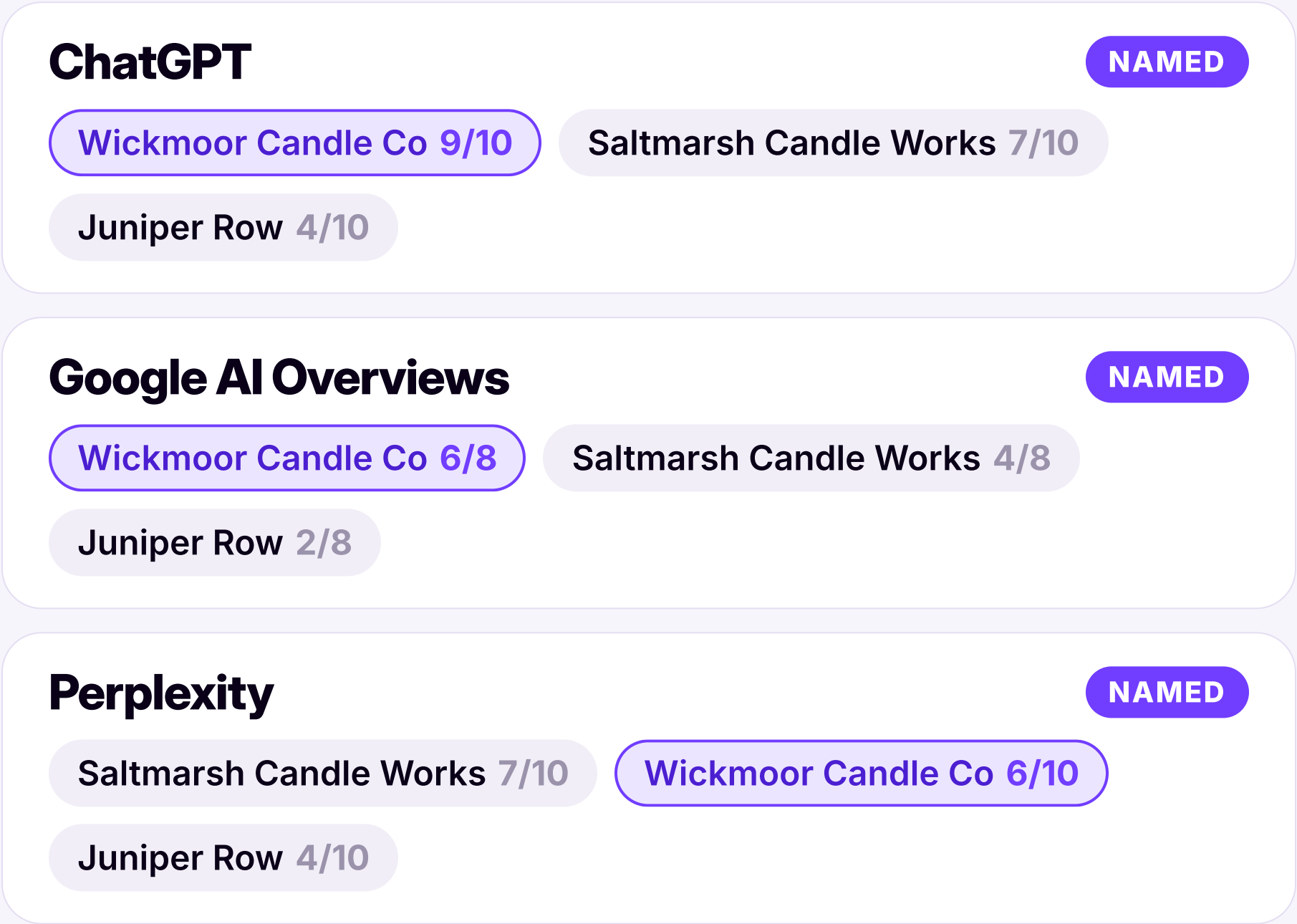
# Not named once on 8 questions.

Highest search demand first.

|                                                                                          |              |
|------------------------------------------------------------------------------------------|--------------|
| <b>Candle gift for someone who has everything</b><br>Top other brand: Oak & Ember 19/27  | <b>0</b> /27 |
| <b>Best fall candles this year</b><br>Top other brand: Brightwick 18/25                  | <b>0</b> /25 |
| <b>Candles that make the whole house smell good</b><br>Top other brand: Brightwick 18/27 | <b>0</b> /27 |
| <b>Candles with the strongest scent throw</b><br>Top other brand: Hearth & Hollow 16/26  | <b>0</b> /26 |
| <b>Luxury candles worth the price</b><br>Top other brand: Oak & Ember 16/25              | <b>0</b> /25 |
| <b>Candles for a wedding gift</b><br>Top other brand: Oak & Ember 16/30                  | <b>0</b> /30 |
| <b>Refillable candle subscription</b><br>Top other brand: Meadowlark Home 14/26          | <b>0</b> /26 |
| <b>Candles that smell like a bookstore</b><br>Top other brand: Oak & Ember 12/24         | <b>0</b> /24 |

# "Which candle brands don't use paraffin or phthalates?"

Named in 21 of 28 answers, more than any other brand. This is what winning looks like.



Brands named in a quarter or more of each engine's answers.

# "Which candles have the strongest scent throw?"

One of the most-asked questions in the set. AI named Wickmoor in 0 of 26 answers.

## ChatGPT

NOT NAMED

Brightwick 7/10

Hearth & Hollow 6/10

## Google AI Overviews

NOT NAMED

Fernlight Home 5/6

Brightwick 4/6

Hearth & Hollow 4/6

## Perplexity

NOT NAMED

Fernlight Home 6/10

Hearth & Hollow 6/10

Brightwick 4/10

Brands named in a quarter or more of each engine's answers.

# "What are the best non-toxic candles that still smell strong?"

Named in 13 of 26 answers. Fernlight Home is named in 18.

## ChatGPT

NAMED

- Fernlight Home 8/10
- Saltmarsh Candle Works 6/10
- Wickmoor Candle Co 5/10
- Juniper Row 5/10

## Google AI Overviews

NAMED

- Fernlight Home 4/6
- Saltmarsh Candle Works 3/6
- Wickmoor Candle Co 2/6

## Perplexity

NAMED

- Saltmarsh Candle Works 7/10
- Fernlight Home 6/10
- Wickmoor Candle Co 6/10
- Juniper Row 4/10

Brands named in a quarter or more of each engine's answers.

# "What's a good candle gift for someone who has everything?"

Gift questions peak before the holidays. AI named Wickmoor in 0 of 27 answers.

## ChatGPT

NOT NAMED

- Oak & Ember 8/10
- Little Lantern Co 7/10
- Brightwick 7/10
- Calder Candle Co 4/10

## Google AI Overviews

NOT NAMED

- Calder Candle Co 6/7
- Oak & Ember 5/7
- Brightwick 4/7
- Little Lantern Co 2/7

## Perplexity

NOT NAMED

- Oak & Ember 6/10
- Calder Candle Co 6/10
- Brightwick 4/10
- Little Lantern Co 4/10

Brands named in a quarter or more of each engine's answers.

# "What are the best candles under \$30?"

Your core candles sell under \$30. AI named you in 5 of 27 answers.

## ChatGPT

NAMED 2 OF 10

Little Lantern Co 5/10

Brightwick 3/10

## Google AI Overviews

NAMED

Brightwick 4/7

Meadowlark Home 3/7

Little Lantern Co 3/7

Wickmoor Candle Co 2/7

## Perplexity

NAMED 1 OF 10

Brightwick 7/10

Little Lantern Co 5/10

Brands named in a quarter or more of each engine's answers.

Which candles have the strongest scent throw?

CHATGPT · ILLUSTRATIVE ANSWER · OCT 1, 2026

If you want a candle that fills a room, these are the brands people mention most for strong scent throw:

1. **Brightwick** – Known for a powerful hot throw. The three-wick jars fill large rooms.
2. **Hearth & Hollow** – Wood wicks and dense fragrance loads, good for open living spaces.
3. **Fernlight Home** – Cleaner ingredients than most, with a stronger throw than typical soy candles.

Illustrative answer written for this sample. All brands are fictional.

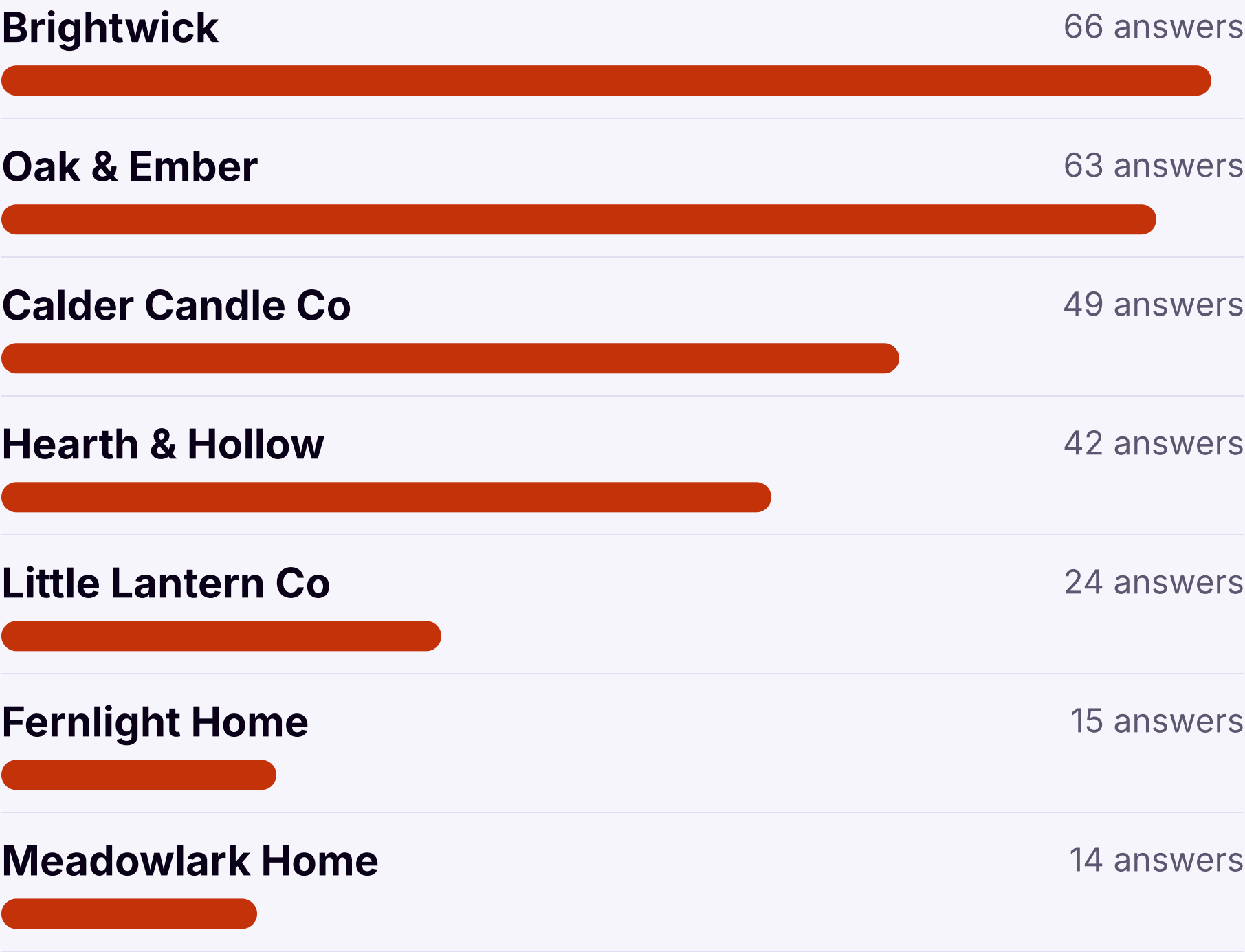
**A shopper asked for a strong-smelling candle. AI recommended three brands, including a clean-ingredient rival, and never Wickmoor.**

**"Wickmoor Candle Co is a good choice if you want a clean-burning soy candle with a **soft, subtle scent** that won't overwhelm a small room."**

AI calls your scent subtle. On the questions about strong scent throw and filling the whole house, it named Wickmoor in **0 of 53 answers**.

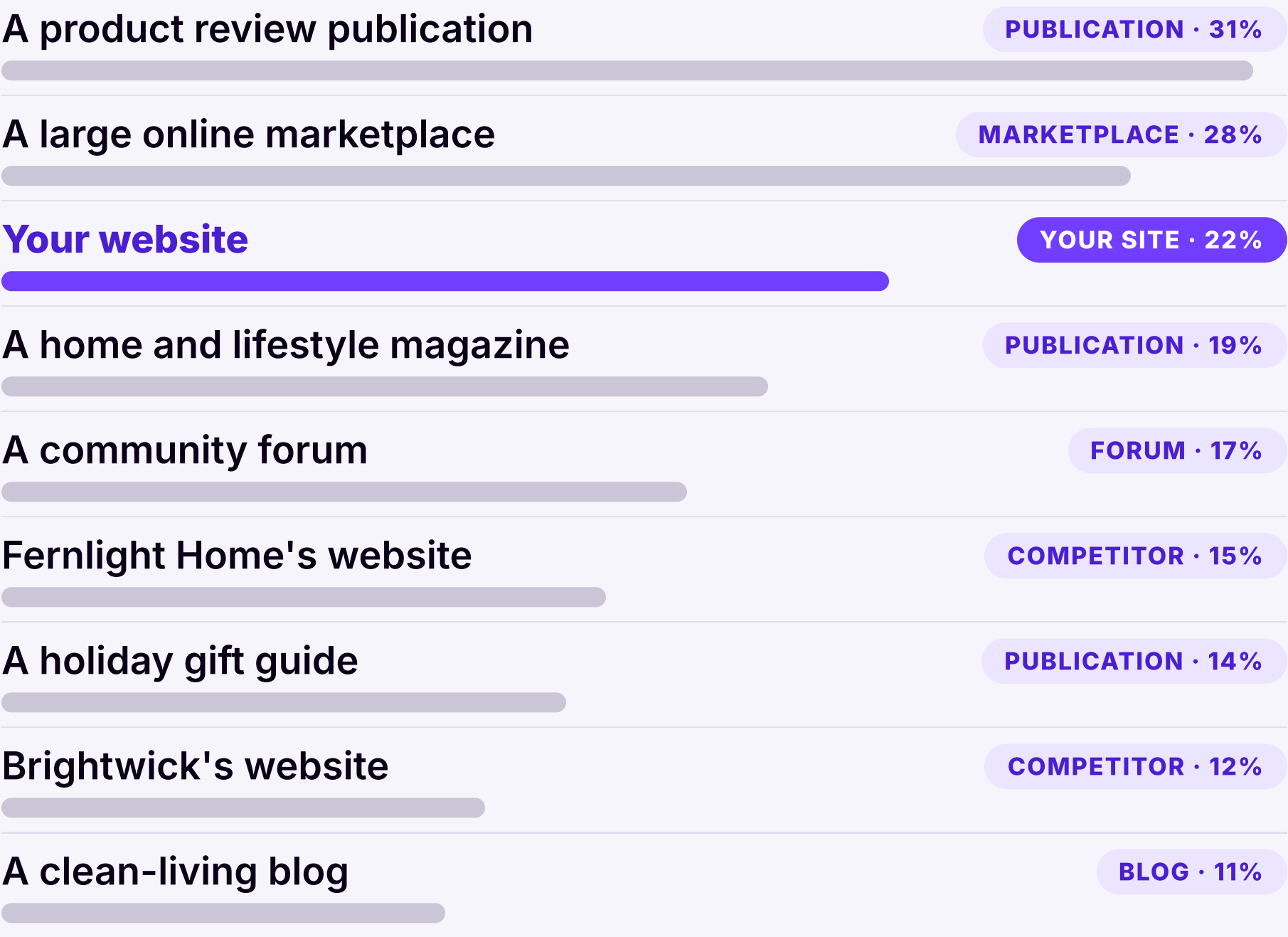
# Who gets named when you don't.

Most-named brands across the 8 questions where Wickmoor never appears, out of 210 answers.



# What the AIs read first.

Share of answers that pulled at least one page from each site.



Your product pages are read in 22% of answers. A review publication and a marketplace are read more often, so their description of your candles is the one AI repeats.

## WHAT IT COULD BE WORTH

# \$19K

**a year in potential sales Wickmoor may be missing in AI answers.**

**1,000**

extra shopper visits a  
month from AI  
answers

× **3%**

of those visits that  
buy

× **\$52**

average order value

**= \$1,560**

a month, about \$19K a year

**Illustrative estimate.** Visits, conversion rate and order value are our assumptions, not measured figures. Swap in your own numbers and the math holds.

# Four things the data says.

---

## 01 **Clean-ingredient questions are yours.**

Across the nine clean-ingredient questions, AI named Wickmoor in 123 of 239 answers, the most of any brand.

---

## 02 **Scent, gifts and seasons are blank.**

On seven questions about scent strength, gifts, luxury and seasonal candles, Wickmoor was named in 0 of 184 answers.

---

## 03 **AI repeats one word about you: subtle.**

ChatGPT describes Wickmoor's scent as soft and subtle. On the two strong-scent questions, you appear in 0 of 53 answers.

---

## 04 **Price shoppers rarely hear your name.**

Asked for the best candles under \$30, AI named Wickmoor in 5 of 27 answers, though your core line sells in that range.

# Where we would start.

## 01 Write for the scent questions.

Product pages that state scent strength, room size and burn time in plain words, plus a page comparing your throw with paraffin candles.

**Why:** AI named you in 0 of 53 answers to strong-scent questions.

## 02 Get into the gift guides.

Pitch your gift sets to the holiday gift guides and review publications AI reads, with prices and photos ready.

**Why:** Scent, gift and seasonal questions named you in 0 of 184 answers.

## 03 Match your marketplace listing to your site.

Bring your marketplace listing up to the detail on your own product pages: ingredients, scent strength, burn time and price.

**Why:** A marketplace is read in 28% of answers, more than your own site.

WHAT HAPPENS NEXT

# AI answers keep changing.

This report is one moment in time. Managed AI Visibility tracks what moves each month and does the work to change it.

- Tracking of the questions that matter, on the AI assistants your buyers use
- New and rewritten pages that answer what buyers ask AI
- Technical fixes so AI systems can reach and read your site
- A plain-English monthly report on what moved and why

**Get your free AI visibility report.**

[mentionedeverywhere.com/free-report](https://mentionedeverywhere.com/free-report)

ABOUT THIS DATA

# A snapshot, not a forecast.

This sample shows the format of a free AI visibility report: the same buyer questions asked of ChatGPT, Google AI Overviews and Perplexity, with every brand each answer names recorded. The brands and numbers here are invented. A real report uses your questions, your competitors and what AI actually said.

|                     |                    |
|---------------------|--------------------|
| ChatGPT             | 250 answers        |
| Google AI Overviews | 164 answers        |
| Perplexity          | 250 answers        |
| <b>Total</b>        | <b>664 answers</b> |

Illustrative sample. Every business in this report is fictional and every number is made up to show what a free AI visibility report looks like. It is not a real report about a real company. "Not named" means the brand did not appear anywhere in the answer.

Prepared for Wickmoor Candle Co by Mentioned Everywhere · October 2026 ·  
Illustrative sample, fictional data