

Sample Retailer

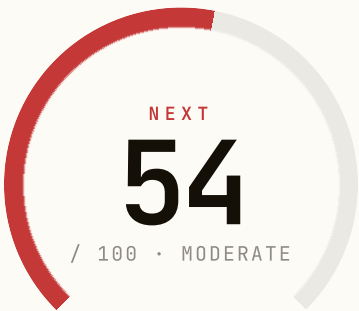
sample-retailer.com.au



THE GAP

6

POINTS



WHEN A PERSON IS BUYING  
TODAY'S SALE

WHEN AN AI AGENT IS BUYING  
TOMORROW'S SALE

Sample Retailer converts human shoppers well but is nearly invisible to AI assistants that will increasingly drive purchase decisions.

§ 01 · THE BRIEF · READ THIS PAGE AND YOU HAVE THE REPORT

# Strong human sales, but AI assistants are not recommending the brand yet

Your NOW score is 60 and your NEXT score is 54. You are 6 points more ready for a person than for an AI agent. That is the gap this report closes.

|                                                                                                                                                    |                                                                                                                                                                                                                |                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>NOW · WHEN A PERSON IS BUYING</div> <div>60 / 100 · Strong</div> <div>Solid, with room to move. Mid-pack for Australia apparel fashion.</div> | <div>NEXT · WHEN AN AI AGENT IS BUYING</div> <div>54 / 100 · Moderate</div> <div>An agent can find you, read your products and buy. What holds the score down is how rarely AI assistants recommend you.</div> | <div>THE GAP</div> <div>6 points · median 16</div> <div>You are 6 points more ready for a person than for an AI agent. That is the gap this report closes.</div> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|

FOUR THINGS TO KNOW

- 01Market scores 6 out of 100, with every AI citation and recommendation signal reading zero, meaning AI assistants do not surface the brand.
- 02Page speed scores 13 out of 100, a foundational weakness that costs visitors before they see a single product.
- 03Agentic scores 83 out of 100, confirming an AI agent can reach checkout, so the core buying journey is intact.
- 04Sentiment scores 45 out of 100, with tone consistency at 7 out of 100 and external review visibility low, weakening trust signals for AI systems.

THREE TERMS

**AI shopping agent.** An AI assistant, like ChatGPT or Gemini, that a shopper asks to find, compare and buy on their behalf. It reads your site as data, not as a page.

**Test purchase.** We sent an AI agent to find a product on your site, understand it and buy it, and recorded every point where it stalled.

**Bands.** NOW: 70 and above strong, 50 to 69 solid, below 50 weak. NEXT: 60 and above ready, 35 to 59 partly readable, below 35 invisible to agents.

IF YOU HAVE FIVE MINUTES

|                                                       |          |
|-------------------------------------------------------|----------|
| The gap, and how it compares with your category.      | p . 3    |
| What the AI agent saw when it tried to buy from you.  | p . 4    |
| What to do, in order, with an owner beside each move. | p . 5    |
| Our read: where you stand and the next 90 days.       | p . 6    |
| Every signal, for your team                           | pp. 7–11 |

PAGES 1 TO 6 · FOR THE PERSON WHO PAID

No formulas and no jargon. Every number has a sentence beside it, and every move has an owner.

PAGES 7 TO 13 · FOR THE PEOPLE YOU FORWARD IT TO

Every signal we measured, what it means, who fixes it, and how the scores are built. Technical terms sit in brackets so your team can search for them.

# 6 points between today and the agent future.



You are 6 points more ready for a person than for an AI agent. That is the gap this report closes.

NOW · WHEN A PERSON IS BUYING

60 / 100. Solid, with room to move. Mid-pack for Australia apparel fashion.

STRONGEST · Trust 80

WEAKEST · Suitability 27

NEXT · WHEN AN AI AGENT IS BUYING

54 / 100. An agent can find you, read your products and buy. What holds the score down is how rarely AI assistants recommend you.

STRONGEST · Agentic 83

WEAKEST · Market 6

THE COST OF WAITING

Every week without Market visibility is a week where AI-assisted shoppers are directed to competitors. As AI shopping grows, zero citation share means zero organic AI-driven traffic, a gap that widens the longer it goes unaddressed.

THE MOVES · page 5, in order, with owners

YOUR CATEGORY

Apparel Fashion · Australia. A considered, usually shipped purchase , still human-led today, but moving toward agent-assisted discovery.

16

MEDIAN GAP

Category median gap is 16. Yours is narrower than most of your competitors'.

§ 03 • WHAT THE AGENT SAW • THE TEST PURCHASE

# Can an AI agent buy from you?

We sent an AI agent to find a product, understand it and buy it. Here is how far it got.

STEP 01 • DISCOVER

85%

Site reachable. AI crawlers allowed in robots.txt (10). Sitemap found.

PASS

STEP 02 • UNDERSTAND

85%

Product pages carry 3 of 10 kinds of structured data, without product codes.

PASS

STEP 03 • TRANSACT

✓

The agent reached checkout through your commerce endpoint (UCP), as your site asks.

PASS

WHAT THE AGENT HAD TO WORK WITH • THE AGENTIC SIGNALS, IN FULL ON PAGE 9

|                               |                                                                                                                                                               |                   |             |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------|
| Readable without scripts      | About 100% of your content is readable without running scripts, which is how most agents read a page.                                                         | Web team          | <div></div> |
| Agent-commerce endpoint (UCP) | You publish an agent-commerce endpoint (UCP well-known).                                                                                                      | Web team          | <div></div> |
| Capability card (MCP)         | You publish a machine-readable capability card (MCP).                                                                                                         | Web team          | <div></div> |
| AI plugin (legacy)            | No legacy AI plugin manifest, which is now expected.                                                                                                          | Web team          | <div></div> |
| Simulated checkout            | An AI agent bought through your commerce endpoint (UCP) as far as the checkout, where a person must approve payment, which is as far as any agent should get. | Web team / Vendor | <div></div> |
| Payment methods declared      | You do not declare payment methods in a form an agent can use.                                                                                                | Web team          | <div></div> |
| Test purchase result          | The purchase test ran through your commerce endpoint (UCP) rather than the web checkout, as your site asks. It reached the checkout.                          | Web team / Vendor | <div></div> |
| Cart and checkout actions     | Only your checkout is exposed as an action an agent can call.                                                                                                 | Web team          | <div></div> |

THE TEST PURCHASE • WHAT THE AGENT ASKED, DID, AND WHERE IT STOPPED

SHOPPER

"Find me a shirt on this site and take it to checkout."

AGENT

"Opened a session with your commerce endpoint (UCP over MCP)."

SITE

"Offered the agent 13 actions: search, cart, checkout."

AGENT

"Searched your catalogue for 'shirt'. 10 products came back."

AGENT

"Put the first product in a cart."

SITE

"Opened a checkout, status requires escalation. A person must approve payment from here."

AGENT

"Cancelled the checkout. No order was placed and no payment was offered."

TEST PURCHASE • UCP COMMERCE ENDPOINT • Reached checkout, cancelled before payment.

S 04 · WHAT TO DO, IN ORDER · AN OWNER BESIDE EVERY MOVE

# One sprint closes the gap.

| #                      | MOVE                                                                                                                                                   | OWNER                | EFFORT                | UPLIFT  |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------------------|---------|
| 1                      | <b>Declare your payment methods as data</b> , You do not declare payment methods in a form an agent can use.                                           | Web team             | a couple of days      | +5      |
| 2                      | <b>Win back share of AI answers from competitors</b> , When AI assistants answer category questions, David Jones and Myer come up more often than you. | Marketing            | a couple of days      | +25     |
| 3                      | <b>Complete your shopping feed, with product codes</b> , Your shopping feed fills 0% of the fields an agent compares on, without product codes (GTIN). | Marketing / Web team | a couple of days      | +20     |
| 4                      | <b>Appear in Google AI Overviews</b> , You do not appear in Google's AI Overviews for category searches.                                               | Marketing            | a couple of days      | +20     |
| SPRINT TOTAL · 4 MOVES |                                                                                                                                                        |                      | about 10 working days | net +75 |

THE COST OF WAITING

Every week without Market visibility is a week where AI-assisted shoppers are directed to competitors. As AI shopping grows, zero citation share means zero organic AI-driven traffic, a gap that widens the longer it goes unaddressed.

NEXT · AFTER THE SPRINT

70+16

NEXT pulls toward NOW and the gap closes. You become as ready for an AI agent as you are for a person.

TECHNICAL62 → 62

AGENTIC83 → 93

MARKET6 → 71

SENTIMENT45 → 45

Ship the fixes, then re-scan at blynkaudit.com, same method, scored against this baseline.

## § 05 · OUR READ

# Our read.

## WHERE YOU STAND

Your brand scores 60 on NOW, meaning it performs reasonably well when a real person is browsing and buying today. Your NEXT score, which measures how well an AI assistant shopping on someone's behalf would find, trust and choose you, sits at 54. That 6-point gap is relatively contained, but it masks a sharp imbalance: your Agentic area is strong at 83, showing an agent can reach checkout, yet your Market area scores just 6 out of 100, meaning AI assistants rarely surface your brand in the first place. The work ahead is less about fixing broken journeys and more about making your brand visible and credible to the AI layer before a journey even begins.

## THE TWO THINGS COSTING YOU MOST

**AI assistants do not recommend you.** Your Market score is 6 out of 100. Every signal tracked, including how often AI assistants cite your brand and how often you appear in AI-generated shopping summaries, reads zero. A shopper asking an AI assistant for fashion recommendations will almost never see your name, regardless of how good your site is once they arrive.

**Pages load slowly and carry almost no product data a machine can read (schema).** Page speed scores 13 out of 100 and product data a machine can read is present on 2 out of 100 checked signals. A slow page causes shoppers to leave before they see a product. Near-absent machine-readable data means AI assistants and search engines cannot accurately describe what you sell, so even the traffic that does arrive is working against incomplete information.

## THE NEXT 90 DAYS

**Fix page speed.** Web team · two to three weeks · Faster pages keep shoppers on-site and lift your standing with every search and AI ranking signal immediately.

**Add product data a machine can read (schema).** Web team · about a month · Once machine-readable data covers your key product pages, AI assistants and search engines can accurately describe your products, which is the foundation for appearing in AI-generated recommendations.

**Publish a summary of your site written for AI (llms.txt) and address security configuration.** Agency · about a week · A properly formatted llms.txt file tells AI assistants what your brand sells and how to interact with your site. Pairing this with basic security signal fixes raises your trust score with automated systems and unblocks the Market visibility work that follows.

S 06 · NOW · WHEN A PERSON IS BUYING

SCORE 60 / 100 · STRONG

# Where you win the sale a person decides.

Four factors, each scored 0 to 100, weighted by how much they matter when a person is choosing.  
Solid, with room to move. Mid-pack for Australia apparel fashion.

Weights: Trust 35 · Transactability 25 · Discoverability 25 · Suitability 15 · see page 12

Trust · Reviews, ratings and reputation a shopper sees before buying.

80 / 100

4★ across 8,092 reviews

OWNER · Marketing

Transactability · How fast, accessible and well built the site is for a person.

71 / 100

Site speed, accessibility & structure a human experiences

OWNER · Web team

Discoverability · How easily a shopper finds you in search.

59 / 100

30k organic keywords · ~191k monthly visits

OWNER · Marketing / Agency

Suitability · Stores, fulfilment and location fit for your category.

27 / 100

2 physical stores

OWNER · Ops

READING THIS PAGE

Green is strong, amber is middling, red is weak, on the bands on page 12. The owner beside each factor is the team that moves it. How the four combine into 60 is on page 12.

# Where the agent can't see you yet.

Four pillars, each scored 0 to 100 from the signals on pages 9 and 10. An agent can find you, read your products and buy. What holds the score down is how rarely AI assistants recommend you.

Weights: Technical 25 · Agentic 25 · Market 25 · Sentiment 25 · see page 12

 **Technical** · Can a machine read you?

62 / 100

3 of 9 measured signals in good shape, 1 missing or weak. Weakest: Product data a machine can read (schema). Your product pages carry 3 of the 10 kinds of structured data an agent reads (product, offer, price, brand, shipping, returns, reviews...), but without product codes (GTIN). Every signal is on page 9.

 **Agentic** · Can a machine buy from you?

83 / 100

4 of 8 measured signals in good shape, 2 missing or weak. Weakest: AI plugin (legacy). No legacy AI plugin manifest, which is now expected. Every signal is on page 9.

 **Market** · Does AI know you exist? 

WIDEST GAP

6 / 100

0 of 4 measured signals in good shape, 4 missing or weak. Weakest: Competitors named instead. When AI assistants answer category questions, David Jones and Myer come up more often than you. Every signal is on page 10.

 **Sentiment** · What does AI say about you?

45 / 100

1 of 5 measured signals in good shape, 2 missing or weak. Weakest: AI content labelling. You do not label AI-generated content or media provenance where an agent looks for it. Every signal is on page 10.

READING THIS PAGE

Behind on the agent future, Market (6/100) is the dominant gap. Green is ready, amber is partly readable, red is invisible to agents, on the bands on page 12. How the four combine into 54 is on page 12.

§ 08 · EVERY SIGNAL · 1/2 · FOR YOUR WEB TEAM

# Technical & Agentic, every signal.

Each row is one thing we measured, what it means in plain words, and who fixes it. Italic rows marked not scored had no data on this scan and sit at a neutral value.

| SIGNAL                                   | WHAT IT MEANS                                                                                                                                                                 | OWNER             | SCORE                 |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------------|
| TECHNICAL Can a machine read you?        |                                                                                                                                                                               |                   | 62 / 100              |
| AI crawler access                        | Your robots.txt lets 10 of the main AI crawlers in (Amazonbot, Applebot-Extended, Bingbot, ChatGPT-User).                                                                     | Web team          | 10.0 / 10 <div></div> |
| AI site summary (llms.txt)               | You publish a summary of your site written for AI (llms.txt).                                                                                                                 | Web team          | 5.0 / 10 <div></div>  |
| Product data a machine can read (schema) | Your product pages carry 3 of the 10 kinds of structured data an agent reads (product, offer, price, brand, shipping, returns, reviews...), but without product codes (GTIN). | Web team          | 3.0 / 15 <div></div>  |
| Returns and shipping terms               | Only your returns terms are published in a form an agent can read.                                                                                                            | Web team          | 5.0 / 10 <div></div>  |
| Semantic HTML                            | Your pages are built so software can tell headings, products and prices apart.                                                                                                | Web team          | 10.0 / 10 <div></div> |
| Sitemap coverage                         | Your sitemap and robots.txt are present and readable.                                                                                                                         | Web team          | 5.0 / 5 <div></div>   |
| Core Web Vitals                          | Your main page takes about 6.4 seconds to show its largest element on a phone.                                                                                                | Web team          | 13.3 / 20 <div></div> |
| Accessibility (WCAG AA)                  | We found 5 accessibility issues on the page we checked; agents rely on the same structure screen readers do.                                                                  | Web team / Agency | 7.5 / 15 <div></div>  |
| HTTPS / security                         | Some of the security headers an agent checks before trusting a purchase are missing.                                                                                          | Web team          | 3.3 / 5 <div></div>   |
| AGENTIC Can a machine buy from you?      |                                                                                                                                                                               |                   | 83 / 100              |
| Readable without scripts                 | About 100% of your content is readable without running scripts, which is how most agents read a page.                                                                         | Web team          | 15.0 / 15 <div></div> |
| Agent-commerce endpoint (UCP)            | You publish an agent-commerce endpoint (UCP well-known).                                                                                                                      | Web team          | 15.0 / 15 <div></div> |
| Capability card (MCP)                    | You publish a machine-readable capability card (MCP).                                                                                                                         | Web team          | 6.0 / 10 <div></div>  |
| AI plugin (legacy)                       | No legacy AI plugin manifest, which is now expected.                                                                                                                          | Web team          | 0.0 / 5 <div></div>   |
| Simulated checkout                       | An AI agent bought through your commerce endpoint (UCP) as far as the checkout, where a person must approve payment, which is as far as any agent should get.                 | Web team / Vendor | 25.0 / 25 <div></div> |
| Payment methods declared                 | You do not declare payment methods in a form an agent can use.                                                                                                                | Web team          | 0.0 / 5 <div></div>   |
| Test purchase result                     | The purchase test ran through your commerce endpoint (UCP) rather than the web checkout, as your site asks. It reached the checkout.                                          | Web team / Vendor | 15.0 / 15 <div></div> |
| Cart and checkout actions                | Only your checkout is exposed as an action an agent can call.                                                                                                                 | Web team          | 7.0 / 10 <div></div>  |

§ 08 • EVERY SIGNAL • 2/2 • FOR YOUR MARKETING TEAM

# Market & Sentiment, every signal.

These two pillars are read from AI assistants, search and reviews rather than from your site. They never finish, they compound. Italic rows marked not scored had no data on this scan and sit at a neutral value.

| SIGNAL                                | WHAT IT MEANS                                                                                   | OWNER                | SCORE                 |
|---------------------------------------|-------------------------------------------------------------------------------------------------|----------------------|-----------------------|
| MARKET Does AI know you exist?        |                                                                                                 |                      | 6 / 100               |
| Named by AI assistants                | AI assistants named you in 2 of 12 category answers we asked for.                               | Marketing            | 5.8 / 35 <div></div>  |
| Competitors named instead             | When AI assistants answer category questions, David Jones and Myer come up more often than you. | Marketing            | 0.0 / 25 <div></div>  |
| Shopping feed quality                 | Your shopping feed fills 0% of the fields an agent compares on, without product codes (GTIN).   | Marketing / Web team | 0.0 / 20 <div></div>  |
| Google AI Overviews                   | You do not appear in Google's AI Overviews for category searches.                               | Marketing            | 0.0 / 20 <div></div>  |
| SENTIMENT What does AI say about you? |                                                                                                 |                      | 45 / 100              |
| How AI describes you                  | AI describes you very differently from how you describe yourself.                               | Marketing            | 5.3 / 29 <div></div>  |
| Message consistency                   | Your messaging drifts between themes across your pages.                                         | Marketing            | 10.0 / 18 <div></div> |
| Independent reviews                   | Independent reviews average 4.0 out of 5, and an agent can read them.                           | Marketing / Agency   | 23.2 / 29 <div></div> |
| AI content labelling                  | You do not label AI-generated content or media provenance where an agent looks for it.          | Marketing / Web team | 0.0 / 12 <div></div>  |
| Tone consistency                      | Your tone varies across the pages we read.                                                      | Marketing            | 6.6 / 12 <div></div>  |

**Reading across the two scores:** the pillars above are read from outside your site, so they move with what customers, search and AI assistants say about you. The owners beside each row are where that work sits.

§ 09 · WHAT'S HOLDING YOU BACK · RANKED BY SEVERITY

# What's holding you back, in order.

The lowest-scoring signals, ranked by how far they fall short. Each has a plain sentence and an owner. Together they are what keeps NEXT below NOW.

|    |        |                                                                                                                                     |                                            |
|----|--------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| 01 | URGENT | <b>AI plugin (legacy)</b><br>No legacy AI plugin manifest, which is now expected.                                                   | OWNER<br>Web team<br>AGENTIC               |
| 02 | URGENT | <b>Payment methods declared</b><br>You do not declare payment methods in a form an agent can use.                                   | OWNER<br>Web team<br>AGENTIC               |
| 03 | URGENT | <b>Competitors named instead</b><br>When AI assistants answer category questions, David Jones and Myer come up more often than you. | OWNER<br>Marketing<br>MARKET               |
| 04 | URGENT | <b>Shopping feed quality</b><br>Your shopping feed fills 0% of the fields an agent compares on, without product codes (GTIN).       | OWNER<br>Marketing / Web team<br>MARKET    |
| 05 | URGENT | <b>Google AI Overviews</b><br>You do not appear in Google's AI Overviews for category searches.                                     | OWNER<br>Marketing<br>MARKET               |
| 06 | URGENT | <b>AI content labelling</b><br>You do not label AI-generated content or media provenance where an agent looks for it.               | OWNER<br>Marketing / Web team<br>SENTIMENT |

WHO OWNS THESE

Web team · 2

Marketing · 2

Marketing / Web team · 2

6 findings. Hand each row to its owner; the moves that close them are on page 5.

# Two scores, one method.

We read your site the way an agent does, in a fresh automated browser. We read reviews, search and AI assistants for how the outside world sees you. And we send an AI agent to attempt a purchase. Every signal on pages 9 and 10 is measured at scan time; nothing is estimated except where marked not scored.

NOW · WHEN A PERSON IS BUYING

NOW = Trust x 0.35 + Transactability x 0.25 + Discoverability x 0.25 + Suitability x 0.15, each factor scored 0 to 100.

Weights: Trust 35 · Transactability 25 · Discoverability 25 · Suitability 15

Trust is the heaviest factor because it is the one a person weighs most once they have found you. Suitability is the lightest because it moves slowest.

NEXT · WHEN AN AI AGENT IS BUYING

NEXT = the average of Technical, Agentic, Market and Sentiment, each scored 0 to 100 from the signals on pages 9 and 10.

Weights: Technical 25 · Agentic 25 · Market 25 · Sentiment 25

Each pillar is the share of its signals' points earned, so a pillar with more signals is not worth more than one with fewer.

BANDS

NOW: 70 and above strong · 50 to 69 solid · below 50 weak. NEXT: 60 and above ready · 35 to 59 partly readable · below 35 invisible to agents.

The gap is NOW minus NEXT. A category median gap, where we show one, is the middle value across the retailers we have scored in your category and country.

WHEN A SITE TURNS THE AGENT AWAY

If a site turns our agent away, the on-site signals are shown as not measured and are left out of the score. We never score a closed door as zero.

THE TEST PURCHASE

We give an AI agent a shopping task on your site, the way a customer would, and record each step it takes: finding a product, understanding it, adding it to a cart and reaching checkout. Where it stops is on page 4. The result feeds the Agentic pillar; it is one signal among several, not the whole score.

# Definitions, plainly.

Where a technical term appears in this report it sits in brackets after the plain phrase, so your team can search for it. The plain phrases are defined here.

|                                          |                                                                                                                                                   |                                                  |                                                                                                                                                |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| AI shopping agent                        | An assistant such as ChatGPT or Gemini that a shopper asks to find, compare or buy something for them. It reads your site as data, not as a page. | A summary of your site written for AI (llms.txt) | A short text file at the root of your site that tells AI assistants what you sell and where to look.                                           |
| AI shopping agent                        | An AI assistant, like ChatGPT or Gemini, that a shopper asks to find, compare and buy on their behalf. It reads your site as data, not as a page. | Share of voice                                   | How often AI assistants name you when a shopper asks for a recommendation in your category.                                                    |
| Test purchase                            | We sent an AI agent to find a product on your site, understand it and buy it, and recorded every point where it stalled.                          | Not scored (~EST)                                | A signal whose data was not available on this scan. It is set to a neutral value so it neither helps nor hurts you.                            |
| Bands                                    | NOW: 70 and above strong, 50 to 69 solid, below 50 weak. NEXT: 60 and above ready, 35 to 59 partly readable, below 35 invisible to agents.        | Bands                                            | NOW: 70 and above strong · 50 to 69 solid · below 50 weak. NEXT: 60 and above ready · 35 to 59 partly readable · below 35 invisible to agents. |
| Test purchase                            | We sent an AI agent to buy from your site and recorded how far it got. Page 4.                                                                    | Method version                                   | The version of our scoring method used for this report (v2026.07). Re-scans on the same version are directly comparable.                       |
| Product data a machine can read (schema) | Names, prices, stock and reviews written into the page in a form software can read directly, without guessing.                                    |                                                  |                                                                                                                                                |

THE OWNERS IN THIS REPORT

**Web team** owns what is on your site and how it is built. **Marketing** owns how AI assistants and search describe you. **Agency** is your SEO or content partner where you have one. **Vendor (bot-defence)** is whoever runs the wall in front of your site. **Ops** owns stores, fulfilment and re-scans.

## § 12 • THE CLOSE

# Picture your website with five visitors. None of them are human.

They are AI agents, sent by your customers to find, compare and buy. The only question is whether an agent can choose you.

You're a **60 today** when a person is buying. You're a **54 when an AI agent is buying**. Close that 6-point gap before a competitor becomes the agent's default, because when they do, you never even see the shopper.

## RESCAN

Watch NEXT climb toward NOW.

## RUN THE HEAD-TO-HEAD • \$995

You vs your named rival, and the crossover.

## SEE THE INDEX

Where you rank in your category.