MARKETING INTELLIGENCE · EXAMPLE REPORT · CONSUMER BRANDS

Larkspur Outdoor Monthly Intelligence

October 2026

KnowYourMarket.ai

WHAT HAPPENED TO LAST MONTH'S ACTIONS

DONE: EMAIL REVENUE PER SEND

Rebuild the abandoned cart flow as three emails

The flow sent 4,820 emails for 771 unique clicks in October, a 16.00% click rate against 9.80% in September.

Owner: Priya (CRM)

DONE: ORGANIC SEARCH CLICKS

Publish buying guides for tents, sleeping bags and hiking packs

The three guides drew 1,912 organic sessions and 31 purchases in their first full month.

Owner: Content team

ACTION	OWNER	DUE	STATUS	WHAT HAPPENS NOW
Split the Performance Max campaign by product margin	Paid media agency	31 Oct 2026	OPEN	Carries into November 2026

Owner: who is doing this, as set by your team in the app.

SUMMARY

Purchases and revenue reached a 13-month high, led by organic search and email.

PURCHASES

1,146

Prev month: 1,012

↑ 13.2%

PURCHASE REVENUE

$158,420

Prev month: $139,870

↑ 13.3%

WEBSITE SESSIONS

84,522

Prev month: 78,697

↑ 7.4%

Purchases rose to 1,146 from 1,012 and revenue to $158,420 from $139,870, both the highest in 13 months, on total ad spend of $22,555.00 (Meta Ads $9,500.00 + Google Ads $13,055.00). Organic Search became the largest traffic channel at 19,860 sessions and Email sessions rose 18.6% after the abandoned cart rebuild.

WHAT HAPPENED THIS MONTH

WORK COMPLETED IN OCTOBER 2026

Abandoned cart flow rebuilt as three emails WORK COMPLETED

6 Oct 2026 · Email

One reminder replaced with a three step flow at 1 hour, 24 hours and 72 hours, the last carrying free shipping over $150.

Buying guides published: tents, sleeping bags, hiking packs WORK COMPLETED

9 Oct 2026 · Search and website

Three long form guides, each linking to the matching category page, with FAQ schema.

Spring Tent Range video campaign launched CAMPAIGN

12 Oct 2026 to 31 Oct 2026 · Meta Ads

15 second and 30 second cuts of the two person and four person tents, optimised for video views and link clicks.

Long weekend sale: 20% off shelters PROMOTION

23 Oct 2026 to 27 Oct 2026 · Email, Meta Ads, Google Ads

Product review request added to the post purchase email WORK COMPLETED

28 Oct 2026 · Email and website

Logged by your team in the app.

INSTAGRAM PAGE PERFORMANCE

NEW FOLLOWERS

612

Prev month: 540

↑ 13.3%

TOTAL FOLLOWERS

48,260

Live count at report time

VIEWS

412,300

Prev month: 388,900

↑ 6.0%

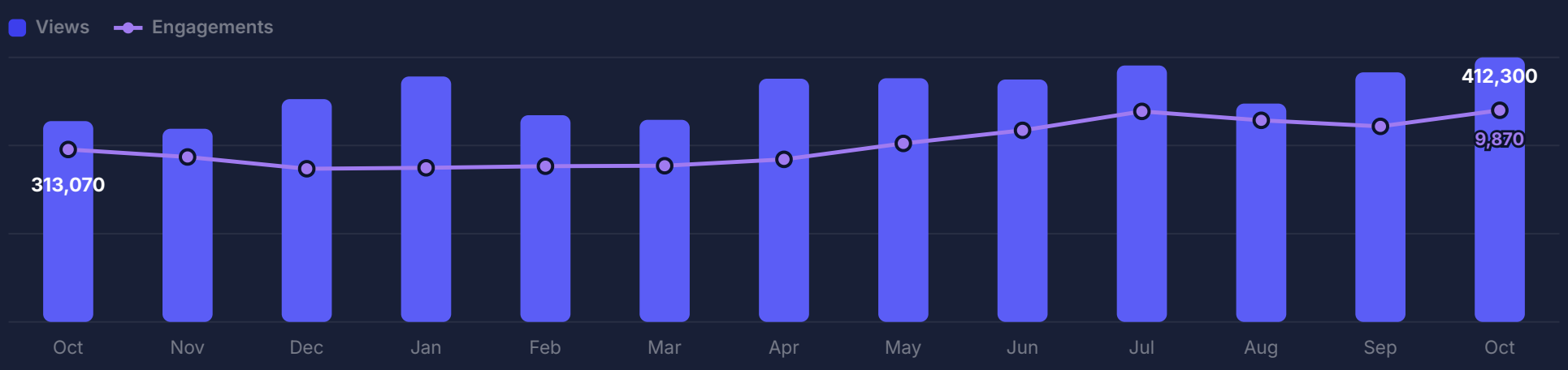
ENGAGEMENTS

9,870

Prev month: 9,120

↑ 8.2%

13 MONTHS: VIEWS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

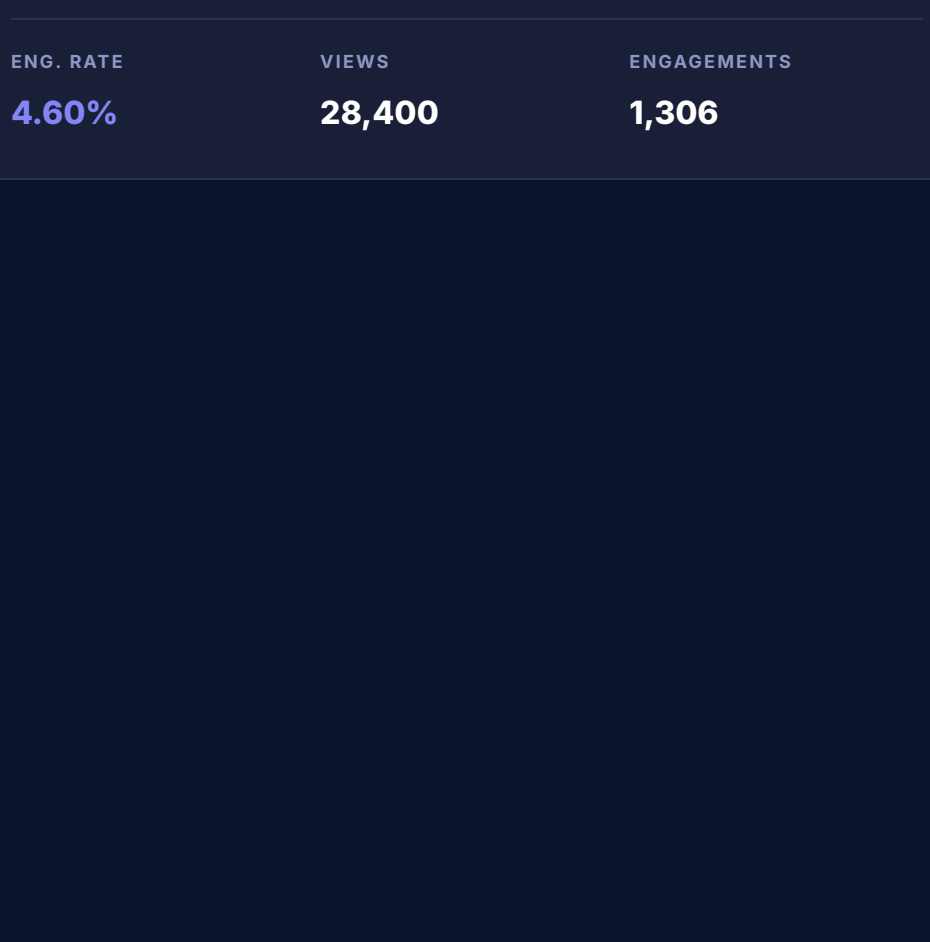
MONTH	NEW FOLLOWERS	VIEWS	ENGAGEMENTS
Oct 2026	612	412,300	9,870
Sep 2026	540	388,900	9,120
Aug 2026	529	340,309	9,401
Jul 2026	515	399,623	9,821
Jun 2026	560	377,697	8,930
May 2026	531	379,781	8,321
Apr 2026	387	379,086	7,583
Mar 2026	524	315,055	7,285
Feb 2026	615	322,039	7,259
Jan 2026	531	382,592	7,189
Dec 2025	531	347,130	7,142
Nov 2025	503	301,071	7,694
Oct 2025	493	313,070	8,043

INSTAGRAM: KEY LEARNINGS

KEY LEARNINGS

- **Views and engagements both rose for a third month.** Instagram delivered 412,300 views in October, up from 388,900, and engagements rose to 9,870 from 9,120. New followers reached 612, the highest since January.
- **Customer trip content beat product shots.** The "Three nights on the Overland" customer reel led the month with 28,400 views and 1,306 engagements (4.60%), well ahead of the Spring Tent Range product carousel at 2.10%.
- **Sale posts reach people but do not hold them.** The long weekend sale post reached 19,750 views with a 1.20% engagement rate, the lowest of the top posts, so sale messaging is better carried by email and ads than by the feed.

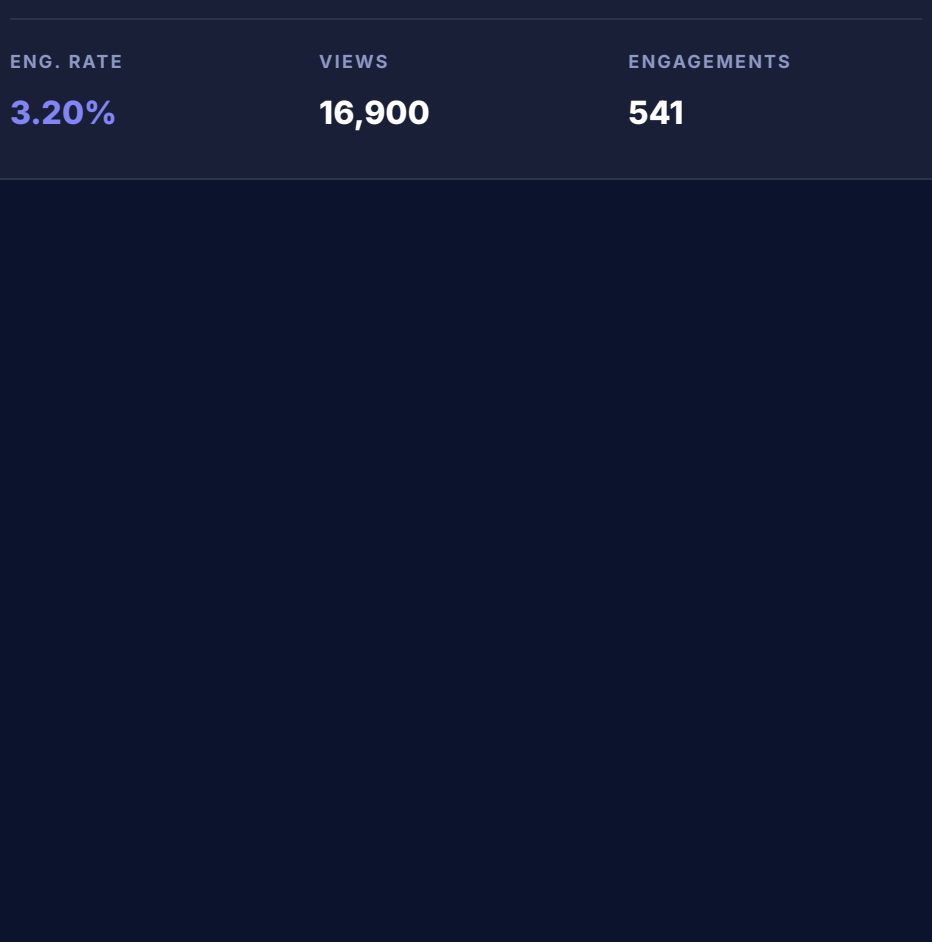
INSTAGRAM: TOP PERFORMING POSTS



Three nights, 65 kilometres, one very tired pair of boots. Thanks @sam.walks for taking the Ridge 2P the long way round.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
4.60%	28,400	1,306



How to choose a sleeping bag rating without carrying a kilo you do not need. Full guide linked in bio.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
3.20%	16,900	541

FACEBOOK PAGE PERFORMANCE

NEW FOLLOWERS

96

Prev month: 118

↓ 18.6%

TOTAL FOLLOWERS

21,940

Live count at report time

VIEWS

186,400

Prev month: 192,750

↓ 3.3%

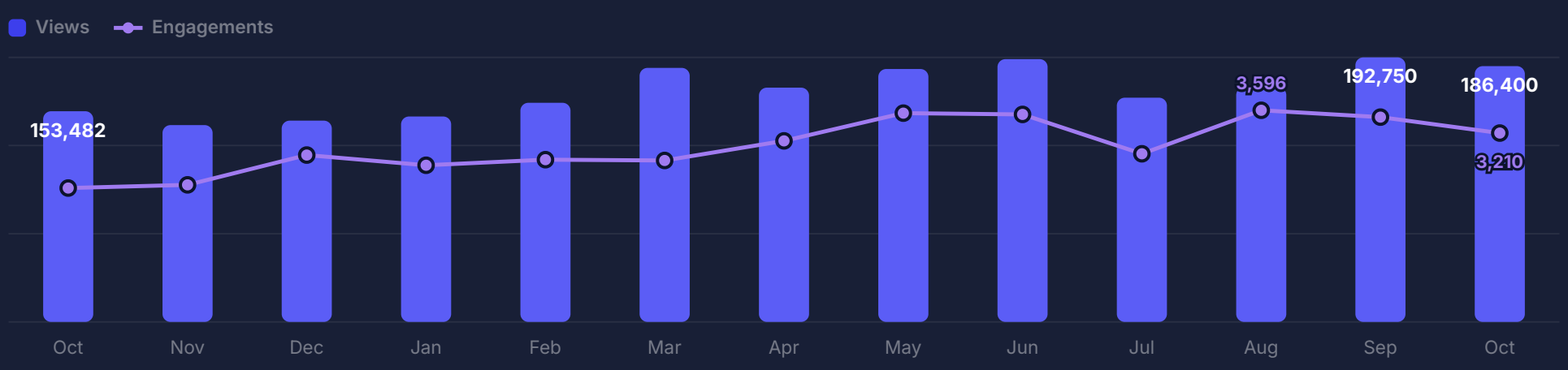
ENGAGEMENTS

3,210

Prev month: 3,480

↓ 7.8%

13 MONTHS: VIEWS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

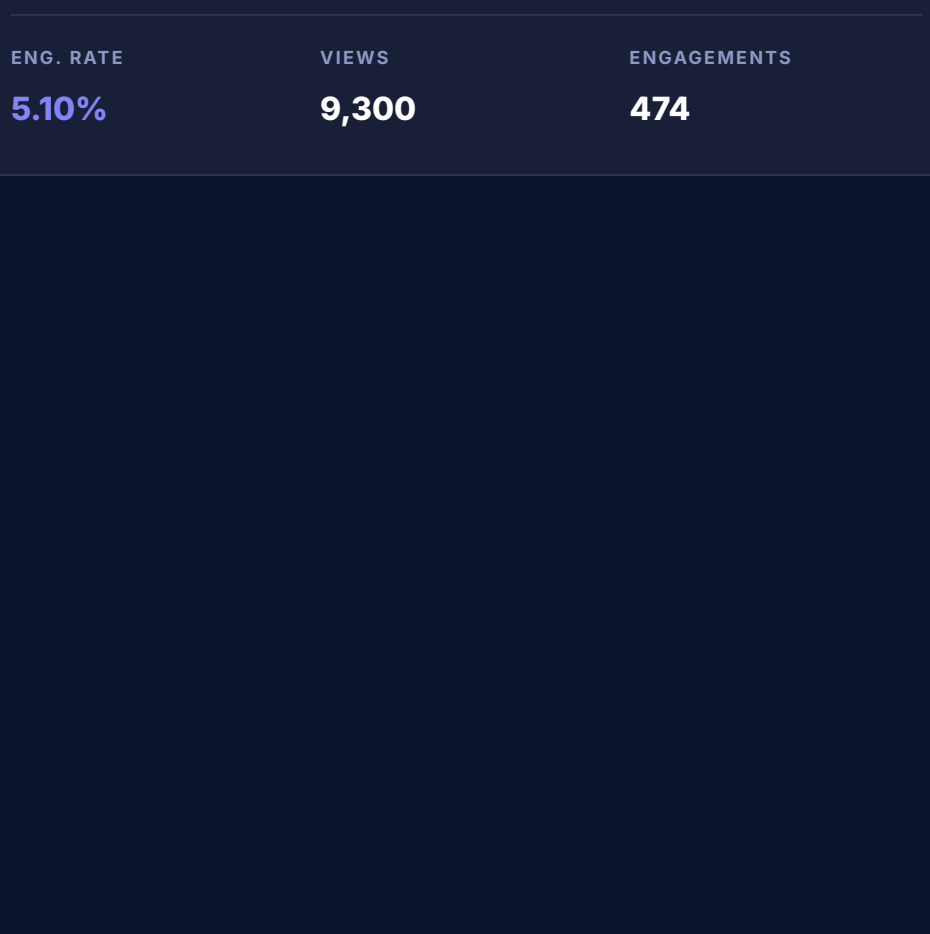
MONTH	NEW FOLLOWERS	VIEWS	ENGAGEMENTS
Oct 2026	96	186,400	3,210
Sep 2026	118	192,750	3,480
Aug 2026	93	170,991	3,596
Jul 2026	129	163,372	2,858
Jun 2026	103	191,474	3,526
May 2026	93	184,239	3,548
Apr 2026	121	170,651	3,076
Mar 2026	118	185,055	2,744
Feb 2026	90	159,623	2,757
Jan 2026	82	149,631	2,663
Dec 2025	73	146,694	2,835
Nov 2025	78	143,414	2,330
Oct 2025	74	153,482	2,275

FACEBOOK: KEY LEARNINGS

KEY LEARNINGS

- **Facebook reach eased slightly.** Views came in at 186,400 against 192,750 in September and engagements fell to 3,210 from 3,480. The page is holding its audience rather than growing it.
- **Community questions drive the engagement.** The "Where are you camping this long weekend?" post drew 412 comments from 9,300 views, a 5.10% engagement rate and the best on the page since March.
- **Facebook now works mainly as a paid channel.** Organic Social sent 2,640 sessions to the site across both platforms, against 14,950 from Paid Social, so page effort is best spent on the question posts that already work.

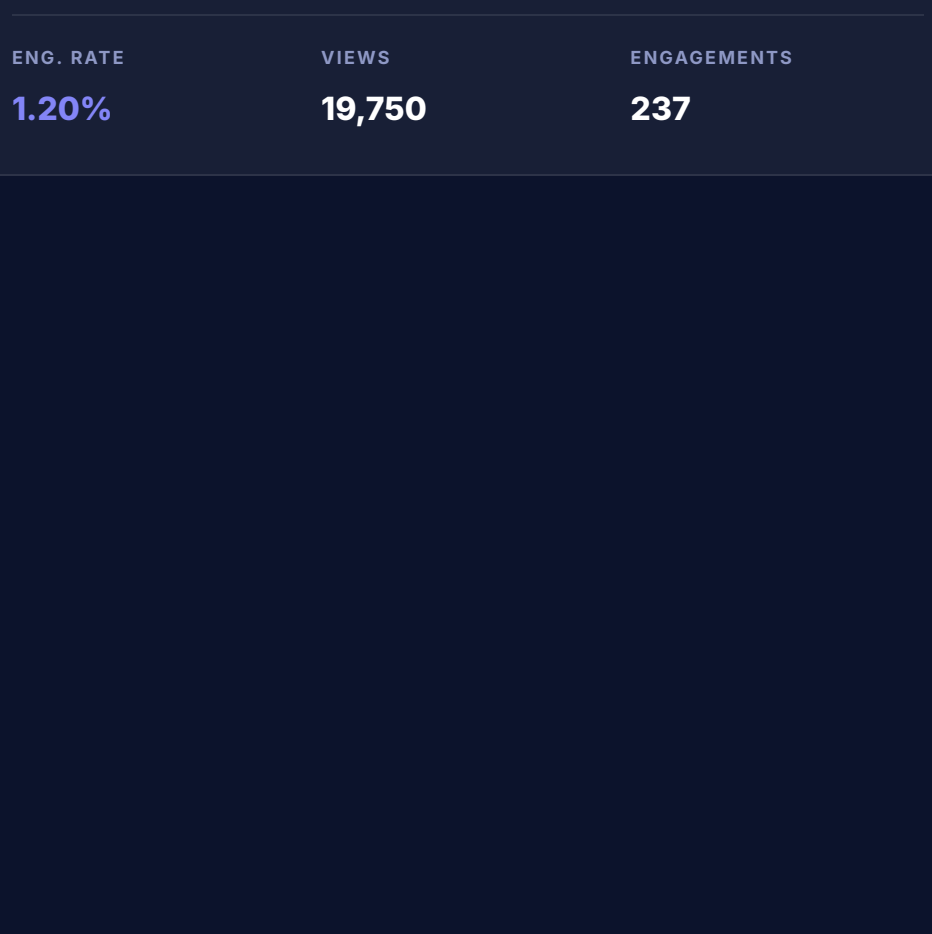
FACEBOOK: TOP PERFORMING POSTS



Long weekend plans? Tell us where you are pitching the tent and we will pick three people to win a camp kitchen kit.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
5.10%	9,300	474



Long weekend sale: 20% off every tent, tarp and swag until Tuesday. Free shipping over $150.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
1.20%	19,750	237

META ADS PERFORMANCE

TOTAL LINK CLICKS
15,220
Across all campaigns

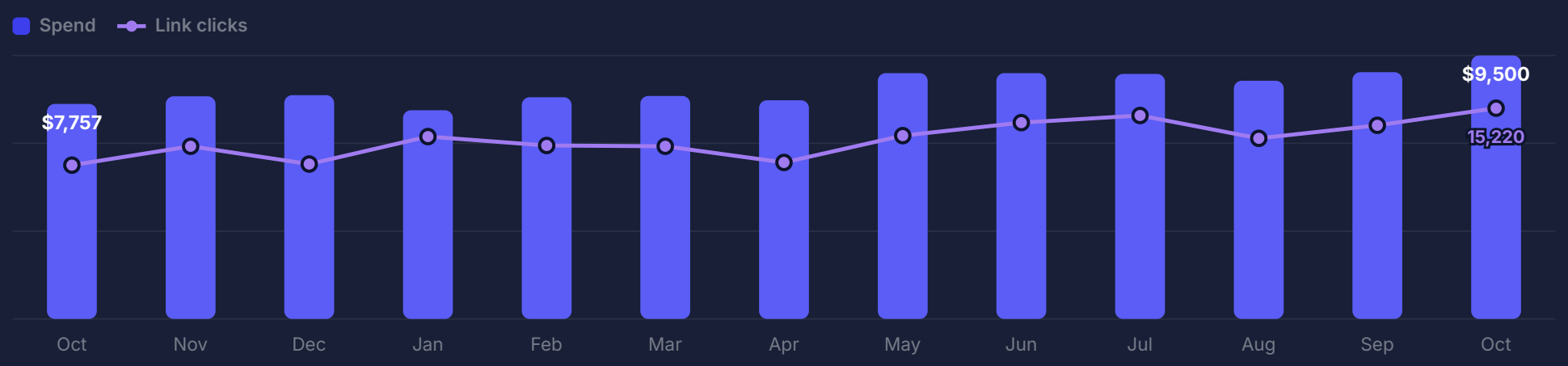
TOTAL IMPRESSIONS
951,500
Across all campaigns

TOTAL REACH
476,900
Across all campaigns

TOTAL AD SPEND
$9,500.00
Across all campaigns

AVG CTR
1.60%
Blended across campaigns

13 MONTHS: SPEND AND LINK CLICKS



CAMPAIGN	LINK CLICKS	IMPRESSIONS	REACH	CTR	SPEND	PURCHASES
Larkspur | Prospecting | Advantage+ Shopping	9,840	612,300	284,100	1.61%	$6,200.00	214
Larkspur | Retargeting | Catalogue	3,120	98,400	41,200	3.17%	$1,850.00	168
Larkspur | Spring Tent Range | Video	2,260	240,800	151,600	0.94%	$1,450.00	37
Total	**15,220**	**951,500**	**476,900**	**1.60%**	**$9,500.00**	**419**

META ADS: KEY LEARNINGS

KEY LEARNINGS

- **Retargeting returns the cheapest purchases.** The Catalogue retargeting campaign produced 168 purchases from $1,850.00, or $11.01 a purchase, against $28.97 for Advantage+ Shopping (214 purchases from $6,200.00).
- **The Spring Tent Range video bought reach, not sales.** The video campaign reached 151,600 people for $1,450.00 and recorded 37 purchases. Its value is the audience it feeds into retargeting in November, so it should be judged on retargeting pool size.
- **Blended click through held at 1.60%.** Meta Ads delivered 15,220 link clicks from 951,500 impressions on $9,500.00, up from 13,980 clicks on $8,900.00 in September.

GOOGLE ADS PERFORMANCE

TOTAL CLICKS
21,900
Across all campaigns

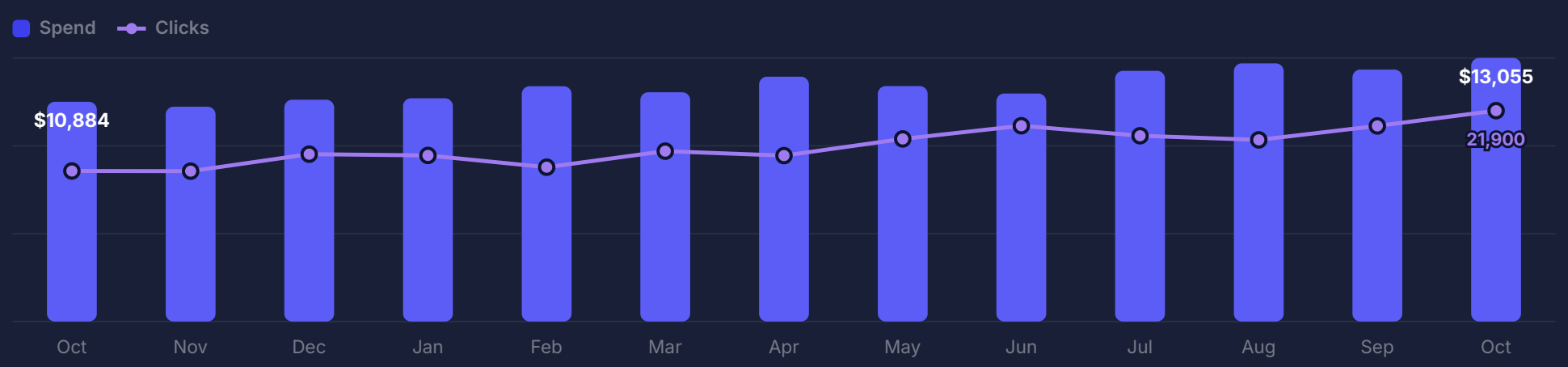
TOTAL IMPRESSIONS
1,251,800
Across all campaigns

AVG CTR
1.75%
Blended across campaigns

AVG CPC
$0.60
Blended across campaigns

TOTAL SPEND
$13,055.00
Across all campaigns

13 MONTHS: SPEND AND CLICKS



CAMPAIGN	CLICKS	IMPRESSIONS	CTR	AVG CPC	COST	PURCHASES
Larkspur | Performance Max | Shopping	14,620	1,120,400	1.30%	$0.50	$7,310.00	388
Larkspur | Search | Brand	3,940	21,300	18.50%	$0.30	$1,182.00	241
Larkspur | Search | Tents and Shelters	2,210	68,900	3.21%	$1.40	$3,094.00	52
Larkspur | Search | Sleeping Bags	1,130	41,200	2.74%	$1.30	$1,469.00	19
Total	**21,900**	**1,251,800**	**1.75%**	**$0.60**	**$13,055.00**	**700**

GOOGLE ADS: TOP KEYWORDS

KEYWORD	CLICKS	IMPRESSIONS
larkspur outdoor	2,180	9,400
2 person hiking tent	412	14,800
lightweight tent australia	286	9,100
4 person camping tent	241	11,600
down sleeping bag -5	198	6,900
hiking tent sale	173	5,200
ultralight sleeping bag	131	7,400
camping tarp shelter	96	3,300
larkspur ridge 2p	88	410
best hiking pack 65l	64	4,800

KEY LEARNINGS

- **Performance Max carries most of the account.** The Shopping campaign delivered 14,620 of the account's 21,900 clicks and 388 of its 700 purchases on $7,310.00, or $18.84 a purchase.
- **Sleeping Bags search is the expensive one.** The Sleeping Bags campaign spent $1,469.00 for 19 purchases, or $77.32 a purchase, more than four times the account average of $18.65. The new buying guide gives it a better landing page than the category grid.
- **Brand search converts, and its volume is growing.** "larkspur outdoor" drew 2,180 clicks, the most of any keyword, and the Brand campaign recorded 241 purchases from $1,182.00. Rising brand search follows the Instagram and video reach gained since August.

EMAIL MARKETING

EMAILS SENT

84,330

Prev month: 79,600

↑ 5.9%

OPEN RATE

45.0%

Prev month: 41.8%

↑ 7.7%

UNIQUE CLICKS

6,246

Prev month: 4,410

↑ 41.6%

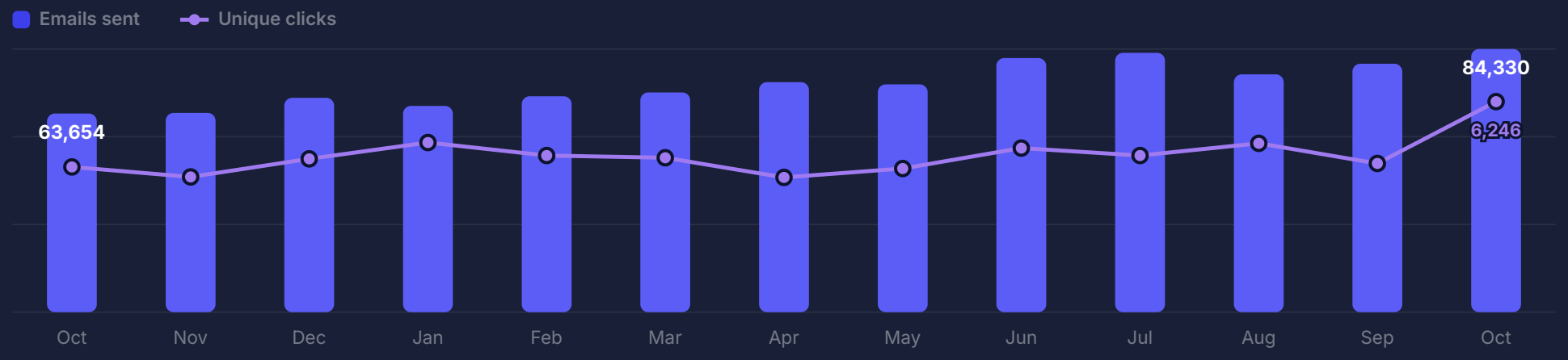
CLICK RATE

7.41%

Prev month: 5.54%

↑ 33.7%

13 MONTHS: EMAILS SENT AND UNIQUE CLICKS



CAMPAIGN	SENT	OPENS	OPEN RATE	UNIQUE CLICKS	CLICK RATE
Long weekend: 20% off shelters	38,150	17,930	47.0%	3,052	8.00%
The spring camping edit	38,400	15,744	41.0%	1,920	5.00%
Abandoned cart flow (automation)	4,820	2,555	53.0%	771	16.00%
Welcome series (automation)	2,960	1,746	59.0%	503	16.99%

EMAIL: KEY LEARNINGS

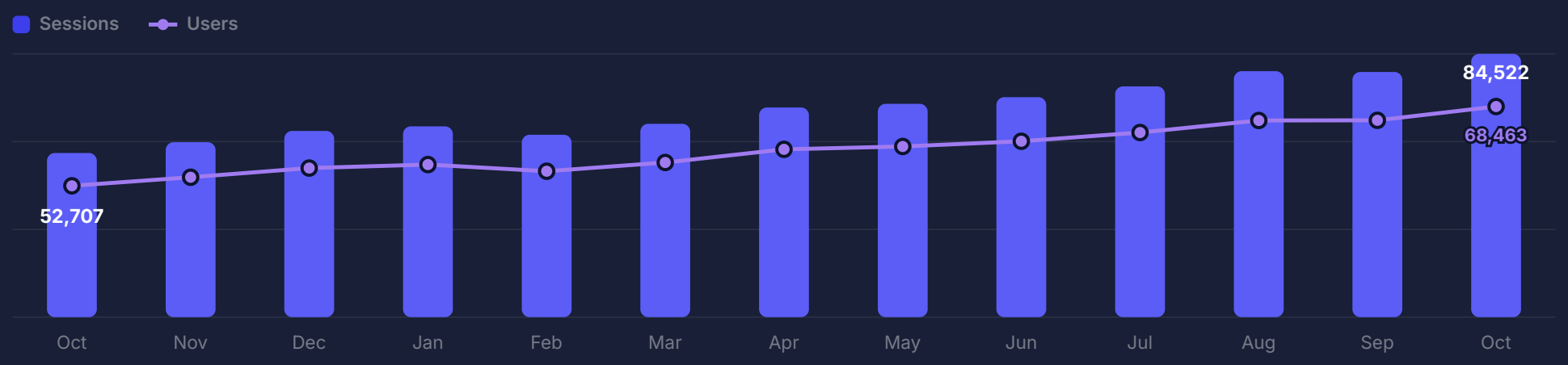
KEY LEARNINGS

- **The sale email was the month's best send.** "Long weekend: 20% off shelters" was opened by 47.0% of recipients and drew 3,052 unique clicks, an 8.00% click rate, against 5.00% for the spring camping edit.
- **The rebuilt cart flow lifted clicks on a small list.** The three email abandoned cart flow sent 4,820 emails for 771 unique clicks (16.00%). Email sessions on the site rose 18.6% and recorded 131 purchases.
- **Unique clicks rose 41.6% on a similar send volume.** Email sent 84,330 messages against 79,600 in September, while unique clicks rose to 6,246 from 4,410.

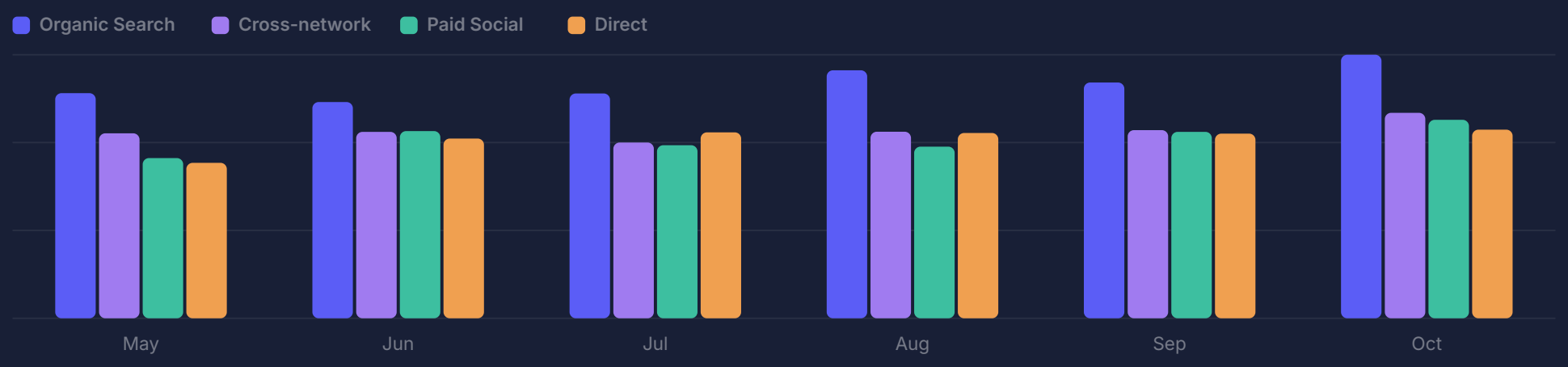
WEBSITE TRAFFIC

USERS	SESSIONS	NEW USERS	PURCHASES
68,463	**84,522**	**43,132**	**1,146**
Prev month: 64,000	Prev month: 78,697	Prev month: 39,917	Prev month: 1,012
↑ 7.0%	↑ 7.4%	↑ 8.1%	↑ 13.2%

13 MONTHS: SESSIONS AND USERS, EVERY CHANNEL



SESSIONS BY CHANNEL, LAST 6 MONTHS (TOP 4 CHANNELS)



TRAFFIC BY CHANNEL

CHANNEL	SESSIONS	SHARE	VS PREV MONTH	USERS	NEW USERS	AVG ENGAGEMENT	PURCHASES
Organic Search	19,860	23.5%	↑ 11.8%	15,888	9,851	1m 36s	236
Cross-network	15,480	18.3%	↑ 9.2%	12,694	9,013	0m 48s	298
Paid Social	14,950	17.7%	↑ 6.4%	12,857	10,286	0m 21s	172
Direct	14,210	16.8%	↑ 2.1%	11,084	5,542	1m 14s	118
Email	7,930	9.4%	↑ 18.6%	5,551	666	2m 12s	131
Paid Search	7,120	8.4%	↓ 3.4%	5,696	3,133	1m 28s	152
Organic Social	2,640	3.1%	↑ 4.0%	2,244	1,346	0m 35s	14
Referral	1,180	1.4%	↓ 6.2%	944	566	1m 21s	11
AI Assistant	612	0.7%	↑ 41.3%	551	468	1m 44s	9
Organic Shopping	540	0.6%	↑ 7.5%	459	321	1m 6s	5
Total (whole site)	**84,522**	**100.0%**	↑ 7.4%	**68,463**	**43,132**	-	**1,146**

Share is of sessions. One person can arrive through more than one channel, so users by channel can add up to more than the site total. Channels with fewer than 10 sessions are not listed.

WEBSITE TRAFFIC: KEY LEARNINGS

KEY LEARNINGS

- **Organic Search is now the largest channel.** Organic Search grew 11.8% to 19,860 sessions, 23.5% of the site, and recorded 236 purchases. That growth came in the month the three buying guides went live.
- **Email converts at the highest rate of any channel.** Email sent 7,930 sessions and 131 purchases, one purchase for every 61 sessions, against one in 87 for Paid Social. Its average engagement of 2m 12s is the longest on the site.
- **AI assistants are a small channel growing fast.** AI Assistant sessions rose 41.3% to 612 and recorded 9 purchases. It is too small to change the month, yet it is the fastest growing channel for a second month.

SEARCH & SITE PERFORMANCE

ORGANIC SEARCH CLICKS

Google Search Console: clicks from Google search results to the site

14,920

Prev month: 13,310

↑ 12.1%

SEARCH IMPRESSIONS

Google Search Console: times the site appeared in Google search results

486,200

Prev month: 452,800

↑ 7.4%

AVG CTR

Google Search Console: clicks as a share of impressions

3.07%

Prev month: 2.94%

↑ 4.4%

AVG POSITION

Google Search Console: average ranking in Google search results

9.6

Prev month: 10.2

↑ 5.9%

ORGANIC USERS

GA4: people who visited from any search engine

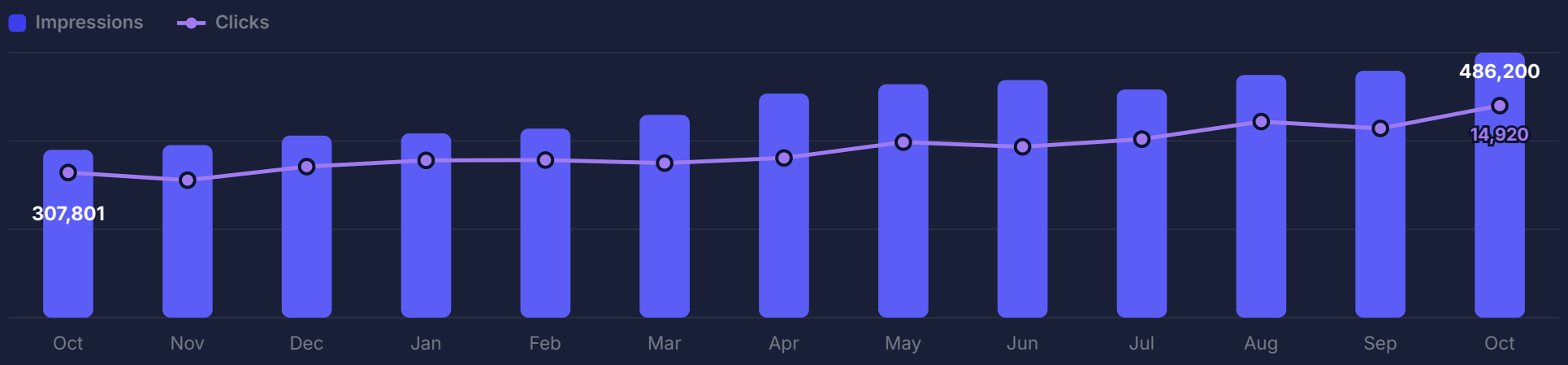
15,888

Prev month: 14,211

↑ 11.8%

Clicks and organic users come from two different tools. Search Console counts every click from Google's results; GA4 counts the people who arrived from any search engine (Google, Bing and others), each person once however many times they click. That is why the two can move in opposite directions in the same month.

13 MONTHS: SEARCH DEMAND (IMPRESSIONS) AND ORGANIC CLICKS



13-MONTH RESULTS OVERVIEW

MONTH	CLICKS	IMPRESSIONS	CTR	POSITION	ORGANIC USERS
Oct 2026	14,920	486,200	3.07%	9.6	15,888
Sep 2026	13,310	452,800	2.94%	10.2	14,211
Aug 2026	13,801	445,091	3.10%	10.0	14,210
Jul 2026	12,557	418,445	3.00%	10.3	14,213
Jun 2026	12,026	435,926	2.76%	11.0	13,761
May 2026	12,349	428,190	2.88%	10.4	12,087
Apr 2026	11,236	410,972	2.73%	10.6	13,181
Mar 2026	10,876	371,880	2.92%	10.6	11,884
Feb 2026	11,090	346,667	3.20%	11.5	12,030
Jan 2026	11,061	337,942	3.27%	11.0	11,504
Dec 2025	10,631	333,807	3.18%	11.9	11,937
Nov 2025	9,678	316,762	3.06%	11.9	11,161
Oct 2025	10,209	307,801	3.32%	11.9	9,967

TOP SEARCH QUERIES

QUERY	CLICKS	IMPRESSIONS	CTR	POSITION
larkspur outdoor	2,140	3,900	54.87%	1.1
larkspur tents	612	1,180	51.86%	1.2
2 person hiking tent	388	21,400	1.81%	8.4
how to choose a sleeping bag	301	9,800	3.07%	5.2
lightweight hiking tent australia	274	11,900	2.30%	7.9
larkspur ridge 2p review	233	640	36.41%	1.0
best 4 person tent	196	18,700	1.05%	11.6
hiking pack size guide	171	4,300	3.98%	4.4
down vs synthetic sleeping bag	149	6,100	2.44%	6.8
camping tarp setup	118	5,200	2.27%	9.1
sleeping bag temperature rating	102	7,700	1.32%	10.3
ultralight tent	87	16,200	0.54%	14.8

TOP LANDING PAGES (ORGANIC)

PAGE	SESSIONS	USERS	NEW USERS	AVG ENGAGEMENT	PURCHASES
/	4,820	3,760	2,892	1m 21s	61
/collections/tents	2,960	2,309	1,776	1m 58s	52
/guides/how-to-choose-a-hiking-tent	884	690	530	2m 44s	14
/products/ridge-2p-hiking-tent	812	633	487	1m 49s	38
/guides/sleeping-bag-temperature-ratings	631	492	379	2m 31s	11
/collections/sleeping-bags	598	466	359	1m 37s	17
/guides/hiking-pack-size-guide	397	310	238	2m 22s	6
/products/summit-down-sleeping-bag-5	344	268	206	1m 28s	12
/collections/sale	301	235	181	1m 13s	9
/pages/shipping-and-returns	212	165	127	0m 46s	0

KEY LEARNINGS

- **Organic clicks and impressions reached 13-month highs.** Clicks rose to 14,920 from 13,310 and impressions to 486,200 from 452,800, while average position improved to 9.6 from 10.2.
- **The buying guides are already the third largest organic entry point.** The three guides drew 1,912 organic sessions and 31 purchases between them. "how to choose a sleeping bag" now ranks at position 5.2 with 301 clicks.
- **Category terms still sit on page two.** "best 4 person tent" earned 196 clicks from 18,700 impressions at position 11.6 and "ultralight tent" 87 clicks from 16,200 at position 14.8. These two terms hold the largest unclaimed demand on the list.

KEYWORD RANKINGS & SHARE OF VOICE

SHARE OF VOICE	KEYWORDS TRACKED	RANKING (TOP 30)
14%	14	12
Prev month: 11%		

PAGE 1 (TOP 10)	TOP 3	MONTHLY SEARCHES (AU)
6	1	58,790
		Google searches a month across the list

SHARE OF VOICE ACROSS THE KEYWORD LIST

BUSINESS	VISIBILITY	SHARE	PAGE 1 KEYWORDS
Ridgewell Gear		31%	9
Cinderpeak		19%	6
Larkspur Outdoor YOU		14%	5
Tallowood Trail Co		9%	3
Brackenfold		4%	1

KEYWORD	MONTHLY SEARCHES (AU)	POSITION	LOCAL PACK	ADS ON PAGE
2 person hiking tent	5,400	8 ↑ 2	-	4
hiking tent	8,100	14 ↑ 3	-	4
4 person tent	6,600	12 ↑ 1	-	4
sleeping bag	12,100	21	-	3
down sleeping bag	2,900	7 ↑ 4	-	3
lightweight tent australia	1,300	4 ↑ 2	-	2
hiking pack 65l	1,900	9	-	3
ultralight tent	2,400	15 ↓ 2	-	3
camping tarp	3,600	11 ↑ 1	-	2
sleeping bag temperature rating	880	5 ↑ 6	-	0
how to choose a hiking tent	590	3 ↑ 9	-	0
swag tent	9,900	not in top 30	-	4
camp kitchen kit	720	18	-	1
hiking gear australia	2,400	not in top 30	-	2

Positions are Google Australia mobile results (top 30) checked weekly; the month shows the latest check. Share of voice weights each keyword by the click share its position earns and by its monthly search volume, so a #1 on a busy search counts for more than a #1 on a quiet one. Monthly searches are Google Ads averages for Australia.

AI SEARCH VISIBILITY

AI SHARE OF VOICE
38%
Answers that name you (prev month: 31%)

RECOMMENDED FIRST
17%
Answers where you are the top pick

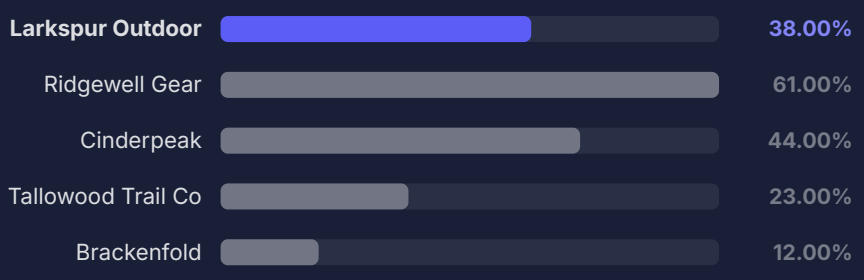
YOUR SITE CITED
29%
Answers that link to your website

QUESTIONS COVERED
19 / 24
Named on at least one AI surface

UNBRANDED SHARE
27%
Leaving out questions that name you

AVERAGE PLACE
2.1
Among the businesses an answer names

AI SHARE OF VOICE VS COMPETITORS / PEERS



WHERE YOU ARE NAMED, BY AI SURFACE



WHERE YOU ARE NAMED: QUESTION TYPE BY AI SURFACE (ANSWERS NAMING YOU / ANSWERS)

QUESTION TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	ALL
Best for	2 / 4	3 / 4	3 / 4	1 / 3	2 / 4	58%
Comparison	2 / 3	2 / 3	3 / 3	1 / 3	1 / 3	60%
Use case	1 / 4	2 / 4	2 / 4	0 / 2	1 / 4	33%
Technical	0 / 3	1 / 3	1 / 3	1 / 3	0 / 3	20%
Alternatives	1 / 3	1 / 3	2 / 3	-	1 / 3	42%
Brand direct	4 / 4	4 / 4	4 / 4	4 / 4	4 / 4	100%
Where to buy	1 / 3	0 / 3	1 / 3	0 / 2	1 / 3	21%

QUESTION A BUYER ASKED	TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	WHO AI PICKED
Is Larkspur Outdoor a good brand for hiking tents?	Brand direct	top pick	top pick	top pick	top pick	top pick	Larkspur Outdoor
Larkspur Ridge 2P vs Ridgewell Trek 2, which is better?	Comparison	top pick	named #1	top pick	named #2	named #1	Larkspur Outdoor, Ridgewell Gear
What is the best 2 person hiking tent in Australia under $500?	Best for	named #2	top pick	named #1	absent	named #2	Ridgewell Gear, Larkspur Outdoor, Cinderpeak
Best lightweight tent for the Overland Track?	Use case	absent	named #2	top pick	no answer	absent	Ridgewell Gear, Larkspur Outdoor
Which sleeping bag rating do I need for alpine camping in winter?	Technical	absent	absent	named #3	named #2	absent	Cinderpeak, Ridgewell Gear
What are good alternatives to Ridgewell Gear tents?	Alternatives	named #1	named #2	top pick	no answer	named #3	Cinderpeak, Larkspur Outdoor, Tallowood Trail Co
Best 4 person family camping tent that handles wind?	Best for	absent	named #3	named #2	absent	absent	Ridgewell Gear, Cinderpeak
Where can I buy a quality hiking pack online in Australia?	Where to buy	named #3	absent	named #2	absent	absent	Ridgewell Gear, Tallowood Trail Co
Down or synthetic sleeping bag for wet weather hiking?	Technical	absent	named #2	absent	absent	absent	Cinderpeak
Best Australian owned outdoor gear brands?	Best for	named #2	named #1	top pick	named #3	named #2	Ridgewell Gear, Larkspur Outdoor, Brackenfold

WEBSITES AI ANSWERS CITE MOST (WHERE TO EARN A MENTION)

WEBSITE	CITATIONS
youtube.com	64
reddit.com	51
ridgewellgear.example	38
trailnotes.example	27
cinderpeak.example	22
larkspuroutdoor.example	19
bushwalkforum.example	14
gearlab.example	11

BUSINESSES AI RECOMMENDS THAT YOU DO NOT TRACK

BUSINESS	ANSWERS
Northfell	12
Wren & Ridge	9
Ironbark Outfitters	8
Highline Camp Co	6
Stoneway	5
Emberlight	4
Kestrel Trail	3
Mallee Pack Co	3

VISITS FROM AI ASSISTANTS

612

Prev month: 433

Sessions referred by ChatGPT, Perplexity, Gemini, Copilot, Claude

↑ 41.3%

PURCHASES FROM AI VISITS

9

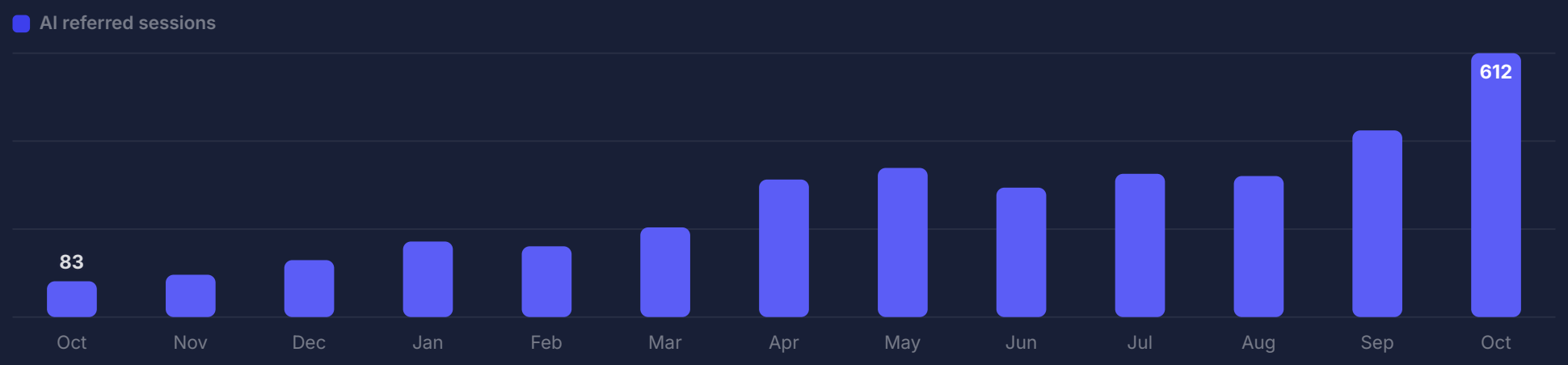
Conversions on those sessions

CHATGPT.COM

508

sessions this month

13 MONTHS: WEBSITE SESSIONS REFERRED BY AI ASSISTANTS



WHAT AI ASSISTANTS SAY

- **Named in over a third of AI answers.** Larkspur Outdoor appears in 38% of 112 AI answers, up from 31%, or 27% leaving out questions that name it, and is the top pick in 17%. Perplexity names it most (47%) and Google AI Overview least (29%).

- **Technical and where to buy questions lag.** Larkspur Outdoor is named in every brand direct answer but in only 20% of technical answers and 21% of where to buy answers.

- **AI referrals are growing every month.** AI assistants referred 612 sessions (prev 433), 508 of them from chatgpt.com, and those sessions recorded 9 purchases.

WHO AI RECOMMENDS INSTEAD

1 **Ridgewell Gear leads the answers**

Ridgewell Gear is named in 61% of answers and Cinderpeak in 44%. Among untracked brands, Northfell (12) and Wren & Ridge (9) are recommended most.

THE ONE MOVE

1 **Answer the technical questions in the buying guides**

Add temperature rating, wet weather and wind rating answers to the three guides published in October. Own pages are cited in 29% of answers, while youtube.com (64) and reddit.com (51) are cited most, so a short video for each guide earns a second route into the answers.

Each question on the list is put to ChatGPT, Gemini, Claude and Perplexity (web search on) and to Google AI Overview and Google AI Mode (Australia, mobile) once a month; answers are read for every tracked business; latest check 2026-11-02. Share of voice is the share of answers that name a business.

TECHNICAL SEO

HEALTH SCORE	PAGES CHECKED	ISSUES FOUND
91%	**200**	**121**
Pages with no serious issue (prev month: 88%)	1,482 in the sitemap	across 121 pages

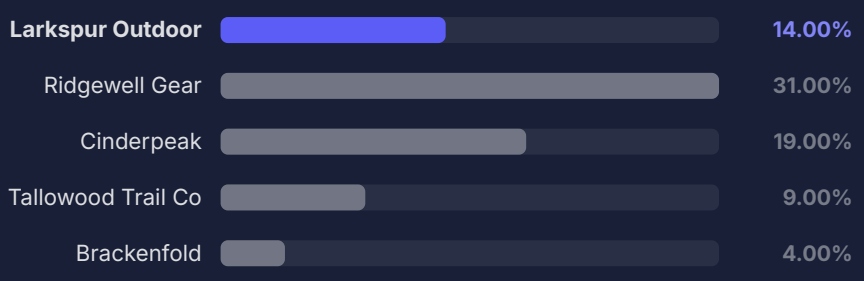
ISSUE	PAGES	EXAMPLES
Broken pages (error or no answer) Fix or remove them from the sitemap: Google and visitors hit a dead end.	3	/products/trail-stove-mk1 (HTTP 404) /collections/winter-2025 (HTTP 404)
Duplicate page titles Pages with the same title compete with each other in Google.	18	/products/ridge-2p-hiking-tent-green (same as 2 other pages) /products/ridge-2p-hiking-tent-grey (same as 2 other pages)
Missing meta description Google writes its own snippet, often a worse one.	27	/collections/camp-kitchen /collections/tarps-and-shelters /pages/size-guide
Pages with images missing alt text Alt text helps image search and accessibility.	64	/collections/tents (22 of 48 images) /products/summit-down-sleeping-bag-5 (6 of 9 images)
Slow server response (over 2 s) Slow first byte drags down speed scores and rankings.	9	/collections/sale (3.1 s) /search (2.6 s)

No issues: pages set to noindex, canonical points to another page, missing page title, missing H1 heading, redirect chains.

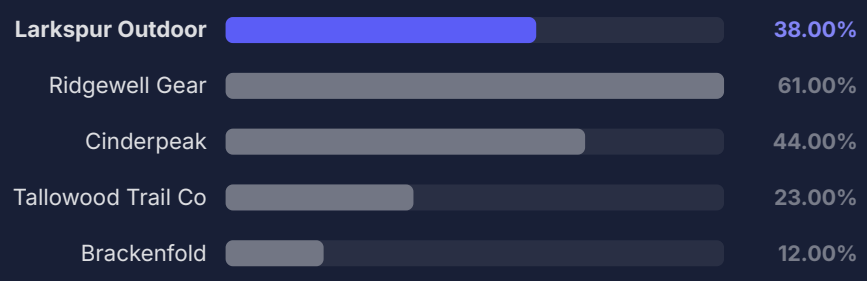
Weekly scan of the homepage and up to 200 sitemap pages (the sitemap is larger, so this is a sample); latest scan 2026-11-01.

COMPETITORS / PEERS

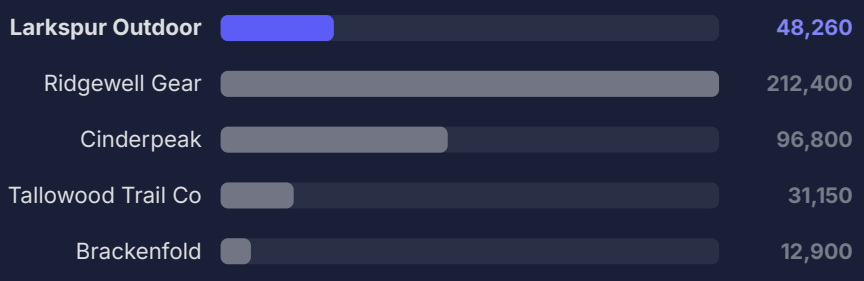
SHARE OF VOICE ON TRACKED KEYWORDS



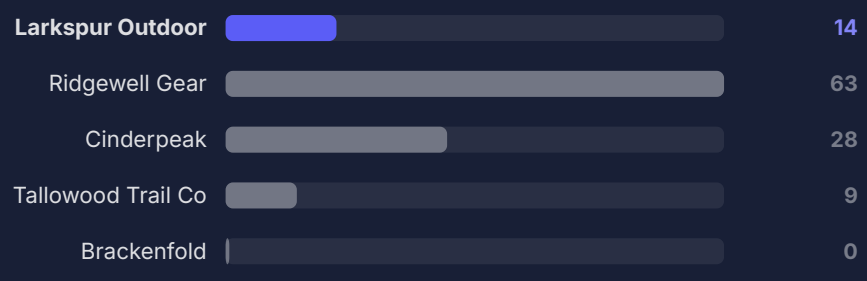
AI SHARE OF VOICE (ANSWERS THAT NAME THE BUSINESS)



INSTAGRAM FOLLOWERS



ACTIVE META ADS



BUSINESS	IG FOLLOWERS	POSTS / 30D	GOOGLE RATING	REVIEWS	ACTIVE META ADS	GOOGLE ADS (AUSTRALIA, THIS MONTH)	NEW PAGES THIS MONTH	REFERRING DOMAINS	AI SHARE OF VOICE
Larkspur Outdoor YOU	48,260	22	4.7	1,284	14	running	9	612	38%
Ridgewell Gear	212,400 ↑ 0.8%	31	4.5	6,910 ↑ 1.4%	63 21 new	148 36 new	24	3,480	61%
Cinderpeak	96,800 ↑ 1.9%	18	4.6	2,205 ↑ 2.2%	28 12 new	71 9 new	11	1,940	44%
Tallowood Trail Co	31,150 ↑ 0.3%	9	4.8	418 ↑ 0.7%	9	22	3	377	23%
Brackenfold	12,900 ↓ 0.2%	4	4.2	163	-	0	0	148	12%

WHAT THE COMPETITION DID

- **Ridgewell Gear launched a sale early.** Ridgewell Gear showed 63 active Meta ads with 21 new this month and 148 Google Ads creatives with 36 new, most carrying spring sale messaging from 16 October, a week ahead of the Larkspur long weekend sale.
- **Cinderpeak is growing fastest on Instagram.** Cinderpeak added 1.9% to reach 96,800 followers and published 11 new pages, the second most in the set.
- **Tallowood holds the best rating on a small base.** Tallowood Trail Co sits at 4.8 from 418 reviews against 4.7 from 1,284 for Larkspur Outdoor, which added the review request to its post purchase email on 28 October.

THE ONE THING TO TAKE FROM IT

1 Start the next sale a week earlier

Ridgewell Gear had sale ads in market from 16 October while Larkspur Outdoor started on 23 October. With retargeting returning purchases at $11.01 each, opening the Black Friday retargeting audience a week ahead of the sale is the cheapest way to meet that timing.

COMMERCIAL IMPLICATIONS AND ROADMAP

WHAT THIS MONTH MEANS COMMERCIALLY

- **Revenue grew faster than ad spend.** Purchase revenue rose 13.3% to $158,420 while total ad spend rose 5.5% to $22,555.00 (Meta Ads $9,500.00 + Google Ads $13,055.00). The extra revenue came mostly from Organic Search and Email, the two channels with no media cost.

- **The buying guides are paying for themselves.** Three guides published on 9 October drew 1,912 organic sessions and 31 purchases in three weeks, and they give the Sleeping Bags search campaign ($77.32 a purchase) a better landing page.

- **AI answers send buyers to a competitor first.** Larkspur Outdoor is named in 38% of AI answers against 61% for Ridgewell Gear, and AI assistants already refer 612 sessions a month.

UNDER-OWNED

1 Family and four person tent search

"best 4 person tent" drew 18,700 impressions at position 11.6 and "4 person tent" ranks 12 on 6,600 searches a month. No guide or collection page targets family camping, and Ridgewell Gear is the top pick in every AI answer about it.

NEXT MONTH'S ACTIONS

ACTIONS FOR NOVEMBER 2026

1 Publish a family camping guide and point the 4 person tent pages at it

"best 4 person tent" earned 196 clicks from 18,700 impressions at position 11.6, and the three October guides drew 1,912 organic sessions and 31 purchases in their first three weeks.

→ Measured on: Organic search clicks (Search Console)

→ Owner: Unassigned

→ Due: 30 Nov 2026

2 Send Sleeping Bags search traffic to the temperature rating guide

The Sleeping Bags campaign spent $1,469.00 for 19 purchases ($77.32 each) against an account average of $18.65, and the guide holds visitors for 2m 31s against 1m 37s on the category page.

→ Measured on: Google Ads cost per purchase

→ Owner: Unassigned

→ Due: 30 Nov 2026

3 Open the Black Friday retargeting audience from 13 November

Catalogue retargeting returned 168 purchases at $11.01 each in October, and Ridgewell Gear started its last sale a week before Larkspur Outdoor did.

→ Measured on: Meta Ads purchases

→ Owner: Unassigned

→ Due: 30 Nov 2026

Owner: who is doing this, as set by your team in the app.