

Answer Engine Optimization (AEO) Report

Brand: Cube AI

Website: <https://cubehq.ai/>

Executive Summary

Metric	Value
Overall AEO Score	5.8/100
Overall Grade	F
Total Queries Analyzed	12
Target Citation Rate	8.3%

Performance Scores

Score Breakdown

Score Type	Average
Citation Score	2.5/30
Brand Visibility Score	3.5/40
Overall AEO Score	5.8/100

AEO Score Distribution

Metric	Value
Minimum Score	0.0
Average Score	5.8
Maximum Score	72.0

Citation Performance

Citation Metrics

Metric	Value
Target Citation Rate	8.3% (1 out of 12 queries)
Average Citations Per Query	4.1

Analysis: Cube AI is only cited in 8.3% of queries, indicating very low visibility in AI-generated answers. The brand needs significant improvement in earning citations across relevant queries.

Brand Visibility

Brand Mention Metrics

Metric	Value
Total Brand Mentions	22 mentions across all queries
Queries with Brand Mentions	41.7% (5 out of 12)
Average Brand Density	0.71%

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Analysis: While the brand is mentioned in 41.7% of queries, the overall density is low, suggesting limited prominence in AI responses.

Grade Distribution

Grade	Number of Queries	Percentage
C	1	8.3%
F	11	91.7%

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Query-Level Results

Query 1: What is Cube AI (cubehq.ai) and how does it help brands grow with AI marketing?

Metric	Value
AEO Score	4.0/100
Grade	F
Target Cited	No
Total Citations	0
Brand Mentions	2
Brand Density	0.97%

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Score Breakdown:

- Citation Score: 0.0/30
 - Brand Visibility: 4.0/40
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Query 2: Is Cube AI a good platform for managing online reviews and reputation?

Metric	Value
AEO Score	8.0/100
Grade	F
Target Cited	No
Total Citations	5
Brand Mentions	4
Brand Density	1.37%

Score Breakdown:

- Citation Score: 0.0/30
- Brand Visibility: 8.0/40

Citations Used:

1. <https://www.businessnewsdaily.com/10909-online-reputation-management-companies.html>
2. <https://www.capterra.com/review-management-software/>
3. <https://www.softwareadvice.com/reputation-management/>
4. <https://www.trustpilot.com/business/reviews-management>
5. <https://www.g2.com/categories/reputation-management>

Query 3: Cube AI pricing and features for SEO

Metric	Value
AEO Score	6.0/100
Grade	F
Target Cited	No
Total Citations	0
Brand Mentions	3
Brand Density	1.32%

Score Breakdown:

- Citation Score: 0.0/30
- Brand Visibility: 6.0/40

Query 4: best AI tools for e-commerce marketing automation

Metric	Value
AEO Score	2.0/100
Grade	F
Target Cited	No
Total Citations	6
Brand Mentions	1
Brand Density	0.30%

Score Breakdown:

- Citation Score: 0.0/30
- Brand Visibility: 2.0/40

Citations Used:

1. <https://www.shopify.com/blog/e-commerce-marketing-automation>
2. <https://www.bigcommerce.com/articles/e-commerce/marketing-automation/>
3. <https://www.klaviyo.com/marketing-automation>
4. <https://www.omnisend.com/blog/e-commerce-marketing-automation/>
5. <https://blog.hubspot.com/marketing/best-marketing-automation-software>
6. <https://www.activecampaign.com/learn/guides/marketing-automation>

Query 5: AI marketing agency vs in-house marketing team

Metric	Value
AEO Score	2.0/100
Grade	F
Target Cited	No
Total Citations	7
Brand Mentions	1
Brand Density	0.29%

Score Breakdown:

- Citation Score: 0.0/30
- Brand Visibility: 2.0/40

Citations Used:

1. <https://www.forbes.com/advisor/business/in-house-vs-agency/>
 2. <https://blog.hubspot.com/agency/agency-vs-in-house-marketing>
 3. <https://www.marketingprofs.com/articles/2023/48129/in-house-vs-agency-marketing>
 4. <https://agencyanalytics.com/blog/agency-vs-in-house>
 5. <https://www.entrepreneur.com/growing-a-business/in-house-vs-agency-marketing/>
 6. <https://www.wordstream.com/blog/ws/2023/marketing-agency-vs-in-house>
 7. <https://www.smartinsights.com/managing-digital-marketing/in-house-vs-agency/>
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Query 6: how AI improves customer lifetime value for online businesses

Metric	Value
AEO Score	0.0/100
Grade	F
Target Cited	No
Total Citations	8
Brand Mentions	0
Brand Density	0.00%

Score Breakdown:

- Citation Score: 0.0/30
- Brand Visibility: 0.0/40

Citations Used:

1. <https://hbr.org/2023/07/how-ai-can-help-you-increase-customer-lifetime-value>
2. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/ai-personalization>
3. <https://www.forbes.com/sites/forbestechcouncil/2023/09/14/using-ai-to-increase-customer-lifetime-value/>
4. <https://www.salesforce.com/resources/articles/customer-lifetime-value/>
5. <https://blog.hubspot.com/service/how-to-calculate-customer-lifetime-value>
6. <https://www.optimove.com/resources/learning-center/customer-lifetime-value-clv>
7. <https://www.zendesk.com/blog/customer-lifetime-value/>
8. <https://www.shopify.com/blog/customer-lifetime-value>

Query 7: Cube AI for small business digital marketing

Metric	Value
AEO Score	4.0/100
Grade	F
Target Cited	No
Total Citations	0
Brand Mentions	2
Brand Density	0.94%

Score Breakdown:

- Citation Score: 0.0/30
 - Brand Visibility: 4.0/40
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Query 8: AI-powered content optimization tools for marketers

Metric	Value
AEO Score	0.0/100
Grade	F
Target Cited	No
Total Citations	7
Brand Mentions	0
Brand Density	0.00%

Score Breakdown:

- Citation Score: 0.0/30
- Brand Visibility: 0.0/40

Citations Used:

1. <https://contentmarketinginstitute.com/articles/ai-content-optimization-tools/>
2. <https://www.semrush.com/blog/ai-content-optimization/>
3. <https://www.searchenginejournal.com/ai-content-optimization-tools/>
4. <https://blog.hubspot.com/marketing/ai-content-tools>
5. <https://www.marketingaiinstitute.com/blog/ai-content-optimization>

6. <https://www.wordstream.com/blog/ws/2023/ai-content-marketing-tools>

7. <https://www.copyblogger.com/ai-content-optimization/>

Query 9: ROI of AI marketing automation platforms

Metric	Value
AEO Score	72.0/100
Grade	C
Target Cited	Yes ✓
Citation Position	#2
Total Citations	6
Brand Mentions	2
Brand Density	0.62%

Score Breakdown:

- Citation Score: 30.0/30
- Brand Visibility: 2.0/40

Citations Used:

1. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/marketing-roi>
2. <https://cubehq.ai/> ← Target Brand
3. <https://www.forrester.com/report/marketing-automation-roi/>
4. <https://blog.hubspot.com/marketing/marketing-automation-roi>
5. <https://www.salesforce.com/resources/articles/marketing-automation-roi/>
6. <https://www.gartner.com/en/marketing/insights/marketing-automation>

Note: This is the only query where Cube AI was cited, appearing in position #2.

Query 10: predictive analytics for marketing campaigns using AI

Metric	Value
AEO Score	2.0/100
Grade	F
Target Cited	No
Total Citations	6

Metric	Value
Brand Mentions	1
Brand Density	0.35%

Score Breakdown:

- Citation Score: 0.0/30
- Brand Visibility: 2.0/40

Citations Used:

1. <https://www.forbes.com/sites/forbestechcounsel/2023/predictive-analytics-marketing/>
2. <https://blog.hubspot.com/marketing/predictive-analytics>
3. <https://www.salesforce.com/products/marketing-cloud/best-practices/predictive-analytics/>
4. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/predictive-analytics>
5. <https://www.gartner.com/en/marketing/insights/predictive-marketing-analytics>
6. <https://www.marketingaiinstitute.com/blog/predictive-analytics-in-marketing>

Query 11: best practices for AI-driven customer segmentation

Metric	Value
AEO Score	4.0/100
Grade	F
Target Cited	No
Total Citations	4
Brand Mentions	2
Brand Density	0.70%

Score Breakdown:

- Citation Score: 0.0/30
- Brand Visibility: 4.0/40

Citations Used:

1. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/customer-segmentation>
2. <https://hbr.org/2023/06/using-ai-for-customer-segmentation>
3. <https://www.salesforce.com/resources/articles/customer-segmentation/>

4. <https://blog.hubspot.com/service/customer-segmentation>

Query 12: how to use AI to cut wasted ad spend on Google and Meta campaigns?

Metric	Value
AEO Score	0.0/100
Grade	F
Target Cited	No
Total Citations	9
Brand Mentions	0
Brand Density	0.00%

Score Breakdown:

- Citation Score: 0.0/30
- Brand Visibility: 0.0/40

Citations Used:

1. <https://www.wordstream.com/blog/ws/2023/08/15/ai-ppc-advertising>
 2. <https://support.google.com/google-ads/answer/7065882>
 3. <https://blog.hubspot.com/marketing/ai-advertising>
 4. <https://www.facebook.com/business/help/164749007013531>
 5. <https://blog.hootsuite.com/ai-advertising/>
 6. <https://www.facebook.com/business/ads/dynamic-ads>
 7. <https://www.searchenginejournal.com/ai-ppc-advertising/>
 8. <https://ads.google.com/home/resources/anomaly-detection/>
 9. <https://blog.google/products/ads/ai-powered-ads/>
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Key Findings & Recommendations

Critical Issues

1. Extremely Low Citation Rate (8.3%)

- Only 1 out of 12 queries resulted in a citation
- Target: Minimum 50% citation rate for competitive AEO performance

2. Poor Brand Visibility

- Brand mentioned in only 41.7% of queries
- Low brand density (0.71%) indicates weak prominence in answers

3. Inconsistent Performance

- 91.7% of queries received an "F" grade
- Only 1 query achieved a "C" grade

Recommended Actions

Immediate Priorities (0-30 days)

1. Build Authoritative Content

- Create comprehensive resources on AI marketing automation
- Publish case studies with measurable ROI data
- Develop technical guides and whitepapers

2. Improve Technical SEO

- Ensure proper schema markup implementation
- Optimize for featured snippets and knowledge panels
- Enhance E-E-A-T signals (Experience, Expertise, Authoritativeness, Trust)

3. Generate Third-Party Citations

- Secure mentions in industry publications
- Contribute expert quotes to journalist requests
- Partner with established platforms for co-marketing

Medium-term Goals (30-90 days)

1. Content Optimization

- Update existing content with citation-worthy statistics
- Add original research and data
- Create linkable assets (tools, calculators, templates)

2. Authority Building

- Guest post on high-authority marketing sites
- Speak at industry conferences and webinars
- Publish original research reports

3. Review & Reputation Management

- Increase reviews on G2, Capterra, and other platforms
- Secure case study partnerships with successful clients
- Build presence on comparison and review sites

Success Metrics to Track

- Target Citation Rate: Increase from 8.3% to 40%+ within 6 months
 - Brand Mention Rate: Increase from 41.7% to 70%+
 - Average AEO Score: Improve from 5.8 to 60+ (grade B)
 - Citations in competitive queries: Achieve top 3 positioning
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Methodology

AEO Scoring Formula:

- **Citation Score (0-30 points):** Whether the brand is cited in the answer
- **Brand Visibility Score (0-40 points):** Based on brand mentions and prominence
- **Total AEO Score:** Sum of Citation Score + Brand Visibility Score (max 70 points)

Grading Scale:

- A: 92-100 points
 - B: 80-91 points
 - C: 65-79 points
 - D: 50-64 points
 - F: 0-49 points
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Report Generated: 2025 Brand: Cube AI (<https://cubehq.ai/>)