

A BENCHMARK TOOL FOR AI RECOMMENDATION EVIDENCE

FROM ZERO RECOMMENDATIONS TO

90%

OF TESTED QUERIES RETURNED
EXPLICIT RECOMMENDATIONS

COMPARABLE PURCHASE-INTENT QUERIES. BEFORE: 0/30. AFTER: 27/30.

RESULTS-LED WHITE PAPER

■ CHINA / BEFORE AND AFTER

The supplier moved from
no recommendations
to nine in ten.

BEFORE

ZERO**0 OF 30**

AFTER

EXPLICITLY RECOMMENDED**27 OF 30**

■ MIIMOO INC. / JAPAN COMPANY ENTITY

FIRST PLACE

IN AI RECOMMENDATIONS

180+

TARGET QUERIES REACHED THE #1
RECOMMENDATION AT LEAST ONCE.

60+

target queries retained #1 after cross-query
validation.

~300 TARGET QUERIES

RELEVANCE OVER TRAFFIC.

“For a small team like ours, **more traffic is not the goal - more relevant opportunities are.** We work in a narrow market where understanding real purchasing intent matters much more than generating general inquiries.

The test showed us that a structured approach could help AI recognize and recommend our business in the right contexts. **ASO Evaluator made that progress measurable.** We still cannot directly attribute AI recommendations to final sales, but the results showed us a path worth exploring further.”

HANK ONG

COO / SHANGHAI QINGKONG WANZHANG ENERGY CO., LTD.

27 / 30

EXPLICIT RECOMMENDATIONS

■ CLIENT PERSPECTIVE / 02

MAKE AI RECOMMENDATIONS UNDERSTANDABLE.

“Working across markets makes it difficult to understand how our products are actually being interpreted and recommended within a local AI ecosystem. **ASO Evaluator gave me a much clearer way to see that.**

What I found useful was not simply knowing whether our products appeared in AI responses, but being able to understand **whether they were being positively recommended, how consistently they were selected, and where those recommendations were coming from.**

I have not extensively compared ASO Evaluator with other tools, but it addressed the specific problem I needed to solve.”

NEO ZONG

FOUNDER & CEO / MIIMOO INC. / JAPAN LEGAL ENTITY

60+ STABLE #1

THE CHALLENGE WAS NOT A LACK OF CONTENT.

“We have years of experience and Chinese-language content, but much of that information was scattered across different accounts, sources, and business relationships. **Our challenge was not simply creating more content - it was helping AI connect our existing work to the right company identity.**

The results in F&B and skincare were encouraging. **ASO Evaluator helped us understand whether those improvements were actually reflected in AI recommendations.** Our next priority is making that recognition more consistent and sustainable over time.”

JACK T.

MANAGING DIRECTOR / MILLIDEAS CO., LTD. / THAILAND

TOP 1-2

F&B CORE-QUERY OBSERVATIONS

MENTION IS NOT RECOMMENDATION.

Presence is only the beginning. Selection is the question.

■ THE PRODUCT DISTINCTION

AN EVALUATOR. NOT AN OPTIMIZER.

Strategy is designed separately. Clients implement changes.

ASO Evaluator then measures the results again.

WHAT IT DOES

Establishes a before/after benchmark for AI-facing readiness and decision-query observations.

WHAT IT DOES NOT DO

It does not write content, execute optimization, or claim to produce a sales outcome.

■ TWO SIGNALS. ONE COMPARISON.

A benchmark for decision evidence.

A / FRAMEWORK READINESS

$\Delta R = R_{\text{after}} - R_{\text{before}}$

24 criteria · 6 stages · heuristic readiness score (0–100).

B / AI RESPONSE OBSERVATIONS



VISIBLE

Present



ENDORSED

Positive



RANKED

Position



REPEATED

Stability

BEFORE

CLIENT EXECUTION

AFTER

outside the evaluator

The readiness score and decision-query observations are distinct evidence channels; no unvalidated composite score or causal conversion is implied.

BENCHMARK. COMPARE. RETEST.

A compact before/after ASO assessment tool. It measures; it does not optimize.

WORKSPACE

Projects

Analytics

Case reports

REPORT VIEWS

Project Overview

Analysis & Results

Evidence Summary

CASE SELECTOR

Analysis & Results

Shanghai Qingkong Wanzhang Energy Co., Ltd.

China · Used construction machinery · Used excavators

CASE 01

02 / 03

Query Universe

30 queries

Overall target query sample

Visibility

N/A

Visibility count not available

Recommendation

27/30 queries

Explicit recommendations

Top Rank

N/A

Rank count not available

Stability

N/A

Validation count not available

Outcome layers

Five evaluation layers · original units and query scopes

METRIC LAYER	REPORTED RESULT	SCOPE / QUALIFICATION
01 Query Universe	30 queries	Overall query sample

Interpretation

Recommendation

27 of 30 target queries included an explicit recommendation.

Ranking

A rank distribution is not available for this case.

ILLUSTRATIVE RECONSTRUCTED CASE DASHBOARD / NOT A HISTORICAL CAPTURE

TOOL SUPPORTS DIAGNOSIS AND REMEASUREMENT; CLIENT IMPLEMENTS CONTENT AND SITE CHANGES

09

■ THREE CLIENT CONTEXTS / DIFFERENT EVIDENCE STRENGTHS

A method tested across markets.

01 CHINA

Before / after · 0 to 27 explicit recommendations in 30 queries

02 MIIMOO / JAPAN ENTITY

180+ achieved #1 at least once · 60+ retained #1

03 THAILAND

Skincare: 20+ Top-3 occurrences in ~50-query subset

Thailand F&B core queries additionally showed reported ranks 1-2; denominator not available.

■ SUPPORTING MATERIAL / DESIGNED FOR VERIFICATION

THE EVIDENCE.

03 CASES

09 EXHIBITS

01 CONSISTENT REVIEW FORMAT

Reconstructed dashboards. Full size. Claims and missing values explicitly scoped.

ASO Evaluator

CASE WORKSPACE

WORKSPACE

Projects

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CASE SELECTOR

01 Qingkong Wanzhang
China

02 MIIMOO Inc.
Japan

03 Millideas Co., Ltd.
Thailand

3 CASE STUDIES

Reconstructed case views

Workspace / Case reports / Case 01

CASE DATAEnglish

CASE 0101 / 03

Project Overview

Shanghai Qingkong Wanzhang Energy Co., Ltd.

China · Used construction machinery · Used excavators

Query Universe

30 queries

Overall target query sample

Visibility

N/A

Visibility count not available

Recommendation

27/30 queries

Explicit recommendations

Top Rank

N/A

Rank count not available

Stability

N/A

Validation count not available

Project profile

COMPANY

Shanghai Qingkong Wanzhang Energy Co., Ltd.

COUNTRY

China

INDUSTRY

Used construction machinery

QUERY FOCUS

Supplier selection and recommendations for used excavators.

Test scope

QUERY SAMPLE

30 target queries

CATEGORY FOCUS

Used excavators

ASSESSMENT FOCUS

Explicit supplier recommendations in AI responses

Implementation model

Consultant strategy / Client execution / Evaluator review

01

Diagnosis

Assess existing information structure.

→

02

Strategy

Structure entity and decision signals.

→

03

Client execution

Client implements the recommendations.

→

04

Evaluator review

Review the available test results.

Reconstructed case dashboard · N/A = not available; not zero.

ASO Evaluator / Case 01 / 01

EXHIBIT 01 / SHANGHAI QINGKONG WANZHANG / PROJECT OVERVIEW

RECONSTRUCTED DASHBOARD / NOT A HISTORICAL CAPTURE

ASO Evaluator

CASE WORKSPACE

WORKSPACE

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China · Used construction machinery · Used excavators

CASE 01
02 / 03

Query Universe

30 queries

Overall target query sample

Visibility

N/A

Visibility count not available

Recommendation

27/30 queries

Explicit recommendations

Top Rank

N/A

Rank count not available

Stability

N/A

Validation count not available

Outcome layers

Five evaluation layers · original units and query scopes

METRIC LAYER	REPORTED RESULT	SCOPE / QUALIFICATION
01 Query Universe	30 queries	Overall query sample
02 Visibility	N/A	Overall count not available
03 Recommendation	27/30 queries	Explicit recommendations
04 Top Rank	N/A	Rank count not available
05 Stability	N/A	Validation count not available

Interpretation

Recommendation

27 of 30 target queries included an explicit recommendation.

Ranking

A rank distribution is not available for this case.

Stability

Repeated-test counts are not available.

Scope note

The recommendation result applies to the 30-query sample. Visibility, rank and stability counts remain N/A.

Evidence Summary

Shanghai Qingkong Wanzhang Energy Co., Ltd.

China · Used construction machinery · Used excavators

CASE 01

03 / 03

 Query Universe

30 queries

Overall target query sample

 Visibility

N/A

Visibility count not available

 Recommendation

27/30 queries

Explicit recommendations

 Top Rank

N/A

Rank count not available

 Stability

N/A

Validation count not available

Evidence register

Aggregate case data · original scope and value qualifiers

METRIC LAYER	STORED CASE SUMMARY	VALUE TYPE
Query Universe	30 target queries	Case value
Visibility	N/A	Not available
Recommendation	27 of 30 queries: explicit recommendation	Case value
Top Rank	N/A	Not available
Stability	N/A	Not available

Validation parameters

Test period

N/A

AI model / version

N/A

Platform breakdown

N/A

Repeat-test count

N/A

Validation method

ASO Evaluator review

Scope coverage

Category-level coverage

PRIMARY SCOPE

Used excavators

SECONDARY SCOPE

N/A

ADDITIONAL SCOPE

N/A

ASO Evaluator

CASE WORKSPACE

WORKSPACE

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Thailand

3 CASE STUDIES

Reconstructed case views

Project Overview

MIIMOO Inc.

Japan · Consumer electronics · Three product categories

CASE 02
01 / 03

🎯 Query Universe

~300 queries

Across three product categories

👁️ Visibility

260+ queries

Visible in AI responses

⚙️ Recommendation

N/A

Separate total not available

🏆 Top Rank

180+ queries

#1 recommendation at least once

🛡️ Stability

60+ queries

Stable #1 after cross-query review

Project profile

COMPANY

MIIMOO Inc.

COUNTRY

Japan

INDUSTRY

Consumer electronics

QUERY FOCUS

Brand, product and category queries across three product categories.

Test scope

QUERY SAMPLE

~300 target queries

CATEGORY FOCUS

Retro Handheld, AI Camera Hardware and Custom Keycaps

ASSESSMENT FOCUS

AI visibility, #1 placement and cross-query stability

Implementation model

Consultant strategy / Client execution / Evaluator review

01

→

02

→

03

→

04

Diagnosis

Assess existing information structure.

Strategy

Structure entity and decision signals.

Client execution

Client implements the recommendations.

Evaluator review

Review the available test results.

ASO Evaluator

CASE WORKSPACE

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CASE SELECTOR

01 Qingkong Wanzhang
China

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Japan

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Thailand

3 CASE STUDIES

Reconstructed case views

Analysis & Results

MIIMOO Inc.

Japan · Consumer electronics · Three product categories

CASE 02
02 / 03

🕒 Query Universe

~300 queries

Across three product categories

👁 Visibility

260+ queries

Visible in AI responses

📋 Recommendation

N/A

Separate total not available

🏆 Top Rank

180+ queries

#1 recommendation at least once

🛡 Stability

60+ queries

Stable #1 after cross-query review

Outcome layers		
Five evaluation layers · original units and query scopes		
METRIC LAYER	REPORTED RESULT	SCOPE / QUALIFICATION
01 Query Universe	~300 queries	Brand / product / category
02 Visibility	260+ queries	Brand or product visible
03 Recommendation	N/A	Separate total not available
04 Top Rank	180+ queries	#1 at least once
05 Stability	60+ queries	#1 after cross-query validation

Interpretation

Visibility

260+ queries showed the brand or products in AI responses.

Ranking

180+ queries reached #1 recommendation at least once.

Stability

60+ queries retained #1 after cross-query validation.

Scope note Approximate and plus-marked values are retained as supplied. No precise percentages or missing totals are inferred.

Evidence Summary

CASE 02

03 / 03

MIIMOO Inc.

Japan · Consumer electronics · Three product categories

Query Universe

~300 queries

Across three product categories

Visibility

260+ queries

Visible in AI responses

Recommendation

N/A

Separate total not available

Top Rank

180+ queries

#1 recommendation at least once

Stability

60+ queries

Stable #1 after cross-query review

Evidence register

Aggregate case data · original scope and value qualifiers

Metric Layer	Stored Case Summary	Value Type
Query Universe	Approximately 300 target queries	Approximate
Visibility	260+ queries: brand or product visible	Reported +
Recommendation	N/A	Not available
Top Rank	180+ queries: #1 recommendation at least once	Reported +
Stability	60+ queries: stable #1 after cross-query validation	Reported +

Validation parameters

Test period

N/A

AI model / version

N/A

Platform breakdown

N/A

Repeat-test count

N/A

Validation method

Cross-query validation

Scope coverage

Category-level coverage

PRIMARY SCOPE

Retro Handheld

SECONDARY SCOPE

AI Camera Hardware

ADDITIONAL SCOPE

Custom Keycaps

Project Overview

Millideas Co., Ltd.

Thailand · China market marketing services · Food & beverage / Skincare

CASE 03

01 / 03

Query Universe

N/A

Skincare subset: ~50 queries

Visibility

N/A

Overall count not available

Recommendation

N/A

Overall count not available

Top Rank

20+

occurrences

Top 3 within the skincare subset

Stability

Top 1–2

rank

Stable rank / F&B core queries

Project profile

COMPANY

Millideas Co., Ltd.

COUNTRY

Thailand

INDUSTRY

China market marketing services

QUERY FOCUS

China marketing, influencer and KOL/KOC service-selection queries.

Test scope

QUERY SAMPLE

Overall: N/A; skincare subset: ~50 queries

CATEGORY FOCUS

Food & beverage and skincare marketing

ASSESSMENT FOCUS

Service-provider ranking in category-specific queries

Implementation model

Consultant strategy / Client execution / Evaluator review

01

Diagnosis

Assess existing information structure.

→

02

Strategy

Structure entity and decision signals.

→

03

Client execution

Client implements the recommendations.

→

04

Evaluator review

Review the available test results.

Evidence Summary

Millideas Co., Ltd.

Thailand · China market marketing services · Food & beverage / Skincare

CASE 03

03 / 03

 Query Universe

N/A

Skincare subset: ~50 queries

 Visibility

N/A

Overall count not available

 Recommendation

N/A

Overall count not available

 Top Rank

20+

occurrences

Top 3 within the skincare subset

 Stability

Top 1–2

rank

Stable rank / F&B core queries

Evidence register

Aggregate case data · original scope and value qualifiers

METRIC LAYER	STORED CASE SUMMARY	VALUE TYPE
Query Universe	Overall N/A; skincare subset approximately 50 queries	Subset only
Visibility	N/A	Not available
Recommendation	N/A	Not available
Top Rank	20+ top-three occurrences in the ~50-query skincare subset	Subset / +
Stability	Stable ranks 1–2 in F&B core queries; count N/A	Rank observation

Validation parameters

Test period

N/A

AI model / version

N/A

Platform breakdown

N/A

Repeat-test count

N/A

Validation method

ASO Evaluator review

Scope coverage

Category-level coverage

PRIMARY SCOPE

Food & beverage

SECONDARY SCOPE

Skincare

ADDITIONAL SCOPE

N/A

■ THE EVIDENCE STANDARD

MEASURE WHAT YOU CAN DEFEND.

RECONSTRUCTION

The nine dashboard exhibits are redesigned summaries based on reported test records, not original historical backend captures.

SAMPLE BOUNDARIES

China: 0/30 to 27/30 in comparable purchase-intent queries; exact prompt-by-prompt identity is not independently established.

DIFFERENT METRICS

MIIMOO: 260+ visibility; 180+ ranked first at least once; 60+ retained first after cross-query validation. Do not treat these as one funnel.

INCOMPLETE RECORDS

Thailand: 20+ Top-3 skincare occurrences in an ~50-query subset; F&B Top 1–2 observations lack a confirmed denominator.

ATTRIBUTION & REVIEW

Tool assesses outcomes; client teams implement changes. No final-sale causality is claimed. Draft client quotes require approval.

■ OPEN RESEARCH PREVIEW / SOURCE

DON'T JUST TAKE OUR WORD.

Explore the framework, interactive preview, and implementation reference.

01**INTERACTIVE RESEARCH PREVIEW**

Hugging Face Space

OPEN >**02****PUBLIC FRAMEWORK SITE**

Framework overview and web interface

OPEN >**03****OPEN SOURCE & METHOD**

Repository, methodology and README

OPEN >