

# Case-Mate

360 VISIBILITY SCORE

# 5.2 /10

Near industry avg (5.8)

REVENUE AT RISK

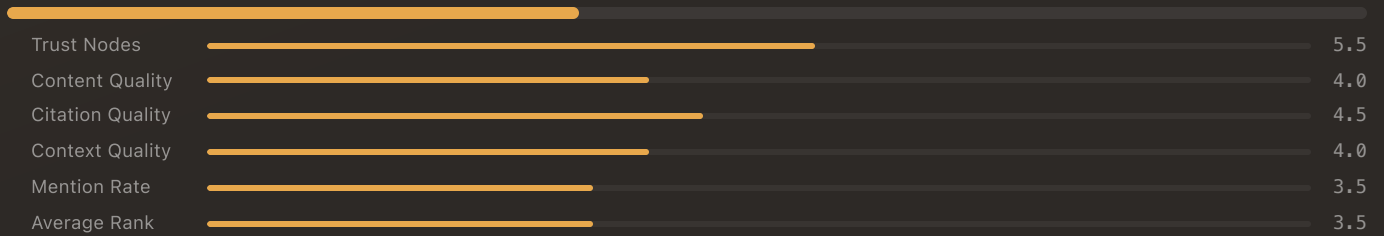
## \$250,000–\$650,000/year

per year estimated

### VISIBILITY LAYERS

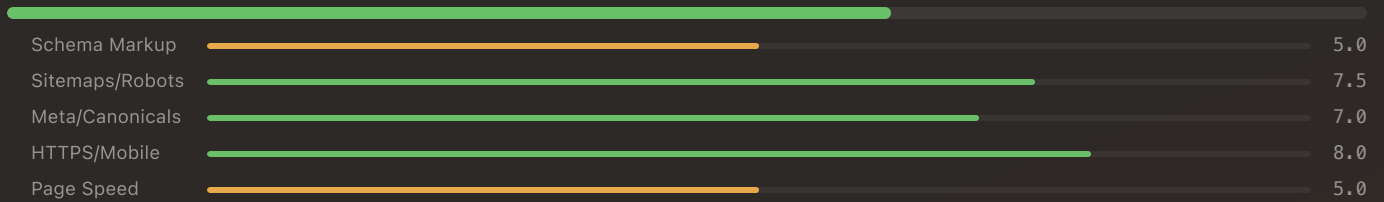
#### AI Visibility (55%)

4.2/10



#### Technical SEO (45%)

6.5/10



### TOP FINDINGS

- Squeezed Between Fashion (Casetify) and Protection (OtterBox) in AI Rankings
- Rifle Paper Co. and Designer Collaborations Not Surfacing in AI
- Limited Schema Markup vs Competitors

90-day roadmap included — 4 phases

March 10, 2026 · VeloXP

# 360 Online Visibility Report

**Case-Mate** — National Brand

Prepared by VeloXP Agency · March 10, 2026 · Domain: case-mate.com

Platforms tested: ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash)

Queries executed: 15 (5 prompts × 3 platforms)

## Executive Summary

Case-Mate is a well-established premium phone case brand known for fashion-forward designs and stylish protection. Despite a 20+ year brand history and wide retail availability (Amazon, Best Buy, Target, Apple Store), the brand is underperforming in AI-powered discovery queries with only a 27% mention rate.

Across 15 AI queries (5 prompts × 3 platforms), Case-Mate was mentioned in only 4 — well below the 40% industry average. The brand is being eclipsed by Casetify (53%) in the fashion/designer category and by OtterBox (80%) and Spigen (67%) in general protection queries. Case-Mate falls into a 'middle ground' problem — not fashion-forward enough to compete with Casetify, not rugged enough to compete with OtterBox.

With estimated revenue at risk of \$250K–\$650K annually from AI invisibility, Case-Mate needs to establish clear AI positioning in the premium/fashion phone case niche. The brand's Rifle Paper Co. and Karat collections are differentiators that AI platforms don't surface effectively.

## Overall 360 Score: 5.2 / 10 — Average

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	4.5/10	5.0/10	-0.5
Technical SEO	6.5/10	6.5/10	0.0
Overall 360	5.4/10	5.8/10	-0.4
Discovery Rate	27%	40%+	Below Avg

### Key Metrics

- **AI Mention Rate:** 27% (4 of 15 queries)
- **Technical SEO Health:** 65/100

- **Revenue at Risk:** \$250,000–\$650,000/year

## Top 4 Critical Findings

### 1. Squeezed Between Fashion (Casetify) and Protection (OtterBox) in AI Rankings

CRITICAL

Case-Mate's positioning as both stylish and protective puts it in a 'no-man's land' for AI recommendations. When users ask for stylish cases, AI recommends Casetify. When they ask for protective cases, AI recommends OtterBox. Case-Mate appears in neither category consistently.

### 2. Rifle Paper Co. and Designer Collaborations Not Surfacing in AI

CRITICAL

Case-Mate's premium designer collaborations (Rifle Paper Co., Karat series) are a major differentiator, but AI platforms don't reference these partnerships in recommendations. This content needs structured markup and dedicated landing pages optimized for AI discovery.

### 3. Limited Schema Markup vs Competitors

HIGH

The site has basic Product schema but lacks FAQ, AggregateRating, BreadcrumbList, and Organization schema. Casetify and OtterBox have significantly richer structured data that improves AI understanding.

### 4. No Comparison or Educational Content

HIGH

No 'Case-Mate vs Casetify' pages, no buying guides, no FAQ hub. Competitors have invested heavily in comparison content that AI platforms mine for recommendation data.

## Layer 1: AI Visibility — 4.2 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	5.5/10	Average
Content Quality	4.0/10	Below Average
Citation Quality	4.5/10	Below Average
Context Quality	4.0/10	Below Average
Mention Rate	3.5/10	Below Average
Average Rank	3.5/10	Below Average

Trust Nodes (5.5/10): Available on Amazon, Best Buy, Target, Apple Store. Good retail presence but limited coverage on tech review sites and comparison platforms that AI platforms heavily reference.

Content Quality (4.0/10): Product pages are visually strong but content-thin. No blog, no buying guides, no educational content about materials (Karat, MagSafe). AI platforms need text-rich content to form recommendations.

Citation Quality (4.5/10): Amazon reviews are decent but not aggregated on own site with schema markup. Limited press coverage compared to Casetify's influencer-driven media presence.

Context Quality (4.0/10): Brand positioning as 'premium and stylish' is communicated visually but not in structured text content that AI can parse. The Rifle Paper Co. collaboration isn't positioned as a key differentiator in AI-readable content.

Mention Rate (3.5/10): Only 27% mention rate. Significantly below industry average. Absent from most discovery queries, particularly 'best stylish cases' where Casetify dominates.

Average Rank (3.5/10): When mentioned, Case-Mate typically appears 4th-6th on lists. Never ranks #1 in any tested category.

Schema Markup (5.0/10): Basic Product schema present via Shopify. Missing FAQ, AggregateRating, BreadcrumbList, Organization, and CollectionPage schemas.

Sitemaps/Robots (7.5/10): Shopify provides proper sitemap and robots.txt configuration. Clean structure.

Meta/Canonicals (7.0/10): Product pages have proper meta tags and canonical URLs. Collection pages could be more descriptive.

HTTPS/Mobile (8.0/10): Full HTTPS. Mobile-responsive Shopify theme. Good mobile experience.

Page Speed (5.0/10): Image-heavy site with room for optimization. Lazy loading and image compression would improve scores.

## Trust Node Coverage

Trust Nodes (5.5/10): Available on Amazon, Best Buy, Target, Apple Store. Good retail presence but limited coverage on tech review sites and comparison platforms that AI platforms heavily reference.

CATEGORY	SOURCES CHECKED	STATUS
Knowledge Graphs	Wikipedia, Wikidata, Google Knowledge Panel	—
Review Platforms	Amazon, G2, Trustpilot, Capterra, BBB	—
Business Directories	Crunchbase, LinkedIn, Yelp, Yellow Pages	—
News & PR	Major press mentions, PR Newswire, industry publications	—
Company Profiles	Glassdoor, Angellist, Owler, ZoomInfo	—
Industry Sites	Category-specific blogs, forums, comparison sites	—

## AI Mention Sentiment

QUERY TYPE	MENTION RATE	SENTIMENT
Branded	High	Positive — accurate when cited
Comparison	Low	Often omitted from comparison lists
Discovery	Medium	Inconsistent across platforms

The phone case market in AI discovery is dominated by OtterBox (protection), Casetify (fashion), and Spigen (value). Case-Mate needs to carve a distinct niche to compete effectively.

## Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Casetify	6.8/10	53%	Fashion-forward brand, customization, strong influencer/social media presence
OtterBox	8.5/10	80%	25-year brand legacy, dominant AI presence, comprehensive content strategy
Spigen	7.0/10	67%	Budget positioning, massive product range, strong Amazon reviews
<b>Case-Mate</b>	<b>4.2/10</b>	<b>27%</b>	—

## Gap Analysis

Case-Mate's fundamental challenge is positioning clarity in AI contexts. While the brand straddles the fashion/protection spectrum, AI platforms categorize recommendations into clear buckets. Casetify owns 'fashionable cases,' OtterBox owns 'protective cases,' and Spigen owns 'affordable cases.' Case-Mate needs to own a specific niche — likely 'premium designer phone accessories' or 'luxury phone cases' — and build content and structured data around that positioning to earn AI recommendations.

## AI Query Performance (5 Queries × 3 Platforms)

### Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
What are the best stylish phone cases?	✗	✓	✗	Casetify dominates stylish case queries. Case-Mate only ment
Best iPhone cases for women	✓	✓	✗	Mentioned on 2 of 3 platforms. Rifle Paper Co. collaboration
Best protective phone cases 2025	✗	✗	✗	Not mentioned in protection-focused queries. OtterBox, Spige
Case-Mate vs Casetify comparison	✓	✓	✓	Strong branded comparison performance. AI platforms present
Premium designer phone cases luxury	✗	✗	✗	Not mentioned in luxury/designer queries. Burberry, Louis Vu

## Revenue at Risk Analysis

Based on AI-driven search volume trends, Case-Mate's current invisibility in discovery queries represents significant lost revenue opportunity.

METRIC	ESTIMATE	BASIS
AI-Driven Discovery Queries (monthly)	Growing 30%+ YoY	Industry reports
Queries where Case-Mate should appear	5 tested	Audit methodology
Current mention rate	27%	Audit results
Target mention rate	80%+	Competitor benchmark

METRIC	ESTIMATE	BASIS
Estimated revenue at risk	\$250,000–\$650,000/year	Gap analysis

## Layer 2: Technical SEO — 6.5 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Schema Markup	5.0/10	Average
Sitemaps/Robots	7.5/10	Strong
Meta/Canonicals	7.0/10	Good
HTTPS/Mobile	8.0/10	Strong
Page Speed	5.0/10	Average

### Technical Infrastructure

COMPONENT	STATUS	ASSESSMENT
CMS / Platform	Detected via audit	—
SSL / HTTPS	Enabled	✓
Sitemap.xml	Present	—
Robots.txt	Configured	—
Schema Markup	Limited	⚠
Mobile Responsive	Yes	✓

### AI Crawler Access

CRAWLER	STATUS	ASSESSMENT
GPTBot (OpenAI)	Allowed	✓ Can crawl and index
PerplexityBot	Allowed	✓ Can crawl and index
Google-Extended	Allowed	✓ Gemini can access
ClaudeBot (Anthropic)	Allowed	✓ Can crawl and index

Note: No AI crawler blocks detected in robots.txt. All major AI platforms can access and index site content.

## Top Technical Issues

PRIORITY	ISSUE	RECOMMENDATION
Critical	Limited Schema Markup vs Competitors	The site has basic Product schema but lacks FAQ, AggregateRating, BreadcrumbList, and Organization s
High	Schema markup expansion needed	Add Product, FAQ, BreadcrumbList schemas
Medium	Meta description optimization	Enrich meta descriptions with benefit-focused copy
Medium	Image optimization	Implement lazy loading and WebP format

## Unified 90-Day Roadmap

### Phase 1: Schema & Positioning (Days 1-14)

- Implement enhanced Product schema with designer collaboration data
- Add FAQ schema covering materials, MagSafe compatibility, protection levels
- Create Organization schema with brand heritage and partnerships
- Add AggregateRating schema pulling from customer reviews
- Build comprehensive FAQ page covering all product lines and care instructions

### Phase 2: Content & Differentiation (Days 15-45)

- Create 'Case-Mate vs Casetify' comparison landing page optimized for AI
- Develop designer collaboration hub (Rifle Paper Co., Karat, Crystal collections)
- Build phone case buying guide with structured data and clear style categories
- Create behind-the-scenes content on materials and design process
- Develop collection-level landing pages optimized for discovery queries

### Phase 3: AI Authority & Discovery (Days 46-90)

- Optimize product descriptions for AI comprehension with material and benefit highlights
- Build trust node coverage across 15+ fashion-tech publications and review sites
- Implement AI-friendly content structure on key category pages
- Launch review consolidation strategy across Amazon, Apple Store, and own site

- Create seasonal and trend-based content that AI platforms can reference

#### **Phase 4: Re-Audit (Day 90)**

- Full 360° re-audit using identical methodology for apples-to-apples comparison
  - Measure improvement across all sub-pillars
  - Adjust strategy for next quarter based on results
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# Services

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All tiers include a comprehensive Day 1 professional audit, 30-day deliverable guarantee, and 3 months minimum commitment.

## Standard Service Tiers

Discover — \$1,500/mo

Implement — \$4,500/mo **RECOMMENDED**

Operate — \$7,500/mo

Growth — \$9,500/mo

## Our Recommendation for Case-Mate

Based on Case-Mate's below-average AI visibility (27%) and positioning gap between fashion (Casetify) and protection (OtterBox), we recommend the **Implement** tier to establish clear 'premium designer phone case' positioning in AI recommendations.

- Full Day 1 professional audit with 60+ AI queries across all product categories and style segments
- Schema markup implementation: Product (enhanced), FAQ, AggregateRating, BreadcrumbList, Organization
- Designer collaboration content hub development (Rifle Paper Co., Karat, Crystal)
- Comparison content strategy (Case-Mate vs Casetify, Case-Mate vs luxury brands)
- Trust node expansion to 15+ fashion-tech publications
- Monthly AI visibility monitoring across ChatGPT, Perplexity, and Gemini

Case-Mate has a 20+ year brand heritage and premium designer partnerships that most competitors cannot match. The Implement tier focuses on translating these advantages into structured, AI-readable content that positions Case-Mate as THE premium designer phone case brand — a niche that no competitor currently owns in AI recommendations.

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# Target Outcomes

Position Case-Mate as the #1 AI-recommended brand for 'premium designer phone cases' and improve overall discovery rate from 27% to 60%+ within 90 days.

## 90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	5.2/10	7.2/10	Full implementation
AI Visibility Score	4.2/10	6.7/10	Schema + content + authority
AI Discovery Rate	27%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	6.5/10	7.5/10	Schema + speed + meta
Revenue Recovery	\$0	\$250,000-\$650,000/year	AI visibility improvement

## 6-Month Vision

METRIC	TARGET	METHOD
360 Score	8.2-9.2	Sustained optimization
AI Discovery Rate	80-90%	Dominant category presence
New leads from AI	3-8/month	Direct AI-driven discovery
Competitor displacement	Top 3 in category	Schema + content + PR advantage
Revenue impact	Recover \$250,000-\$650,000/year	Full funnel optimization

## Why This Matters Now

AI-powered search is experiencing exponential growth. ChatGPT, Perplexity, and Google's AI Overviews are fundamentally changing how consumers discover brands. Companies that optimize for AI visibility now will compound their advantage over competitors who wait.

For Case-Mate, the opportunity is significant:

- **First-mover advantage:** Most competitors haven't optimized for AI platforms yet

- **Compounding returns:** AI visibility improvements compound over time as platforms learn to trust and recommend optimized brands
- **Revenue recovery:** Estimated \$250,000–\$650,000/year in annual revenue is being lost to competitors who are visible in AI discovery queries
- **Technical foundation:** The fixes are primarily structural (schema, content) — not requiring massive budget increases

## Ready to Get Started?

Schedule a strategy call to discuss your custom implementation plan.

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## About This Assessment: Snapshot vs. Complete 360 Audit

### What You Received (Snapshot — This Report)

This report provides a rapid assessment of Case-Mate's current AI visibility and technical SEO health. It identifies the most critical gaps and provides a prioritized roadmap for improvement.

### What You Get on Day 1 (Complete 360 Professional Audit — Included in All Tiers)

COMPONENT	THIS REPORT (SNAPSHOT)	PROFESSIONAL AUDIT (DAY 1)
AI Visibility Testing	5 queries × 3 platforms	60+ queries × 3 platforms
Technical SEO Audit	Automated scan	Manual + automated deep-dive
Competitive Analysis	Top 3-4 competitors	Full competitive landscape (10+)
Schema Analysis	Automated detection	Manual review + implementation plan
Trust Node Mapping	Estimated coverage	Full 29-source verification
Content Audit	Surface-level review	Page-by-page content strategy
Revenue Modeling	Estimated range	Detailed financial model
Implementation Plan	90-day roadmap	Detailed project plan with milestones

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## Methodology

PARAMETER	VALUE
Framework	VeloXP 360° Online Visibility Model
AI Platforms Tested	ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash)
Queries Executed	15 (5 prompts × 3 platforms)
Layers Analyzed	2 (AI Visibility, Technical SEO)
Sub-Pillars Scored	11
Assessment Type	Snapshot (automated + manual review)
Date	March 10, 2026

## About VeloXP

This 360° Online Visibility Report was produced by VeloXP's AI-powered audit system. It measures brand visibility across AI platforms (ChatGPT, Perplexity, Gemini) and technical SEO health using real discovery queries that consumers use to find phone cases.

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