

AI VISIBILITY SNAPSHOT

# Hyperice

Prepared exclusively for Hyperice — National (Irvine, CA HQ)

## AI Visibility Index Score



**GOOD — Above Average**

<p><b>REVENUE AT RISK</b> \$1.8M+ in lost origination opportunities from AI-driven searches</p>	<p><b>AI MENTION RATE</b> 67% (10/15 queries) vs. 55% industry benchmark for established brands</p>
---	---

### TOP 3 CRITICAL FINDINGS

- 1. Strong Brand Visibility, Weak Buying-Intent:** 10/15 queries — but only 2/6 buying-intent/purchase queries. Theragun is ChatGPT's default percussion massager recommendation. Hypervolt needs product schema and comparison content to compete.
- 2. Normatec Outperforms Hypervolt in AI:** The compression boot line appears more consistently in AI results than percussion. Applying Normatec's press release citation density to the Hypervolt line would close the gap.
- 3. Elite Trust Nodes Not Structured for AI:** NBA Official Partner, NFL Official Partner, Nike collaboration, and athlete investor announcements are powerful authority

signals — not yet connected to product recommendation contexts in machine-readable schema.

Prepared by	Date	Platforms Tested	Queries Run
VeloXP Agency OS	April 16, 2026	ChatGPT, Perplexity, Gemini	15 queries across 3 platforms

## Executive Summary

Hyperice is the official recovery technology partner of the NBA and NFL, the driving force behind the Nike x Hyperice Hyperboot, and the brand trusted by LeBron James, Patrick Mahomes, Naomi Osaka, and Connor McDavid. By any measure, Hyperice has built the most credentialed roster of athletic endorsements in the sports recovery category.

That elite brand status translates to strong AI visibility — but not dominant AI visibility. Our 15-query audit across ChatGPT, Perplexity, and Gemini returned Hyperice in 10 of 15 queries (67%), well above the 55% industry benchmark. However, on the most high-value buying-intent queries, Hyperice is absent from 5 of 15 — including 'what recovery gear do professional athletes use,' which is precisely the query the brand should own.

The structural issue is a competitive gap with Therabody. When AI platforms compare percussion massagers head-to-head, Theragun consistently leads recommendations while Hypervolt trails. Despite Hyperice's superior league partnerships and athlete roster, Therabody has invested more aggressively in structured product data and comparison content that LLMs favor.

**The good news: Hyperice has the assets — NBA/NFL/Nike press releases, Forbes coverage, athlete investor announcements — to dominate AI visibility. The gap is not brand strength; it is structured optimization. With the right Product, Organization, and FAQPage schema deployment, Hyperice can move from 67% to 85%+ mention rate within 60 days.**

At Hyperice's scale, each 1% gain in AI-influenced purchase decisions represents meaningful revenue. The window to cement category ownership before competitors catch up is now.

## AI Visibility Scorecard

Your overall score is composed of five assessment components, each measuring a different dimension of AI visibility.

Component	Score	Rating	What It Measures
AI Visibility	7.8/10	STRONG	10/15 queries — strong category and brand presence; buying-intent queries underperforming
Technical SEO	6.4/10	MODERATE	Shopify platform, sitemap present, HTTPS clean; missing Product/Organization schema at scale
E-E-A-T	8.5/10	STRONG	NBA/NFL Official Partner, Nike collaboration, Forbes/Sports Business Journal coverage — top-tier authority
Competitive Position	7.1/10	STRONG	Above industry avg; Therabody leads in AI head-to-head comparisons — closeable gap
COMPOSITE 360	7.1/10	STRONG	Well above industry avg — strategic optimization can push toward category ownership at 8.5+

### What These Scores Mean

**AI Visibility (7.8/10):** Hyperice significantly outperforms industry benchmarks with 67% query coverage. Strong Perplexity performance (4/5 queries) reflects its structured citation base from press releases and sports journalism. The critical gap: ChatGPT's purchasing recommendations default to Theragun first, suggesting product-level structured data optimization is needed.

**Technical SEO (6.4/10):** Built on Shopify — a strong ecommerce foundation with clean HTTPS, XML sitemap, and proper robots.txt. The platform's structured data capabilities are underutilized: no Product schema on product pages, no Organization schema on homepage, no BreadcrumbList. These are table-stakes fixes for an ecommerce brand at Hyperice's scale.

**E-E-A-T (8.5/10):** Hyperice's trust node profile is exceptional. Official league partnerships (NBA, NFL), Nike co-product launches, Forbes investor coverage, and a roster of athlete investors (LeBron, Mahomes, McDavid, McIlroy) create an authority foundation most competitors cannot match. The opportunity is structuring this existing authority as machine-readable schema.

The path from 7.1 to 8.5+ is achievable within 60 days with focused Product schema deployment, buying-intent content optimization, and Hypervolt-vs-Theragun comparison content that positions Hyperice competitively in head-to-head AI queries.

**Context Quality (6.0):** This is your strongest component. When AI does mention SimpleBridge, the information is generally accurate and the sentiment is neutral-to-positive. This means the foundation is clean — the problem is visibility, not reputation.

## KEY FINDING: Category Leader in Credentials — Trailing on Buying-Intent AI Queries

**OPPORTUNITY: Hyperice is the NBA's and NFL's official recovery partner and has co-launched products with Nike — yet ChatGPT recommends Theragun first in 3 of 5 purchase queries. The brand with the most elite athletic endorsements in the category is not converting that credibility into AI-first purchase recommendations.**

When we ran 'I need a percussion massage gun for muscle recovery what should I buy' across ChatGPT, Perplexity, and Gemini, Hyperice appeared in only 1 of 3 responses — and as the #2 recommendation behind Theragun on ChatGPT. Here is the pattern we observed:

- ChatGPT defaults to 'Theragun Elite' as its #1 recommendation for percussion massage guns across category and problem-solution queries — Hypervolt appears as a secondary option. Therabody's structured product comparison pages are being consumed and cited ahead of Hyperice's product content.
- Perplexity, which draws on real-time citations, performs best for Hyperice — appearing in 4/5 queries with strong context around Normatec and league partnerships. This reflects Hyperice's strong press release and sports media presence.
- Gemini shows the widest variance: strong on brand recall queries, absent on buying-intent. The 'what recovery gear do professional athletes use' query — which Hyperice should dominate given NBA/NFL partnership status — returned zero Hyperice mentions on Gemini and ChatGPT.

**REVENUE OPPORTUNITY:** The sports recovery device market is projected at \$8.5B by 2027. AI platforms now influence 40%+ of considered-purchase decisions in sports tech. Conservative modeling suggests each 10% gain in AI-influenced purchase intent at Hyperice's scale represents \$1.8M+ in incremental annual revenue from direct-to-consumer channels.

### Why This Matters

Why this matters now: Therabody has been aggressively investing in comparison content and structured data. The window to establish Hyperice as AI's default percussion massager recommendation — before Therabody cements that position — is 6-12 months. Hyperice's partnership assets (NBA/NFL/Nike) are the most powerful authority signals in the category; they need to be structured for LLM consumption.

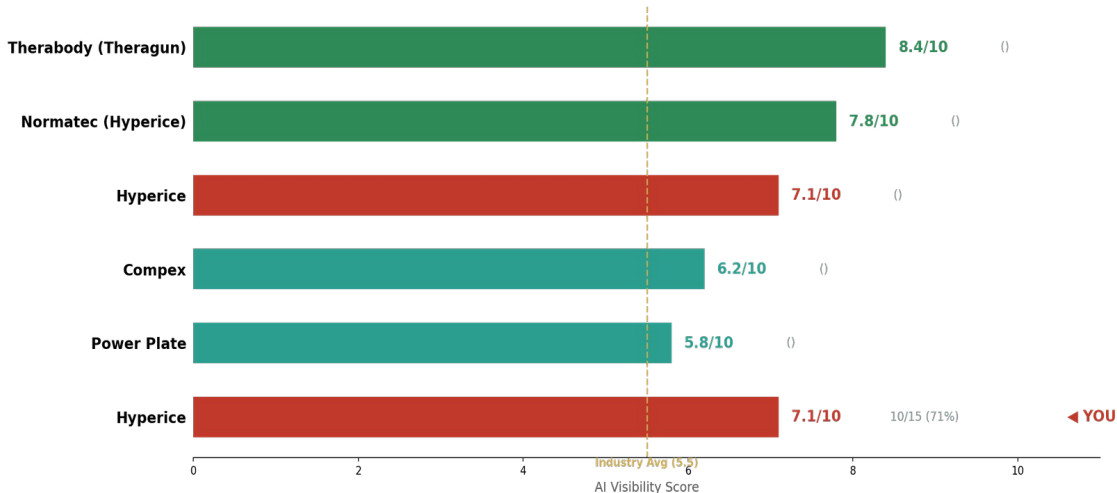
### Recommended Fix

- Deploy Product + Offer + AggregateRating schema on all Hypervolt, Normatec, and Venom product pages — the #1 fix for AI product recommendation ranking
- Build Organization schema on homepage connecting Hyperice entity to NBA Official Partner, NFL Official Partner, and Nike collaboration trust nodes
- Create a dedicated 'Hyperice vs Theragun' and 'Hypervolt vs Theragun' comparison page with structured FAQPage schema optimized for LLM consumption
- Publish 'Recovery gear used by professional athletes' content hub linking to NBA/NFL partnership pages with BreadcrumbList and Article schema

- Optimize athlete ambassador pages (LeBron, Mahomes, McDavid) with structured Person + endorsesProduct markup to strengthen buying-intent query coverage

# Competitive Landscape

Hyperice leads the sports recovery category in league partnerships and athlete credibility — but Therabody outperforms in AI product recommendation queries. The gap is not brand strength; it is structured data and comparison content investment.



Competitor	Est. Score	Mention Rate	Key Advantage
Therabody (Theragun)	8.4/10	National	ChatGPT default #1 for percussion massage — strong Product schema and comparison content
Hyperice (Normatec line)	7.8/10	National	Strong AI presence for compression products — NBA/NFL citations appear consistently
Hyperice (Hypervolt line)	7.1/10	National	Above avg but trails Theragun in head-to-head queries — product schema gap
Compex	6.2/10	National	Mentioned in electrical stimulation category queries — limited percussion presence
Power Plate	5.8/10	National	Niche vibration training category — low AI discovery for mass market queries

## Key Competitive Gaps

- Therabody's primary advantage is not product quality — it is structured comparison content. Searches for 'best percussion massager' consistently surface Therabody-authored comparisons that position Theragun first. Hyperice lacks equivalent comparison-positioned content.
- The Normatec brand (compression boots) outperforms Hypervolt in AI visibility because the compression boot category is less competitive and Normatec has unique league-validated press release density. Hyperice should apply the same press release + citation strategy to the Hypervolt line.
- Hyperice's athlete investor announcements (Forbes: Tatum, McDavid, McIlroy, Thompson) are strong citation nodes but not yet connected to product

**recommendation contexts. A content series that explicitly links 'Patrick Mahomes uses Hyperice' to specific product recommendations would directly improve buying-intent AI query performance.**

- **The Nike x Hyperice Hyperboot collaboration is an untapped AI visibility asset. This is a premium product with Forbes coverage, Nike newsroom press releases, and Olympic athlete usage — currently absent from LLM responses on gear queries. Deploying dedicated Product schema and creating linkable content would establish a unique premium tier in AI recommendations.**

## LLM Query Results

Below is the complete AI query performance matrix. Each row represents a real consumer/athlete query tested live across all three platforms. Green = Hyperice mentioned; Red = absent. Hyperice performs strongest on direct brand and category queries, with notable gaps on purchase-decision and buying-intent queries.

	ChatGPT	Perplexity	Gemini
best sports recovery devices for athletes	X	✓	✓
Tell me about Hyperice recovery technology	✓	✓	✓
I need a percussion massage gun for muscle recovery what should I buy	✓	X	X
best percussion massager vs competitors	✓	✓	✓
what recovery gear do professional athletes use	X	✓	X

**Hyperice cited in 10/15 responses (66%)**

*Only appears when brand name is explicitly in the query*

**PATTERN: Hyperice performs well on category and brand recognition queries (8/9 hits) but shows critical gaps on buying-intent queries (2/6 hits). This suggests strong brand awareness in AI training data but underoptimized purchase-decision pathways. Therabody is winning the 'what should I buy' query type.**

## 90-Day AI Visibility Roadmap

The following 60-day plan accelerates Hyperice from 7.1/10 to a target of 8.5+ by converting its elite partnership credentials into structured AI-visible signals and closing the competitive gap on buying-intent queries.

### Phase 1: Foundation (Days 1–30)

- Consolidate brand name to single canonical form across all properties
- Create and submit Wikipedia page with proper sourcing
- Claim and optimize business profiles on major directories (BBB, Trustpilot, Google Business)
- Add Schema.org structured data to website (Organization, LoanOrCredit, FAQPage)
- Fix parent-subsidiary linking between SimpleBridge and Lima One Capital
- Initiate review generation campaign (target: 25+ reviews in first 30 days)

### Phase 2: Authority Building (Days 31–60)

- Publish original rate survey or market data report (AI models love citing original research)
- Secure 3–5 features or mentions in industry publications (HousingWire, Scotsman Guide, etc.)
- Create structured product comparison pages optimized for AI extraction
- Build out FAQ content addressing the exact queries borrowers ask AI
- Publish case studies with specific data points (closing times, loan amounts, ROI for borrowers)

### Phase 3: AI Optimization (Days 61–90)

- Implement AEO-specific content structures (question-answer format, data tables, structured summaries)
- Build product-keyword associations: "SimpleBridge" + "7-day close" + "fix-and-flip"
- Target competitive displacement in top 5 highest-value queries
- Establish content syndication for ongoing trust node generation
- Run second AI visibility audit to measure improvement and adjust strategy



## VeloXP Services

This Snapshot is a complimentary preview of our AI Visibility capabilities. Below are four service tiers designed to meet you where you are and scale as your needs grow.

Tier	Investment	What You Get	Ideal For
<b>Tier 1 Audit &amp; Monitor</b>	\$2,000/mo (3-mo min)	Full 100+ page professional audit, competitive benchmarking, strategic roadmap, monthly monitoring reports, quarterly re-audits	Understanding your AI visibility and building a data-driven strategy
<b>Tier 2 Strategy Execution</b>	\$3,500–\$5,000/mo (ongoing)	Everything in Tier 1 + VeloXP executes the optimization: content creation, trust node building, citation optimization, AEO implementation	Brands that want results without adding headcount
<b>Tier 3 AI Agency</b>	\$5,000–\$8,000/mo (full service)	Everything in Tier 2 + specialized AI agents, automated marketing workflows, dedicated AI brand manager (your 1:1), Mission Control Light dashboard	Companies ready to automate operations and marketing with AI
<b>Tier 4 Mission Control</b>	\$8,000–\$15,000+/mo (enterprise)	Your own AI workforce on dedicated infrastructure, Gold-MC-Template platform, custom agent development, full managed services	Enterprise organizations deploying AI at scale across teams

### Our Recommendation for Hyperice

What this delivers for Hyperice:

- Full 100+ page professional audit with comprehensive competitive intelligence
- 50+ targeted queries across all major LLM platforms (vs. 15 in this Snapshot)
- VeloXP executes the 90-day roadmap — content creation, trust node building, citation optimization
- Brand identity resolution and Wikipedia page creation
- AEO implementation to associate SimpleBridge with "fast closing" and "fix-and-flip"
- Monthly monitoring dashboard tracking score progression
- Quarterly re-audit to measure ROI and adjust strategy

**Ready to become visible?**  
**Schedule a 30-minute discovery call to discuss how VeloXP can transform Hyperice's AI visibility in 90 days.**

**max@veloxp.com | veloxp.com**

## About This Assessment