

CLIENT EDITION · NO. 01 · SAMPLE

Atelier Nine

*Where AI puts you in the Singapore interior-design market,
and the shortest way up.*

AI NAMES YOU IN

≈ 1 *in* 5

ANSWERS · FOURTH OF SIX · UP FROM ZERO NINETY DAYS AGO

Atelier Nine

sample · 2 Jul 2026 · Singapore interior design

AI names you in **about 1 of 5 answers**. Four firms own the top of nearly every list. You sit **fourth and rising**, up from zero at baseline ninety days ago.

BIGGEST OPPORTUNITY → Two sources AI reads on almost every answer, **Houzz SG** and **Reddit r/singapore**, do not mention you yet. Earning both is the fastest way to close the gap to the leaders.

HOW TO READ THIS REPORT

00 · the shape of it

One number runs through every page: the share of AI answers that name you when a buyer asks about renovation and interior design in Singapore. We count it the same way every thirty days, then read what moved and why.

01	Where you stand	the market leaderboard, and your ninety-day climb
02	Question by question	your rate against the category leader, per buyer question
03	By engine	which engines name you, and the move each one rewards
04	Where the answers come from	the third-party sources to earn next
05	What this means, and what to do	the three-step plan, timed, with projected movement
06	The money view	a projection from your inputs, beside the tracked reality
A1	Question appendix	one block per buyer question: rate, leader, why, move, source
A2	Methodology & raw data	how the count is built, and the ledger behind every chart

THE WORDS WE USE, DEFINED

00 · the reading key

SHARE	the percentage of AI answers that name you when a buyer asks about renovation or interior design in Singapore.
CITATION	a single answer that names or links you — counted once, however many times you appear in it.
EARN A SOURCE	place a real profile, thread, or photo set on a site the engines already read. Not a paid link.
± 5 POINTS	the confidence band at this sample size. A 2-point wobble is noise; a 6-point move is real.
WIN · CLOSE · BEHIND	your standing versus the category leader on a single question — ahead, within a cycle, or a longer chase.

The count is automated. The reading, the ordering, and the source-earning work is ours.

WHERE YOU STAND IN THE MARKET

01 · the leaderboard

Share of AI answers that name each firm, across the eight buyer questions you approved. You rank **4th of 6**. The gap to the leader is **23 points**; the gap to third is **10**, and it is narrowing every re-run.

RANK · FIRM	SHARE	
01 Rival A	42%	
02 Rival B	38%	
03 Rival C	29%	
04 Atelier Nine (you)	19%	
05 Rival D	17%	
06 Rival E	14%	

read · you are one tier below a three-firm chase pack. Rivals C and D are the seats to take first.

WHAT THE RANKING IS TELLING YOU

01 · in plain terms

The top three firms are not ahead because their work is better. They are ahead because AI keeps meeting their names on the sources it reads — directories, roundups, and forum threads. That is the game you are playing, and it is a game of presence, not persuasion.

You climbed from nothing to fourth in a single quarter. The next tier is a three-firm chase pack sitting 10 to 15 points above you. None of it is out of reach in the next two cycles.

YOUR SHARE	19%
GAP TO 3RD	10 pts
GAP TO 1ST	23 pts
BASELINE, 90 DAYS AGO	0%
INTERVAL	± 5 pts

every number on this page carries a ±5-point interval at the current sample size.

NINETY DAYS, ONE CYCLE AT A TIME

01 · the climb

The same measurement, run every thirty days since baseline. You have added roughly six to seven points a cycle. Nothing here is a spike — it is the steady return on earning sources the engines already read.

baseline 90 days ago	0%	
cycle 1 day 30	6%	
cycle 2 day 60	13%	
this cycle day 90	19%	

read · the slope, not any single point, is the signal. Three cycles up in a row clears the ±5 band comfortably.

QUESTION BY QUESTION

02 · you vs the leader

Your citation rate against the category leader, per buyer question. You lead on one already. Two more sit within a single cycle.

BUYER QUESTION	YOU	LEADER	GAP	STATUS
eco-friendly renovation firm	24%	20%	+4	WIN
condo renovation under \$60k	31%	35%	-4	CLOSE
renovation that won't blow my budget	22%	31%	-9	CLOSE
ID firm for a 4-room BTO	26%	39%	-13	BEHIND
minimalist HDB renovation studio	18%	44%	-26	BEHIND
interior designer vs contractor, resale flat	12%	28%	-16	BEHIND
best interior designer in Singapore	14%	42%	-28	BEHIND
luxury condo interior designer	9%	51%	-42	BEHIND

You lead “eco-friendly renovation firm” at 24% vs 20%. Protect it. The two biggest gaps are “luxury condo interior designer” (9% vs 51%) and “best interior designer in Singapore” (14% vs 42%), the high-volume head terms the incumbents have owned longest.

the full per-question breakdown – why each result, and the exact move – is in the appendix, A1.

THE THREE TIERS ON THIS BOARD

02 · how to spend the effort

The eight questions sort into three kinds of work, and the order matters more than the effort. Defend what you own, take what is within a cycle, and chase the head terms patiently – spending on the chase before the close wins is how firms burn a quarter with nothing to show for it.

DEFEND · 1 question

Eco-friendly renovation. You lead. One more proof point widens it.

TAKE · 2 questions

The two budget terms, within 4 and 9 points. Winnable this cycle with pages in the buyer's own words.

CHASE · 5 questions

The head and style terms. Longer game, carried by earned sources and structured data over the quarter.

WHAT ONE POINT OF SHARE IS WORTH

Run your own inputs through the pipeline model – 800 category questions a month, a 5% enquiry rate, a 20% close, a S\$46k average job – and a single point of citation share is worth about this much in new pipeline, every month it holds.

≈ S\$3,680

per point of share · per month · modeled

so the four points on “condo renovation under \$60k” are not abstract – on these inputs they carry roughly S\$14,720 of pipeline a month.

BY ENGINE

03 · where the answers name you

The same eight questions, split by engine. One set of earned sources moves all four, but the headroom is not even. Push where it is thinnest.

ENGINE	SHARE	
Perplexity	24%	
ChatGPT	21%	
Google AI	16%	
Copilot	12%	

push order · Copilot, then Google AI. Perplexity and ChatGPT are defended, not chased.

You are strongest on **Perplexity (24%)** and thinnest on **Copilot (12%)**. Google AI and Copilot both sit below your 19% blended rate, so that is where the next push pays back most: the same sources move all four engines, but these two have the most headroom to recover.

WHY THE ENGINES DISAGREE

03 · the read

Perplexity	24%	your strongest seat
ChatGPT	21%	holding above the blended rate
Google AI	16%	below your average, room to push
Copilot	12%	thinnest, the next lift

Perplexity leans hardest on directories and Qanvast, where you already show up. Copilot leans on the open web and forums, where you are thin — which is exactly why the Reddit and Houzz work lifts your weakest engine first.

THE MOVE EACH ENGINE REWARDS

03 · one action per engine

ENGINE	SHARE	READS MOSTLY FROM	THE MOVE IT REWARDS
Perplexity	24%	directories · Qanvast	defend · keep the Qanvast profile fresh
ChatGPT	21%	editorial · best-of roundups	hold · earn two roundup placements
Google AI	16%	open web · Maps · profiles	push · complete the Google Business Profile
Copilot	12%	forums · the open web	push first · the Reddit threads land here

the same earned sources move more than one engine — but ordering the work by weakest engine first is what compounds fastest.

WHERE THE ANSWERS COME FROM, AND YOUR GAPS

04 · the earn-next list

AI builds its shortlist from third-party sources, rarely from a firm's own homepage. Every “missing” below is a source the engines read and you are absent from. Ordered by how often AI leans on it.

SOURCE	TIMES CITED	YOU PRESENT?	MOVE
Qanvast	40×	present	already earning citations
Houzz SG	31×	missing	earn next · high impact
Reddit r/singapore	22×	missing	earn next
RenoNation directory	18×	present	already earning citations
comparison blog roundup	12×	missing	queued

the two “earn next” rows, Houzz SG and Reddit, are 53 combined citations you are not part of.

WHAT EARNING A SOURCE ACTUALLY MEANS

04 · not link-buying

Earning a source is not a paid link. It is a real profile, a real thread, a real photo set — placed where the engines already look and filled with the facts a buyer needs. Qanvast and RenoNation already carry you. Houzz SG and Reddit do not.

SOURCES TRACKED	5
PRESENT ON	2
EARN NEXT	2
CITATIONS YOU MISS	53

HOW A SOURCE BECOMES A CITATION

04 · the mechanism

01

Place

A real, populated profile or thread goes up on a source the engines already read — Houzz SG, Reddit r/singapore — filled with the facts a buyer asks for: scope, from-price, materials.

nothing here is a paid placement or a private link – every step is content on the open sources the engines cite from.

02

Get read

On the next re-crawl the engines pick it up as one more independent mention of your name, alongside Qanvast and RenoNation. Presence, not persuasion, is what they weigh.

03

Get cited

Your name starts appearing in answers built from that source. The share ticks up, and the ±5-point band makes the movement legible within a cycle or two.

WHAT THIS MEANS, AND WHAT TO DO

05 · the plan

You went from invisible to fourth in ninety days. The number climbs when you earn the sources AI already trusts and answer buyer questions in their own words. Here is the order our team works it, and roughly when.

01 Earn Houzz SG and Reddit next

weeks 1–4

The two highest-cited sources you are absent from. AI reads them on almost every list. A claimed, populated Houzz SG profile and two genuine Reddit r/singapore threads are the fastest points on the board.

02 Take the two closest questions

weeks 2–6

You trail “condo renovation under \$60k” by 4 points and “renovation that won’t blow my budget” by 9. Both are winnable this cycle with passage pages built around the exact buyer phrasing. Defend the eco-reno lead while you are there.

03 Close the structured-data gap

weeks 4–12

Ship structured data and citation markup across the money pages so the engines can lift your figures cleanly. This is what carries the two biggest gaps, “luxury condo interior designer” and “best interior designer in Singapore”, over the next quarter.

The count is automated. The reading, the ordering, and the source-earning work above is ours.

THE NEXT THIRTY DAYS

05 · the near view

WEEK 1	Claim Houzz SG · complete the two thin directory profiles
WEEK 2	First Reddit r/singapore budget thread · \$55–60k breakdown page live
WEEK 3	4-room BTO package page · minimalist HDB set tagged and captioned
WEEK 4	Second Reddit thread · re-measure, read the move, reset the order

re-measured at day 30 against the same eight questions, so the movement is comparable, not cherry-picked.

WHAT WE EXPECT IT TO MOVE

05 · projected, not promised

A projection, on the same trajectory you have run for three cycles. We report the counted number every thirty days; this is only the shape we are working toward, so you can judge us against it.

01	earn Houzz SG + Reddit	+4 to +6 pts	this cycle
02	take the two closest questions	+2 to +3 pts	this cycle
03	structured data + head terms	+3 to +5 pts	the quarter
→	headline share, next quarter	19% → high-20s	projection

these are estimates from your own trajectory, carried at the ±5-point interval. The number that counts is the one we re-measure, not this one.

THE MONEY VIEW

06 · projection vs tracked

Two ways to read the business impact. The pipeline on the left is a projection from your own inputs. The reality on the right is counted and reported, not modeled.

ESTIMATED PIPELINE / MONTH ESTIMATED · MODELED ~S\$70k 800 category questions/mo × 19% your citation share × 5% enquiry rate × 20% close × S\$46k average job = ~S\$69,920 a projection, not a measured figure. Change an input and it moves.	TRACKED & REPORTED REALITY COUNTED <table><tr><td>AI-sourced enquiries this month</td><td>6</td></tr><tr><td>jobs marked won from AI</td><td>2</td></tr><tr><td>closed value, to date</td><td>S\$92,000</td></tr><tr><td>your Mitra fee</td><td>S\$1,200/mo</td></tr><tr><td colspan="2">one S\$54k job covers about 45 months of the fee.</td></tr></table>	AI-sourced enquiries this month	6	jobs marked won from AI	2	closed value, to date	S\$92,000	your Mitra fee	S\$1,200/mo	one S\$54k job covers about 45 months of the fee.	
AI-sourced enquiries this month	6										
jobs marked won from AI	2										
closed value, to date	S\$92,000										
your Mitra fee	S\$1,200/mo										
one S\$54k job covers about 45 months of the fee.											

HOW TO HOLD THESE TWO NUMBERS

06 · the honest frame

The projection is useful for sizing the prize, and useless as a promise. The tracked column is the one to trust: six enquiries and two won jobs are counted from your own pipeline, not inferred. As the share climbs, the tracked column is where you will see it first — that is the number we report back to you, unmodeled, every thirty days.

Hold the two columns side by side and the point is plain: at a S\$1,200 monthly fee, the S\$92,000 already closed from AI-sourced work has covered the engagement many times over, before the share has even reached the chase pack. The projection sizes the upside; the tracked column is what you bank.

WHERE THE PIPELINE GOES AS THE SHARE CLIMBS

06 · the sensitivity

The same model, run at three levels of citation share. It holds every other input fixed, so you can read what the plan is actually worth if it lands.

CITATION SHARE	EST. PIPELINE / MONTH	VS TODAY	READING
19% (you)	S\$69,920	—	today
25%	S\$92,000	+S\$22,080	next quarter, on plan
30%	S\$110,400	+S\$40,480	chase-pack parity

a projection at each level, not a forecast of when — every row holds the 5% enquiry rate, 20% close and S\$46k average job constant, and moves only the share.

QUESTION APPENDIX

A1 · 1 of 2

One block per buyer question: your rate, the leader's, why the result reads that way, and the single specific move that shifts it.

eco-friendly renovation firm

you 24% · Rival A 20% WIN

WHY	THE MOVE
Your sustainability write-ups are already cited on Qanvast and RenoNation. The leader's are not, so the engines reach for you first.	Hold it. Add one more third-party proof point on materials and the lead widens instead of narrows.
THE LEADER'S EDGE nothing decisive — this is the one you already hold.	
WHERE THE ANSWER IS BUILT Qanvast · RenoNation	
GAP TO LEADER · +4 PTS	

condo renovation under \$60k

you 31% · Rival B 35% CLOSE

WHY	THE MOVE
Four points back. The leader has one budget-breakdown page the engines quote almost word for word.	Publish a real \$55–60k condo cost breakdown page written in the buyer's own phrasing.
THE LEADER'S EDGE one budget-breakdown page the engines quote almost word for word.	
WHERE THE ANSWER IS BUILT budget-breakdown pages · forums	
GAP TO LEADER · -4 PTS	

renovation that won't blow my budget

you 22% · Rival B 31% CLOSE

WHY	THE MOVE
Reassurance intent. The engines pull it from forum threads you are absent from, not from firm pages.	Two honest Reddit r/singapore budget threads, each linking back to your breakdown page.
THE LEADER'S EDGE a presence in the reassurance threads the engines trust.	
WHERE THE ANSWER IS BUILT Reddit r/singapore · forums	
GAP TO LEADER · -9 PTS	

ID firm for a 4-room BTO

you 26% · Rival C 39% BEHIND

WHY	THE MOVE
The leader owns a BTO-specific package page. You are read as a general studio, so you place lower on this exact ask.	Ship a 4-room BTO package page with a fixed scope and a clear from-price.
THE LEADER'S EDGE a dedicated BTO package page with a fixed scope and from-price.	
WHERE THE ANSWER IS BUILT package pages · Houzz SG	
GAP TO LEADER · -13 PTS	

QUESTION APPENDIX

A1 · 2 of 2

One block per buyer question: your rate, the leader's, why the result reads that way, and the single specific move that shifts it.

minimalist HDB renovation studio

you 18% · Rival A 44%

BEHIND

WHY

A style term. The leader's portfolio is tagged minimalist across both Houzz and Qanvast; yours is not tagged that way yet.

THE LEADER'S EDGE a portfolio tagged "minimalist" across both Houzz and Qanvast.

THE MOVE

Tag and caption a minimalist HDB set, and claim the Houzz SG profile that carries it.

WHERE THE ANSWER IS BUILT Houzz · Qanvast portfolio tags

GAP TO LEADER · -26 PTS

interior designer vs contractor, resale flat

you 12% · Rival C 28%

BEHIND

WHY

Comparison intent, answered by explainer content. You have not written the page the engines want to cite.

THE LEADER'S EDGE the plain explainer page the engines reach for on this comparison.

THE MOVE

One plain explainer: interior designer vs contractor for a resale flat, no sales gloss.

WHERE THE ANSWER IS BUILT explainer blogs · Reddit

GAP TO LEADER · -16 PTS

best interior designer in Singapore

you 14% · Rival A 42%

BEHIND

WHY

The head term. It is built almost entirely from best-of roundups and directories you sit thin on.

THE LEADER'S EDGE depth across the best-of roundups and directories this term is built from.

THE MOVE

Earn two roundup placements and complete the directory profiles you have left half-filled.

WHERE THE ANSWER IS BUILT best-of roundups · directories

GAP TO LEADER · -28 PTS

luxury condo interior designer

you 9% · Rival A 51%

BEHIND

WHY

The biggest gap on the board. The leader owns luxury-condo case studies the engines cite by name.

THE LEADER'S EDGE named luxury-condo case studies the engines cite by project.

THE MOVE

Two luxury condo case studies with named projects, real materials, and before/after.

WHERE THE ANSWER IS BUILT case-study pages · design press

GAP TO LEADER · -42 PTS

METHODOLOGY

A2 · how the count is built

Everything in this report reduces to one measured quantity: the share of AI answers that name you. Here is exactly how it is counted, so you can trust the movement between cycles rather than any single number.

01 The engines

Four answer engines, run the same way each cycle: Perplexity, ChatGPT, Google AI, and Copilot — where buyers now ask what used to go to a search box.

03 The sample

Each question is asked repeatedly across the four engines until we hold about 30 answers — roughly 240 answers a cycle. Repetition matters: the engines vary their wording.

05 The ±5-point interval

At this sample size a single reading carries a ±5-point band. A 2-point wobble is noise; a move of 6 or more is real. We read trends, not single ticks.

02 The question set

Eight buyer questions you approved, in a real customer's words. The set is fixed, so every cycle is comparable to the last.

04 The counting rule

A firm counts once per answer if it is named or cited. Your share for a question is cited answers ÷ total; your headline share is the blended rate across all eight.

06 The cadence

Re-measured every 30 days against the same eight questions. Baseline was zero, ninety days ago. Same set, same rule, same engines — that is what makes movement mean something.

RAW DATA · THE LEDGER

A2 · behind every chart

The figures behind every chart, per buyer question, for the cycle ending 2 Jul 2026. Rates are cited answers ÷ answers sampled; each carries the ±5-point interval.

BUYER QUESTION	ANSWERS	YOU CITED	LEADER CITED	YOUR RATE	LEADER RATE	GAP
eco-friendly renovation firm	30	7	6	24%	20%	+4
condo renovation under \$60k	30	9	11	31%	35%	-4
renovation that won't blow my budget	30	7	9	22%	31%	-9
ID firm for a 4-room BTO	30	8	12	26%	39%	-13
minimalist HDB renovation studio	30	5	13	18%	44%	-26
interior designer vs contractor, resale flat	30	4	8	12%	28%	-16
best interior designer in Singapore	30	4	13	14%	42%	-28
luxury condo interior designer	30	3	15	9%	51%	-42
blended · all questions	240	47	87	19%	—	—

counts are example data for a fictional firm. The blended 19% is the headline share; the source ledger sits in section 04, “where the answers come from”.

END OF REPORT · NO. 01 · SAMPLE

Fourth and rising. Earn the two sources, take the two closest questions, and the next edition reads higher — measured the same way, thirty days on.

FIRM

Atelier Nine

CYCLE

ending 2 Jul 2026

SAMPLE

240 answers · ±5 pts

MARKET

Singapore interior design

ENGINES

Perplexity · ChatGPT · Google AI · Copilot

NEXT READ

day 30