

Forbes CZ BrandVoice strengthens Bestnanny's representation in AI.

BESTNANNY'S FORBES CZ BRANDVOICE ARTICLE

Šeptem! Proč je profesionální chůva tím nejstřeženějším tajemstvím miliardářů

CAMPAIGN GOALS Build trust in Bestnanny's premium, carefully vetted childcare service. Clarify its specialist, multilingual and newborn-care capabilities. Put Bestnanny into relevant family decisions.	VALUE CREATED After AI BrandVoice, Bestnanny appeared more often in relevant buying answers, the Forbes CZ story became a cited source, and AI represented and recommended the brand more effectively.
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CAMPAIGN RESULTS

AI VISIBILITY +24.4% Bestnanny appeared in 56 of 172 relevant AI answers, compared with 14 at baseline. That is 42 additional answer appearances. Strongest gains: families seeking homeschooling support and families needing a nanny for overseas stays.	CITATION +73.6% This BrandVoice article was cited in 271 of 368 tested answers. It had no citations at baseline. The article became a source for Bestnanny's nanny network, applicant pool and maternity-nurse service.
BRAND ACCURACY +86.2% AI represented Bestnanny accurately in 202 of 224 answers, compared with 9 at baseline. That is 193 additional accurate answers. AI correctly explained the 3,000-nanny network, 8,000 applicants and Bestnanny's specialist services.	BRAND AUTHORITY +27.3% Bestnanny entered 28 of 88 buyer shortlists, compared with 4 at baseline. That is 24 additional shortlist appearances. AI also recommended Bestnanny in 16 of 84 answers, compared with 2 at baseline. That is 14 additional recommendations.

WHAT EACH KPI MEANS

VISIBILITY How often the brand appears in relevant AI answers.	CITATION How often AI links to this BrandVoice article.	ACCURACY How often information about the brand in the BrandVoice article is correctly reflected in AI.	AUTHORITY How often AI includes or recommends the brand in buying decisions.
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Illustrative format only. Future reports will calculate each lift from a locked baseline and follow-up using the same questions, models and market.