

K&C Known & Cited

AI VISIBILITY STRATEGY · BI-ANNUAL

BigShop AVS - UK + Germany Combined Report

H1 2026 · Cross-market view · United Kingdom and Germany

Prepared for BigShop · June 2026

Two markets read together · Companion to the standalone UK report

Be Known. Be Cited.

Focus. Measure. Plan. Deliver. Repeat.

CROSS-MARKET REPORT. This is the combined view of BigShop across two markets, the United Kingdom and Germany. Where the markets diverge, the per-market reads are shown side by side. The full UK roadmap sits in the standalone UK report.

ONE BRAND, TWO MARKETS

Executive summary

BigShop is, in AI's eyes, two propositions sharing one name. In the United Kingdom it is an established, recognised department store, Cited at 65, third in a field led by John Lewis and Marks & Spencer. In Germany it is a foreign retailer with eight stores, Emerging at 48, surfacing mainly inside comparative articles about British retailers. The two markets are not equally ready, but the gap is structural, not a question of brand quality.

65 /100

UNITED KINGDOM
Cited

48 /100

GERMANY
Emerging

62 /100

COMBINED
Cited

A note on the combined figure

The combined figure is weighted by measurement volume; the UK contributes the majority of data points. The UK clears the floor at 198 mentions; Germany clears it at 47. Germany sits in Emerging on the strength of consistent, positive framing even where mention volume is low.

STRUCTURAL, NOT READINESS

Why the two markets are so different

The gap is structural, not a question of market readiness. Three things separate the two.

1. The UK has the footprint; Germany does not.

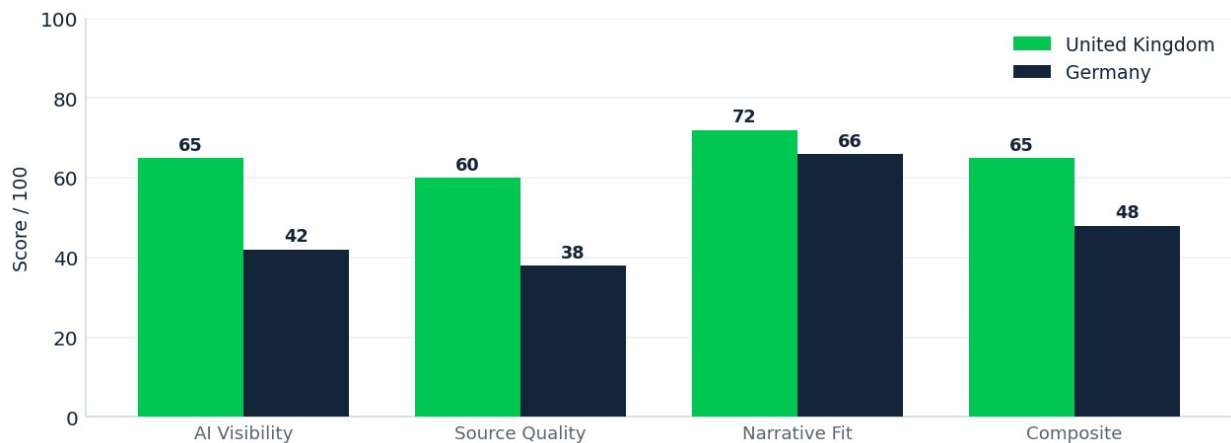
In the UK, bigshop.co.uk is an established, cited source with decades of coverage behind it. In Germany, bigshop.de is a translated product catalogue with no German-language brand content, so German AI has almost nothing native to cite and names BigShop mainly inside articles about British retailers.

2. The engines see them differently.

In the UK, BigShop is named across all three engines, which is what makes the position defensible. In Germany, the few mentions sit mainly in ChatGPT; Google AIO is thin and Perplexity barely registers.

3. The gap is closeable.

This is not a market where BigShop cannot win. The German conversation is owned by Galeria and KaDeWe, but BigShop already has the store presence and the brand quality. What it lacks is German-language content and structure, and both are addressable without out-shouting local competitors.



The three scoring dimensions, UK versus Germany. The Narrative Fit gap is small; the visibility and source gaps are where Germany trails.

THE TWO POSITIONS AT A GLANCE

Top findings per market

UNITED KINGDOM · CITED

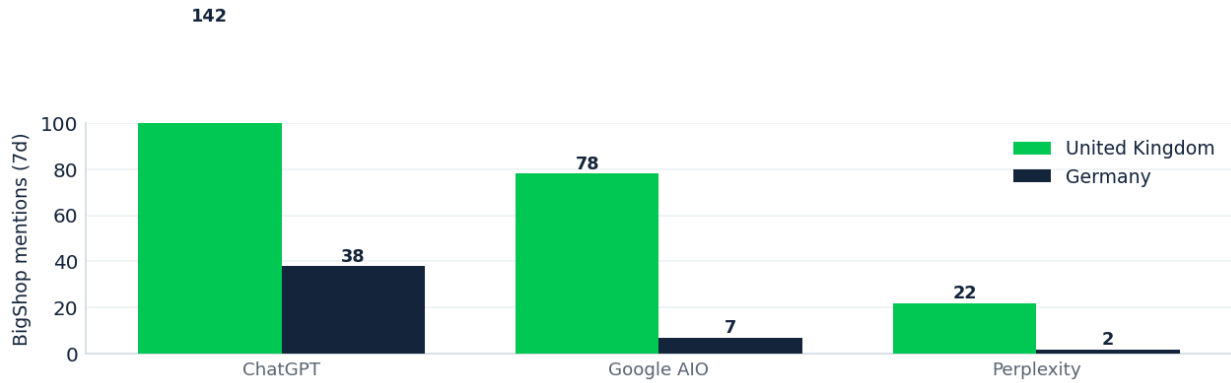
A solid third place to build on.

Third in the UK field at 16.4% share of voice, behind John Lewis and Marks & Spencer and ahead of Next, Selfridges and Debenhams. Strong, positive framing on own-brand ranges and the food hall. The job is volume and authority, not repair. Full roadmap in the standalone UK report.

GERMANY · EMERGING

Near-invisible, and the single biggest opportunity.

47 mentions, near-invisible as an independent answer. Galeria and KaDeWe own the conversation, with Breuninger third. bigshop.de is a product catalogue with no German brand content for the engines to cite. The job is to build the German-language foundation, and the 65 to 48 gap is the largest single opportunity in the engagement.



Engines that name BigShop. The UK is present across all three; Germany sits mainly in ChatGPT.

TOP THREE EACH, BY MARKET

Key competitors and sources

Top competitors by share of voice

MARKET	1	2	3
UK	John Lewis (28.4%)	Marks & Spencer (26.4%)	Next (15.4%)
Germany	Galeria (38.2%)	KaDeWe (29.3%)	Breuninger (19.8%)

Top cited source domains

MARKET	1	2	3
UK	theguardian.com (12.1%)	telegraph.co.uk (9.8%)	bbc.co.uk (6.8%)
Germany	stern.de (14.3%)	spiegel.de (11.2%)	chip.de (9.1%)

THE DEDUPLICATED RECOMMENDATION MAP

One programme, not two

Across the two markets there are twenty-four numbered recommendations in the per-market work, but they are not twenty-four different things. Most are the same workstream applied to each market. The table below maps every shared workstream to both markets.

Shared workstreams (aligned across both markets)

SHARED WORKSTREAM	UK	DE	ALIGNED APPROACH
Technical foundation	1	1	One Organization and

(schema)				FAQ schema standard applied to bigshop.co.uk and bigshop.de.
Brand-story pages	4	1		UK /heritage; Germany /ueber-bigshop and /geschichte. Same citable structure, market language.
FAQ and comparison content	2, 5	—		UK FAQ and comparison pages; German equivalent follows once cornerstone pages exist.
Sustainability page	6	—		UK page first, mirrored in German as /nachhaltigkeit.
Original CX research	8	—		One UK research asset that also feeds German press angles.
Trade and consumer press	3, 7, 9	2, 3		UK: Guardian, Telegraph, Vogue, Which?; Germany: Stern, Spiegel, Chip.de. Same idea-led approach.
Owned social	10, 11	4		UK YouTube and LinkedIn; German DACH LinkedIn stream.

Market-specific recommendations

MARKET-SPECIFIC ITEM	MARKET	WHY IT IS MARKET-SPECIFIC
German-language cornerstone pages	Germany	bigshop.de has no native brand content; the prerequisite for every German item.
German PR (Stern, Spiegel, Chip.de)	Germany	The German equivalent of the UK press play; depends on cornerstone pages.
German DACH LinkedIn	Germany	A German-language touchpoint AI can index.
Food-hall content strategy	UK	The food hall is a UK strength, mentioned in roughly 18% of UK answers.
Reddit / community engagement	UK	Reddit is a top UK citation source; less so in the German dataset.

Read this way, the engagement is seven shared workstreams plus a handful of market-specific items, not two separate programmes.

The UK is already Cited and needs volume and authority. Germany is Emerging and needs a German-language foundation. The same content engine serves both, applied in each market's language.

A SINGLE CROSS-MARKET RUNNING ORDER

Prioritising across both markets

Plotting the shared workstreams by effort against impact gives BigShop one cross-market running order. Start top-left.



Effort against impact across both markets. Schema and the German cornerstone pages are the quick wins.

Quick wins · high impact, low effort

- Schema on both domains
- German cornerstone pages
- UK FAQ / answer page

Big bets · high impact, high effort

- UK CX research
- BigShop YouTube channel
- German PR (Stern, Spiegel, Chip.de)

Fill-ins · lower impact, low effort

- Consumer-authority listings
- Comparison pages

Long game · lower impact, high effort

- LinkedIn streams (UK + DACH)
- Food-hall content strategy

AN ASYMMETRIC ALLOCATION

Budget guidance

The two markets need different things. The UK already leads and can be advanced cheaply with schema and owned content. Germany needs a content foundation built from scratch. The principle is simple: lift the strong market cheaply, then concentrate effort on opening the weak one.

PRIORITY	WHERE IT GOES	CROSS-MARKET LOGIC
1. Build the UK base	Schema + FAQ + heritage (UK)	The strongest market; cheap moves that lift a Cited brand toward 70.

2. Open Germany	German cornerstone pages + schema	The single biggest opportunity; closes the 65 to 48 gap with content, not spend.
3. Earn authority both ways	UK press + German press	Third-party corroboration that lifts both markets.
4. Compound	YouTube, LinkedIn (UK + DACH), food hall	Ongoing programmes that compound once the foundation is in.

A NOTE ON COSTS

Indicative, finalised after a scope discussion.

All costs are estimated at this stage and finalised after a scope discussion. Where a third party charges directly, that is paid by BigShop and noted.

THE ROADMAP FROM HERE

What next

Read the standalone UK report for the full UK twelve-recommendation roadmap (ordered by impact velocity), per-pillar scoring, the named competitor analysis and the entity and topic-gap audits. A standalone Germany report follows once the German-language foundation generates enough signal to score reliably per pillar.

The bi-annual GEO consultation covers both markets together. As part of it we walk through the findings, answer any questions, and get a view on where BigShop wants to concentrate first. H2 re-measurement window: mid-January 2027.

A note on the delivery doc

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Focus. Measure. Plan. Deliver. Repeat.

Five steps. One continuous programme. That is how you get, and stay, known and cited.

Be Known. Be Cited.

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