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What do you see as planeed's biggest USPs?

16:25

The absolute biggest and all-decisive **USP (Unique Selling Proposition)** of planeed can be summarized in a single sentence:

planeed is the world's first platform that builds a bidirectional, cross-domain knowledge graph for AI visibility without the company needing access to the servers of external media.

While the entire rest of the market (SEO agencies, plugins, traditional GEO tools) tries to optimize the company's own website for AIs, planeed shifts the playing field to the entire internet.

If you break down this main USP for sales conversations into three sharp, exclusive core advantages, it looks like this:

1. The technological data bridge to third-party media (The Exclusive Feature)

- **The problem in the market:** Over 85% of the sources that ChatGPT or Perplexity use for their answers come from third-party sites (trade magazines, news portals, LinkedIn). However, a company cannot embed its own schema code there because it does not own those external websites.
- **The planeed USP:** planeed solves this technical impossibility. By combining the central directory (planeed.org) and the integrable, semantic "bridge links" within the body text of the magazines, a company can technologically link external PR successes with its own brand ID. **No other tool on the market can currently do this.**

2. From "Marketing Speak" to "Machine Fact" (Grounding-as-a-Service)

- **The problem in the market:** AIs ignore classic marketing copy because they are looking for verifiable facts to avoid hallucinations.
- **The planeed USP:** planeed translates unstructured corporate data (Who is the CEO? What products solve which problem?) into a mathematically logical graph structure ([DefinedTerms](#) and [Relations](#)). planeed delivers the data to AI crawlers in the exact desired format free of charge. For the AI, the trustworthiness of the brand rises toward 100% because the facts are irrefutably proven by the network.

3. "Zero IT Load" for Enterprise Customers

- **The problem in the market:** Large corporate websites have rigid CMS structures. Any change to the core code for new schema structures blocks the IT department for months.
- **The planeed USP:** Since the knowledge graph is hosted independently on planeed.org , the internal IT effort is completely eliminated. Marketing can control, expand, and maintain the "Semantic Brand Architecture" completely autonomously, without ever having to open an internal IT ticket.

Ask question

