

Be the dash cam brand AI recommends in New Zealand.

Prepared for Rochelle Scanlon · DriverCam

NEW ZEALAND | 19 AUGUST 2026 · TEAM EMPATHY

1. Executive summary

The short version. Search is your largest source of visitors, and almost all of it is non-branded, people finding you without knowing your name. The category runs about **129,000 non-branded searches a year** in New Zealand, and you already appear across it, but you sit around position 9.7 rather than the top three, so you win a fraction of the clicks. You have hand-written the answers AI engines want to quote, and your product pages carry no structured data, so the machines cannot read them. And the analytics you are about to make a rebuild decision on has been under-reporting your revenue by roughly 70% since March.

Three things to know

- **Your analytics is not telling you the truth, and you are about to buy a rebuild on it.** Shopify recorded **\$131,301** of gross sales and **383 orders** in the last 12 months. Google Analytics recorded **\$39,419** and 156 orders, and stopped recording purchases entirely in March. Search Console shows organic clicks held steady the whole time, so this is a broken tag, not a downturn. **SHOPIFY + GA4 + GSC**
- **You are found on the category, not your name.** Only 15 queries and 189 clicks all year are people typing DriverCam. Everything else is category demand, which is the part a search strategy can grow. You are shown 200,125 times a year on non-branded terms and win 5,956 clicks, a click-through rate of 2.98%, because you rank page one to two, not top three. **SHOPIFY + GSC**
- **AI is already your best-converting channel, and nobody owns the category.** ChatGPT referrals convert at **3.38%** against Google's 0.88% in your own Shopify data, and Google AI Overviews already fire on the buying questions. Meanwhile the brands

beating you are Supercheap Auto, PB Tech and Repco, generalists with no dashcam expertise, and Ahrefs rates the difficulty of the core terms at zero. SHOPIFY AHREFS

The non-branded market, and the share of it you hold



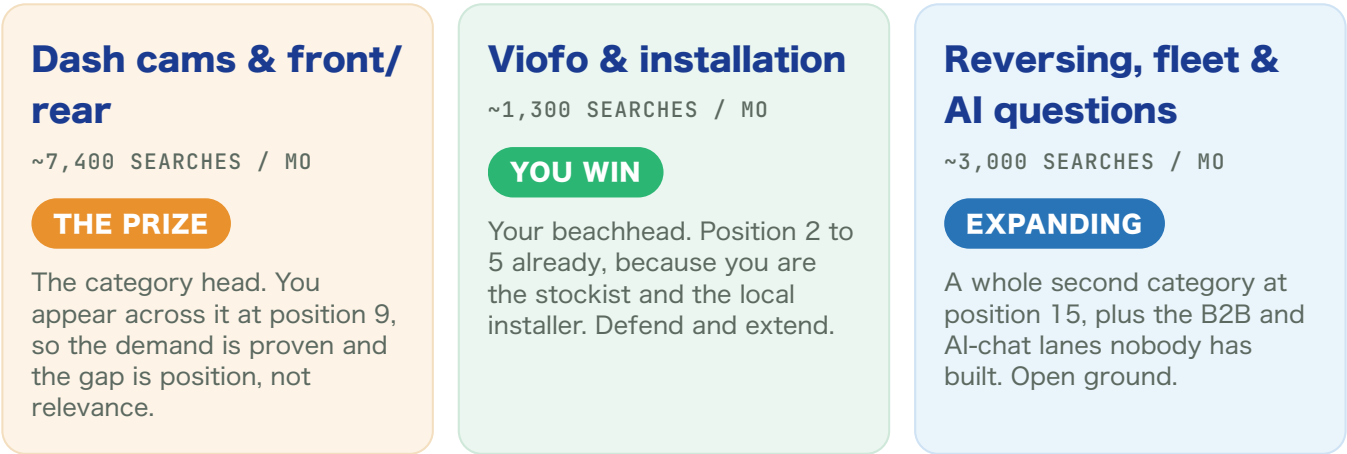
So the whole opportunity is one sentence: **you hold 23% of the non-branded organic clicks in your category, and every extra 1% is worth about \$765 a year.** Your branded traffic is not part of this and does not change.

What that is worth

Built on your own numbers: an order value of **\$334.54** and a search conversion rate of **0.88%**, which is what one non-branded click is worth today. If your conversion rate climbs as the site and the brand strengthen, and at 0.8% today it has room to, every figure here moves up with it. MODELLED, PLUS OR MINUS 40%

Case	Share of the non-branded market	Non-branded clicks / yr	Non-branded revenue / yr	New revenue / yr
Today	23%	5,956	\$17,534	—
Conservative	33%	8,580	\$25,300	+\$7,800
Mid	45%	11,700	\$34,400	+\$16,900
High	58%	15,080	\$44,400	+\$26,900

Where you focus, at a glance

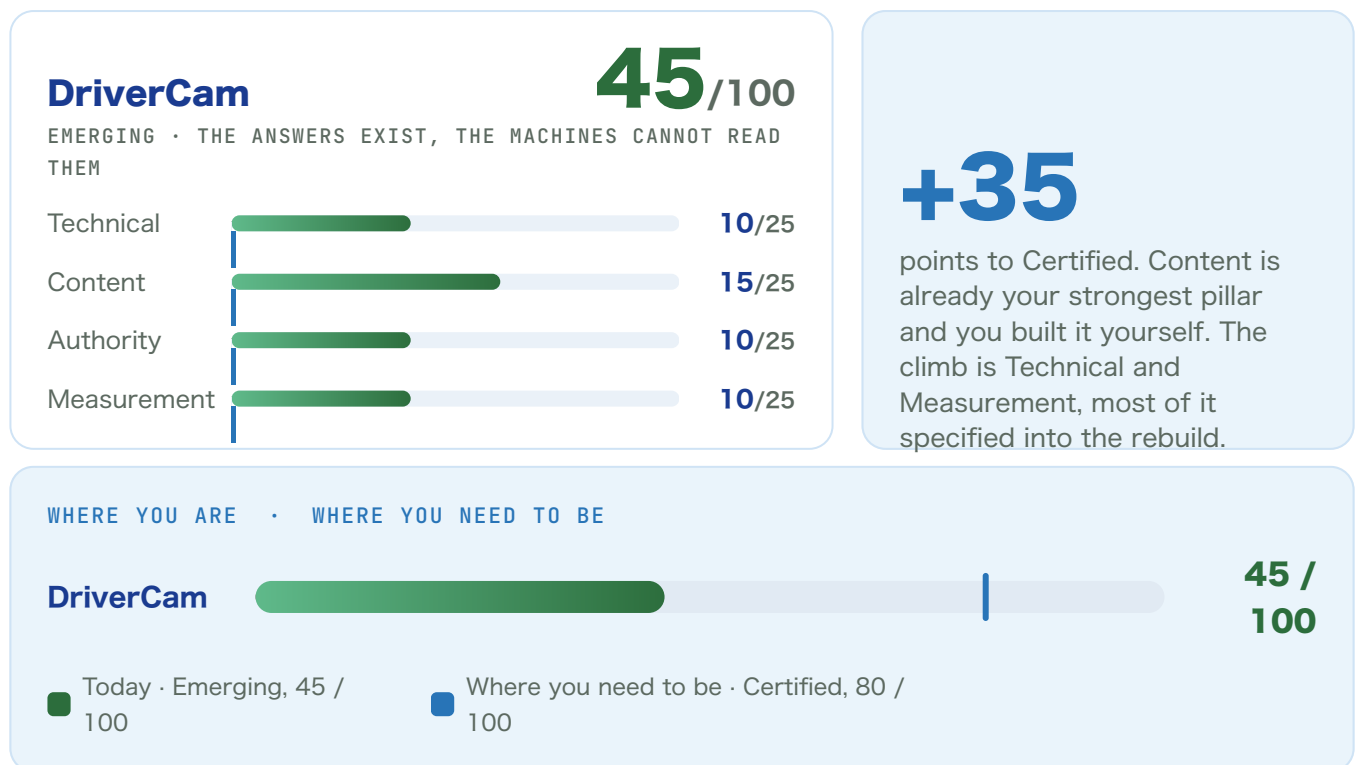


Triangulated NZ search volume per territory, August 2026. We have left the fuse pages out of the model: they draw impressions but almost no commercial value for a New Zealand store. The full keyword and territory research behind every number here lives in [The data](#) tab.

GKP + AHREFS + SEMRUSH

2. How AI-ready you are today: the AEO scorecard

We score every brand out of 100 against our AEO Maturity Model: four pillars (Technical, Content, Authority, Measurement), each out of 25. **Certified is 80 out of 100**, Professional on all four, the standard we build clients to. You are at 45 today, and the gap is machine-readability sitting on top of content you have already written.



The finding that matters most: **21 of the 22 product pages we crawled carry no Product structured data**, verified on the A229 Pro, one of your two strongest landing pages at 14,493 impressions a year. There is **no FAQPage markup anywhere**, despite product pages written as questions and answers. You did the expensive part; the theme throws it away before an engine sees it. The detailed findings, how the scoring works, and where every number comes from are in the [appendix](#).

3. The market you are missing: search and AI

Dash cams are a considered purchase. Buyers do not know what separates a good one, the specs are confusing, and they ask the same questions in two places now, a search box and an AI chat. The demand already finds you, the difficulty is mostly low, and the AI layer is already answering.

Validated demand, and where you rank today

Term	Searches / mo (NZ)	Your rank now	AI Overview live?
dash cam nz	2,400	9	-
reversing camera	880	19	-
reversing camera nz	720	13	-
best dash cam nz	390	10	Yes
car camera nz	140	10	Yes
dash cam front and rear	100	6	Yes
dash cam installation auckland	70	3	-
viofo dash cam nz	50	2	-

Search volume triangulated across Google Keyword Planner, Ahrefs and SEMrush (median of three), NZ. Your rank is your current average Google position from Search Console. The pattern: strong where you have a reason to be (your Viofo lane, local installation), page one lower on the category head, and page two on reversing cameras, a whole second category you barely hold. The full 108-term triangulation is in [The data](#) tab. **GKP + AHREFS + SEMRUSH** **GSC**

Zoom out and the winnable category is about **129,000 non-branded searches a year** in New Zealand, of which roughly **26,000 are winnable organic clicks** once ads, shopping carousels and AI answers take their share. The competitive picture is unusual and it is in your favour: the domains beating you are general retailers with no dashcam depth, the specialists are tiny, and Ahrefs rates the difficulty of the core terms at zero.

The first-mover window. No New Zealand dashcam brand deliberately publishes the answers AI engines cite, and there is no authoritative specialist in the category. An engine asked "which dash cam should I buy in New Zealand" is looking for the source that genuinely answers it, and that source does not currently exist. The brand that answers these questions first becomes the default before the rest wake up.

4. The opportunity, in dollars

The table in the executive summary is built from three numbers, all of them yours, and all of them non-branded. Here is the chain in full.

The searches

NON-BRANDED, NZ

129,000

The winnable clicks

AFTER ADS AND AI ANSWERS

26,000

What you win today

23% OF THE POOL

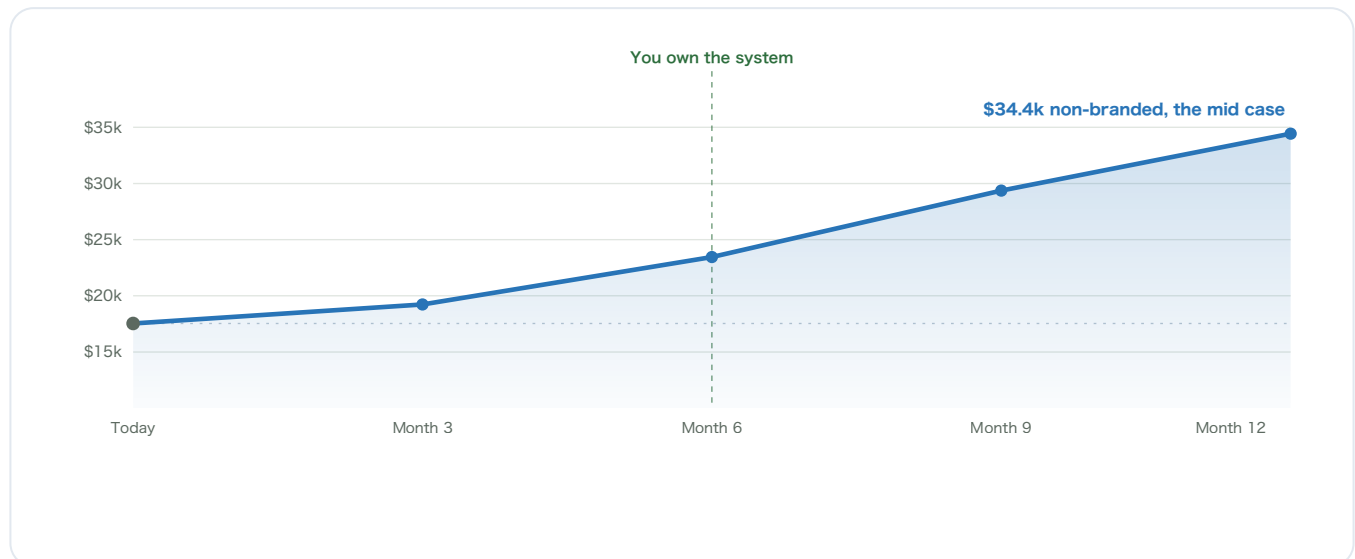
5,956

Roughly one search in five survives ads, shopping carousels and AI answers as a winnable organic click, and you currently take a little under one in four of those. **MODELLED**

Each non-branded click is worth **\$2.94** to you, because non-branded search converts at 0.88% on an order value of \$334.54. That is the figure every case in the table multiplies.

That is the whole model: **win more of the 26,000 clicks.**

The compounding curve (the mid case, arriving over twelve months)



The mid case arriving, on non-branded revenue: foundations fixed and certified early, the content owning your territories through the middle, all of it live by month 12. **MODELLED, DIRECTIONAL**

How the clicks get won

Two levers, both measured. **Click-through** on the impressions you already get, as you move from position 9.7 into the top three. And **more impressions**, as the reversing-camera, fleet and AI-question territories you have no page worth ranking for start to rank. The conservative case assumes only the first lever really lands; the high case assumes both do.

Every figure here is non-branded and holds your conversion rate at today's 0.88%, so any improvement to the site sits on top. It counts only what completes in the store, so the enquiries you take by form, phone and email, and the trade accounts that follow, are not in the table.

5. The six-month transformation

A done-for-you AI and Search transformation, built and run on our side so there is nothing for your team to learn or maintain. It moves through three phases: **foundations** (Core Web Vitals, Product and FAQ schema across the catalogue, the measurement fix, your baseline), **owning your territories** (the dash cam and reversing-camera hubs, the buying-question content AI cites, written in your voice), and **authority and compounding** (the review-site placements and citations AI trusts). Because you are already planning a rebuild, this is the cheapest possible moment to specify it in, rather than retrofitting structured data into a finished theme. Everything is yours to keep: the foundations, the content, the links and your AI-Ready certification.

The exact scope, deliverables and investment will be shaped around the rebuild you are planning, and confirmed after we talk.

Traffic, orders, revenue and rankings are from your own Search Console and Shopify (Shopify last 12 months to 31 July 2026; Google Analytics excluded because it under-recorded revenue by roughly 70% and stopped recording purchases in March). Search volumes triangulated across Google Keyword Planner, Ahrefs and SEMrush (NZ), August 2026. Competitor footprints and Domain Ratings from Ahrefs Site Explorer, estimated. AEO score from our AEO Maturity Model against a live crawl and mobile Lighthouse. Revenue figures are directional, modelled from your own conversion and order value, and are not a guarantee of results.

Team Empathy

Search & AI for ecommerce

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