

XPD Direct Launches Murmur, a New Tool for LLM Visibility and Brand Monitoring in ChatGPT

Designed for marketers and agencies, Murmur reveals how your brand shows up in ChatGPT providing an instant, presentation-ready report with proprietary scoring for visibility and consistency. No subscription required.



Montreal, Quebec Jul 22, 2025 ([Issuewire.com](https://www.issuewire.com)) - XPD Direct Inc. has officially launched [Murmur](#), a new tool designed to help SEO agencies, CMOs and brand managers monitor how their brand or products are represented inside ChatGPT. As large language models become the new front line of customer interaction, *Murmur* offers a fast, presentation-ready way to assess brand visibility in AI-generated content.

With ChatGPT reportedly reaching 500 million+ monthly users as of March 2025, the need for accurate [brand monitoring in ChatGPT](#) and other AI systems has never been greater. Unlike developer-focused tools, *Murmur* is built specifically for marketing teams to quickly turn opaque LLM responses into clear insights that drive better conversations.

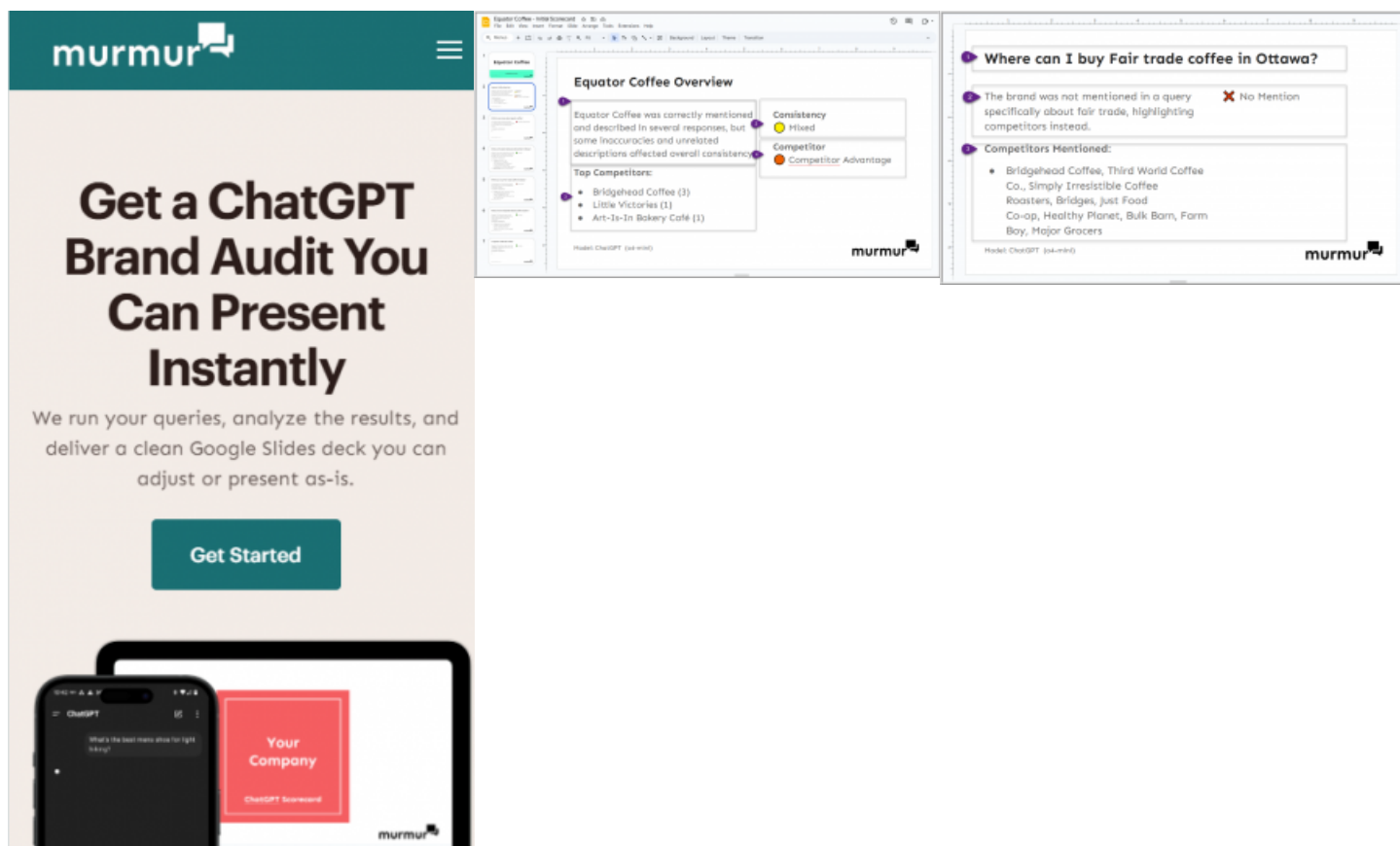
“This is an exciting first step in making some of the internal tools we've built available to other business owners,” said Rock Trembath, Founder of [XPD Direct Inc.](#) “The tool bypasses hours of work and hands

you a client-ready presentation. We think other online marketers will see value in that.”

For \$49, users receive a comprehensive *ChatGPT Scorecard*, delivered by email and formatted to drop directly into client or internal Google Drive templates. The report includes a plain language scoring system to assess brand consistency and overall visibility, making it easier for teams to identify gaps, compare competitors and guide next steps.

“The tool is great for companies offering answer engine optimization services,” Trembath added. “It’s a tool we’ve used in-house and we’re happy to extend it to the marketing community as a whole.”

XPD Direct Inc. has been building AI systems since 2023 and plans to expand the platform to support additional language models and deeper analytics in the coming months, shaped by feedback from the broader marketing community.



The image displays the Murmur AI interface, which provides a comprehensive ChatGPT Brand Audit. The main section, titled "Get a ChatGPT Brand Audit You Can Present Instantly", explains that users can run queries, analyze results, and deliver a clean Google Slides deck. A "Get Started" button is prominently displayed. Below this, a smartphone and tablet show the audit results for "Equator Coffee".

The audit results are presented in a Google Slides format, showing a "ChatGPT Scorecard" for "Equator Coffee". The scorecard includes a "Consistency" score of 100% (10/10) and a "Competitor Advantage" score of 100% (10/10). It also lists "Top Competitors" and provides a detailed analysis of the brand's performance.

The analysis includes a section titled "Where can I buy Fair trade coffee in Ottawa?" which states: "The brand was not mentioned in a query specifically about fair trade, highlighting competitors instead." This is marked as "No Mention".

The "Competitors Mentioned" section lists: Bridgehead Coffee, Third World Coffee Co., Simply Irresistible Coffee Roasters, Bridges, Just Food Co-op, Healthy Planet, Bulk Barn, Farm Boy, and Major Grocers.

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