

AI recommendation audit: Papermark

<https://www.papermark.com/> · category: secure document sharing and virtual data room · answers captured 2026-10-07 · order sample-papermark

1. Summary

ChatGPT: 23%

Perplexity: unavailable: not measured in this run

Gemini: 35%

Claude: 77%

- Papermark is named in ChatGPT: 23% (range 20%–24%); Gemini: 35% (range 32%–40%); Claude: 77% (range 76%–80%) of buyer prompts that do not mention it.
- Most-named competitors: DocSend (58%), Dropbox (29%), Firmex (22%).
- Not measured: Perplexity (see §9).
- Crawl: 21 pages; AI bots blocked from '/': none; static prices on pricing page: yes.
- Top fix: Repair or remove internal links to 1 error page.

2. Share of answer

Share of buyer prompts whose answer names each brand; mean over samples, (min-max, n samples).
Which model and backend stands behind each engine: §9.

Brand	ChatGPT	Perplexity	Gemini	Claude
Papermark	23% (20%–24%, n=3)	unavailable: not measured in this run	35% (32%–40%, n=3)	77% (76%–80%, n=3)
DocSend	40% (37%–42%, n=3)	unavailable: not measured in this run	70% (63%–74%, n=3)	63% (58%–68%, n=3)
Digify	14% (13%–17%, n=3)	unavailable: not measured in this run	13% (4%–22%, n=3)	16% (9%–22%, n=3)
Dropbox	13% (9%–17%, n=3)	unavailable: not measured in this run	35% (30%–43%, n=3)	41% (30%–52%, n=3)
Firmex	19% (14%–24%, n=3)	unavailable: not measured in this run	13% (10%–14%, n=3)	35% (33%–38%, n=3)
Box	2% (0%–5%, n=3)	unavailable: not measured in this run	2% (0%–5%, n=3)	18% (14%–23%, n=3)

3. Prompt-level grid

#	Prompt	ChatGPT	Gemini	Claude
P01	What's the best document sharing tool for a startup founder raising a seed round who wants to track which investors open the pitch deck? best-for-persona	Papermark 3/3 DocSend×3	Papermark 3/3 DocSend×3, Dropbox×1	Papermark 3/3 DocSend×3
P02	Best pitch deck sharing platform for founders raising a Series A in the US? Need view analytics and the ability to revoke access. best-for-persona	Papermark 2/3 DocSend×3	Papermark 2/3 DocSend×3, Dropbox×1	Papermark 3/3 DocSend×3, Dropbox×2
P03	Which virtual data room is best for a first-time founder doing investor due diligence on	Papermark 1/3 DocSend×3,	Papermark 3/3 DocSend×3,	Papermark 3/3 DocSend×3,

	a small budget? best-for-persona	Firmex×1	Digify×2, Firmex×2, Dropbox×1	Firmex×3, Dropbox×2
P04	I'm a startup founder. Should I use a data room or just a shared link for my fundraising deck and financials? What tools do you recommend? best-for-persona	Papermark 0/3 DocSend×3, Dropbox×1	Papermark 3/3 DocSend×3, Dropbox×2, Firmex×1	Papermark 3/3 DocSend×3, Dropbox×3, Box×2, Firmex×1
P05	Best virtual data room for an M&A advisor running multiple sell-side deals at once? best-for-persona	Papermark 0/3 Firmex×3	Papermark 0/3 –	Papermark 0/3 Firmex×3, Box×2, Dropbox×2
P06	What virtual data room do boutique M&A advisors in the US use for buyer due diligence, with granular permissions and Q&A? best-for-persona	Papermark 0/3 Firmex×3	Papermark 0/3 Firmex×1	Papermark 2/3 Firmex×3, Box×2, Dropbox×1
P07	Top secure data room software for M&A advisors that has audit logs, watermarking, and per-folder permissions? best-for-persona	Papermark 0/3 Firmex×2	Papermark 0/3 Firmex×1	Papermark 3/3 Firmex×3, Digify×3, Dropbox×2
P08	Which VDR is most cost-effective for a small M&A advisory firm that doesn't want per-page pricing? best-for-persona	Papermark 0/3 Firmex×3	Papermark 0/3 DocSend×2	Papermark 3/3 Firmex×3
P09	Best secure document sharing tool for a sales team to send proposals and see when prospects read them? best-for-persona	Papermark 0/3 DocSend×3	Papermark 0/3 DocSend×3, Dropbox×2	Papermark 3/3 DocSend×3, Dropbox×2
P10	What tool should my B2B sales team use to share decks and quotes with prospects and get engagement alerts, integrated with HubSpot or Salesforce? best-for-persona	Papermark 0/3 –	Papermark 0/3 DocSend×3, Dropbox×2	Papermark 2/3 DocSend×3, Dropbox×2
P11	Best document tracking software for sales reps in the US that shows page-by-page viewing time? best-for-persona	Papermark 1/3 DocSend×3, Dropbox×3	Papermark 1/3 DocSend×3, Dropbox×1	Papermark 3/3 DocSend×3, Dropbox×1
P12	Which secure file sharing platform lets a sales team use branded links with email verification and expiration dates? best-for-persona	Papermark 0/3 –	Papermark 0/3 DocSend×3, Dropbox×2, Box×1	Papermark 3/3 DocSend×3, Dropbox×3, Box×3, Digify×1
P13	Best open-source or self-hostable secure document sharing platform for a startup founder who cares about data control? best-for-persona	Papermark 0/3 –	Papermark 3/3 DocSend×3, Dropbox×2	Papermark 3/3 DocSend×3, Dropbox×1
P14	DocSend vs Dropbox for sharing a fundraising deck with investors: which is better? x-vs-y	Papermark 0/3 –	Papermark 0/3 –	Papermark 3/3 –
P15	Firmex vs Box for M&A due diligence: which one is better for a mid-size deal? x-vs-y	Papermark 0/3 –	Papermark 0/3 –	Papermark 0/3 –
P16	Digify vs DocSend: which has better security and analytics for sharing confidential	Papermark 0/3 –	Papermark 0/3 Dropbox×3	Papermark 0/3 –

	documents? x-vs-y			
P17	Box vs Dropbox for secure external document sharing with clients: which is better for compliance? x-vs-y	Papermark 0/3 –	Papermark 0/3 DocSend×2	Papermark 0/3 DocSend×1, Digify×1
P18	Firmex vs DocSend for a virtual data room: pricing, features, and ease of use compared? x-vs-y	Papermark 0/3 Dropbox×3, Box×1	Papermark 0/3 Dropbox×3	Papermark 3/3 –
P19	Is Digify or Firmex better for a small business that needs a virtual data room occasionally? x-vs-y	Papermark 0/3 –	Papermark 0/3 –	Papermark 0/3 –
P20	What are the best alternatives to DocSend for sharing pitch decks with investors? alternatives-to-leader	Papermark 3/3 Digify×3	Papermark 3/3 Firmex×1, Digify×1	Papermark 3/3 Digify×3, Dropbox×2, Box×1
P21	Cheaper alternatives to DocSend that still offer document analytics and custom branding? alternatives-to-leader	Papermark 3/3 –	Papermark 3/3 Dropbox×3	Papermark 3/3 –
P22	What are good alternatives to Firmex for a virtual data room with simpler, more transparent pricing? alternatives-to-leader	Papermark 0/3 Digify×3	Papermark 0/3 DocSend×3, Digify×2	Papermark 3/3 Dropbox×2, DocSend×2, Box×1, Digify×1
P23	Best alternatives to Box for secure external document sharing with tracking and watermarking? alternatives-to-leader	Papermark 0/3 DocSend×2, Dropbox×1, Digify×1	Papermark 0/3 DocSend×3, Digify×3	Papermark 3/3 Firmex×3, DocSend×3, Digify×2
P24	DocSend alternatives for sales teams that want unlimited links and CRM integration? alternatives-to-leader	Papermark 3/3 Digify×1	Papermark 2/3 –	Papermark 3/3 –
P25	What is the best secure document sharing and virtual data room for a startup founder raising a round? best-for-persona	Papermark 1/3 DocSend×3, Digify×2, Dropbox×1	Papermark 3/3 DocSend×3, Firmex×2, Digify×1, Dropbox×1	Papermark 3/3 DocSend×3, Dropbox×3, Firmex×3, Box×1

4. Crawlability for AI bots

robots.txt: <https://www.papermark.com/robots.txt> (HTTP 200). Fetches: 25 of cap 25, 21 HTML pages.

AI bot	/	/pricing	Own robots group
GPTBot	allowed	allowed	no (uses * rules)
OAI-SearchBot	allowed	allowed	no (uses * rules)
ChatGPT-User	allowed	allowed	no (uses * rules)
PerplexityBot	allowed	allowed	no (uses * rules)
Google-Extended	allowed	allowed	no (uses * rules)
ClaudeBot	allowed	allowed	no (uses * rules)

Sitemap: present – <https://www.papermark.com/sitemap.xml>

llms.txt (minor signal): present – <https://www.papermark.com/llms.txt>

noindex pages: none found

Internal links to error pages: <https://www.papermark.com/sharepoint-alternatives-for-data-rooms> (HTTP 404, linked from <https://www.papermark.com/>, <https://www.papermark.com/pricing>)

5. Schema and entity

JSON-LD types across the site: **AggregateRating, Answer, Article, BlogPosting, Brand, BreadcrumbList, FAQPage, GeoShape, ImageObject, ListItem, Offer, Organization, Person, Product, Question, WebPage**. Brand 'Papermark' in the title of 8 of 21 pages. Category phrase 'secure document sharing and virtual data room' on home: yes, on pricing: yes.

Comparison / alternatives URLs found (linked from crawled pages: 48, listed in the sitemap: 88; a bounded crawl, so others may exist): 92 – <https://www.papermark.com/alternatives>, <https://www.papermark.com/alternatives/ansarada>, <https://www.papermark.com/alternatives/ansarada-vdr>, <https://www.papermark.com/alternatives/box>, <https://www.papermark.com/alternatives/brieflink>, <https://www.papermark.com/alternatives/canva-for-presentations> and 86 more

Page	Title	Description	H1	JSON-LD
https://www.papermark.com/	Papermark Secure data rooms for modern dealmakers	yes	Close Deals Faster.	Organization
https://www.papermark.com/pricing	Pricing Papermark	yes	Find the plan that works for you	AggregateRating, Brand, GeoShape, Offer, Organization, Product
https://www.papermark.com/alternatives/docsend	#1 DocSend Alternative: Secure, Open-Source and Fully customizable	yes	#1 DocSend Alternative	Article, ImageObject, Organization, Person, WebPage
https://www.papermark.com/alternatives/ideals	Ideals Alternative	yes	Modern Ideals Alternative	Organization
https://www.papermark.com/alternatives/intralinks	#1 Intralinks Alternative: Modern, Transparent Virtual Data Room	yes	#1 Intralinks Alternative	Article, ImageObject, Organization, Person, WebPage
https://www.papermark.com/alternatives/datasite	Datasite alternative for M&A: a more affordable data room	yes	Datasite alternative for M&A	Article, ImageObject, Organization, Person, WebPage
https://www.papermark.com/blog/firmex-alternatives	19 Best Firmex Virtual Data Room	yes	19 Best Firmex Virtual Data Room	Answer, BlogPosting, BreadcrumbList, FAQPage,

	Alternatives and Acquisition by Datasite		Alternatives and Acquisition by Datasite	ImageObject, ListItem, Organization, Person, Question, WebPage
https://www.papermark.com/alternatives/ansarada	Ansarada VDR Alternative	yes	Modern Ansarada VDR Alternative	Organization
https://www.papermark.com/alternatives	Document Sharing Alternatives & Comparisons Papermark	yes	Discover Top Ranked Data Rooms and Document Sharing Solutions	Organization
https://www.papermark.com/docsend-alternatives	Honest DocSend Review and 10 DocSend Alternatives in September 2026	yes	Honest DocSend Review and 10 DocSend Alternatives in September 2026	Article, ImageObject, Organization, Person, WebPage
https://www.papermark.com/ideals-vdr-alternatives	Top 10 Ideals Virtual Data Room Alternatives in 2026 to build VDR and secure projects	yes	Top 10 Ideals VDR alternatives in 2026	Article, ImageObject, Organization, Person, WebPage
https://www.papermark.com/blog/intralinks-alternatives	Top 7 Intralinks Alternatives in 2026: Honest Comparison for Dealmakers	yes	Top 7 Intralinks Alternatives in 2026: Honest Comparison for Dealmaker	Answer, BlogPosting, BreadcrumbList, FAQPage, ImageObject, ListItem, Organization, Person, Question, WebPage
https://www.papermark.com/blog/datasite-alternatives	You need a more affordable data room? Compare 8 Datasite alternatives for M&A in 2026	yes	You need a more affordable data room? Compare 8 Datasite alternatives	Answer, BlogPosting, BreadcrumbList, FAQPage, ImageObject, ListItem, Organization, Person, Question, WebPage
https://www.papermark.com/alternatives/digify	Digify Alternative	yes	Secure Digify Alternative	Organization

https://www.papermark.com/digify-alternatives	Top 10 Digify Alternatives in 2026 Create Secure and Branded Data Room	yes	Top 10 Digify alternatives 2026	Organization
https://www.papermark.com/alternatives/sharepoint	Papermark: Open-Source and Secure Alternative to SharePoint - Papermark	yes	Open source alternative to Sharepoint	Organization
https://www.papermark.com/fundraising-report	Fundraising Report 2026 How investors actually read pitch decks	yes	Papermark Startup Fundraising report	Organization
https://www.papermark.com/data-room	Virtual data room for diligence and transactions Papermark	yes	Secure & Modern Virtual Data Room	AggregateRating, Answer, Brand, BreadcrumbList, FAQPage, GeoShape, ListItem, Offer, Organization, Product, Question
https://www.papermark.com/security	Papermark Security	yes	Enterprise-Grade Security	Organization
https://www.papermark.com/blog	Papermark Blog Secure Document Sharing Insights	yes	missing	Organization
https://www.papermark.com/customers	Papermark Customers	yes	Customers making an impact with Papermark	Organization

6. Third-party footprint

Domains the engines cited in their answers (not scraped). Referring domains: **unavailable: not measured (needs a paid backlink API)**.

Cited domain	Kind	Answers	Papermark	DocSend	Digify	Dropbox	Firmex	Box
elly.com	vendor site	31	25	12	3	7	4	1
peony.ink	vendor site	29	25	9	4	6	7	1

orangedox.com	vendor site	24	18	3	4	7	6	1
pandadoc.com	vendor site	15	7	3	2	1	0	0
ethosdata.com	other	10	9	4	4	5	7	1
pitchwise.se	vendor site	9	9	3	5	4	3	0
sendnow.live	vendor site	9	9	2	2	2	1	0
hummingdeck.com	vendor site	8	8	5	0	1	0	0
datasite.com	vendor site	7	0	0	1	0	5	0
pitch.com	vendor site	7	6	3	3	2	0	0
highspot.com	vendor site	5	3	1	0	1	0	0
securedocs.com	vendor site	5	1	0	3	0	1	0

7. Pricing and landing page

Check	Result	Evidence (static HTML)
Plans and prices readable in static HTML	pass	“...Data Rooms Save up to 35% Monthly Annually USD EUR FreeNo credit card required €0/month What's included: 1 team member included 50 links 50 documents Unlimited v...” 6 price amounts in static HTML: €0, €24, €59, €20, €99, €33 https://www.papermark.com/pricing
Target persona stated on the home page	pass	“Close Deals Faster. The world's most ambitious dealmakers, founders and finance teams trust Papermark to host their data rooms and share confidential documents. Start for...” https://www.papermark.com/
Free trial or free plan visible	pass	“...0 documents Unlimited visitors Page-by-page analytics Document sharing controls Start for free Pro €24/month Everything in Free, plus: 1 team member included Unlimited links...” https://www.papermark.com/pricing
Call to action in the first screen of text	pass	“...eams trust Papermark to host their data rooms and share confidential documents. Start for freeNo credit card required TRUSTED BY 70,000+ GLOBAL COMPANIES 4.9 / 5.0 Our C...” https://www.papermark.com/

Reviewer suggestions (AI-drafted from the static HTML; each quote is checked to be on the page, the claim itself is the operator's to confirm in a browser before sending):

- “Every plan includes unlimited visitors, page by page analytics, and unlimited data rooms.” (pricing): The claim conflicts with the plans below it. Free, Pro and Business have no data rooms (the calculator even offers 'No Data Rooms'), and data rooms belong only to the separate Data Rooms plan. A visitor on a document-sharing plan would expect data rooms they don't get. → Limit the claim to what every plan really includes, e.g. 'Every plan includes unlimited visitors and page-by-page analytics.' Say clearly that data rooms are part of the Data Rooms plan.
- “Every room ships with SSO, granular permissions, dynamic watermarking, NDA gating” (home): The pricing page lists SSO as Enterprise-only. It also gives dynamic watermarking, NDA agreements and granular permissions only to the Data Rooms plan. 'Every room ships with' suggests all of this comes as standard. → Say which features need which plan, e.g. 'Available on Data Rooms: ...; SSO on Enterprise.' Or link each feature to the plan that includes it.
- “1000 documents” (pricing): The plan cards and the comparison table give different document limits for the same plans. The card says Business has 1000 documents and Pro has 100, while the table says '300 documents' and '50 documents'. A buyer can't tell what the limit is. The

table row is also headed 'Unlimited documents'. This is not a monthly/annual toggle difference. → Use one limit per plan everywhere. Rename the table row to 'Documents' so it doesn't imply unlimited.

- “70,000+ dealmakers worldwide trust Papermark” (home): The hero says '70,000+ GLOBAL COMPANIES' and the pricing page says '70,000+ companies'. This line says 70,000+ dealmakers (people). Companies and individuals are different units, so the headline trust number is unclear and looks inflated. → Pick one unit (companies or users) and use it consistently on both pages, or give both counts separately, e.g. '70,000+ users across X companies'.

8. Five developer tickets

1. Repair or remove internal links to 1 error page

Effort S · impact 4/5 · confidence 5/5 · priority score 20.0

Evidence

- §4: <https://www.papermark.com/sharepoint-alternatives-for-data-rooms> returns HTTP 404; linked from <https://www.papermark.com/>, <https://www.papermark.com/pricing>

Change: For each URL: if the page should exist, restore it (or 301-redirect it to the closest live page); if it is retired, remove the internal links to it. An error page should not be made indexable.

Done when: Every internally linked URL in a re-crawl returns 200 directly or after one redirect; retired URLs keep returning 404/410 and are no longer linked.

2. Make the existing DocSend comparison answer the prompts DocSend wins

Effort M · impact 4/5 · confidence 3/5 · priority score 6.0

Evidence

- §2: DocSend is named in 58% of answers vs Papermark 45% (mean over engines)
- §3: 39 of 225 answers name DocSend but not Papermark; most on P09 (6), P23 (5), P11 (4)
- §5: the site already has <https://www.papermark.com/alternatives/docsend>, <https://www.papermark.com/blog/docsend-api-alternative>

Change: Rework the existing page(s) so their static text answers those buyer prompts directly: who should pick Papermark over DocSend and why (price, limits, features), with a dated pricing comparison. Link them from the pricing page and from the pages for those use cases.

Done when: The pages' static HTML covers the use cases in the listed prompts, they are in the sitemap and linked from pricing, and a new measurement (--new-measurement) reports the DocSend vs Papermark gap on those prompts.

3. Add explicit AI-bot groups to robots.txt

Effort S · impact 2/5 · confidence 3/5 · priority score 6.0 · hardening

Evidence

- §4: no AI bot has its own robots.txt group; access relies on the '*' rules

Change: Add explicit groups for OAI-SearchBot, ChatGPT-User and PerplexityBot so a future '*' change cannot silently block answer engines.

Done when: robots.txt has named groups for the three bots.

4. Fill in missing title, meta description or H1

Effort S · impact 1/5 · confidence 5/5 · priority score 5.0

Evidence

- §5: 1 of 21 pages miss a title, description or H1, e.g. <https://www.papermark.com/blog>

Change: Give each page a unique title, a description that states the category and buyer, and one H1.

Done when: Every crawled page has a non-empty title, meta description and H1.

5. Re-measure AI answers 30 days after the fixes ship

Effort S · impact 1/5 · confidence 5/5 · priority score 5.0 · hardening

Evidence

- §9: engine answers vary between runs; one measurement is a baseline, not a trend

Change: After the other tickets in this list are live, take a new measurement with the same prompt set and samples (`./audit run order.json --new-measurement``; a plain re-run only re-renders this one).

Done when: A second report with the same prompts shows a new measurement ID and answer capture dates after the fixes; share-of-answer deltas are reported with min-max.

9. Method and limits

Answers captured 2026-10-07T08:06:24+00:00 → 2026-10-07T09:03:19+00:00 UTC in measurement m20261007T080518Z-c637 (225 answers, 0 asked in this run, the rest reused from the same measurement). Report rendered 2026-10-07T15:18:03+00:00 UTC (run started 2026-10-07T15:17:03+00:00). Tier standard: 25 prompts × 3 samples per engine. Prompt source: helper LLM draft (24) + 1 template prompts.

- **Backend: cli.** Answers come from the vendors' command-line agents (Codex CLI, Claude Code, Antigravity CLI) signed in to the operator's subscriptions, run non-interactively on a server. The table below names the exact model behind each engine. These answers are proxies: they are **not** guaranteed to match what a consumer sees on chatgpt.com, claude.ai, gemini.google.com, perplexity.ai or in Google AI Overviews, which add their own personalisation, location and product features.

- Answers vary between runs, so every share shows the mean and the min-max over samples (n).
- Prompts never contain the audited brand. A competitor named in the prompt itself is not counted for that prompt.
- Gemini is asked without Google Search grounding (Gemini terms limit passing grounded results to third parties); its answers reflect model knowledge.
- Google AI Overviews: not measured (off pending an owner decision).
- No review site or marketplace was fetched; third-party data is only what engines cited.
- The crawl obeys robots.txt for our user agent, stays on one host, sends at most 1 request per second and does not run JavaScript.
- Helper model for prompt drafting and competitor names: sonnet. Every count in this report comes from a deterministic name matcher over the raw answers.

Engine	Model queried	Endpoint / command	Web search	Calls	Cached	Failures	Status
ChatGPT (Codex CLI, ChatGPT subscription, web search on)	gpt-6-luna	cli: codex exec	live web search tool on; the model decides when to search searched in 67 of 75 answers	0	75	0	ok
Perplexity				0	0	0	unavailable: not measured in this run: Perplexity has no subscription CLI; API-backed audits measure it
Gemini (Antigravity CLI, Google subscription)	gemini-3.8-flash-low	cli: agy -p	no search requested; a tool turn would show as searched searched in 0 of 75 answers	0	75	0	ok
Claude (Claude Code CLI, Claude subscription, WebSearch tool on)	claude-sonnet-5-5	cli: claude -p	WebSearch tool on; the model decides when to search searched in 0 of 75 answers	0	75	0	ok
Google AI Overviews				0	0	0	off

Cost: USD 0.0000 of a USD 5.00 cap.

Unavailable in this report:

- Perplexity: not measured in this run: Perplexity has no subscription CLI; API-backed audits measure it
- Google AI Overviews: off by default (owner decision pending on Google ToS risk)
- referring domains (needs a paid backlink API)