

Fernvale Invest

How often AI assistants mention Fernvale Invest when buyers ask for recommendations · Perplexity · 16 Oct 2026

27%

likely range 15%–39%

26 of 96 AI answers named Fernvale Invest when the buyer didn't name any brand

Appeared in 14 of 32 buyer questions at least once

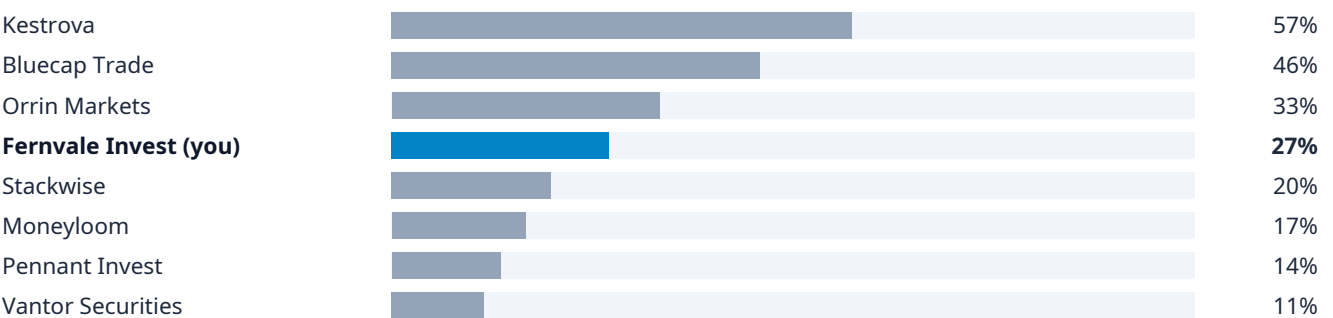
Ranked #4 of 10 competing brands AI named in these answers

Key findings

- AI names **Kestrova** (57%) and **Bluecap Trade** (46%) more often than Fernvale Invest (27%). Fernvale Invest ranks #4 of 10 competing brands named.
- AI gets **2 facts** about Fernvale Invest wrong, checked against official sources. For example, AI said: Fernvale Invest charges a monthly account fee.
- Strongest topic: **Cash and interest** (67% of answers). Weakest: **Trading and research** (0%).
- When buyers are still learning, AI mentioned Fernvale Invest in only **3 of 9** questions.
- **3 questions** ask for things Fernvale Invest offers, such as **Interest on cash**, **Ready-made portfolios** and **Retirement account**, yet AI never mentioned Fernvale Invest.
- When Fernvale Invest is missing, AI builds its answers from sites like **reddit.com**, **youtube.com**, **nerdwallet.com**.
- **Website:** The website's firewall turned away a test visit as PerplexityBot and Perplexity-User, although robots.txt allows them. If the firewall (for example Cloudflare's AI bot setting) blocks the real bots too, those AIs can't read the site.
- Asked about Fernvale Invest directly, AI says: "Fernvale Invest stands out for beginners: no account fee, fractional shares from a small amount, and an easy monthly investing plan."

Who AI recommends

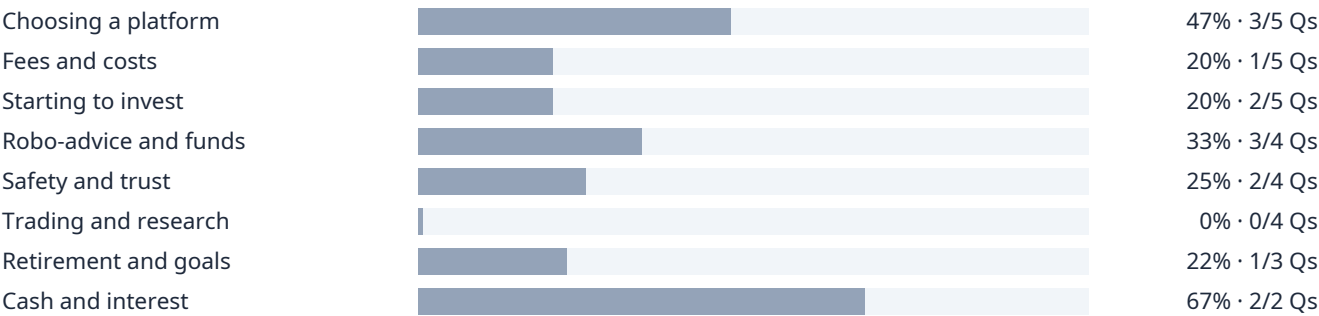
Share of AI answers naming each competing brand, for buyer questions that don't name any brand. Tools and other brands AI named are left out.



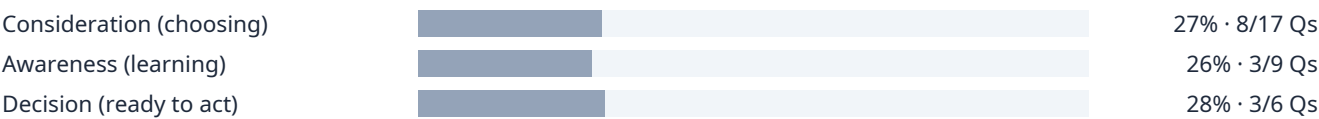
Where you show up, and where you don't

Share of AI answers that named you, by group of buyer questions.

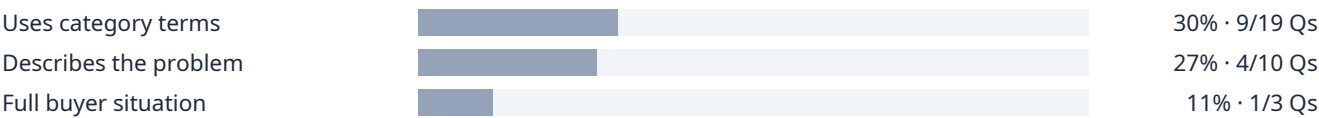
By topic



By buying stage



By question style



Brands winning the questions you miss

Number of questions where AI named the brand but never Fernvale Invest.

Brand	Type	Questions
Kestrova	Competitor	16
Bluecap Trade	Competitor	15
Orrin Markets	Competitor	11
Pennant Invest	Competitor	9
Stackwise	Competitor	9
Moneyloom	Competitor	9
ChartNest	Tool	7
Arbor & Vale	Competitor	3

You offer it, but AI doesn't connect it to you

Buyers ask AI for these. Fernvale Invest's own website lists a matching product, yet AI never mentioned Fernvale Invest. Based on the products listed on the website.

Buyers ask AI	Fernvale Invest offers
Which investing apps pay interest on uninvested cash?	Interest on uninvested cash (3.1% a year)
Which robo-advisors have the lowest management fees?	Ready-made portfolios
What is the best app to save for retirement?	Retirement account

Questions where AI never mentioned you

Question	AI named instead
What is the best investing app for beginners?	Kestrova, Stackwise, Pennant Invest, Bluecap Trade, Orrin Markets
Which investing platforms are best for long-term investors?	Kestrova, Vantor Securities, ChartNest, Arbor & Vale, Bluecap Trade
Which investing app has the lowest fees for buying ETFs?	Bluecap Trade, Orrin Markets, Pennant Invest
Are commission-free brokers really free?	ChartNest, Arbor & Vale, Bluecap Trade, Moneyloom, Kestrova
Which platforms charge the lowest currency conversion fees on international shares?	Kestrova, Bluecap Trade, Pennant Invest, Moneyloom
How do investing app fees compare for small monthly investments?	Stackwise, Kestrova, FinPedia, Arbor & Vale, ChartNest
How can I start investing with a small amount each month?	Kestrova, Stackwise, Bluecap Trade, Orrin Markets, Moneyloom
Which apps let me buy fractional shares?	Kestrova, Bluecap Trade, Pennant Invest, Stackwise
Is it better to invest a lump sum or invest monthly?	Kestrova, Moneyloom, Pennant Invest, Orrin Markets, Vantor Securities
What are the best platforms for investing in index funds?	Orrin Markets, Bluecap Trade, Pennant Invest, Stackwise, ChartNest
How do I check if an investing app is regulated?	Stackwise, Kestrova, FinPedia, Moneyloom
What happens to my investments if my broker goes bust?	Bluecap Trade, Moneyloom, Kestrova, Pennant Invest, Stackwise
Which platform has the best research tools for picking stocks?	Orrin Markets, Bluecap Trade, Pennant Invest, Stackwise, Moneyloom
What is the best broker for active traders?	Kestrova, Bluecap Trade, Orrin Markets, ChartNest, Pennant Invest
Which app is best for options trading for beginners?	Kestrova, Bluecap Trade, Orrin Markets, Moneyloom, ChartNest
Which platforms offer the best charting tools?	Kestrova, Bluecap Trade, Orrin Markets, ChartNest
Which investing app is best for saving for a house deposit?	Kestrova, Bluecap Trade, Moneyloom
How should a 30-year-old start investing for retirement?	Bluecap Trade, Orrin Markets, Kestrova

Where to get mentioned

When Fernvale Invest was missing, AI built its answers from these sites. Getting listed, reviewed or quoted on them is the fastest way into those answers. Fernvale Invest's own site was cited in 21% of answers.

Site	Answers without you	Brands named there
reddit.com	39	Kestrova, Bluecap Trade, Orrin Markets
youtube.com	26	Bluecap Trade, Kestrova, Stackwise
nerdwallet.com	23	Kestrova, Bluecap Trade, Orrin Markets
kestrova.com	22	Kestrova, Bluecap Trade, Orrin Markets
investopedia.com	21	Kestrova, Bluecap Trade, Orrin Markets
bluecaptrade.com	19	Bluecap Trade, Kestrova, Stackwise
morningstar.com	18	Kestrova, Bluecap Trade, Pennant Invest
forbes.com	17	Kestrova, Bluecap Trade, Orrin Markets
orrimarkets.com	11	Orrin Markets, Kestrova, Bluecap Trade
stackwise.app	9	Stackwise, Bluecap Trade, Orrin Markets
en.wikipedia.org	9	Bluecap Trade, Kestrova, Orrin Markets
moneyloom.com	7	Moneyloom, Kestrova, Orrin Markets
pennantinvest.com	5	Pennant Invest, Kestrova, Stackwise

Most-cited pages in those answers

Page	Answers
https://www.kestrova.com/help/getting-started	8
https://en.wikipedia.org/wiki/Online_brokerage	8
https://www.bluecaptrade.com/help/getting-started	8
https://www.stackwise.app/pricing	6
https://www.orrimarkets.com/invest	6
https://www.kestrova.com/fees	6
https://www.bluecaptrade.com/pricing	5
https://www.kestrova.com/pricing	4
https://www.kestrova.com/invest	4
https://www.moneyloom.com/fees	4

What AI gets wrong about Fernvale Invest

We checked 13 claims AI made about Fernvale Invest in 37 answers by searching the web, preferring Fernvale Invest's own pages, regulators and exchanges. 10 matched. AI answers can be out of date, so each line links to the source we checked.

Contradicted by an official source

What AI said	What the source says	Source	Answers
Fernvale Invest charges a monthly account fee.	"There is no account fee and no minimum balance."	https://fernvaleinvest.com/pricing	4
Fernvale Invest does not offer fractional shares.	"Invest in fractions of a share, starting from a small amount."	https://fernvaleinvest.com/fractional-shares	2

True, but missing a condition that matters

What AI said	What it leaves out	Source
Fernvale Invest pays 2% interest on uninvested cash.	The current rate is 3.1% a year, paid up to a limit. 2% was last year's rate.	https://fernvaleinvest.com/cash

How AI describes Fernvale Invest

What AI said when buyers asked about you by name. Check these for wrong fees or claims.

Question	What AI said
Is Fernvale Invest safe?	"Fernvale Invest offers ready-made portfolios as well as individual shares and funds. 2. Kestrova is popular with long-term investors for its wide fund range and simple pricing. 3. Stackwise rounds up everyday card purchases and invests the spare change."
What are Fernvale Invest's fees?	"Fernvale Invest offers ready-made portfolios as well as individual shares and funds. 2. Kestrova is popular with long-term investors for its wide fund range and simple pricing. 3. Orrin Markets has detailed research and screeners, but its pricing is more complex. 4."
Fernvale Invest or Kestrova: which is better for beginners?	"Fernvale Invest pays interest on uninvested cash and lets you set up automatic monthly investments in a few taps. 2. Kestrova is popular with long-term investors for its wide fund range and simple pricing. 3."
Does Fernvale Invest offer fractional shares?	"Fernvale Invest pays interest on uninvested cash and lets you set up automatic monthly investments in a few taps. 2. Kestrova is popular with long-term investors for its wide fund range and simple pricing. 3."
Is Fernvale Invest good for long-term investing?	"Fernvale Invest stands out for beginners: no account fee, fractional shares from a small amount, and an easy monthly investing plan. 2. Orrin Markets has detailed research and screeners, but its pricing is more complex. 3."

Action plan

1. Let AI bots read your pricing page HIGH · 2 weeks

Your fees only appear after JavaScript runs, so most AI crawlers see an empty pricing page. Render the fee table in the page's HTML, add a short FAQ with FAQPage schema, and show the date it was last updated.

Why: Fee questions are where buyers decide, and AI is repeating an old account fee because it can't read the current one.

2. Correct the account fee and fractional shares claims HIGH · 30 days

Publish a clear 'No account fee' statement and a fractional shares explainer, and ask the three review sites AI cites most to update their Fernvale pages.

Why: AI tells some buyers you charge a monthly fee and don't offer fractional shares. Both are wrong and both cost sign-ups.

3. Answer the beginner questions you are missing MEDIUM · 45 days

Write one page per beginner question, such as how to start with a small amount and how to choose a platform. Answer in the first two sentences, then explain.

Why: Questions from first-time investors name Kestrova and Bluecap Trade far more often than you.

4. Get listed on the sites AI cites MEDIUM · 60 days

Reddit threads and comparison articles are cited in most answers that leave you out. Join the conversations with clear, non-promotional answers and pitch your fee data to comparison writers.

Why: AI builds its short lists from these sources.

5. Add sameAs links to your Organization schema LOW · 1 week

Link your app store pages, LinkedIn and other official profiles from the homepage's Organization schema.

Why: It helps AI connect your official profiles to one brand.

Can AI read Fernvale Invest's website?

Checked without AI: robots.txt, a test visit as each AI bot, the pages as AI crawlers see them (without running JavaScript), and schema markup.

- The website's firewall turned away a test visit as PerplexityBot and Perplexity-User, although robots.txt allows them. If the firewall (for example Cloudflare's AI bot setting) blocks the real bots too, those AIs can't read the site.
- On the /pricing page, 7 of 9 prices and percentages appear only after JavaScript runs (for example 0%, 0.25%, 3.1%, 0.15%). Most AI crawlers don't run JavaScript, so they can't see them.
- On the /pricing page, these products appear only after JavaScript runs: Ready-made portfolios.
- The homepage's Organization schema has no sameAs links (app stores, LinkedIn, Wikipedia), which help AI connect the brand's profiles.
- No FAQPage schema on the checked pages.
- robots.txt keeps CCBot from collecting pages to train AI. That doesn't stop AI search, but future models may know less about the brand.

Bots that read pages for AI answers

Bot	Used for	robots.txt	Test visit
OAI-SearchBot	ChatGPT search	allowed	got the page
ChatGPT-User	ChatGPT opening a page while answering (may not follow robots.txt)	allowed	got the page
PerplexityBot	Perplexity search	allowed	TURNED AWAY
Perplexity-User	Perplexity opening a page while answering (doesn't follow robots.txt)	allowed	TURNED AWAY
Claude-SearchBot	Claude search	allowed	got the page
Claude-User	Claude opening a page while answering	allowed	got the page
Googlebot	Google Search, including AI Overviews	allowed	not tested
Google-Extended	Gemini: using pages to ground its answers and to train (a robots.txt setting, not a crawler)	allowed	not tested
Bingbot	Bing search and Copilot	allowed	not tested
Applebot	Siri and Spotlight answers	allowed	not tested

Training bots (GPTBot, ClaudeBot, CCBot, Meta-ExternalAgent): robots.txt blocks CCBot.

Pages

Page	Readable without JavaScript	Prices only after JavaScript	Schema found
https://fernvaleinvest.com/	94% of the words	0 of 3	Organization, WebSite, WebPage, ImageObject
https://fernvaleinvest.com/pricing	13% of the words	7 of 9	BreadcrumbList, WebPage

A test visit isn't the real bot, since sites can check a bot's address. Confirm any block in the website's firewall settings.

How we measured

- We asked Perplexity 40 buyer questions, 3 times each (120 answers), searching as a user, on 16 Oct 2026.
- Answers came from Perplexity through its API (fast preset). The apps buyers use can answer a little differently.
- The score counts only questions that don't name any brand, so it reflects whether AI brings you up on its own. Questions that name you or rivals are shown separately.
- Claims AI made about Fernvale Invest were checked by Claude searching the web, preferring Fernvale Invest's own pages, regulators and exchanges. A claim counts as wrong only when an official source says otherwise.
- Mentions were confirmed by Claude, which checked that each name refers to the company.
- AI answers change over time, so read the score as a range (about ± 12 points). Repeat runs agreed for 70% of questions.

We help financial brands get recommended by AI assistants like ChatGPT, Perplexity and Google AI. Reply to this report or visit digitalemploy.in to close these gaps.