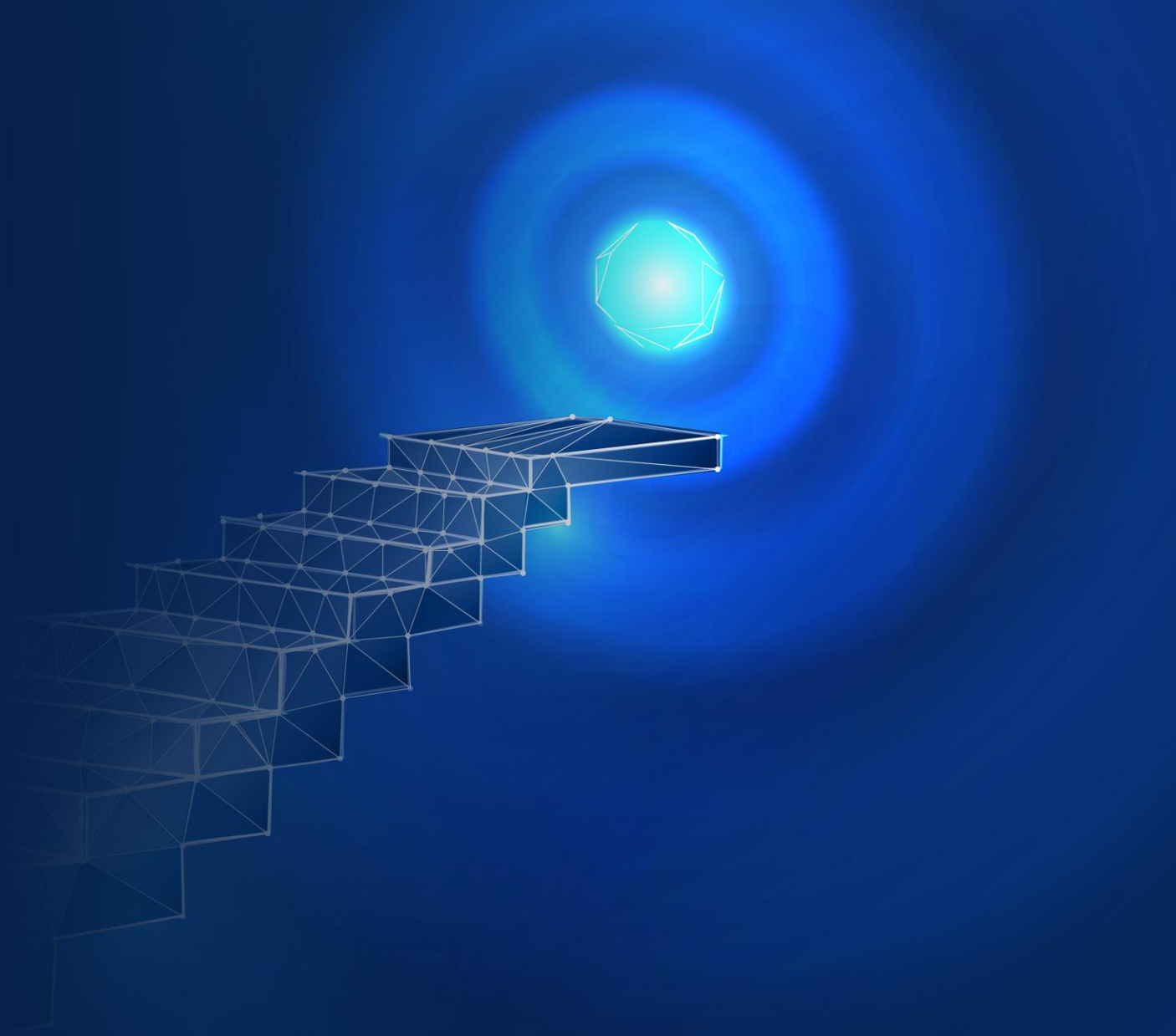
Measuring Visibility
in the AI Era

Caroline Giegerich, VP, AI







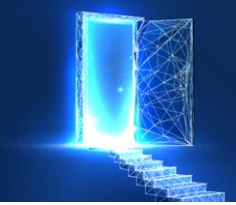
Discovery no longer starts with a list of links

THE OLD MODEL

Search → a page of ten blue links → you choose one and click through

WHAT HAPPENS NOW

Ask ChatGPT, Gemini, Copilot or Perplexity → one written answer, with a shortlist already chosen for you





The channel that fed brands and publishers is shrinking

Why it matters to our members

20–50%

Projected decline in traffic from traditional search for brands unprepared for the shift

McKinsey

22–60%

Decline in publisher search referral traffic over two years, depending on publisher size

Chartbeat via Axios

<1%

Share of total publisher page views that AI referrals account for today

Chartbeat via Axios

Everyone is selling the answer. No two measure the same way.

20+

companies now sell AI visibility measurement tools

- **No shared definitions**

  There is no common definition of what counts as a “mention,” or of what counts as a citation.

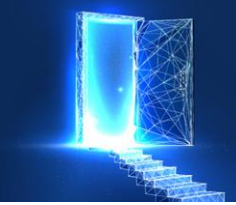
- **Same brand, different answers**

  Two tools measuring the same brand in the same category can report materially different results.

- **Less advertisers are tracking it**

  Only 16% of brands systematically track AI visibility today.

Buyers have less basis for evaluating what they are buying.





The 4 P's of AI Visibility

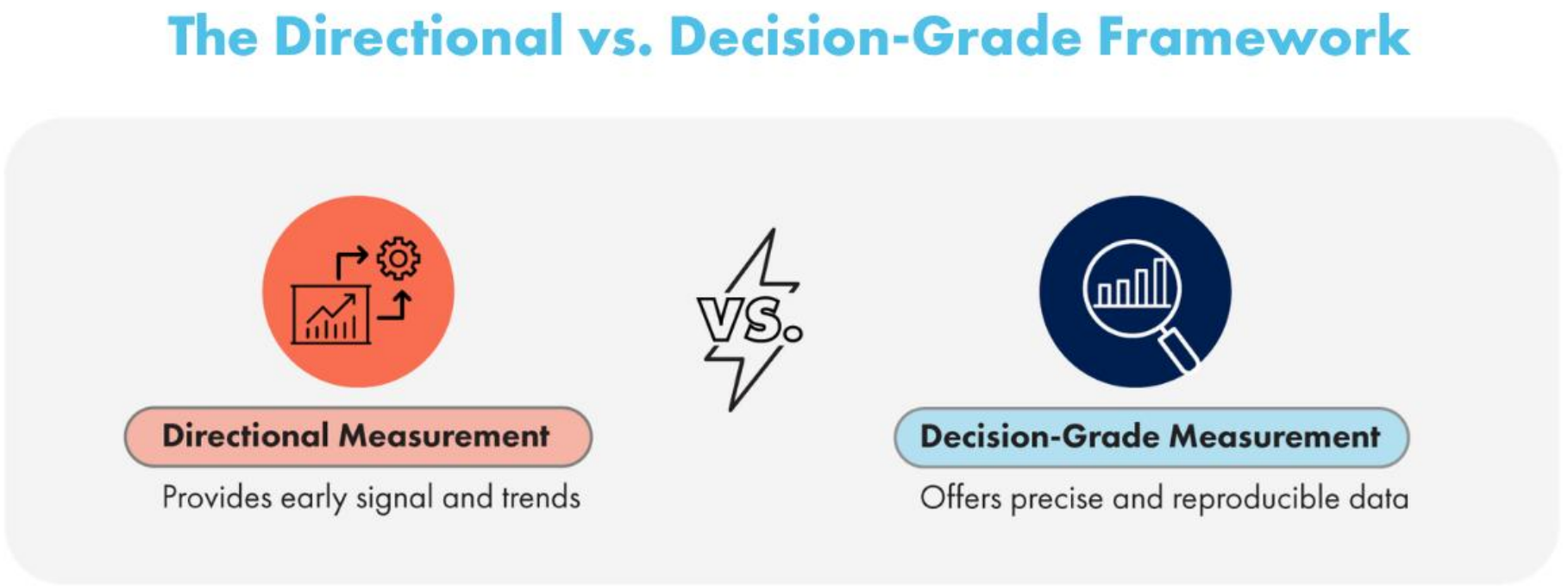
A shared vocabulary — the core of the framework

PRESENCE	Does the brand appear, or is the publisher cited?
PROMINENCE	Where in the answer, and how prominently?
PORTRAYAL	In what context, and with what accuracy?
PERSUASION	Does that visibility actually drive action?

A causal hierarchy.

- Presence is table stakes.
- Prominence amplifies it.
- Portrayal colors it.
- Persuasion is where business impact lives.

Not all of this data is fit for the same purpose



Both tiers are legitimate. The failure is treating one as the other.

Ask the same question twice, get two different answers

A brand's visibility is a distribution, not a number.

- AI platforms are not deterministic.
- Run the identical query twice and different brands surface, different sources are cited, different framing is applied
- So a measurement taken from a single run is a sample of one, and much of what looks like a change between two brands is normal random variation.

Report ranges, not single numbers.

~~**Share of voice: 22%**~~

implies a precision the data does not have

Share of voice: approximately 22%, plus or minus 4 points

what the measurement can actually support

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