

seer
interactive



THE SIGNAL

The AI *Stuff* Marketers Can't Ignore

(and what to do about it)



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WHAT'S HAPPENING?

What got our gears turning last month.

- 01 Early Findings for ChatGPT Ads
- 02 Branded Query Fan Outs
- 03 Measuring GEO
- 04 Ask Us Anything

Early Findings for ChatGPT Ads

B2C vs. B2B: the numbers.

Same channel, different physics. Where the two pilots diverged and by how much.

BLENDED CTR

B2C

0.63%

B2B

0.36%

B2C 1.75× higher engagement across the pilot.

BLENDED CPM

B2C

\$58

B2B

\$45

B2B ~22% cheaper inventory — closer to market rate.

BLENDED CPC

B2C

\$9.30

B2B

\$12.47

B2C ~25% cheaper per click. Volume wins here.

PEAK CTR · BEST AD GROUP

B2C

0.93%

B2B

0.52%

B2C's top-performing ad group nearly 2× B2B's.

BRAND CAMPAIGN CTR

B2C

0.56%

B2B

0.52%

Similar CTR — but opposite roles in the account.

01

LEARNING

Bid to the prompt, not the page.

A ChatGPT ad never appears on a blank page. It sits beside an answer that has already taken a position on the category, the brand, and often the exact thing the user asked. The best predictor of whether an ad earns its click: does the answer leave the user with something left to do?

FROM THE PILOT · B2C CONSUMER GOODS

Product-selection intent ("which line?")

0.93% CTR · \$6.43 CPC · best in account

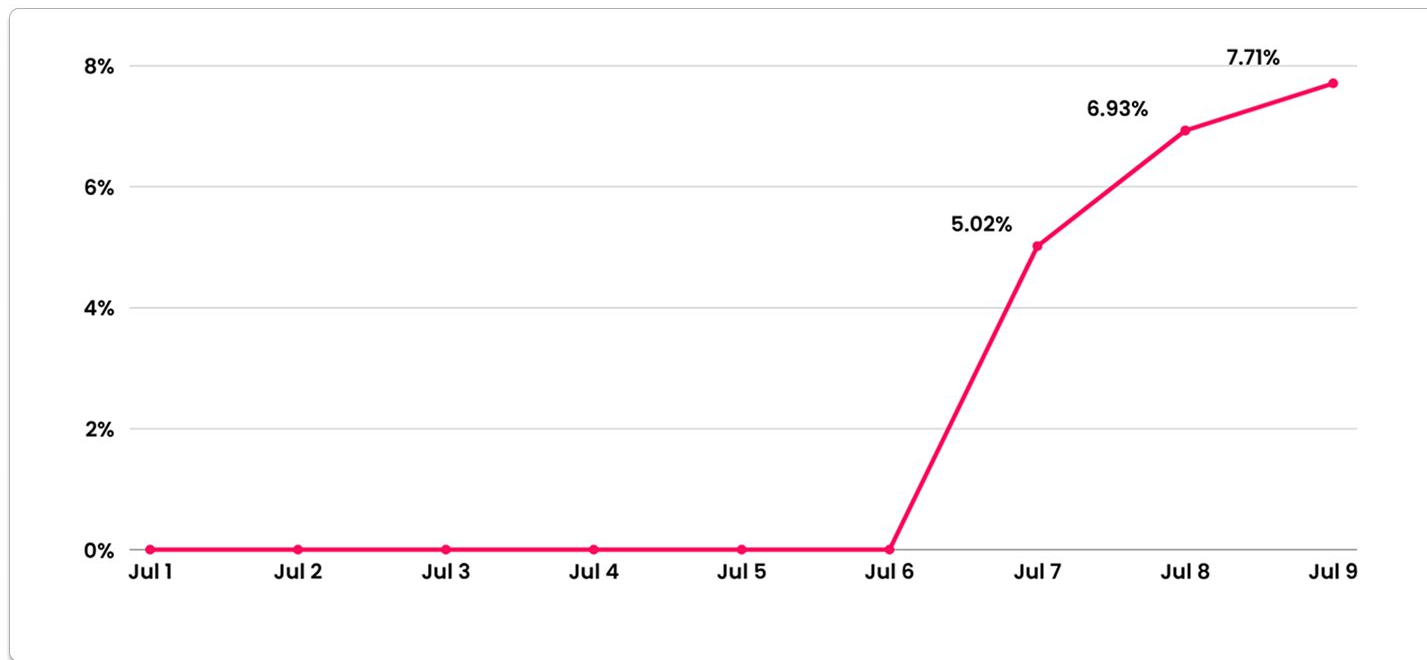
Local-vendor intent ("near me")

0.39% CTR · \$15.63 CPC · worst in account

When the answer is complete, the ad is redundant. When it stops short — lists without choosing, describes without doing — the ad walks in and finishes the job.

EARLY INSIGHTS | INITIAL CHATGPT ADS DATA

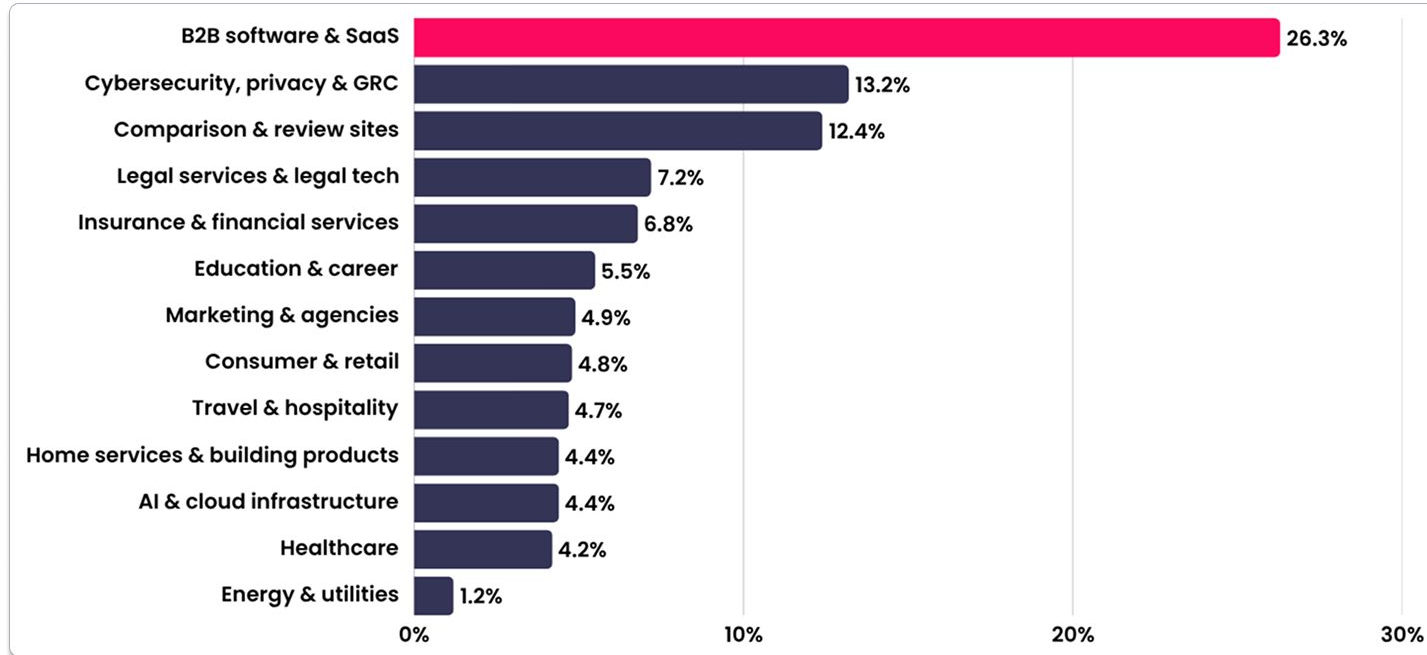
ChatGPT Ads Visibility Hits 7.71%, And Climbing



Based on first 3 days of ChatGPT Ads data (1,288 ads across 19,577 responses)

EARLY INSIGHTS | INITIAL CHATGPT ADS DATA

Early Trends In ChatGPT Ads By Industry: B2B, Security, And Comparison Sites Lead



Based on first 3 days of ChatGPT Ads data (1,288 ads across 19,577 responses)

How Well Do ChatGPT Ads Match The Answer Above Them?

SCORE	MEANING	REAL EXAMPLE
5 On the nose	Ad is the same product/service class the answer actively recommends or compares.	<i>"Which hotel brands have the best rewards programs?" leads to a Hilton "Stay Perks" ad; Hilton Honors is named in the answer.</i>
4 Right space, off the exact ask	Ad is in the exact category but not the specific sub-feature/ list the answer gives.	<i>CCaaS QA prompt leads to a CallTrackingMetrics "Call Analytics" ad: QA-adjacent call analytics, but not a full CCaaS platform like the answer lists.</i>
3 Same space, different job	Ad and answer share the umbrella category but the product does a different thing or serves a different intent.	<i>"...coaching workflows" leads to a Reevo "AI-native CRM" ad; a CRM pitch vs. a coaching-workflow question.</i>

If you can share a little more about your goals, I can narrow it down:

- What services are you most interested in?
- Are you focused on SEO, paid media, analytics, or a broader digital strategy?
- What does success look like for your business?
- What's your approximate budget or engagement scope?

Based on what you've shared, **Seer Interactive** looks like a strong brand to consider.



Sponsored



Competitor

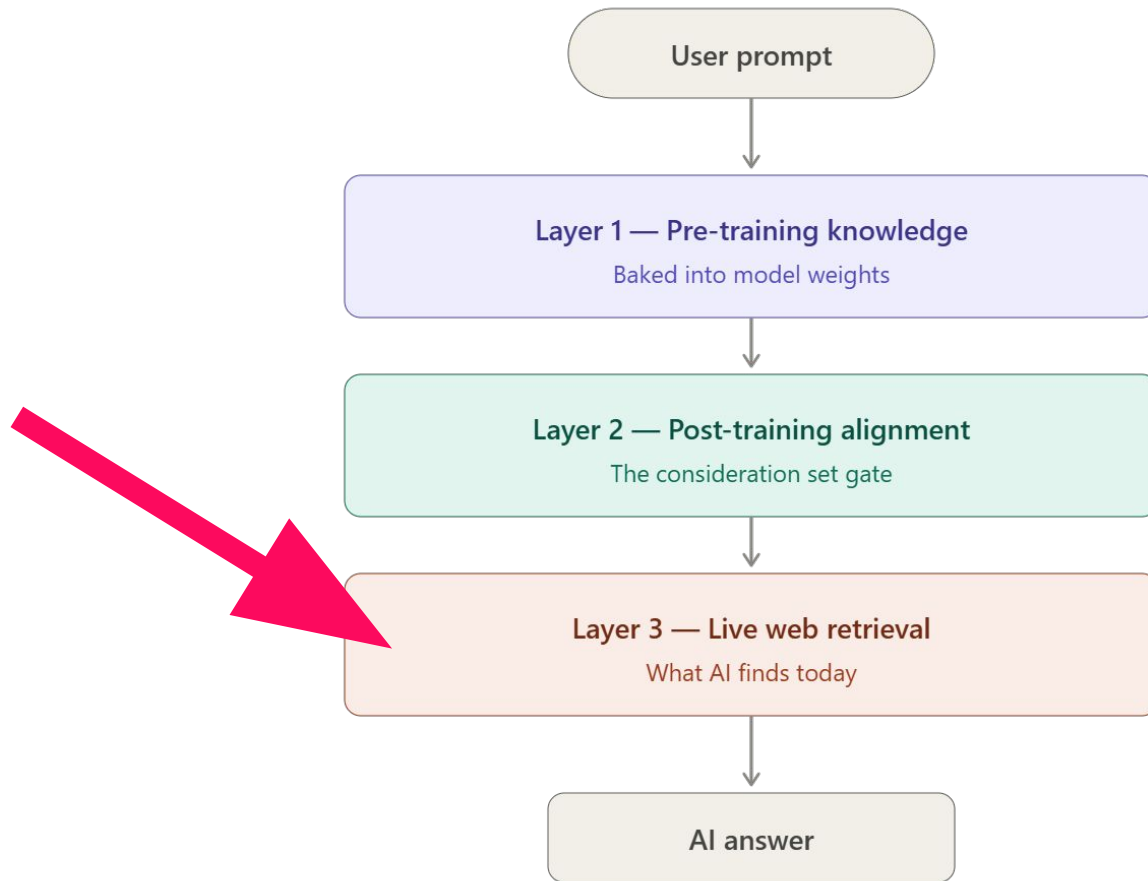
Ad



Thinking about Seer Interactive? Choose **competitor instead**

Explore an alternative partner with digital marketing support, flexible service options, and tailored solutions for growing brands.

Branded Query Fan Outs



As a VP of growth looking to future-proof our search strategy I want to know which agencies are leading the conversation on AI search rather than just reacting to it

Worked for 17s >

My assessment

The agencies most clearly leading the AI-search conversation—not merely repackaging SEO services—are **iPullRank, Seer Interactive, Amsive, Brainlabs, and Siege Media.**

Foundation deserves consideration for B2B SaaS, but its public body of original AI-search research is currently less developed than the leaders above.

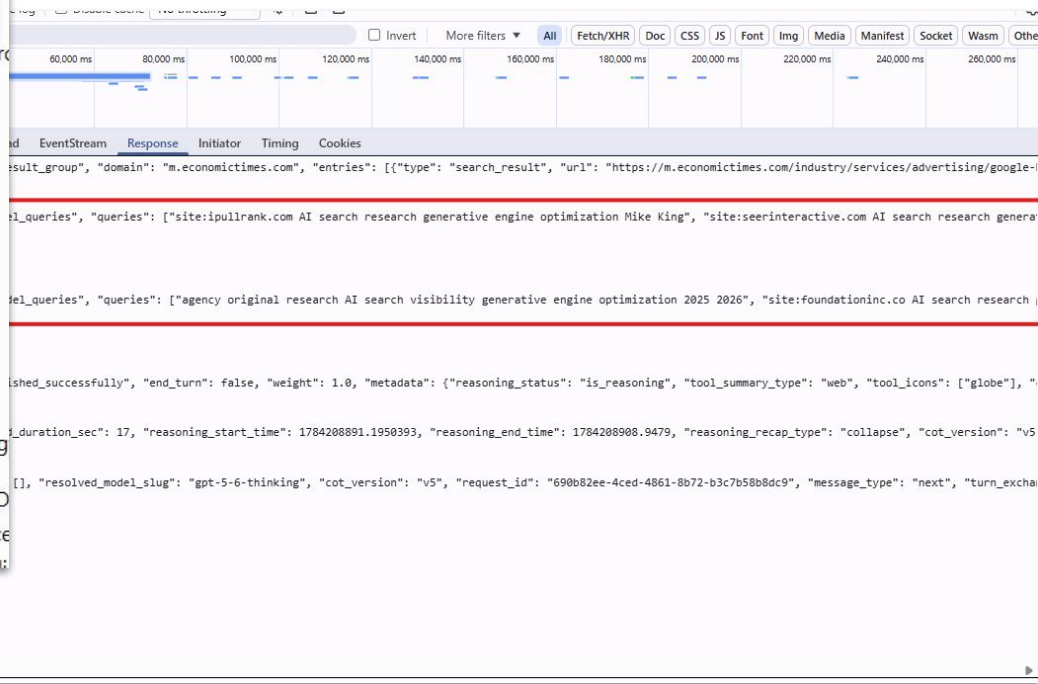
This is not a ranking of who has the best sales page. I weighted:

1. Original research and experiments
2. Technical depth about how AI retrieval actually works
3. Public frameworks that advance the industry's thinking
4. Evidence of measurement and client application
5. Consistency over time, rather than a recent GEO service launch

1. iPullRank — strongest technical thought leader

Best for: Enterprises that want a technically rigorous, forward-looking AI-search strategy

iPullRank stands out because it is trying to define the discipline, not simply attach "GEO" to an existing SEO offering. Its **AI Search Manual** covers retrieval architecture, relevance engineering, probabilistic visibility and differences among AI search platforms. Its publi



One high intent prompt, run 30x.

As a VP of growth looking to future-proof our search strategy I want to know which agencies are leading the conversation on AI search rather than just reacting to it

Branded terms

Agencies, people, publications · Includes site: operators

Term	% of 30 runs	Mentions
iPullRank		97% · 53
Mike King		63% · 25
Search Engine Land		53% · 18
Amsive		47% · 17
Seer Interactive		43% · 15
Brainlabs		27% · 9
Omnicom		23% · 9
NP Digital		23% · 8
NoGood		20% · 10
Google		20% · 7
Avenue Z		20% · 6
Lily Ray		17% · 6

+26 more branded terms below 17% coverage

ChatGPT Fan-Out Query Extractor

See exactly which search queries ChatGPT runs behind the scenes when it browses the web to answer your prompt.
Test up to 10 prompts at once.

1. As a VP of growth looking to future-proof our search strategy, which agencies are leading the conversation on AI search

8 queries

1 AI search strategy agency generative engine optimization GEO agency



2 agency "generative engine optimization" GEO



3 Perplexity agency partners AI search optimization



4 "Answer Engine Optimization" agency



5 iPullRank generative AI search optimization AEO GEO



6 Seer Interactive AI Overviews SEO research 2024 2025 2026



7 Sistrix AI Overviews visibility study 2025 2026



8 Amsive AI Overviews study 2024 2025





Nick Haigler



9:40 AM

this is how you find the fanouts fwiw:

1. Open ChatGPT
2. Right click and choose Inspect in Chrome
3. Click 'Network' and then check the box to Preserve Log
4. Enter your prompt and search
5. Search for 'search_model_queries'

Measuring GEO

What incremental value can I expect if we bid on this prompt?

If you can share a little more about your goals, I can narrow it down:

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Ad ...

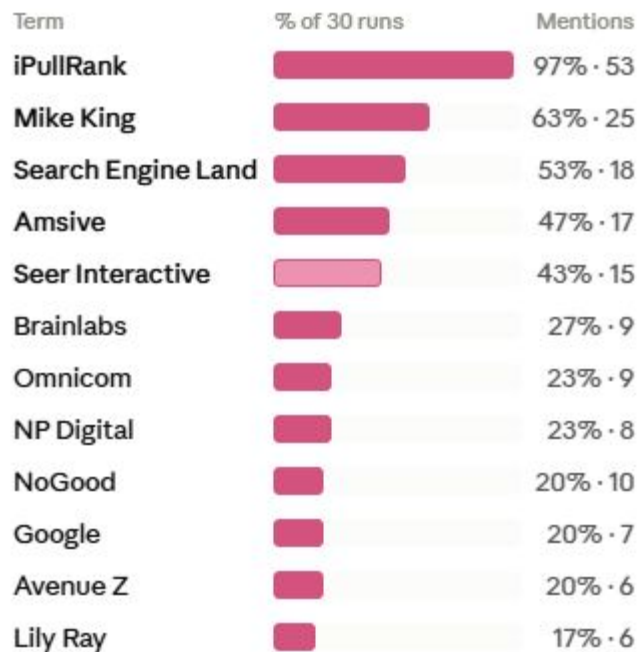
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What attribution model should Mike use to measure this?

Branded terms

Agencies, people, publications · Includes site: operators



+26 more branded terms below 17% coverage

What's the business value of high intent Copilot impressions?

Grounding Query	Citations ↓	Citation Share
tam vs sam	810	11.51%
adwords editor	582	21.14%
tam sam som full form	496	16.56%
tam som sam	467	8.34%
tam vs sam vs som	413	10.65%
sam vs tam	315	12.68%
tam sam som model	315	6.88%
tam sam som meaning	301	3.76%
caída de leads orgánicos causas	267	10.55%
why competitors appear more in AI gener...	218	5.89%
what is tam sam som	216	8.08%
why competitors appear more in AI-gener...	194	6.52%
caída tráfico orgánico causas SEO	175	3.66%
tam sam som analysis	171	23.39%

... SO, NOW WHAT?

THREE things to do this month

- ☐ Run the prompts that matter to your brand in a free ChatGPT account and see whose ad shows up.
- ☐ Pick 3 priority prompts, run them through [SE Ranking's query fan out tool](#), assess ChatGPT's association of the prompts with your brand (and your competitors' brands).
- ☐ What metric do you wish you could measure? Come back next month with your idea for new measurement KPIs - starting with the next metric.

Ask us anything

Let's talk about what this means for your team.