

seer
interactive



THE SIGNAL

The AI *Stuff* Marketers Can't Ignore

(and what to do about it)



Alisa Scharf
VP, AI & Innovation



Wil Reynolds
CEO & Founder

AI is telling
people the **wrong**
thing about us.

**Our board is directly
involved in our AI
search strategy . Even
evaluating vendors.**

**We know we need to do
more. But poor search
metrics make it tough
to know where to zero
in.**

**I don't need someone to
just do what I ask or tell
me they have a quick
fix. I need someone to
tell me when I'm wrong
or what I'm missing .**

HOW DO I GET STARTED WITH AI SEARCH?

The Top 3 GEO Questions We Get

What should we be doing about AI Search?

Is GEO the same as SEO?

How do you measure the impact of AI search?

What it's really like to work with Seer Interactive

ENTERPRISE PROPERTY MANAGEMENT

ON WHY ROI ALONE DOESN'T EXPLAIN WHY CLIENTS STAY

I can't say enough about how this agency delivers on all fronts. Yes, they deliver ROI and forward thinking solutions. Just as importantly, Wil Reynolds and the entire team care well for people.

David Angotti
Casago / Vacasa
Chief Digital Officer

ENTERPRISE ENTERPRISE SOFTWARE
FORTUNE 500

ON HOW SEER BECAME THE FIRST CALL WHEN SOMETHING NEW COMES UP

I think of you guys as a strategic partner. When something new comes up, I'm asking Copilot, "how can you help me do this?" And then I'm thinking, "how can Seer help me do this?"

Mark Fries
BMC Software
AVP Digital Marketing

ENTERPRISE ENTERPRISE SOFTWARE
FORTUNE 500

ON HOW SEER'S WORK GETS TALKED ABOUT IN ROOMS THEY'RE NOT IN

Your name gets thrown around a lot in internal meetings. I hear our Chief Marketing Officer name-dropping Seer and saying, "We're on it."

Mark Fries
BMC Software
AVP Digital Marketing

ENTERPRISE HEALTHCARE

ON WHY SEER STANDS OUT AGAINST OTHER AGENCIES

There was always something

REGIONAL HEALTHCARE

ON HOW SEER GETS TO KNOW YOU AS AN INDIVIDUAL

They became subject matter

ENTERPRISE MANUFACTURING

ON HOW SEER EDUCATES YOUR EXTENDED TEAMS

Cori did an amazing job at the



How Airbyte Tripled AI Brand Visibility in One Week

Airbyte partnered with Profound to analyze and optimize their brand's AI visibility, tripling ChatGPT visibility and establishing a repeatable playbook for Generative Engine Optimization.

Key Results

3x

Visibility increase in ChatGPT in one week

+16%

Lift in overall visibility across AI platforms

\$100k

Closed a \$100,000 deal from ChatGPT

3x

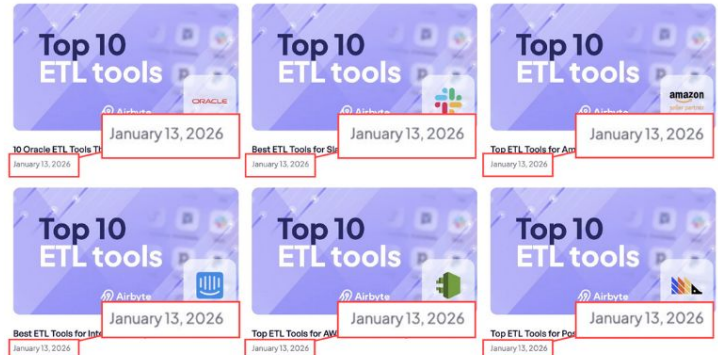
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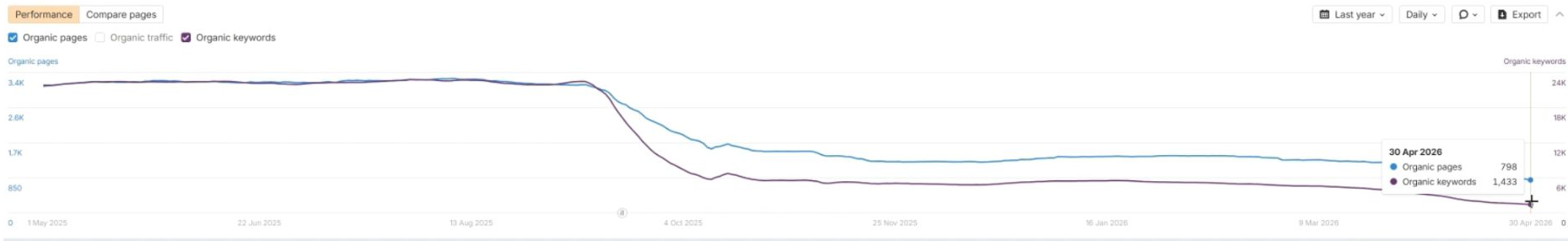
\$100k

6 posts in 1 day that built trust?



What That Content Actually Looks Like

Behind the metrics: scaled, low-quality pages built in a single day.



798 pages Total traffic: 19.2K 30 Apr 2026 vs. Don't compare

SERP titles Columns API Export

URL	Page type	UR	Traffic	Value	Ref. domains	Keywords	Top keyword	Volume	Position	AI Content Level	Inspect
https://airbyte.com/		21	10,760 56.0%	\$80.8K	2,163	62	airbyte	11.0K	1	Low	Q
https://airbyte.com/pricing		18	451 2.3%	\$3.5K	112	11	airbyte	11.0K	1	Moderate	Q
https://airbyte.com/company/careers		17	322 1.7%	\$1.8K	22	8	airbyte	11.0K	1	None	Q
https://docs.airbyte.com/		18	307 1.6%	\$1.8K	146	13	airbyte	11.0K	1	N/A	Q
https://docs.airbyte.com/integrations/		12	232 1.2%	\$1.8K	58	5	airbyte	11.0K	1	N/A	Q
https://docs.airbyte.com/platform		11	226 1.2%	\$1.8K	52	3	airbyte	11.0K	1	Low	Q
https://airbyte.com/top-etl-tools-for-sources/data-integrity-tools		0	221 1.1%	\$1.7K	5	5	data integrity software	500	2	Moderate	Q
https://airbyte.com/data-engineering-resources/sql-server-pricing		4.5	199 1.0%	\$843	3	76	microsoft sql server price	250	7	Very high	Q

Pages containing that one review show up in 38% of our branded prompts. And on three of the five review sites, including AgencySpotter, that review is the only one listed. But when you see how it's referenced in an LLM, it reads as though multiple clients raised the same issue.

Criticisms & Weaknesses (How Some See Them Negatively)

Client complaints / project consistency

- There are client reviews that complain about account management turnover (i.e., switching account managers during the course of a campaign), mistakes, and miscommunication. ● 10 agencyspotter.com
- One client on AgencySpotter said the owner terminated the contract citing the company was "not nice" when the client raised concerns; that review is negative and strong. ● 10 agencyspotter.com

CLIENT REVIEWS (1)

Worst agency I've worked with.

Rating

Overall ★☆☆☆☆

Creativity ★☆☆☆☆

Quality ★★☆☆☆

Value ★★★☆☆

Communication ★★☆☆☆

Budget Range

\$\$\$\$\$
greater than \$200,000

The experience our company had with Seer Interactive was extremely disappointing. Never in my 10+ year career have I witnessed the kind of behavior that was exhibited by the owner of Seer. During the first six months of our SEM engagement, two of our account managers were fired, and we had to work with new account managers who were not familiar with our accounts and made constant mistakes. When we called them out on the disappointing handling of the teams we worked with, and the poor quality of work, the owner of the agency terminated our contract, citing that we were not nice. Despite all of this, the owner tried to pitch our company to hire Seer for SEO, which none of us really understood. I very strongly recommend against engaging with Seer.



Private User
Lead Performance Marketing Manager
Human Resources

seer interactive account turnover



AI Mode All Images Videos News Forums Shopping More Tools

These are results for [seer interactive](#) **account** turnover

Search instead for [seer interactive account turnover](#)

◆ AI Overview

Seer Interactive, led by founder [Wil Reynolds](#), addressed past AI-driven misconceptions about high turnover by publishing internal data, showcasing a **79.2% employee retention rate**, which is in line with or better than industry standards. While historically facing perceptions of turnover, the agency focuses on, and publicizes, efforts to maintain a stable, engaged, and [highly reviewed workforce](#).

Key Findings on Turnover:

- **Retention Rate:** A [2026 insight](#) from Seer reported a 79.2% employee retention rate.
- **AI Misconceptions.** An [earlier SparkToro analysis](#) noted that AI tools had wrongly amplified "high account manager turnover" narratives based on old or limited data before Seer published official, updated retention figures.
- **Proactive Management:** Seer addresses turnover by prioritizing employee engagement, offering tailored career paths, and monitoring workload to prevent burnout.
- **Industry Context:** Advertising agencies generally face high turnover rates, often around 30%.

How LLMs Amplify Brand Misconceptions & How to Address Them With GEO

Jan 27, 2026 — Seer Interactive is sometimes referenced as having a high turnover rate in...



Seer Interactive

How AI highlighted the 1 bad review we got in 24 years

Mar 24, 2026 — Time to go back on the offense, part 2. If you don't own your branded search,...



Seer Interactive

My Experience Working at Seer Interactive

Jun 3, 2020 — At other agencies, the number of clients can overload the internal teams with...



Seer Interactive

**We need a proactive
strategy over punch
list execution.**

WHAT'S HAPPENING?

What got our gears turning last month.

01

2026 Google CTR Study updated

02

Brand recognition is a search input

03

The demise of the 'ultimate guide' format

04

Bing leads on AI search measurement

05

Chrome just became agentic

06

AI messaging splits B2B vs B2C

01 | 2026 Google CTR Study updated

**After 18 months of decline, AIO CTR is
...*stabilizing?***

~~1.3%~~ → **2.4%**

Organic CTR rebound on AIO-present queries
Dec 2025 → Feb 2026

Cautiously embrace your own “New Normal”

WHEN YOUR BRAND IS CITED IN AN AIO

+120%

more organic clicks per impression

COMPARISON QUERIES

95.4%

of X vs Y-style queries trigger AIOs

QUESTION QUERIES

85.9%

of question-formats trigger an AIO

Implications : *Forecasting, resourcing, and strategy planning.*

WHAT YOU SHOULD DO

- Enable easy access to your own data
- Be cautious forecasting beyond 3 months
- Audit comparison and question-format pages for citation status. ***That's where 85–95% of the AIO action is***

02 | Brand recognition is an AI search input

Buyers choose familiar brands and search for brands by name.

02 | Brand recognition is a search input

Brand recognition is a critical search factor...

... and being present in AI Mode's initial consideration set is a major win.

KEVIN INDIG + CITATION LABS STUDY

+88%

of AI Mode shortlists are accepted as-is, without external verification.

SEER INTERACTIVE UX STUDY

~50%

of professionals reference brand names directly in their AI prompts.

Sources:



seer
interactive

02 | Brand recognition is a search input

Implications : *Diagnostics, measurement, & tech stack*

WHAT YOU SHOULD DO

- Identify **how your team measures brand strength**
- If no measurement exists, **leverage search data**
- Ensure your search marketers have **access** to that data

03 | The demise of the 'ultimate guide' format

The 'ultimate guide'
format is **on the way**
out

03 | The demise of the 'ultimate guide' format

Density does NOT move the needle...

*... and while we're on the
topic, neither does
commodity content*

KEVIN INDIG + AIROPS STUDY FOUND

500–2,000

words is the citation sweet spot

KEVIN INDIG + AIROPS STUDY FOUND

33%

citation rate when 25–50%
of headings are questions

Sources:



airops

03 | The demise of the 'ultimate guide' format

Implications : Content strategy, resourcing

WHAT YOU SHOULD DO

- Audit pages with:
 - over 2,000 words
 - with 20+ subheadings
- Reframe a quarter to half of subheads as short, question-style ones
- Don't write new content. Restructure existing copy into focused, single-question answers

04 | Bing leads on AI search measurement

Bing offers AI search reporting updates in **Webmaster Tools**

04 | Bing leads on AI search measurement

**First-party
data from Bing
beats
third-party
guesswork.**

Grounding Query

google ads editor

what is geo

Seer Interactive client case studies

tam sam som model

Seer Interactive attribution capabilities

Seer Interactive GEO testing methodology

tam sam som meaning

Seer Interactive AI search services

tam vs sam

Seer Interactive paid media management

Seer Interactive industry experience

Seer Interactive enterprise experience

04 | Bing leads on AI search measurement

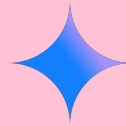
Implications : *Performance measurement, diagnostics, content strategy*

WHAT YOU SHOULD DO

- Set up Bing Webmaster Tools **today**
- Verify your domains
- The new AI reports are rolling out. Be ready to read them // Don't wait for Google's version!

'Let Gemini browse for you' allows Gemini compare products across tabs, build a plan, & execute it

**Chrome just
enabled
conversational
commerce for
~3 billion users.**



**Let Gemini
browse for
you.**

Gemini in Chrome can compare products across your tabs, build a plan, and execute purchases — including signing into your accounts using saved Chrome passwords.

Sources:



The Rundown



Implications : Website architecture, UX, resourcing

WHAT YOU SHOULD DO

- Audit how Gemini's browser engages with your website.
 - *What works well?*
 - *Where is it missing the mark?*

A sharp split in AI sentiment depending on whether you're using AI at work or encountering it as a consumer

03 | AI messaging splits B2B vs B2C

AI trust varies from B2B to B2C.

B2B · AI INSIDERS

58%

of employees globally use AI at work semi-regularly.

Buyers trust capability messaging.

B2C · THE PUBLIC

52%

of consumers globally say AI products make them nervous.

"AI-powered" copy without a user-side payoff backfires.

Source:



03 | AI messaging splits B2B vs B2C

Implications : *Resourcing, team development, content strategy*

WHAT YOU SHOULD DO

- Digest the Stanford study
- This is the perfect time to leverage **NotebookLM** and use AI to analyze what the implications are and how that should tie back to your strategy

... SO, NOW WHAT?

Six Things You Can Do Next Week

- ❑ Pull your own segmented CTR study
- ❑ Add or enable brand lift studies to your measurement stack.
- ❑ Audit pages over 2,000 words. Restructure subheads as short questions.
- ❑ Set up Bing Webmaster Tools today. Verify your domains.
- ❑ Audit how Chrome powered by Gemini engages with your website.
- ❑ Load the Stanford AI Report into Notebook LM and get a recap

seeradvance

***Your best
marketing is
still ahead of
you.***

**Most of the noise won't get
you there. We help you build
what will.**



AI MARKETING WORKSHOPS

Hands-on AI sessions custom built around what you're really working on today.



AI STRATEGY PARTNERSHIPS

Strategy, process, iteration – we work alongside your team until AI is just part of how you work.



LIVE SESSIONS

Wil & Alisa don't stop at studying and reading about AI, they run it, test it, learn from real practice, and live with the results

Ask us anything

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