seer interactive

THE SIGNAL

The AI *Stuff* Marketers Can't Ignore

(and what to do about it)





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WHAT WE'RE COVERING

Today's Agenda.

01 Intelligent UI Updates

02 AI Price Accuracy Test

03 ChatGPT Reasoning Deep Dive

04 Ask Us Anything

01

INTELLIGENT UI UPDATES

GPT-6 turns a text answer into a visual one

GPT-5.6

Help me plan what I can wear for a week in italy - I'm going for a wedding

Absolutely. Since you prefer **premium brands and wear a size 4**, I'd build this as a polished capsule: Italian-looking rather than "vacation wardrobe," with pieces you can rewear after the trip.

For a **7-day trip**, you really only need about **10–12 pieces + the wedding look**. I'd pack one pair of cream or ecru tailored trousers, one midi skirt (silk/satin or cotton), one great pair of jeans, 3 elevated tops, a linen button-down, a lightweight knit or cardigan, one easy daytime dress, and a blazer or cropped jacket. Shoes: sleek white sneakers, flat leather sandals, and one dressier shoe for the wedding/evenings. Add a structured crossbody and a small evening bag.

A week could look like this:

Day	Outfit
Travel	Straight jeans + white tee/tank + cardigan + sneakers
Day 1	Cream trousers + fitted tank + leather sandals + sunglasses
Day 2	Easy midi dress + flat sandals + crossbody
Day 3	Midi skirt + white tee/tank + linen shirt worn open

GPT-6

Help me plan what I can wear for a week in italy - I'm going for a wedding

Your 7-day Italy wedding wardrobe

The goal: effortlessly chic Italian summer style, with outfits that work for sightseeing, long lunches, aperitivo, and a wedding, without overpacking.

I'd build your wardrobe around linen, breezy dresses, tailored separates, and a few beautiful accessories. Aim for 10 to 12 versatile pieces that you can mix and match.

I'm assuming mild to warm weather for now. The season and wedding dress code will determine the final choices.

1. Your Italy outfit inspiration





GPT-6 asks its follow-up questions as a form

GPT-5.6



One important variable: **where in Italy and what month?** Lake Como in May is a completely different wardrobe from Puglia in August or Tuscany in October.

Give me **the month + location + wedding dress code**, and I can turn this into a **specific 7-day outfit plan with premium pieces to buy**, including the wedding dress, shoes and bags.

If you want, I can:

- Specify the month, location, and wedding dress code for a tailored 7-day outfit plan
- Provide your preferred color accents or fabrics for your Italy trip wardrobe
- Suggest premium brand options and shopping sources for Italy trip wardrobe items

GPT-6

A few details so I can tailor this to your actual trip

When are you going?
- ○ Spring (March–May)
- ◉ Summer (June–August)
- ○ Fall (September–November)
- ○ Winter (December–February)

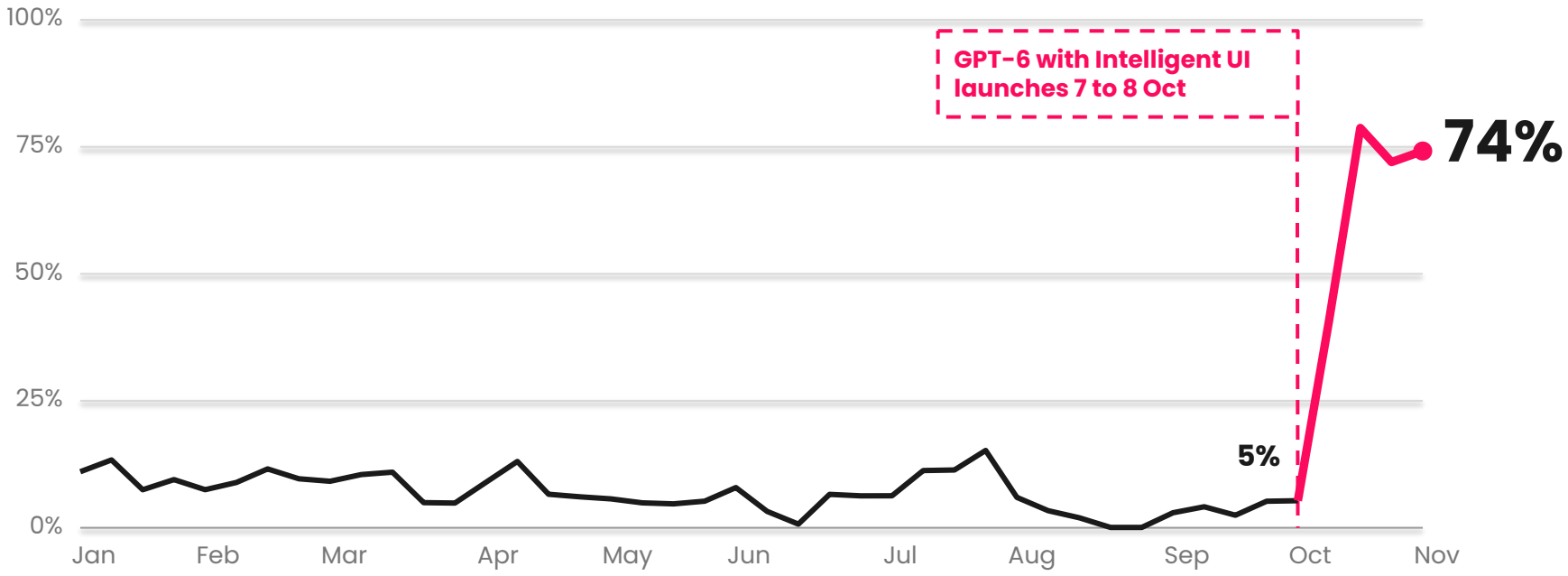
Where in Italy?
- ○ Amalfi Coast / Sorrento / Capri
- ○ Tuscany / Florence
- ○ Rome
- ○ Lake Como / Northern Italy
- ◉ Somewhere else / not sure yet

Wedding dress code
- ○ Black tie / formal
- ○ Cocktail / semi-formal
- ○ Garden / destination wedding
- ◉ Not sure yet

What's your ideal style?
- ○ Classic and understated
- ◉ Elevated, stylish, but relaxed
- ○ Fashion-forward / Italian Riviera

Build my Italy wardrobe →

Images went from 5% to 74% of ChatGPT answers within a month of GPT-6



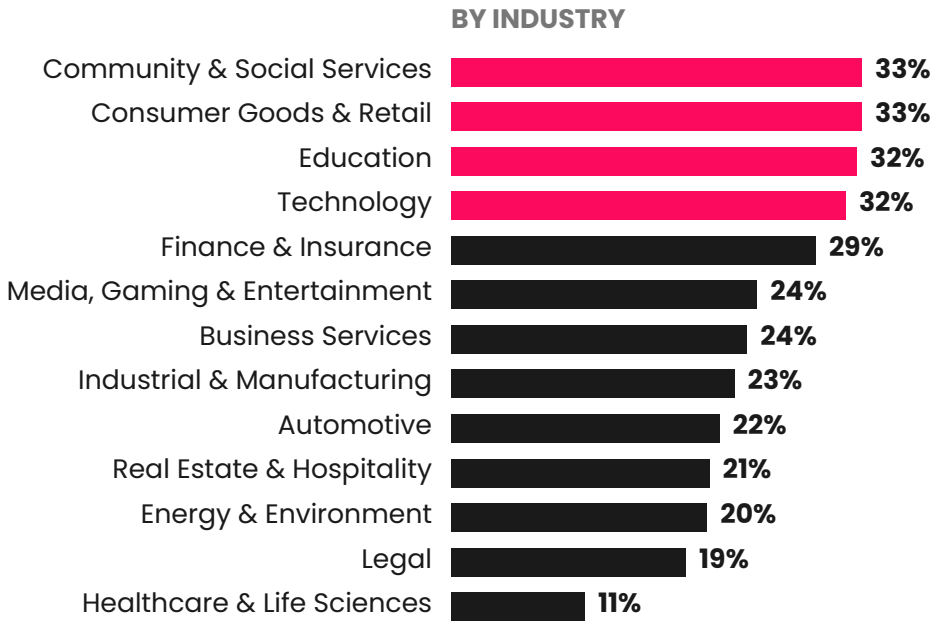
SeerSonar, 625 fixed prompts in ChatGPT via Scrunch. Weekly share of answers with an image, 5 Jan to 8 Nov 2026.

1 in 4 ChatGPT answers now comes with a clarifying form

24.8%

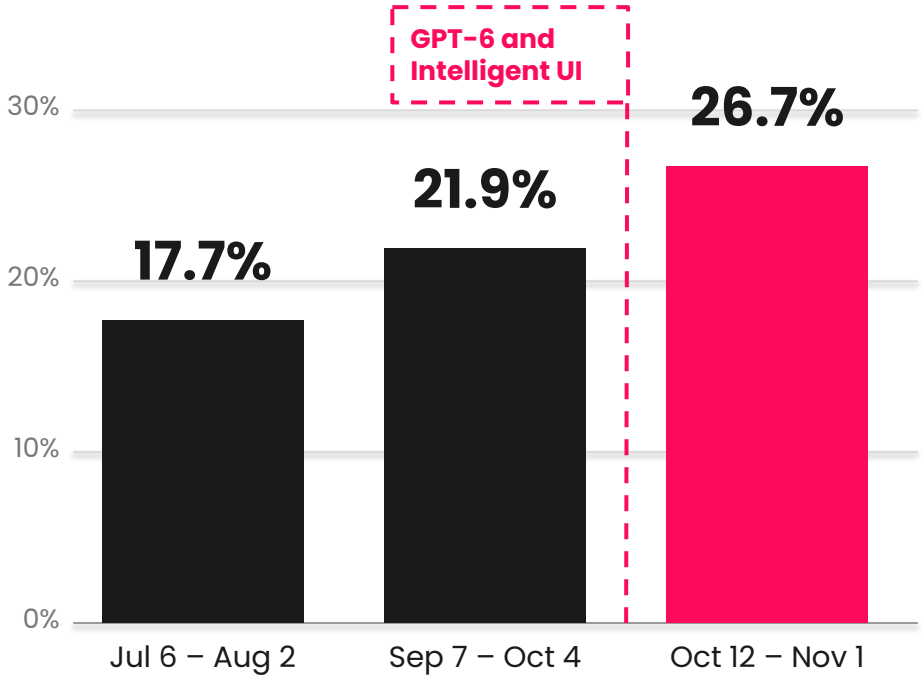
of ChatGPT answers carried a clarifying form

22.7% to 27.5% by day



SeerSonar V2, 5,000 prompts in 13 industries, ChatGPT answers captured by Peec AI, 3 to 7 Nov 2026 (35,000 answers).

1 in 4 ChatGPT answers now quotes a price



Bigger, bolder prices.

GPT-6 shows them as price cards: an image, a name and a big number.

A bigger stage for a price is a bigger stage for a wrong one.

So are they right?

Scrunch data, ChatGPT, US. The same 16,797 prompts in each window.

02

AI PRICE ACCURACY TEST

AI Overview gets the price right. Until you ask it to *compare.*

SINGLE-PRICE QUESTIONS

93.8%

of AI Overview answers fully correct

TWO-BRAND COMPARISONS

74.9%

fully correct. 24.2% are partly wrong: one brand right, the other not.

THE BRAND NAMED SECOND

17.4%

of second-named brands get a wrong or missing price, against 11.9% for the brand named first.

Source: Seer Interactive AI pricing accuracy study, 121 prompts, 1,434 ChatGPT and Google AI Overview answers via Peec, Nov 13 to 16, 2026.

“Vs” searches stayed flat. The *clicks* left.

SHARE OF ALL IMPRESSIONS

0.32%

in Aug to Oct 2026, against 0.31% a year earlier. Demand for comparison queries is flat.

CLICKS ON “VS” QUERIES

−36%

same months a year apart, same properties. All clicks: -5%.

MEDIAN CLICK-THROUGH ON “VS” QUERIES

0.25%

down from 0.35%. On all queries it held: 1.17% to 1.18%.

Source: Seer Signals, Google Search Console, US web search, Jul 2025 to Oct 2026. Search Console does not record whether an AI Overview showed; the link to AI Overview is a hypothesis.

The wrong price came from an AI page, a creator video, or *your own site.*

AI CITING AI

17 of 28

Facebook URLs behind wrong AI Overview answers are Meta's AI-generated fb-answers pages.

CREATOR COMPARISON VIDEOS

49%

of AI Overview comparison answers cite a YouTube video. 63% of the videos behind wrong answers are "X vs Y" creator uploads.

YOUR OWN STRAY PAGES

$229

A live internal 23andMe host, cited by ChatGPT on 3 of 6 runs. Public price: $199.

Source: Seer Interactive AI pricing accuracy study, Nov 13 to 16, 2026. Social URLs classified and 23andMe host fetched Nov 17.

Intelligent UI changes the *layout,* not the answer.

FULLY CORRECT WITH THE LAYOUT

92.3%

against 93.5% without it. 208 and 155 ChatGPT answers, Nov 13.

TRIGGERS ON COMPARISONS AND CALCULATIONS

64.6%

of comparison prompts and 65.3% of calculations get the layout.

TRIGGERS ON SINGLE PRICES

51.6%

Prompt shape drives it. Brand readiness does not show up in the data.

Source: Seer Interactive, 363 ChatGPT answers flagged by Peec on Nov 13, 2026; the flag is not exposed for later days.

The fixes sit on your own pages, and none of them needs a new tool.

WHAT YOU SHOULD DO

- **Publish the totals buyers ask for:** a year, a 90-day supply, visit plus fee. ChatGPT bolded a 13-fill year on 3 of 6 Wegovy runs.
- **State the uninsured price as a number.** "$0 to $89 depending on insurance" read as unpublished on 5 of 6 ChatGPT runs.
- **Shut down internal and staging hosts** that still serve outdated product page. A canonical tag does not stop ChatGPT's retrieval.
- **Audit the comparison queries you rank for.** The misses, the creator videos and the lost clicks all sit there.

03

CHATGPT REASONING DEEP DIVE

Before ChatGPT answers, it plans and searches

I'm looking for an e-bike for my daily commute from North Park to downtown San Diego, but I'd also like to use it on trails. What should I look for?

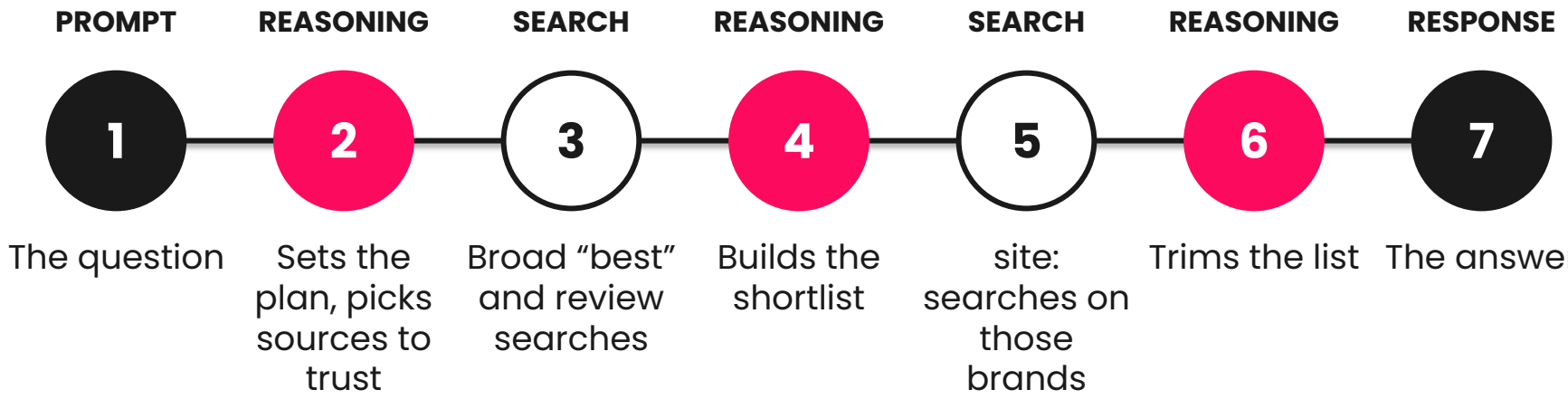
Worked for 34s

I'll look at the commute's likely terrain and current California e-bike rules for trails, then translate that into the features and bike style worth prioritizing.

Searched 37 websites

For your mix of commuting and trail riding, I'd start with a **Class 1 hardtail e-bike**: pedal assist up to 20 mph, front suspension, and tires wide enough for dirt and gravel. It should feel comfortable on the ride home and capable on moderate trails without being a full mountain bike.

ChatGPT doesn't search once. It reasons, searches, then reasons again.



Directional, 20 prompts via the OpenAI API with web search, GPT-6 at medium reasoning, November 2026.

ChatGPT has a shortlist before it searches

THE PROMPT

"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."

FIRST REASONING NOTE

Researching recommendation agencies

I'm looking into research on recommendation agencies, particularly in the U.S. I should frame my criteria for identifying those leading the conversation around AI in search. Some possibilities might be First Page Sage, iPullRank, Omniscient Digital, Amsive, WebFX, Seer Interactive, and Rise at Seven. It's crucial to distinguish between genuine thought leadership and mere marketing claims. I'll need to search the web for more details!

- **A market:** "In the U.S." The prompt never said so.
- **A shortlist:** 7 agencies, before a single search.
- **A test:** Thought leadership or marketing claims?

ChatGPT warns itself off “best” claims

GPT-6 · LAST NOTE

Considering a shortlist of agencies
“I could mention Amsive, Seer, iPullRank, 5W, and maybe Growth Memo too. … I’ll ensure the information is transparent and **avoid claims of being the “best.”**”

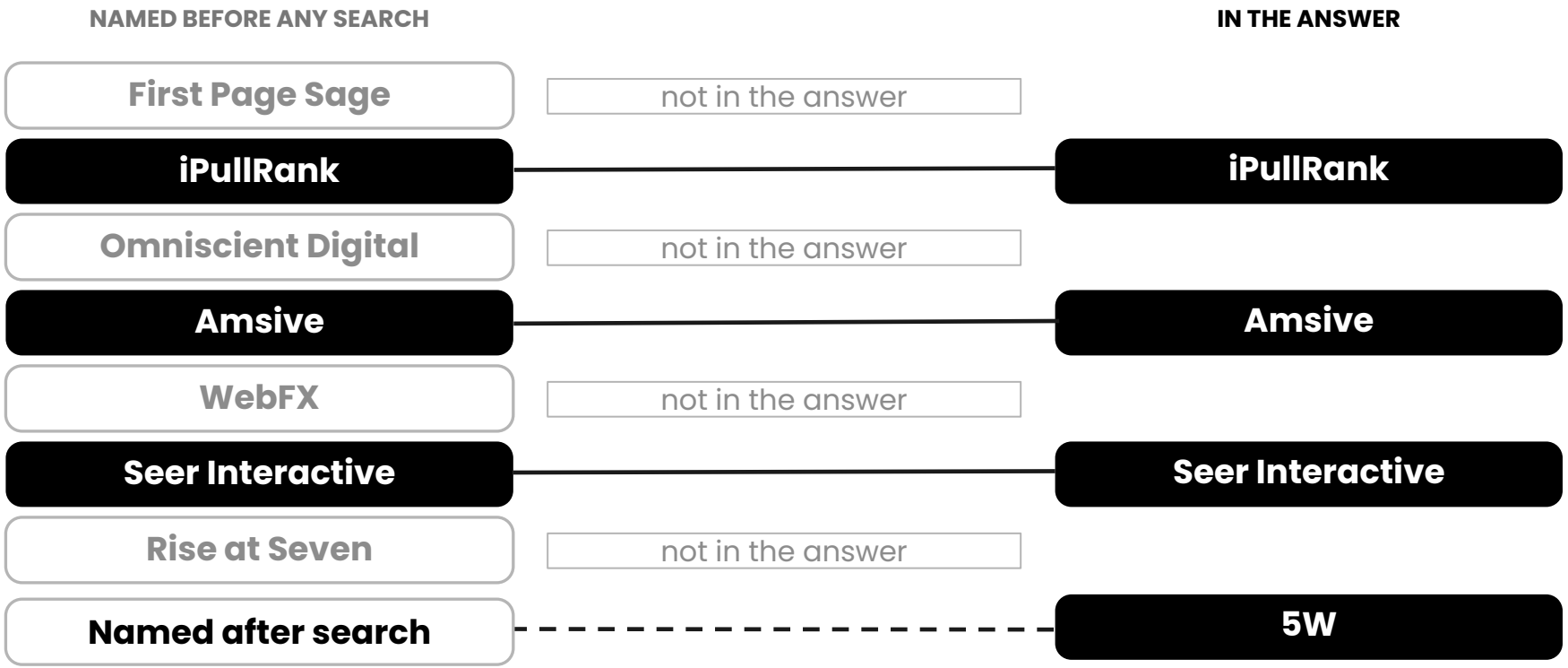
GPT-5.6 · LAST NOTE

Finalizing response structure
“I need to make sure that every claim I reference is supported by credible sources, and I'll cite those properly. … It's important to clarify that this isn't a definitive league table and **can have some self-promotion bias**.”

GPT-6’S NEXT SEARCHES: THIRD-PARTY PROOF FOR THE SHORTLIST

```
site:amsive.com/insights AI search AEO Lily Ray 2026 research
site:searchengineland.com agency AI search research Seer iPullRank Amsive GEO
site:searchenginejournal.com agencies AI search GEO research Seer iPullRank
```

4 of 7 early picks never made the answer



CHATGPT REASONING RESEARCH

WHY DOES CHATGPT LEAVE YOUR BRAND OUT OF THE ANSWER?

It doesn't fit the exact prompt

THE PROMPT

"What are the best websites for combining price tracking with flexible search tools to find deals faster?"

WHAT CHATGPT TOLD ITSELF

"[A price-comparison site] isn't available in the US, so it might not be suitable."

Seer reasoning study, November 2026. Brand names replaced with descriptions.

Your site is missing what ChatGPT looks for

THE PROMPT

"As a VP of sales at a B2B SaaS company, what solid alternatives are worth evaluating for an AI-powered virtual front-desk agent handling incoming calls?"

WHAT CHATGPT TOLD ITSELF

"I could mention [a business phone provider's AI receptionist], but their official page has limited information."

Seer reasoning study, November 2026. Brand names replaced with descriptions.

It lacks what the user asked for

THE PROMPT

"Which dry shampoo brands are generally considered the best overall for people who want strong oil absorption without a chalky, powdery finish?"

WHAT CHATGPT TOLD ITSELF

"I wouldn't recommend [a dry shampoo brand] since it's often powdery."

Seer reasoning study, November 2026. Brand names replaced with descriptions.

Trust concerns: nothing else backs you up

THE PROMPT

"I run a practice as a PT clinic director, which vendors are most frequently shortlisted by therapy practices comparing options this year?"

WHAT CHATGPT TOLD ITSELF

"I notice that [a practice-management software vendor] isn't as often featured in PT-specific lists."

Seer reasoning study, November 2026. Brand names replaced with descriptions.

It's keeping the list short

THE PROMPT

"Which home insurance companies are most recommended for homeowners in Georgia, and why do they stand out?"

WHAT CHATGPT TOLD ITSELF

"[An insurer] could be optional, but we might trim that."

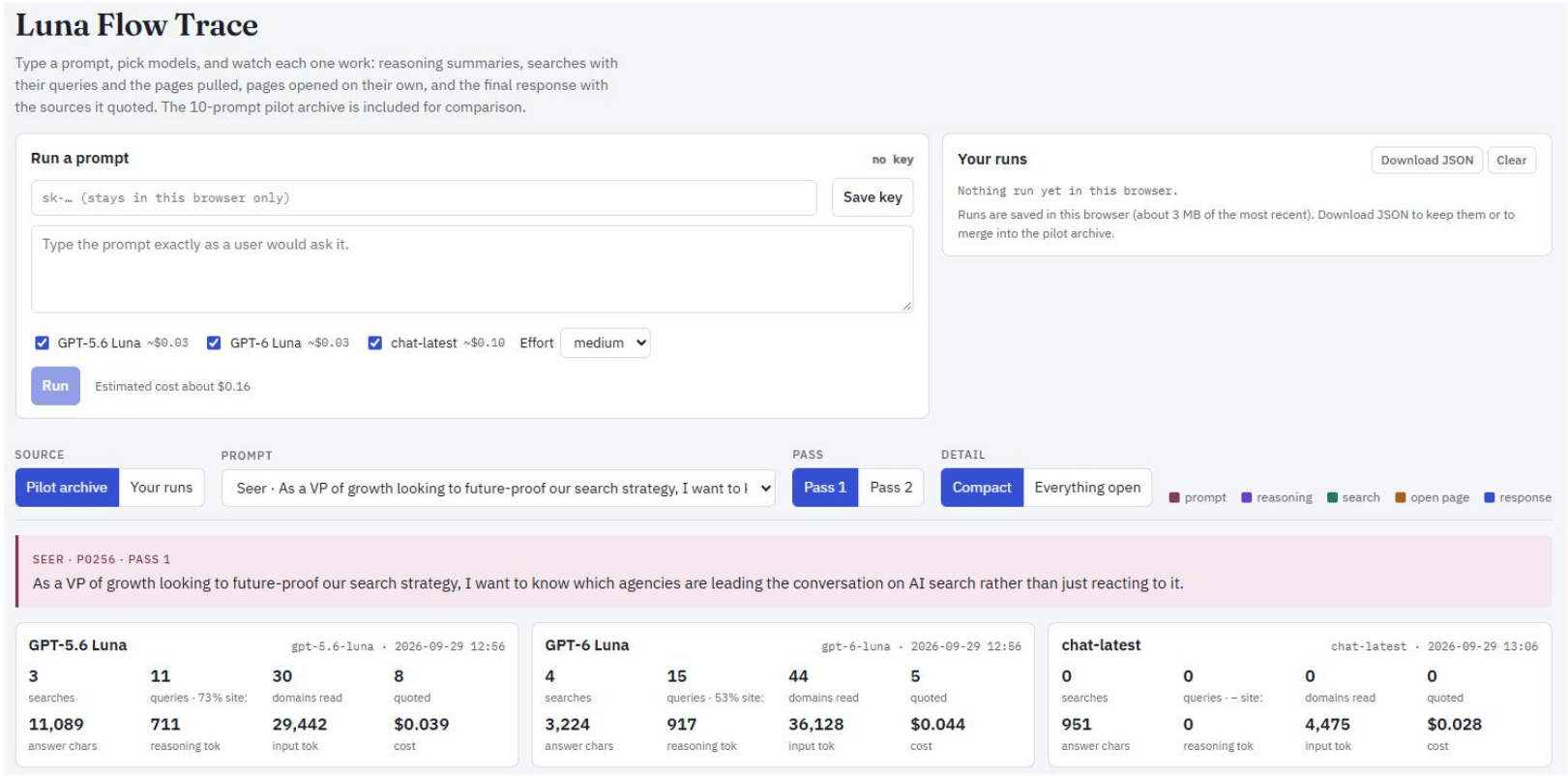
Seer reasoning study, November 2026. Brand names replaced with descriptions.

Fix the first four, and the fifth (a short list) stops costing you.

WHAT YOU SHOULD DO

- **Say where you sell and who you serve.** ChatGPT cut a price-comparison site because it isn't available in the US.
- **Put the specifics on your own pages.** "Their official page has limited information" was enough to cut one brand.
- **Prove the attributes buyers ask for.** A dry shampoo seen as "often powdery" lost a prompt asking for no chalky finish.
- **Get on the lists your buyers check.** A vendor missing from PT-specific lists got cut for it.

[Resource] Tracing every step behind an answer



You can read ChatGPT's reasoning and rules yourself in the OpenAI Playground

ALTERNATE OPTION

- **Open platform.openai.com/chat, the OpenAI Playground**
- **Pick GPT-6, medium reasoning, web search on**
- **Run a prompt you care about**
- **Click into the Assistant's 'thought' output**

04

ASK US ANYTHING