seer interactive

THE SIGNAL

The AI *Stuff* Marketers Can't Ignore

(and what to do about it)



Alisa Scharf
Chief AI Officer



Wil Reynolds
Founder & CEO

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WHAT'S HAPPENING?

The KPIs We Actually Trust

01 The Power of Being Believed

02 The KPIs We Trust

03 Ask us anything

Peec AI

We asked ChatGPT about two Senate candidates. *40 times.*

The facts held up: **0 of 143** claims contradicted either campaign site.

What differed was where the answers came from…

James Talarico (D) vs. Ken Paxton (R). 20 issues each ("What is [candidate]'s position on [issue]?"). ChatGPT only, one run per prompt, Oct 28 2026, via Peec AI.

Brand Canon: an answer key for *any brand.*

01
Pull official sources
Brand site, guidelines, press kit.

HERE: Each campaign website

›

02
Build the canon
What the brand says, sourced and dated.

HERE: Every stated position

›

03
Write the claims
Checkable claims, ranked by priority.

HERE: 20 claims per candidate

›

04
Score the AI
Accurate, omitted or wrong.

HERE: 40 ChatGPT answers

EXAMPLE CLAIM (TALARICO) “Data centers pay for their own grid upgrades.”

Seer GEO Brand Canon skill. Applied to the Texas Senate race Oct 27 2026; example claim sourced from jamestalarico.com.

The canon found this page. *ChatGPT didn't.*

jamestalarico.com/issue/social-media-artificial-intelligence-tech

★ MY PRIORITIES IN THE U.S. SENATE ★

This is not a comprehensive list! If you have policy ideas you want to see from your next U.S. Senator, please reach out HERE. We want to hear from you!

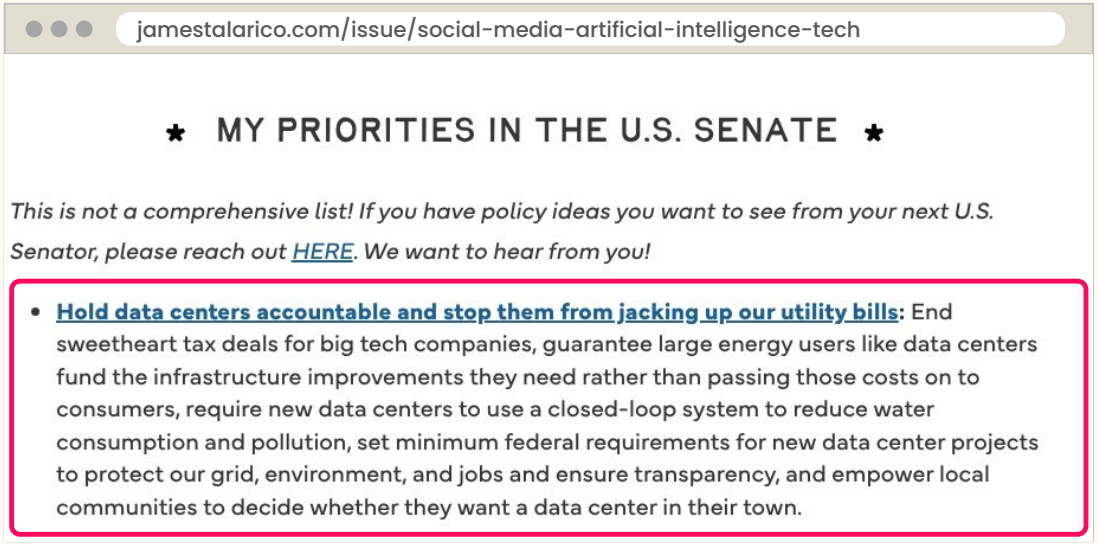
- **Hold data centers accountable and stop them from jacking up our utility bills**: End sweetheart tax deals for big tech companies, guarantee large energy users like data centers fund the infrastructure improvements they need rather than passing those costs on to consumers, require new data centers to use a closed-loop system to reduce water consumption and pollution, set minimum federal requirements for new data center projects to protect our grid, environment, and jobs and ensure transparency, and empower local communities to decide whether they want a data center in their town.

His site has a data center plan. ChatGPT used *none of it.*

SOURCES FROM HIS OWN SITE

0 of 15

Every source behind ChatGPT's answer on Talarico & data centers was a news site.



ChatGPT via Peec AI, Oct 28 2026: "What is James Talarico's position on data centers in Texas?" Plan appears on jamestalarico.com's Social Media, AI & Tech page.

Having the answer *somewhere* isn't enough.

AI has to find it for the exact question being asked, or it goes somewhere else.

TESTING IDEAS

- ***Give big questions their own page,*** not a bullet.
- ***Publish what you announce,*** or the press tells it.
- ***Check which sources AI uses*** for your top questions.

The KPIs We Trust

It looks like SEO. So we...

Measure it like SEO	It looks tiny, and the budget follows the traffic.
Optimize it like SEO	We update our own site. The answer is built from pages others own.
Staff it like SEO	The SEO person absorbs it, on top of a job that was already full.

IT’S NOT SEO.

It’s your brand, on a screen, in front of a customer.

Why is a **YouTube ad** worth paying for, but **an LLM recommendation** isn't?

What the buyer asks AI

The buyer's question

"I run marketing at a 40-person B2B company preparing for expansion in 2027… What's the best CRM for a small to mid-size business that's **AI-native, not AI bolted on**, and won't cost more than about **$100 per user per month**?"

Seen | Believed | Chosen

Were you seen?

Hubspot is named, but as the runner-up. Attio gets the pick. 6 others mentioned, but not in the context they want.

What AI told the buyer

For a 40-person B2B team with a marketing lead driving the purchase, I'd shortlist **Attio** as the AI-native pick and **HubSpot** as the main alternative.

Others I'd skip or treat cautiously

- Zoho and Freshsales are cheap and capable, but their AI is bolted on, which doesn't match your brief.
- Newer AI-native names like Lightfield, Clarify, Day AI, and Coffee exist, but several are small and young. Much of the "best of" content about them is vendor-written. For example, the article calling Coffee the only truly agentic CRM is published by Coffee. I'd demo them rather than trust the rankings.

03 fan-out 7

AI native CRM B2B Attio Clarify Day ai pricing 2026

site.attio.com pricing AI Pro credits

site.clarify.ai pricing CRM

site.day.ai pricing CRM

site.lightfield.app pricing CRM

site.folk.app pricing AI CRM

site.hubspot.com sales hub pricing professional 2026 AI credits marketing hub

Were you believed?

Described, but in reviewers' words. None of it is HubSpot's message, it's owned by third party review sites.

What AI told the buyer

What users complain about

HubSpot is rated well overall, 4.4 out of 5 across nearly 16,000 G2 Marketing Hub reviews. One roundup also notes a 1.9 on Trustpilot, which skews toward unhappy customers. The recurring complaints: g2 tldv

- **Cost creep.** Reviewers say costs climb quickly as contact lists grow, even if many of those contacts aren't actively marketed to. g2
- **Contact-tier surprises.** One analysis says going over a tier limit auto-upgrades your billing mid-contract with no grace period for cleanup. That source sells a competing product, so treat it with some skepticism, but ask HubSpot how overages work. docket
- **Contract friction.** One Capterra reviewer says sales switched them from month-to-month to an annual contract and refused to release them. That's a single anecdote, but Professional does require an annual commitment. capterra toolradar

Seen | Believed | **Chosen**

Were you chosen?

Picked, and the pick held. Even when prompted to consider Salesforce, AI stuck with HubSpot.

What AI told the buyer

My pick is HubSpot: Marketing Hub Professional for marketing, with Starter seats for your 5 sellers.

I'm choosing it over the AI-native options because you need a marketing platform, and none of the AI-native CRMs I looked at include one. Attio has tight email limits, and the reviews I found say Freshsales is a sales CRM, not a full marketing suite, with limited multi-channel campaign builders. HubSpot is the only one that gives you CRM and real marketing automation in one tool. It's also the easiest to set up yourselves, since Gmail and Slack integrations work even on the free tier. leadhaste mo

You'd be giving up the AI-native requirement. HubSpot's AI is added on top. Email logging, record summaries, and enrichment should cut your reps' typing, but none of these tools eliminates data entry. If AI-native is non-negotiable, the alternative is Attio plus a separate email tool, which means more integration work and a harder 30-day deadline.

Six numbers your board already understands

KPIs that serve those funding the investment, and those optimizing the investment.

REACH · BE SEEN

1. Share of voice
How often AI names you

2. AI shortlist rate
If AI searches for you by name

FREQUENCY · BE BELIEVED

3. Message pull-through
Whether AI tells your story

4. Brand accuracy
Whether AI gets the facts right

SALES PROXY · BE CHOSEN

5. Pipeline contribution
Whether demand follows

6. Recommendation rate
How often AI picks you

... SO, NOW WHAT?

THREE things to do this month

- [ ] **Write your brand canon.**
  List 10 facts AI must get right. Score this month's answers against them.
- [ ] **Count how often AI cites your own site.**
  For your top questions, how many of AI's sources are your pages?
- [ ] **Check your highest-stakes facts daily.**
  Price, eligibility, legal claims. Catch a serious error within a day.

Ask us anything

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