



Measuring AI Search: What Marketers Can Actually Know Today

September 24, 2026



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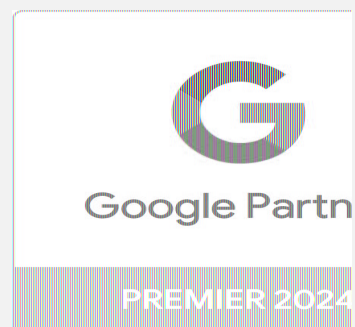


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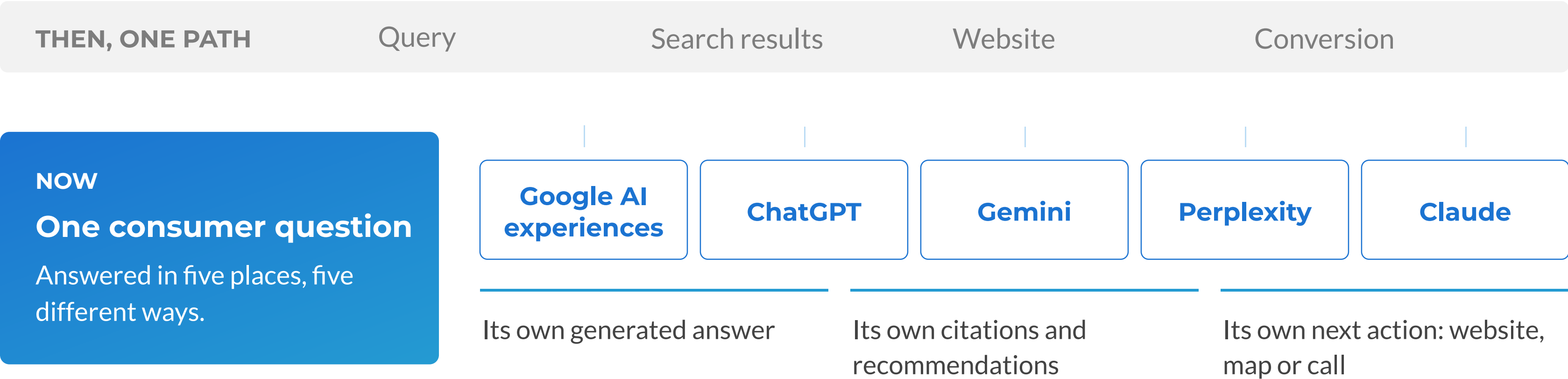


Netserive: Take Control of Your Brand at the Local Level

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

THE GAP

Search behavior changed. Measurement has to catch up.



The journey is no longer one standardized path, so one standardized number cannot tell the whole story.

When a dashboard shows you an AI metric, what is it actually measuring?

Polished dashboards can make AI search data look more standardized than the ecosystems behind it actually are.

Not all AI ecosystems expose the same data

Where a number comes from matters more than how polished it looks.

YOU OBSERVE IT

Owned properties

Activity that lands on sites and profiles you control.

Referral traffic
On-site behavior
Leads and conversions

Consistent across ecosystems, limited to sessions with an identifiable source.

YOU HAVE TO TEST FOR IT

Prompt testing

Responses recorded by running a defined set of prompts.

Brand mentions
Citations and sources
Prompt-level visibility

Available for the prompts you monitor, in the way you monitor them.

THE PLATFORM DECIDES

Platform-published

Reporting each ecosystem chooses to make available, on its own timeline.

Query and behavior data
Location context handling
Source attribution detail

Availability varies significantly by platform and continues to evolve.

Three different types of data often get grouped together

01

Observed behavior

Actual user activity on properties you own or can see, such as referral traffic.

02

Measured visibility

Responses recorded by systematically testing prompts: mentions, citations, prompt-level visibility.

03

Modeled or inferred

Estimates and composite scores calculated from observed or collected data.

Closest to what actually happened

Most dependent on method and assumptions

All three can be useful. They do not answer the same question.

ILLUSTRATIVE EXAMPLE

200 / 500



200 appearances

Responses that named the brand

500 tested prompts

The full monitored set

Illustrative only. Not Netsertive customer data.

A visibility score is not search volume

IT SUPPORTS

Visibility within that monitored prompt set.

IT DOES NOT SUPPORT

"40% of consumers see this brand in AI search."

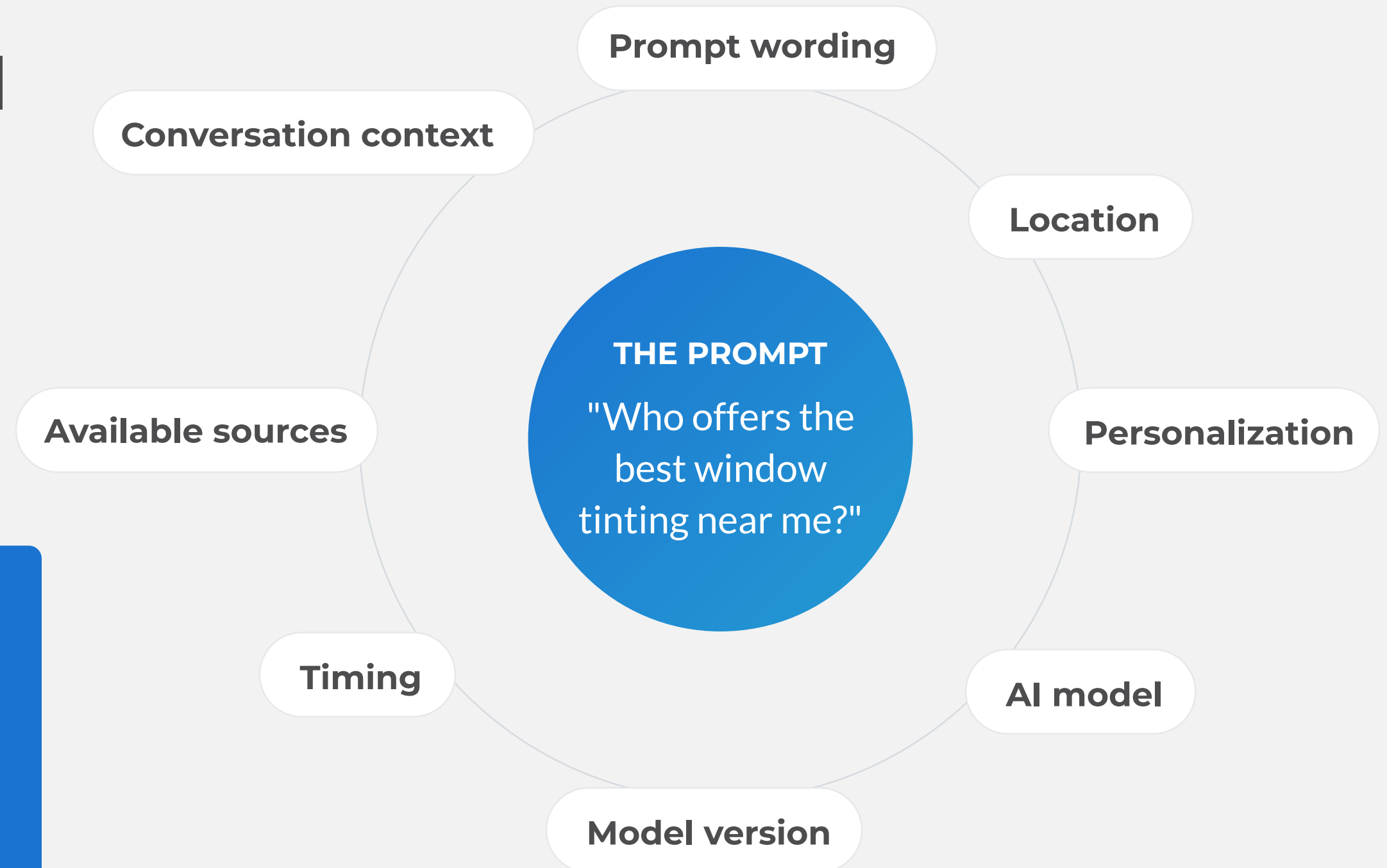
Which prompts, chosen how, tested how often?

VARIABILITY

Why can the same AI search produce different results?

AI answers are generated dynamically, so methodology and repetition are what make the data readable.

A single screenshot is one sample. A trend needs the same prompts, run the same way, over time.



Don't start with the dashboard. Start with the methodology.

Eight questions for any
AI visibility platform

HOW THE DATA IS COLLECTED

- 01** Where does the data come from?
- 02** How are prompts selected?
- 03** How frequently are prompts tested?
- 04** How are citations captured?

WHAT YOU CAN SEE AND TRUST

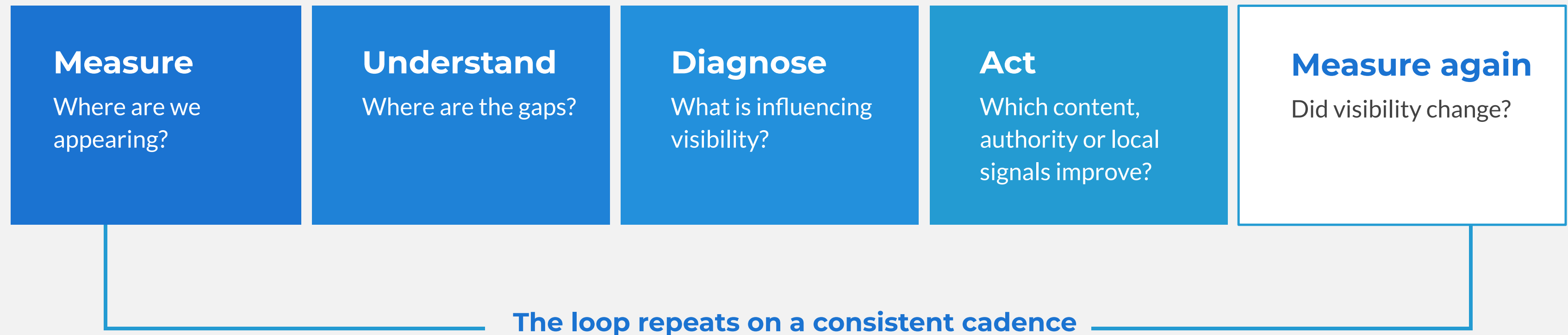
- 05** Can I see the responses behind the score?
- 06** Can I see performance at the individual prompt level?
- 07** What is observed versus calculated or inferred?
- 08** How will I know when the methodology changes?

Five AI search metrics worth understanding

AI Visibility	How frequently a brand appears across a defined, monitored prompt set.
Share of Voice	How that presence compares with other brands in the same monitored environment.
Competitive Visibility	Which other brands appear across the same relevant questions or categories.
Citation Coverage	Which sources are referenced in AI answers, and where owned content appears.
Prompt Performance	Which consumer questions generate visibility, and where the gaps are.

Each describes the monitored prompt set it was measured in. None represents total consumer AI search activity.

The metric only matters if it leads to a decision



AI search measurement should move marketers from reporting to action.

Measure what we can defend

We built AI Search Visibility around data we can consistently observe, explain and turn into action, and we say plainly where the broader ecosystem is still limited.

Transparent methodology

Know how the metric is built.
Understand what is being measured and what sits behind the score.

Decision-ready insights

Know where to focus.
Identify visibility gaps, prompt performance, citations and competitive opportunities.

Consistent measurement

Know whether you're improving.
Track the same defined measurement set over time to understand meaningful changes in visibility.

LIVE DEMO

Let's look at AI Search Visibility in MLX

How these metrics come together inside Netsertive's AEO
capabilities.



What we're watching next

01

More first-party data

AI platforms may keep expanding the data and reporting they make available to marketers.

02

Better connections to business outcomes

The industry is working toward stronger links between AI discovery, website activity, leads and conversions.

03

More sophisticated local measurement

Location, context and personalization create both challenges and opportunities for multi-location brands.

Capabilities and data access vary by platform and continue to evolve. Treat any current comparison as a snapshot.

Before you trust an AI visibility metric, ask three things

01

What exactly is being measured?

02

Where did the underlying data come from?

03

What decision can I make because of it?

Better AI search measurement starts with understanding what the numbers actually mean.

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Q and A

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