

AI WIN-RATE SPRINT · FOR MID-MARKET BRANDS

Measure it, fix it and measure it again, in 30 days.

When buyers ask ChatGPT, Gemini, Claude or Perplexity to choose, how often do they choose you? The Sprint measures it, fixes the three biggest reasons you lose, and re-measures on the same conversations.

87.3%

of brands named at the start of an AI buying conversation were replaced by a competitor by the fourth question.

38 → 58

a skincare brand's AI Win-Rate™ in five months after targeted fixes (single program, no control).

US\$3,500

Fixed price, paid at kick-off

30 days

Baseline, fixes and re-measure

Credited

In full against the 90-day program if you continue

SCOPE

One brand, one market, up to three products and three buying situations

AI ASSISTANTS

ChatGPT, Gemini, Claude and Perplexity

FIXES

Three, ready to publish, approved and published by you

Baseline, fixes, re-measure

WEEK 1 Baseline Your AI Win-Rate on all four assistants with confidence ranges, which competitors win instead, and the turn at which you drop out.	WEEKS 2–3 Fixes The top three causes of lost decisions, each with a ready-to-publish change: the facts, evidence or copy the assistants could not find or trust.	WEEK 4 Re-measure The same conversations, run again under the same rules, and a 45-minute readout of what moved and what did not.	AFTER Next step The full fee is credited against the 90-day Win Rate program if you continue within 60 days.
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What the Sprint covers

Price	US\$3,500 fixed, paid at kick-off
Brand and market	One brand, one country, in your market's language
Products and situations	Up to three products and three buying situations, written as real customer requests
Competitors	Up to five you name, plus any brand the assistants choose instead
AI assistants	ChatGPT, Gemini, Claude and Perplexity, run through full multi-turn conversations
Fixes	Three, prioritized by expected effect. We prepare them; you approve and publish them on your own site
Your time	A 30-minute kick-off, approval of the fixes, and the 45-minute readout
Credit	Fee credited in full against the 90-day Win Rate program if started within 60 days of the readout

Thirty days is enough to measure change on assistants that search the web as they answer. Assistants that rely on their training data can take longer to reflect new material, so the readout separates what moved from what has not yet had time to. The Sprint measures AI recommendation, not sales.

Choose the right first step

OFFER	FOR	PRICE
AI Win-Rate Sprint	Mid-market brands: one site, quick action	US\$3,500
AI Decision Risk Review	Larger brands and banks: retailer pages, several products, board readout	US\$7,500
90-day Win Rate program	Any brand ready to commit to improvement	US\$9,500 plus a performance fee on measured lift
AIVO Meridian	Enterprises: always-on, multi-market	Quoted per engagement

04 Method and integrity

Published method, results as found

AI Win-Rate. The share of buying conversations, run through to a decision, in which an AI assistant recommends your brand outright. Shared recommendations and referrals elsewhere do not count as wins.

Reported as found. Including where you are already chosen, and where fixes have not yet moved the result.

Same conversations, same rules. The conversation set is frozen at kick-off, so a change in the number reflects the AI systems, not the questions.

No access needed. Public AI assistants and public pages only. No systems access, credentials or customer data.

Full logs available. Every run is recorded; full logs are shared under a mutual NDA.

Method: AI Win-Rate Methodology v2.0 (zenodo.org/records/22663407). Research base: 27,252 buying conversations across 380+ brands (27 October 2026). The 87.3% finding: Beyond Visibility working paper, 1,427 probes, ten industries ([doi:10.5281/zenodo.20848721](https://doi.org/10.5281/zenodo.20848721)).

Start a Sprint

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1. A short call to agree products, situations and competitors.
2. A one-page order form.
3. Kick-off within a week; readout 30 days later.