

AI WIN RATE STUDY · STUDY COHORT OFFER

When AI chooses you more often, do sales follow?

Become one of the brands that establishes whether AI recommendation predicts commercial performance, and get our full 90-day Win Rate program at half the planned post-publication price.

87.3%

displacement between being cited and being chosen, measured in AIVO working paper WP-2026-14 (20,000+ probes, 200+ brands).

Win Rate

The percentage of decision-point buying conversations in which an AI assistant recommends your brand outright.

Half price

Study pricing while cohort places remain

90 days

Baseline, remediation and re-measurement under identical conditions

Independent

Tested with a leading marketing scientist

STUDY PRICING	Available until cohort places are filled
PLACES	Limited, balanced across categories
SCOPE	One brand, one category, one market
AI ASSISTANTS	ChatGPT, Gemini, Claude and Perplexity

Cited is not chosen. Does chosen mean sold?

When a buyer asks ChatGPT, Gemini, Claude or Perplexity to choose, the assistant often recognizes your brand and then recommends a competitor. Brands can improve how often AI recommends them. The unanswered question, and the one your finance team will ask, is **whether those gains translate into measurable commercial outcomes**. This study is designed to answer it.

AIVO is running it with a leading marketing scientist. A limited cohort of brands receives our full 90-day Win Rate program at study pricing and, in return, shares the outcome data that answers the question.

The academic collaborator

A Distinguished Professor of Marketing at a leading US business school, editor-in-chief of a leading international marketing research journal, a former president of the American Marketing Association's Academic Council, and ranked among the top 2% of scientists worldwide in Stanford University's database. His work links marketing metrics to sales, profit and shareholder value.

The study applies the same tests used for any marketing metric, starting with two questions. Cohort members see the answers first.

Indicator or mirror?

Does AI Win Rate predict future sales, or simply reflect existing market share?

A new brand metric?

Does AI recommendation belong alongside awareness and consideration?

What you get, and what you give

You receive

- **The full 90-day Win Rate program:** baseline, remediation and re-measurement under identical conditions.
- **Baseline Win Rate** against named competitors, with confidence intervals.
- **Conversation drop-off analysis:** where in the buying conversation AI stops choosing you, and why.
- **Evidence gap map:** what AI relies on for competitors that it cannot find or trust for you.
- **Fixes you approve,** with a change log and progress reviews every two weeks.
- **Day-90 outcome report,** measured with market controls.

Study extras: re-measurements at around months 6 and 12 to show whether gains last, an anonymized benchmark against the cohort, and a private briefing before publication.

You contribute

- **One monthly outcome figure** for the measured category and market (sales, bookings, leads, account openings or conversions), for the 12 months before and the 12 months after the start.
- **A held-back control:** part of your prompt set or product range left untouched until after day 90, so the effect of the work can be separated from market movement.
- **Consent to anonymized research use.** Your brand is never named without your written agreement.
- **A named owner,** site and content access, and approvals within five business days.
- **A short data-sharing agreement,** signed before the baseline.

Half the planned post-publication price

STUDY COHORT · WHILE PLACES REMAIN

\$9,500

fixed, maximum \$24,500 in total

Plus \$750 per percentage point of qualifying Win Rate lift, capped at \$15,000.

AFTER PUBLICATION

\$19,000

fixed, maximum \$49,000 in total

Plus \$1,500 per percentage point of qualifying lift, capped at \$30,000.

	STUDY COHORT (NOW)	AFTER PUBLICATION
Fixed fee	\$9,500 (half at start, half at day 45)	\$19,000
Success fee	\$750 per point of qualifying lift	\$1,500 per point
Success fee cap	\$15,000	\$30,000
Maximum total	\$24,500	\$49,000
Re-measurements at months 6 and 12	Included	Quoted separately
Cohort benchmark and briefing	Included	Not available

Both prices cover one brand, one category and one market across ChatGPT, Gemini, Claude and Perplexity. Excludes paid media, website rebuilds, PR placement fees and additional scope, which is quoted separately.

How the 90 days run

WEEKS 1–2 Baseline Repeated probes establish your Win Rate against named competitors, with confidence intervals. The held-back control is agreed and frozen.	WEEKS 3–11 Remediation We find where AI stops recommending you and why, then fix the evidence, content and machine-readable signals behind it. You approve every change.	WEEKS 12–13 Re-measurement The baseline probes are re-run under the same conditions, with the held-back and market controls.	AFTER DAY 90 Outcome report Win Rate before and after, what moved it, and what to keep doing.
--	--	--	---

About the method

AIVO's methodology is disclosed and open to inspection. Its unit of measurement is the probe: one multi-turn buying conversation with an AI assistant under controlled conditions, with the model version and web-search state logged on every turn.

Research base	25,000+ probes across 250+ brands.
The Linkage Gap	87.3% displacement between being cited and being chosen, measured across 20,000+ probes and 200+ brands (working paper WP-2026-14).
Banking study	2,160 probes across 30 US banks, covered by American Banker.
Human-run archive	Around 2,330 additional conversations run by people in consumer AI apps, across 81 brands.

How the success fee works

Win Rate	The share of decision-point conversations in which the assistant recommends your brand outright. Shared recommendations, no-picks and referrals elsewhere are reported separately and do not count as wins.
Baseline	Win Rate measured in weeks 1–2, with a 95% confidence interval.
Qualifying lift	Day-90 Win Rate minus the upper bound of the baseline's 95% confidence interval, in percentage points. Only positive values count.
What counts	Conversations where the assistant searches the web live. Results from training data alone are reported as directional.
Controls	The held-back control and an untouched market prompt set are tracked, so category-wide shifts, including model updates, are netted out.
Measurement date	Fixed at signature, between days 84 and 90.
Payment and disputes	Payment within 30 days of the outcome report. Conversation logs and method are shared in full, with one independent re-run at our cost on request.

07 Integrity

Research integrity, data and procurement

- **Your fee buys the program, not a result.** Findings are reported whatever they show, including where there is no lift.
- **Payments are disclosed.** Academic collaborators are paid for research time, not results. Payment by cohort members is also disclosed in the research.
- **Anonymity by default.** Cohort members appear in publications only as an anonymized commercial cohort. Your brand is never named without your written agreement.
- **Your data stays protected.** Outcome data is used only for the study, held securely, never shared in identifiable form, and deleted or returned on request when the study ends.
- **Rigor you can point to.** Internally, taking part shows your board and finance team that marketing tests its metrics against commercial outcomes before relying on them. Externally, and only with your agreement, you can say you helped test a new marketing metric through independent research.
- **Procurement-light.** All measurement is external, using publicly available AI assistants. No access to your systems, no credentials, no software to install, and no personal or customer-level data. Fixes are made only with your approval, on properties you control or authorize. We are happy to complete your supplier questionnaire.

Join the study cohort.

We measure whether AI chooses you, not whether it mentions you, and we are paid more only when it does. Places are limited so the study stays balanced across categories.

tim@aivocorp.com

1. 30-minute call to confirm fit and the outcome measure
2. Data-sharing agreement and program agreement
3. Baseline starts within two weeks