

How We Measure AI Visibility

The methodology in six panels · theinnerlabs.com/methodology

01

Prompt construction

Prompts come from customer language — sales calls, support logs, search console — never keyword tools. The client owns the set, organised by intent cluster and frozen within a measurement period.

02

Sampling

Repeated runs per prompt per window, cold sessions only, daily collection for active programmes, model releases annotated on every timeline. Sample size is disclosed with every figure.

03

Engines

ChatGPT, Gemini, Claude and Perplexity, plus Google AI Overviews and AI Mode reported separately — collapsing them hides which surface drives your presence.

04

Metrics

Visibility, share of voice, position, sentiment and brand safety, citation share and AI shopping visibility — each with its own protocol and disclosed sample.

05

Classification

Judgement metrics get human review. Prose position, entity disambiguation and the competitor set are defined with the client and applied consistently.

06

Disclosure

Every figure carries its prompt set, engine set, sample size and date window. Estimates are labelled as estimates. Raw runs are available to clients.