
JOHN LOVETT
VP ANALYTICS
Seer Interactive
An Olympic-Size View into How LLMs Actually Think
June 25, 2026 | #AIforB2B
AI for B2B Marketers Summit™
A Marketing AI Institute Event

An Olympic-Size View into How LLMs Actually Think

We built a live laboratory to understand how AI forms an opinion



bit.ly/Seer_GEO_Olympics_Study

7

AI Platforms Tracked

ChatGPT, Gemini, AI Mode, AI Overviews, Perplexity, Meta AI, Claude

52

Days of Live Data

Same questions, every platform, every single day

231,347

LLM Responses

The closest thing yet to a controlled experiment

We did not study athletes.
We studied how AI decides **which athletes are worth talking about.**

Swap athlete for your brand, and this is your AI visibility problem.

FEBRUARY 13 / MEN'S FIGURE SKATING



Meet **Ilia Malinin**, the "**Quad God**"

This is how LLMs knew him before the 2026 Winter Olympic Games in Milan-Cortina Italy

Then things changed, but the LLMs didn't.

Image Source: By SpiritedMichelle - Own work, CC BY 4.0, https://commons.wikimedia.org/w/index.php?curid=182217720

FEBRUARY 13 / MEN'S FIGURE SKATING



Image Source: Photograph: Natacha Pisarenko/AP



Image Source: Sarah Stier/Getty Images

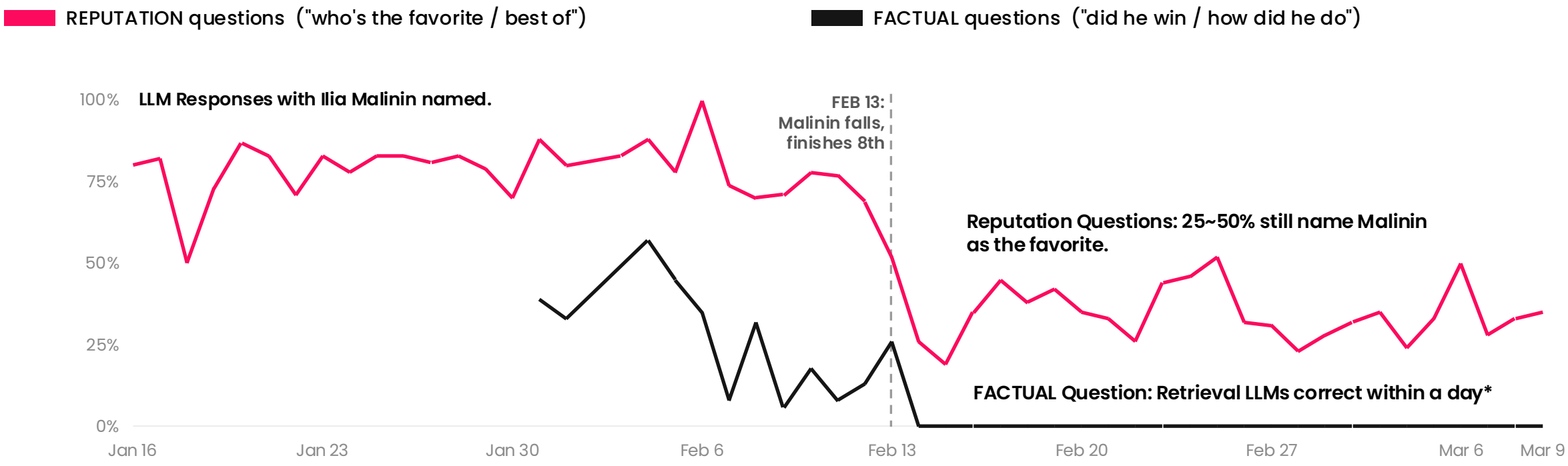


Image Source: Andreas Rentz/Getty Images Europe



Image Source: Robert Gauthier / Los Angeles Times

The day he lost, factual answers corrected. Reputation didn't.



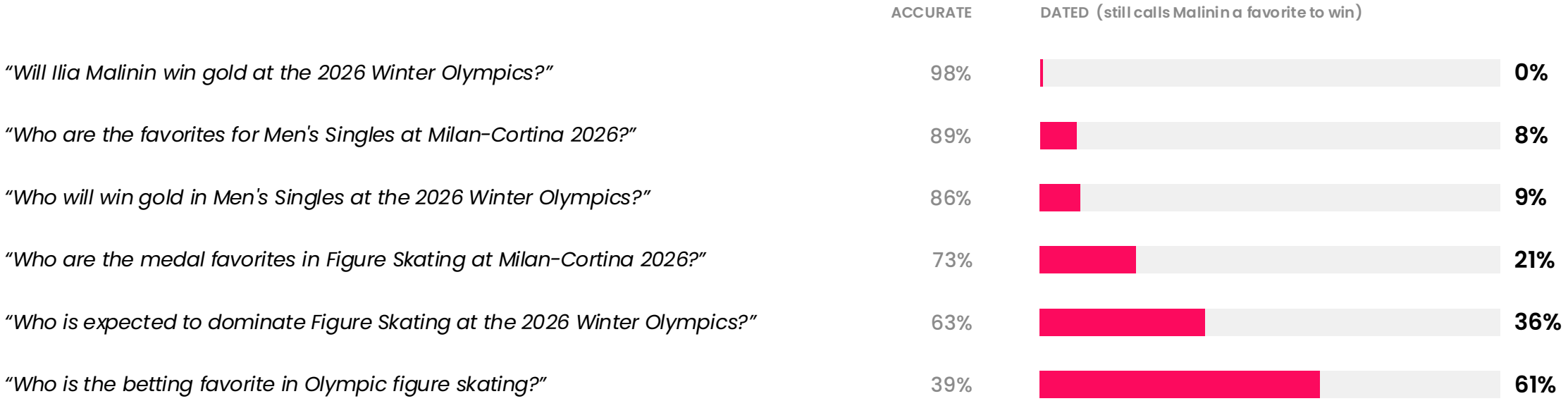
AI never had the facts wrong. Asked directly, it reported the 8th-place finish the next morning. The reputation questions simply kept answering from the story they already held.

Share of responses still presenting Malinin as a favorite to win with no mention of the fall, web-connected platforms. Data begins Jan 16, the first day these prompts returned Malinin. Source: Scrunch_All, brand_id 8560.

Factual questions corrected in a day. Reputation questions stayed wrong for weeks.

Every row is the same skater and the same three weeks after he finished 8th. Only the question framing changes.

AS THE QUESTION MOVES FROM OUTCOME TO REPUTATION, THE DATED ANSWER CLIMBS



Your buyers rarely ask whether one product failed. They ask **"who are the top vendors" and "who is the safe choice."** Those reputation questions get answered from your reputation, not your latest news.

Share of responses, Feb 14 to Mar 9, 2026, web-connected platforms. Accurate = acknowledged his actual result. Dated = Malinin specifically still framed as a favorite to win, no acknowledgment of the result.
Source: Scrunch_All, brand_id 8560.

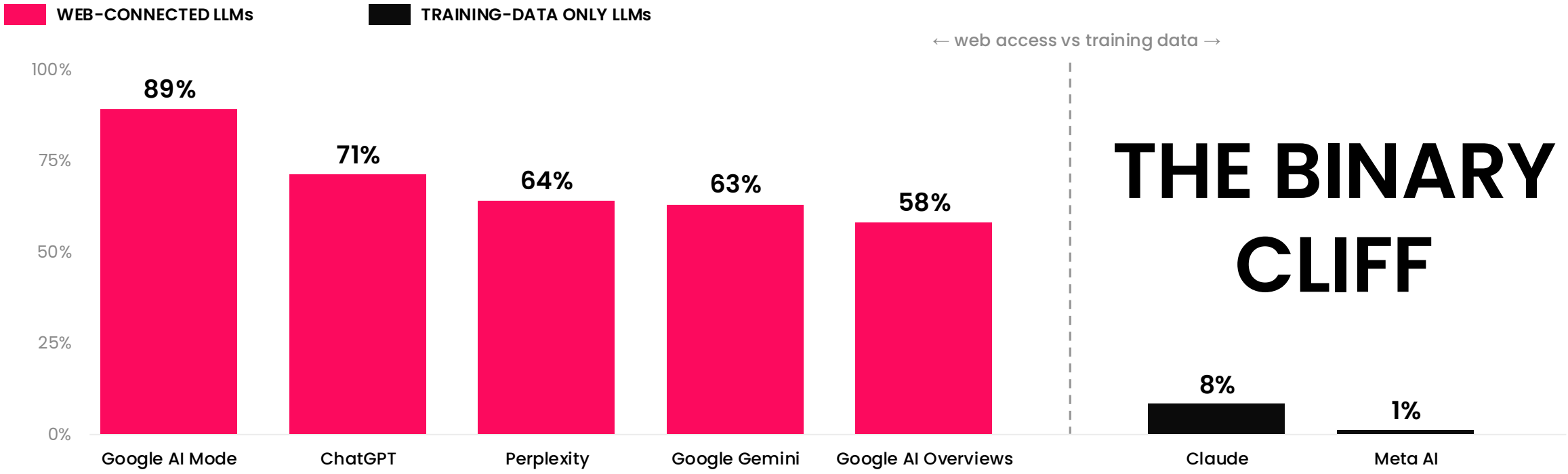


The Binary Cliff

THE CAPABILITY GATE / LINDSEY VONN TRAINING CRASH, JAN 30 2026

When the news broke, web access decided who could see it.

Vonn crashed 13 seconds into her Olympic run we started asking LLMs what happened. This data shows share of post-crash responses that named the crash, by platform.



Web Access Capability defines an LLMs knowledge. A model that cannot reach the facts on the Web will only ever tell you the truth it knows from training data, no matter how you ask it. During this study in February 2026, Claude and Meta AI relied entirely on training data. They did not access the web to retrieve responses to our prompts. Every other platform did.

Share of post-crash responses (Jan 30 to Feb 10, 2026) that named the training crash. Before Jan 30, every platform sat near zero. Source: Scrunch_All, brand_id 8560.

01

How AI decides what to surface

AI Visibility is a Sequence, not a Popularity Contest

E

COMES FIRST

Entity Authority

What you ARE.

The canonical record that lets AI identify you. Comes first. Gates everything else.

Own it.

V

COMES SECOND

Third-Party Validation

Why you MATTER.

Independent, credible sources that explain your significance across domains.

Have others explain it.

C

REINFORCES

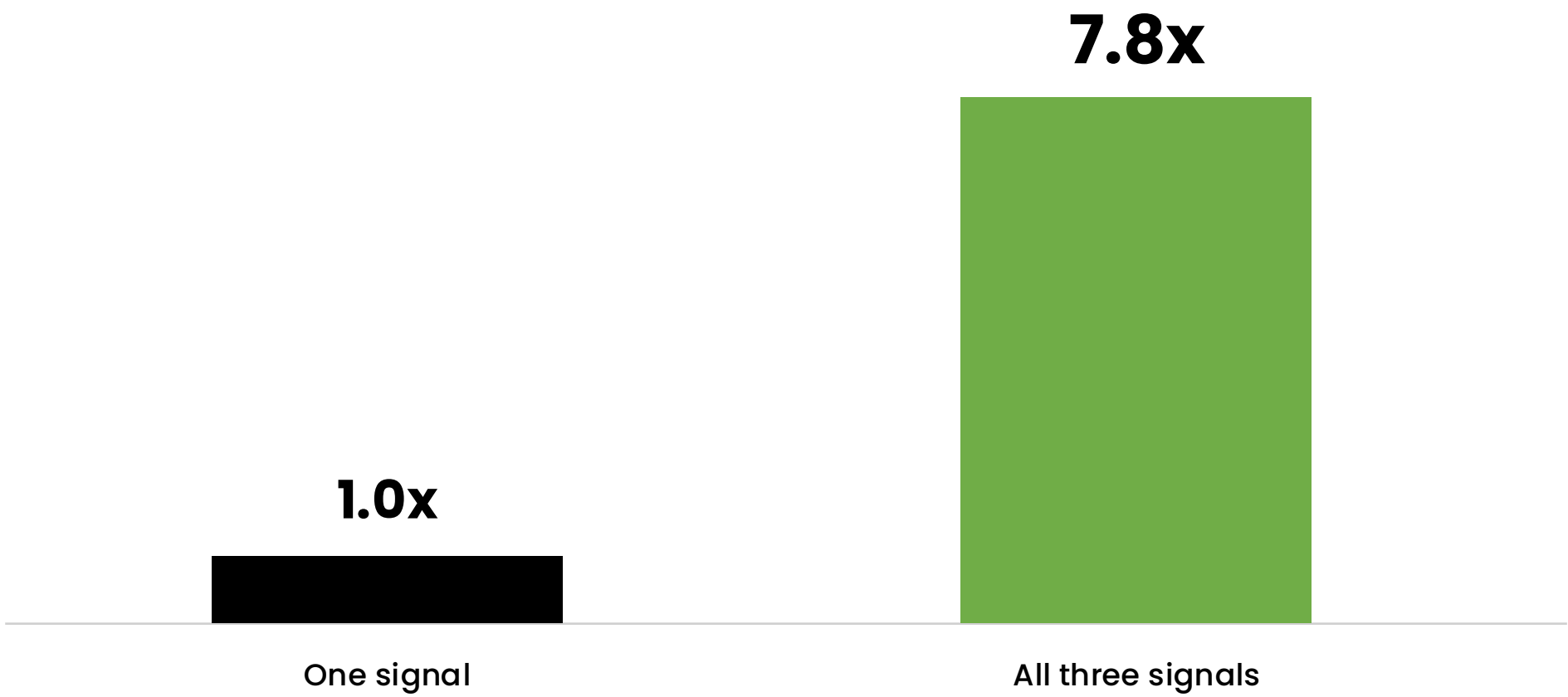
Community Discussion

What others SAY.

Unprompted discussion that reinforces on retrieval platforms. Reinforces. Cannot create.

Let them talk about it.

One signal to three signals GAINS 7.8x the AI mentions



Most brands have only one signal. The gap to all three is almost eight times (8x) the average AI mentions.



Image: Hans Klaus Techt/APA/picturedesk.com/picture alliance

Entity Authority comes first. Without it, nothing resolves.

EMMA AICHER - GERMANY



EMMA AICHER

E V C

A 3,064% surge bought her almost nothing.

Data: +3,064% Wikipedia surge during the Games.
Baseline entity: 6,853 monthly views, a 14,605-byte article.
AI mentions: 2,185. 17th out of 25 athletes.

What it means: A campaign moves attention. It does not move authority. LLMs resolve a name against a stored foundation, and Aicher arrived without one. The spike had nothing to attach to. The model saw the traffic and still did not know who she was.

Takeaway: Build the entity before the moment, not during it. A campaign amplifies authority you already have. It cannot manufacture authority you skipped.

E

What this means for your Brand:
Events amplify the authority you already have. They do not create it.

YOUR VERSION OF ENTITY AUTHORITY

Your “Owned” Website that states clearly who you are.

Wikipedia entity, Wikidata, Knowledge Panel.

THE TEST

Ask ChatGPT/Claude what you are. Clean, correct, accurate paragraph means you have it. Vague or empty means you build this before anything else.


Image: Daniel Munoz/AFP via Getty Images

Entity and Validation make you highly visible.

JORDAN STOLZ - USA



JORDAN STOLZ

E V C

2 Signals make you visible. Add community and you dominant.

Data: AI mentions: 14,253. 15,827 monthly Wikipedia views. 58,808-byte article, actively maintained. 175,000 social reach across 3 platforms, zero on YouTube.

What it means: Stolz has the first two signals and they are strong. A real Wikipedia entity, anchored to one consistent storyline (chasing Eric Heiden's records), and deep third-party coverage in his sport. What he does not have is the community layer. His social reach is small.

Takeaway: Authority and validation get you seen. Community is what places you on the medal podium. Build the conversation, and you're building winning AI visibility.

V

What this means for your Brand:

Entity Authority and Independent sources establish why you matter. But they don't get you to Mega-status.

YOUR VERSION OF 3rd PARTY VALIDATION

Press you did not pay for, analyst and expert mentions, third-party best-in-category roundups, and credible coverage.

THE TEST

Ask Gemini to explain your category...Who gets cited?
If the only source describing you is you, you do not have this signal yet.



Image: Julian Finney/Getty Images

The Most AI-Mentioned Athletes Stuck All Three Landings

MIKAELA SHIFFRIN – USA



MIKAELA SHIFFRIN

E V C

All three signals, and the top of the field.

Data: AI mentions: 17,036, the most of any athlete in the study. Presence 9.3%, rank 1 of 25. 139,013-byte article, the deepest of any skier tracked. 2.2M reach across 4 platforms, the maximum.

What it means: Community discussion is the last layer. It reinforces an entity that is already authoritative and validated, on the retrieval platforms that read live chatter. Shiffrin has every signal lit at once, and she sits alone at number one. The signals do not add. They compound.

Takeaway: Own it, have others confirm it, get people talking about it. Miss one and you cap out. Land all three and you are the answer.

C

What this means for your Brand:
Community reinforces. It cannot create.

YOUR VERSION OF COMMUNITY DISCUSSION

Reddit threads, review communities, forums, and Q&A where real users discuss you without your involvement.

THE TEST

Search Reddit for your brand. Is there a thread, and is it positive? On retrieval platforms that thread is live ammunition.

One signal is not enough. The stack is the whole game.

Same Games. Mentions climbed only as the signals stacked.

2,185

AI MENTIONS

Emma Aicher

Surge, no foundation.
14K-byte article, 28K reach.
Ranked 17th out of 25 athletes

E V C

14,253

AI MENTIONS

Jordan Stolz

Entity and Validation, shallow reach. 175k reach, 59K article. 2nd out of 25 athletes

E V C

17,036

AI MENTIONS

Mikaela Shiffrin

All three, deep.
139K article, 2.2M reach.
Ranked 1st out of 25 athletes

E V C

E Entity Authority **V** Third-Party Validation **C** Community Discussion

Entity depth gates everything.

THE INFRASTRUCTURE, IN ORDER

01 — ENTITY AUTHORITY

Own it.

02 — THIRD-PARTY VALIDATION

Have others explain it.

03 — COMMUNITY DISCUSSION

Let them talk about it.

That leads to AI Visibility

02

How to Plan for AI Visibility to Amplify Your Next B2B Marketing Campaign

Pre-Campaign: Get your house in order by establishing your Entity Authority



- ✓ Entity authority and third-party validation are established
- ✓ Wikipedia is current
- ✓ Authoritative editorial sources have described your brand accurately and recently
- ✓ Official properties are comprehensive

If these are not in place 90 days before the campaign launches, the campaign amplifies nothing.

Campaign Launch: Here, relationships matter: influencers, editors, and Reddit posters become your announcers



- ✓ Generate community discussion
- ✓ Entice independent references
- ✓ Press coverage
- ✓ Reddit threads
- ✓ forum conversations
- ✓ YouTube content

These are not promotional placements. They are third-party voices treating your entity as significant enough to discuss. AI knows the difference.

Post-Campaign: Monitor what each platform is generating about you.



- ✓ Run a Reputation query prompt
- ✓ Check whether your Authoritative sources still appear
- ✓ Check whether your Factual citations have shifted
- ✓ Is the model completing the new campaign story?

If your brand has factual layer coverage, you get cited. The reputation layer is what gets you recommended.

GEO is infrastructure, not a campaign.
AI visibility is a reputation problem, not an SEO problem.

The work is not something you run once. It is something you build and keep.

AI is going to complete a story about your brand whether you shape it or not.

Your job is to give it the right one to complete.

Three questions to leave with.

bit.ly/Seer_GEO_Olympics_Study

E

Ask AI what you are. Did it answer cleanly?

Entity Authority

V

When AI explains your category, do you show up in credible sources?

Third-Party Validation

C

Is there a Reddit thread about you, and what does it say?

Community Discussion

Whichever you cannot answer yes to is the signal you build next. In that order.



Thank you!

JOHN LOVETT

VP ANALYTICS
Seer Interactive

bit.ly/Seer_GEO_Olympics_Study

/in/jlovett/

https://www.seerinteractive.com/

June 25, 2026 | #AIforB2B

AI for B2B Marketers Summit™
A Marketing AI Institute Event