

Measuring AI Search

The KPIs we actually trust

Alisa Scharf, Chief AI Officer, Seer Interactive

seer
interactive

Your CEO asks:
Is AI search working?
Can you answer?

Make sure to catch Wil Reynolds' session **Seen. Believed. Chosen.**

Today at 11:40 a.m in Exhibit Hall B

**How can it
be working,
it's sending
almost no
traffic!!!!**

<1%

Booking.com

of room nights, and it
“hasn’t moved so much”

<1%

Etsy

of traffic comes from
agentic experiences

3%

LEGALZOOM

of LLC formation traffic
came from AI in June

**And yet, it
shapes
almost
every B2B
purchase...**

94%

Forrester
of business buyers used AI
in their last purchase

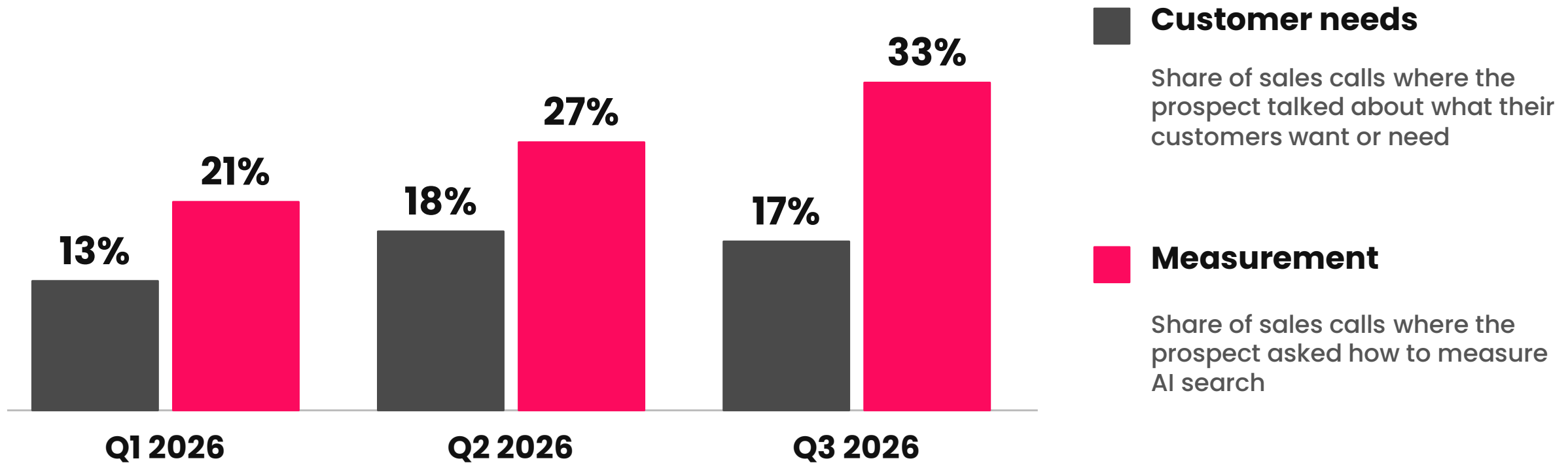
33%

G2
bought from a vendor
they had never heard of

41%

Semrush
of US adults bought on a
chatbot's advice

By Q3, our buyers asked about measurement **~2x** as often as they talked about what their customers need.



Source: 512 recorded Seer Interactive sales calls, Jan 1 to Sep 25, 2026. Prospect-spoken lines only. Share of all sales calls per quarter.

It looks like SEO. So we...

- **Measure it like SEO**

It looks tiny, and the budget follows the traffic.

- **Optimize it like SEO**

We update our own site. The answer is built from pages others own.

- **Staff it like SEO**

The SEO person absorbs it, on top of a job that was already full.

IT'S NOT SEO.

**It's your brand, on a screen,
in front of a customer.**

Why is a **YouTube ad** worth paying for, but
an LLM recommendation isn't?

What the buyer asks AI

The buyer's question

"I run marketing at a 40-person B2B company preparing for expansion in 2027... What's the best CRM for a small to mid-size business that's **AI-native, not AI bolted on**, and won't cost more than about **\$100 per user per month**?"

Here's what winning in AI Search looks like

- 1 BE SEEN · When they ask, are we in the answer?**

- 2 BE BELIEVED · When we're in the answer, does it get us right?**

- 3 BE CHOSEN · When it gets us right, does it lead to a purchase?**

Were you seen?

Seen

Believed

Chosen

Hubspot is named, but as the runner-up. Attio gets the pick. 6 others mentioned, but not in the context they want.

What AI told
the buyer

For a 40-person B2B team with a marketing lead driving the purchase, I'd shortlist **Attio** as the AI-native pick and **HubSpot** as the main alternative.

Others I'd skip or treat cautiously

- Zoho and Freshsales are cheap and capable, but their AI is bolted on, which doesn't match your brief.
- Newer AI-native names like Lightfield, Clarify, Day AI, and Coffee exist, but several are small and young. Much of the "best of" content about them is vendor-written. For example, the article calling Coffee the only truly agentic CRM is published by Coffee. I'd demo them rather than trust the rankings.

AI native CRM B2B Attio Clarify Day ai pricing 2026

site.attio.com pricing AI Pro credits

site.clarify.ai pricing CRM

site.day.ai pricing CRM

site.lightfield.app pricing CRM

site.folk.app pricing AI CRM

site.hubspot.com sales hub pricing professional 2026 AI credits marketing hub

**Believe it or not,
we tend to
believe AI.**

74%

of final shortlists came
straight from the AI's
answer

64% clicked nothing. No new
tab, no second opinion.

Seen

Believed

Chosen

How to measure it

THE METRIC **YOUR BOARD UNDERSTANDS**

Share of voice

How often does AI name us?

HOW TO MEASURE

Answers that name you ÷ all tracked answers to your buyers' questions

THE METRIC **THAT SHOWS YOU YOU'RE WINNING**

AI Shortlist rate

On AI's list before it reads a page?

HOW TO MEASURE

Query fan-out & grounding queries that name you ÷ all fan-out searches behind your buyers' questions

Seen

Believed

Chosen

Avoid the gotchas

WHAT YOU TRACK

Real buyer questions

"Best AI-native CRM under \$100 a seat," not "best CRM software."

HOW OFTEN

10 to 30 runs a month

One run named 6 brands. Ten runs named 13.

HOW YOU READ IT

Direction, not a score

Up or down vs. last month, and against which competitors?

Were you believed?

Seen

Believed

Chosen

Described, but in reviewers' words. None of it is HubSpot's message, it's owned by third party review sites.

What AI told
the buyer

What users complain about

HubSpot is rated well overall, 4.4 out of 5 across nearly 16,000 G2 Marketing Hub reviews. One roundup also notes a 1.9 on Trustpilot, which skews toward unhappy customers. The recurring complaints: [g2](#) [tldv](#)

- **Cost creep.** Reviewers say costs climb quickly as contact lists grow, even if many of those contacts aren't actively marketed to. [g2](#)
- **Contact-tier surprises.** One analysis says going over a tier limit auto-upgrades your billing mid-contract with no grace period for cleanup. That source sells a competing product, so treat it with some skepticism, but ask HubSpot how overages work. [docket](#)
- **Contract friction.** One Capterra reviewer says sales switched them from month-to-month to an annual contract and refused to release them. That's a single anecdote, but Professional does require an annual commitment. [capterra](#) [toolradar](#)

How to measure it

Seen

Believed

Chosen

THE METRIC **YOUR BOARD UNDERSTANDS**

Message pull-through

Is AI telling our story?

HOW TO MEASURE

Answers that repeat your key messages
÷ answers that mention you

THE METRIC **THAT SHOWS YOU YOU'RE WINNING**

Brand accuracy

Is AI getting the facts right?

HOW TO MEASURE

Answers that get you right ÷ answers that
mention you

Were you chosen?

Seen

Believed

Chosen

Picked, and the pick held. Even when prompted to consider Salesforce, AI stuck with HubSpot.

What AI told
the buyer

My pick is HubSpot: Marketing Hub Professional for marketing, with Starter seats for your 5 sellers.

I'm choosing it over the AI-native options because you need a marketing platform, and none of the AI-native CRMs I looked at include one. Attio has tight email limits, and the reviews I found say Freshsales is a sales CRM, not a full marketing suite, with limited multi-channel campaign builders. HubSpot is the only one that gives you CRM and real marketing automation in one tool. It's also the easiest to set up yourselves, since Gmail and Slack integrations work even on the free tier. [leadhaste](#) [mo](#)

You'd be giving up the AI-native requirement. HubSpot's AI is added on top. Email logging, record summaries, and enrichment should cut your reps' typing, but none of these tools eliminates data entry. If AI-native is non-negotiable, the alternative is Attio plus a separate email tool, which means more integration work and a harder 30-day deadline.

Seen

Believed

Chosen

How to measure it

THE METRIC **YOUR BOARD UNDERSTANDS**

Pipeline contribution

Is demand following?

HOW TO MEASURE

Branded search + direct + demo requests
read against your AI metrics over time

THE METRIC **THAT SHOWS YOU YOU'RE WINNING**

Recommendation rate

When AI makes a pick, is it us?

HOW TO MEASURE

Answers that pick you
÷ all answers to your buyers' questions

Six KPIs that serve those funding the investment, and those optimizing the investment.

REACH • BE SEEN

1. Share of voice

How often AI names you

1. AI shortlist rate

If AI searches for you by name

FREQUENCY • BE BELIEVED

3. Message pull-through

Whether AI tells your story

4. Brand accuracy

Whether AI gets the facts right

SALES PROXY • BE CHOSEN

5. Pipeline contribution

Whether demand follows

6. Recommendation rate

How often AI picks you

**AI Search is not
a performance
marketing
channel.**



Full KPI menu, scorecard and
tools

info.seerinteractive.com/alisa-scharf-2026-maicon