

AI Listening

Understand and optimize the impact of AI search for your brand and products.



THE NEW DISCOVERY REALITY

Consumers are asking AI what to buy, watch, and choose. Is your brand in the answer?

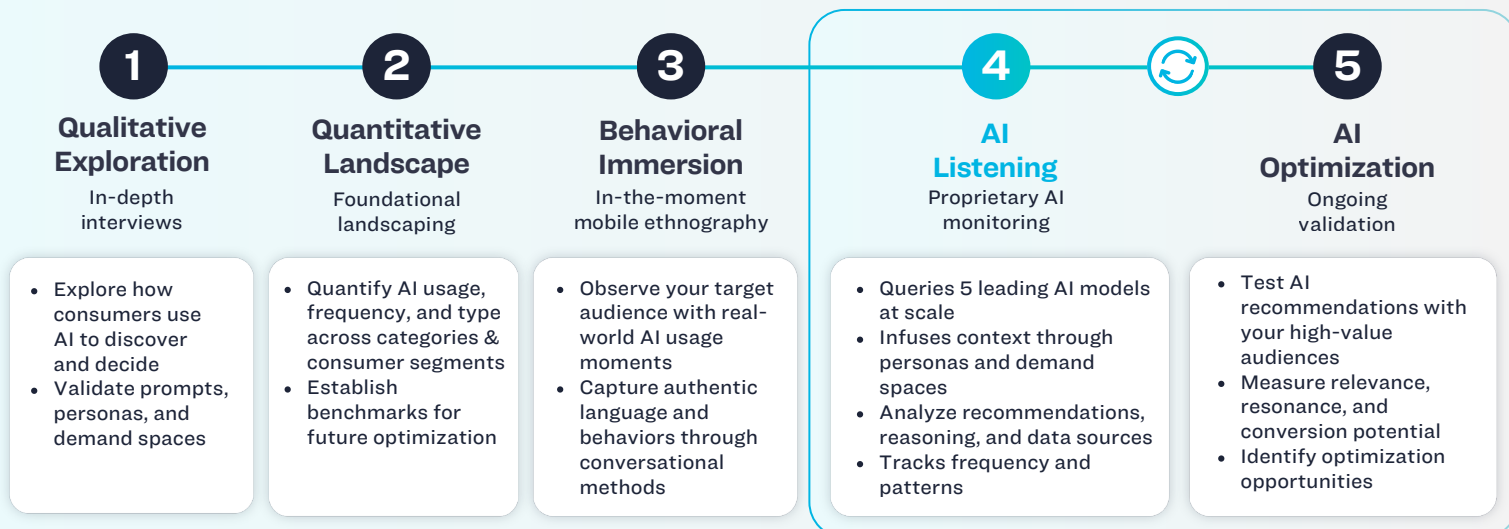
Most brands lack visibility into how AI represents them - if they're recommended or why. AI Listening reveals AI's impact on decisions; helping you monitor and optimize how your brand, services and content shows up where it matters most.

Unlike search, AI has a point of view: it responds with personalized recommendations tailored to the user, context & intent.

RESEARCH FRAMEWORK

A Flexible 5-Stage Process

From qualitative exploration to ongoing AI optimization. Every stage builds toward end-to-end intelligence.



Intelligence you can **action**

AI Listening delivers end-to-end intelligence, spanning how consumers use AI today, how AI represents your brand or product and whether those recommendations truly resonate with your target consumer.

Consumer AI Usage

Discover when, why, and how deeply AI influences the decision journey among your high-value consumers.

→ Prioritize where and how to show up in the AI ecosystem

AI Share Of Voice

Learn how often your brand is recommended versus competitors across all five leading AI models.

→ Set a baseline and track improvement over time

Training Data VS. Live Web

Uncover whether AI draws from training data or live results when recommending brands in your category.

→ Prioritize PR, content, or SEO strategy accordingly

Recommendation Rationale

Discover the decision logic and attributes AI weights more heavily when making recommendations.

→ Identify attributes to own and amplify in your messaging

Persona-Level Insight

Uncover which contexts and demand spaces drive AI recommendations in your favor.

→ Focus content and media where AI is already working for you

Human Validation

Continuously monitor, optimize and validate AI recommendations among real human respondents.

→ Identify how AI impacts brand perception & purchase intent

WHY REACH3

AI-Accelerated Research Framework

Qual + Quant + Video

Use the power of our immersive mobile-first techniques to capture authentic, in-context behaviour.

Across 5 AI Models

Continuously improve for your personas and demand spaces across all leading AI platforms.

Unified Analysis

AI optimizations continuously validated with real consumers for decisions you can trust.

How is your brand **showing up?**

reach3insights.com/AI-Listening