

New LLM Scout Research Reveals Significant Differences in How AI Assistants Recommend Brands

Research led by Frank Vitetta finds ChatGPT, Claude, Gemini and Perplexity can produce different brand recommendations from the same commercial queries.



FRANK VITETTA

London, United Kingdom Oct 8, 2026 ([IssueWire.com](https://www.IssueWire.com)) - New research from LLM Scout, founded by AI consultant Frank Vitetta, examines how differently leading conversational AI systems can represent brands when presented with the same commercial questions, highlighting a growing challenge for companies adapting to AI-driven discovery.

The research evaluated 749 identical product-selection queries using data drawn from nearly 27,000 AI answers collected by LLM Scout over a nine-month period. The analysis found that ChatGPT, Claude, Gemini and Perplexity did not consistently agree on whether to mention a tracked brand, with disagreement occurring in 27.2% of the evaluated cases.

The findings point to an emerging limitation in treating AI visibility as an extension of traditional search-engine optimization. While conventional search strategies often focus on rankings within a single search environment, conversational AI systems can rely on different retrieval, filtering and ranking processes when generating answers.

For companies, this means that appearing prominently in one AI platform does not necessarily indicate

equivalent visibility across other systems.

“Search itself is being rewritten,” Vitetta has said when discussing the shift from traditional search toward AI-driven discovery.

The research also found differences in how frequently individual AI systems named specific brands. Among the platforms examined, ChatGPT was the most likely to mention a specific brand in cases where competing models did not.

According to LLM Scout, these differences reinforce the importance of measuring AI visibility across multiple models rather than relying on a single platform as an indicator of overall performance.

Frank Vitetta has worked in digital marketing, SEO and lead generation for more than two decades. He is the founder of Orchid Box, a London-based B2B digital marketing agency, and later developed LLM Scout to address the growing need for measurable visibility within conversational AI systems.

Orchid Box has worked across areas including SEO, technical SEO, content marketing, conversion optimisation, international SEO and digital marketing. Vitetta's work has increasingly focused on the intersection between search, artificial intelligence and how businesses are discovered online.

LLM Scout is designed to help marketing and SEO teams monitor how brands are represented across major AI assistants. The platform tracks elements including brand mentions, citations and competitive visibility, providing businesses with a way to examine how AI systems respond to real-world buyer questions.

The research comes as businesses increasingly experiment with generative AI as a discovery channel. Instead of beginning their research with a conventional keyword search, consumers and business buyers can now ask AI assistants for recommendations, comparisons and purchasing guidance.

This creates a different visibility problem for businesses: being technically well optimised for conventional search does not necessarily mean being consistently represented within AI-generated answers.

The full research and methodology are available through Frank Vitetta's published research materials and LLM Scout.

About Frank Vitetta

Frank Vitetta is a London-based AI consultant, entrepreneur and founder of LLM Scout and Orchid Box. His work focuses on digital marketing, search, AI-driven discovery and the development of tools that help businesses understand how they are represented across emerging AI platforms.

About LLM Scout

LLM Scout is an AI visibility analytics platform that helps businesses and marketing teams understand how their brands appear across conversational AI systems. The platform monitors brand mentions, citations and competitive visibility across major AI assistants.

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