AI Reputation Manager

Quick Start Guide

Reputation

2025

AI Reputation Manager

AI Reputation Manager monitors, analyzes, and optimizes how a brand appears in AI search results (e.g., ChatGPT, Gemini, Bing AI). This tool allows the user to ask AI specific questions about a brand to understand what responses the AI models return, giving users deeper insight into how their brand is perceived in an AI search.

- Ask: Input tailored prompts to see how AI search engines respond to queries about a brand.

- Analyze: Evaluate AI-generated responses for sentiment, identify data gaps or misinformation, and understand consumer perception.

- Act: Optimize brand messaging and address inaccuracies to proactively shape the brand reputation in the AI landscape.

Add Questions

1. In the Reputation platform, go to **Experience** > **AI Reputation Manager**.

2. In the **Consent to use AI** dialog box, review the message and click **I consent**.

3. Click **Add Question** to add a prompt.

   - Users can add up to 40 prompts.
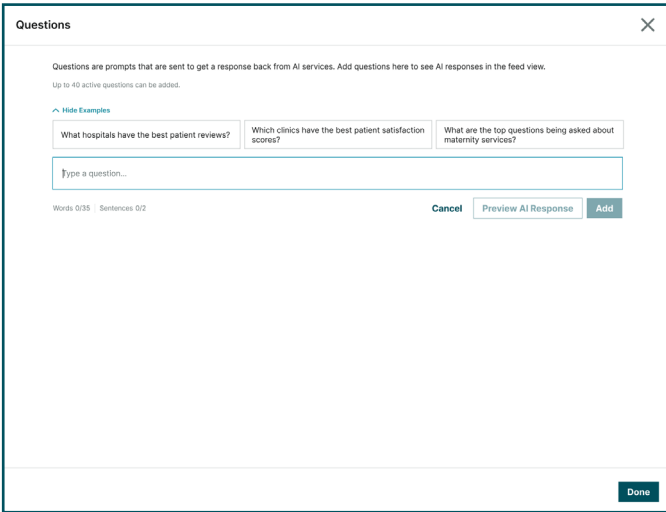
4. Type the question.

   - There are example questions above the text field as examples of effective prompts.

5. Click **Preview AI Response** to see what type of information will be returned and determine if the question should be added.

6. Click **Add** to include the question.
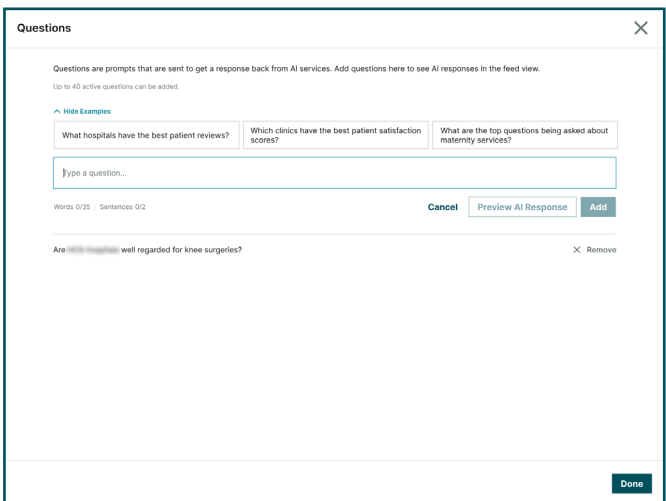
7. Continue to add questions as needed.

8. Click **Done**.

AI Reputation Manager will display summations of answers from multiple AI, along with sentiment tags.

Navigate Questions

AI Reputation Manager `Beta`

A ⬇ | **Manage Questions** **B**

Ask business specific questions and see how AI responds to them. Uncover insights within AI responses and act. **Learn more**
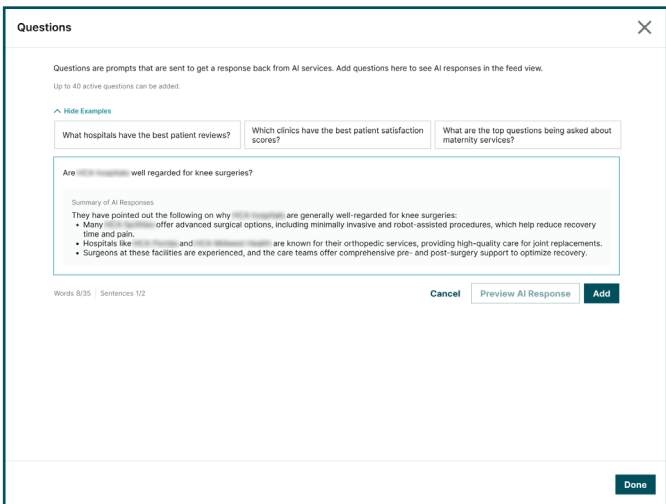
Disclaimer: The information is pulled from various AI services and is provided as-is without any warranties or guarantees of accuracy. Reputation recommends independently verifying the information.

AI Responses ⓘ

C word

Are ▓▓▓▓▓▓▓ **well-regarded for knee surgeries?**   Last generated Dec 16, 2024 ↻ **E**

Conclusion

Agreed   `Alignment Score: 100%` **D**

F Summary

They have pointed out the following on why ▓▓▓▓▓▓ are generally well-regarded for knee surgeries:
- Many ▓▓▓▓▓▓ offer advanced surgical options, including minimally invasive and robot-assisted procedures, which help reduce recovery time and pain.
- Hospitals like ▓▓▓▓▓ and ▓▓▓▓▓▓▓▓ are known for their orthopedic services, providing high-quality care for joint replacements.
- Surgeons at these facilities are experienced, and the care teams offer comprehensive pre- and post-surgery support to optimize recovery.

`Advanced Equipment` `High Quality Care` `High Quality Care` `High Quality Care` `Accidents` `Accidents` **G**

🔗 Sources (20) **H**

👍 👎 **I**

What are the most liked domestic SUV's?   Last generated Dec 16, 2024 ↻

Conclusion

Ford Explorer, Chevrolet Traverse, Jeep Grand Cherokee, GMC Acadia, Toyota RAV4   `Alignment Score: 100%`

Summary
- Ford Explorer: Known for its spaciousness and versatility, the Explorer is popular among families and offers a variety of engine options.
- Chevrolet Traverse: This midsize SUV is appreciated for its roomy interior, comfort, and user-friendly technology.
- Jeep Grand Cherokee: Famous for its off-road capabilities and luxurious features, the Grand Cherokee remains a favorite among adventure seekers and those wanting a premium experience.
- GMC Acadia: Offers a comfortable ride and upscale interior, making it a good choice for families needing extra space.
- Toyota RAV4: Although a Japanese brand, the RAV4 is often built in the U.S. and has a strong reputation for reliability, fuel efficiency, and overall value.
- Ford Explorer: Known for its spaciousness and versatility, the Explorer is popular among families and offers a variety of engine options.
- Chevrolet Traverse: This midsize SUV is appreciated for its roomy interior, comfort, and user-friendly technology.
- Jeep Grand Cherokee: Famous for its off-road capabilities and luxurious features, the Grand Cherokee remains a favorite among adventure seekers and those wanting a premium experience.

|	
A	The download icon downloads generated answers.
B	**Manage Questions** allows users to add or remove questions.
C	The word icon opens a word cloud that maps all the topics in the answer list. The size of the word indicates the frequency of the word appearing in search results, while the color indicates the overall contextual sentiment.
D	The **Conclusion** section summarizes the level of similarity between each AI source's response to the question, and shows if answers are consistent across various platforms.
E	The date displays the last time answers were generated. Click the refresh icon to regenerate answers.
F	The **Summary** section compiles the responses from several AI sources.
G	The sentiment tags show the general sentiment and common themes of the summary.
H	Click **Sources** to cite specific takeaways in the summary from several AI sources.
I	The like and dislike icons provide Reputation feedback on the summary response. After clicking either icon, share the reasons you chose to like or dislike the response.

Manage Questions
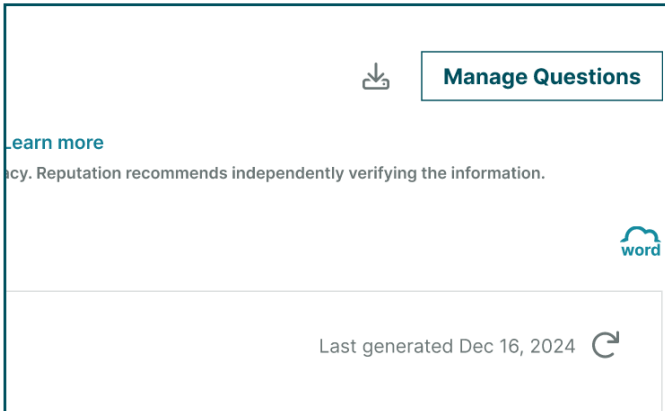
1. In the top right corner, click **Manage Questions.**

   - From this page, add or remove questions.
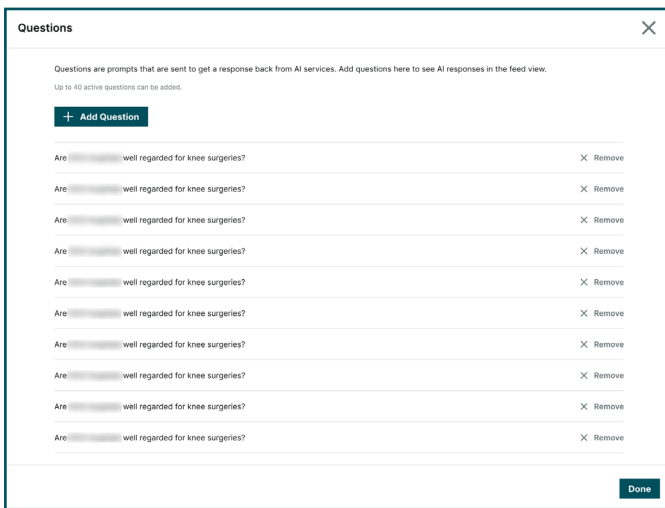
2. To add a question, click **Add Question** and follow the steps from previous section of this guide.
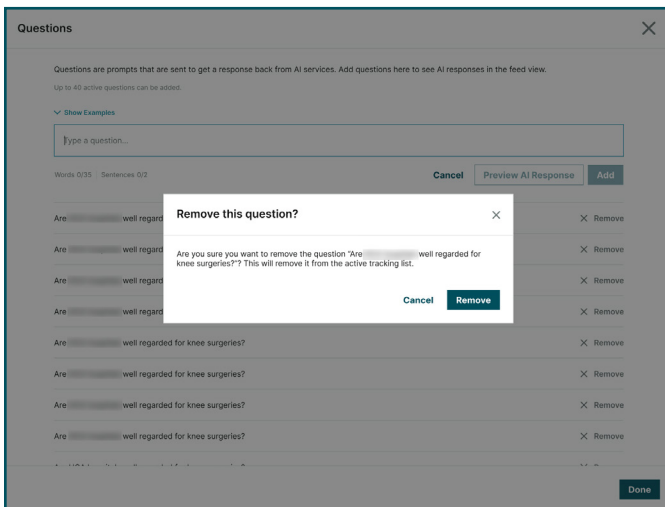
3. To remove a question, click **Remove**.

4. In the **Remove this question?** pop-up window, click **Remove**.

Common Themes

The word cloud is comprised of the common themes in the answers to the listed questions. The size of the word indicates the frequency of the word appearing in search result summaries, while the color indicates the general sentiment.
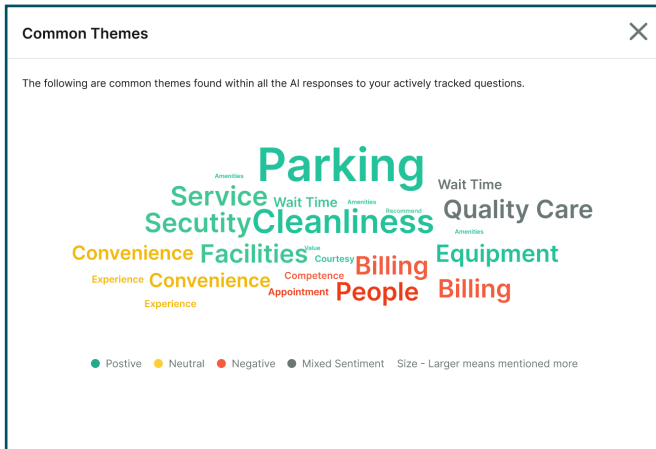
1. Click the word cloud icon to open a word cloud.

Sources

While reviewing a summary to a question, click **Sources** to cite all of the AI source responses that factor into the overall summary. Citations include where all related information can be found, including web searches and websites that contain related information.

Sources (20)

The luxury car market: Five new industry trends | McKinsey
mckinsey.com

Best and Worst Places to Buy a Used Car | U.S. News
cars.usnews.com

Luxury car - Wikipedia
en.wikipedia.org

What are the worst places to buy used cars? - Quora
quora.com

Provide Feedback

Provide Feedback   ✕

Please let us know why you liked the AI response.

Disclaimer: Feedback will help the Reputation team monitor qualities including accuracy, style, completeness, and appropriateness of responses from our AI service.

Reason(s)*

☐ Is accurate   ☐ Like the style   ☐ Has complete information   ☐ Appropiate

☐ Other

Specific Feedback (Optional)

Type feedback...

Cancel   Submit

1. Click the thumbs up icon to provide positive feedback to the summarized response.

   👍 👎

Provide Feedback   ✕

Please let us know why you disliked the AI response.

Disclaimer: Feedback will help the Reputation team monitor qualities including accuracy, style, completeness, and appropriateness of responses from our AI service.

Reason(s)*

☐ Is not accurate   ☐ Don't like the style   ☐ Not complete information

☐ Not appropiate   ☐ Other

Specific Feedback (Optional)

Type feedback...

Cancel   Submit

2. Click the thumbs down icon to provide negative feedback to the summarized response..

   👍 👎