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- volatility
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- GEO
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abstract: >

This white paper presents findings from The AIVO Standard's R&D program based on 100,000+ reverse-engineered prompts across industries and LLMs (ChatGPT, Gemini, Claude, Perplexity, Grok). It formalizes a tiered citation framework—Tier 1 (foundational/canonical), Tier 2 (industry validation), Tier 3 (topical/recency)—and shows that brands relying primarily on Tier 2/3 experience 40–60% month-on-month visibility volatility in AI assistants. The paper identifies a governance gap in current AI visibility tools (which report where brands appear now but do not measure durability, decay, risk, or causality) and introduces PSOS™ (Prompt-Space Occupancy Score) as a governance-grade KPI that weights visibility across tiers, adjusts for decay, and enables board-level reporting, benchmarking, and certification.