

Brand experience lessons from the Universal Marketing Dictionary AI trials

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THE THROUGHLINE

**Lead with Human
Intelligence.
Grow with AI Collaborators.**

01

The Authority

Not generated. Governed.

1,800+

MASB-certified marketing & financial
terms

15 yrs

of continuous human curation

2011

MASB launches the project

ANSI-designated U.S. representative to ISO Technical Committee 289 — MASB led ISO 10668 and 20671.

The reach is the tip of the iceberg

~350,000

annual visitors to marketing-dictionary.org

VISIBLE

~350K
visitors

SUBMERGED

Search · Wikipedia
Term of the Week · AI

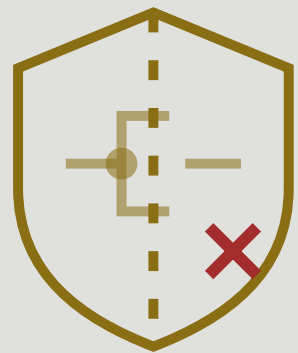
where the influence actually is

- Q- Search engines — definitions surface directly in Bing and Google results.
- W- Wikipedia — UMD entries feed and reinforce encyclopedia definitions.
- 📅- Term of the Week — a marketing quiz published 400+ times, on LinkedIn and email.
- 🤖- AI assistants — the UMD is increasingly cited as a primary source inside AI answers.

02

The Disruption

False statements, dressed in your authority

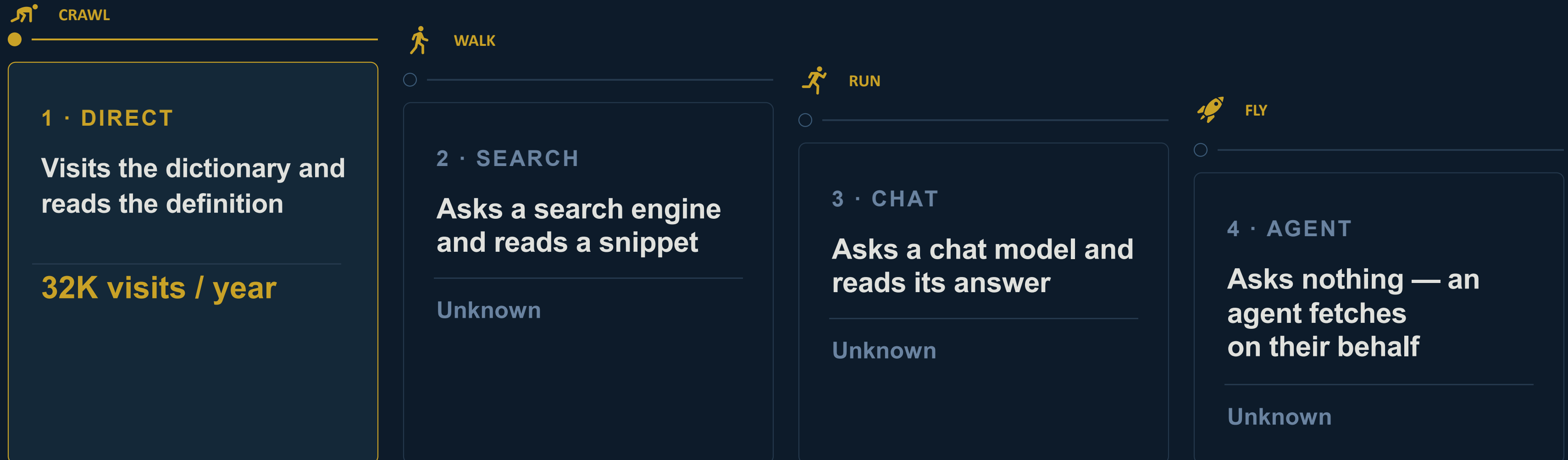


Most brands are invisible in AI-generated answers entirely, and the ones that do appear often show up wrong: mispositioned, conflated with a competitor, stripped of context.

Jordan Jewell

Sr Research Director, IDC

Meet members where they now ask.



- Only the first column is a number we own.
- The reader changes at every step: the member, a ranking algorithm, a model, then an agent.

The uncoded half is the asset still on the table.

Nearly half of member intelligence never leaves the individual. Direct, search, chat or agent — no interface can retrieve what the corpus does not contain.

12%

Standards body

captured insight

18%

Search

findable

22%

LLM

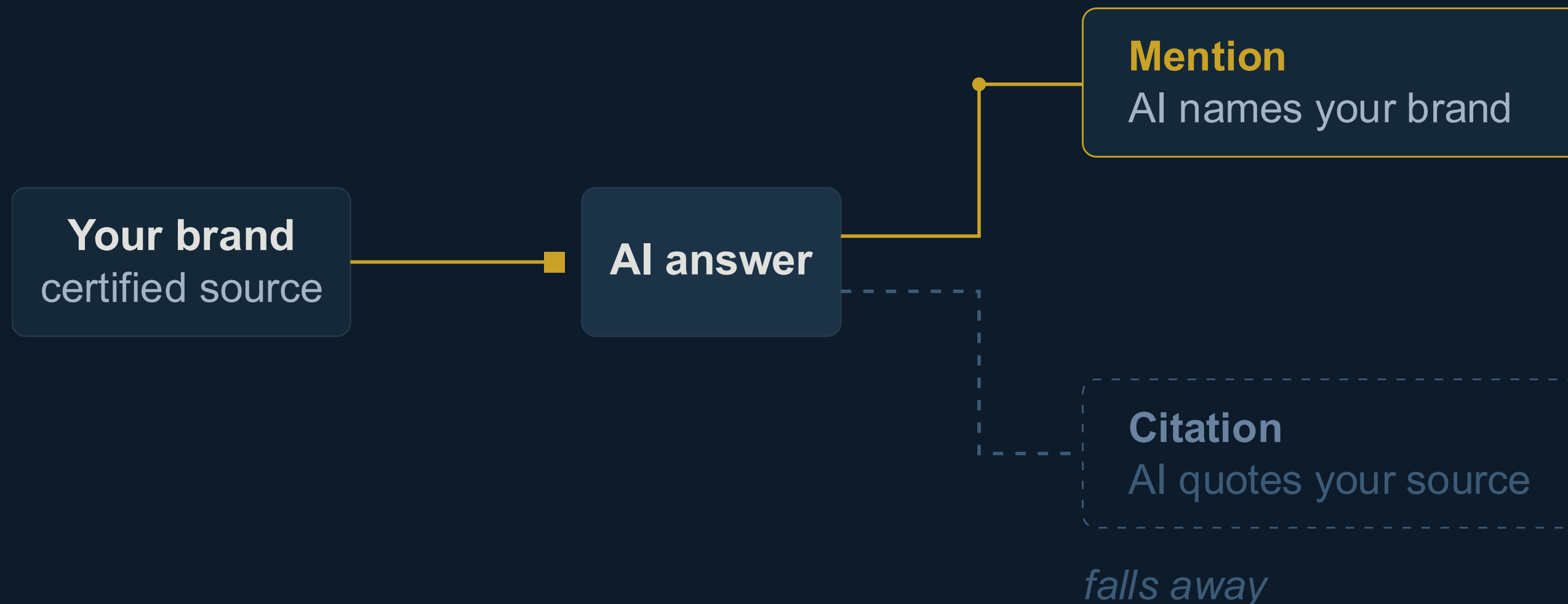
AI-surfaced

48%

Owned

locked in members' heads

The description survives. The source disappears.

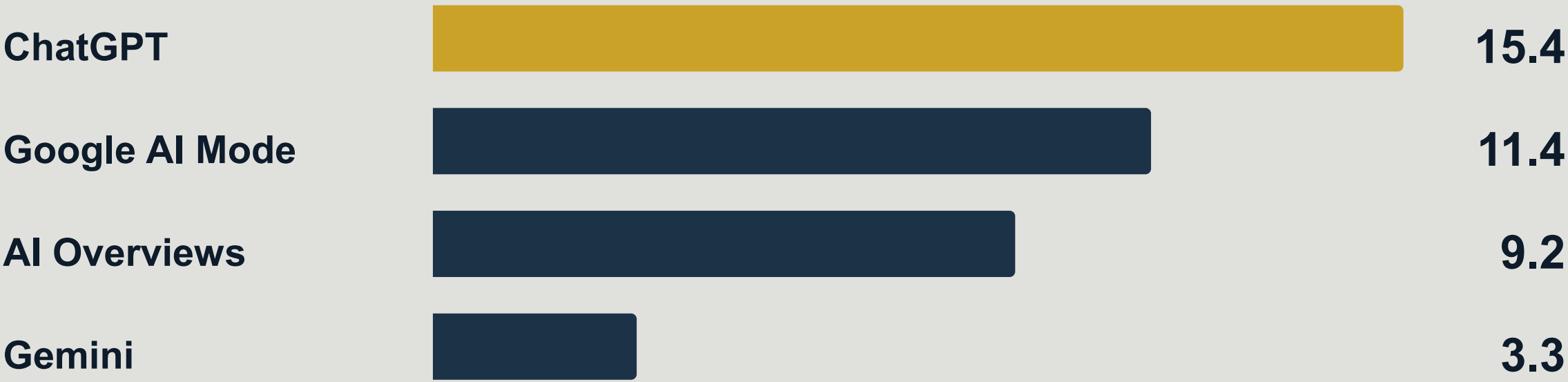


30%

On Google Gemini, as few as 30% of the brands AI mentions are also cited as a source.

There is no single “AI answer”

AVG. SOURCES CITED PER RESPONSE



34pt

swing in mention-to-source overlap across the four platforms

Different sources win: ChatGPT leans Reddit, Gemini leans Wikipedia, Google leans YouTube.

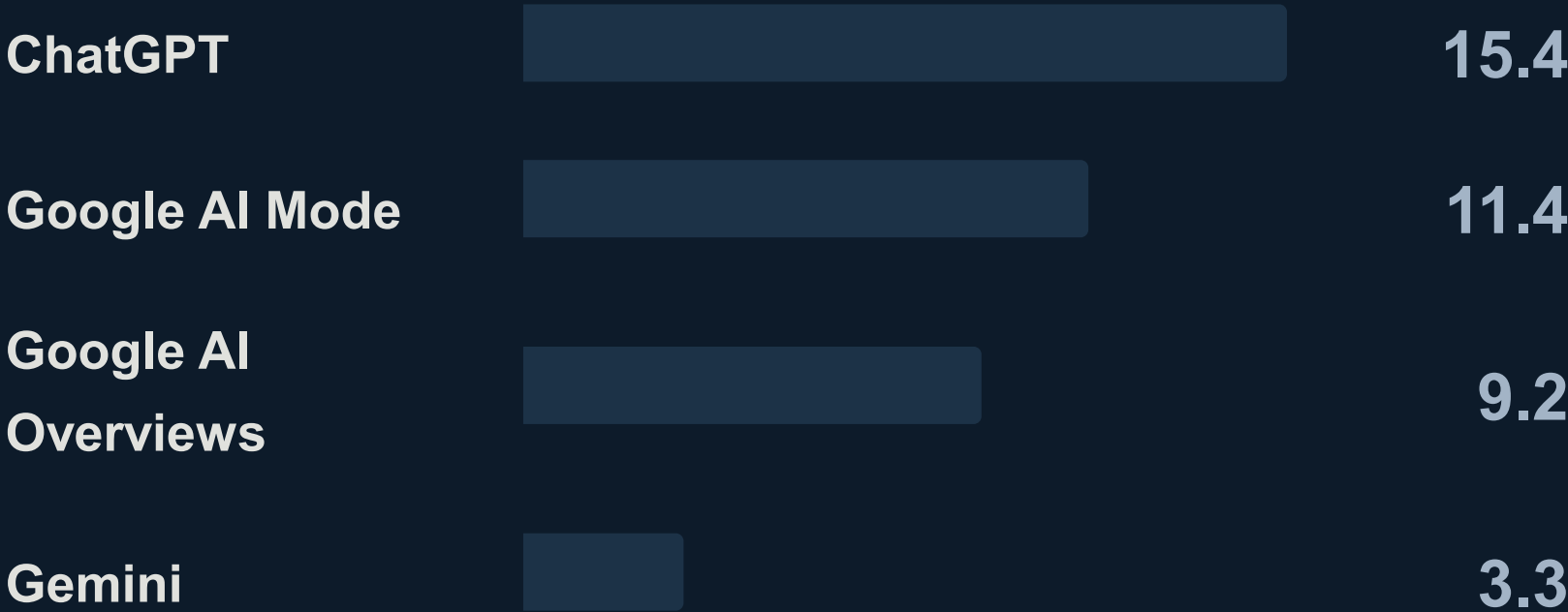
Source: Semrush (an Adobe company) — AI Visibility Index 2026.

Citation is earned separately. That is the lever.

BRANDS NAMED PER RESPONSE



SOURCES CITED PER RESPONSE



■ The ends trade places. ChatGPT names the fewest brands but cites the most sources; Gemini names the second most but cites the fewest.

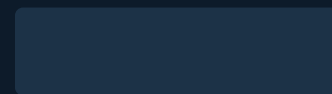
No one has set the measurement standard yet.

45%



of marketers cannot properly measure brand visibility in AI answers.

9%



can measure all of the metrics that matter.

- There is no accepted standard for measuring visibility in AI answers. Where it is working, it is organizational: 81% of teams running SEO and AI search as one function report more traffic or leads, against 36% of siloed teams.

Not more content. Authority AI can't reconstruct.

1 Build clear, connected measurement for AI search and SEO

2 Invest in proprietary content assets rather than content volume

3 Show up on the platforms AI leans on, not just your own site

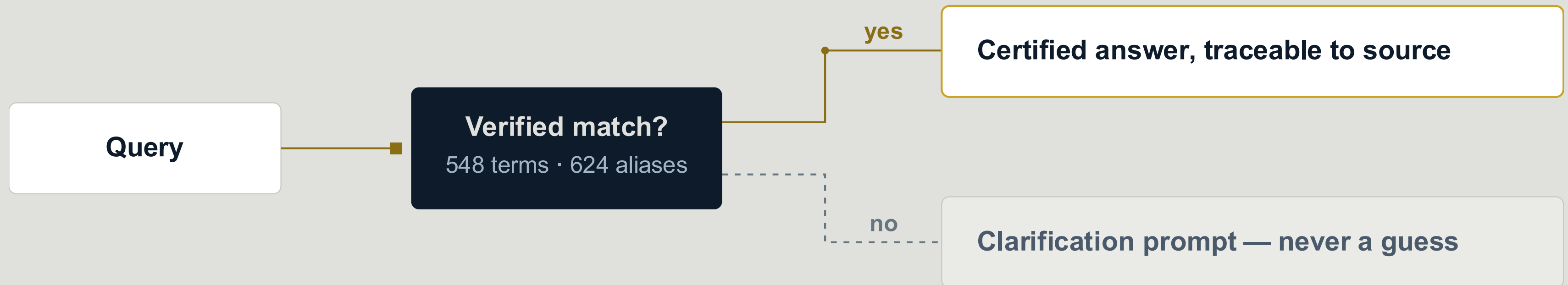
4 Bring brand, content and customer experience into one conversation

- All four assume somebody has already written down what the words mean.

03

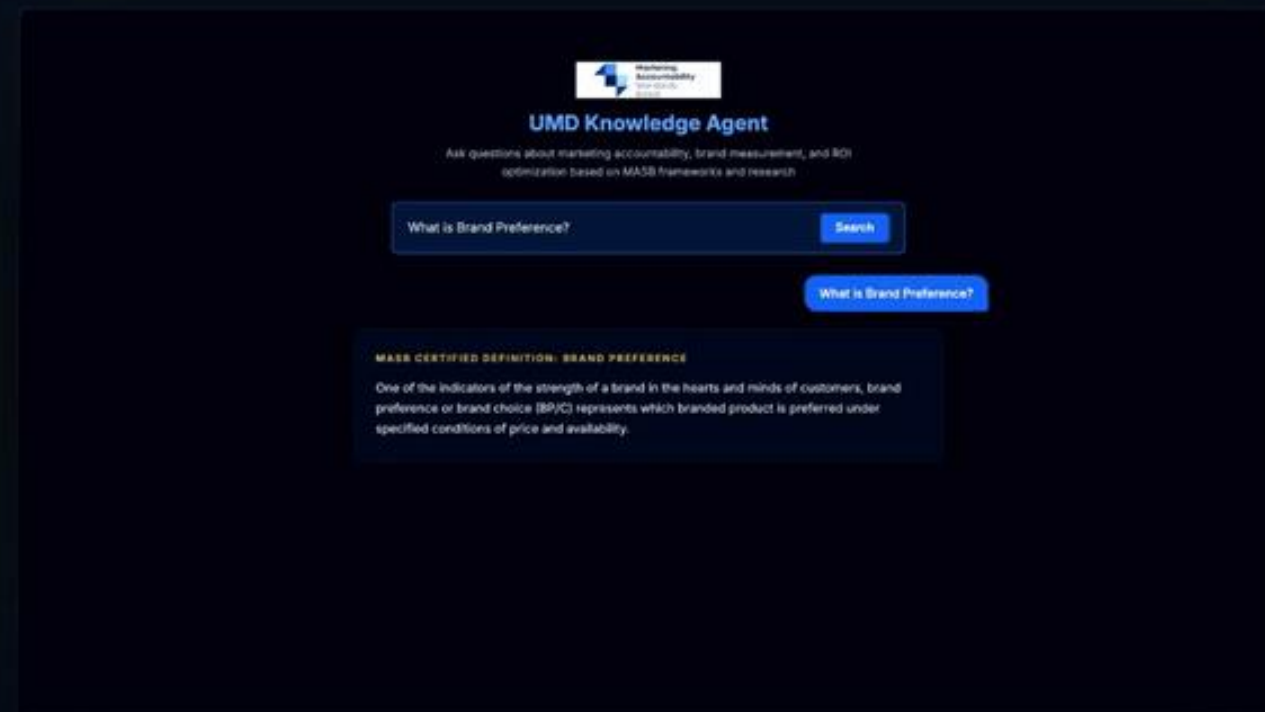
The Trial

No match, no guess.



 A content-safety and governance layer inspects every query and every response.

The standard, verbatim.



A member asks in plain language. The agent returns the certified definition, attributed to the standard it came from.

- Certified text, unaltered
- Traceable to source
- No paraphrase or outside sources

A guided path beats an open box

TEST 1 · CLOSED BETA

5 weeks · Mar 27 – Apr 30

11 testers. Open format.

Is it accurate and trusted?

TEST 2 · POP-UP SPRINT

48 hours · May 21 – 25

27 testers. Guided 6-task curriculum.

Does it fit real work?

53

queries in 48 hours

~3x

the 2-week beta's volume

81%

resolved to a certified UMD term

The corpus never trains public AI

ACCURACY & TRUST

4.5/5

Median definition-accuracy score across testers. Every answer traceable to a MASB-certified source.

GOVERNANCE



Safe scaling, by design

A safety and governance layer inspects every query and response. Ownership stays with the standards body.

Accuracy ≠ usefulness

Accuracy

4.5 / 5



Workflow fit

2.5 / 5



The gap was not correctness. It was fit.

It reads like a doctoral thesis, not a tool that can be put into practice.

— Beta tester, CPG marketing leader

7

attempts

0

matches



**The agent found a hole in the standard —
and refused to fill it**

🔧 Flagged as the #1 corpus addition. The trial fed the dictionary.

Distribution beats destination

I'd much rather use this as a skill in Claude or ChatGPT, where I can interact with the content — not a standalone app.

David Berkowitz · High Caliber AI · tester feedback, UMD Agent trials.

NPS · MASB LEAD



The strongest single improvement in the program — driven by delivery, not by content changes.

04

Hybrid Intelligence

40%

of enterprise applications will have task-specific AI agents built in by the end of 2026 — up from under 5% in 2025.

Gartner, August 2025

Lookup became inquiry.

01

From term lookup to answer engine

They queried concepts, not terms, and expected a citation.

02

MASB as the authoritative anchor

General AI fabricated citations. The agent cited MASB. Testers noticed unprompted.

03

The interface followed the behavior

Definition cards gave way to a conversational agent with inline citations.

- Spring '26 closed beta — 11 participants, March 27 to April 30, 2026: brand owners, consultants, academics and a standards body. A separate program from the two trials.

Four brand-experience lessons

1 Authority is an asset AI can't fake

2 Accuracy is necessary, not sufficient

3 Consistency is built upstream

4 Be where the AI and the marketer work

- Human-led, human-augmented or agent-automated — every mode is only as trustworthy as the source it is anchored to.

Two sources of truth, one governed decision.

A certified standard is only as safe as the brand context it lands in. MIMO grounds both.

CERTIFIED EXTERNAL TRUTH

The UMD, via MIMO Marketplace™

1,800+ certified terms, retrieved at query time.

THE BRAND'S OWN VERIFIED TRUTH

Marketing Operating Model

Brand	Process & Governance
Strategy & Positioning	Technology
People & Decision Rights	Data
Financials & Measurement	

MIMO INTELLIGENCE™

Both axes, at the decision point

- Is this the certified definition?
- Is the brand's claim substantiated?
- Are we cleared to say it?

The CMO's AI stack

Governed decision. Cited, rights-cleared, audit-logged.

- MIMO™ checks the brand's claim against the certified definition, logs which standard was used, and reports the usage back. **MASB** is MIMO's Founding Standards Partner.

Two pathways, one corpus.

TRACK 1 · MEMBER EXPERIENCE

Enhanced UMD Agent

Inside the member portal

- Certified answer engine behind the member wall
- Deeper query capability against the standard
- Strengthens member value and retention

TRACK 2 · AMBIENT WORKFLOW

Enterprise AI integration

Inside the tools CMO teams already use

- UMD intelligence inside enterprise LLM environments
- Brief review, claim validation, ROAS calculation
- Licensed by consumption, metered at runtime

- Same governed corpus underneath both. The body keeps the standard; the standard travels.

THE CALL TO ACTION

Let's unify the standard before AI sets it for us

MASB + ARF + ANA + IAB

The bodies that own trusted marketing intelligence, unified.

Lead with Human Intelligence.
Grow with AI Collaborators.

WHAT YOU NOW HAVE

- ✚ Evidence that AI erases sources.
- ✚ Trial results, including where it fell short.
- ✚ An architecture where your corpus stays yours.

See the live demo: masb-demo.masslogic.io

Peter Fasano · Founder & CEO

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