C — COVERAGE

Where we appear and where we don't.

AI presence remains limited and uneven.

The C.A.R.E. Index average for the sample is **25.9/100**, and **90%** of organizations score below **40** points.
This indicates that most of the sector still does not achieve sufficient and consistent coverage across relevant queries.

The challenge: expand presence on strategic topics, close gaps, and address the queries that really matter.

C.A.R.E. INDEX DISTRIBUTION

35%	55%	10%	0%
Very low (0 – 20)	Low (21 – 40)	Medium (41 – 60)	High (> 60)



STRATEGIC QUESTION

For which queries, topics and markets should the organization appear, and why doesn't it yet?

A — AUTHORITY

Who supports our presence.

Authority is not assumed: it is demonstrated and validated.

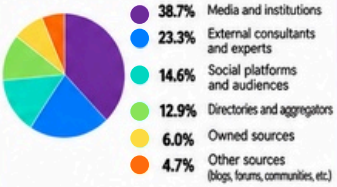
94% of the sources cited come from external sources to the organization, confirming that AI authority is mainly built outside of owned assets.
Media, institutions, specialized publications and other third parties actively contribute to the information that AI systems use to build their responses.

The challenge: generate and strengthen presence in high-quality, relevant external sources for the sector, with the ability to influence the construction of AI knowledge.

AUTHORITY ECOSYSTEM
(aggregated sample)

- **21** organizations analyzed
- **2,720** total mentions
- **3,691** total citations
- **1,531** cited pages

TYPES OF CITED SOURCES



94% of the cited sources come from external sources to the organization.

STRATEGIC QUESTION

Which sources are building the organization's authority for AI, and which ones are reinforcing that authority for its competitors?

R — REPUTATION

How we are represented.

Being present does not necessarily mean being well represented.

An organization's AI reputation depends on the context in which it appears, the consistency of its representation, and its alignment with target audiences and strategic intentions.
It is not enough to measure how often a brand appears, but rather the role it plays in the conversation and the position it builds within its competitive environment.

The challenge: reinforce a positive, consistent representation aligned with the organization's strategic positioning.

KEY REPUTATION INDICATORS
(sample average)

42%	36%	28%	31%
Content Breadth	Citation Recurrence	Audience Fit	Intent Fit

C.A.R.E. Deep broadens this analysis with AI Perception & Sentiment.

STRATEGIC QUESTION

Is the organization being represented in the contexts, audiences and intentions that truly matter for its positioning?

E — EVIDENCE

With what reliability we are represented.

Visibility is only valuable when the information is accurate, clear and verifiable.

AI systems can recognize an organization and, even so, provide incomplete, confusing, inconsistent or incorrect information.
Evidence analyzes to what extent the representation generated by AI can be considered reliable.

The challenge: ensure accurate, consistent and well-attributed information, based on verifiable evidence.

KEY EVIDENCE INDICATORS
(sample average)

68%	62%	58%	74%
Entity Clarity	Basic Accuracy	Attribution Quality	Evidence Coverage

STRATEGIC QUESTION

Can we trust what AI is saying about the organization, and what evidence does it use to support it?

BERBĒS