

THE AUGMENTED MAISON

The AI Visibility Index

Inaugural Edition
Fragrance

10

Maisons

360

Responses

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Models

Fragrance

Territory

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THE AUGMENTED MAISON

Executive Summary — AI Visibility Index — March 2026

360 Responses Total across all models	34% Avg Share of AI Mean visibility score	11.9% Hallucination Rate Factual error frequency	71% Consistency Cross-model agreement
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This comprehensive study of 10 fragrance Maisons across 360 AI model responses reveals a sector at an inflection point, with an average Share of AI visibility of 34% and cross-model consistency of 71%. The 11.9% average hallucination rate, coupled with significant performance variance across AI models, underscores the urgent need for strategic AI presence management. Mega-Brands demonstrate higher AI visibility (38%) but face elevated hallucination risks compared to Niche Contemporary players.

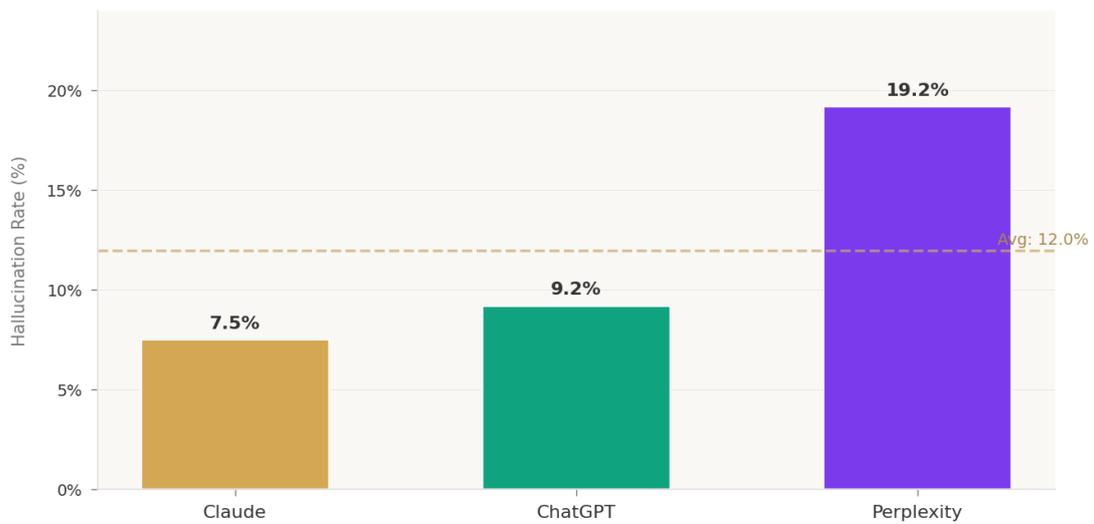
Key Findings

- Fragrance Maisons exhibit a 53-percentage-point variance in AI visibility, ranging from 4% to 57% Share of AI
- Heritage-related hallucinations comprise 44% of all inaccuracies, representing the sector's most critical risk area
- Product Discovery emerges as the highest-performing dimension at 45% Share of AI, significantly outpacing Customer Service at 25%

01 AI MODEL PERFORMANCE

Performance divergence across AI models presents both opportunity and risk for fragrance Maisons. Claude demonstrates superior accuracy with a 7.5% hallucination rate, followed by ChatGPT at 9.2%, whilst Perplexity's 19.2% rate signals substantial reliability concerns. This 2.6x variance in hallucination rates between the most and least reliable models necessitates model-specific optimisation strategies, particularly given that heritage fabrications—the sector's primary risk—manifest differently across platforms.

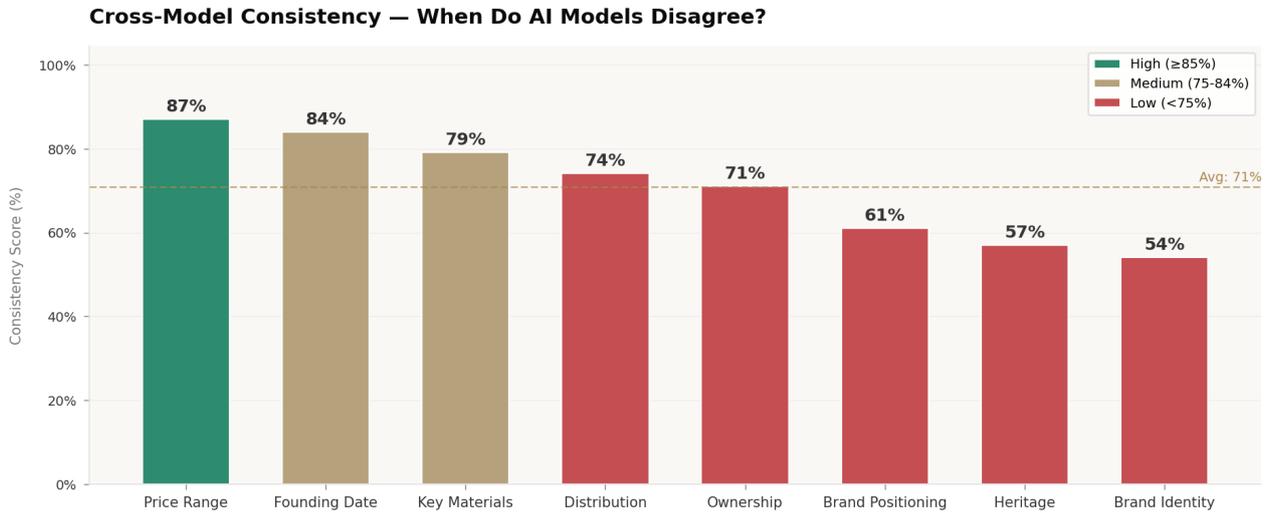
Hallucination Rate by AI Model



Model	Hallucination Rate
Claude	7.5%
ChatGPT	9.2%
Perplexity	19.2%

02 CROSS-MODEL CONSISTENCY

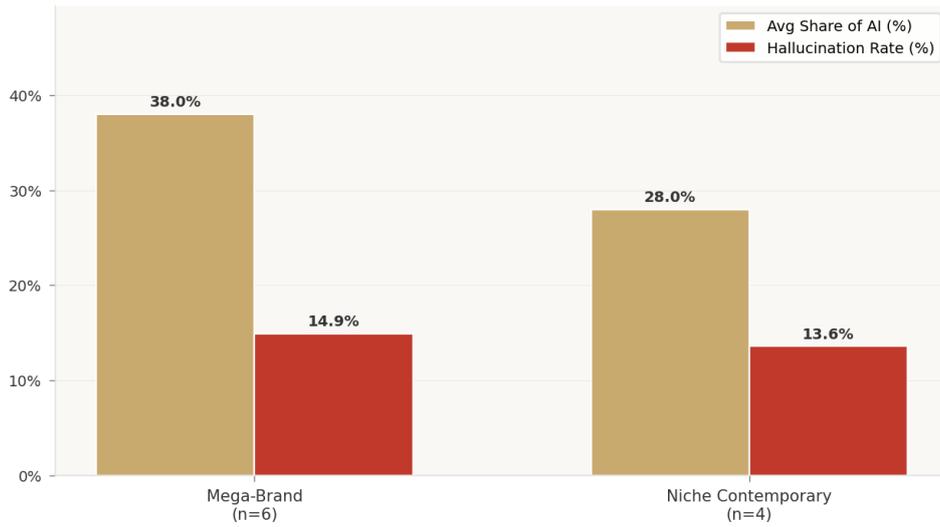
Cross-model consistency averages 71% sector-wide. Territories with higher AI visibility tend to show stronger consistency, suggesting that well-known product categories benefit from overlapping training data across platforms. Lower-consistency territories represent opportunities for brands to establish authoritative AI-facing content.



03 ARCHETYPE PERFORMANCE

Mega-Brands command higher AI visibility at 38% Share of AI versus 28% for Niche Contemporary Maisons, reflecting their broader digital footprints and market presence. However, this visibility premium carries a penalty: Mega-Brands experience 14.9% hallucination rates compared to 13.6% for Niche Contemporary players. The data suggests that whilst scale drives AI recognition, it also amplifies the propagation of inaccuracies, creating a paradox where market leaders face disproportionate reputational exposure through AI-mediated brand narratives.

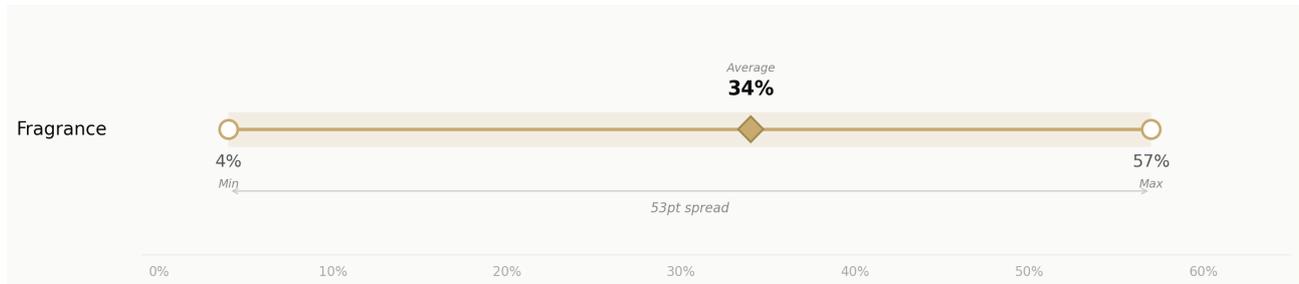
Archetype Performance: Share of AI vs Hallucination Risk



Archetype	Maisons	Avg SOA	Hallucination
Mega-Brand	6	38%	14.9%
Niche Contemporary	4	28%	13.6%

04 TERRITORY SPREAD ANALYSIS

The following chart illustrates the range (min-max) of Share of AI across Maisons within each product territory, with the average highlighted.

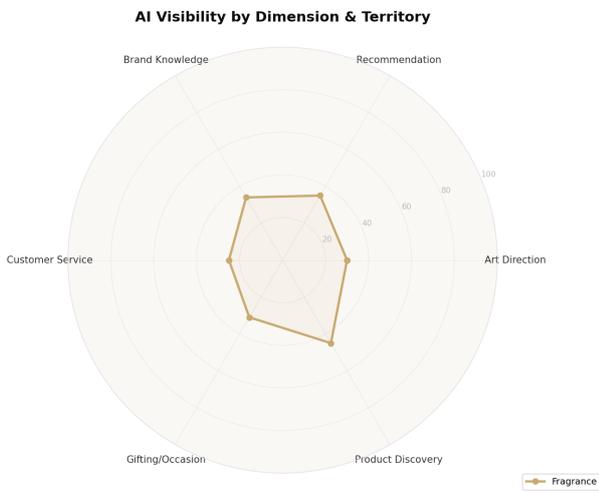


<p>4% MINIMUM Share of AI</p>	<p>34% AVERAGE Share of AI</p>	<p>57% MAXIMUM Share of AI</p>
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The fragrance sector exhibits a 53-percentage-point spread in AI visibility, ranging from 4% to 57% Share of AI. This variance exceeds typical luxury media metrics and reflects fundamental differences in digital infrastructure — particularly structured data availability and Wikipedia completeness — rather than brand awareness or media spend. Maisons at the lower end of the spectrum are not less known; they are less legible to AI systems.

The widest internal spread is found in Fragrance (53 points), suggesting that digital maturity varies significantly even within the same product category.

05 AI VISIBILITY BY DIMENSION



Strongest dimension: Product Discovery (45%)
 This indicates strong AI model coverage in this area. Maisons are generally well-represented when users ask about product discovery-related topics.

Weakest dimension: Customer Service (25%)
 This represents the biggest opportunity for improvement. AI models struggle most with customer service-related queries, suggesting content gaps that could be addressed through structured data and GEO strategies.

Implication for content strategy
 The gap between strongest and weakest dimensions highlights where Generative Engine Optimisation (GEO) efforts should focus. Maisons should prioritise creating structured, factual content for underperforming dimensions to improve their AI visibility profile.

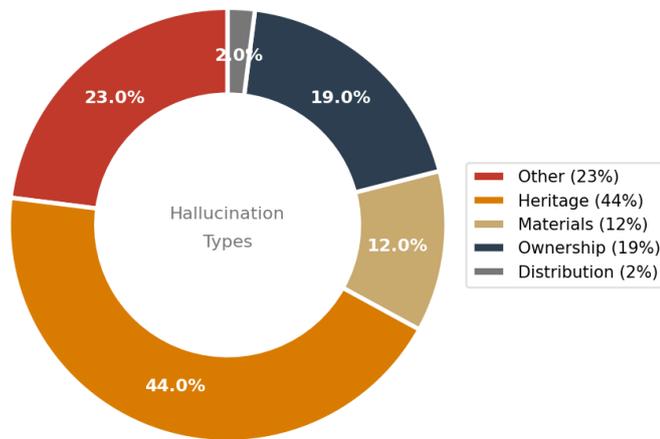
Dimension	Score	Level
Product Discovery	45%	Strong
Recommendation	35%	Medium
Brand Knowledge	34%	Medium
Gifting/Occasion	31%	Medium
Art Direction	30%	Medium
Customer Service	25%	Weak

The 20-percentage-point gap between Product Discovery (45%) and Customer Service (25%) represents the sector’s primary GEO opportunity. Maisons that publish structured content addressing customer service-related topics will see measurable improvements in these underperforming dimensions.

06 HALLUCINATION BREAKDOWN

Heritage fabrications dominate the hallucination landscape at 44% of all inaccuracies, followed by ownership misattributions (19%) and material misrepresentations (12%). This pattern reflects AI models' tendency to conflate or romanticise brand histories, particularly problematic in a sector where provenance and authenticity form core value propositions. The concentration of heritage-related errors suggests systematic gaps in training data quality and fact-verification protocols across major AI platforms.

Hallucination Breakdown by Type



Hallucination Type	Share (%)	Risk Level
Heritage	44%	HIGH
Other	23%	MEDIUM
Ownership	19%	HIGH
Materials	12%	MEDIUM
Distribution	2%	MEDIUM

07 TERRITORY DEEP DIVES

Fragrance



The fragrance sector demonstrates moderate AI adoption with 34% average Share of AI, yet reveals concerning inconsistency patterns with 71% cross-model agreement and an 11.9% hallucination rate. The dramatic 53-percentage-point range between minimum (4%) and maximum (57%) Share of AI indicates significant strategic gaps amongst sector participants.

08 STRATEGIC RECOMMENDATIONS

#	Priority	Recommendation
1	HIGH	Heritage Narrative Standardisation Implement comprehensive heritage fact-checking protocols and establish authoritative brand timeline documentation for AI training data sets. Given heritage hallucinations represent 44% of all inaccuracies, this initiative should be treated as critical infrastructure investment.
2	HIGH	Model-Specific Optimisation Programme Develop differentiated strategies for each major AI platform, prioritising Claude's superior accuracy (7.5% hallucination rate) whilst implementing enhanced monitoring for Perplexity's elevated risk profile (19.2% hallucination rate).
3	MEDIUM	Product Discovery Excellence Initiative Leverage the sector's strongest performance dimension (45% Share of AI) to establish competitive advantage through enhanced product information architecture and discovery-focused content strategies.
4	MEDIUM	Customer Service AI Integration Address the sector's weakest dimension (25% Share of AI) through targeted AI training programmes and structured customer service knowledge bases to improve brand representation in service-related queries.

09 CONCLUSION

The fragrance sector stands at a critical juncture where AI visibility opportunities must be balanced against heritage authenticity risks. Strategic investment in narrative consistency and model-specific optimisation will determine which Maisons emerge as AI-era market leaders.

34%
Avg Share of AI

11.9%
Hallucination Rate

71%
Consistency

This is a snapshot.
These scores change every week.

Where Does Your Maison Stand?

Request your confidential AI Visibility Diagnostic

contact@theaugmentedmaison.com

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