When AI Is Wrong

What IR & PR Teams at Publicly Traded Companies Can Do

A practical guide to help communications teams understand how Artificial Intelligence systems interpret corporate information and what you can do to improve accuracy

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Introduction

When AI is wrong, there's no hotline. No editor to issue a retraction. No corrections desk to call. And no way to stop inaccuracies from spreading.

That's a growing problem now that investors and news media increasingly rely on AI for fast answers about publicly traded companies.

So, what can you do to increase the chances that AI will present information and data on your company that is accurate and in context?

To find out, we went directly to the source. We asked six of the most widely used platforms—ChatGPT, Claude, Copilot, Gemini, Grok, and Perplexity—how they interpret corporate information, determine credibility, and surface answers.

Despite their differences, the systems delivered remarkably consistent guidance.

"AI Newsroom & Trading Desk" by ChatGPT

Overview

AI engines say there are four big concepts you should understand and implement.

1. **Establish authority.** "The most effective way to ensure accuracy," ChatGPT advises, "is to treat AI the same way you treat analysts, media, and data aggregators – by controlling authoritative sources, structure, and signals."

2. **Maintain consistency.** "Maintain…wording across [SEC] filings, press releases, and your website," Copilot suggests. "Consistency reduces hallucinations." This "improves AI accuracy dramatically," according to ChatGPT.

3. **Use plain language.** "AI models often summarize companies from the simplest, clearest explanation available," says ChatGPT. "Direct language reduces the chance of AI misinterpretation," Gemini adds.

4. **Understand AEO (Answer Engine Optimization).** "Unlike traditional SEO, which focuses on ranking for keywords," Gemini explains, "AEO focuses on providing 'machine-consumable' facts that AI can easily parse and synthesize."

By combining these strategies, AI engines will "naturally surface" your company's information and data more often and more accurately, according to Perplexity.

"Understanding AI" by ChatGPT

Authority

One of the most authoritative sources on a publicly traded company is its own website, especially its IR pages. AI web crawlers treat them similarly to SEC filings, according to Copilot.

- Claude: “Keep your investor relations website current with press releases, SEC filings, and earnings reports. Ensure your corporate website clearly explains products, services and operations. Put key facts in easy-to-find locations. Use clear headlines and organized information.”

- Copilot: “Make sure your site links clearly to all Edgar filings…Include clear business descriptions, segment summaries, and risk factors.”

- Perplexity: Terminology should be harmonious between your SEC filings and website, specifically “segment names, product families, and geographic breakdowns to avoid conflicting descriptions.”

This alignment may require a higher level of integration than traditionally exists between IR, PR, and SEC reporting teams.

- In many organizations, company descriptions vary across news releases, websites, and regulatory filings.

- This inconsistency is a frequent source of inaccuracies in AI-generated outputs, according to Copilot.

“Who’s in Charge?” by Gemini

Influencers

AI engines also rely on established, third-party sources on publicly traded companies.

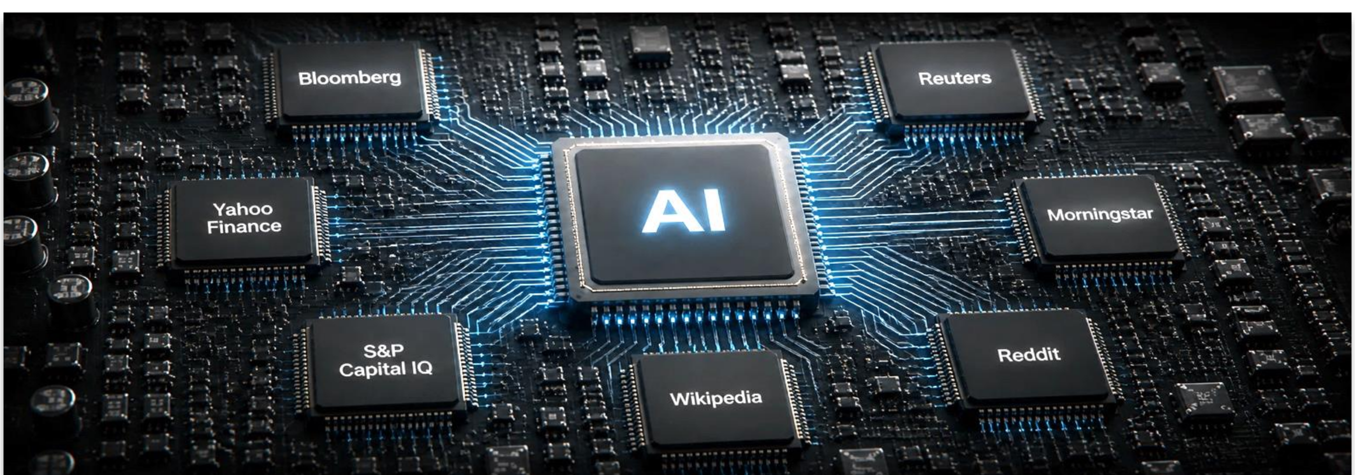
- These sources typically include Bloomberg, Reuters, Yahoo Finance, Morningstar, S&P Capital IQ, and Wikipedia.
- Gemini calls these outlets "sources of truth" of "disproportionate weight," which it uses to "cross-reference corporate websites against analyst reports and tier-one news outlets."
- ChatGPT notes that Wikipedia is "surprisingly influential."
- Many AI systems also use material from *Reddit*, a platform open to public contribution. "With that comes a lot of room for false information, conspiracies, and rumors," according to some [digital security experts].

A growing number of AI engines are also signing content licensing agreements with leading third party news and data suppliers.

- ChatGPT parent OpenAI has such a deal with News Corp, giving the AI engine access to past and current articles from *The Wall Street Journal, Barron's, MarketWatch*, and *The New York Post*.
- Perplexity has a similar deal with *The New York Times*.

Some AI companies also emphasize the need to post news and information to related content platforms.

- Grok, developed by xAI, which also owns X: Consequently, Grok suggests establishing a strong presence on X, which "has specialized tools for searching and analyzing X posts, profiles, threads, and user interactions. An active, official X account can provide real-time context and counter misinformation."
- Copilot, which is owned by Microsoft, also owns LinkedIn: As a result, Copilot suggests making sure your company pages on *LinkedIn* are up to date.



"Influencing the Influencer" by Perplexity

Answer Engine Optimization (AEO)

AI engines suggest three major tactics to ensure strong AEO:

- **Use Schema.org open-source standards** to provide tags for structuring website data. Gemini notes that Schema's FinancialProduct and Organization tags "explicitly tells search engines and AI models what your revenue, ticker symbol, and leadership names are."

- **Make IR materials available in structured HTML** or accessible PDF formats so "key facts can be extracted cleanly," Perplexity explains. "Avoid image-only slides," Gemini adds. "Use text layers that AI crawlers can 'read.'"

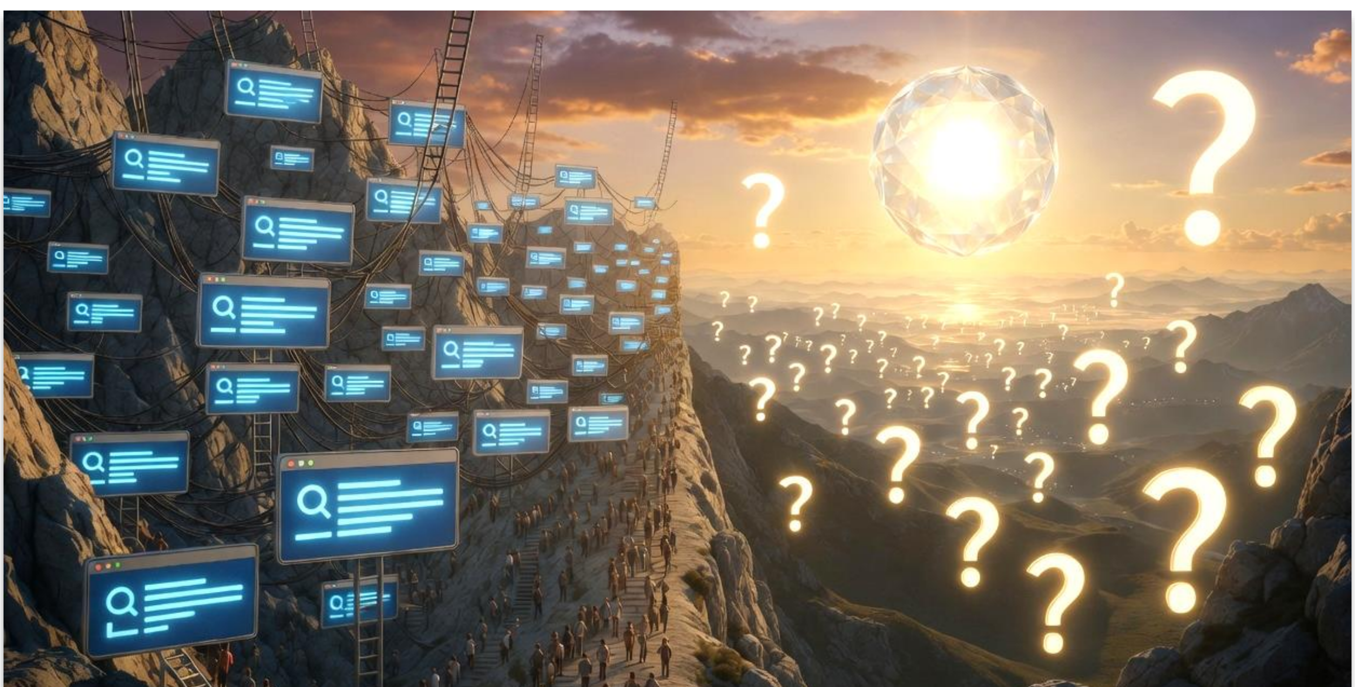
- **Establish good practices.** "Monitor crawl errors, optimize metadata and headers, and ensure canonical URLs so outdated content doesn't outrank current info," Copilot advises.

Gemini also recommends specific instructions to aid discovery within parent Google's ecosystem:

- **Claim and manage your Google Knowledge Panel.** "Consistency between your Google Business Profile and your corporate website reinforces your entity's legitimacy." Google Knowledge Panels are those auto-generated info boxes on desktop search results.

- **Update robots.txt:** This is a plain text file placed in a website's root directory that instructs search engine crawlers which pages or sections of a site to read or ignore. It is used to prevent overloading servers with requests or to hide non-public content.

- **Use llms.txt:** Adding this plain text file to your root directory provides a simplified version of your company's most important data, helping AI models, crawlers, and LLM-powered agents understand, parse, and use website content more effectively.



"Who's on First?" by Grok

Language

To prevent misinterpretation and distortion, AI engines urge companies to use consistent, plain English descriptions; clear, declarative sentences; and neutral, verifiable facts, according to ChatGPT and Gemini.

- ChatGPT and Grok say companies should also avoid ambiguous financial metrics and marketing language without explanation, promotional and misleading language, and jargon-heavy phrases.
- Grok suggests that news releases "should cover not just positives but also challenges, with data-backed explanations."
- Perplexity explains that it "extracts context-rich snippets rather than just keywords, so structure and clarity matter."

"Engineering the Right Word" by Grok

AI Recommendations

AI engines advise publishing additional information that can help train them on what to say.

- **ChatGPT:** Create a "clear, non-marketing, plain-English overview that AI can easily interpret." Include what the company does, its primary products or services, target customers, how it generates revenue, key markets and geographies, and its competitive positioning. Then publish this content on the IR site's "About Us" page.

- **Copilot:** Produce "high authority financial summaries for the IR website," such as quarterly fact sheets, metric dashboards, or KPI infographics. "AI models can distort complex financials unless the company provides well-structured summaries," Copilot explains.

- **Gemini:** Develop proactive, conversational Q&As or FAQs to answer common questions. "If you don't provide the answer, [Gemini] will guess based on public sentiment."

- **Grok:** Consider AI-specific optimizations. "Some companies create 'AI-friendly' pages summarizing key facts in bullet-point format," it says.

- **Perplexity:** Provide short, explicit summaries at the top of pages and documents. This helps AI engines quote the material when answering questions.

"Training AI" by Copilot

Put AI to Work for You

Use AI engines to develop and evaluate material for AI-readiness.

- Periodically query your own company as an investor or analyst. Ask for information on your company's profile, segments, strategy, competitors, and key risks. Review the pages cited for accuracy and recency.
- ChatGPT says it can help draft a "company overview optimized for accuracy, create an internal checklist for IR and communications teams, and assess common AI misinterpretation risks for your industry."
- Copilot recommends making sure "established" sources are "accurate, consistent, and updated in sync with your official descriptions."
- Perplexity says, "if you find errors in third party sources, follow their standard correction processes…so the upstream web gets fixed."
- Claude suggests, "If you notice outdated or incorrect information ranking highly in search results, work on SEO and public communications to surface accurate information."
- Alternatively, Grok recommends, publish your own blog posts or X threads "debunking myths."

"Who's the Boss?" by Copilot

Conclusion

Artificial intelligence is no longer optional. It is inevitable. As AI tools continue to shape how investors, media, and the public understand companies, their influence will only grow more visible and more consequential.

In the AI era, accuracy isn't automatic, but it can be engineered.

- By treating AI as an always-on audience, companies can shape how they are understood, not just by people, but by the systems influencing them.
- Following the recommendations outlined in this guide can significantly reduce the risk of errors and misinterpretation.
- Just as important, however, is the application of sound judgment and common sense. Clear communication, factual discipline, and ongoing oversight remain essential.

The good news is that with the right structure, language, and data discipline, IR and PR teams can meaningfully influence how AI understands and describes their companies, clearly, accurately, and in proper context.

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"Good News" by Venice.ai