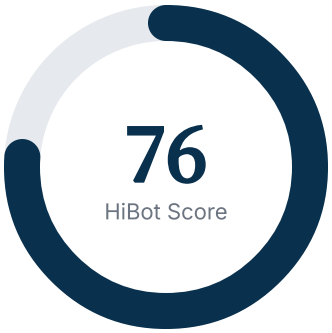
Nike — AI Visibility Audit

HiBot Pulse · September 13, 2026

Executive Summary



Strong C

TOP 3 PRIORITIES

1. Substantiate the performance and racing leadership claims Ni... P1
2. Correct the fabricated sponsorship roster and endorsement fi... P1
3. Kill the incorrect APP15 promo code circulating in third-party ... P2

Citation Rate	Accuracy Rate	Share of Voice
9%	92%	49%



Nike lands at 76 and sits in the Strong band, with just under half the share of voice in its own category. On unprompted category questions, the engines usually lead with Nike. The pattern worth executive attention is that this presence does not survive contact with a named competitor: Showdown at 38 is more than 30 points below every other category, and a second, quieter problem is capping otherwise-winning answers across five of the six categories.

Two mechanisms are doing the damage. In comparison prompts, the engines pick against Nike outright: Perplexity names Adidas the better overall brand and recommends it for most use cases, ChatGPT recommends New Balance, and a second Perplexity answer gives New Balance the wide-feet verdict with Nike positioned as secondary. Nike is in the room and is not the choice. Separately, the accuracy rate of 92.19% understates the cost of the errors, because the fabrications attach to answers where Nike is already the primary recommendation. ChatGPT invented product pricing in a Nomination answer, Google asserted an unverified 34% market-

share figure, Google invented a 15% first-mobile-order promo code, and ChatGPT produced conflicting proof-of-purchase and 14-day price-adjustment claims. A citation rate of 9.33% is the common root: engines are discussing Nike without reading Nike, so they improvise the specifics.

Two priorities. Build attribute-level comparison and fit evidence that answers Nike versus Adidas and Nike versus New Balance on width, everyday comfort, and use case. Then publish citable canonical facts for pricing, offers, returns, and store status to starve the hallucinations. Lifting Showdown into the 70s alone would carry the headline score toward the mid-80s.

THE ANSWER CUSTOMERS GET

“What are the best athletic shoe brands right now?” Google

> *The best athletic shoe brands right now include ASICS for supreme stability and plush comfort, HOKA for ultra-cushioned bounciness, Brooks for reliable daily road running, On for sleek hybrid style, and Adidas for record-breaking race efficiency. [1] (/goto?url=CAESZwHrOzAVYFD1Gu9nl-XkkaHHHkcz1SrlLmQotLyJFa6XFM5AsxZE3VfriCi8WCic4DkTr-UG36WPBfKFmAphBXzLRNWE3s0IJh_F_hgxRowvblb6ZGrq3FM67N_jlc8rtcAklE-h_0I), [2] (/goto?url=CAESrAEB6zswFSnYIzoKzq43Ld30irt91dkdhM_olQ7Z-UUeSfZSRLTyWrhG--ovvjZxEOqZq9c32kMDdhdUH0q58vanH5KE...*

Your brand is not mentioned.

Ask this engine the same question yourself. This is the answer customers get, captured word for word.

TIMELINE NOTES

Log the changes you or your partners make, with dates, and they will line up against your score history. HiBot does not check or verify these changes.

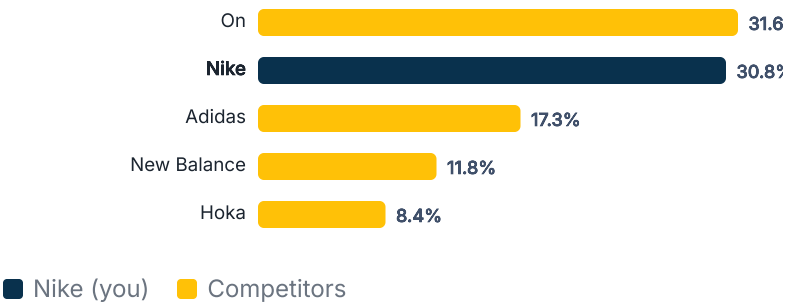
Notes mark when you say something changed. Any nearby movement in AI answers is a correlation, not a proven result.

Competitive Standing

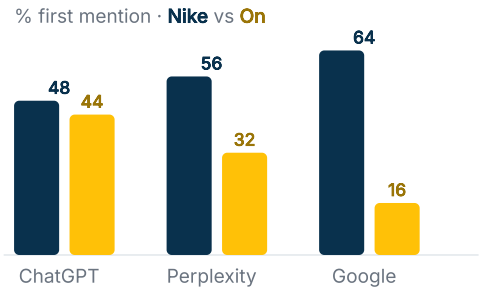
31%	vs	32%	2 of 5	When customers ask AI in this category, it names you in 31% of mentions and On in 32%.
YOU, NAMED		CATEGORY LEADER	YOUR RANK	

How often each brand shows up in the audited answers, and who gets named first on each engine.

WHO AI NAMES INSTEAD



FIRST-MENTION SHARE BY ENGINE



Where AI's Citations Come From



125 Third-Party Pages 18 Your Own Site 0 Competitor Sites

Of the 143 sources AI cited, 125 were third-party pages, 18 pointed to your own site, and 0 pointed to competitors. AI leans on third-party pages, so that is where standing is won or lost.

This counts which sources AI cited, not what those pages say about you.

Impact-Effort Prioritization Matrix

This framework shows which initiatives to prioritize by impact versus effort. Do the top-left first. Full detail on each is below under **Strategic Recommendations**.



Quick wins
High impact, low effort. Do these first. **Items 1, 3.**

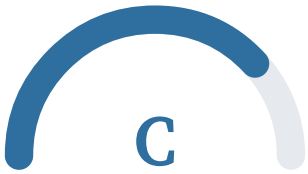
Big bets
High impact, higher effort. Plan and resource them. **None this audit.**

Fill-ins
Modest impact, low cost. Batch them when convenient. **Items 2.**

Time sinks
Low impact, high effort. Hold off for now. **Items 4.**

ANSWER Deep Dive

Appearance



76 / 100

Weight	**25%**
Standing	**5 of 6**

When a customer asks the engines about athletic footwear generally, Nike usually comes up first. ChatGPT, Perplexity, and Google each put Nike at the top of a category answer, and Perplexity went further by naming Nike first in its top-brand shortlist and explicitly recommending it for speed, racing, and broad everyday use. Unprompted recall is not the problem here.

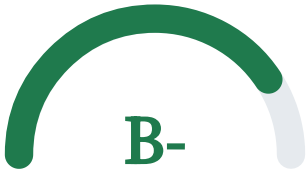
What holds this category down is what the engines attach to that recommendation. All three of the leading answers were capped for fabricated specifics: ChatGPT added a future-dated roster detail, Perplexity produced deal counts and fiscal obligations that do not check out, and Google asserted a market-share figure of about 34% with nothing behind it. A separate ChatGPT answer demoted Nike to fourth in its ranking rather than leading with it, and one Google answer left Nike out of the response entirely. So the category contains the full range: primary recommendation, mid-list mention, and total absence, with invention layered on top of the wins.

The practical read is that Nike's brand gravity is strong enough to pull a first mention, and the engines are filling in the supporting detail themselves because there is little authoritative Nike source material to pull from. That is where the lever sits. Published, machine-readable facts on market position, product lineup, and category claims give the engines something to cite instead of something to guess, and they close the Google omission at the same time.

Questions in This Category

- What are the best athletic shoe brands right now?
- Which sportswear companies are the biggest in the world?
- What brands make the best running shoes for everyday training?
- Which athletic apparel brands have the best workout clothes for men?
- What sneaker brands are most popular with teenagers?
- Where can I buy quality basketball shoes online?
- Which athletic brands sponsor the most professional athletes?

Nomination



81 / 100

Weight	**15%**
Standing	**4 of 6**

Use-case prompts are one of Nike's more reliable performers. When customers describe a scenario and ask what to wear or buy, the engines generally put Nike forward, and ChatGPT named it the top recommendation in one of those answers. The brand is being matched to intent, not just recognized.

The cracks show in two places. First, specialist territory. One ChatGPT answer skipped Nike completely and returned ASICS, Brooks, Hoka, and Saucony instead, which is the classic pattern for running-specific queries where the engines defer to brands with dense, attribute-level running content behind them. Second, the answer where ChatGPT did rank Nike first was capped because it invented product prices and models that do not exist. A recommendation that arrives with a fabricated price attached is a recommendation that creates a bad first interaction at the point of purchase.

Both problems trace to the same shortage. The engines can reason that Nike belongs in a broad athletic answer, and they cannot find Nike-sourced detail that connects a specific model to a specific need: distance, surface, foot shape, training phase, price band. So they either reach for the specialists who do publish that detail, or they manufacture it. Structured use-case content that ties named models to named scenarios, with current prices and real SKUs, would both reclaim the running prompts and remove the temptation to improvise.

Questions in This Category

- What shoes should I buy for training for my first marathon?
- I'm starting a gym routine and need versatile cross-training shoes and workout gear. What brand should I look at?
- What's a good athletic shoe brand for a high school basketball player?
- Which brand makes the best soccer cleats for a competitive club player?

Showdown



38 / 100

Weight	**20%**
Standing	**Weakest**

This is the category that is costing Nike the most, and the findings are unambiguous. Asked to compare Nike against a named rival, the engines do not hedge. Perplexity concludes that Adidas is the better overall brand and recommends Adidas over Nike for most use cases. ChatGPT recommends New Balance. A second Perplexity answer awards the wide-feet question to New Balance and places Nike in a secondary role. Across these responses Nike is mentioned, acknowledged, and then passed over.

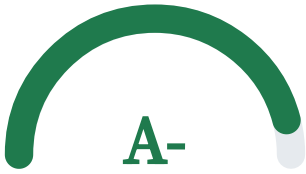
The mechanism is source material. Comparison answers are assembled from third-party comparison articles, review sites, community threads, and fit guides, and that corpus currently favors the challengers. Adidas, New Balance, On, and Hoka have accumulated specific, testable, attribute-level claims: width availability, comfort over long wear, cushioning behavior, fit for particular foot shapes. Those are exactly the attributes the engines reach for when forced to pick a winner. Nike's presence in that corpus is broad and brand-level, which makes it easy to name and hard to justify as the answer.

The cost compounds because these are late-funnel moments. A customer running a Nike versus New Balance query has already decided to buy something. Losing that answer hands over a converted customer. The lever is documented, comparable evidence: width and sizing data, fit guidance by foot shape, wear-testing detail, and use-case comparisons published where the engines already look. This is the fastest single route to a higher headline score.

Questions in This Category

- Nike vs Adidas: which brand makes better running shoes?
- How do Nike running shoes compare to New Balance for wide feet?
- Should I buy Nike or Hoka for long-distance road running?
- Nike vs On: which is better for everyday wear and comfort?
- Is Nike or Adidas better value for athletic apparel like leggings and hoodies?

Worth



92 / 100

Weight	**10%**
Standing	**2 of 6**

Price and value hold up well under AI scrutiny. When customers reach the decision point and ask what something costs or whether it is worth it, the engines describe Nike's pricing structure accurately and reach for the right levers, including a Google answer that mentioned Nike first and recommended Membership as the route to better value. The commercial story is landing largely as intended.

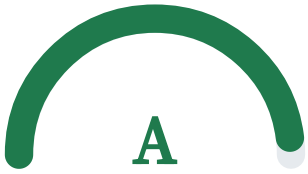
The single failure is instructive. That same Google answer was capped because it included a promotional claim that appears fabricated: a 15% first-mobile-order discount tied to an app promo code. This is a material error rather than a cosmetic one. A customer who arrives at checkout expecting a discount the engine invented has a worse experience than a customer who arrived with no expectation at all, and the cost shows up in service contacts, abandoned carts, and eroded trust in Nike's own pricing.

The underlying condition is the low citation rate. Offers, membership benefits, and price tiers change often, and the engines are reconstructing them from stale or secondhand pages rather than from a current Nike source. The fix is narrow and achievable: one canonical, crawlable location for pricing tiers, membership benefits, and active promotions, structured so an engine can lift it verbatim and dated so it can tell what is current. Worth is close to clean, and protecting it is cheaper than rebuilding it.

Questions in This Category

- Are Nike shoes worth the price compared to cheaper athletic brands?
- How long do Nike running shoes last before you need to replace them?
- What's the best way to get discounts on Nike shoes and apparel?

Expertise



96 / 100

Weight	**15%**
Standing	**Strongest**

Product knowledge is Nike's strongest showing in the audit. When customers ask how something works, what a technology does, or what a shoe is built for, the engines describe features, specifications, and capabilities accurately and consistently. Whatever else the engines get wrong about Nike, they understand the products.

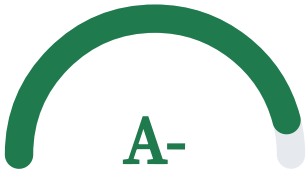
The one capped answer points somewhere else. ChatGPT centered Nike correctly and then produced conflicting operational claims: that proof of purchase is required, and that price adjustments run on a 14-day window. Policy detail is the weak seam, not the product specs. Returns, exchanges, warranty terms, and price-adjustment rules are the questions customers ask immediately before and after a purchase, and they are exactly the kind of fact that shifts over time and across regions, which makes them easy for an engine to answer from an outdated cached page or a competitor's help center.

The risk profile here is asymmetric. Wrong policy information does not lose a sale at the top of the funnel, it creates a dispute after the money has changed hands, and those disputes arrive at customer service pre-loaded with an AI answer the customer believes. Publishing policy terms as clean, structured, unambiguous, date-stamped content, with the regional variations spelled out rather than implied, would close this gap and protect the highest-scoring category in the report from slow degradation.

Questions in This Category

- What is Nike ZoomX foam and how is it different from React cushioning?
- How does Nike sizing work and do their shoes run true to size?
- What is Nike Dri-FIT fabric and how does it handle sweat?
- What does Nike Membership include and how does the return policy work?

Reputation



92 / 100

Weight	**15%**
Standing	**3 of 6**

Trust signals travel well. The engines reflect Nike's standing, review profile, and market credibility accurately, and they treat the brand as an authority in the category rather than as one option among many. On the questions where customers are effectively asking whether Nike can be trusted, the answers are on Nike's side.

The capped answer came from ChatGPT, which kept Nike as the primary subject and then fabricated specifics around future dates and store closures. That category of error is worth watching closely. Store-level and calendar-level facts sit at the intersection of news coverage, aggregator data, and local listings, and engines stitch them together with more confidence than the underlying sources deserve. An invented closure sends a customer to a location that is open, or keeps them away from one that is trading. It also plants a narrative about retrenchment that has nothing to do with Nike's actual position.

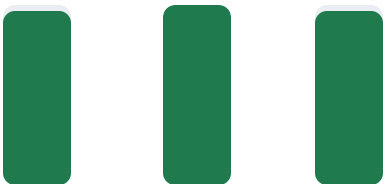
The pattern across this category and the others is consistent: reputation itself is intact, and the factual scaffolding around it is thin enough that engines build their own. A current, crawlable store directory with status and hours, plus a newsroom that dates and structures announcements clearly, removes most of the surface area for this failure. Reputation is an asset Nike already owns in AI answers, and the work here is maintenance rather than repair.

Questions in This Category

- Is Nike a trustworthy brand and what do customer reviews say about their shoe quality?
- What is Nike's reputation on sustainability and labor practices?

Coverage by Model

The share of each engine's answers that name you, out of the answers it actually returned.



96%	100%	96%
ChatGPT	Perplexity	Google
24 of 25	25 of 25	24 of 25

Where You Show Up

Each cell is one question on one engine. Click a cell to read the actual answer, captured word for word.

QUESTION	CHATGPT	PERPLEXITY	GOOGLE
What are the best athletic shoe brands right now?	Named	Named	Absent
Which sportswear companies are the biggest in the world?	Named	Named	Named
What brands make the best running shoes for everyday training?	Named	Named	Named
Which athletic apparel brands have the best workout clothes for men?	Named	Named	Named
What sneaker brands are most popular with teenagers?	Named	Named	Named
Where can I buy quality basketball shoes online?	Named	Named	Named
Which athletic brands sponsor the most professional athletes?	Named	Named	Named
What shoes should I buy for training for my first marathon?	Absent	Named	Named
I'm starting a gym routine and need versatile cross-training shoes and workout gear. What brand should I look at?	Named	Named	Named
What's a good athletic shoe brand for a high school basketball player?	Named	Named	Named
Which brand makes the best soccer cleats for a competitive club player?	Named	Named	Named
Nike vs Adidas: which brand makes better running shoes?	Named	Named	Named
How do Nike running shoes compare to New Balance for wide feet?	Named	Named	Named
Should I buy Nike or Hoka for long-distance road running?	Named	Named	Named
Nike vs On: which is better for everyday wear and comfort?	Named	Named	Named
Is Nike or Adidas better value for athletic apparel like leggings and hoodies?	Named	Named	Named
Are Nike shoes worth the price compared to cheaper athletic brands?	Named	Named	Named

QUESTION	CHATGPT	PERPLEXITY	GOOGLE
How long do Nike running shoes last before you need to replace them?	Named	Named	Named
What's the best way to get discounts on Nike shoes and apparel?	Named	Named	Named
What is Nike ZoomX foam and how is it different from React cushioning?	Named	Named	Named
How does Nike sizing work and do their shoes run true to size?	Named	Named	Named
What is Nike Dri-FIT fabric and how does it handle sweat?	Named	Named	Named
What does Nike Membership include and how does the return policy work?	Named	Named	Named
Is Nike a trustworthy brand and what do customer reviews say about their shoe quality?	Named	Named	Named
What is Nike's reputation on sustainability and labor practices?	Named	Named	Named

Named Absent No Answer

Strategic Recommendations

4 recommendations, ranked by priority. Open any row for the evidence and steps.

#	RECOMMENDATION	IMPACT	EFFORT	PRIORITY	HORIZON	STATUS
1	**Substantiate the performance and racing leadership claims Nike.com already makes** Substantiation · Content + Web	●●●●○	S	P1	Now	Not started

THE PROBLEM

Two engines repeat Nike's own positioning language about performance breadth and elite racing leadership without any proof on Nike.com to back it, leaving the strongest claims in the Appearance category unverified and easy for engines to downgrade.

EVIDENCE FROM YOUR AUDIT

#	RECOMMENDATION	IMPACT	EFFORT	PRIORITY	HORIZON	STATUS

> *"Best for performance and variety."*
> ChatGPT · UNVERIFIED SELF CLAIM

> *"Nike remains a leader in elite road-racing shoes"*
> Perplexity · UNVERIFIED SELF CLAIM

RECOMMENDED STEPS

- Create a single proof page for racing leadership with dated, citable figures: podium and major-marathon shoe counts by year, world-record performances in Nike footwear, and the awarding or timing body behind each number.
- Replace generic phrasing such as best for performance and variety with a countable statement, for example the number of distinct performance categories Nike currently produces footwear for, each linked to its product family page.
- Add source links and publication or review dates next to every claim so engines can attribute the figure to a verifiable origin.
- Where a superlative cannot be proven with a third-party source, soften it to a factual, checkable statement rather than deleting the topic entirely.

EXPECTED OUTCOME

Converts the two unverified self-claims behind Appearance 76 into cited, machine-readable proof, supporting movement from Appearance 76 to 84+ and reinforcing the overall 76/100.

#	RECOMMENDATION	IMPACT	EFFORT	PRIORITY	HORIZON	STATUS
3	**Correct the fabricated sponsorship roster and endorsement figures with a published athlete partnerships fact base** Citations · PR/Digital	●●●●○	S	P1	30 days	Not started

THE PROBLEM

On the sponsorship question where Nike ranks first, ChatGPT invents a roster program and event date and Perplexity attributes an endorsement obligation figure to filings, so Nike's strongest Appearance answer is carried by facts nothing supports.

EVIDENCE FROM YOUR AUDIT

#	RECOMMENDATION	IMPACT	EFFORT	PRIORITY	HORIZON	STATUS

> *"it added 18 Alabama athletes to its Blue Ribbon Elite roster in September 2026."*
>
> ChatGPT · HALLUCINATION

RECOMMENDED STEPS

- Publish an athlete and team partnerships fact page on the Nike newsroom listing real programs by name, the sports and leagues covered, and the year each figure was measured.
- State plainly which endorsement-related figures Nike does and does not disclose, with a direct link to the relevant filing section, so engines have an authoritative anchor instead of inventing one.
- Submit feedback and correction reports to ChatGPT and Perplexity on Q1756 with the fact page as the cited source.
- Distribute the fact page through the wire and to the trade outlets that cover sports sponsorship so the corrected numbers propagate into the sources engines cite.

EXPECTED OUTCOME

Removes two fabrications from a rank 1 Appearance answer, supporting Appearance 76 to 84+ and protecting the credibility of the 49.32% share of voice.

#	RECOMMENDATION	IMPACT	EFFORT	PRIORITY	HORIZON	STATUS
2	**Kill the incorrect APP15 promo code circulating in third-party discount sources** Citations · PR/Digital	●●●○○	S	P2	Now	Not started

THE PROBLEM

Google surfaces a specific promo code sourced from a third-party site, which sends shoppers to checkout with a code that does not apply and undermines an otherwise strong Worth category.

EVIDENCE FROM YOUR AUDIT

> *"promo code APP15"*
>
> Google · HALLUCINATION

RECOMMENDED STEPS

#	RECOMMENDATION	IMPACT	EFFORT	PRIORITY	HORIZON	STATUS

- Identify the coupon aggregator and deal pages Google is drawing the code from and file correction or takedown requests with each.
- Publish a canonical, dated Nike offers and savings page that lists the real ways to save (membership pricing, app-exclusive offers, student and military verification, clearance) with a clear last-updated timestamp.
- Mark the offers page with structured data and ensure it is the top result for Nike discount and promo code queries.
- Set a recurring check on the top discount aggregators so stale or invented codes are challenged within days, not quarters.

EXPECTED OUTCOME

Removes the fabricated code from the highest-visibility discount answer and protects Worth 92 while lifting it toward 95+.

#	RECOMMENDATION	IMPACT	EFFORT	PRIORITY	HORIZON	STATUS
4	**Engage the source behind the 34% sponsorship market share stat and publish Nike's own number** Citations · PR/Digital	●●●○○	M	P3	30 days	Not started

THE PROBLEM

Google repeats a sponsorship market share figure lifted from a third-party site, so Nike's leadership position in this answer rests on someone else's math that Nike cannot stand behind or update.

EVIDENCE FROM YOUR AUDIT

> *"Nike is the leading athletic brand that sponsors the most professional athletes in the world, holding about 34% of the sports endorsement market."*
>
> Google · HALLUCINATION

RECOMMENDED STEPS

- Trace the 34% figure to its originating publisher and open a direct correction or methodology conversation with that source.
- Commission or publish a Nike-sourced sponsorship scale metric with a stated methodology, measurement year, and scope, for example athletes under contract by sport and region.

#	RECOMMENDATION	IMPACT	EFFORT	PRIORITY	HORIZON	STATUS

- Pitch the published number to sports business trades and analyst newsletters so engines encounter Nike's figure in the sources they already cite.
- Track whether the engine citation for Q1756 shifts from the third-party page to the Nike newsroom asset.

EXPECTED OUTCOME

Replaces a borrowed statistic with an owned, citable one on a rank 1 Appearance question, supporting Appearance 76 to 84+.

Next Steps — 90-Day Roadmap

Fixed horizons with score targets. Add deadlines to your calendar in one click.

Due Sep 21, 2026

Now · Now priorities

1. Substantiate the performance and racing leadership claims Nike.com already makes
2. Kill the incorrect APP15 promo code circulating in third-party discount sources

Due Oct 14, 2026

30 days · 30 days priorities

3. Correct the fabricated sponsorship roster and endorsement figures with a published athlete partnerships fact base
4. Engage the source behind the 34% sponsorship market share stat and publish Nike's own number