FOR MARKETING TEAMS

hupside

Your clients have AI too. What are they paying you for?

Hupmapper shows where your work diverges from common AI, so you can show clients the difference and make it worth citing by AI answer engines

> AI made polished output cheap, so the old signals of effort and judgment stopped working. That is signal collapse. Original Intelligence measures how far output diverges from common AI, whatever its source, and Hupside is the Original Intelligence Infrastructure company.

What's in it for you

Show clients the difference. Attach a score and zone breakdown to each deliverable, so "why am I paying for this?" has an answer you can point to.

Raise work before it ships. The zones show which passages sit close to common AI, so you know where to add data, expert input or a point of view.

Give answer engines a reason to cite you. Work that adds something the models don't have is what they draw on.

Scoring takes about a minute, and you can try it free. Inside: the research (p. 2), how scoring works (p. 3 to 5), five ways it pays off (p. 6), and a workflow plus a client script (p. 7).

Why it matters now

- **64%** of 36 agency customers in a small Duda survey named "AI slop" as their top concern
- **32%** of consumers say brands that clearly use AI-generated content in their marketing earn less of their trust, against **7%** who trust them more (Klaviyo)
- **Half** of 1,539 US consumers prefer brands that avoid generative AI in consumer-facing content (Gartner)

The issue is not AI use. It is sameness. Hupmapper measures how far work diverges from common AI, the typical output AI gives with basic prompting, and exactly where.

WHY IT MATTERS NOW

Answer engines favor work that diverges from what the models know

Search is shifting from results pages to answers. Pew Research Center found that when a Google AI Overview appeared, users clicked a traditional result in 8% of visits, against 15% when no summary appeared. Google disputed the methodology, but the direction is clear: in many searches, the answer is the destination.

AI output converges on the same ideas

In a controlled experiment published at ICLR 2024, writers working with a feedback-tuned model produced essays more similar to one another, with less diversity of content (Padmakumar and He). A 2026 paper in Trends in Cognitive Sciences argues that large language models reinforce dominant styles and amplify convergence (Sourati, Ziabari and Dehghani).

Search systems reward new information

Google's patent on contextual estimation of link information gain describes scoring a document by how much it adds beyond documents already shown to the user. Google has not confirmed it as a ranking factor, but it shows the design direction.

Citable substance works; padding does not

A peer-reviewed study from Princeton and IIT Delhi (KDD 2024) found that adding statistics, quotations and cited sources raised visibility in generative engine responses by up to about 40%. Keyword stuffing did little, and on Perplexity it performed 10% worse than doing nothing.

An honest caveat

Originality earns the right to be cited; it does not guarantee it. A 2026 On-Page.ai study of 793 AI citations found cited pages were, on average, no more original than the ranking pages they skipped. Originality works alongside SEO fundamentals, not instead of them.

The goal is no longer only to rank. **It is to be the source an answer engine chooses to draw on and cite.**

WHAT IT MEASURES

Hupmapper measures the work, not the process

Hupmapper is not an AI detector. It does not tell you whether AI was used. It scores every piece the same way: how far does it diverge from common AI? Whatever the source, the scoring is identical.

Original inputs

Client insight, data, experience and a point of view the models do not have move work away from common AI.

AI as a tool

Using AI to research, structure and challenge your thinking, then going further than it offers, moves work away too.

	AI DETECTOR	PLAGIARISM CHECKER	HUPMAPPER
Question it asks	Did AI write this?	Was this copied from an existing source?	How far does this diverge from common AI?
What it tells a client	A guess about process	That the text is not lifted	How much original value the piece adds, and where
Effect on AI use	Discourages it	Neutral	Compatible with AI-assisted work; shows where work diverges
Relevance to AEO and GEO	None	Limited	Shows whether a piece adds something an answer engine could not generate itself

No one can publish common AI and score above zero, because common AI is the reference line itself. **Hupmapper does not penalize the use of AI.** It shows where work diverges from common AI, however it was made.

STEP BY STEP

Using Hupmapper in three steps

1 Prepare the work

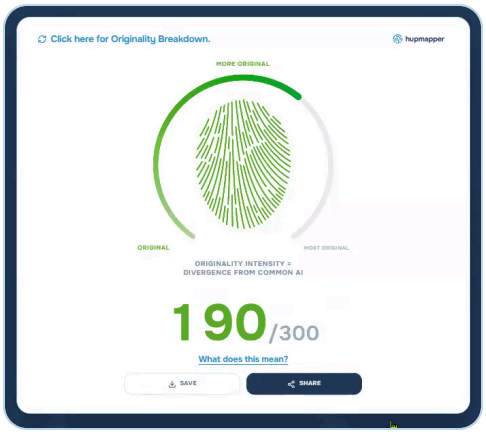
Score blog posts, thought-leadership articles, white papers, case studies, landing-page copy, reports or campaign narratives. Run the brief through AI first to see what common AI produces. Bring the inputs the models do not have: client data, interviews, campaign results, expert views. Be open about how AI was used.

2 Run it through Hupmapper

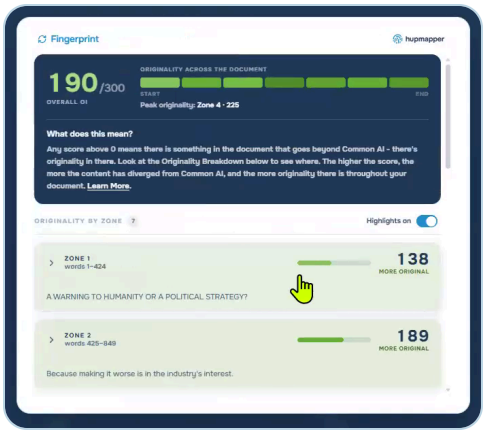
Sign in at **app.hupmapper.com**, paste the work into the Add your work box, and click Reveal Originality Intensity. Each piece takes about a minute. English text only, up to 5,000 words per submission.

3 Read what it reveals

You get a score from 0 to 300 for the whole piece and a digital fingerprint of the pattern, then Originality Zones of roughly 400 words, each scored on the same scale. In the sample, Zone 4 scored 225 against an overall 190.



The score card: 190 out of 300



Originality Breakdown by zone

For marketers, the zone view is where the editing value is

Higher-scoring zones show where the work diverges most from common AI: lead with them and build around them. Lower-scoring zones sit close to common AI: add original data, expert input or a point of view, or cut them.

How to read the scores

The score measures one thing only: the distance between your work and what common AI would have produced for the same topic.

Zero does not mean the work was written by AI

It means the work does not diverge from common AI: it matches what you, your client or a competitor would get by asking AI. The author does not matter. That is why zero matters commercially: it marks work a client could have generated for free, and work an answer engine has no reason to cite.

WHAT YOU SEE	WHAT IT MEANS FOR YOUR TEAM	WHAT IT DOES NOT MEAN
OI of 0	The piece matches common AI; a client could have generated it	That AI wrote it
OI above 0	The piece diverges from common AI: it adds something the models do not have	That no AI was used
Higher OI	Greater originality intensity: the work diverges further from common AI	That the piece is accurate, on brand or guaranteed to be cited
A higher-scoring zone	The work that diverges most from common AI	That the rest of the piece is weak
A lower-scoring zone	Work that sits close to common AI	A problem with the author

Cautions

Originality is not accuracy, brand fit or strategy. A piece can diverge from common AI and still be wrong, off message or off brief, so editorial and client review still apply. A high score improves a piece's claim to be cited; it does not guarantee citation. Keep a record of each result outside Hupmapper.

BUSINESS BENEFITS

Five ways Hupmapper pays off in marketing

1 Show clients where your work diverges

Attach an Originality Intensity score and zone breakdown to each deliverable. Instead of arguing that your work is "strategic" or "distinctive," show how far it diverges from what the client could generate themselves, against a measure neither side controls. That supports retainers and answers "why am I paying for this?" directly.

2 Raise work before it is published

Hupmapper works as an editing tool before publication. The zone view shows which passages sit close to common AI and need original data, expert input or a sharper point of view, the same additions the GEO research found raise visibility. Citation also depends on authority and structure.

3 Use AI freely and still see where work stands

Because Hupmapper scores the output, not the process, your team can use AI for speed and scale and still see where each piece diverges from common AI. You can raise those pieces before they reach the client or the audience.

4 Quality control at scale

Apply one consistent measure across staff, freelancers and AI-assisted workflows. Scores make editorial feedback concrete and let you track how work moves relative to common AI across a content program.

5 Win pitches and create new services

Show prospects where their existing content sits relative to common AI. Originality audits of content libraries, before-and-after scores on refreshed pages, and originality reporting alongside AI-visibility tracking can all become billable services.

EXPLAINING HUPMAPPER TO CLIENTS

"Anyone can get a competent first draft from AI in seconds, including you, your competitors and the answer engines your customers now use. That draft is common AI, and it is the floor. We score every piece we deliver with Hupmapper, which shows how far our work diverges from common AI, and exactly where. It doesn't check whether we used AI; we do, as a tool. It shows the original value we add: the insight, data and point of view that make your content worth reading and worth citing."

PUTTING IT TO WORK

A workflow built on Hupmapper

STAGE	WHAT YOUR TEAM DOES	HOW HUPMAPPER HELPS
Brief	Run the topic through AI to see common AI; gather client data and expert input	Shows what common AI already offers
Draft	Write, with or without AI assistance	Scores the draft and flags zones close to common AI
Revise	Strengthen those zones with original data, examples and point of view	Confirms the revision moved the score
Deliver	Send the work with its OI score and zone breakdown	Gives the client an objective measure of value
Report	Track scores across the content program over time	Shows trends and supports renewals

Should we share scores with clients?

That is your call. Many teams share them with each deliverable as a measure of value; others use them internally for editing and quality control.

What happens as AI models improve?

Common AI shifts as the models improve, and scores can shift with it. When the floor rises, the question stays the same: what does this work add above what the machine can now do?

Ready to score your first piece?

Try it at app.hupmapper.com ↗

Show clients where your work diverges from common AI, and make it worth citing by AI answer engines.

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