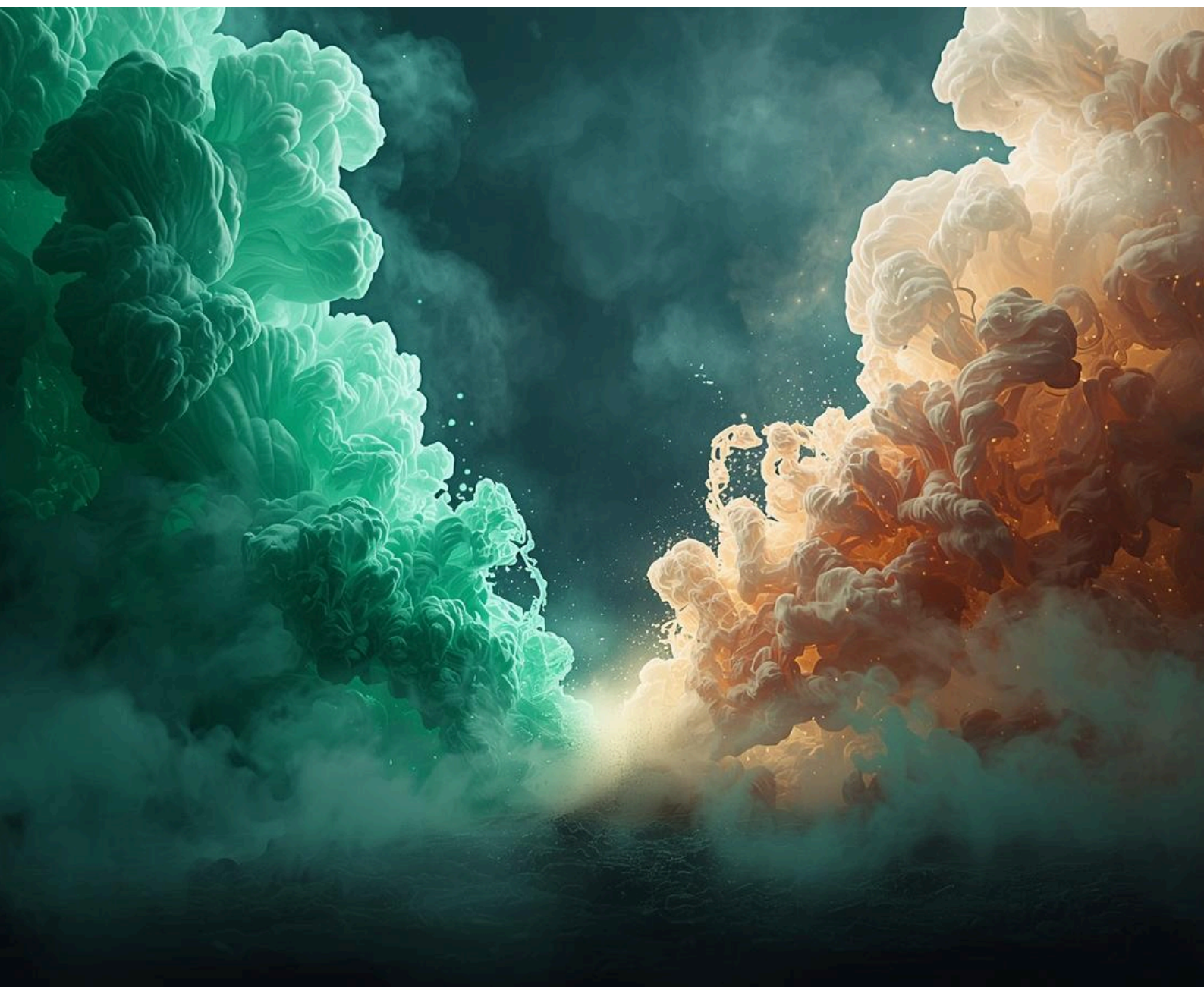# Wicked: For Good
— AI Visibility Forecast Verified

Model:
Multi-model ensemble optimized for early-signal detection and seasonal behavior

Predicted Opening Weekend:
$150M–$180M (public forecast range)

Prediction Freeze:
Nov 14, 2025 & Nov 20, 2025

Actual Opening Weekend:
$150M

Confidence Interval:
±$10M (95%)

Accuracy Benchmarks:
· Consistently strong historical performance
· Validated within expected confidence range
· Proven early-signal reliability across multiple titles

Core Predictive Elements:
· Share-of-Prompt
· AI-driven visibility
· Cross-model consistency
· Demand-formation signals
· External attention indicators
 · Narrative alignment signals

Interpretation

This is the first verified proof that AI visibility can forecast real commercial outcomes days before traditional tracking.

For decades, box office tracking has depended on surveys, sentiment, and ticket presales. Signals that react only after demand is visible. Emberos flipped that script. By monitoring how often Wicked: For Good appeared in AI answers across ChatGPT, Gemini, and Perplexity, the system detected a visibility surge nearly two weeks before Hollywood trackers caught it. No presale curves, exhibitor data, or industry tracking metrics were used in this forecast.

That spike wasn't chatter; it was intent. The model converted rising AI attention into measurable revenue, showing that when algorithms start "talking" about a title, audiences soon follow. It's the first verified proof that AI visibility can forecast business outcomes, opening a new era where brand performance is tracked through what machines, not just people—see and say.

The model didn't just predict what happened—it highlighted what could have happened. Simulation runs show that a 2-point SoP lift during the final ten-day window would have driven an incremental million in domestic box-office revenue.

Future titles will integrate our predictive feedback loop to guide real-time creative and media decisions, turning AI visibility from a forecasting metric into a controllable performance lever.

> "When AI systems start surfacing a title, audiences start showing up."

Justin Inman
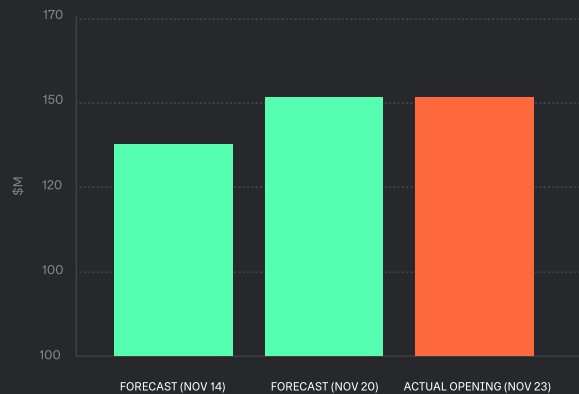Founder & CEO

Contact:
sales@emberos.ai

Forecast vs Actual

Forecast lock #1 –Nov 14
Forecast lock # 2 - Nov 20

Verified - Nov 24

Both forecasts were frozen before
release and independently timestamped.

Observed vs Predicted (Domestic Weekend)

170
150
120
100
100

$M

FORECAST (NOV 14)   FORECAST (NOV 20)   ACTUAL OPENING (NOV 23)

0.8% ERROR - WITHIN ±$10M CI

Share-of-Prompt ROI

Every 1 % lift
in AI visibility
can be up to $400k
in revenue.

Ranges vary by genre, scale, and seasonality

Results

"If we'd been optimizing in real
time, Wicked: For Good's
visibility curve shows we could
have added incremental lift to
the opening. That's the power
of predictive GEO."

Justin Inman, Founder

Detect → Predict → Verify