



# TRUST ISSUES:

*How SaaS and AI-Native Brands  
Can Beat **AI Credibility Fatigue***

**PAN**BLAST

# INTRODUCTION

AI slop, LLM hallucinations, and misinformation are rampant. And frankly, figuring out who or what to trust is exhausting.

According to a PANBlast consumer study, **two-thirds of respondents experience AI credibility fatigue**, and **62% will be more skeptical of information** they see online in 2026.

Worse yet, the most-agreed statement (43%) was: **“I don’t trust much of anything anymore.”**

B2B SaaS brands and emerging AI companies face an uphill battle to gain trust with potential buyers. How can they overcome credibility fatigue? Through authority, humanity, and a hype squad.

# AI CREDIBILITY FATIGUE AND THE ROLE OF TRUST SIGNALS

**What is AI credibility fatigue?** Maybe you've never heard the term, but it likely strikes a chord for you. **AI Credibility fatigue** – a term PANBlast developed and validated through our consumer research – is the mental burden of knowing who and what to trust as accurate and legitimate.

We all know LLMs are prone to hallucinations, and AI-written content is inundating the web. **While cross-checking information has always been important, the new reality has made it imperative.** And the need to check if information is legit is making people tired.

PANBlast surveyed 1,000 consumers about their online trust. Two-thirds feel AI credibility fatigue sometimes or very often when looking up information. The feeling hits younger generations harder, affecting 76% of Millennials and 80% of Gen Z.

Our brains are wired to create shortcuts to reduce our cognitive load. For example, when you're faced with an overwhelming menu, you might just default to the entree you've ordered before to avoid evaluating every possible choice.

The same is true when verifying information. They're called **trust shortcuts**, quick signals that people use to decide what to believe without deep research. Three-quarters of survey respondents said this concept sounded familiar.

# THE MOST COMMON TRUST SHORTCUTS SELECTED IN THE SURVEY

**44%**

Brands I've  
heard of  
before

**35%**

Number of  
reviews

**34%**

Google search  
ranking

**34%**

Recommended  
by family or  
friends

## Trust Shortcuts:

*The quick signals people use to decide  
what to believe without deep research.*

## WHAT ABOUT LLM RESULTS SPECIFICALLY?

More than **20% of respondents will use ChatGPT** or similar tools as a trust signal.

**Another finding:** 17% said they don't trust any shortcuts at all. That feeling may become more common; 62% of respondents said they will be more skeptical in 2026.

*\*Respondents could choose up to 3.*

**6 in 10 are going to be more skeptical in 2026.**



# HOW B2B SAAS AND EMERGING AI BRANDS CAN OVERCOME SKEPTICISM

*The AI credibility fatigue might make you want to swear off technology and run into the woods. But before you pack your supplies, there are ways you can build your brand into a trusted source.*

## **Activate your network for third-party validation**

When you read a company's blog about how they're revolutionizing the industry, are you going to take them at face value? Maybe if they're a well-known brand, like IBM or Google. But you're familiar with corporate buzzwords and likely to remain dubious about lesser-known companies. So you will seek out additional sources you trust, such as reviews and recommendations from people you know.

You must take the same approach with your brand messaging. Activate your network to hype you up.

**CUSTOMERS:** People trust real-life users, so tap your customers to share their stories. Whether it's through case studies, G2 reviews, or other content, you'll definitely tap into two trust shortcuts (reviews and recommendations) and possibly leverage your customer's brand recognition to build even more credibility.

**PARTNERS:** Your partners have built a good relationship with you, so they are the perfect resource for validation. And they've got their own loyal following. Explore initiatives like co-marketing, podcast guest spots, shared events, and contributed content (to name a few). These collaborations will communicate a stamp of approval from trusted sources.

# HOW B2B SAAS AND EMERGING AI BRANDS CAN OVERCOME SKEPTICISM

**MEDIA:** Third-party media carries gravitas. Securing interviews, podcasts, and expert commentary places your brand in outlets or among peers your audience already considers credible. These sources provide a solid second source for people trying to verify information.

**TEAM MEMBERS:** Your employees are one of your most credible channels, and they have a network of influence as well. Empower them to share their experiences on platforms like LinkedIn or in their professional networks.

## HUMANIZE YOUR BRAND

Even before GenAI, a page full of marketing and industry jargon wasn't going to persuade people to trust a brand. Now, it takes a single prompt to "generate multimodal assets that drive frictionless engagement and cross-functional synergy across your operational infrastructure."

No one wants to read that. More than ever, your human buyers want to connect with another human. Show them you are a real person by being authentic, transparent, and vulnerable.

## 3 PRO TIPS:

**WRITE IN  
PLAIN  
ENGLISH.**

**EXPLAIN  
THE WHY**  
behind your product  
and business  
decisions.

**SHARE  
REAL-WORLD  
MARKET  
INSIGHTS.**

# NETWORK OF TRUST

**Customers • Partners • Media • Team members**

People are increasingly gravitating toward individuals rather than brands. Activate your SMEs and **executive team to share their anecdotes and insights on LinkedIn** or in a trade publication. These personalities can set your brand apart, demonstrate your company's expertise, and create a personal connection. Their authority and professional titles also lend credibility.

## **Dial in your messaging and keep it consistent**

It's very easy for people to ignore generic content. They see tons of it every day. Brands that show up with distinctive, consistent, and supported messaging stand out.

If buyers see your same message everywhere you appear in their cross-checks, they'll start to trust you.

Building authority takes time. There's no magic solution that will overcome skepticism.

**In fact, it's likely to only get harder.**

That's why it's important to start laying the foundation now. It's easier to build upon something small but solid than dig yourself out of a hole later.

Using a well-rounded public relations strategy combining earned media, owned content, and nontraditional sources like podcasts and LinkedIn, PANBlast can help your B2B SaaS or emerging AI company cut through the noise and become a trusted voice in your industry.

Ready to overcome credibility fatigue?

**[Schedule a call with our team.](#)**

*For more information, head to: [www.panblastpr.com](http://www.panblastpr.com)*

### **About the Survey**

*The PANBlast Trust Shortcuts and AI Credibility Fatigue Survey was conducted by Dynata in January 2026 among a nationally representative sample of 1,000 U.S. adults aged 21 and older.*