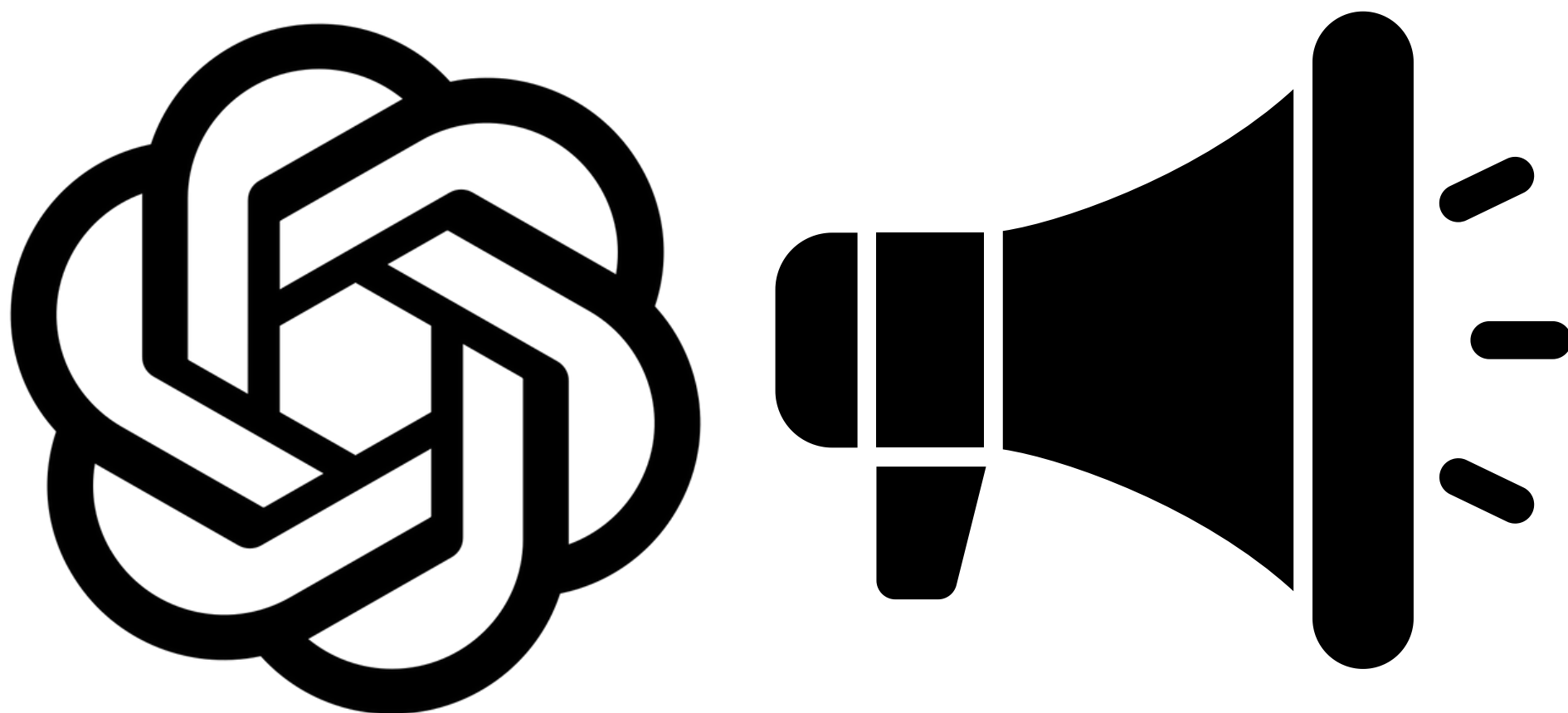
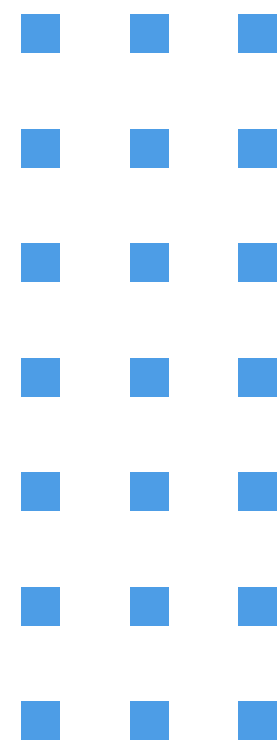
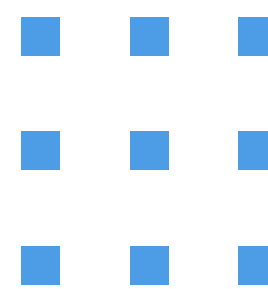


When does ChatGPT Recommend Brands?



We analyzed thousands of prompts to decode
ChatGPT's brand mention patterns

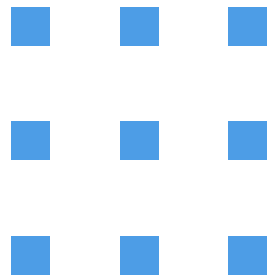
BRIGHTEDGE



ChatGPT Brand Mentions: The Surprising Truth

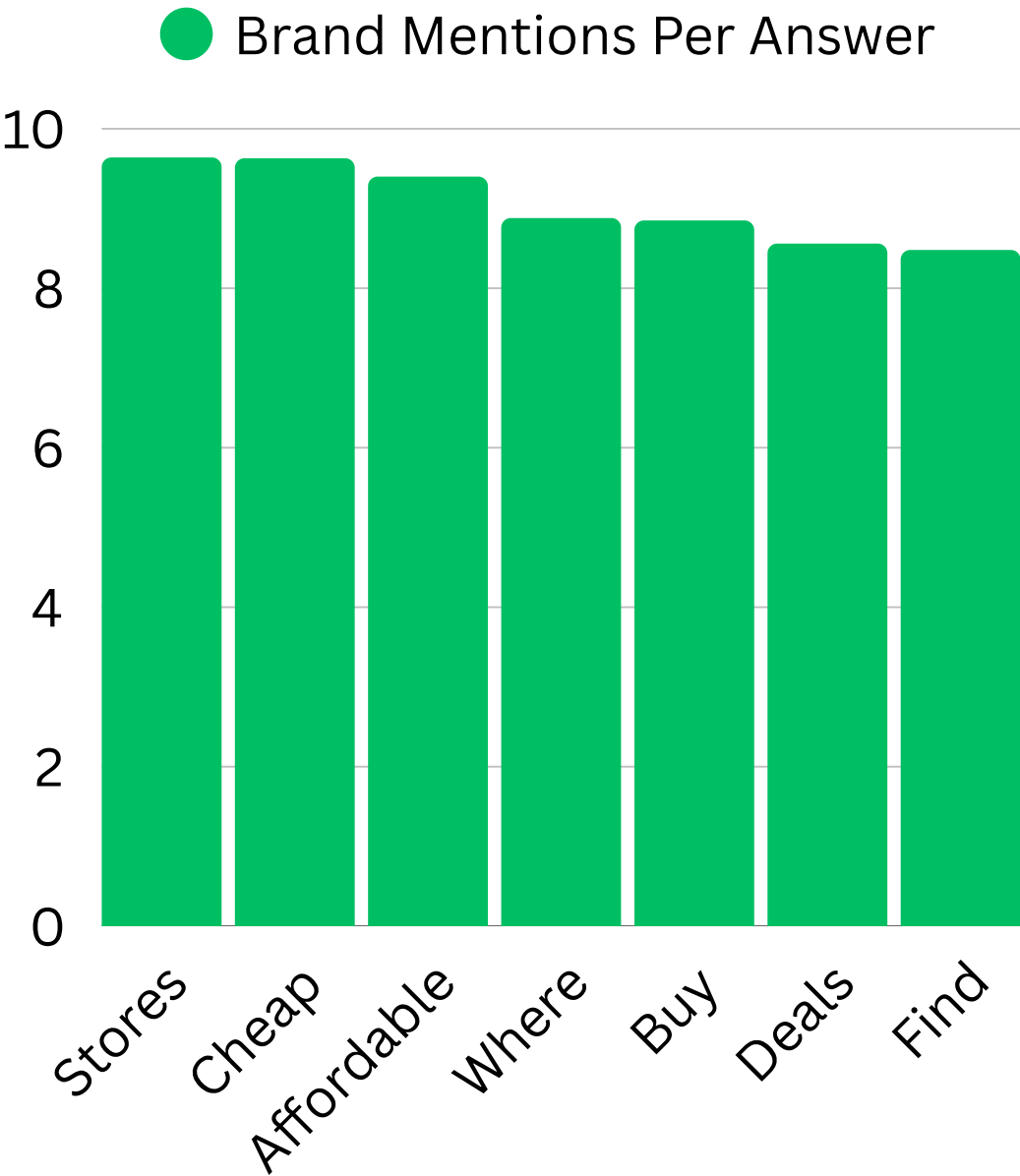
- 2.4 average brand mentions per prompt
- 44% of prompts = ZERO mentions
- 3% of Prompts = 10+ brands mentioned
- .74 Citations Per Prompt

ChatGPT mentions brands 3.2 times more than it cites them, leading to unlinked recommendations. About half of queries don't mention brands, highlighting the importance of effective triggers for engagement.



Words that Correlate to Brand Mentions:

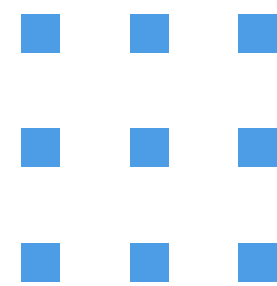
Top Performers



Lowest Performers



When mentioning brands, ChatGPT acts as a shopping assistant, not a search engine - optimize for purchase journey, not information



Your ChatGPT Mention Strategy



Track Mentions, Not Just Citations - ChatGPT mentions brands 3.2x more than it cites them. Monitor both to understand your true visibility.



Optimize for Commercial Intent - "Where to buy" beats "what is" by 4x. Ensure your discovery and purchase intent content is cited by authoritative sites, not just education.



Don't Over-Index on "Best" - Despite appearing in a lot of prompts, "best" only averages 4.8 mentions. "Where" and "find" perform 2x better.

AI Catalyst defines which prompts lead to ChatGPT brand recommendations

See which prompts trigger the most mentions

AI Brand Presence										
Get insights into how your brand is perceived by leading AI platforms.										
Prompt	Prompt Groups	Intent	Mentions					Citations		
			Your Sentiment	Avg. Rank	Your Brand	Competitors	Others	Your Brand	Competitors	Others
Am I eligible for student loan forgiveness and how do I apply?	Finance	Informational	N/A	N/A	0	1	0	0	19	
Are there any Bath & Body Works coupons?	E-Commerce Top Qu...	Informational	N/A	N/A	0	3	0	0	15	
Are there any Bed Bath & Beyond coupons?	E-Commerce Top Qu...	Informational	N/A	N/A	0	4	0	0	10	
Are there any Best Buy coupons available?	E-Commerce Top Qu...	Informational	N/A	N/A	0	9	0	0	10	
Are there any Forever 21 promo codes?	E-Commerce Top Qu...	Informational	N/A	N/A	0	1	0	0	6	
Are there any Kohl's cash offers now?	E-Commerce Top Qu...	Informational	N/A	N/A	0	1	0	0	9	
Are there any Nike promo codes?	E-Commerce Top Qu...	Informational	N/A	N/A	0	5	0	0	13	
Are there any Ulta coupons today?	E-Commerce Top Qu...	Informational	N/A	N/A	0	5	0	0	12	
How can API SDKs improve adoption?	B2BTech	Informational	N/A	N/A	0	4	0	0	9	
How can API analytics inform product decisions?	B2BTech	Informational	N/A	N/A	0	4	0	0	11	
How can API catalogs improve discovery?	B2BTech	Informational	N/A	N/A	0	4	0	0	7	
How can API documentation improve developer adoption?	B2BTech	Informational	N/A	N/A	0	9	0	0	10	
How can API mocking accelerate development?	B2BTech	Informational	N/A	N/A	0	5	0	0	12	
How can API-first design improve development speed?	B2BTech	Informational	N/A	N/A	0	9	0	0	14	
How can APIs transform our business processes and improve customer experience?	B2BTech	Informational	N/A	N/A	0	5	0	0	9	
How can Apache Kafka handle high-volume data streams?	B2BTech	Informational	N/A	N/A	0	1	0	0	11	

Prompt analysis enables you to quickly categorize your prompts based on recommendations from yourself, your competitors, and other brands.




See the sentiment behind brand mentions

AI Brand Presence

Get insights into how your brand is perceived by leading AI platforms.

SETTINGS

BRAND SENTIMENT ANALYSIS

Brand	Sentiment	Reasoning	Avg. Rank
 postman.com	Positive	Postman is portrayed positively as a popular tool for API mocking and development.	1
 mockoon.com	Positive	Mockoon is mentioned positively as an option for simplifying the API mocking process.	2
 wiremock.org	Positive	WireMock is highlighted positively as a tool that assists in API mocking.	3

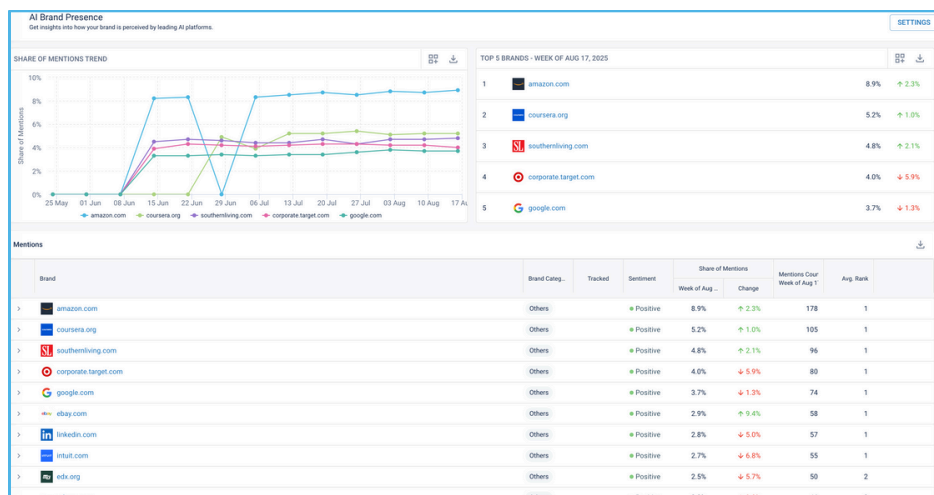
COMMON FOLLOW UP PROMPTS

+ ADD PROMPT

Question	Tracked	Likelihood
<input type="checkbox"/> What are some popular API mocking tools in 2023?		Very High
<input type="checkbox"/> How do I set up API mocking for my project?		Very High
<input type="checkbox"/> What are the benefits of API mocking tools?		High
<input type="checkbox"/> Which API mocking frameworks are the best?		High
<input type="checkbox"/> Can API mocking improve collaboration between teams?		High
<input type="checkbox"/> How does API mocking compare to integration testing?		Moderate
<input type="checkbox"/> What companies use API mocking in their development process?		Moderate
<input type="checkbox"/> What features should I look for in an API mocking tool?		Moderate
<input type="checkbox"/> What challenges might I face when using API mocking?		Moderate
<input type="checkbox"/> Are there any case studies on successful API mocking implementation?		Low

When ChatGPT references brands, it's important to discern whether the sentiment is positive or neutral. AI Catalyst allows you to dive deep into any prompt, revealing how and why it conveys specific sentiments for any brand in question.

Monitor your progress and fluctuations over time.



Identify the top-recommended brands for each group of prompts and evaluate the volatility of their mentions. Recognize that ChatGPT can show volatility, highlighting the need to find areas of stability.