When does ChatGPT Recommend Brands?
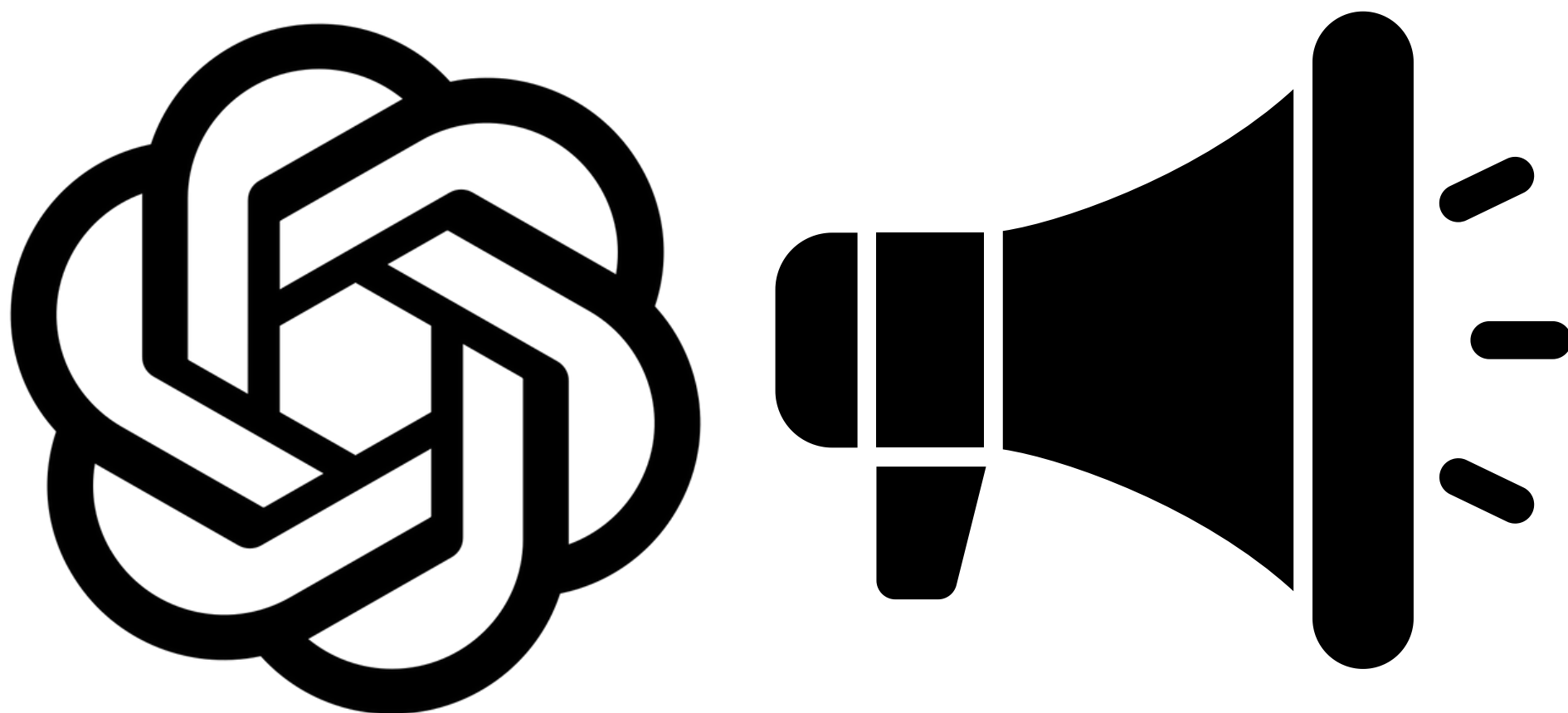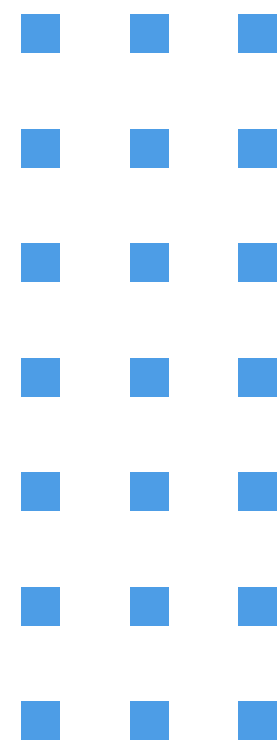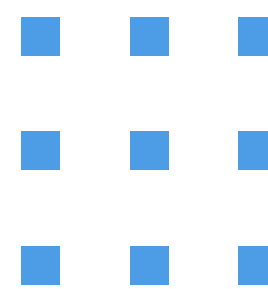
We analyzed thousands of prompts to decode ChatGPT's brand mention patterns
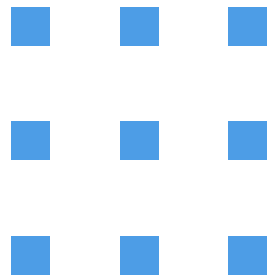
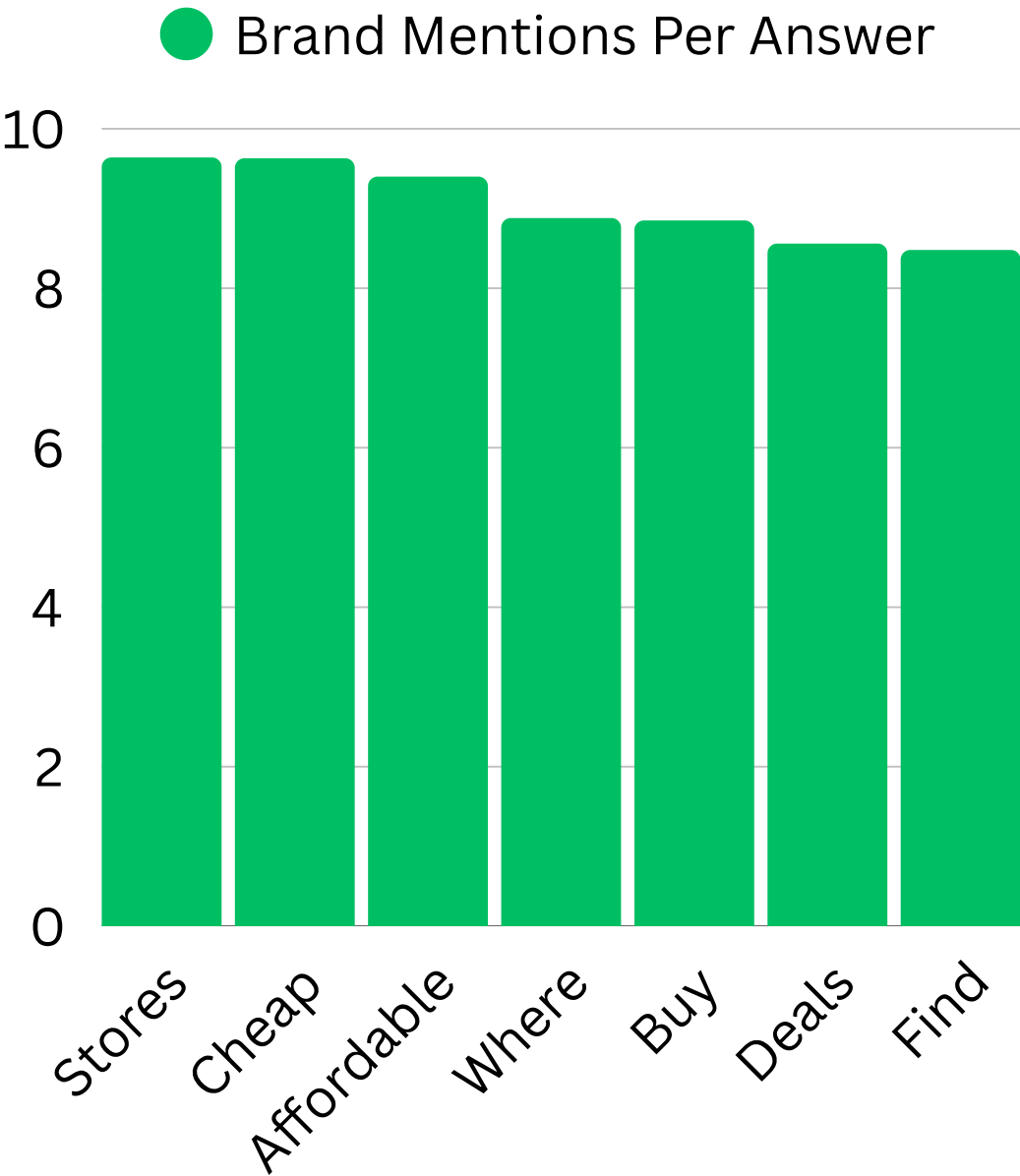# ChatGPT Brand Mentions: The Surprising Truth

- 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.

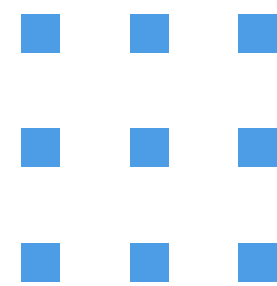# BRIGHTEDGE

Words that Correlate to Brand Mentions:

Top Performers

● Brand Mentions Per Answer

Stores, Cheap, Affordable, Where, Buy, Deals, Find

Lowest Performers

● Brand Mentions Per Answer

Top, Best, How, What, Cost

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

BRIGHTEDGE

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.

BRIGHTEDGE

AI Catalyst defines which prompts lead to ChatGPT brand recommendations

See which prompts trigger the most mentions

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

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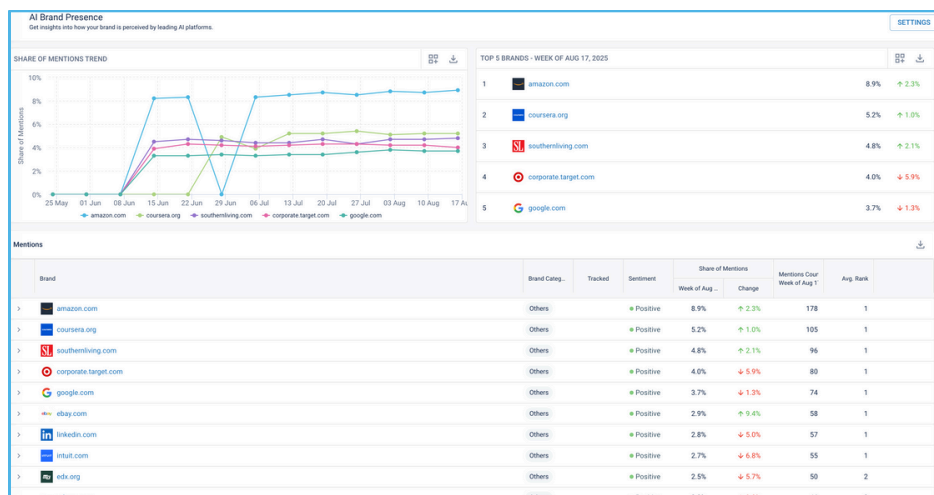
Identify the top-recommended brands for each group of prompts and evaluate the volatility of their mentions. Recognize that ChatGPT can show volatility, highlighting the need to find areas of stability.