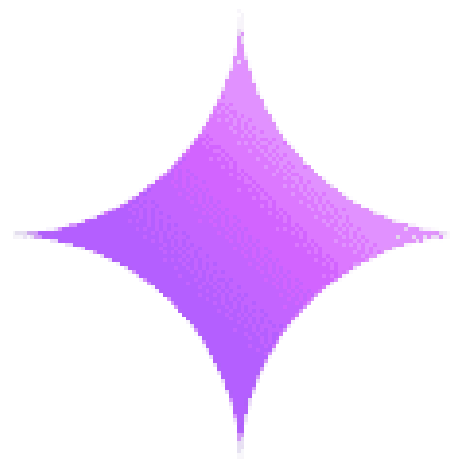
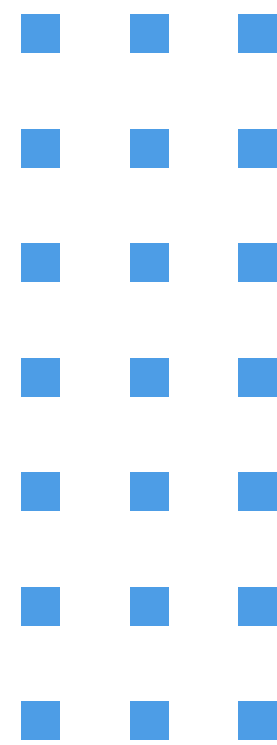
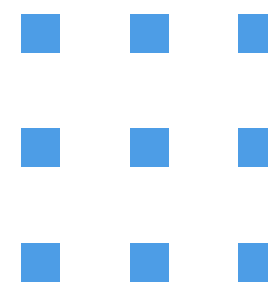


How Different AI Engines Choose Which Brands to Recommend

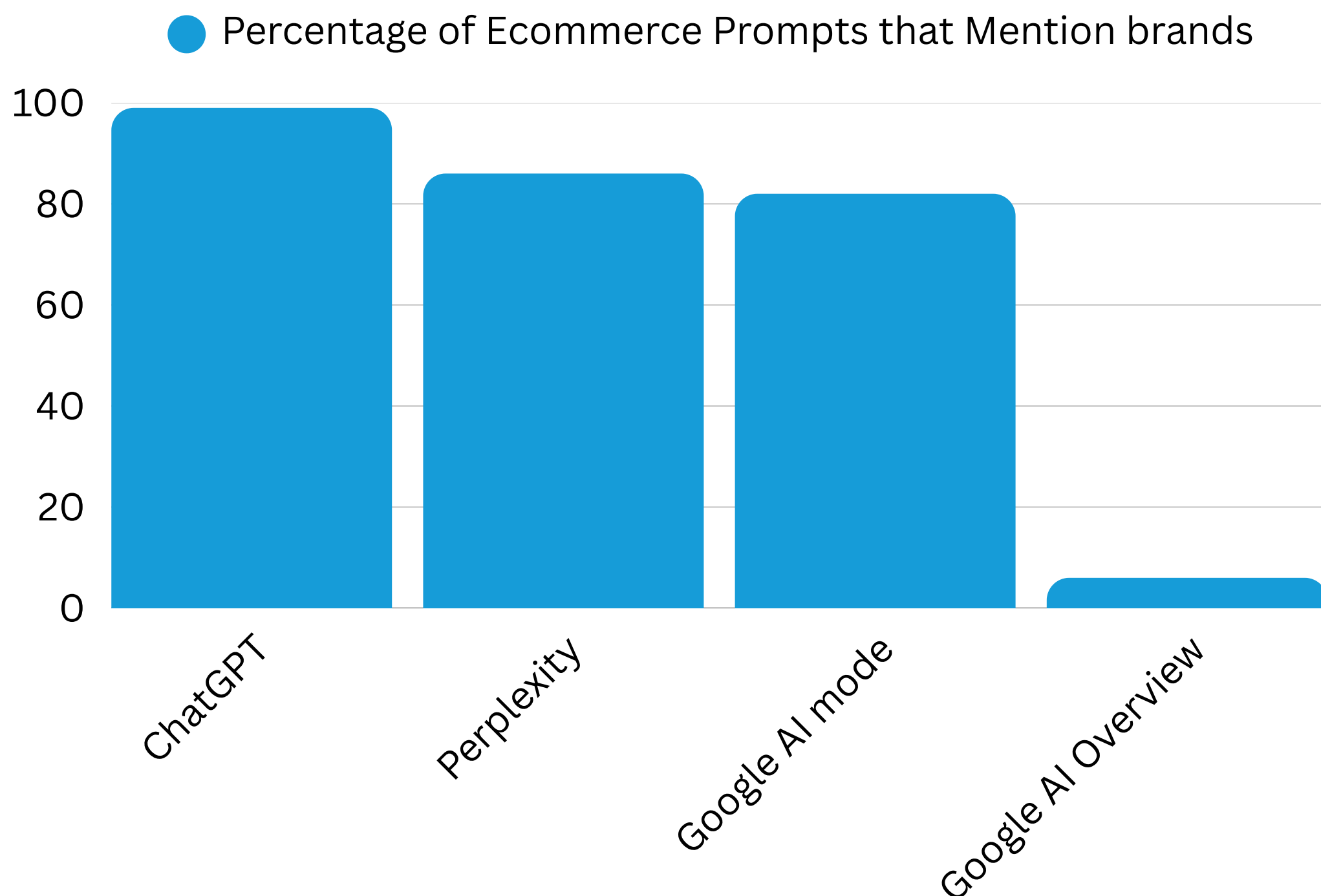


How Each Engine's 'Personality' Shapes Customer Decisions

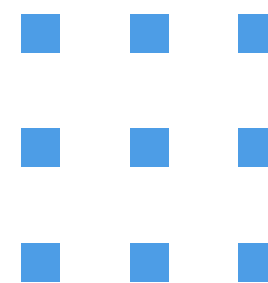
BRIGHTEDGE



Each AI Engine Has a Different Personality



Why so different? Google AI Overview complements existing search results, while ChatGPT and Perplexity ARE the results - explaining why standalone engines mention 15x more brands.



The Prompt Patterns That Trigger Brand Mentions

Topics most likely to mention brands:

- "Budget/Affordable" queries → 6.3-8.8 brands
- "Best/Top" rankings → 4.7-6.2 brands
- "Compare/vs" queries → 4.5-5.8 brands
- "Deals/Sales" searches → 6.2-8.3 brands
- "Buy/Shop" intent → 5.8-7.8 brands
- Holiday-specific terms → 12% lift vs. average

“What are the best running shoes for under \$100?” on ChatGPT:

Recommended Running Shoes Under ~\$100

Here are several options currently available that balance cost and performance. (Prices vary depending on sales, color, size, etc.)





adidas Runfalcon 5
\$39.00 • adidas + others

Brooks Revel 7
\$71.99 • Famous Footwear ...

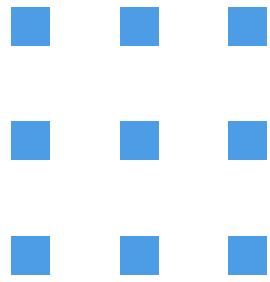
New Balance Fresh Foam 680 v8
\$79.99 • New Balance + oth...

Here are a few standouts:

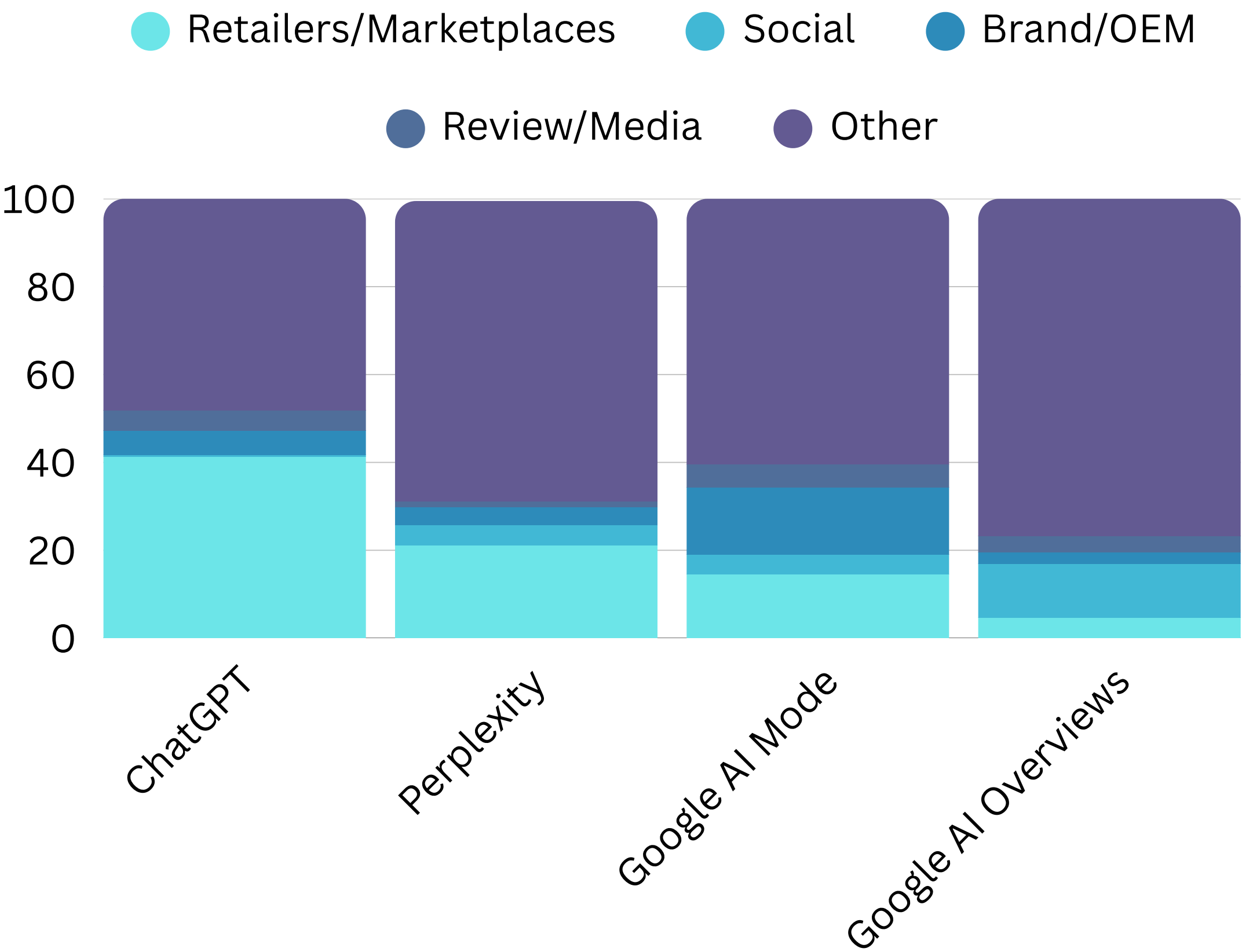
- **adidas Runfalcon 5** — lightweight, entry-level trainer with decent cushioning.
- **Brooks Revel 7** — a well-rounded all-purpose trainer. Brooks is a reputable brand, and the Revel line is aimed toward affordability.
- **New Balance Fresh Foam 680 v8** — good cushioning and comfortable for daily runs.
- **Under Armour Charged Assert 10** — solid mid-level option with a mesh upper and responsive ride.
- **ASICS Gel-Venture 10** — more trail-oriented but usable on roads; good for mixed surfaces.
- **adidas Galaxy 7** — value pick from adidas with decent cushioning.

+ Ask anything
 🔊

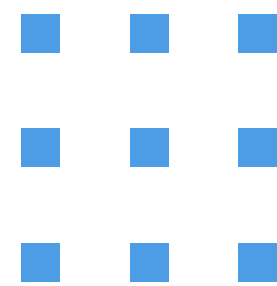
Certain keywords consistently trigger 2-3x more brand mentions across all AI engines



Where Each Engine Got Its Citations



ChatGPT references retailers 10 times more than Google AI Overview, which favors social media 30 times more. The significant 'Other' category (48-77%) indicates AI engines draw from numerous specialized sites, utilizing thousands of long-tail sources beyond major platforms.



Your LinkedIn AI Optimization Checklist



Identify High-Volume Prompts in Your Industry: Find which "budget," "best," "compare," and "deals" queries in your space have search volume - these trigger 2-3x more brand mentions



Optimize Retail Presence: Enhance product feeds and review collection on Amazon, Target, and Walmart - ChatGPT cites these retailers in 40%+ of responses



Optimize Existing Video Content: If you have YouTube videos, update titles and descriptions for AI discovery - Google AI Overview cites YouTube 62% of the time



Find and Optimize Comparison Opportunities: Identify where comparison content exists in your industry and ensure you're represented - "vs" queries guarantee multiple brand mentions

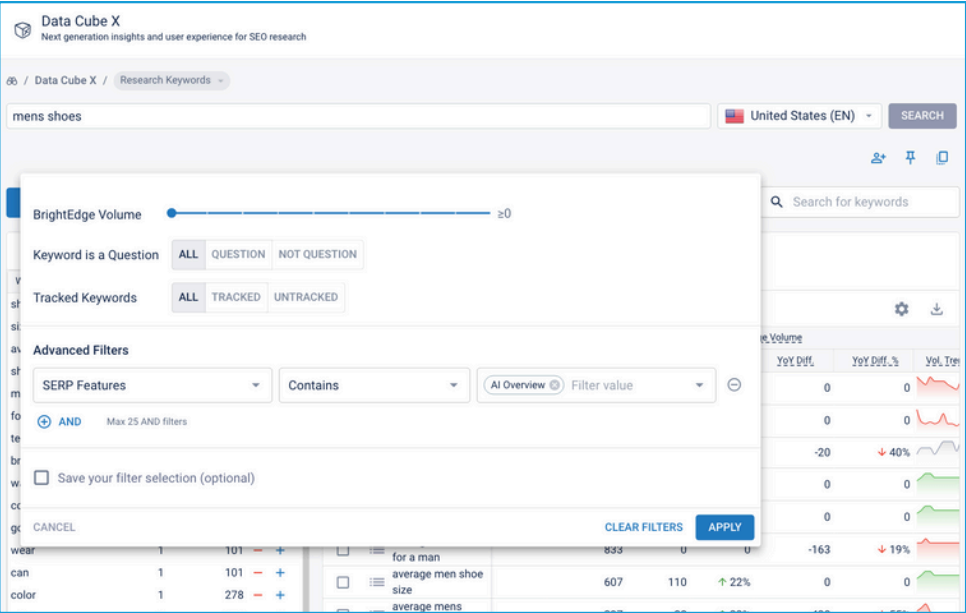


Monitor Your Brand Mentions & Citations: Track where your brand appears across AI engines - mentions drive awareness even without clicks, citations build authority



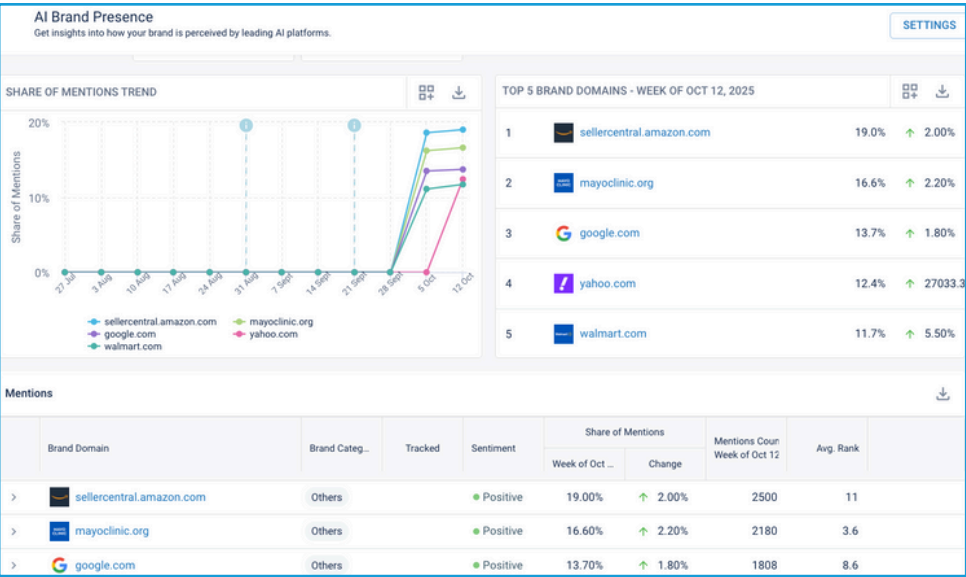
BrightEdge Connects your Linkedin Efforts to Your AI Visibilty

Find the high value prompts with Data Cube X



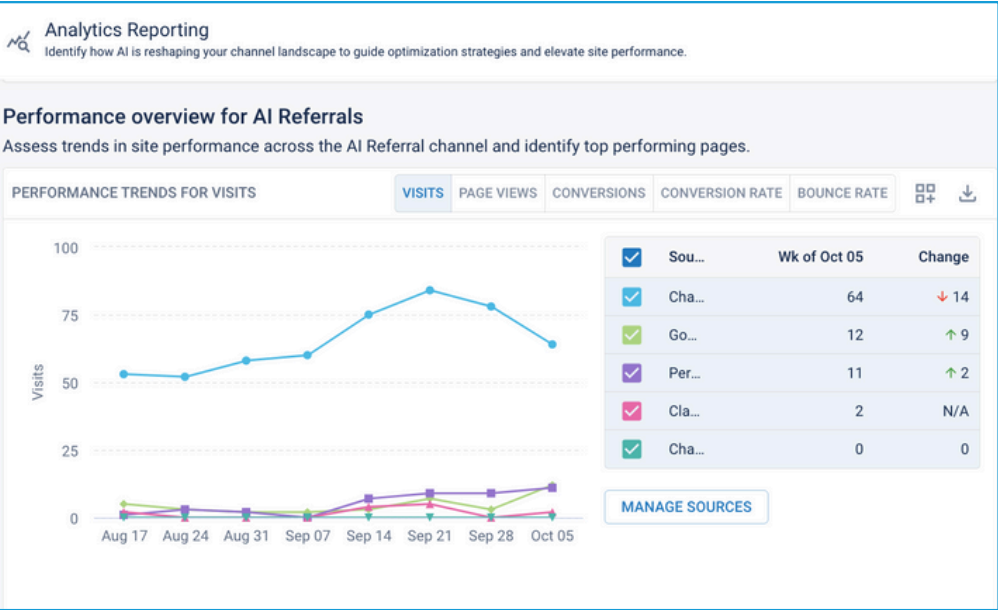
Data Cube X is a valuable resource for identifying high-traffic prompts using Google search volume. To enhance your AI Prompt Targeting strategy, concentrate on prompts with AI overviews and use filters like “best” and “comparison.”

Track brand mentions for prompts in AI Catalyst



AI Catalyst simplifies the process of identifying which prompts lead to brand mentions. Discover who is being recommended and who is not, along with the reasoning behind it, all without spending hours on research.

See how AI impacts your business with Analytics Reporting



Analytics Reporting offers insights into the impact of AI search on revenue, helping identify traffic-driving channels that lead to sales. This tool allows you to track changing shopper preferences in discovery methods.