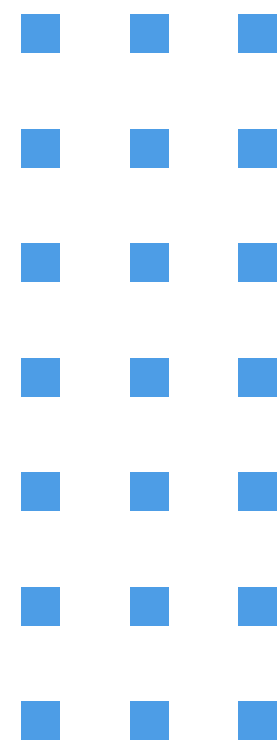


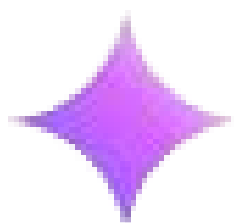
How AI Engines Guide Holiday Shoppers Through Their Journey



Informational

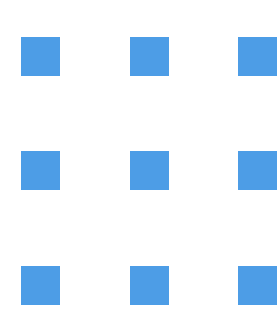
Consideration

Transactional



Informational vs. Consideration vs.
Transactional Queries: Where AI Search
Engines Mention the Most Brands

BRIGHTEDGE

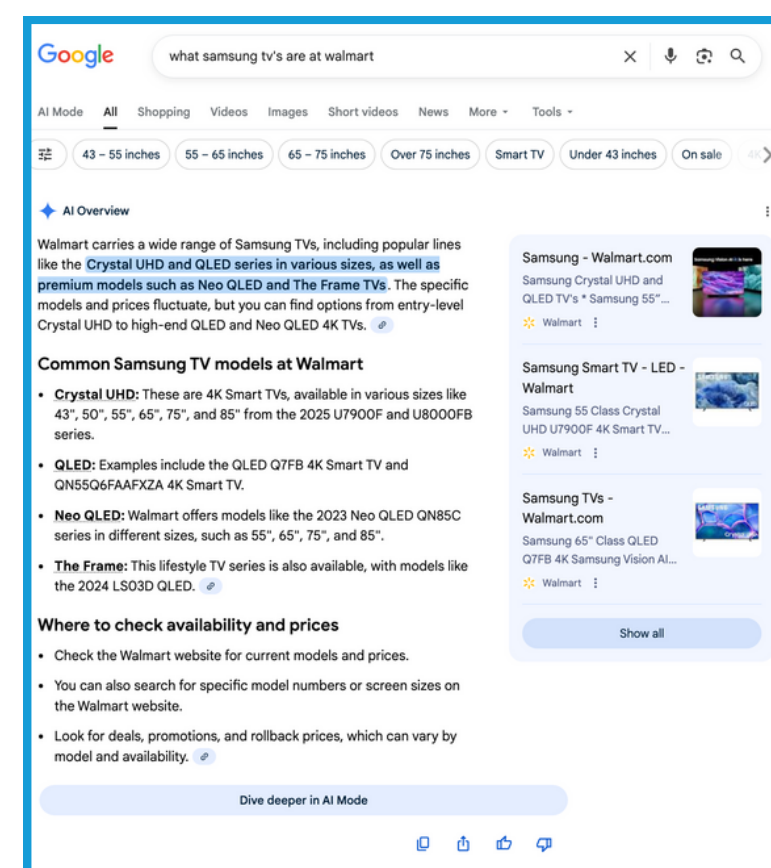
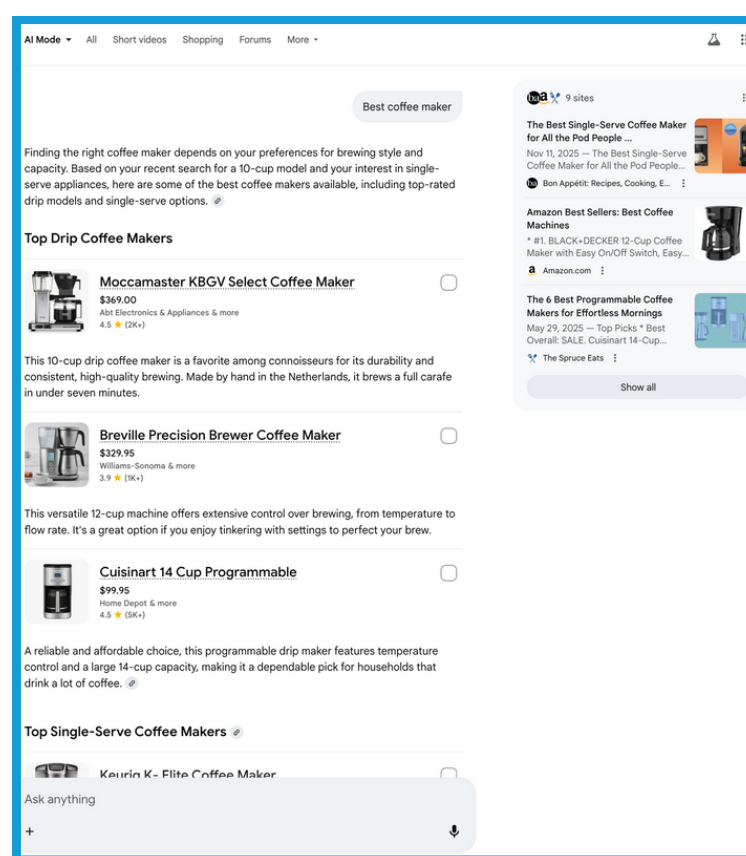
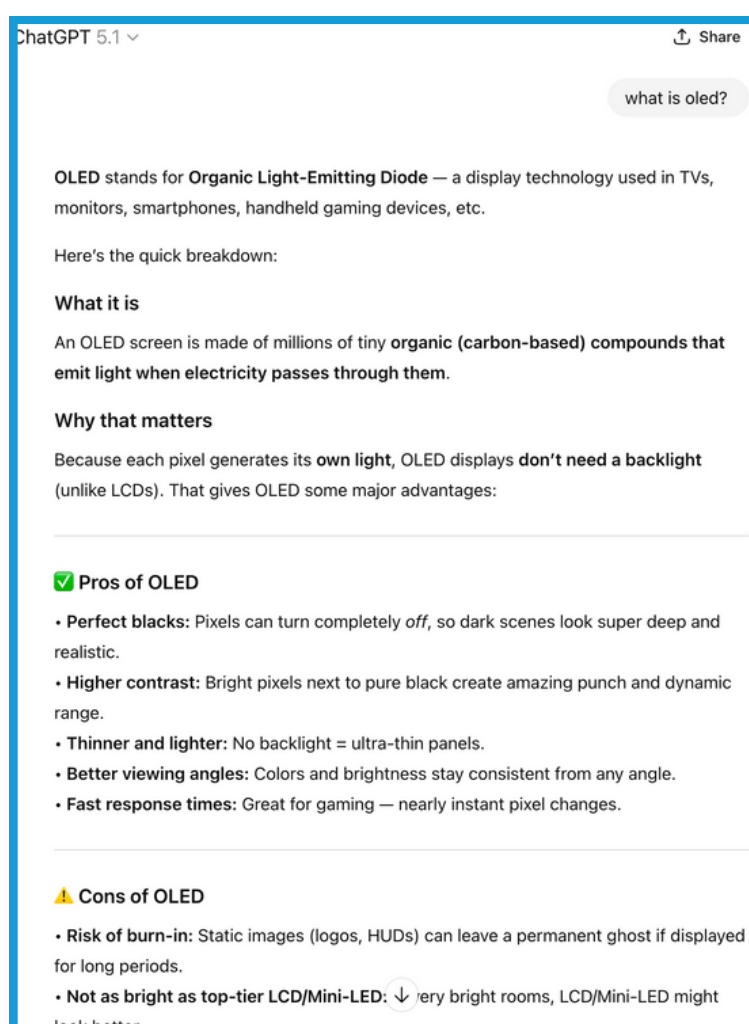


The Journey Breakdown

Informational

Consideration

Transactional



“What is OLED?”

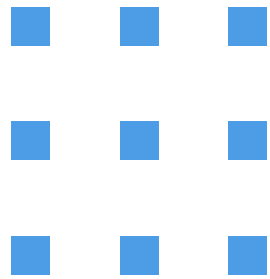
“Best coffee maker”

“What Samsung TVs are at Walmart?”

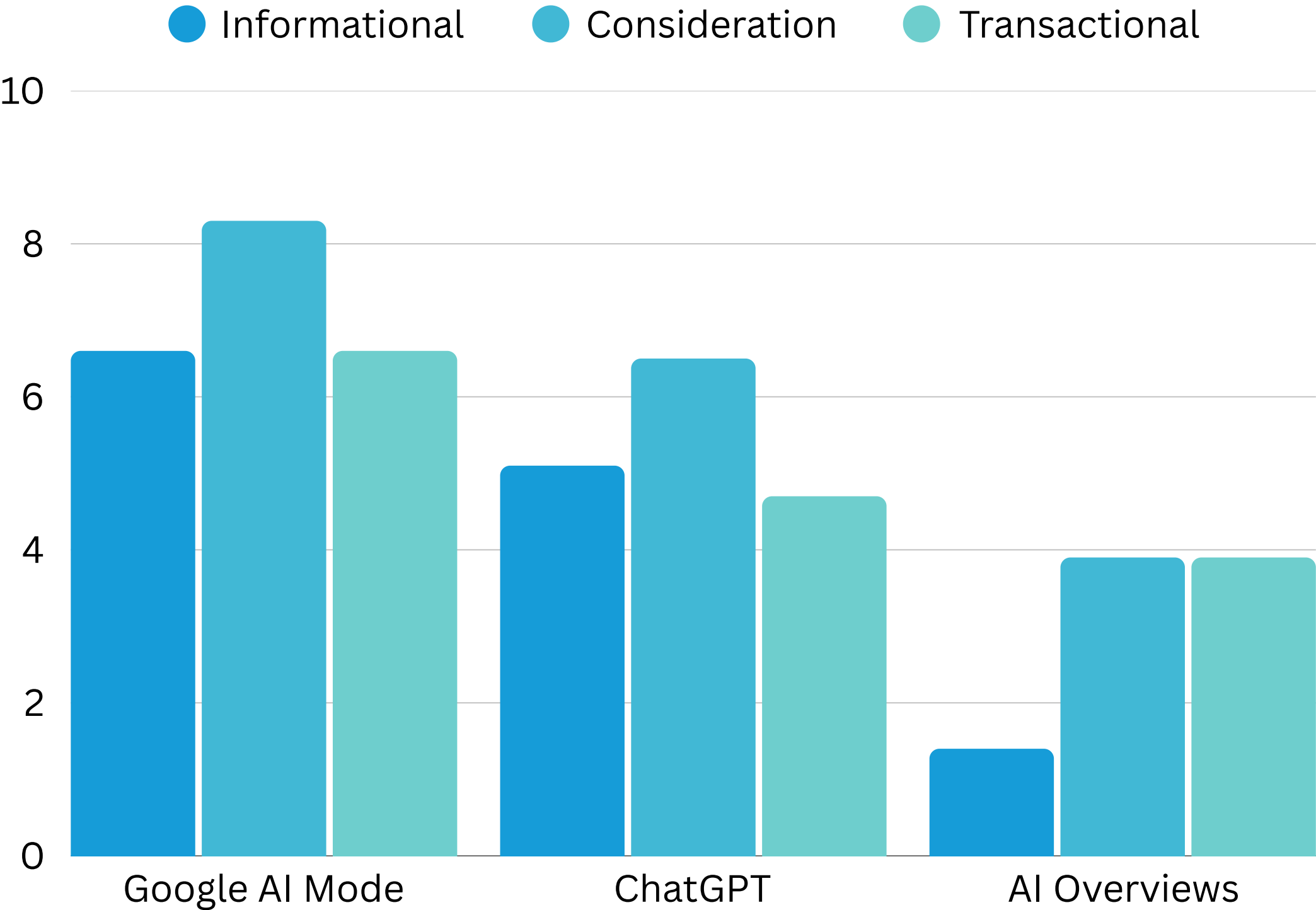
Educational queries where users learn about products, features, or categories before shopping

Comparison and research queries where users evaluate options and seek recommendations

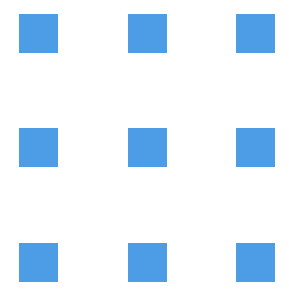
Purchase-ready queries with commercial intent, often including retailers or specific models



Brand Mentions by Query Intent Across AI Engines



All three engines adjust brand recommendations based on where users are in their shopping journey



How Each Engine Approaches the Shopping Journey

Google AI Mode - The Comprehensive Guide:

- Peaks at 8.3 brands for consideration queries
- Maintains 6.6 brands for both informational and transactional
- Consistently mentions more brands across all intent types
- Acts as the most thorough comparison engine

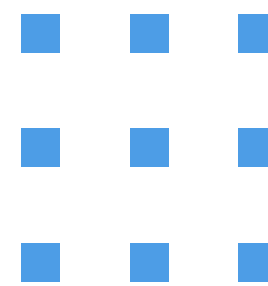
ChatGPT - The Balanced Curator:

- Ranges from 4.7 (transactional) to 6.5 (consideration)
- Biggest drop-off from consideration to purchase stage
- Reduces choices by 28% when users ready to buy
- Adapts most dramatically to user journey stage

Google AI Overviews - The Selective Assistant:

- Minimal brand mentions: 1.4 (informational) to 3.9 (consideration/transactional)
- Appears only 18.4% of the time overall
- Highest presence for informational queries (30.3%)
- Complements shopping carousels rather than replacing them

Google uses shopping carousels for transactions, ChatGPT streamlines the purchase process, and AI Mode maintains a comprehensive approach. Each engine employs a unique strategy to assist shoppers.



Your Holiday AI Overview Action Plan



Audit Your Content by Intent: Map your pages to intent: Do you have guides (informational), comparisons (consideration), and product pages (transactional)? Fill gaps where competition is lowest



Target High-Competition Consideration Queries: With 8.3 brands competing on AI Mode, create detailed comparison content: feature tables, pros/cons lists, use case scenarios. Be comprehensive - AI engines reward depth during research phase



Don't Ignore Traditional SEO: With AI Overviews appearing only 18.4% overall, your organic rankings and shopping feeds still drive most holiday purchases



BrightEdge has you covered across the shopping journey!

Automatically classify prompt intent

AI Brand Presence

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

☐	>	Healthcare	2739	B E	10/10/25 10:38 AM	EDIT
☐	>	Insurance	117	B E	10/10/25 10:38 AM	EDIT
☐	>	Restaurants	362	B E	10/10/25 11:25 AM	EDIT
☐	>	Travel	1339	B E	10/10/25 10:38 AM	EDIT
☐	^	eCommerce	3656	B E	10/10/25 10:38 AM	EDIT

10 cup coffee maker

Consideration

10 k gold

Informational

100 inch tv

Consideration

12 cup coffee maker

Consideration

120hz tv

Consideration

14 cup coffee maker

Consideration

14 karat gold

Informational

19 inch smart tv

Consideration

1st communion dresses

Consideration

2 burner electric cooktop

Consideration

+ SHOW 10 MORE

AI Catalyst uses generative AI to categorize the intent behind monitored prompts, simplifying the understanding of AI engine interactions with your brand during the customer journey.

See what the most competitive prompts are

AI Brand Presence

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

SETTINGS

OVERVIEW

SHARE OF MENTIONS

SHARE OF CITATIONS

RECOMMENDATIONS

PROMPT REPORT

PROMPT DETAILS

United States (en)

Week of Aug 31 | Week of Nov 16, 2025

Prompt Group: eCommerce

Branded: All

Persona: Anonymous

Saved filters

ALL FILTERS

You have not applied any filters

Search Prompts

AI Brand Presence for the week of Nov 16, 2025 (compared to Nov 9, 2025)

Prompts: 3656

All Engines

0.0% mentions | 100%

ChatGPT

0.0% mentions | 100%

Perplexity

0.0% mentions | 100%

Google AI O

0.0% mentions | 100%

Gemini

0.0% mentions | 100%

Google AI Mode

0.0% mentions | 100%

AI BRAND PRESENCE REPORT

Prompt	Prompt Groups	Intent	Mentions					Citations		
			Your Sentiment	Avg. Ra	Your Brand	Comp.	O...↓	Your Brand	Co...	Ot
gaming accessories	eCommerce	Consideration	N/A	N/A	0	30	0	0	7	
guys shoes	eCommerce	Consideration	N/A	N/A	0	24	0	0	1	
womens on shoes	eCommerce	Informational	N/A	N/A	0	23	0	0	6	
mens golf clothing	eCommerce	Consideration	N/A	N/A	0	23	0	0	1	
womens hoodie	eCommerce	Consideration	N/A	N/A	0	22	0	0	1	
mens outdoor clothing	eCommerce	Consideration	N/A	N/A	0	22	0	0	6	
shoes for men	eCommerce	Consideration	N/A	N/A	0	22	0	0	8	
california king bed mattress	eCommerce	Consideration	N/A	N/A	0	23	0	0	0	

AI Catalyst’s prompt report shows your brand's mentions alongside competitors and other brands, helping you identify areas where AI focuses its recommendations for your customers.

Optimize once and win everywhere with Copilot

Content Advisor	
Identify strategies to write search optimized content	
Content Advisor /	
Content overview for video game laptops	
Generated by Copilot on Jan 14, 2025 4:11 PM	
BRIEF DRAFT PREVIEW & DOWNLOAD DOWNLOAD	
None of your pages are currently ranking for video game laptops	
USE WIZARD	
Search Volume 110	
Jump to	
Objective	
Related Search Terms	
Top Ranking Pages	
Tone & Style	
Words To Avoid	
Audience	
Common Questions	
Objective	
You have the option to define the purpose of the new content for the content writer. This objective should align with the business goals or desired outcomes for the new content.	
Read more	
+ ADD OBJECTIVE	
Related search terms	
Select one to three related search terms to enhance the likelihood of your content being discovered by your target audience when searching using these terms.	
Read more	
Influences Draft	

Copilot for Content Advisor streamlines content creation aligned with AI needs in the informational and consideration phases. It also allows for content creation directly from prompts in AI Catalyst.