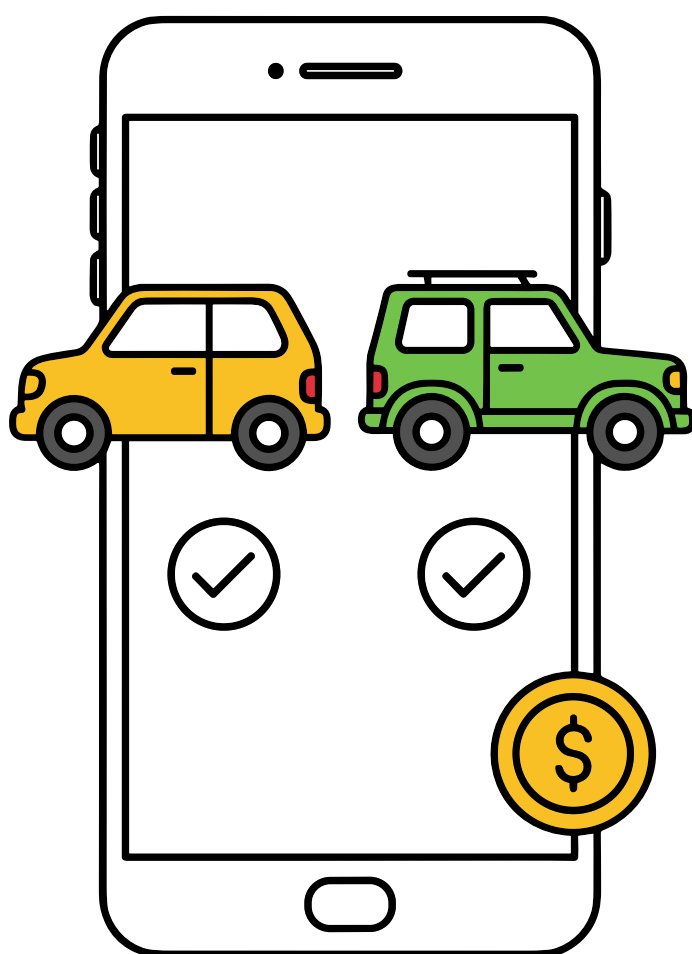
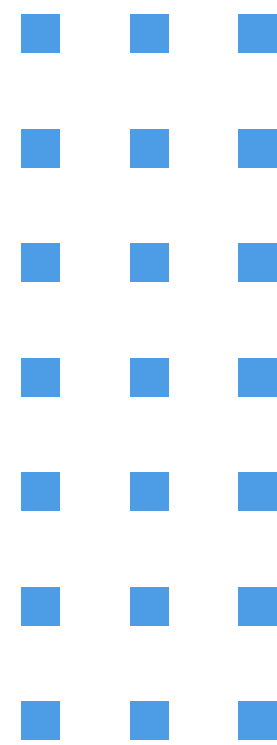
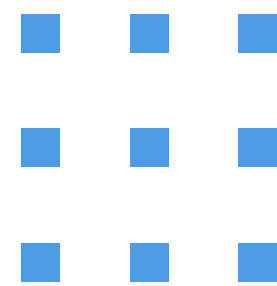


This Memorial Day, AI is already choosing which car brands shoppers consider



We used BrightEdge AI Hyper Cube to analyze auto purchase prompts from Google AI Overviews and ChatGPT, categorizing them by funnel stage and intent type (branded vs. non-branded).

BRIGHTEDGE



At the Top of the Funnel, It's Nearly a 50/50 Split

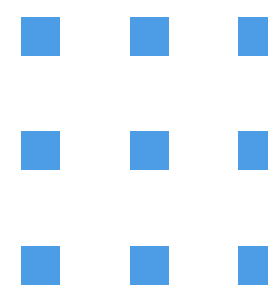
48%

*of Google AI Overviews
auto prompt volume at
the informational stage
contains no brand name*

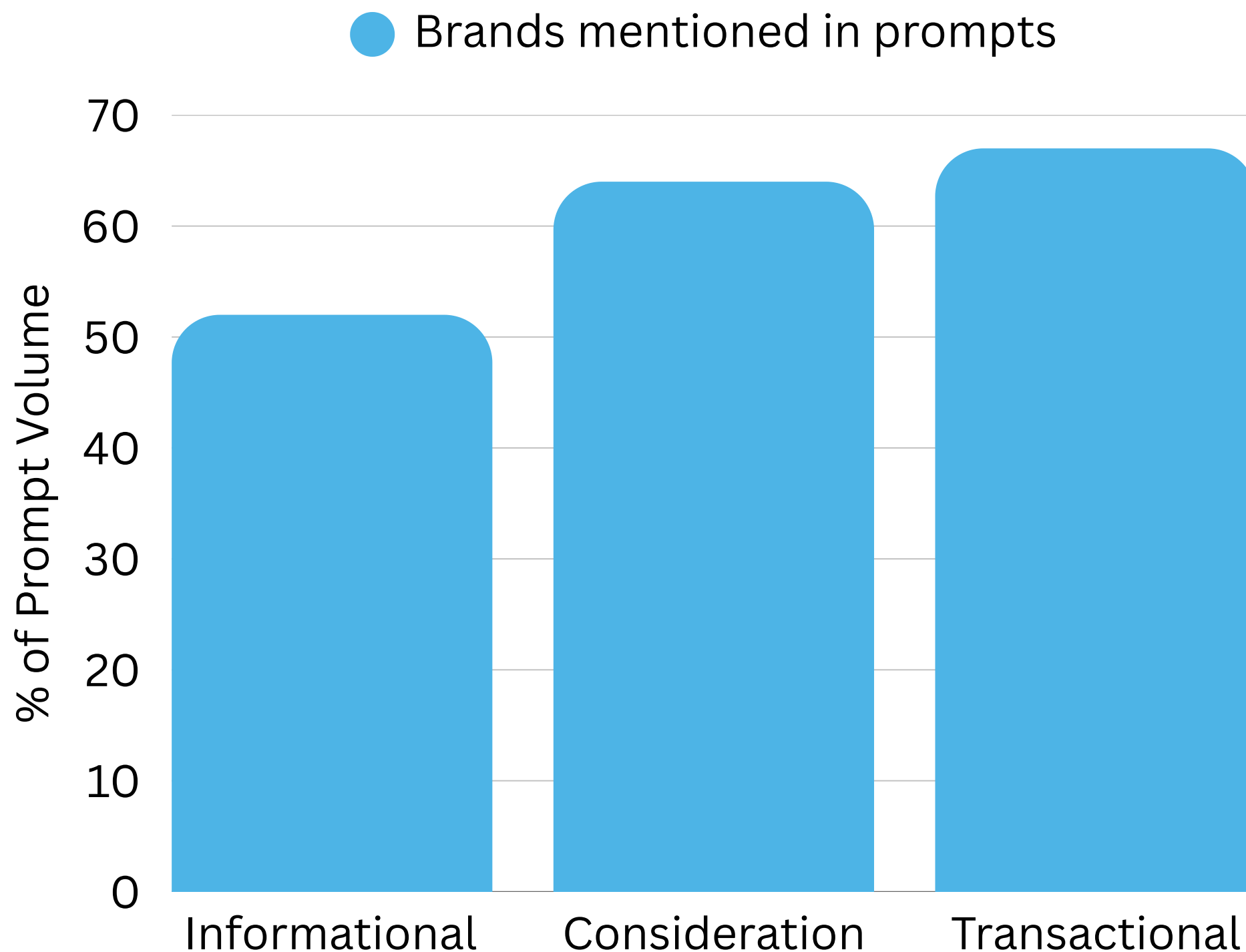
97%

*of those non-branded
prompts still result in auto
brands being named in
the AI-generated answer*

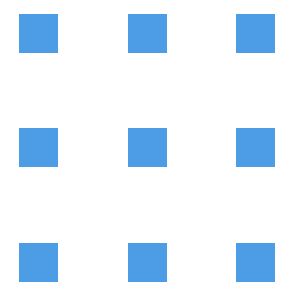
Shoppers aren't naming brands. AI is doing it for them.



Brand Intent Grows as Shoppers Move Toward Purchase



As shoppers approach the purchasing stage, they tend to name a brand more frequently. However, even when they are ready to buy, one-third still do not mention a brand.



What Marketers need to know



The prompt universe is bigger than your brand name. Non-branded prompts make up nearly half of informational AI search volume in auto. If your visibility strategy only covers branded queries, you're invisible at the start of the shopping journey.



On ChatGPT, 70% of transactional auto prompt volume is non-branded. Shoppers asking "used cars for sale" or "best rebates right now" aren't naming a brand -- but AI is recommending one. That recommendation needs to be you.



AI picks winners in non-branded answers 97% of the time. The question isn't whether AI will mention a brand in response to a non-branded prompt. It will. The question is whether it mentions yours.

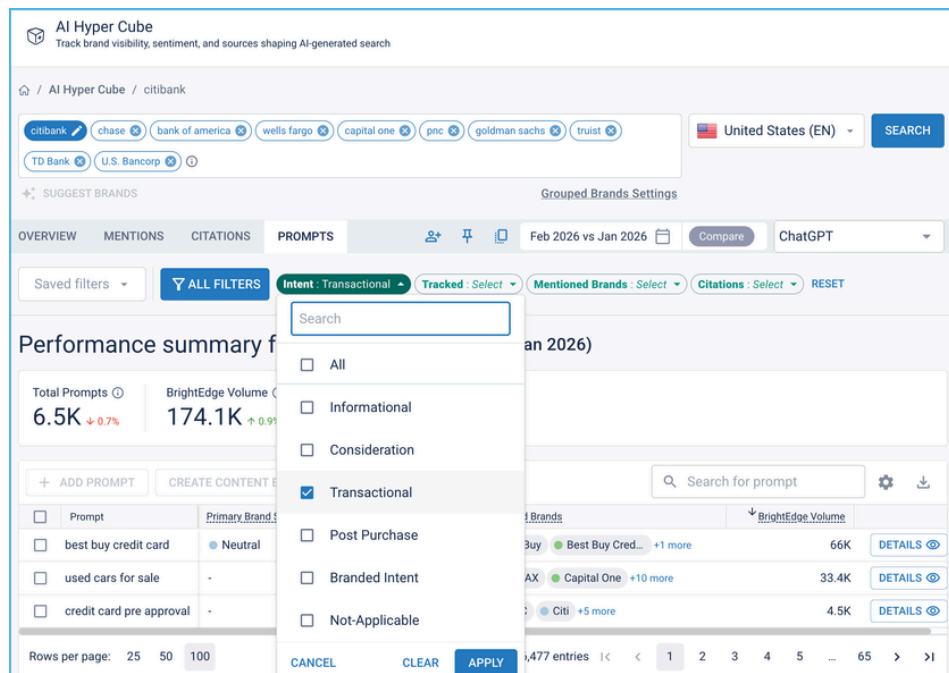


Know which prompts your brand shows up for before Memorial Day weekend. The biggest car-buying weekend of the year is driven by shoppers at every funnel stage. Map your AI visibility now -- not after the weekend.

BRIGHTEDGE

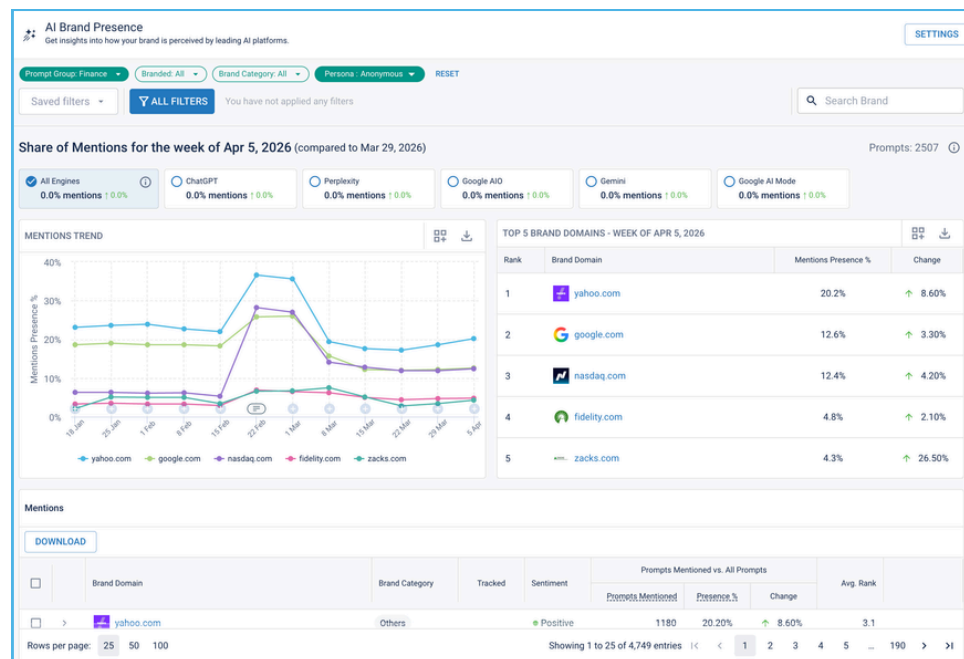
BrightEdge has you covered across the entire journey for AI!

Filter the prompts customers use by their intent



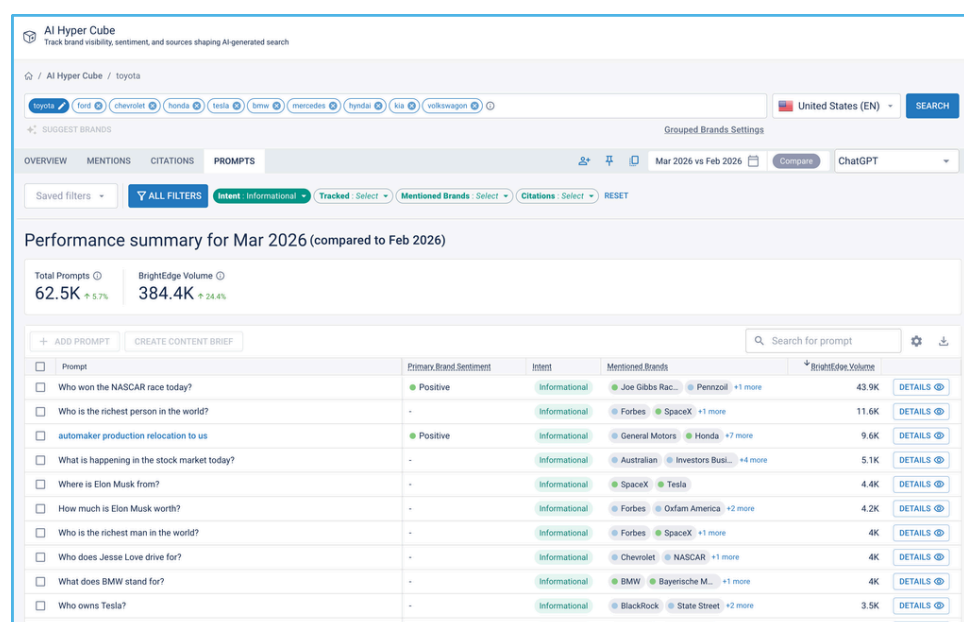
BrightEdge AI Hyper Cube simplifies the process of understanding the prompts your customers use to discover your brand and their underlying intent. Evaluate the opportunities based on both volume and competitor mentions.

Monitor your visibility on essential prompts over time.



AI Catalyst streamlines identifying transactional prompts, allowing you to design campaigns that track brand recommendations when users are ready to act. This helps you stay ahead of competitors and reduce uncertainty in your strategy development.

Check which prompts competitors are using that you are not.



AI Hyper Cube allows you to compare up to nine competitors simultaneously, helping you identify where they are mentioned and you are not. Then, you can address and monitor these gaps within AI Catalyst, all without having to leave the platform.