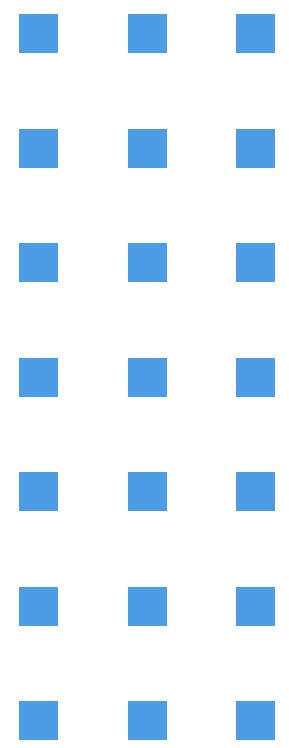
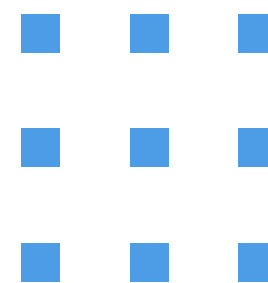


# How AI search reshaped classic query intents.



BrightEdge AI Hyper Cube analyzed millions of prompts from highly cited websites, identifying four reshaped query intent categories tailored to the medium.

**BRIGHTEDGE**

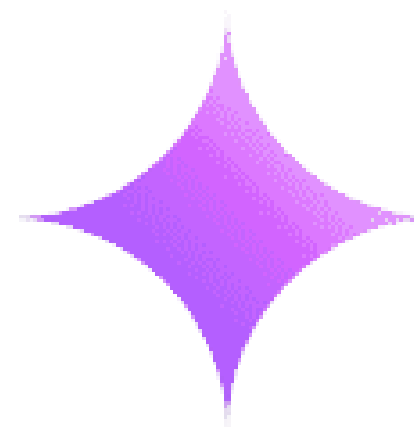


## Same Intent. Completely Different Prompt Volume.



2%

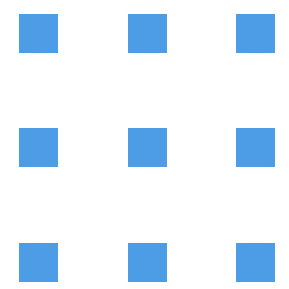
*Share of ChatGPT volume that is navigational intent.*



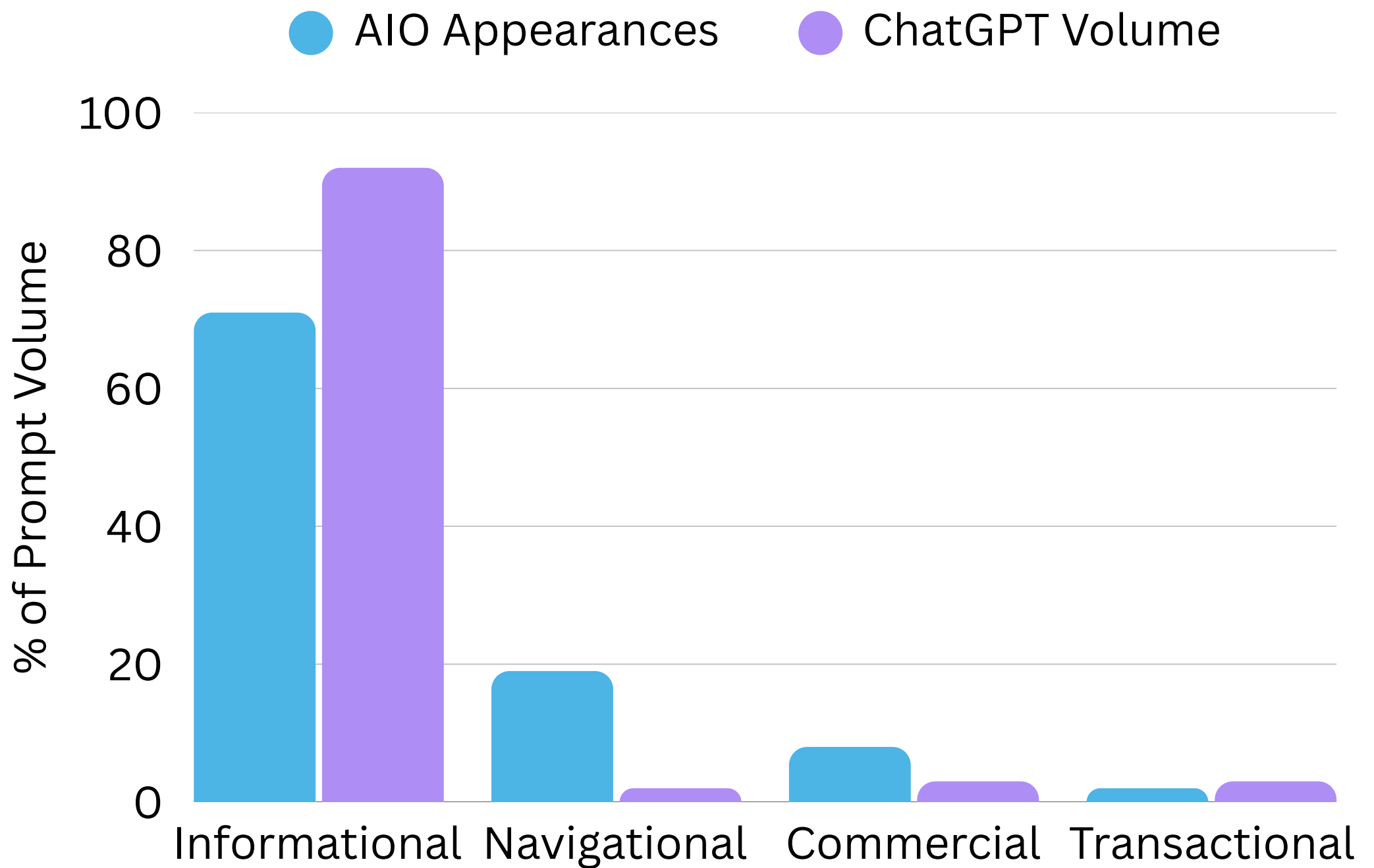
19%

AI Overviews volume reflects navigational intent

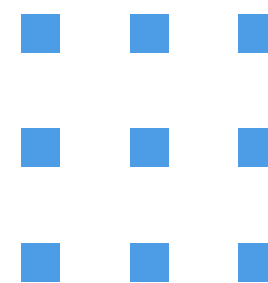
The classical navigational query in AI search has diverged into two behaviors: terse keyword fragments on AI Overviews and full sentences on ChatGPT. While the intent remains the same, the syntax differs, necessitating distinct content strategies.



## AI Is Becoming More Than a Research Tool



AI prompt behavior resembles traditional search behavior, mainly focusing on information. But that's not all it is. Users turn to AI for navigational, transactional, and commercial activities, aiding their decision-making and purchasing processes.



## AI Decides What These Sites Are For.



**81% Informational citations on AIO.**  
*Not a video site. A how-to and educational utility.*

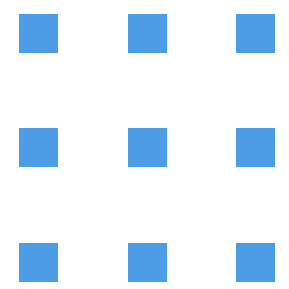


**18% Commercial intent citations on ChatGPT.**  
*No longer a forum. The consumer-opinion layer for product research.*



**80% Informational citations on ChatGPT.**  
*Even the canonical commerce site is cited as a product info source.*

The label that defined these sites for years isn't how AI engines categorize them today. Audit how AI actually uses your site, not how you categorize yourself.



## What Marketers need to know



**AI search is used for more than research.** Most AI prompts are informational, but navigational, commercial, and transactional intent all show up in meaningful share.



**Audit how AI engines actually use your site, not how you categorize yourself.** YouTube wins informational citations. Amazon is treated as a product information source. Reddit is the consumer-opinion layer. The engine decides the job, not the brand.



**Navigational intent didn't go away.** It changed shape. On AI Overviews it shows up as terse keyword fragments. On ChatGPT it shows up as branded questions. Same intent, two completely different content requirements.

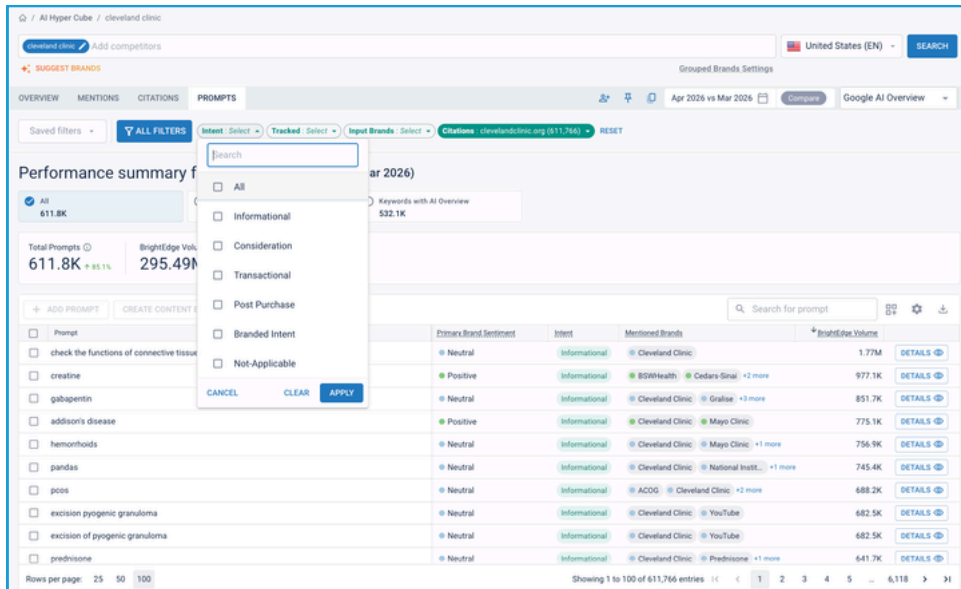


**Treat commercial and transactional as separate content jobs.** Commercial intent (the research phase before buying) shows up in real volume across both engines today. Transactional is still small. Build the comparison content that wins commercial intent first.



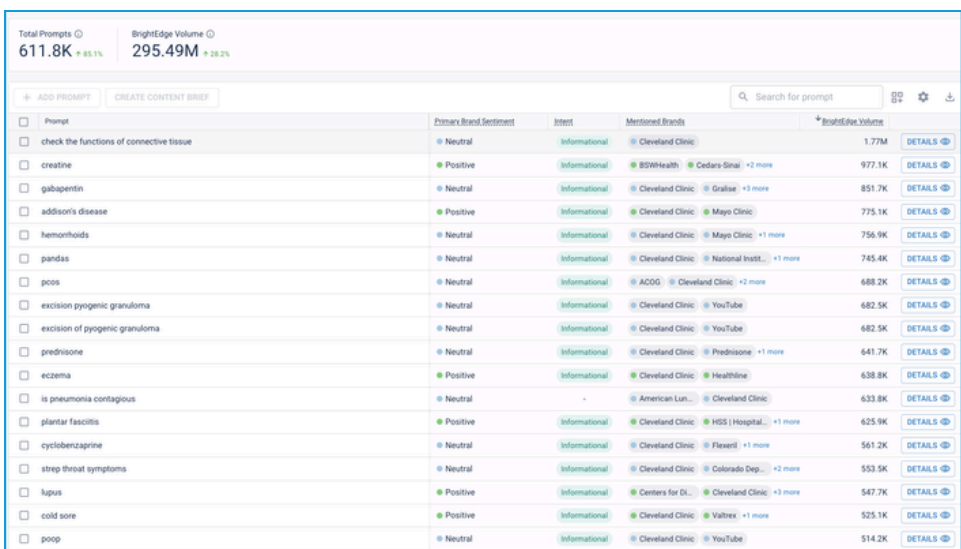
# AI Catalyst tells you exactly how your customers use AI

## Classify all the prompts by intent with a single click



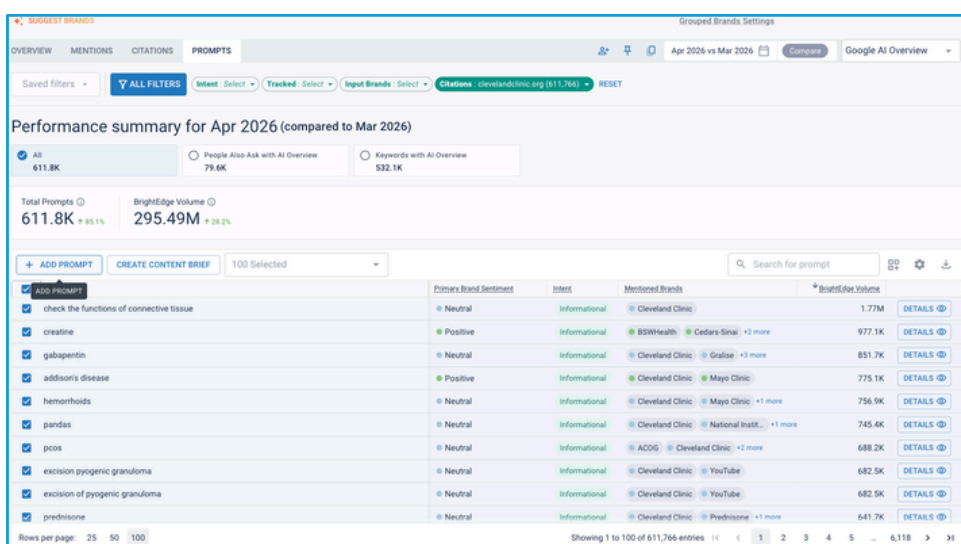
AI Catalyst can identify all prompts related to any brand, whether cited or referenced. It swiftly filters and categorizes these prompts by query intent, offering immediate insights into how the AI Search Engine uses a website to address inquiries.

## See volumes powered by BrightEdge on all engines



AI Hyper Cube allows you to sort data across multiple dimensions, including prompt volume for any AI engine. You can easily conduct a query intent analysis for yourself and your competitors from a single interface.

## Seamlessly create campaigns with AI Catalyst



AI Hyper Cube integrates with AI Catalyst to categorize prompts by intent and monitor them in real-time. This allows observation of AI interactions on your website throughout the customer journey.