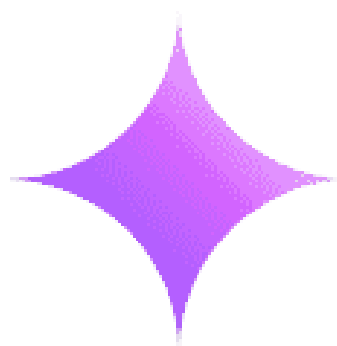
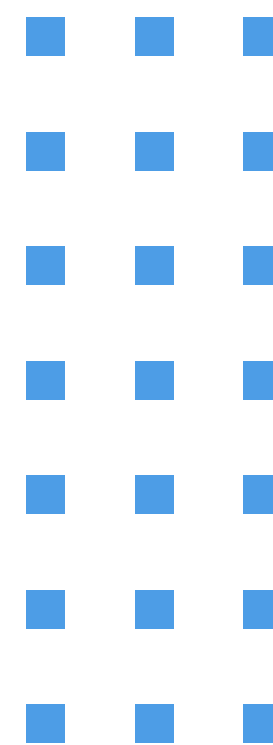
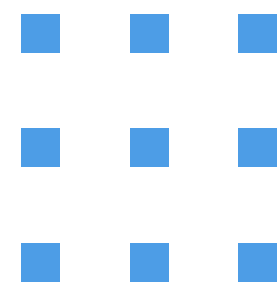


5 AI engines. But what about when they disagree?



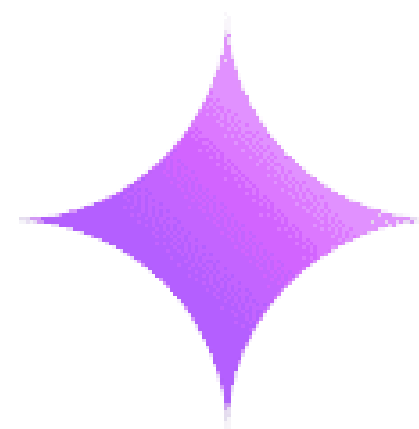
BrightEdge AI Catalyst analyzed the categories where AI engines diverge on which brands to recommend. The pattern says a lot about your category.

BRIGHTEDGE



Same Questions. Completely Different Brands

The Gemini logo, featuring the word "Gemini" in a blue-to-purple gradient font with a small purple star above the letter 'i'.



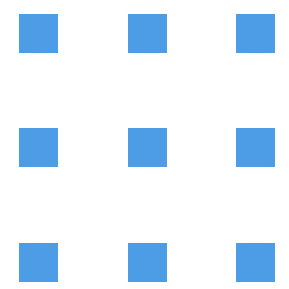
13%

Share of Gemini's brand mentions that go to Mayo Clinic. Mayo dominates Gemini's healthcare answers

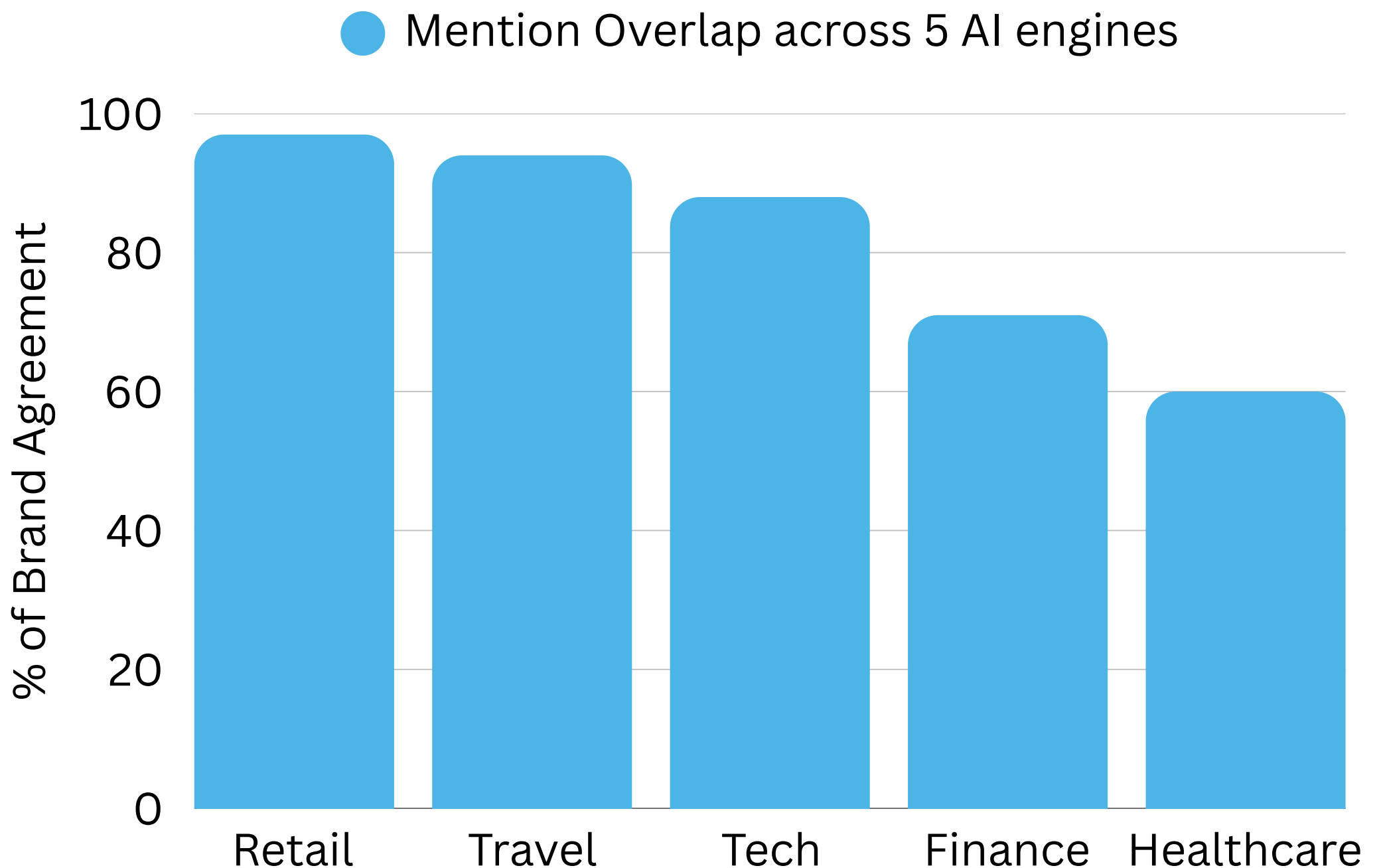
1.5%

Share of AI Overviews' brand mentions that go to Mayo Clinic. The same flagship authority barely registers.

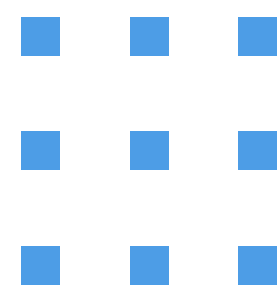
Both are Google AI products with the same flagship healthcare brand recommendation behaving completely differently. Even within the same company, AI engines develop distinct brand personalities. Do you know how YOUR brand is being treated across them?



Brand Agreement Sits at Different Points by Category



Every category varies on the agreement spectrum, with retail and travel closely aligned across five engines, while healthcare and finance differ. The question arises: where does the disagreement among brands actually occur?



Where engines agree on brands. And where they part ways.

97%

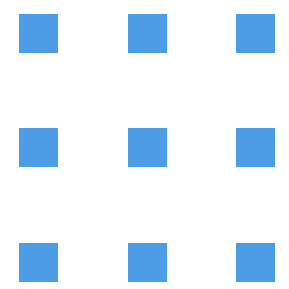
Brand agreement in retail.

Travel and tech sit close behind at 94% and 88%. When the prompt is transactional, the engines converge on the same brand set..

60%

Brand agreement in healthcare. Finance follows at 71%. When the prompt is research-driven, the engines part ways on which brands belong in the answer.

Industries where consumers have to buy a product or service, the engines converge tightly. Where consumers research, the engines develop distinct brand personalities.



What Marketers need to know



Brand agreement is real, but category-dependent. Retail and travel converge at 94-97%. Healthcare and finance drop to 60-71%. Where you sit on that spectrum determines your strategy.



Where consumers buy, engines converge. Where they research, engines diverge. Transactional categories pull from a small pool of known brands. Research categories have wide universes, and each engine picks differently inside them.



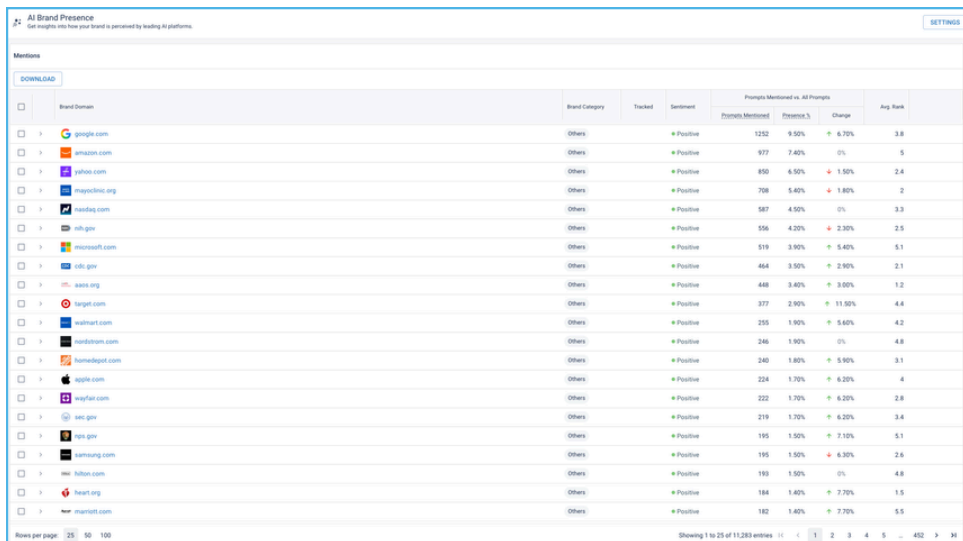
Each engine has a personality in high-divergence categories. ChatGPT favors specialty associations. Perplexity leans consumer health publishers. Gemini concentrates on flagship authorities. AI Mode favors institutional banks.



Audit by ENGINE within your category, not just in aggregate. A flagship competitor "missing" from one engine but dominant in another isn't a bug. It's that engine's editorial signature in your space.

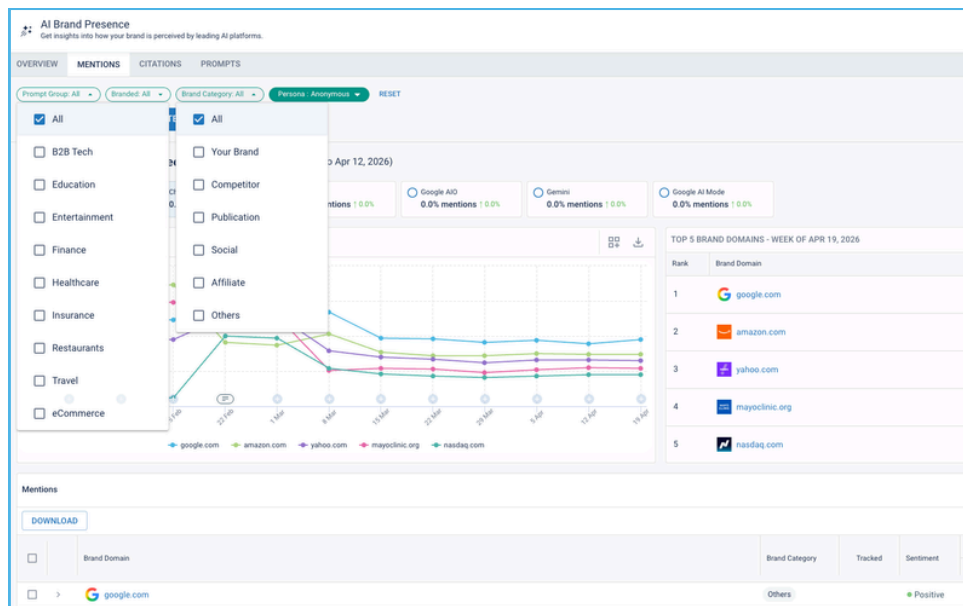
AI Catalyst defines your strategy

See all the top cited sources for the prompts that matter



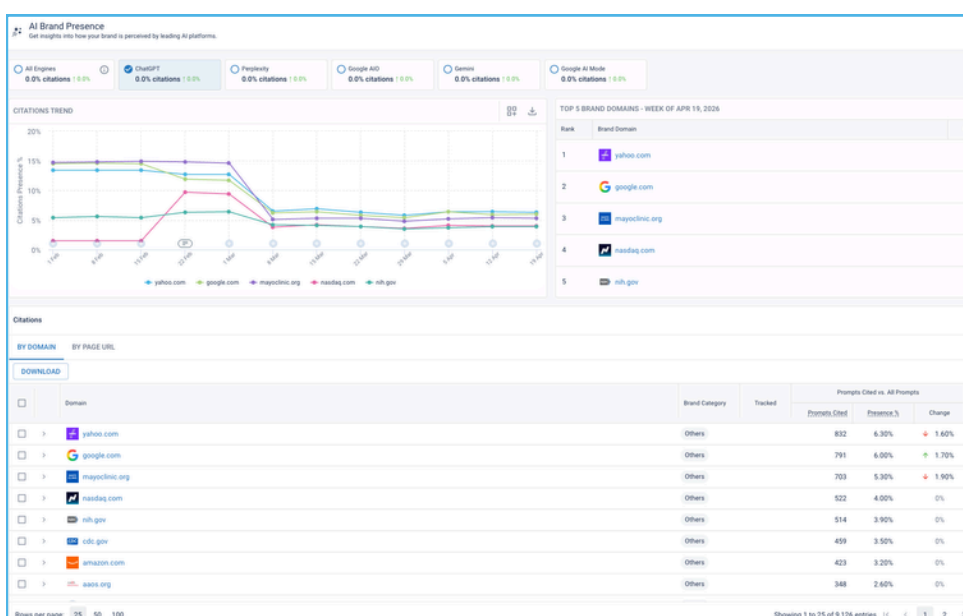
AI Catalyst examines and gathers the most cited sources from the AI engines you monitor, allowing you to quickly assess how they value different sources. This insight enables you to tailor your strategy effectively.

Prompt Groups and Site Filters make granular analysis simple



Organize Prompt Groups by Business Unit using AI Catalyst to automatically categorize site types. This allows for quick analysis of how publications, competitors, and social media influence AI responses to potential customers.

Track market activity across AI search engines



AI Catalyst streamlines the exploration of engines and collective examination of citations and mentions, revealing how nuances vary across different AI engines and emphasizing what is significant to them.