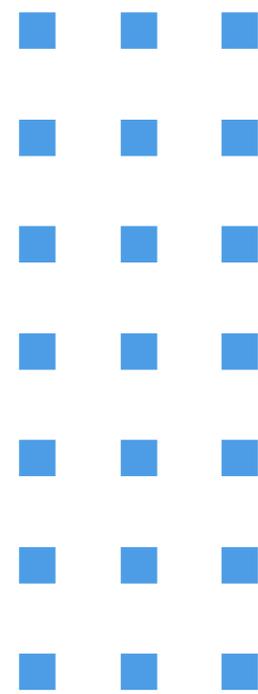
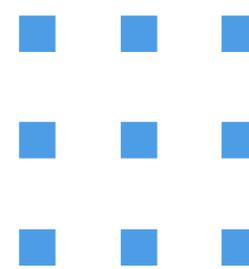


When AI Goes Negative in Finance: The 5 Risk Zones

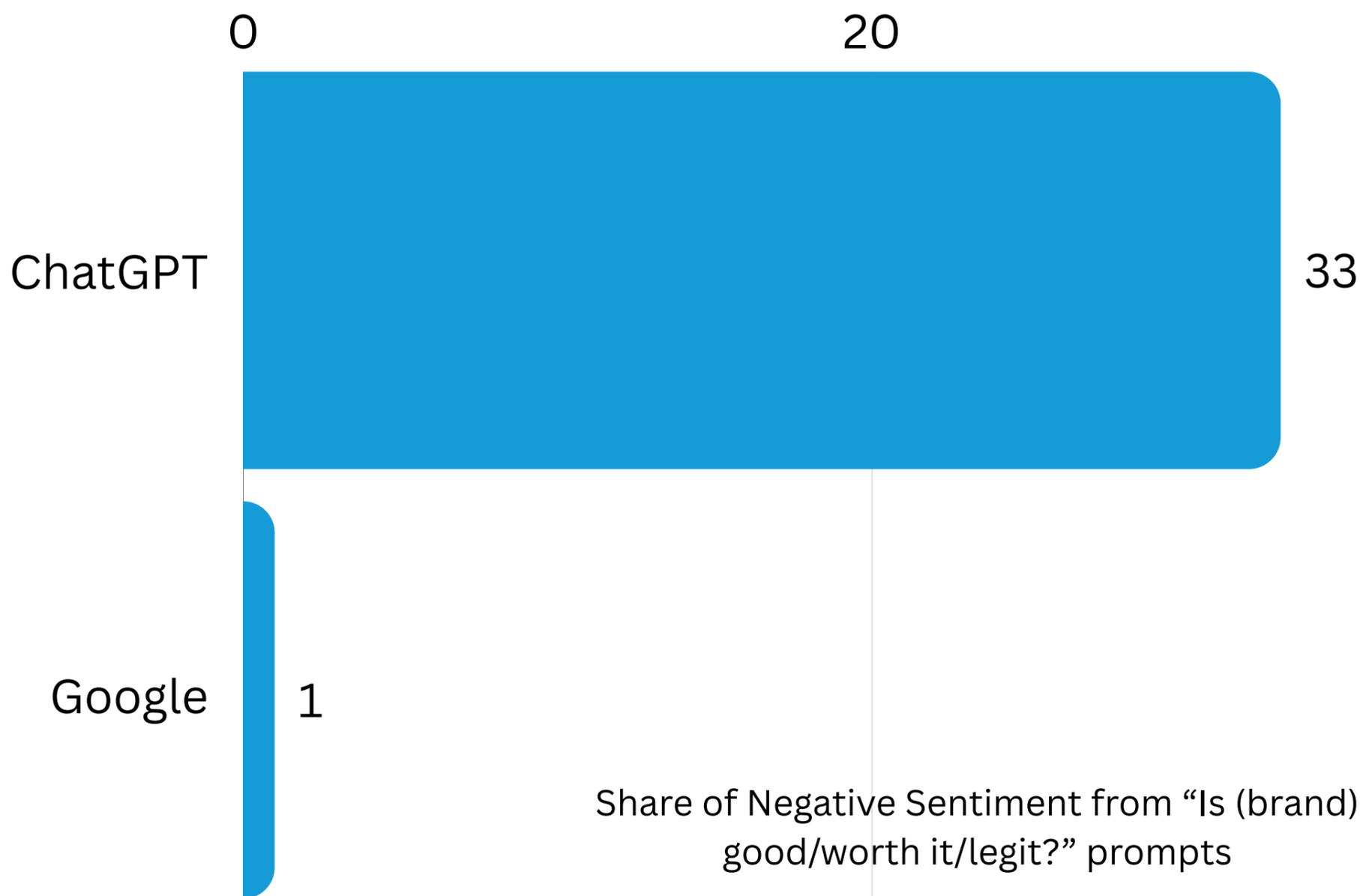


Brand Sentiment in YMYL Search: Insights
from Google AI Overviews and ChatGPT

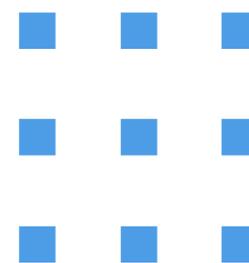
BRIGHTEDGE



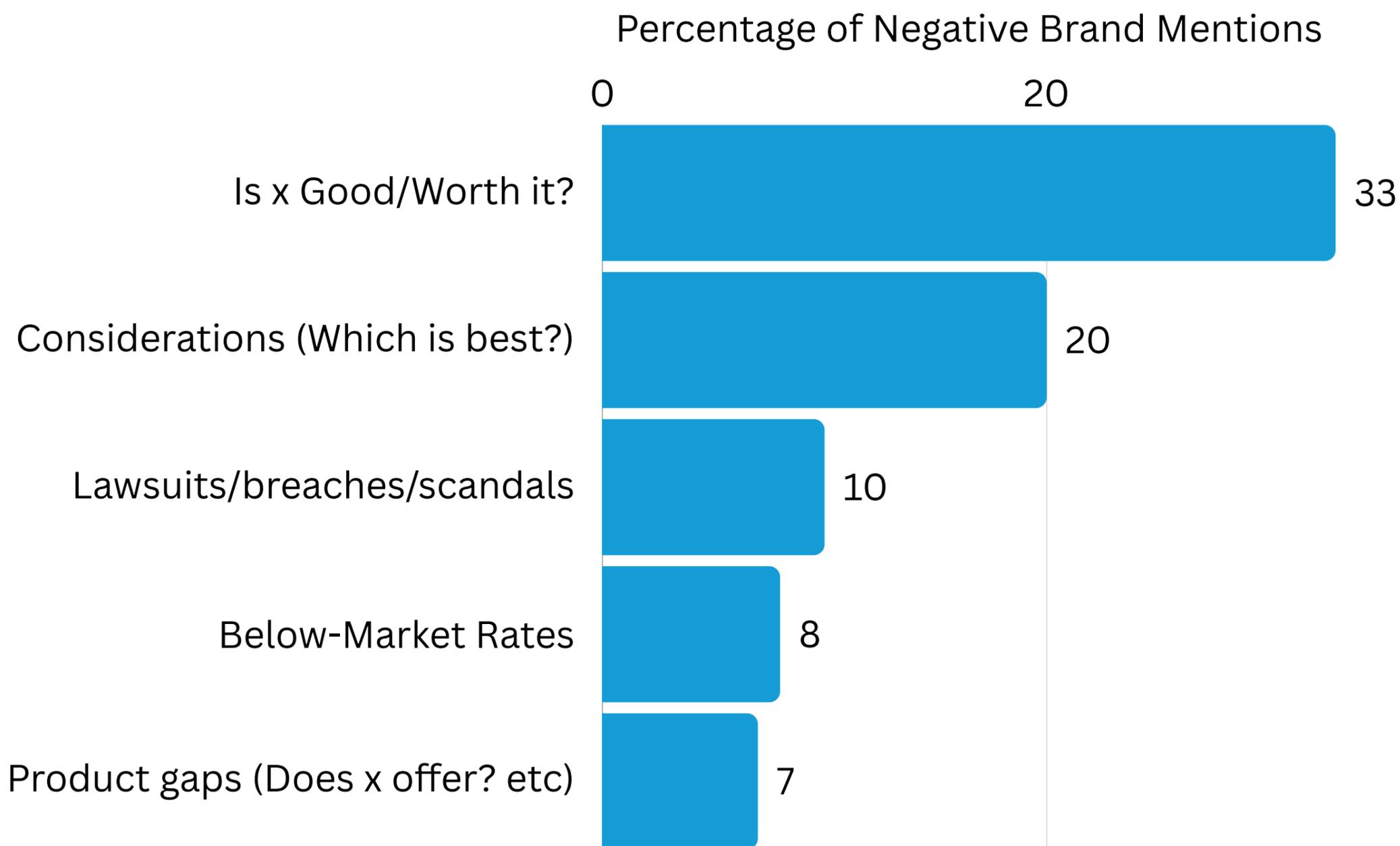
~1 in 3 Negative Finance Responses in ChatGPT Come From a Single Query Type: 'Is [Brand] Good?'



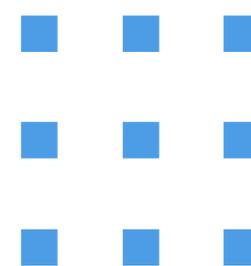
ChatGPT is 33x more likely than Google to go negative on a finance brand when users ask evaluation questions like 'Is [brand] good?' or 'Is [product] worth it?'



What Types of Queries Trigger Negative Brand Sentiment in Finance?



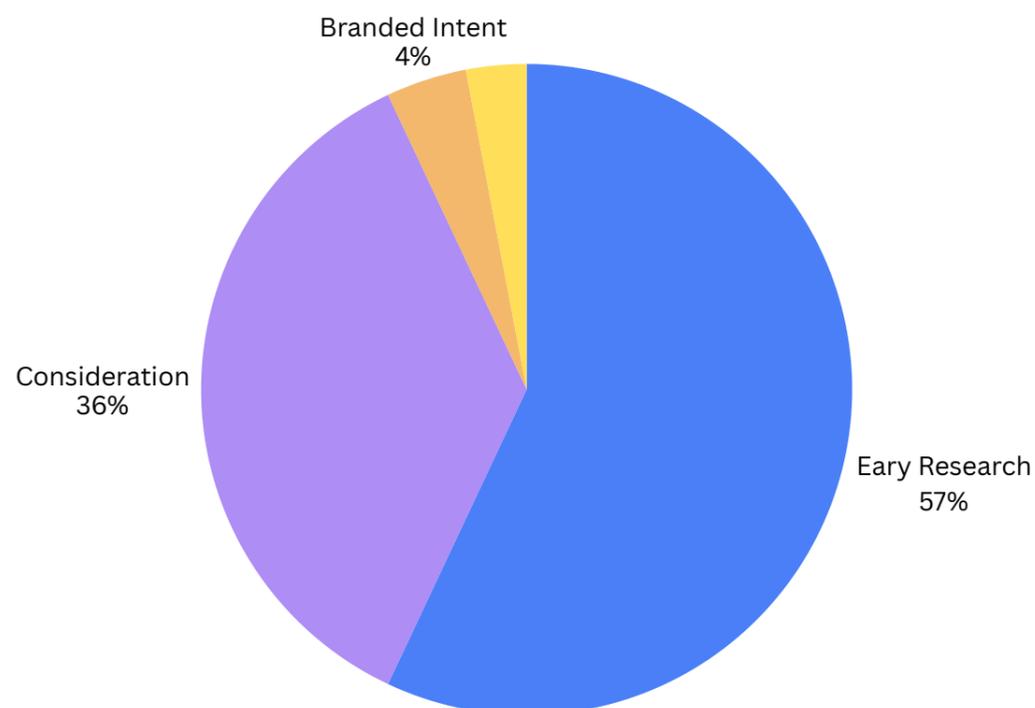
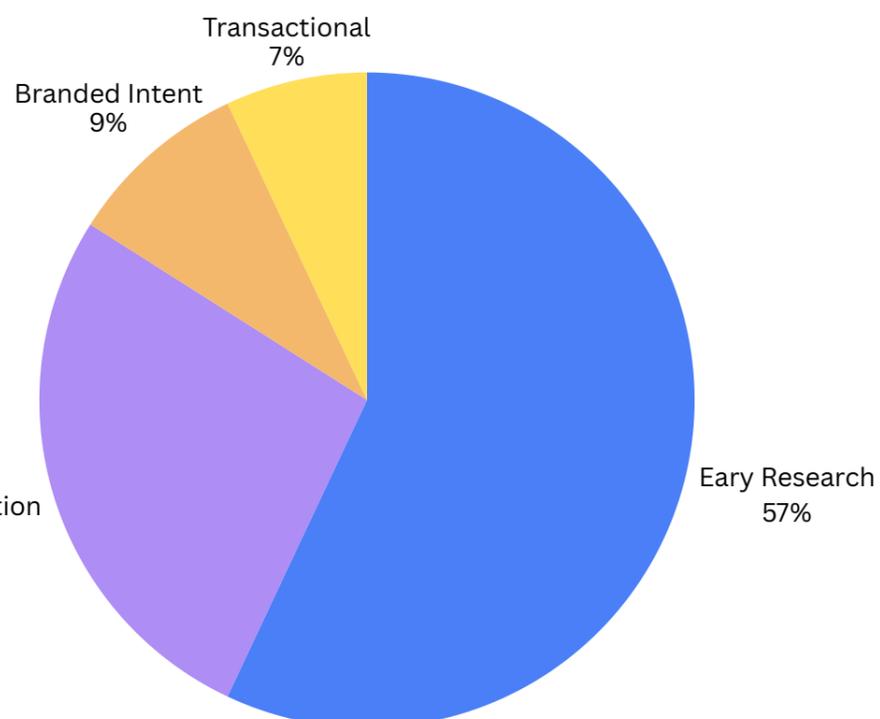
In healthcare, negative sentiment traces to safety warnings. In finance, it traces to AI evaluating whether your brand – and your products – measure up.



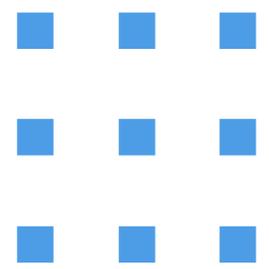
Where in the Buying Journey Does AI Go Negative on Finance Brands?

Google AI

ChatGPT



Google provides negative feedback early in the learning process, while ChatGPT offers it during decision-making, when users are comparing options and deciding on purchases.



What Marketers need to know



Google and ChatGPT go negative for completely different reasons. Google amplifies bad headlines — lawsuits, breaches, closures. ChatGPT plays devil's advocate when users evaluate your brand. Same category, two different risk profiles requiring two different strategies.



Evaluation queries are the biggest risk zone. "Is [brand] good?" and "Is [product] worth it?" drive roughly a third of all negative sentiment on ChatGPT. If your rates, products, or customer experience aren't competitive, AI will surface that at the point of decision.



AI exposes product gaps by name. When users ask "Does [institution] offer [product]?" and the answer is no, ChatGPT frames that absence as a negative. Know where your product suite has holes before AI tells your prospects for you.

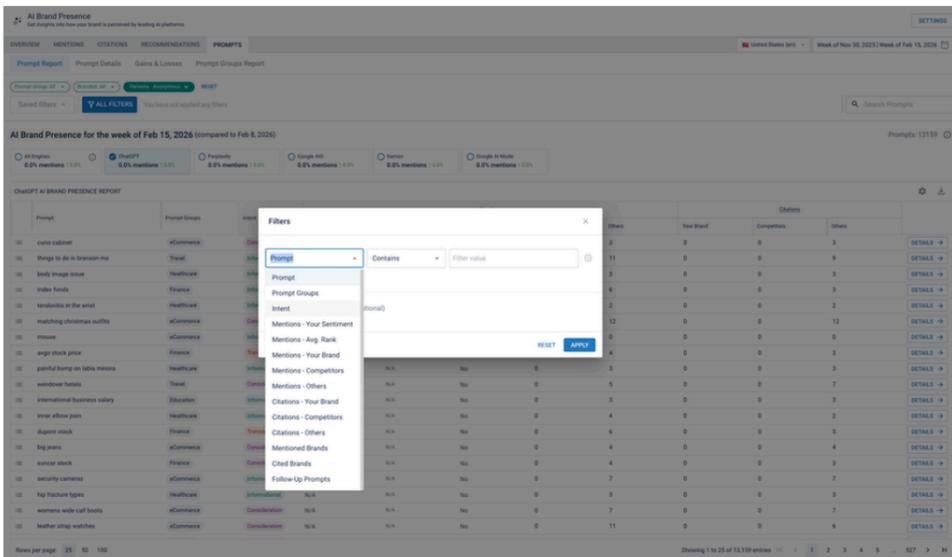


Own your review presence before AI uses it against you. ChatGPT leans heavily on review platforms and consumer finance publishers when it goes negative. Manage those third-party profiles — that's the raw material AI is working with.

BRIGHTEDGE

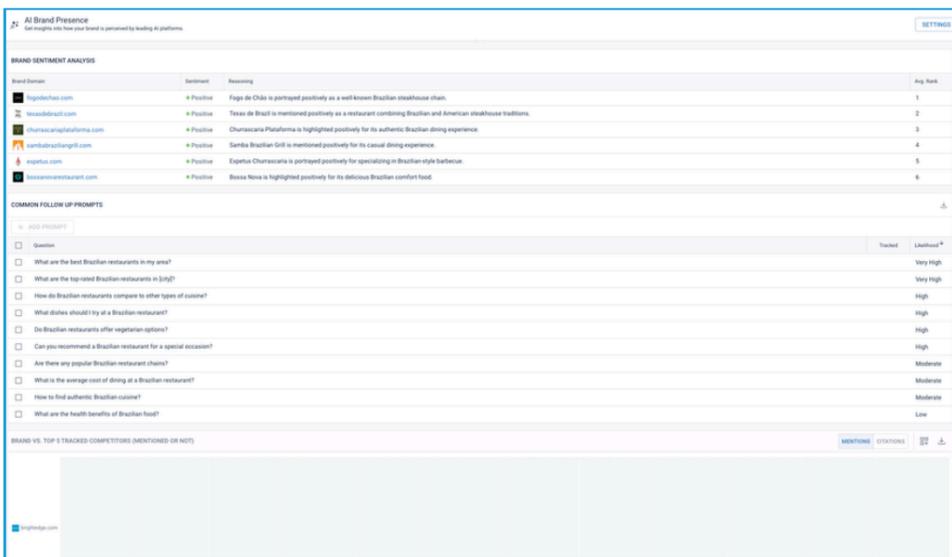
BrightEdge has you covered across the entire Google Landscape

Segment prompts by intent to identify sentiment issues.



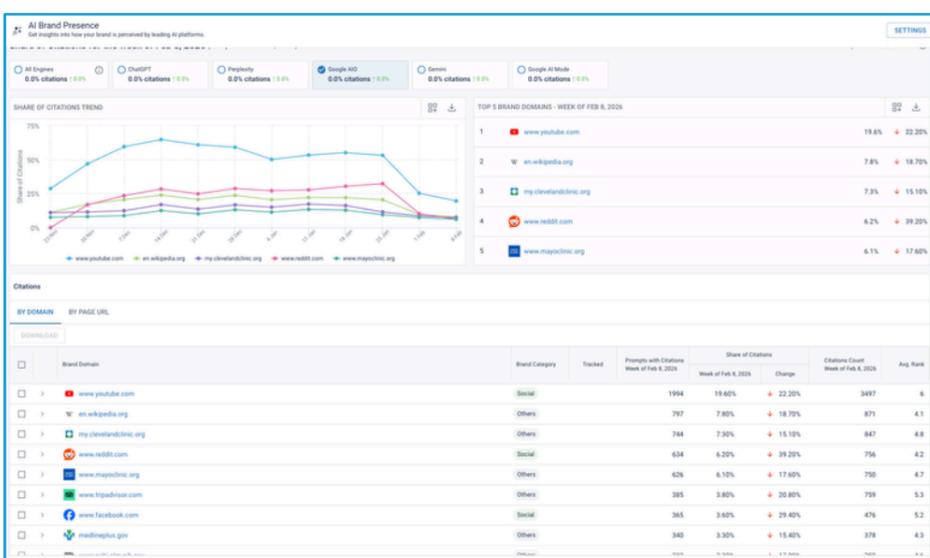
Streamline your analysis by using effective filters to explore various segments of the customer journey. One click can help identify areas where prompts may lead to negative sentiment.

Drill into any prompt to analyze sentiment



AI Catalyst empowers you to uncover which brand attributes are driving positive or negative mentions within a prompt. It assists you in identifying the essential characteristics that the AI is reacting to.

Track how brands are getting mentioned over time



AI Catalyst simplifies the task of monitoring brand mentions by segmenting data, providing an intuitive trend overview, and including filters to examine both positive and negative feedback.