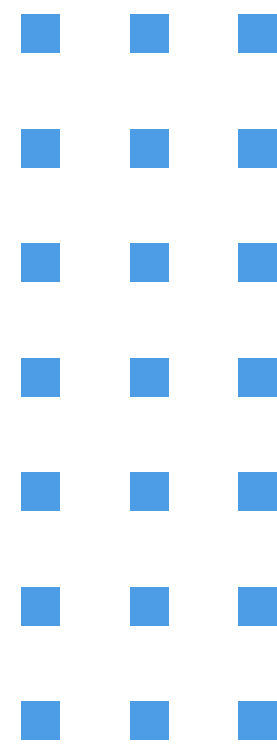
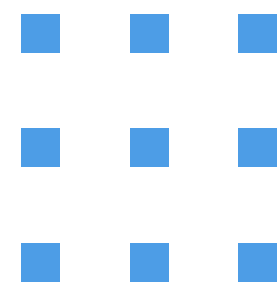


**In Finance, people  
don't just research on  
ChatGPT, they take  
action**



What BrightEdge AI Hypercube found when we analyzed transactional intent across top U.S. bank queries in ChatGPT

**BRIGHTEDGE**



# In Finance, ChatGPT Is Fielding Decision Prompts, Not Just Research Prompts



**90K**

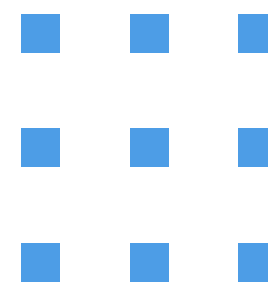
*Monthly prompts on ChatGPT from people comparing or applying for credit cards.*



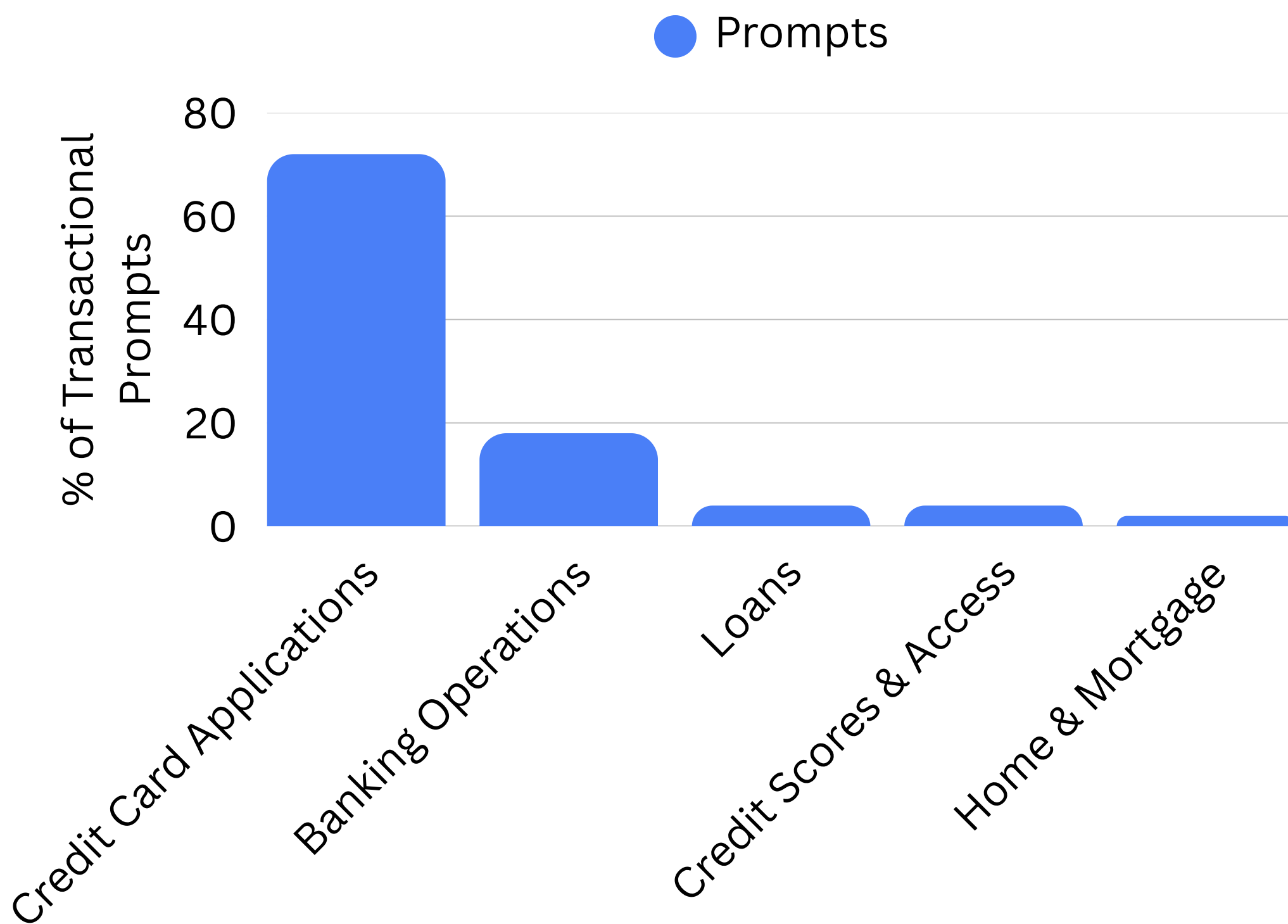
**66K**

*Of those are tied to a single co-branded retail card alone*

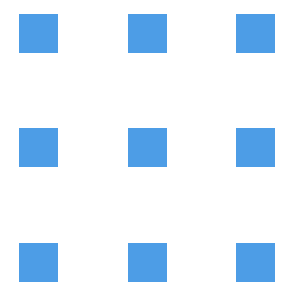
These aren't top-of-funnel queries. They're bottom-of-funnel actions. Does AI know what to cite to get your potential customers to the right spot on your site?



## Where Transactional Intent Lives in ChatGPT Finance Prompts



Credit card decisions dominate, but every cluster reflects someone trying to do something, not just learn something.



## What Marketers need to know



**Transactional intent in ChatGPT is real and it's already happening in your category.** People aren't just researching financial products in ChatGPT. They're comparing, pre-qualifying, and initiating applications. If you assumed AI search was a top-of-funnel channel, this data says otherwise.



**Make sure AI agents can reach the parts of your site where action happens.** ChatGPT isn't just crawling your blog. When someone asks it to find a credit card or start a loan application, it needs to be able to surface your product pages, application entry points, and offer pages, not just your educational content.



**Branded intent is high, and that means brand presence in AI responses matters most at the moment of decision.** People arriving in ChatGPT already know which product or brand they want. If you're not visible at that moment, you're losing customers who were already sold.

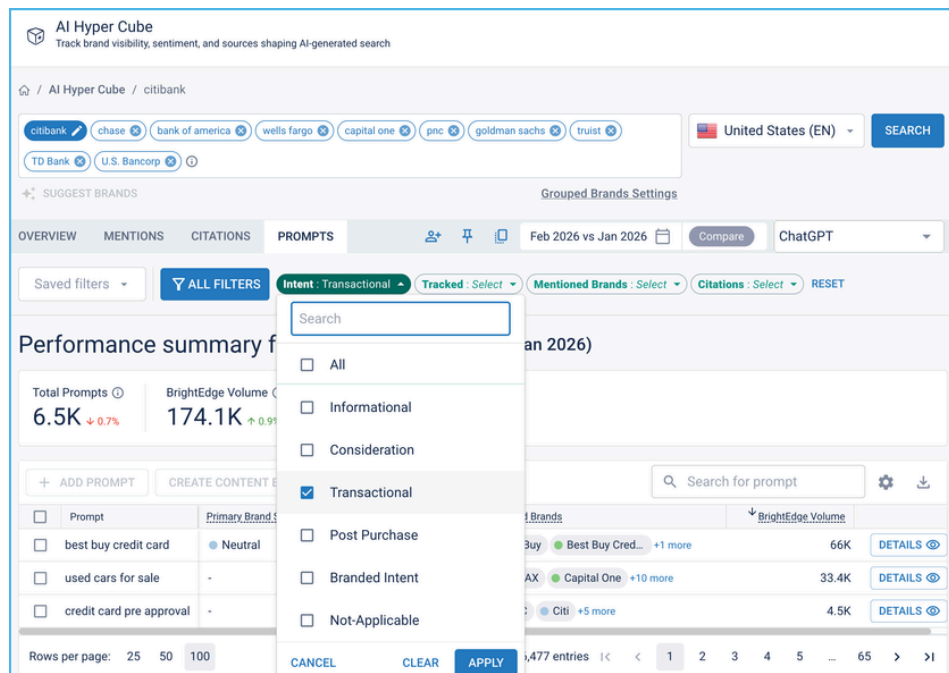


**Know which actions your customers are trying to take before your competitors do.** Analyze prompts based on their intent to see when actions are about to take place and optimize accordingly

# BRIGHTEDGE

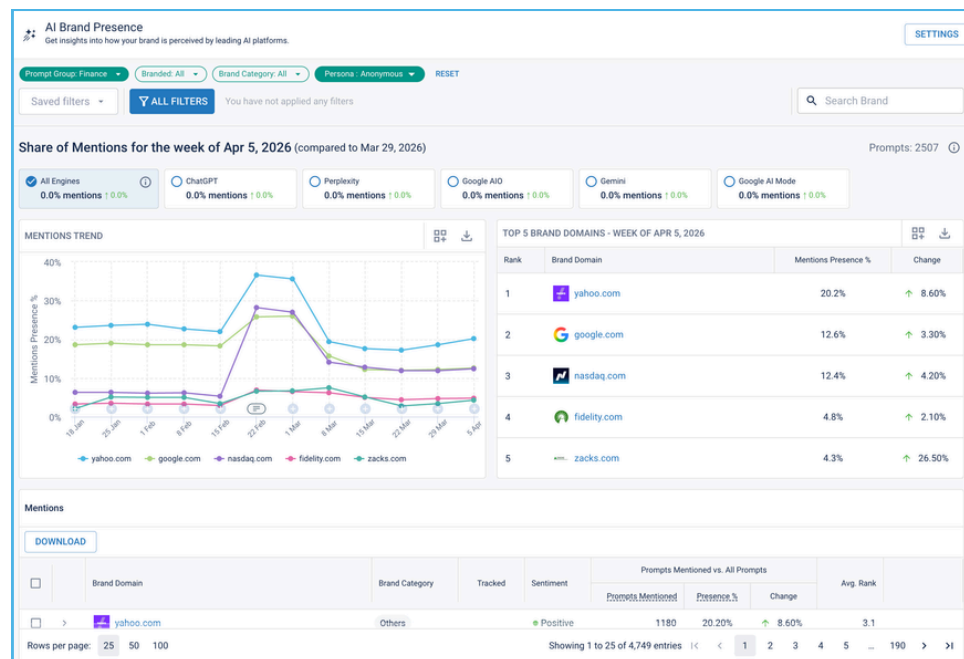
## BrightEdge has you covered across the entire journey for AI!

### Filter the prompts customers use by their intent



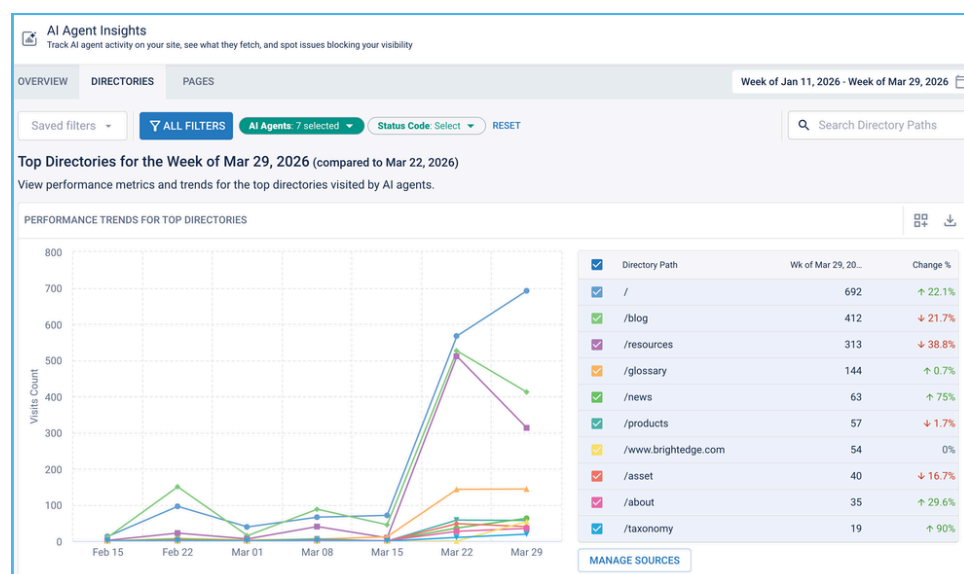
BrightEdge AI Hyper Cube simplifies the process of understanding the prompts your customers use to discover your brand and their underlying intent. Evaluate the opportunities based on both volume and competitor mentions.

### 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.

### Track and optimize how AI Agents are visiting your site



AI Agent Insights helps identify which website sections are visible to AI. Ensure ChatGPT can access product pages to recommend offerings to customers at decision-making time.