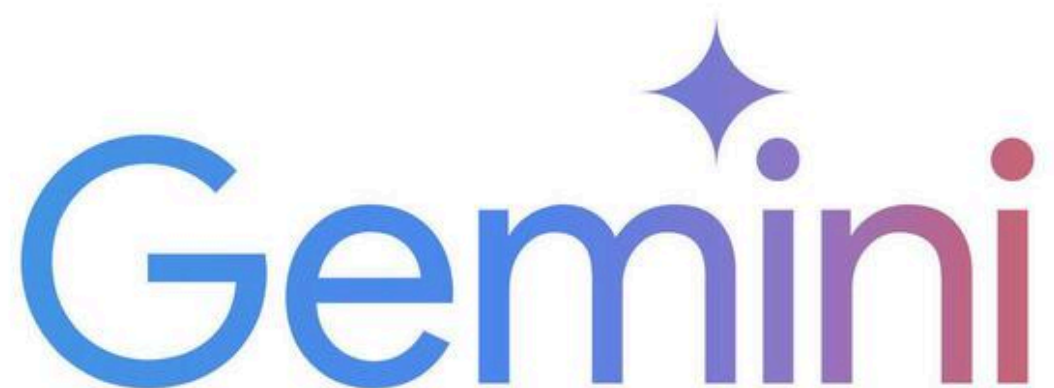
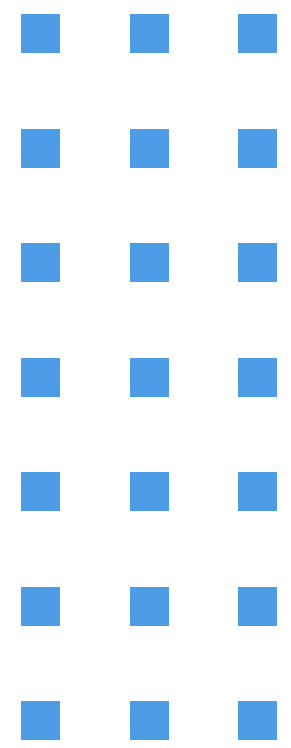
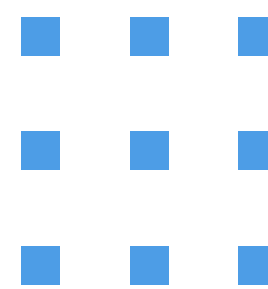


# Same Question Different Brands

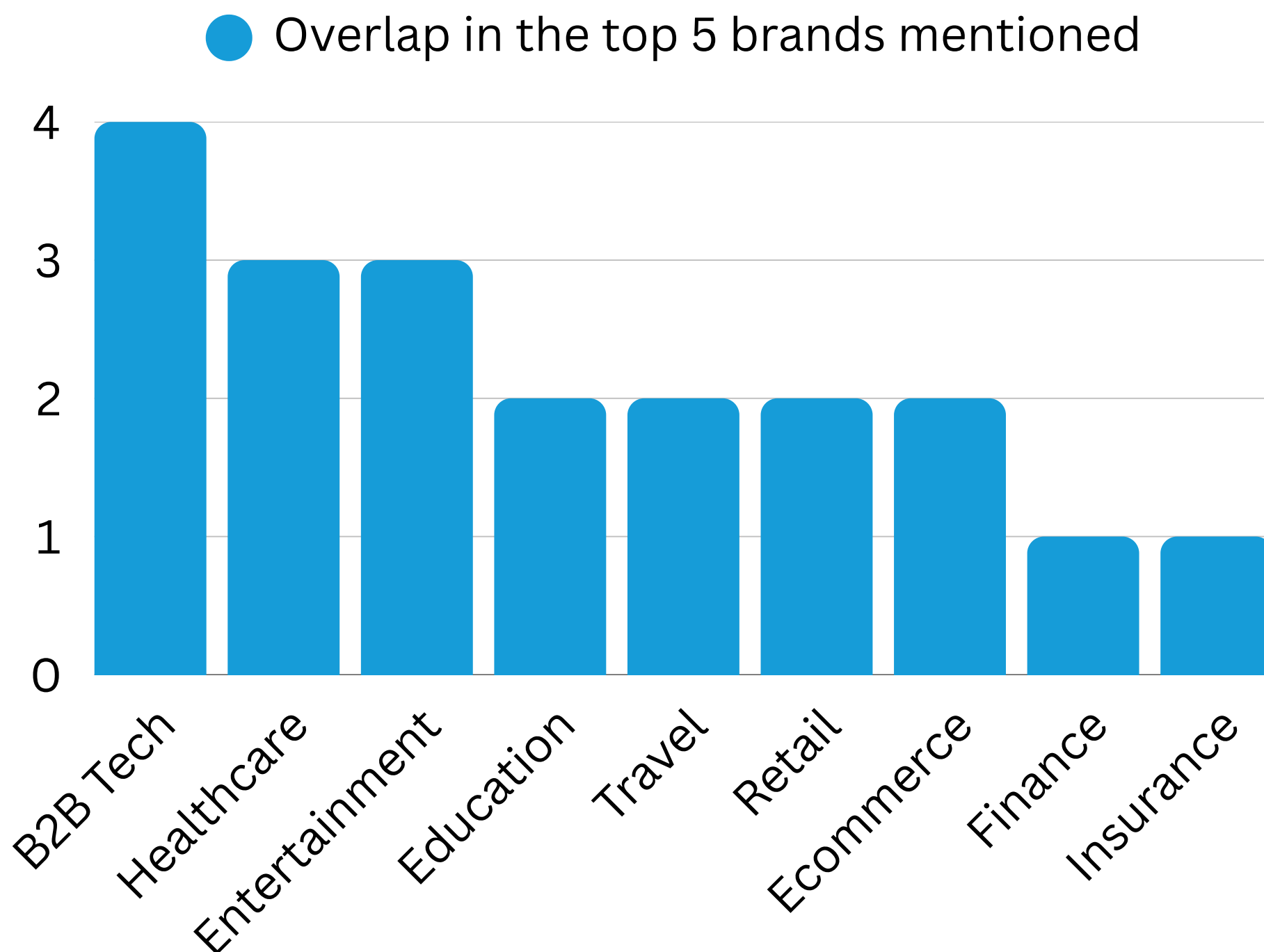


How often ChatGPT and Google's Gemini actually agree on which brands to recommend

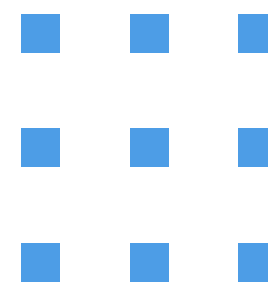


## They agree on about 2 in 5.

*Top brands ChatGPT and Gemini share, per category*

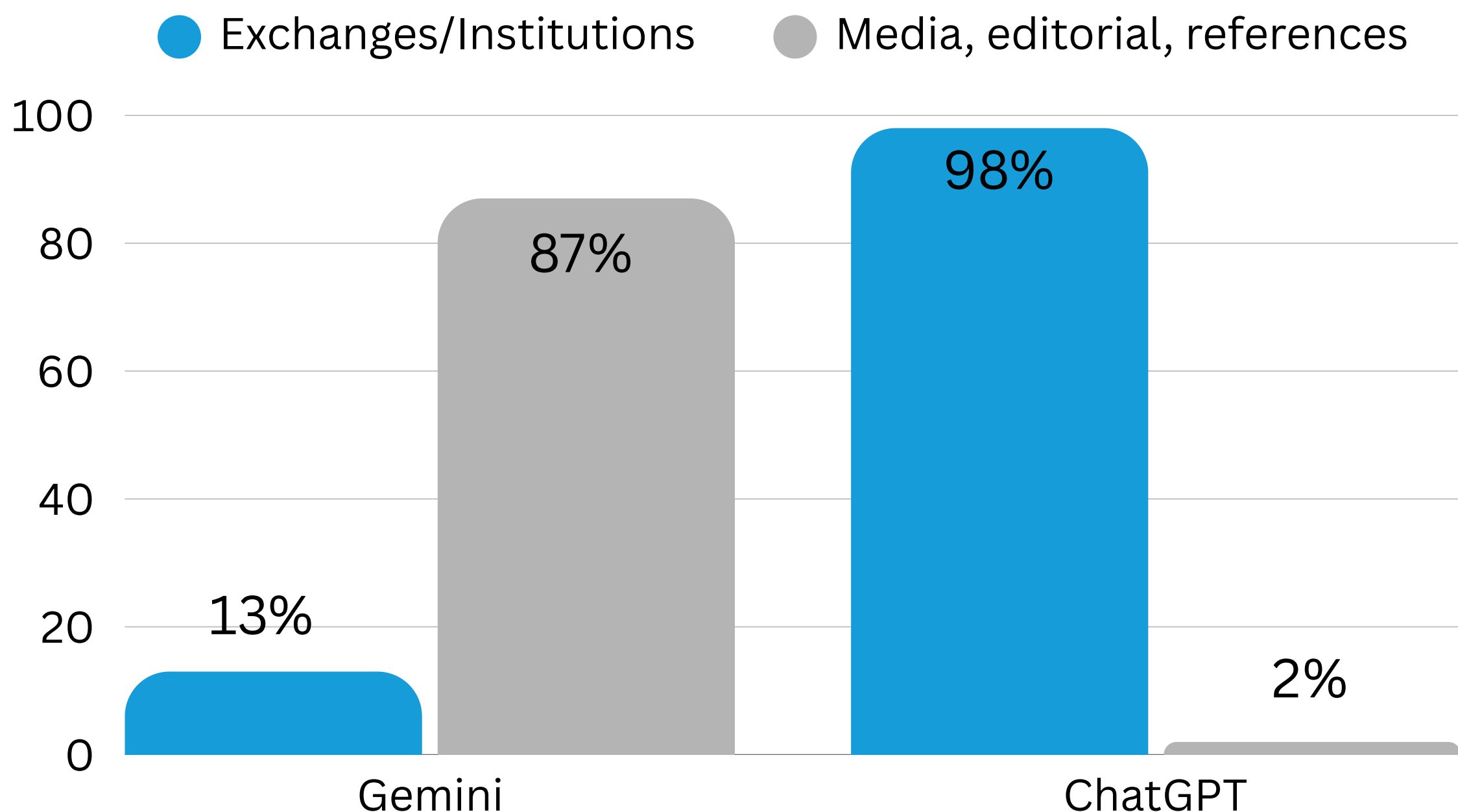


In categories with fewer recognized brands, consensus increases. In tech, global names dominate, while in finance and insurance, authority leads to a split among the top five brands.

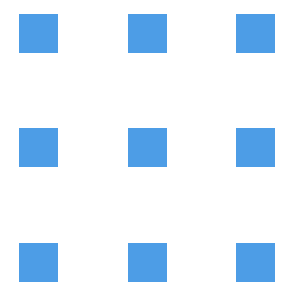


## Each engine has a signature

*In finance, the two engines lean on completely different kinds of sources*



Both AI offers financial insights: one based on exchanges and institutions, the other on media and editorial sources.



## What Marketers need to know



**The disagreement is real, but it's about measurement, not strategy.** The two engines share only about 2 of their top 5 brands in any category. How you get surfaced varies. What earns it does not.



**Where a category runs on a few household names, the engines agree.** Tech converges on the same global players. In fragmented, advice-driven categories like finance and insurance, they split to just 1 of 5. Know which kind of category you're in.



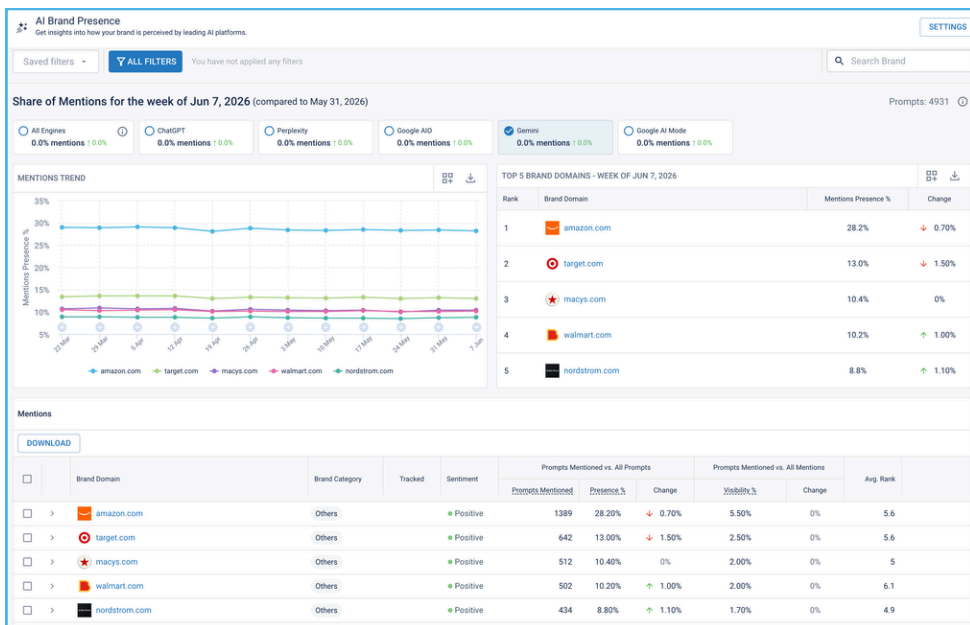
**What earns visibility is the same everywhere.** Authority, clear structure, and answering the real question move you on every engine. You build that once, not once per engine.



**You don't need a playbook for each engine.** You optimize once. What you do need is one place to see every engine at once, because you can't tune what you can't compare side by side.

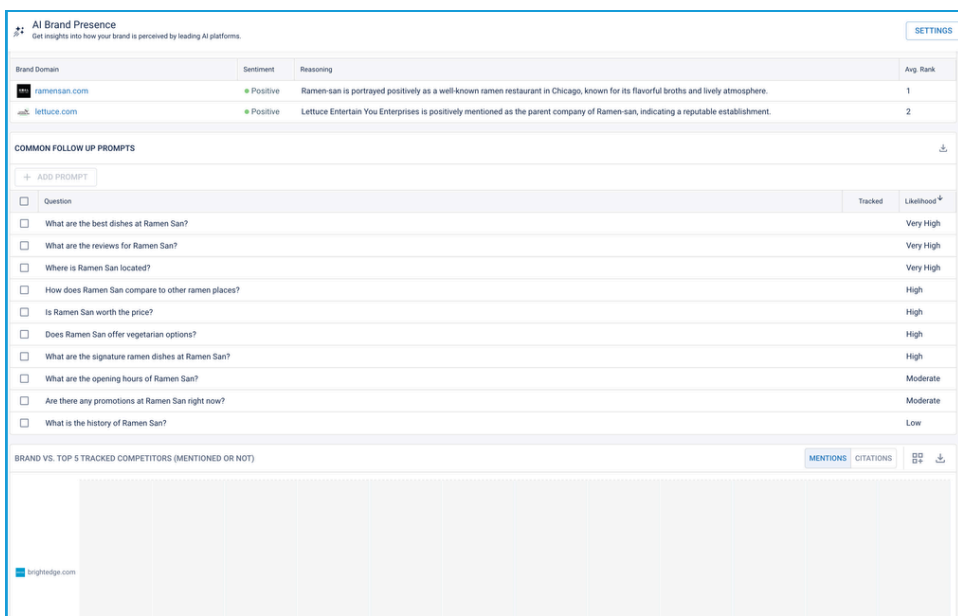
## AI Catalyst is your unified view to win everywhere!

### Toggle between all AI Engines to see the leaderboard



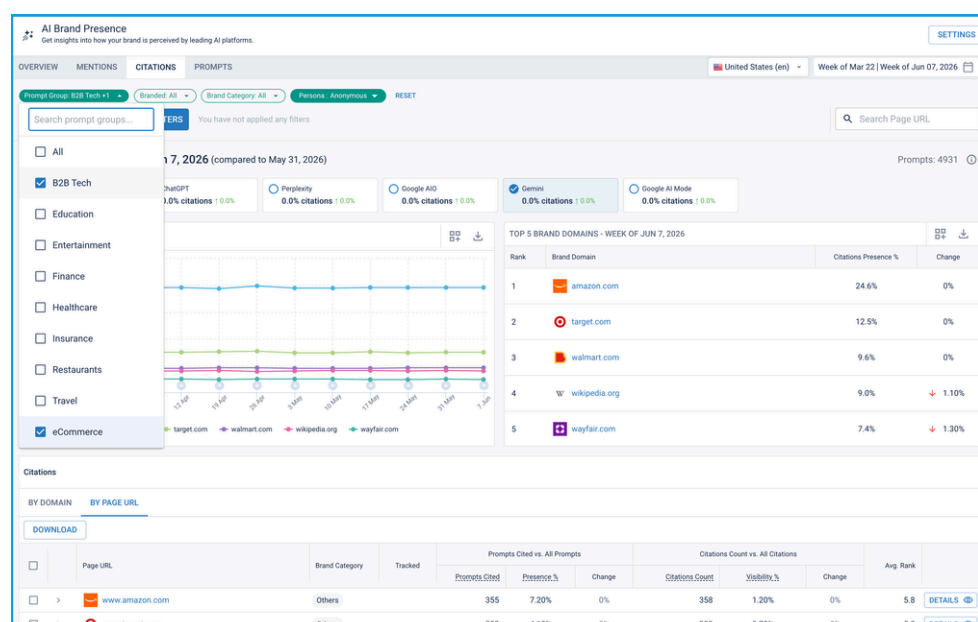
AI Catalyst tracks trends of frequently mentioned and cited brands across platforms, enabling easy switching or collective data viewing. With one click, users can identify authoritative sources in the AI landscape.

### See what questions leaders are addressing



Dig into any prompt to uncover the sentiment surrounding the mentioned brands and identify the common questions users tend to ask that the AI aims to address. Develop your strategy by focusing on what has proven successful for the industry leaders.

### Use prompt groups to define your market segments



AI Catalyst streamlines market segmentation by organizing prompts into groups based on product, buyer, intent, and more. This helps you understand industry leaders and their trends across relevant business segments.