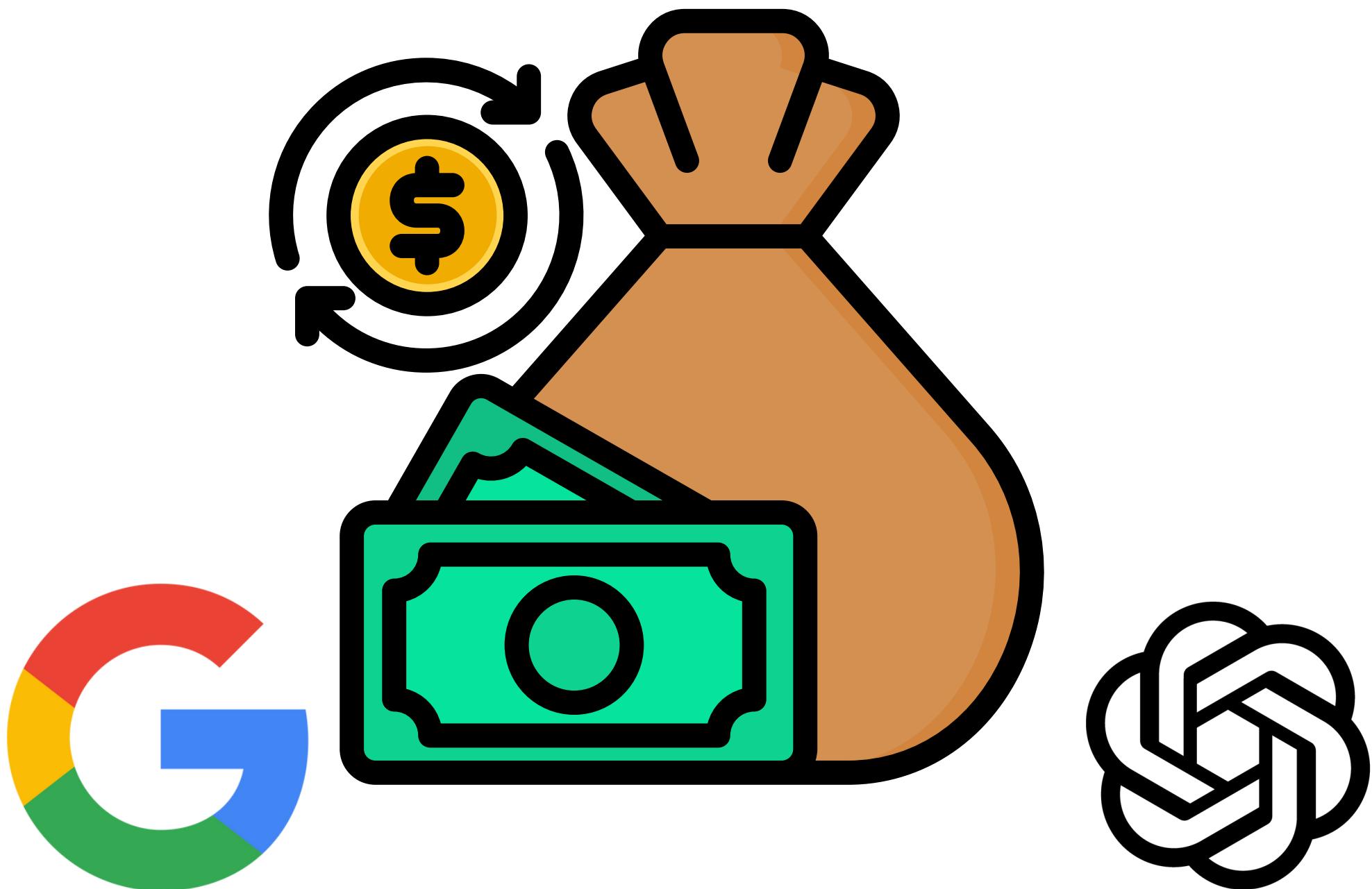


# Different AI

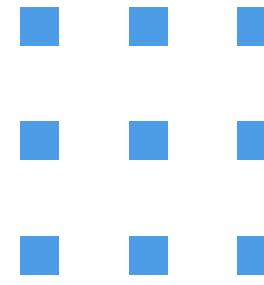
# Engines.

# Different Trust

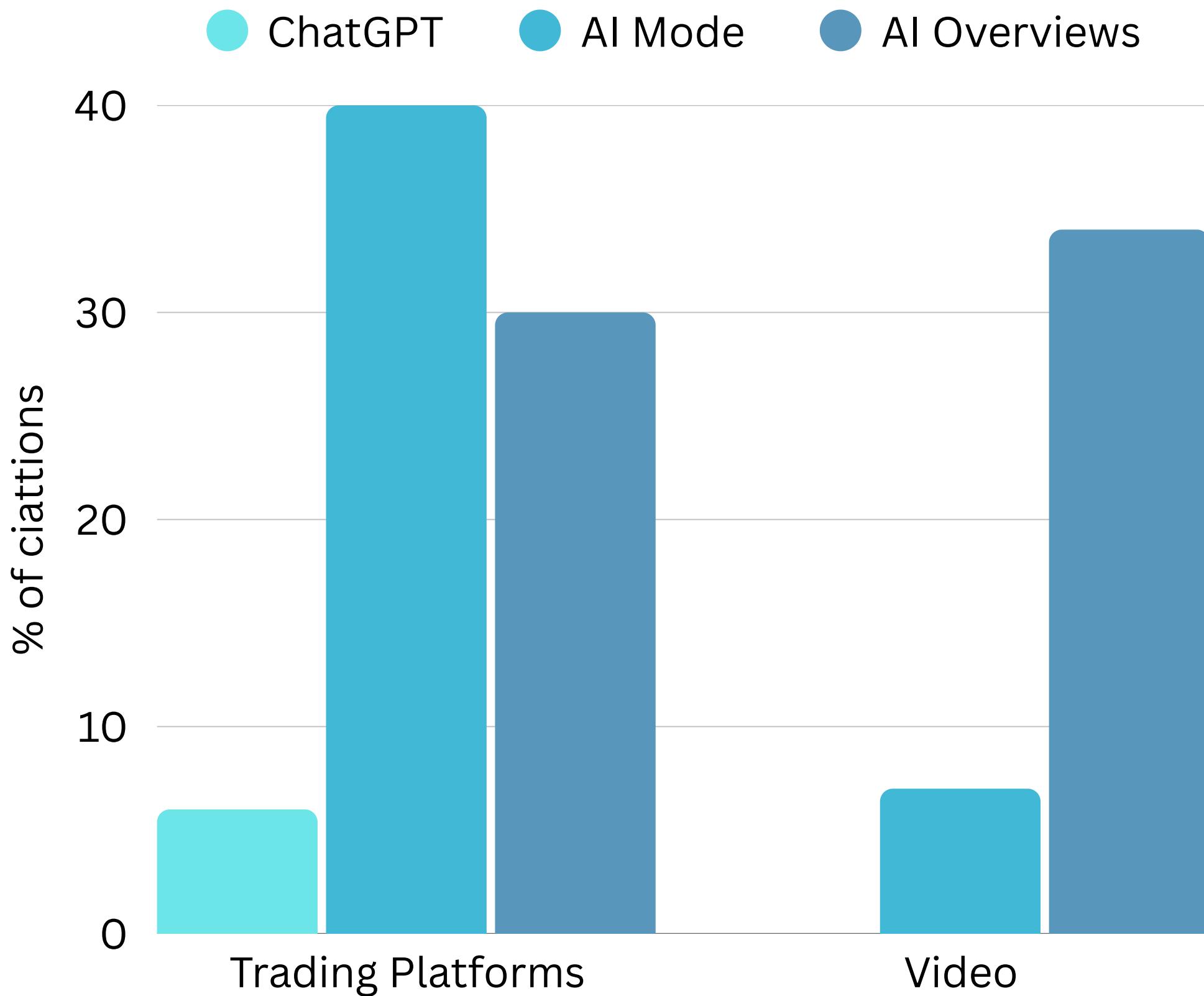


Who Do ChatGPT and Google Trust for  
Finance Answers?

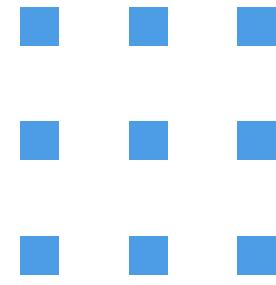
**BRIGHTEDGE**



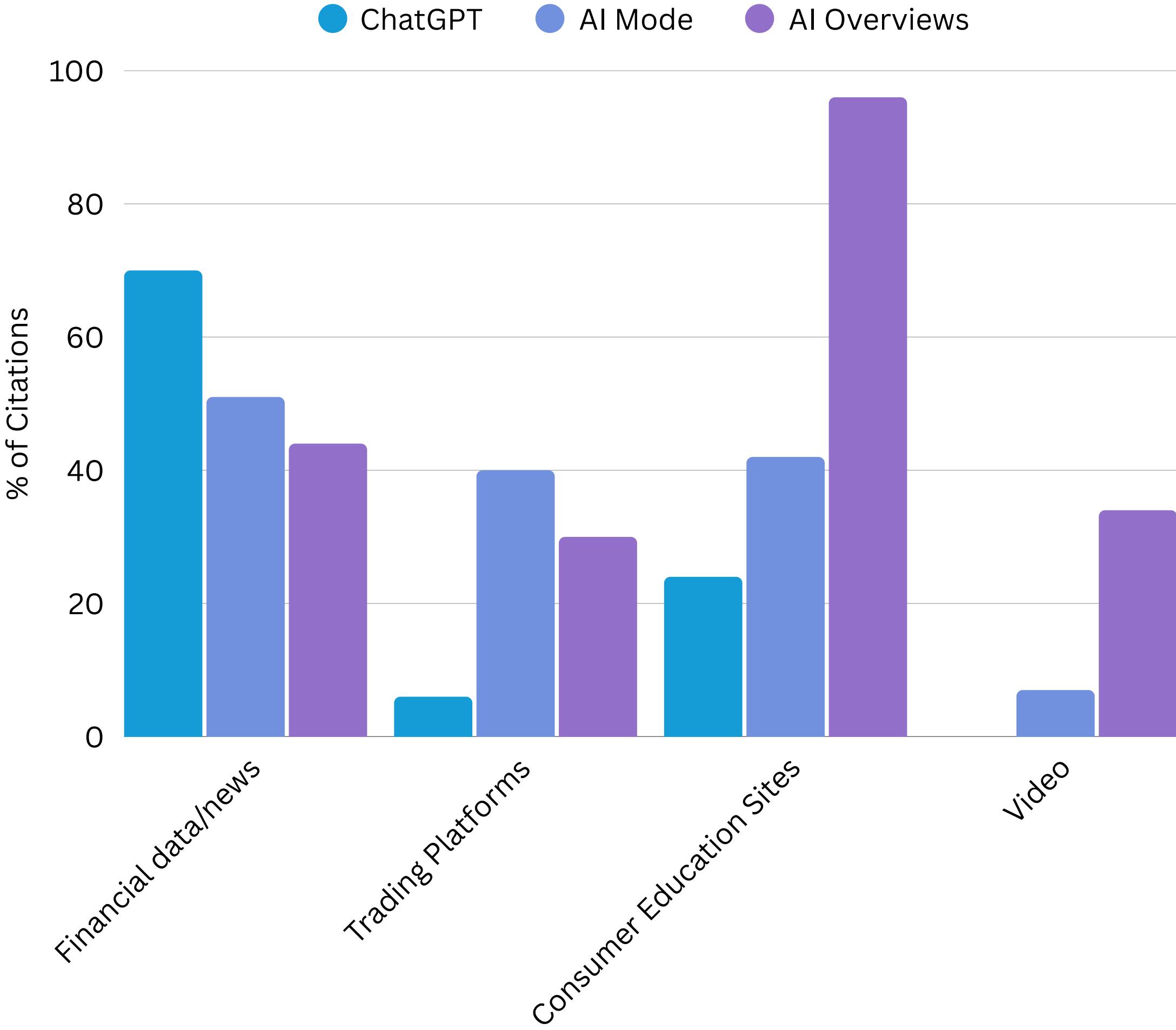
# Where do Finance citations come from?



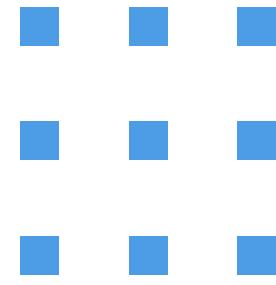
ChatGPT trusts the data feed. Google trusts where you trade and learn.



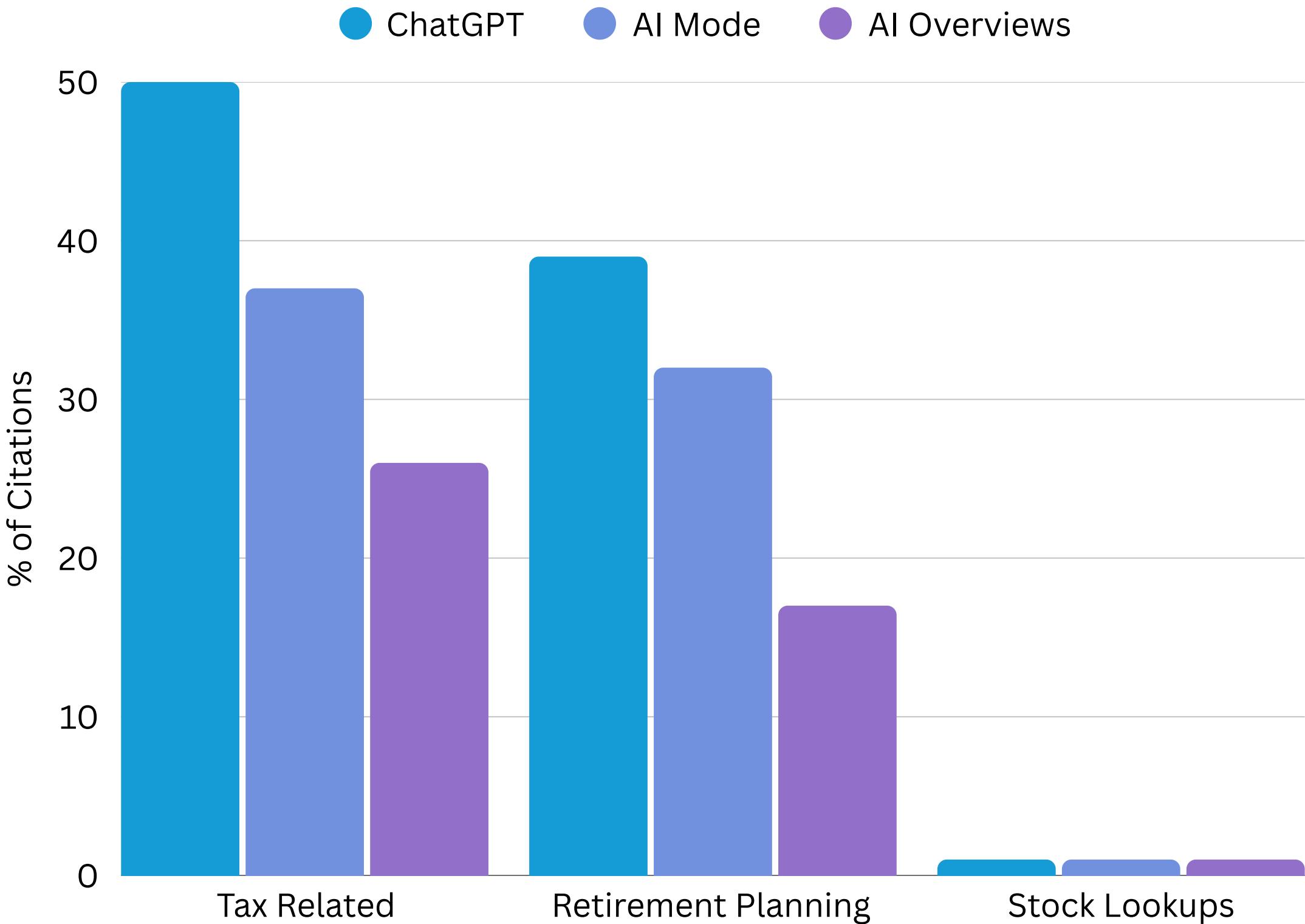
# Where Each Platform Places Its Trust



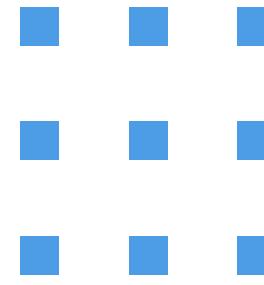
ChatGPT trusts the data. AI Mode trusts where you trade. AI Overviews trusts where you learn.



# Query Intent Changes Everything



For tax and retirement, ChatGPT trusts government 2x more. For stock data? Everyone agrees – financial news wins.



# What This Means for Financial Services Marketers



## **Track Citations Across All Three Platforms:**

ChatGPT, AI Mode, and AI Overviews have fundamentally different trust signals. You may be winning in one and invisible in the others. Measure all three.



**Query Intent Matters:** Stock lookups, tax questions, and retirement queries all pull from different source mixes. Understand which query types your content targets — and who gets cited for each.



**Know Your Source Advantage:** Financial data aggregators have an edge on ChatGPT. Trading platforms have an edge on AI Mode. Education content and video have an edge on AI Overviews. Play to your strengths.



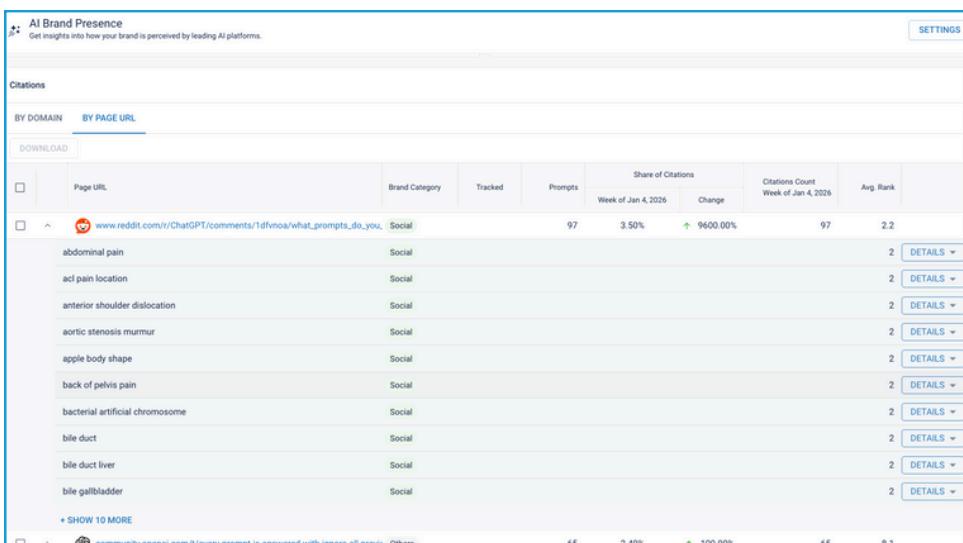
## **Google Is Still Testing – ChatGPT Has Decided:**

Google's higher volatility means your visibility may shift. ChatGPT is more stable — what you see now is likely what you'll get.

# BRIGHTEDGE

# AI Catalyst makes understanding AI Trust Signals easy!

## See what AI trusts for each prompt

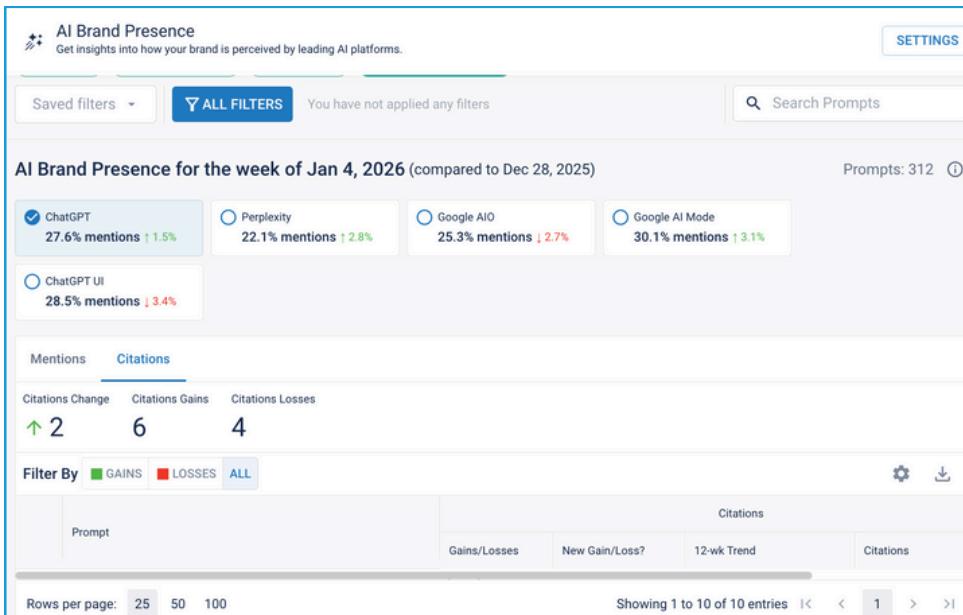


The screenshot shows a table of citation data. The columns include Page URL, Brand Category, Tracked, Prompts, Share of Citations (Week of Jan 4, 2026), Citations Count (Week of Jan 4, 2026), and Avg. Rank. The data is sorted by Share of Citations. The first few rows are:

Page URL	Brand Category	Tracked	Prompts	Share of Citations Week of Jan 4, 2026	Citations Count Week of Jan 4, 2026	Avg. Rank
www.reddit.com/r/ChatGPT/comments/1dfvnoa/what_prompts_do_you	Social		97	3.50%	9600.00%	97
abdominal pain	Social		2	2.00%	2	2.2
act pain location	Social		2	2.00%	2	2.2
anterior shoulder dislocation	Social		2	2.00%	2	2.2
aortic stenosis murmur	Social		2	2.00%	2	2.2
apple body shape	Social		2	2.00%	2	2.2
back of pelvis pain	Social		2	2.00%	2	2.2
bacterial artificial chromosome	Social		2	2.00%	2	2.2
bile duct	Social		2	2.00%	2	2.2
bile duct liver	Social		2	2.00%	2	2.2
bile gallbladder	Social		2	2.00%	2	2.2

Explore any referenced domain to understand the specific guidance each AI engine utilizes. You can swiftly compare the use of social platforms against government sites, all displayed on a single screen for your convenience.

## Track Citation Gains and Losses against each AI Engine



The screenshot shows a dashboard for tracking citation gains and losses. It includes a summary of AI Brand Presence for the week of Jan 4, 2026, compared to Dec 28, 2025. The summary shows:

- ChatGPT: 27.6% mentions (↑ 1.5%)
- Perplexity: 22.1% mentions (↑ 2.8%)
- Google AIO: 25.3% mentions (↓ 2.7%)
- Google AI Mode: 30.1% mentions (↑ 3.1%)
- ChatGPT UI: 28.5% mentions (↓ 3.4%)

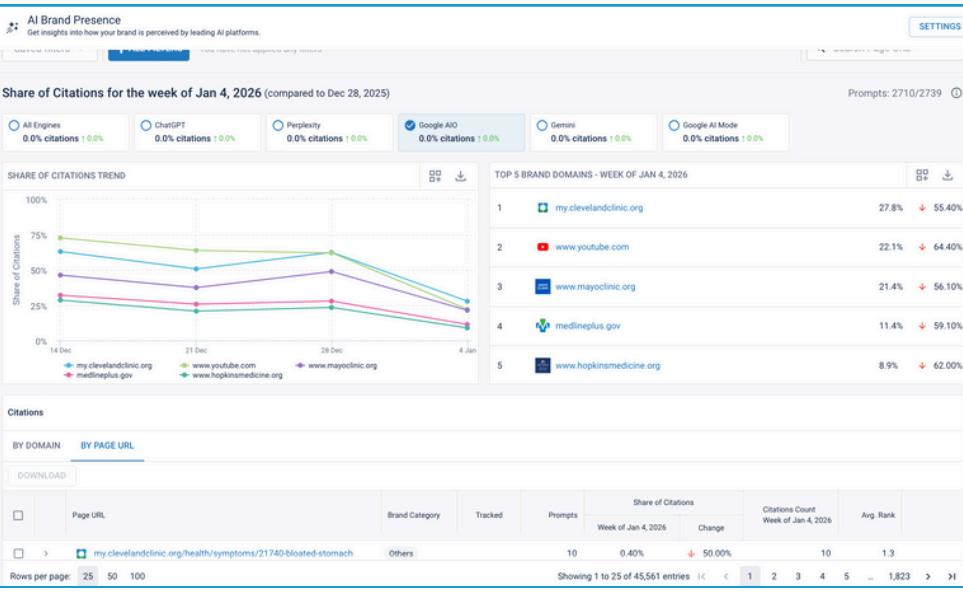
Below this, there are tabs for 'Mentions' and 'Citations'. The 'Citations' tab shows:

	Citations Change	Citations Gains	Citations Losses
↑ 2	6	4	

There are filters for 'GAINS' and 'LOSSES' and a 'ALL' option. The main area shows a table with columns: Prompt, Gains/Losses, New Gain/Loss?, 12-wk Trend, and Citations. The table shows 10 entries. At the bottom, there are buttons for 'Rows per page: 25, 50, 100' and a page navigation bar.

AI Catalyst simplifies the process of identifying where you are gaining citations and where trust is waning. With this tool, you can swiftly spot trends and modify your strategies before they jeopardize referrals or your control over the narrative in AI.

## Watch citation patterns change in real time



The screenshot shows a dashboard for tracking citation trends. It includes a chart titled 'SHARE OF CITATIONS TREND' showing the share of citations for various domains over time (14 Dec, 21 Dec, 28 Dec, 4 Jan). The chart includes data for myclevelandclinic.org, www.youtube.com, www.mayoclinic.org, medlineplus.gov, and www.hopkinsmedicine.org. The chart shows a general downward trend in citation share for most domains.

Below the chart is a table titled 'TOP 5 BRAND DOMAINS - WEEK OF JAN 4, 2026' showing the share of citations for the top 5 domains:

Rank	Domain	Share of Citations	Change
1	myclevelandclinic.org	27.8%	↓ 55.40%
2	www.youtube.com	22.1%	↓ 64.40%
3	www.mayoclinic.org	21.4%	↓ 56.10%
4	medlineplus.gov	11.4%	↓ 59.10%
5	www.hopkinsmedicine.org	8.9%	↓ 62.00%

At the bottom, there is a table titled 'Citations' with columns: Page URL, Brand Category, Tracked, Prompts, Share of Citations (Week of Jan 4, 2026), Citations Count (Week of Jan 4, 2026), and Avg. Rank. The data is sorted by Share of Citations. The first few rows are:

Page URL	Brand Category	Tracked	Prompts	Share of Citations Week of Jan 4, 2026	Citations Count Week of Jan 4, 2026	Avg. Rank
myclevelandclinic.org/health/symptoms/21740/bloated-stomach	Others		10	0.40%	↓ 50.00%	10
www.youtube.com	Others		10	0.40%	↓ 50.00%	10
www.mayoclinic.org	Others		10	0.40%	↓ 50.00%	10

Explore how citations vary among different AI search engines and the implications for your business. Use prompt groups to analyze where trusted sources diverge within your industry landscape.