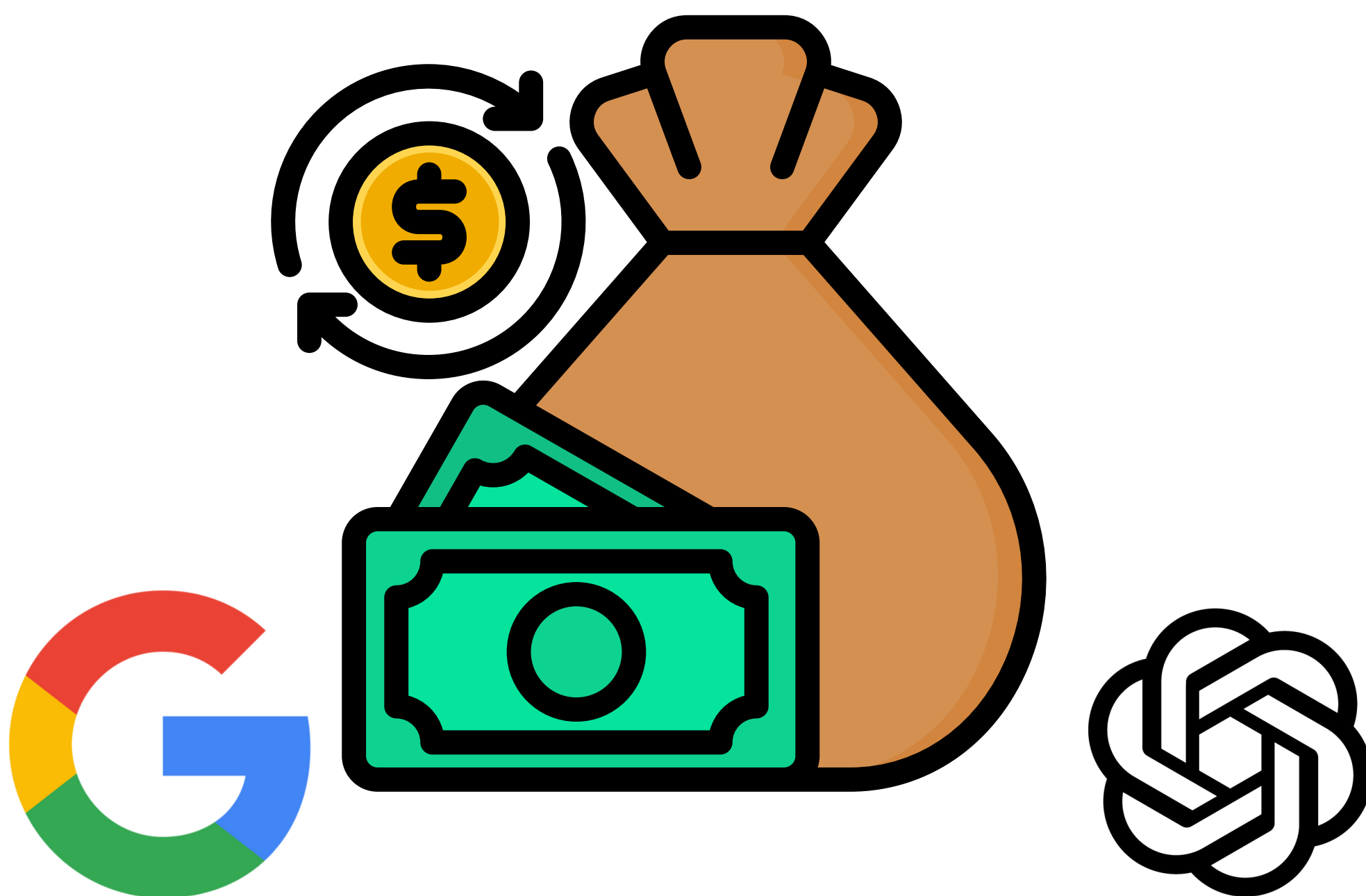
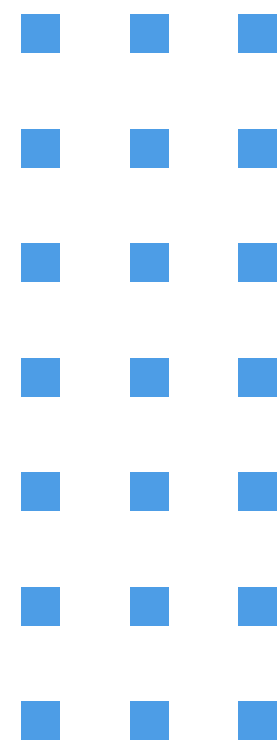
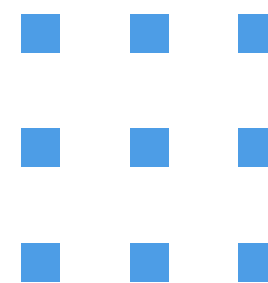


# Different AI Engines. Different Trust

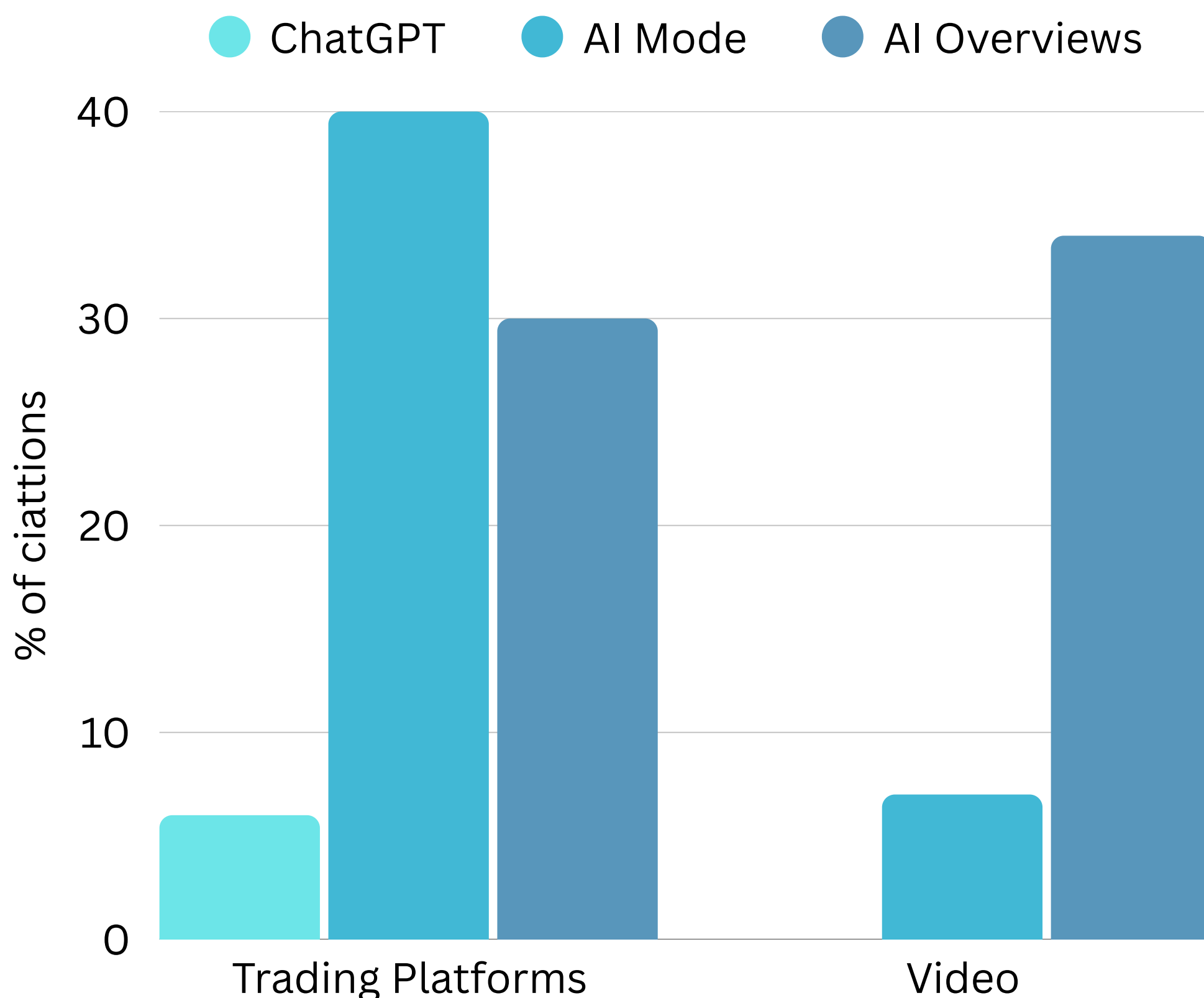


Who Do ChatGPT and Google Trust for  
Finance Answers?

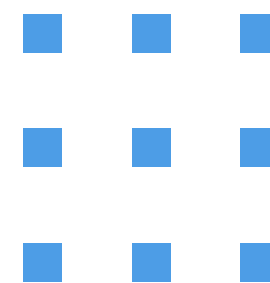
**BRIGHTEDGE**



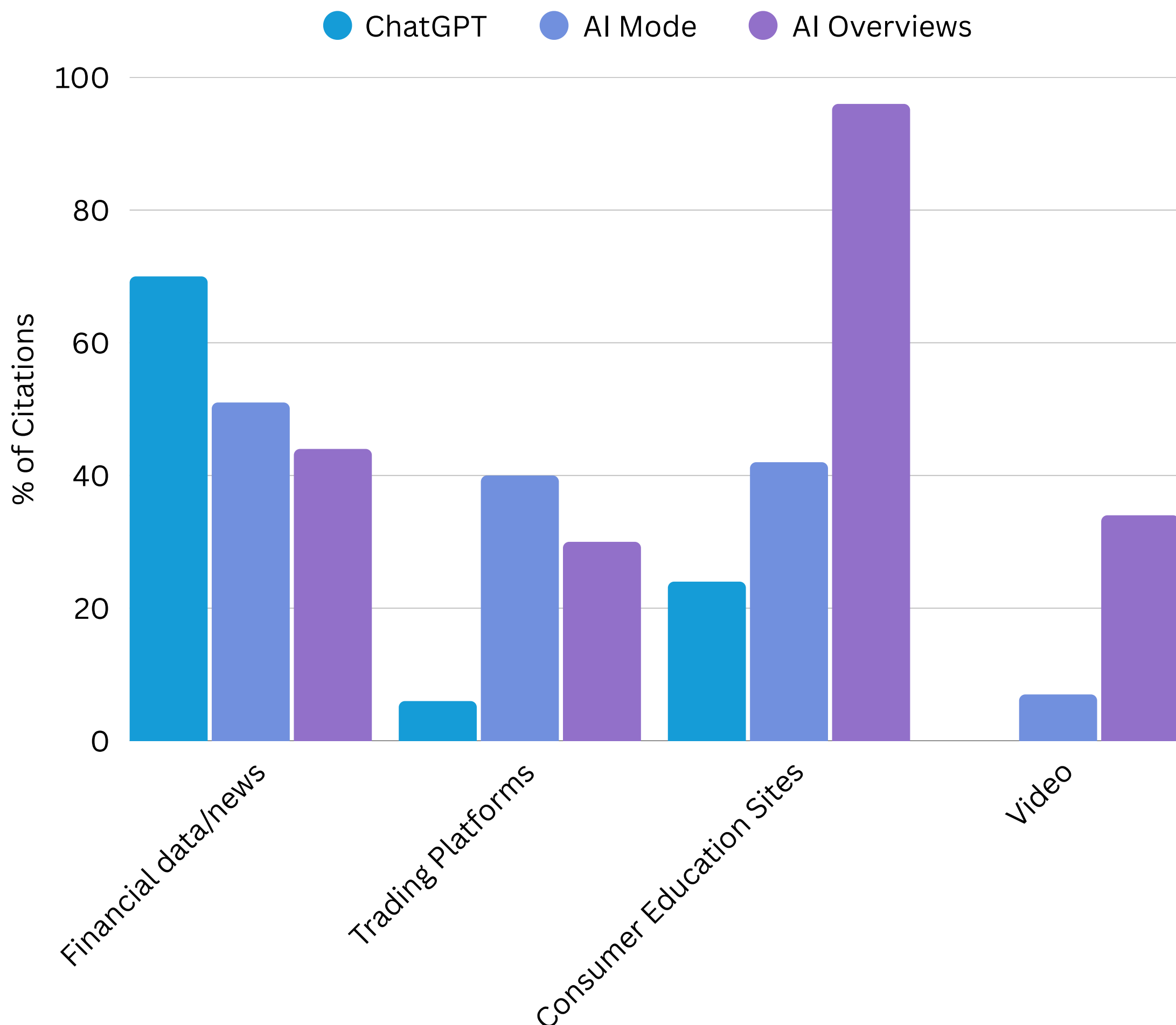
# Where do Finance citations come from?



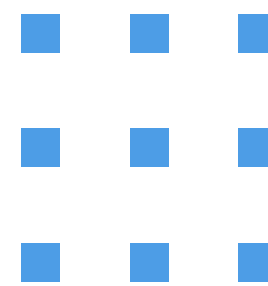
ChatGPT trusts the data feed. Google trusts where you trade and learn.



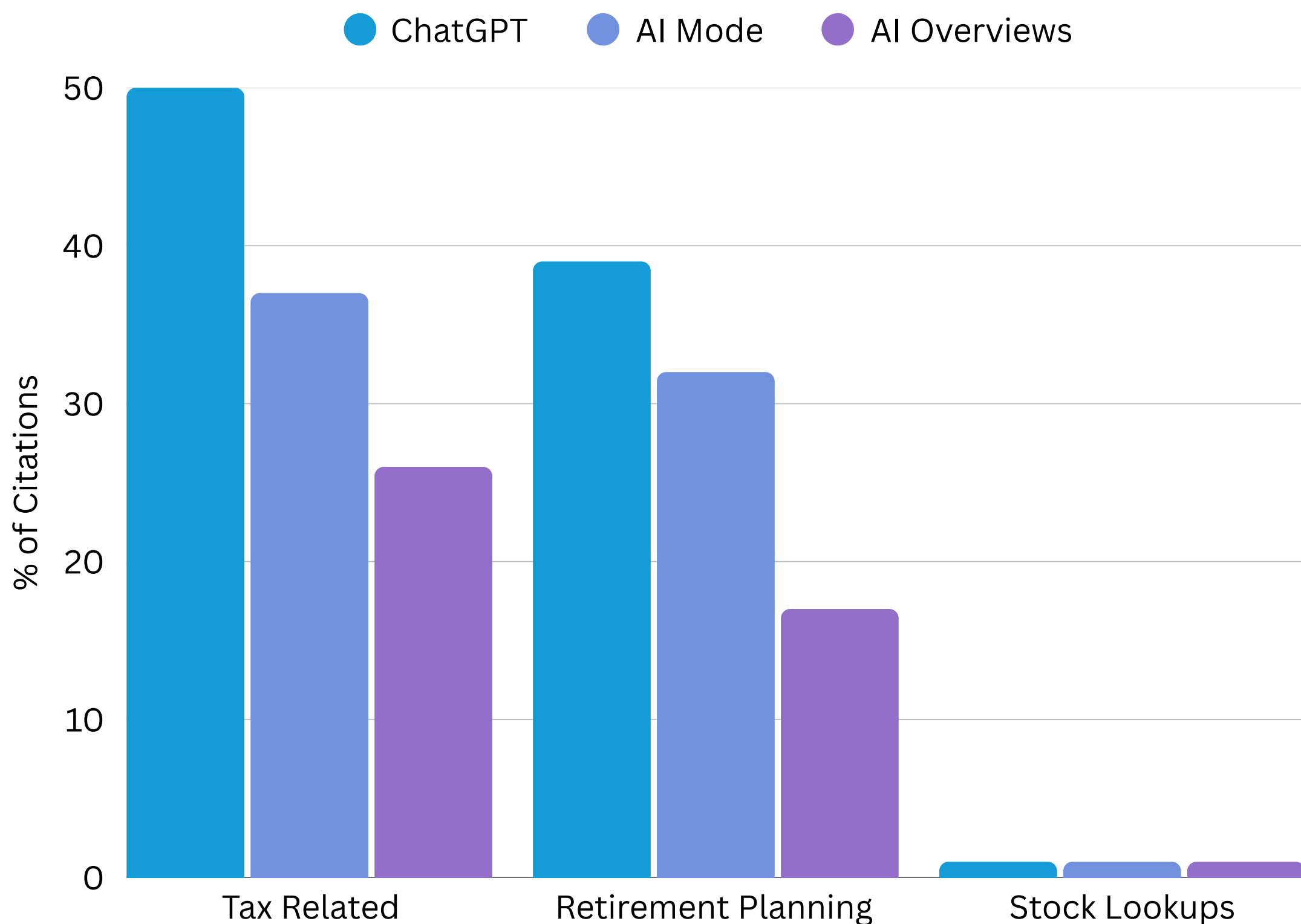
# Where Each Platform Places Its Trust



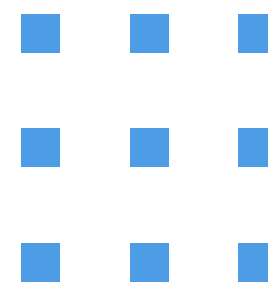
ChatGPT trusts the data. AI Mode trusts where you trade. AI Overviews trusts where you learn.



# 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.

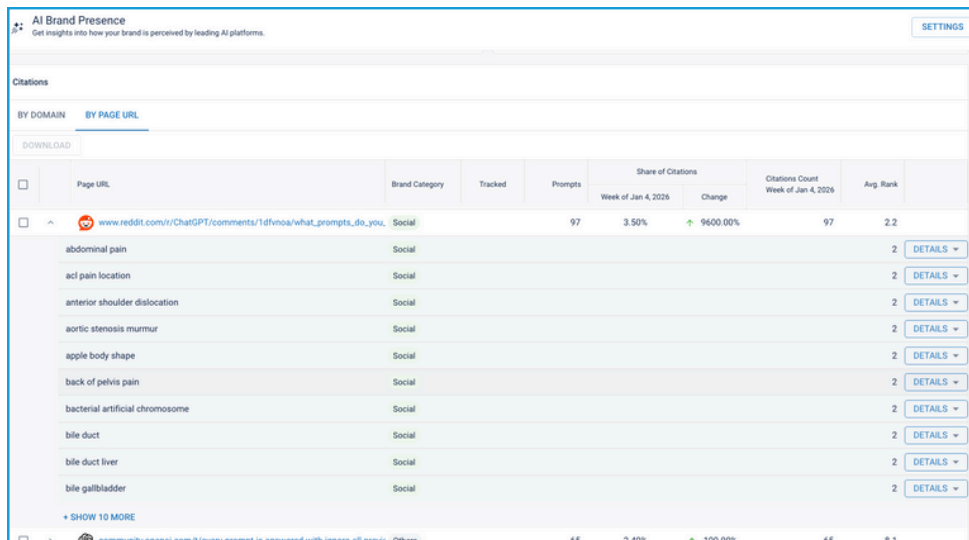


## **Google Is Still Testing — ChatGPT Has Decided:**

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

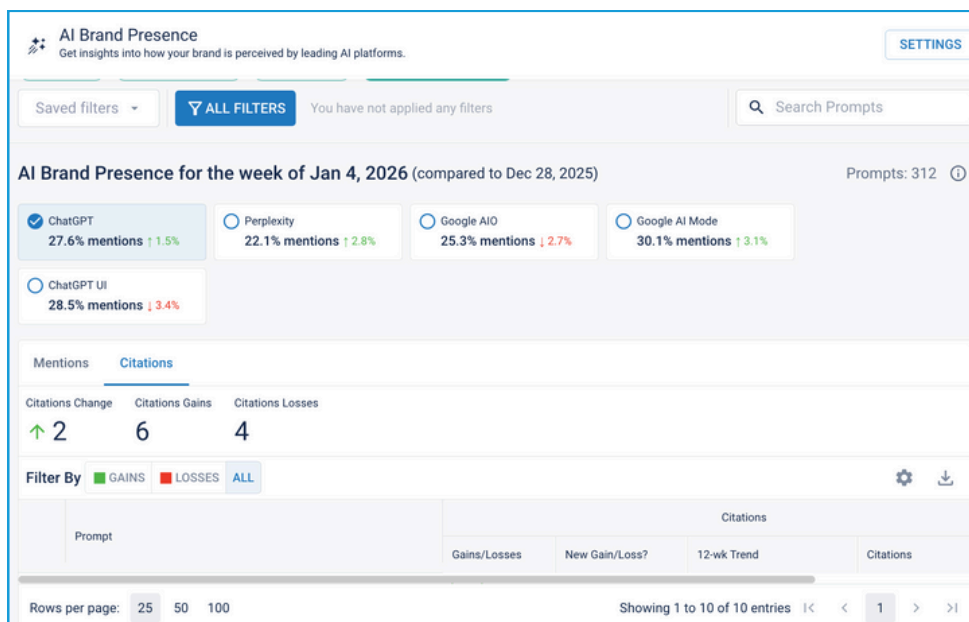
# AI Catalyst makes understanding AI Trust Signals easy!

## See what AI trusts for each prompt



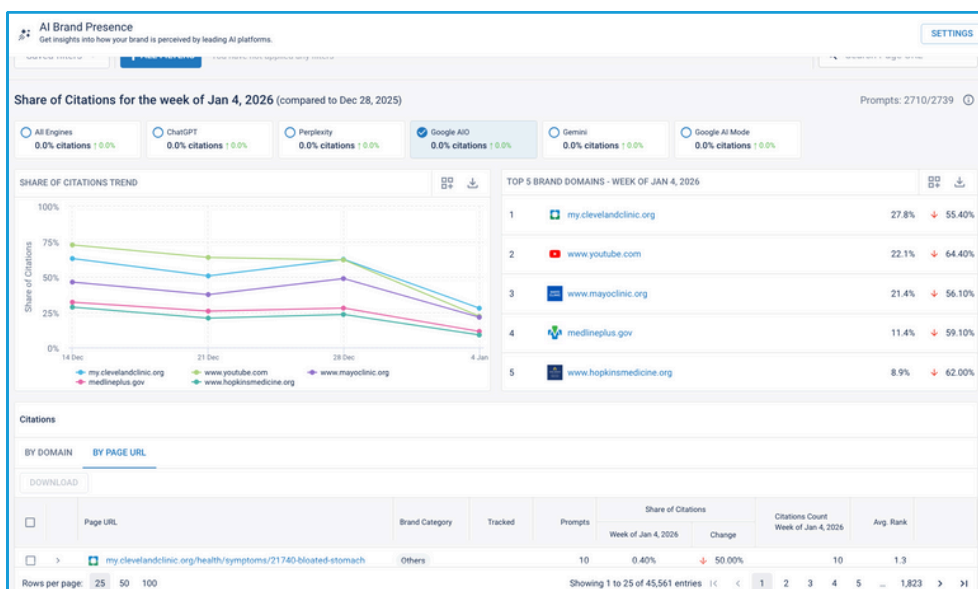
Explore any referenced domain to understand the specific guidance each AI engine utilizes. You can swiftly compare the use of social platforms against government sites, all displayed on a single screen for your convenience.

## Track Citation Gains and Losses against each AI Engine



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



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.