Google Concentrates. ChatGPT Distributes.
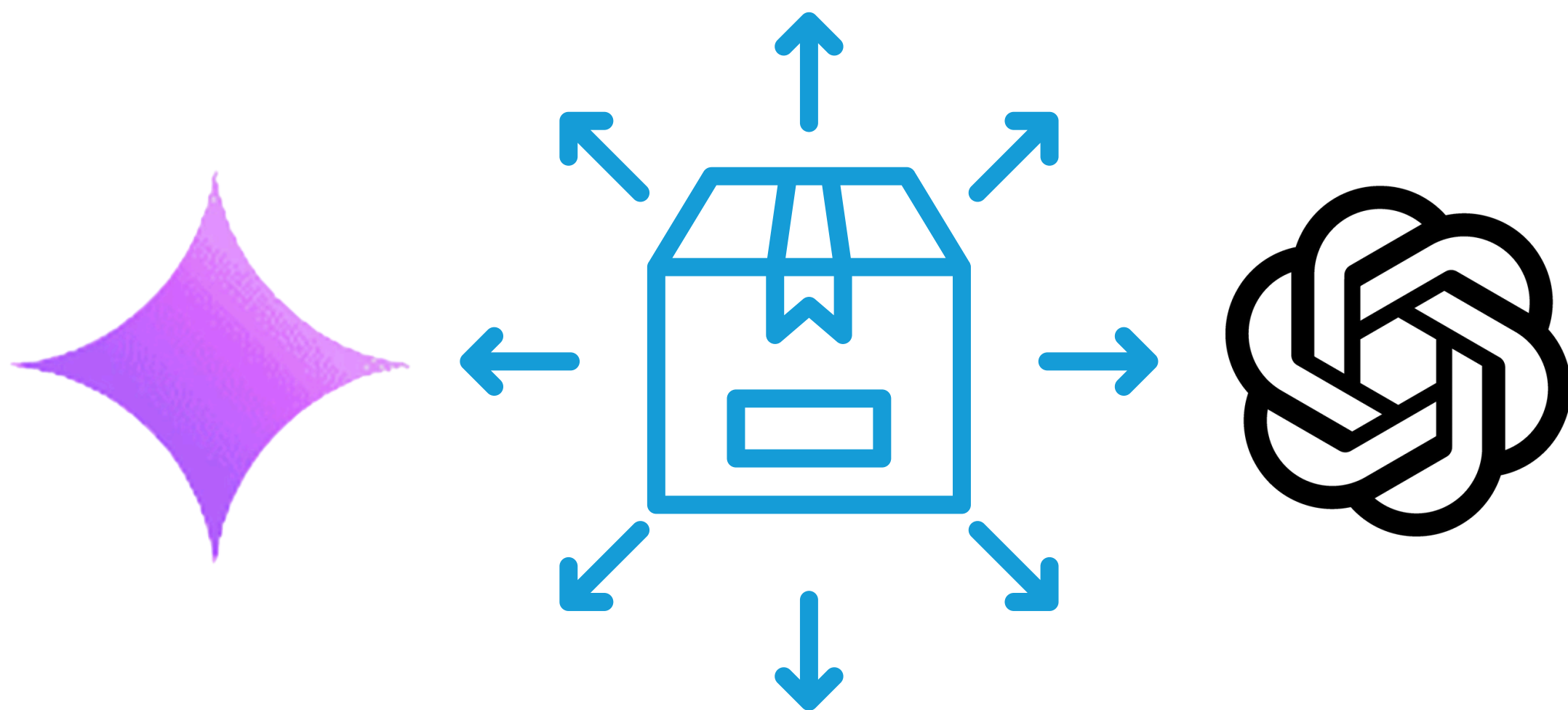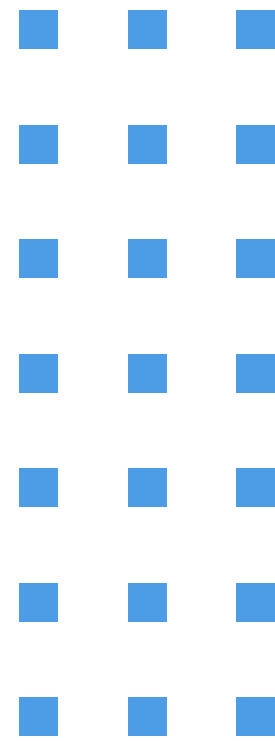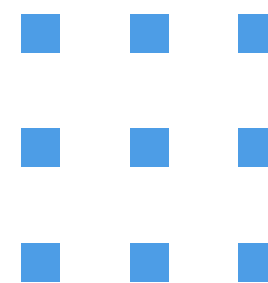
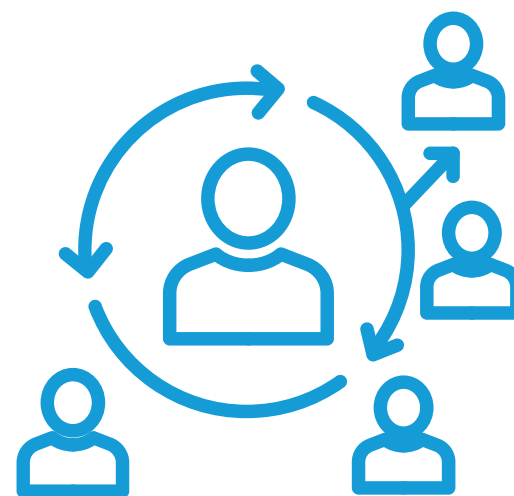How AI Platforms Spread Citations Differently This Holiday Season

BRIGHTEDGE
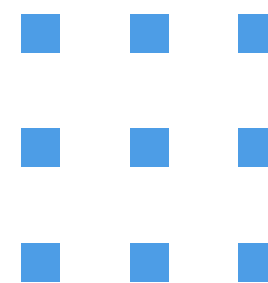
Two Platforms. Two Distribution Curves.
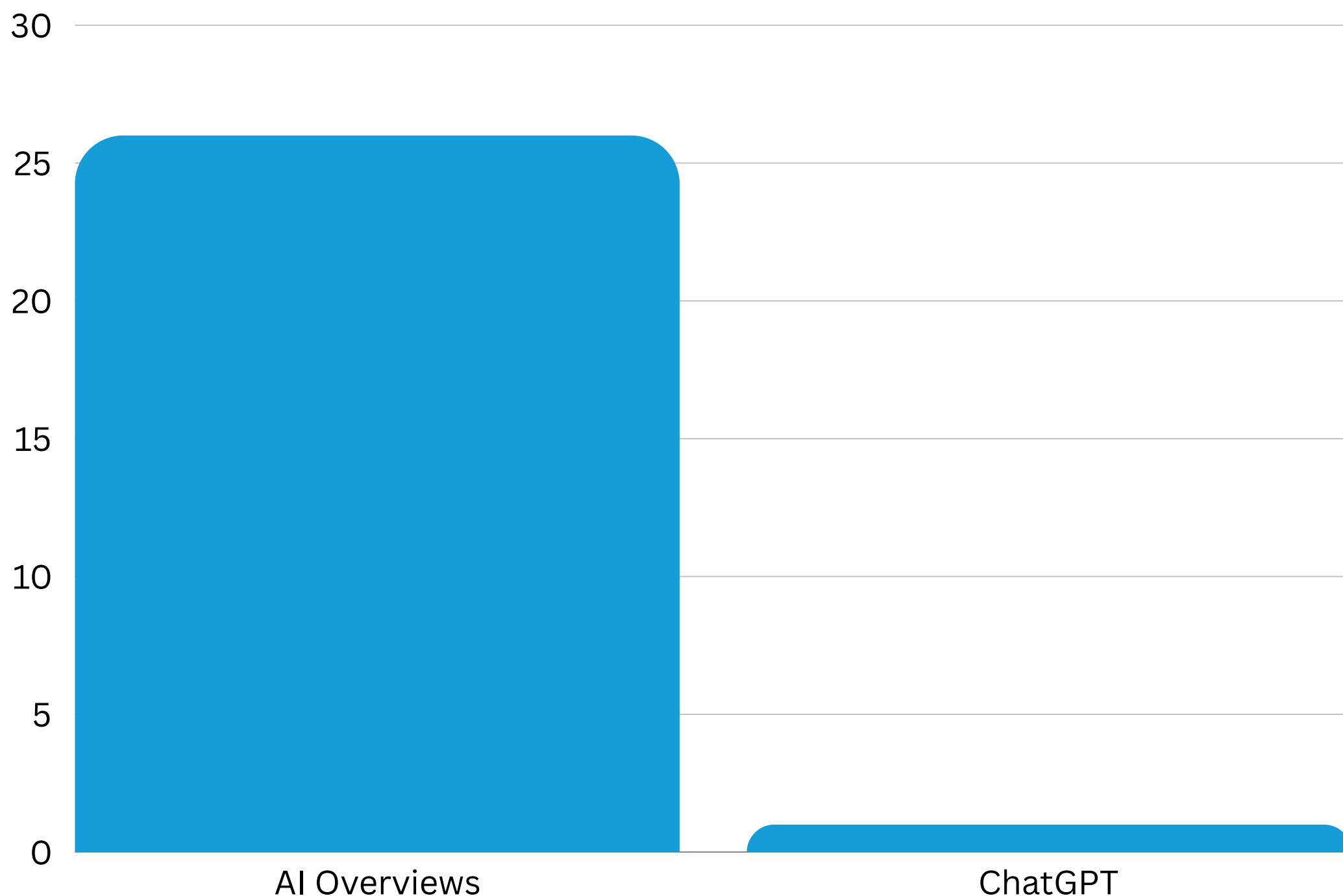
Top 10 domains capture 39% of all citations

Top 10 domains capture just 22% of all citations

AI Overviews goes deep with trusted sources. ChatGPT goes wide across more.
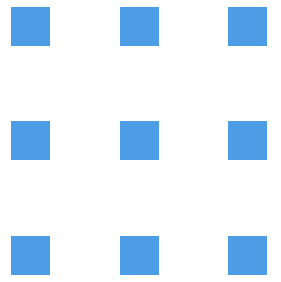
BRIGHTEDGE

How Often Does the Same URL Get Cited?

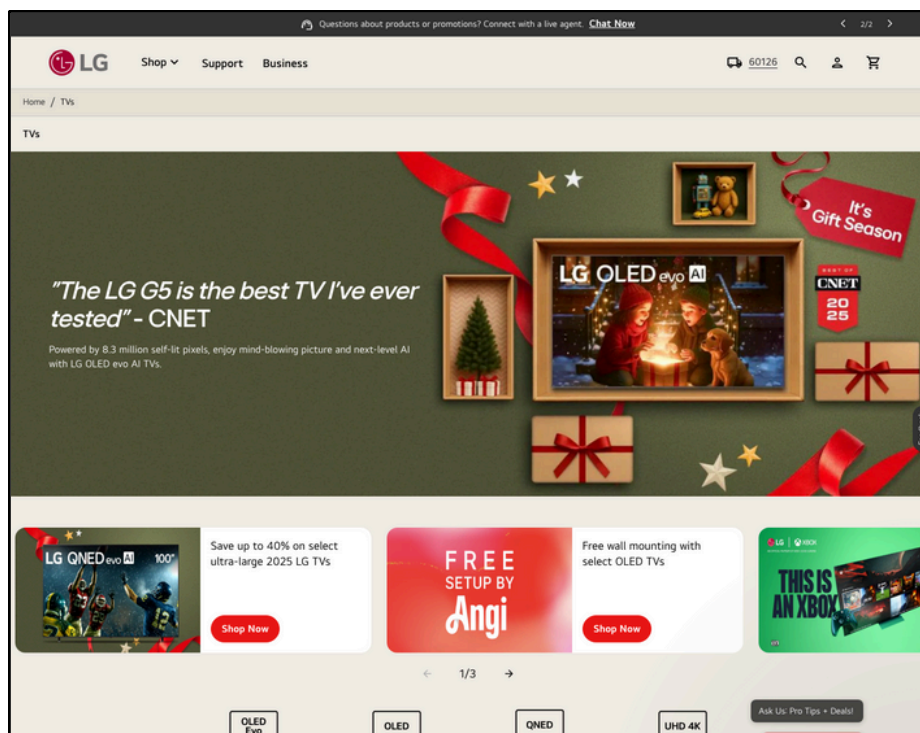Percentage of URLs Cited in more than one prompt

AI Overviews returns to the same trusted sources. ChatGPT pulls fresh URLs for nearly every query.

Same Sources. Different Reuse Patterns.
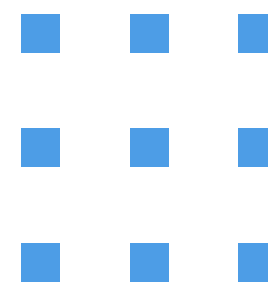
www.lg.com/us/tvs

techradar.com/news/best-tv

- AI Overviews: 11 queries
- ChatGPT: 2 queries

- ChatGPT: 37 queries
- AI Overviews: 6 queries

One strategy works — understanding each platform's patterns helps you measure success.

What This Means for Marketers

☑ **Same Optimization Works:** Quality content surfaces on both platforms. You don't need separate strategies — but you should track visibility on each.

☑ **Measure Both Scoreboards:** AIO may cite you often across many queries. ChatGPT may cite you once with more depth. Both count as wins.

☑ **Understand the Curves:** AIO concentrates citations among fewer sources. ChatGPT spreads them wider. Know where your content is landing.

BRIGHTEDGE

AI Catalyst is your pulse on citation diversity!

See how citation diversity differs by LLM in your market
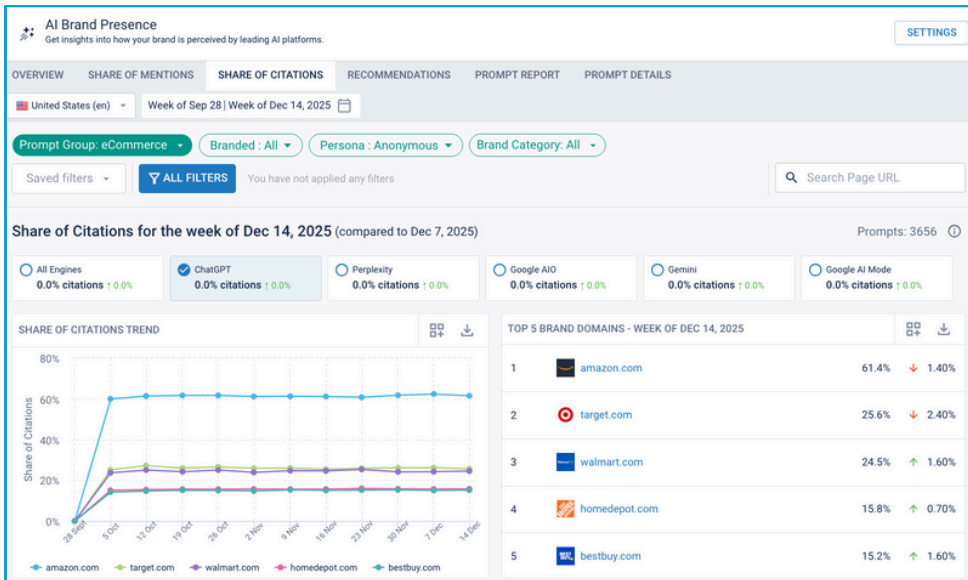
AI Catalyst streamlines identifying leading domains and analyzing citation shares across engines. It allows filtering by product lines to see URL usage frequency and focus efforts effectively.

See how your content is cited differently by each LLM
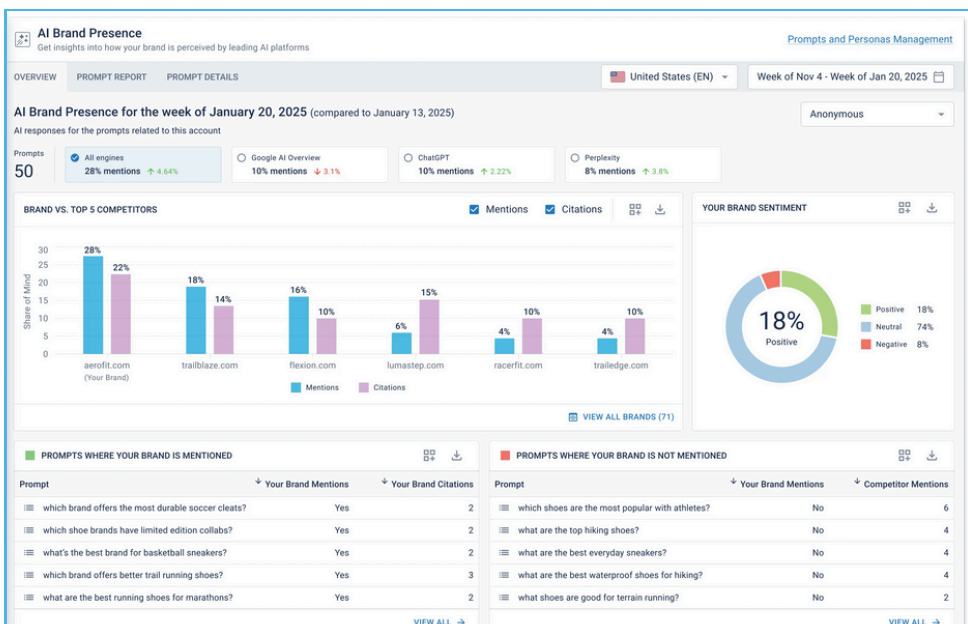
AI Catalyst accurately pinpoints which of your URLs are used multiple times or only once. With ease, you can identify the most valuable URLs in AI and uncover your long-tail successes through individual prompts for each URL.

See how AI Overviews are diversifying across your ekywor

Use the AI Catalyst Prompt Report to identify where AI Search Engines rely on lots of citations but don't include you yet. Drill in with the prompt analysis to see how to ensure you are cited going forward.