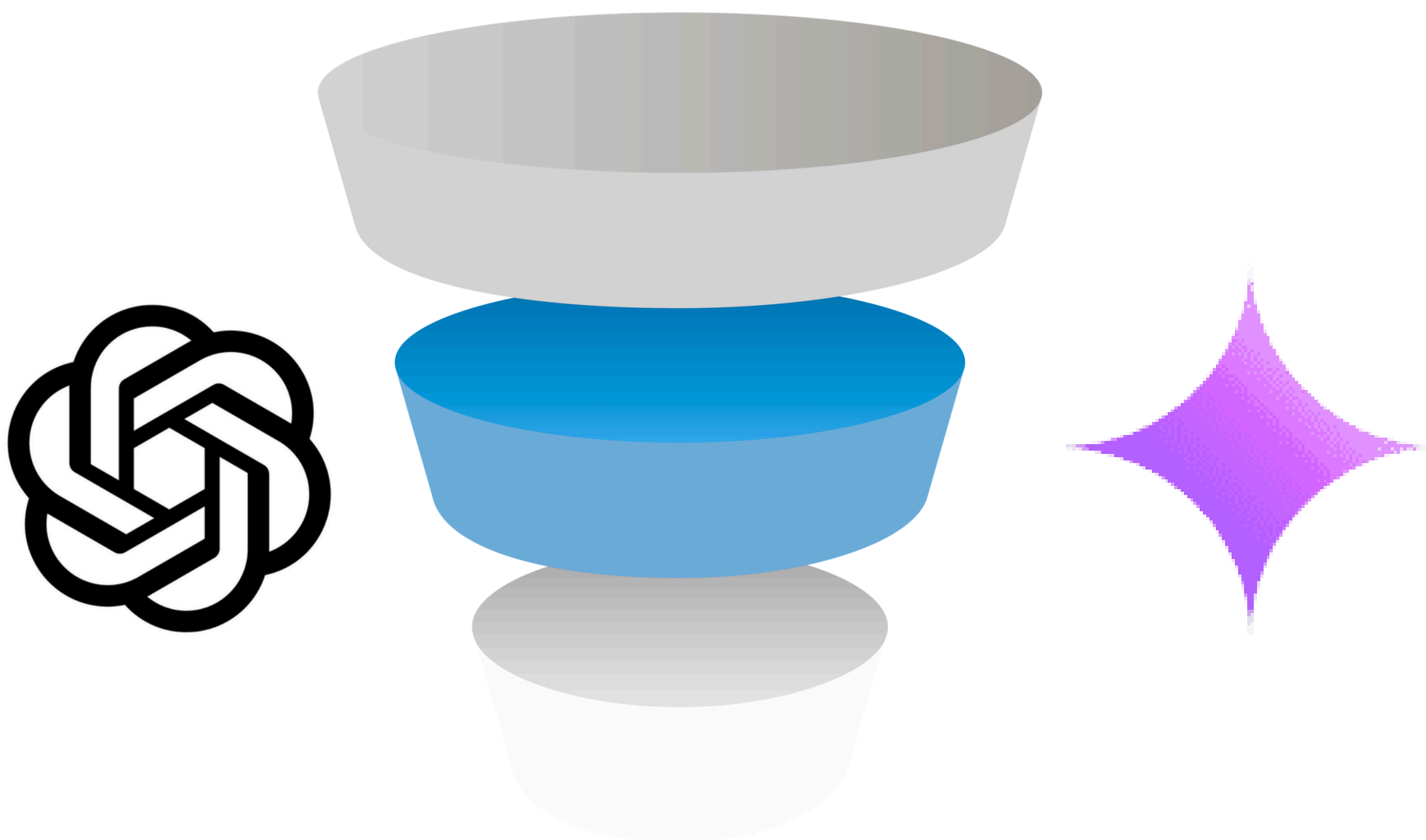
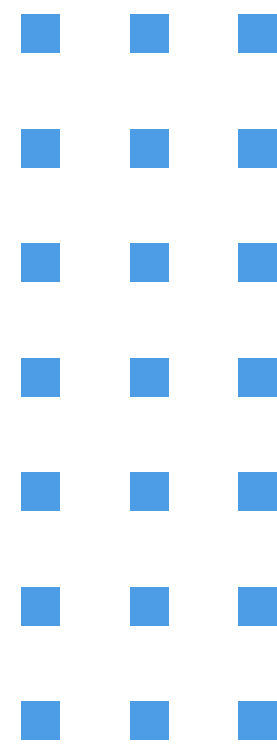
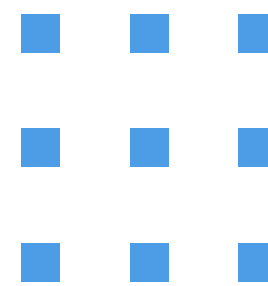


# Brand-owned content wins the middle of the funnel in AI search.

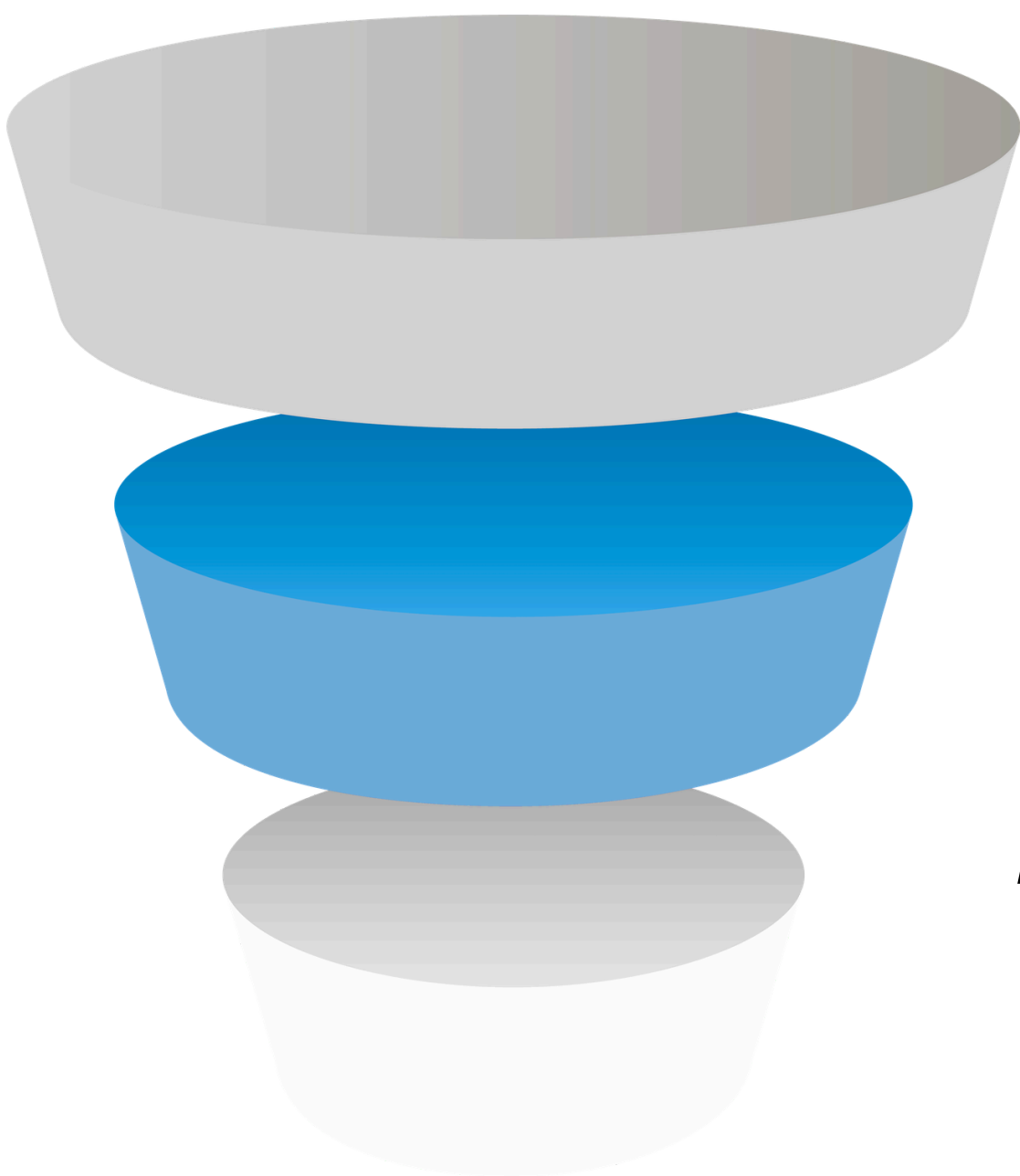


BrightEdge AI Hyper Cube analyzed the consideration stage in 8 industries using Google AI Overviews and ChatGPT.

# BRIGHTEDGE



# Same Intent. Completely Different Prompt Volume.

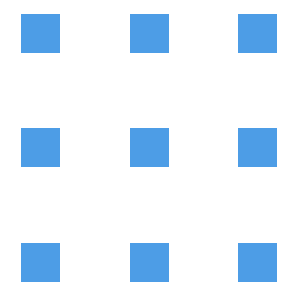


*How do solar panels work?*

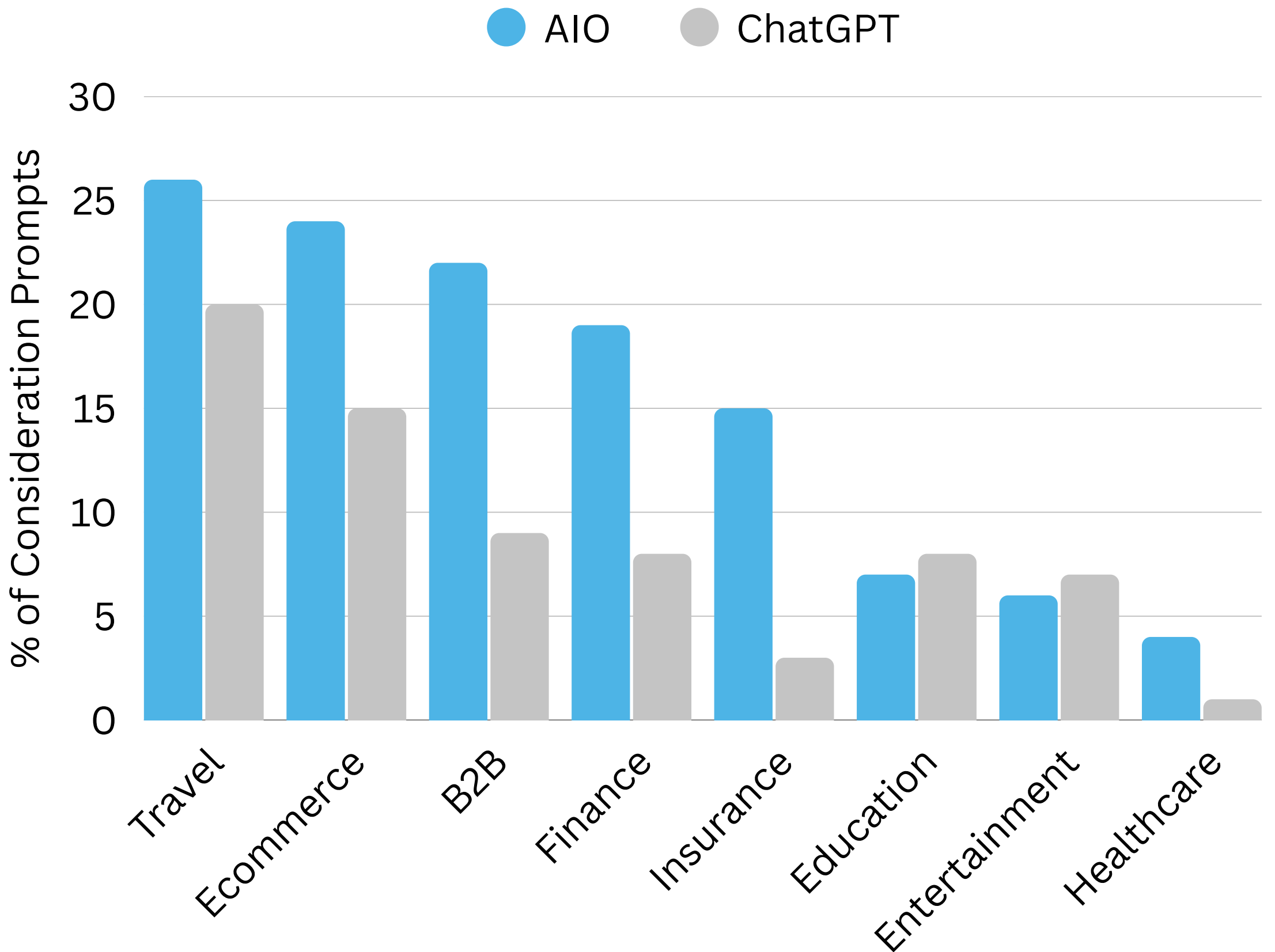
*What is the most suitable solar panel for cold climates?*

*Buy solar panels with installation*

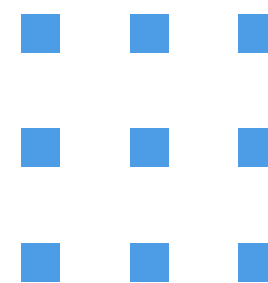
4% to 26% of AI search demand sits in the middle, depending on the industry.



## The size of the middle, organized by Industry and adjusted for prompt volume.



Wherever you compete, the middle is real volume.  
The next question: who gets cited there.



## Brand-owned content owns the middle.



### **42% to 79% Brand-owned content**

Across every industry, the brand's own site is the dominant citation type in the consideration stage.



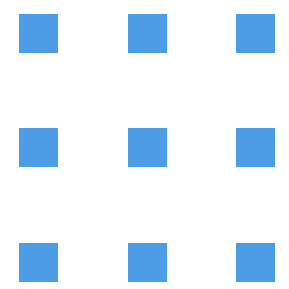
### **1% to 7% Review & comparison aggregators**

In most categories, third-party reviewers take a small share of consideration citations.



**The rest** Authority, video, UGC, and publishers Healthcare authority sites, video tutorials, forums, and editorial coverage make up the remainder, weighted differently by category.

Brand-owned content is the dominant citation source in the consideration stage. Across every industry, on both engines.



## What Marketers need to know



**The middle is real volume.** Travel, Ecommerce, B2B, and Finance all show meaningful consideration demand on both engines. Wherever you compete, there's a middle of the funnel worth optimizing for.



**Your own content is the opportunity.** Brand-owned pages take 42 to 79 percent of citations in the consideration stage across every industry. The category guides, comparison pages, and buyer's guides on your domain are doing the work.



**Don't outsource the middle to third parties.** Review aggregators and comparison sites take 1 to 7 percent of consideration citations in most categories. Owning the buying-guide content is important!

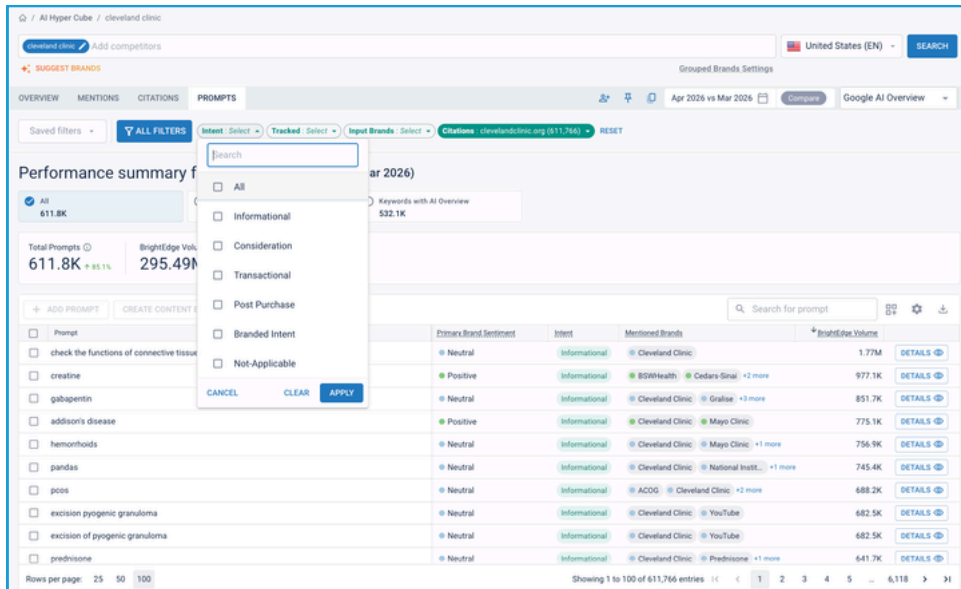


**Optimize for both engines differently.** On AIO, the consideration citation set is concentrated, so winning a slot means going deeper on a smaller number of pages. On ChatGPT, citations spread across more domains, so breadth and topical coverage matter more.



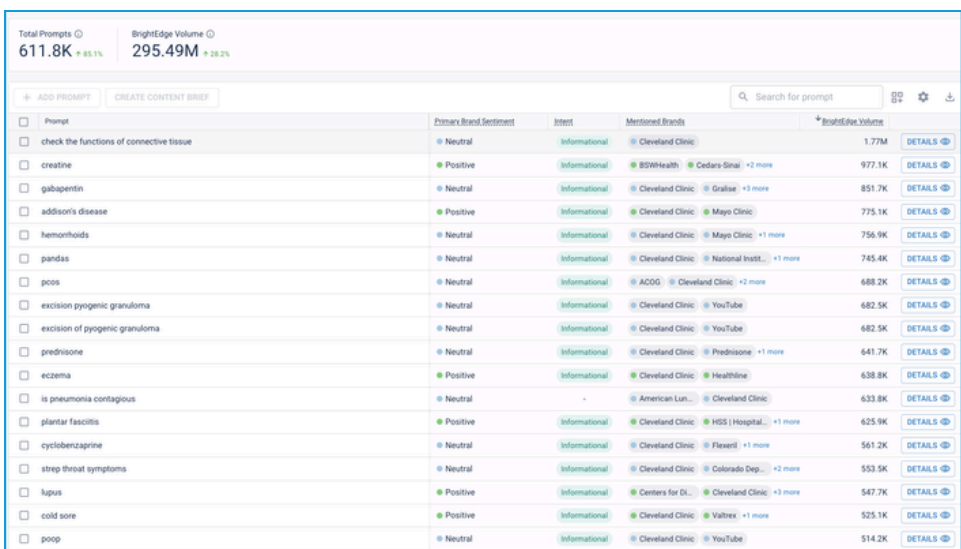
# AI Catalyst tells you exactly how your customers use AI

## Classify all the prompts by intent with a single click



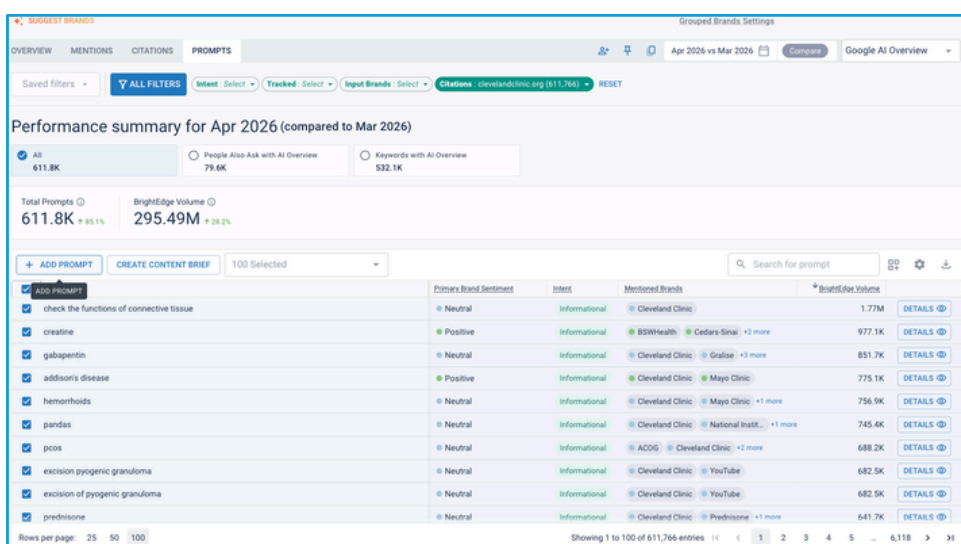
AI Catalyst can identify all prompts related to any brand, whether cited or referenced. It swiftly filters and categorizes these prompts by query intent, offering immediate insights into how the AI Search Engine uses a website to address inquiries.

## See volumes powered by BrightEdge on all engines



AI Hyper Cube allows you to sort data across multiple dimensions, including prompt volume for any AI engine. You can easily conduct a query intent analysis for yourself and your competitors from a single interface.

## Seamlessly create campaigns with AI Catalyst



AI Hyper Cube integrates with AI Catalyst to categorize prompts by intent and monitor them in real-time. This allows observation of AI interactions on your website throughout the customer journey.