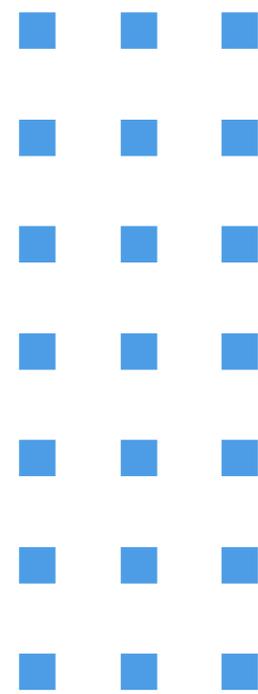
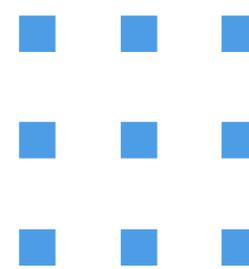


**Google and ChatGPT
Both Cite Reddit. But
For Very Different
Reasons.**



Reddit Citation Patterns in AI Search: Insights
from Google AI Overviews and ChatGPT

BRIGHTEDGE

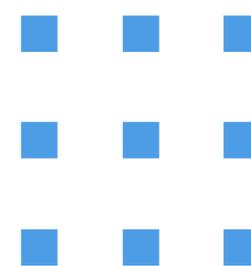


Unlike YouTube, ChatGPT Cites Reddit More Than Google – By a Wide Margin

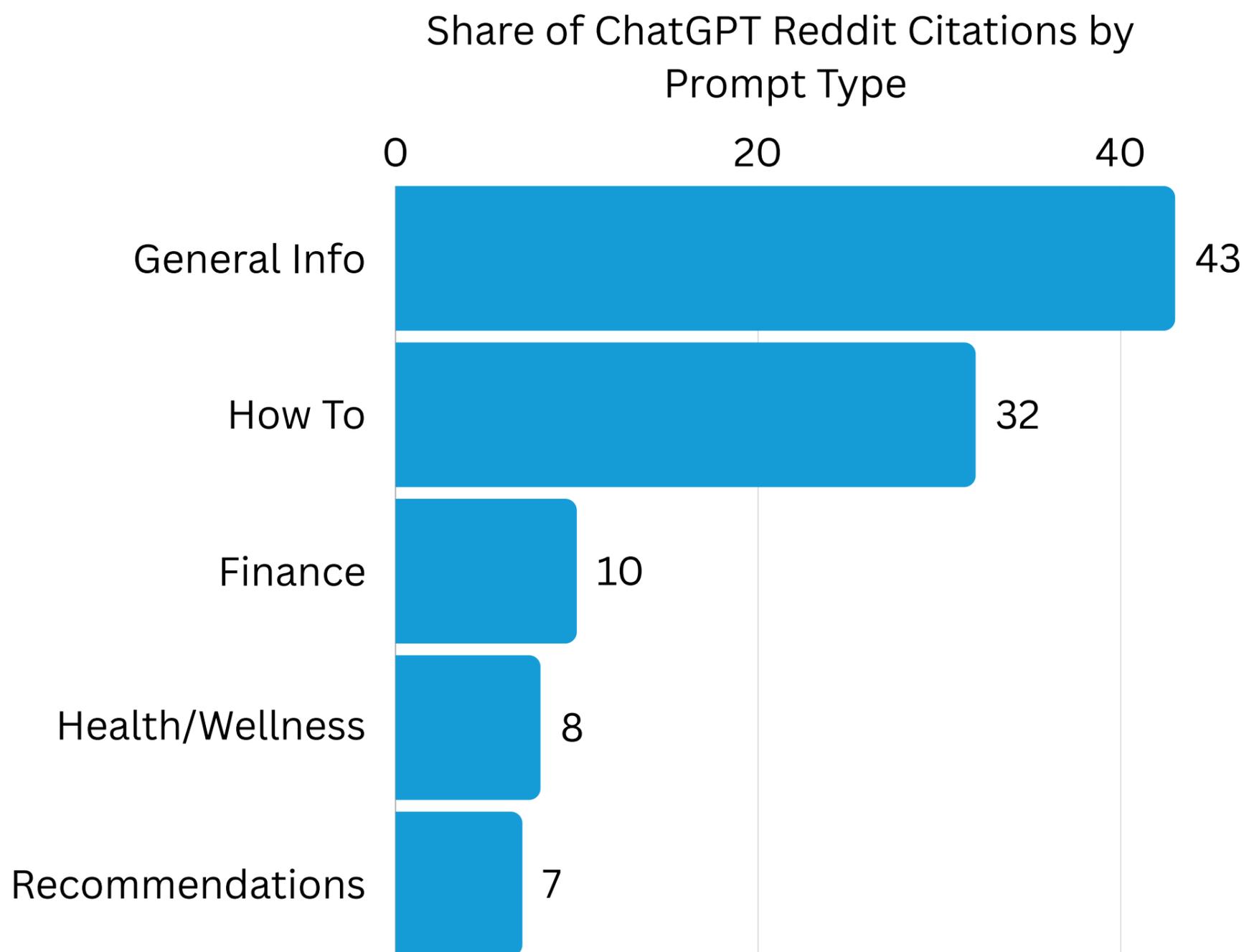


55% more Reddit Citations than Google

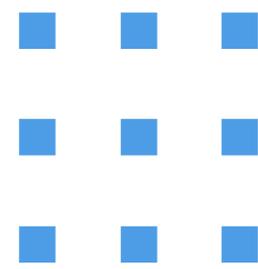
Google dominates YouTube citations. ChatGPT dominates Reddit. Each engine has a preferred community platform – and they're not the same one.



What Types of Queries Actually Trigger Reddit Citations in ChatGPT?



How-to queries account for nearly a third of ChatGPT's Reddit citations – 4x the rate seen in Google AIO.



How Each AI Engine Actually Uses Reddit



🌐 Social & UGC Signal
Cited alongside YouTube, Quora, Facebook 29% of AIO Reddit citations co-appear with YouTube
Broad informational queries

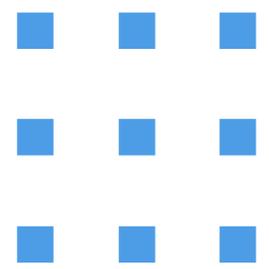
Reddit = one voice in the open web



🏥 Community Authority Layer Cited alongside Healthline, Mayo Clinic, Cleveland Clinic, WebMD, Forbes Nearly 20% of citations pair Reddit with a clinical or financial authority

Reddit = what real people actually experienced

Google treats Reddit as part of the social web. ChatGPT treats it as a credibility layer – the human counterweight to expert sources. Same platform, two completely different editorial roles.



What Marketers need to know



Google and ChatGPT use Reddit for completely different jobs. Google treats it as one signal in the broader social web — alongside YouTube, Quora, and Facebook. ChatGPT treats it as a community authority layer, pairing it with medical and financial experts. Same platform, two editorial theories.



The strategic question isn't "should we build a Reddit presence?" It's: what Reddit content is AI already citing for your category — and who's driving it? A thread you didn't write may already be shaping what ChatGPT says about your brand at the moment someone is deciding whether to buy.

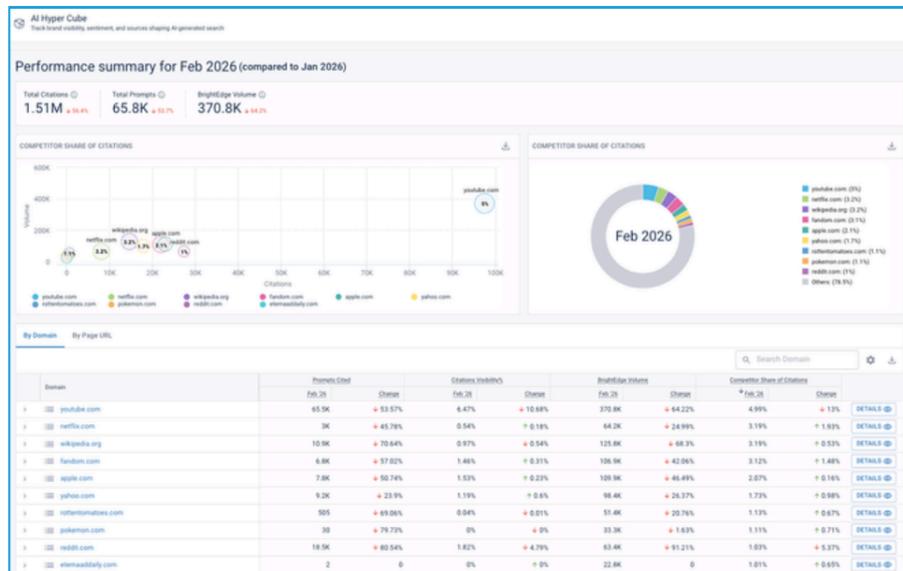


Reddit isn't replacing expert sources in ChatGPT — it's appearing alongside them. Nearly 20% of ChatGPT's Reddit citations co-appear with Healthline, Mayo Clinic, Forbes, or NerdWallet. That's not UGC noise. That's AI-recognized community authority. Know whether your brand benefits from that dynamic or is exposed by it.



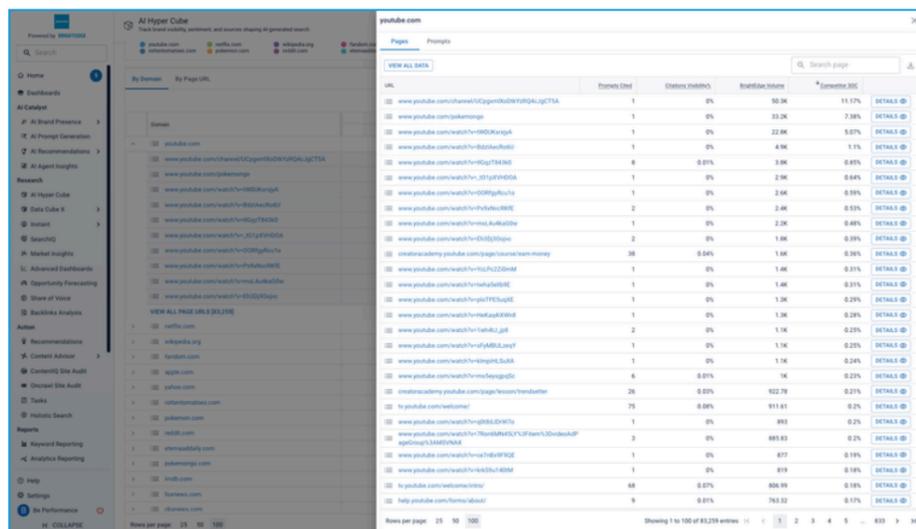
AI Hypercube Pinpoints Your Reddit Strategy

See how Reddit stacks up to other 3rd party sources



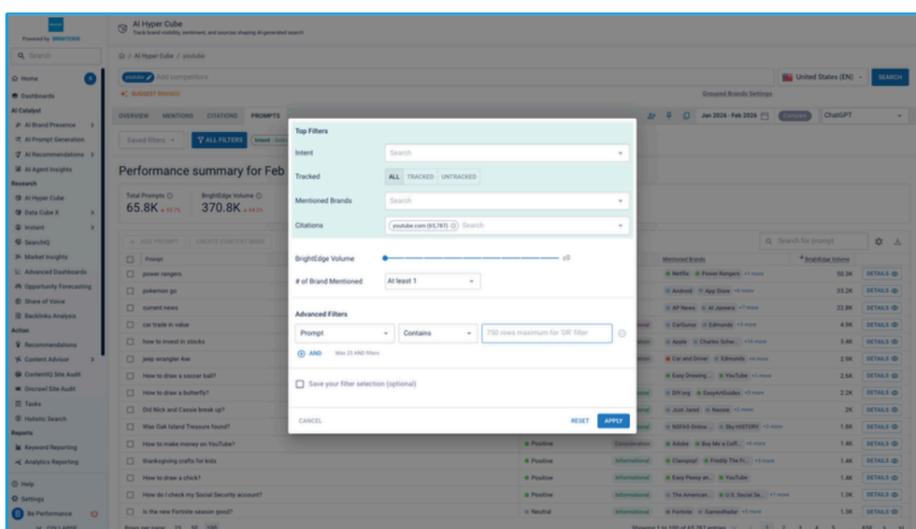
View precisely how Reddit compares to other third-party sources within your industry, all on one screen. Quickly evaluate which communities and conversations carry influence across any AI engine.

Drill in and see which Reddit communities matter most



Explore Reddit to find the subreddits and threads that shape AI responses about your category. Determine if your strategy should prioritize building a community presence or partnering with voices that already have AI's trust.

Refine and filter prompts to tailor to your market



AI Hypercube filters enable you to categorize prompts according to mentioned terms, brands, or even the intent and sentiment behind them. This helps you identify exactly where Reddit is influencing your buyers — and where it isn't.