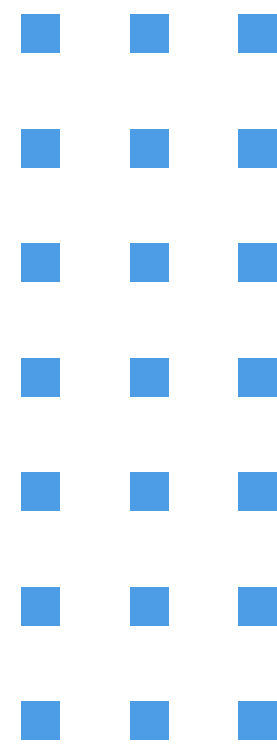
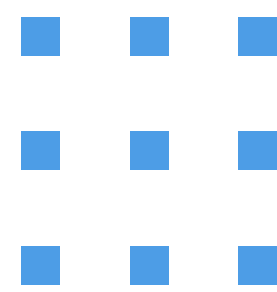


# Google AIO and ChatGPT respond to retail queries in distinct ways.



How the buying environment around AI changes everything for retail brands

**BRIGHTEDGE**



# When Someone's Ready to Buy, Google AIO Cites Major Retailers Twice as Often as ChatGPT

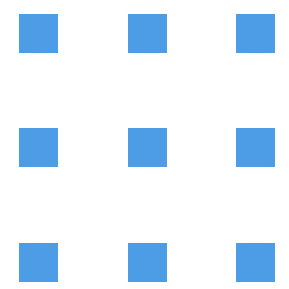


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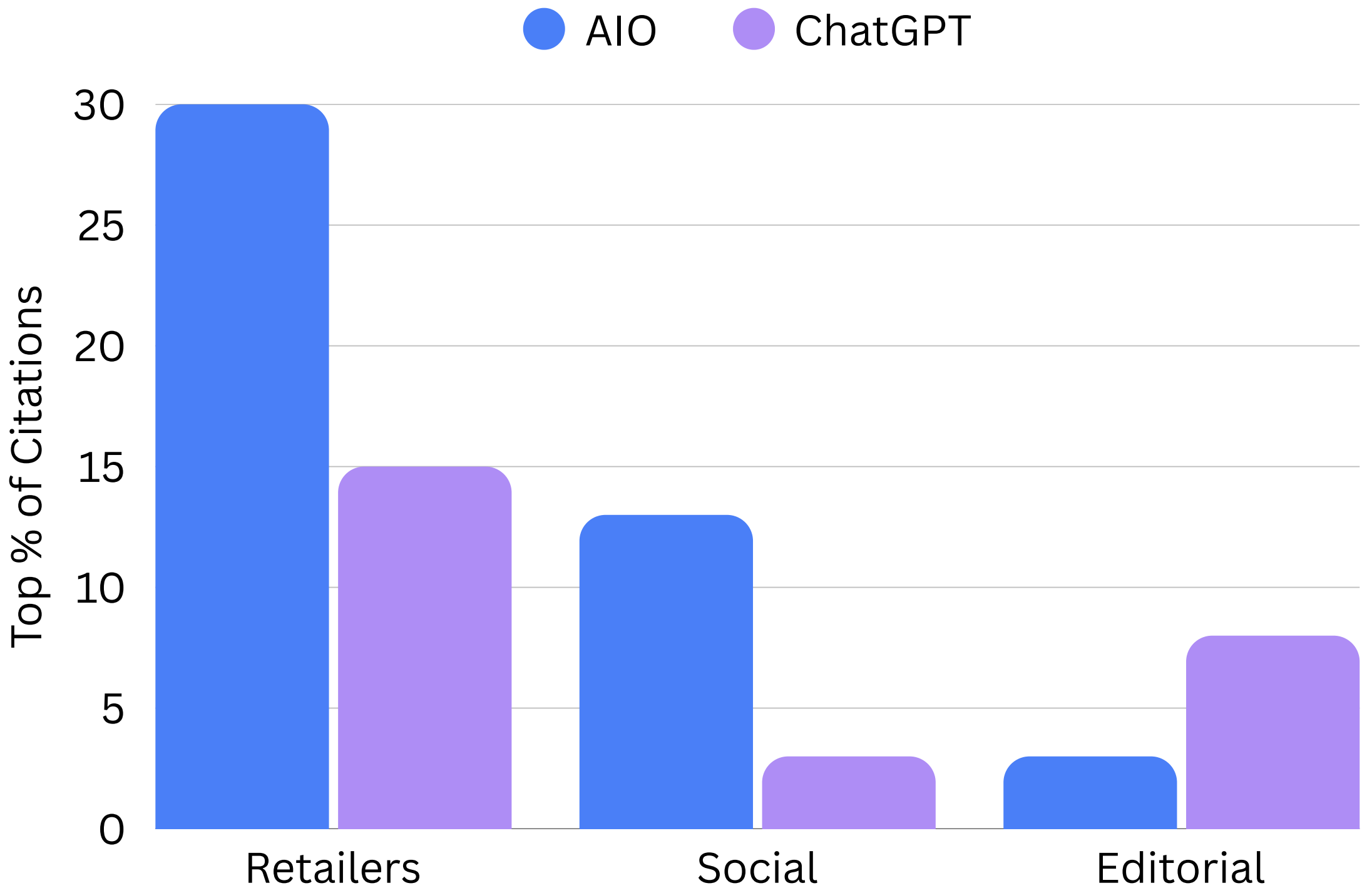


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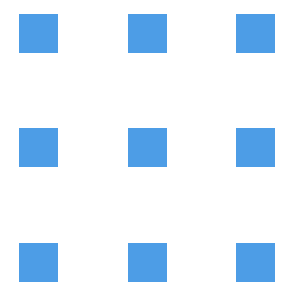
30% of AIO's transactional citations reference a major retailer directly. ChatGPT? Half that. Same purchase intent. Very different answer sources.



# Where Do Transactional Citations Actually Come From?



AIO citations emphasize retailers and social proof, while ChatGPT utilizes editorial sources for verification tasks usually handled by the SERP.



## What Marketers need to know



**AIO and ChatGPT are both answering purchase-intent queries but the environment around each AI shapes the answer.** Google has a commerce-ready SERP doing half the work. ChatGPT has to do it all itself. That's not an AI difference. It's an architecture difference.



**If you're only thinking about retailer citations, you're missing the story.** AIO leans on social proof — YouTube, Facebook — to validate purchases. If your brand isn't showing up in that peer content layer, you're invisible at a critical moment.



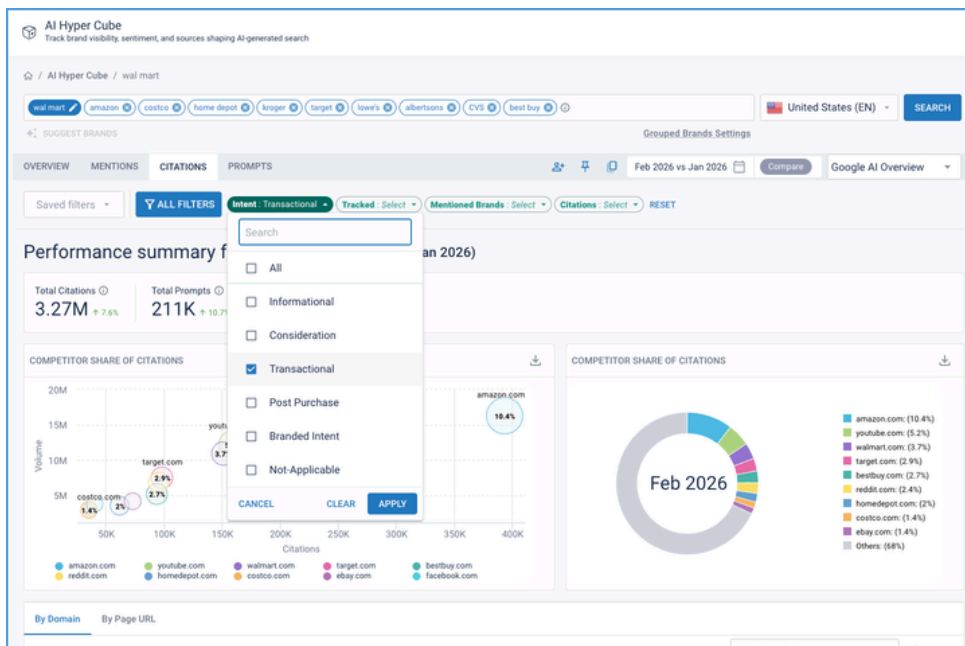
**ChatGPT adds a verification step before it recommends anything.** Editorial and financial sources dominate its transactional citations. Brands that aren't referenced by those sources are getting filtered out before a purchase decision is made.



**The good news: the foundation is the same across both.** Authoritative content. Trusted source signals. Credibility at scale. BrightEdge AI Hyper Cube lets you see how each platform interprets that foundation — so you're not optimizing blind on either one.

## AI Hyper Cube makes it easy to create a unified strategy

See which sources are important at each part of the journey



BrightEdge AI Hyper Cube streamlines filtering prompts, mentions, or citations according to the buying stage, helping identify relevant sources during customers' decision-making in AI Search.

See the prompts that users are actually using

The screenshot shows a list of prompts used by users. Each row includes a prompt, its primary brand sentiment, intent, mentioned brands, and BrightEdge volume. The volume is broken down into 'Feb. 26' and 'Change'.

Prompt	Primary Brand Sentiment	Intent	Mentioned Brands	BrightEdge Volume
transformers movies for sale	-	Transactional	Amazon, Transformers +2 more	2.01M
shop holiday decor on sale	-	Transactional	Amazon, Anthropologie +7 more	962.1K
shopping near me	-	Transactional	Dolphin Mall, Kohl's +5 more	933.5K
fast shipping amazon prime	-	Transactional	Amazon, Amazon Prime	886.3K
warehouse club membership	-	Transactional	B.J's Wholesale, Costco +1 more	536K
shop laundry basket nearby	-	Transactional	Home Logic, IKEA +5 more	469.9K
groceries near me	-	Transactional	Aldi, Bi-Rite Market +13 more	455K
party city near me	-	Transactional	Amazon, Dollar Tree +5 more	380.7K
amazon black friday deals	-	Transactional	AirPods 4, Amazon +7 more	363.2K
peacock premium subscription	-	Transactional	Amazon, Apple TV +3 more	346.8K
back to school deals	-	Transactional	Aerie, Amazon +13 more	327.7K
shops near me	-	Transactional	Home Depot, Kohl's +5 more	324.5K
ac repair near me	-	Transactional	Aire Serv, Brothers Plum... +4 more	300.9K
back to school sales	-	Transactional	Adidas, Amazon +7 more	261.8K
ups access point	-	Transactional	CVS, Michaels +1 more	241.8K
money order near me	-	Transactional	CVS, Kroger +3 more	227.5K
amazon prime video subscription	-	Transactional	AMC+, Amazon +3 more	226.3K
mattress stores near me	-	Transactional	Beautyrest, Costco +1 more	224.6K
ups access point near me	-	Transactional	CVS, Michaels +2 more	211.7K
shop 4k tvs on sale	-	Transactional	Amazon, Best Buy +5 more	205.9K

Discover which prompts are referencing or mentioning your brand, along with up to nine competitors, to gain a comprehensive overview of the AI landscape. Effortlessly grasp the dynamics of your marketplace all in one screen.

View the full citation sources organized by their value.

The screenshot shows a table of citation sources organized by domain. The table includes columns for 'Domain', 'Prompts Cited', 'Citations Visibility', 'BrightEdge Volume', and 'Competitor Share of Citations'. The volume is broken down into 'Feb. 26' and 'Change'.

Domain	Prompts Cited	Citations Visibility	BrightEdge Volume	Competitor Share of Citations
amazon.com	103K	12.01%	16.27M	10.38%
youtube.com	61.8K	4.86%	12.22M	5.22%
walmart.com	58.6K	4.61%	10.93M	3.69%
target.com	36.8K	3%	7.49M	2.86%
bestbuy.com	30.3K	2.87%	5.21M	2.66%
reddit.com	44.8K	2.9%	6.83M	2.45%
homedepot.com	19.2K	1.89%	3.54M	1.96%
costco.com	11.4K	1.07%	2.96M	1.4%
ebay.com	26.2K	2.23%	4.17M	1.36%
facebook.com	19.4K	1.23%	3.82M	1.22%
lowes.com	13.2K	1.22%	2.86M	1.22%
yelp.com	4.5K	0.34%	3.77M	1.05%
aboutamazon.com	3.7K	0.26%	2.65M	0.92%
instacart.com	13.4K	1.15%	1.61M	0.82%
kroger.com	12.8K	0.95%	2.55M	0.81%
marshalls.com	4.4K	0.32%	1.82M	0.76%
ups.com	382	0.04%	573.3K	0.7%
walgreens.com	10.1K	0.76%	1.65M	0.67%

AI Hyper Cube offers a complete overview of citations, including competitors', helping identify key external sources. Users can sort these sources by prompt frequency and search volume.