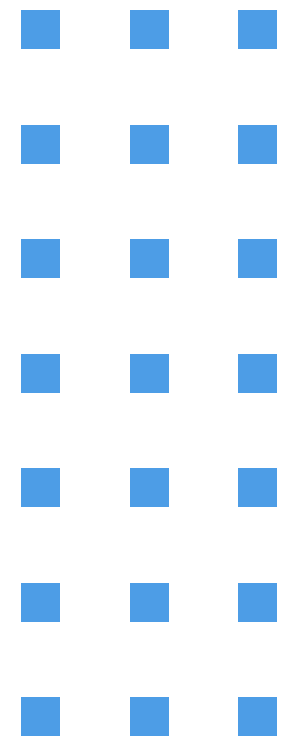
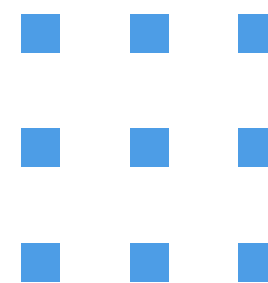


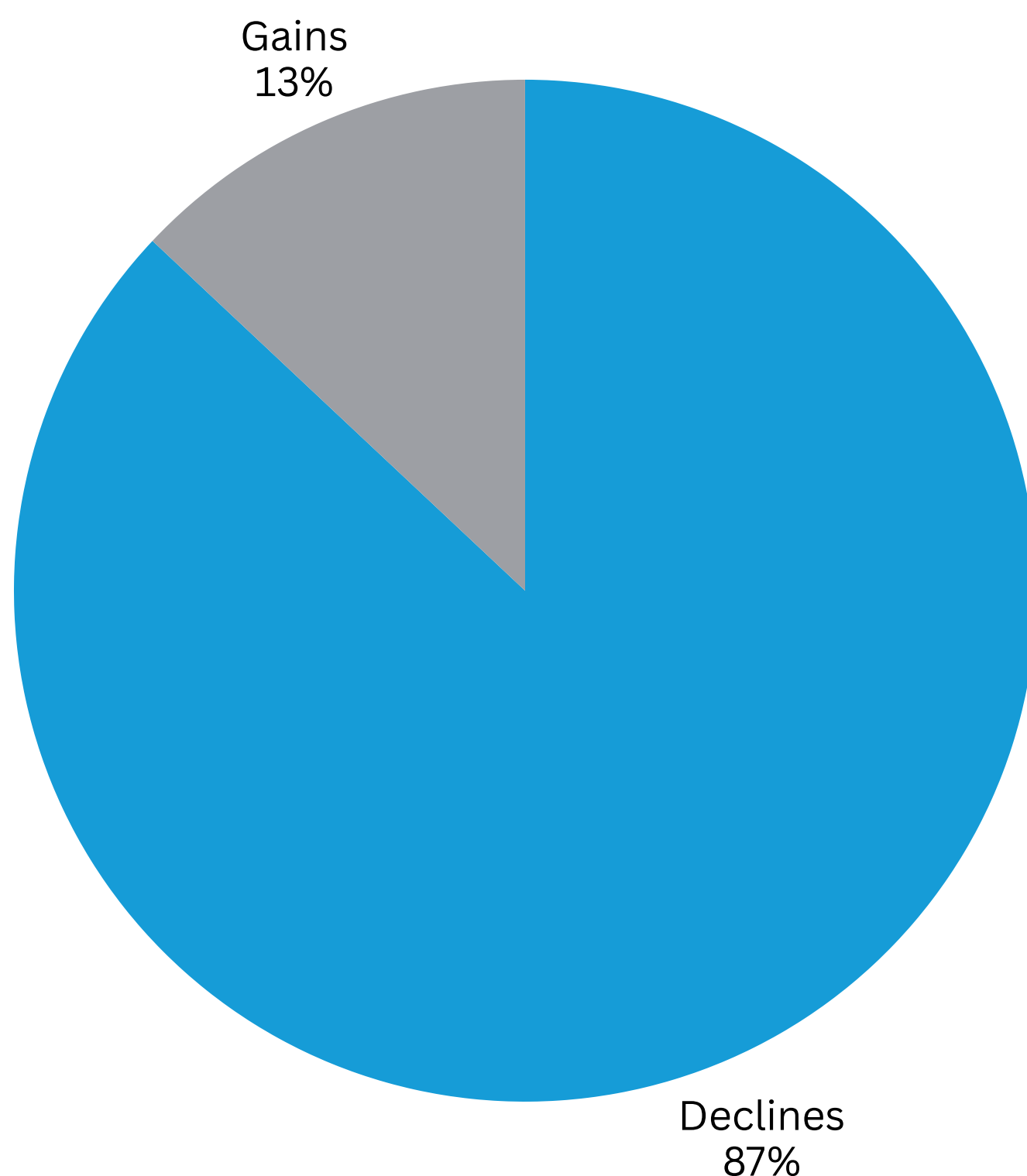
# AI Search Citations: How Much Do They Really Change?



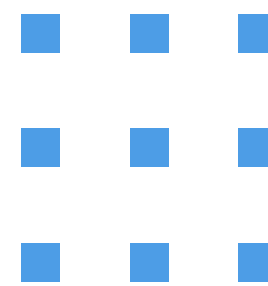
Weekly Volatility Across ChatGPT, Gemini,  
Google AI & Perplexity



# 96.8% of Citations Didn't Change. But When They Did...



87% of changes were declines. Where are the citations going?



## Being Mentioned $\neq$ Being Cited. The Gap Is Growing.

### Mentions



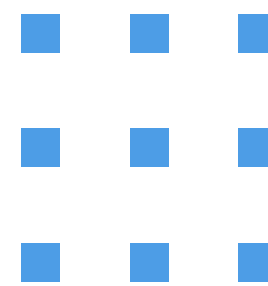
***Going Up:*** Social platforms, video sites, reference sites still getting named in AI answers

### Citations



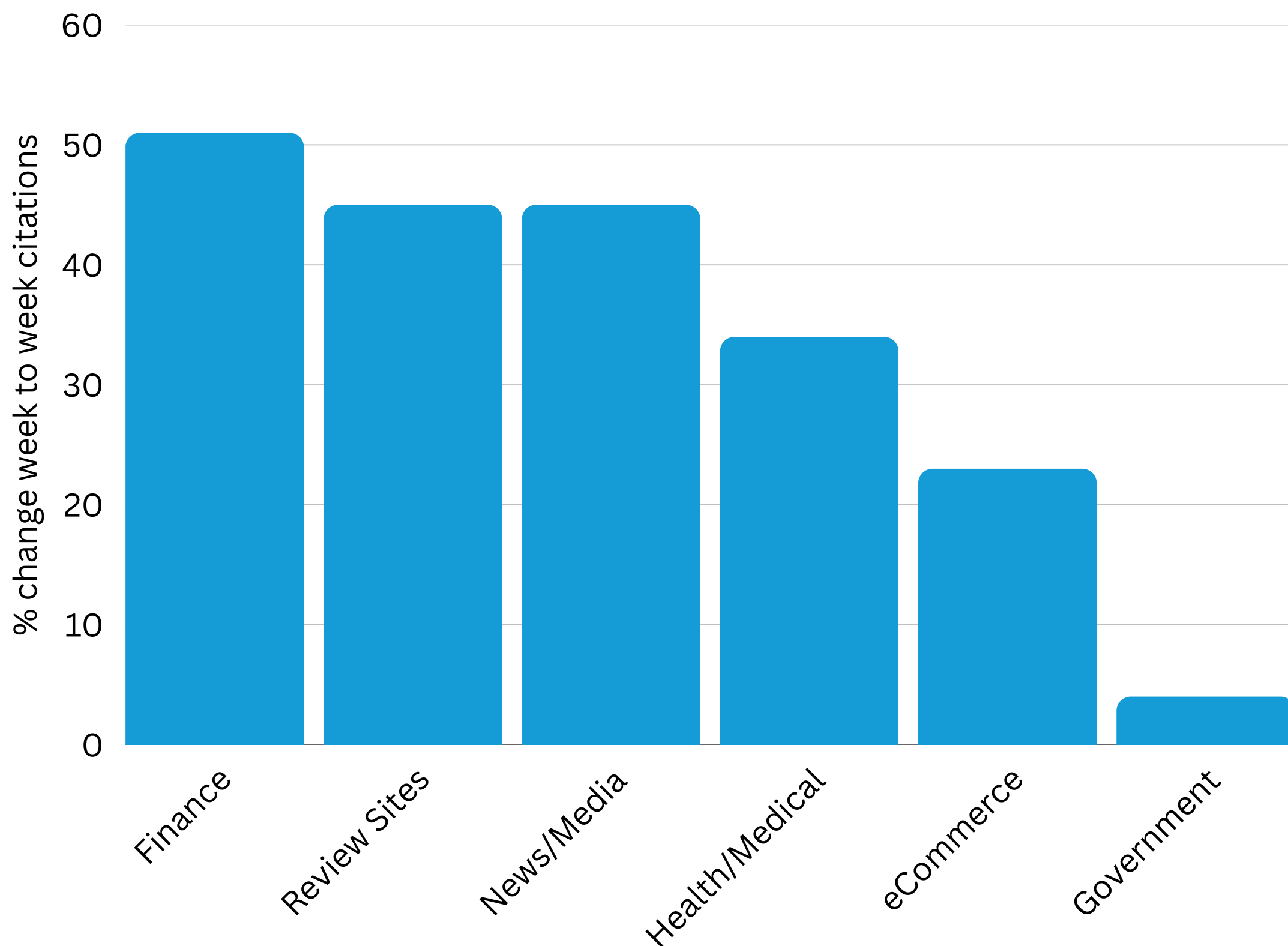
***Going Down:*** Those same categories are losing actual links — named but not sourced

Brand authority and citation authority are becoming two different things.

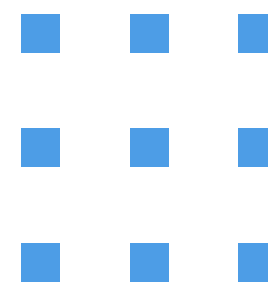


# Not All Industries Churn Equally.

● Weekly Change



Finance is churning 12x faster than Government. Where you compete matters.



## What's Next for Finance?



**Strong positions are holding:** 97% of citations didn't change. If you're in the core, you're durable.



**Changes are binary, not gradual:** Domains don't slowly fade — they drop out in a single cycle. Monitor before it happens, not after.



**AI is consolidating, not redistributing:** Losses aren't going to new winners. The citation radius is tightening around fewer trusted sources.

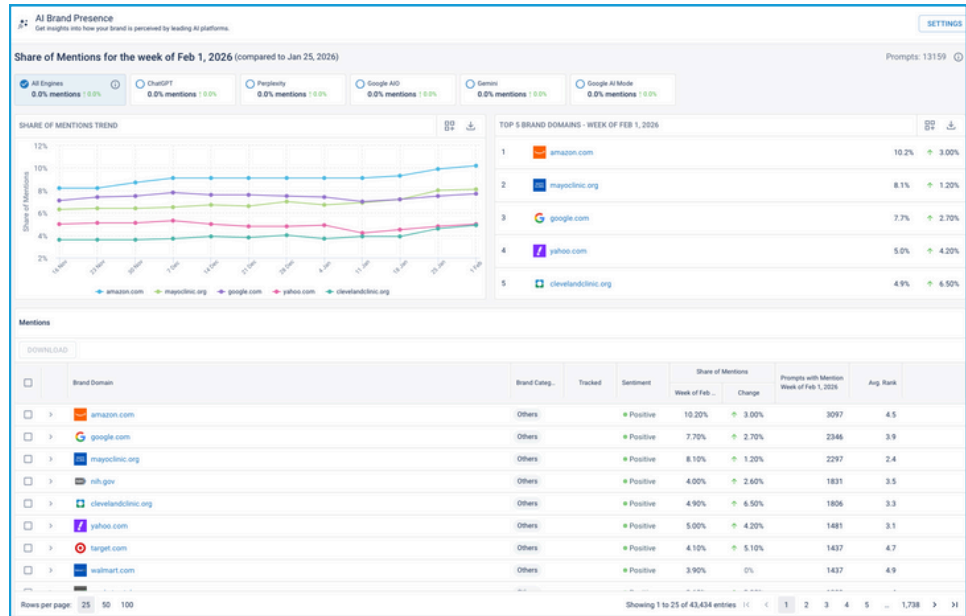


**Mentions alone aren't enough:** Being named by AI engines without earning the link means brand awareness isn't converting to traffic.

BRIGHTEDGE

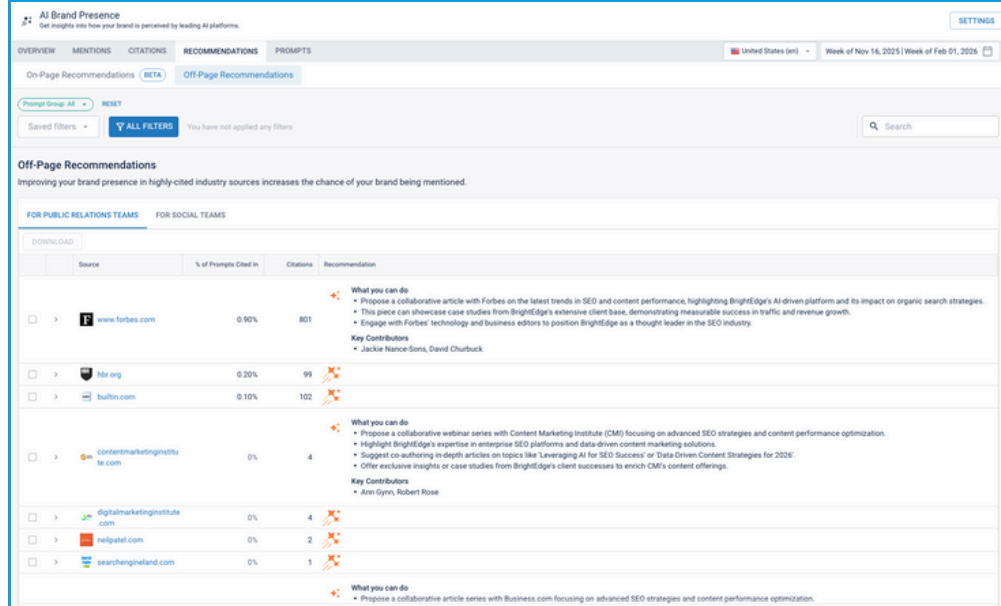
# BrightEdge is your AIO Monitoring Center!

## See week to week volatility



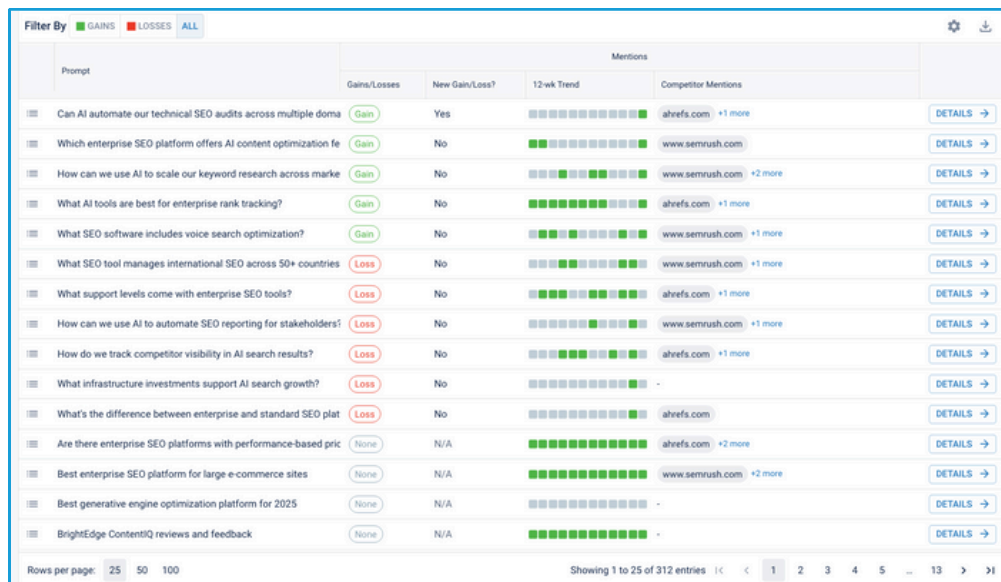
AI Catalyst simplifies the process of monitoring fluctuations in each category you track. It removes the uncertainty surrounding volatility and directs your attention to where the most significant opportunities lie.

## Get data driven recommendations for how to build authority



AI Catalyst's suggestions leverage data to identify where to concentrate efforts for citation building, both on-page and off-page. Facilitate collaboration effortlessly with PR and social teams by providing actionable strategies to harness the value of AI.

## See trend lines for your own performance gains and losses



AI Catalyst's gains and losses provide a clear view of where your presence in AI is expanding and how it aligns with the broader trend. Be mindful not to overreact to small changes in your visibility.