BRIGHTEDGE

WEEKLY AI & SEARCH INSIGHTS

# How Claude cites sources: what marketers need to know

**Claude names vendors and consumer platforms. It cites standards bodies, government and reference sources first.**

Three findings from 9 industry prompt groups, and what each changes for a marketing team.

A mention is when an answer names a brand. A citation is when it lists a domain as a source.

Source: BrightEdge AI Catalyst, Claude, week of November 22, 2026.

NOVEMBER 2026

ALL 9 GROUPS

BRIGHTEDGE RESEARCH

# Who leads each group on Claude

Most-mentioned brand and most-cited domain in each industry group.

| GROUP | MOST MENTIONED | MOST CITED |
|---|---|---|
| B2B Tech | Microsoft | nist.gov |
| eCommerce | Amazon | amazon.com |
| Education | BLS | bls.gov |
| Entertainment | Ticketmaster | wikipedia.org |
| Finance | Yahoo Finance | yahoo.com |
| Healthcare | Mayo Clinic | mayoclinic.org |
| Insurance | HealthCare.gov | healthcare.gov |
| Restaurants | Yelp | yelp.com |
| Travel | Google | google.com |

Google appears as "Google Finance" in the export outside Finance and is shown here as Google. Source: BrightEdge AI Catalyst, Claude, week of November 22, 2026.

> **WHAT IT MEANS**
>
> **In 7 of the 9 prompt groups, the most-mentioned brand's own domain was also the most-cited source. B2B Tech and Entertainment were the exceptions. That describes the leaders in each group, not every brand in it.**

**Run your own industry:** brightedge.com/ai-catalyst

This panel shows what Claude cites, not who is asking. A single week on one engine, so it shows no trend.

FINDING 1

# Claude names the vendor, then cites the standard.

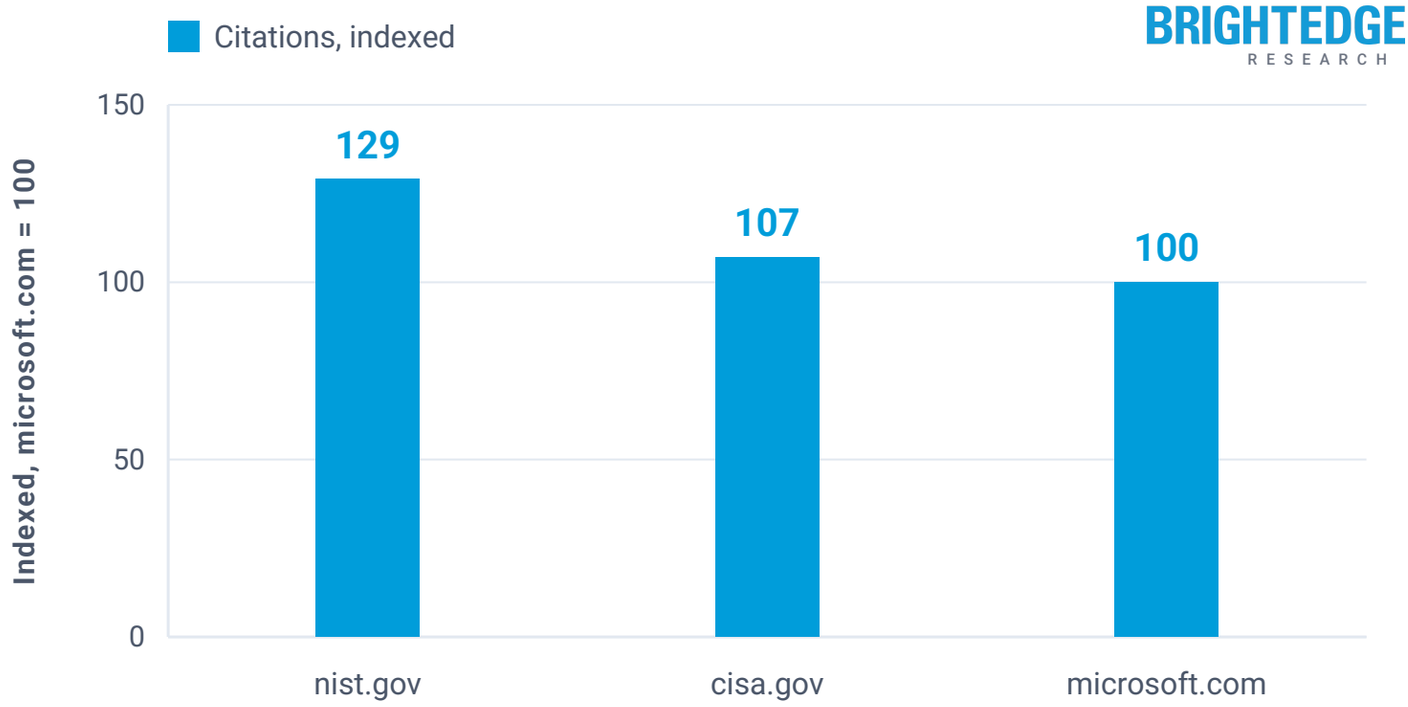


**Figure 1.** B2B Tech citations, indexed to microsoft.com at 100. Microsoft is the most-mentioned brand in the group. Source: BrightEdge AI Catalyst, Claude, week of November 22, 2026.

WHAT IT MEANS

**Claude talks about vendors and backs the answer with neutral authorities. In B2B Tech it names Microsoft first and cites NIST and CISA ahead of microsoft.com.**

DO THIS

For technical and compliance questions, publish documentation that maps your product to a named standard, alongside the authority content you already build.

FINDING 2

# Claude cited NIST and CISA more often than the analyst and review domains measured.

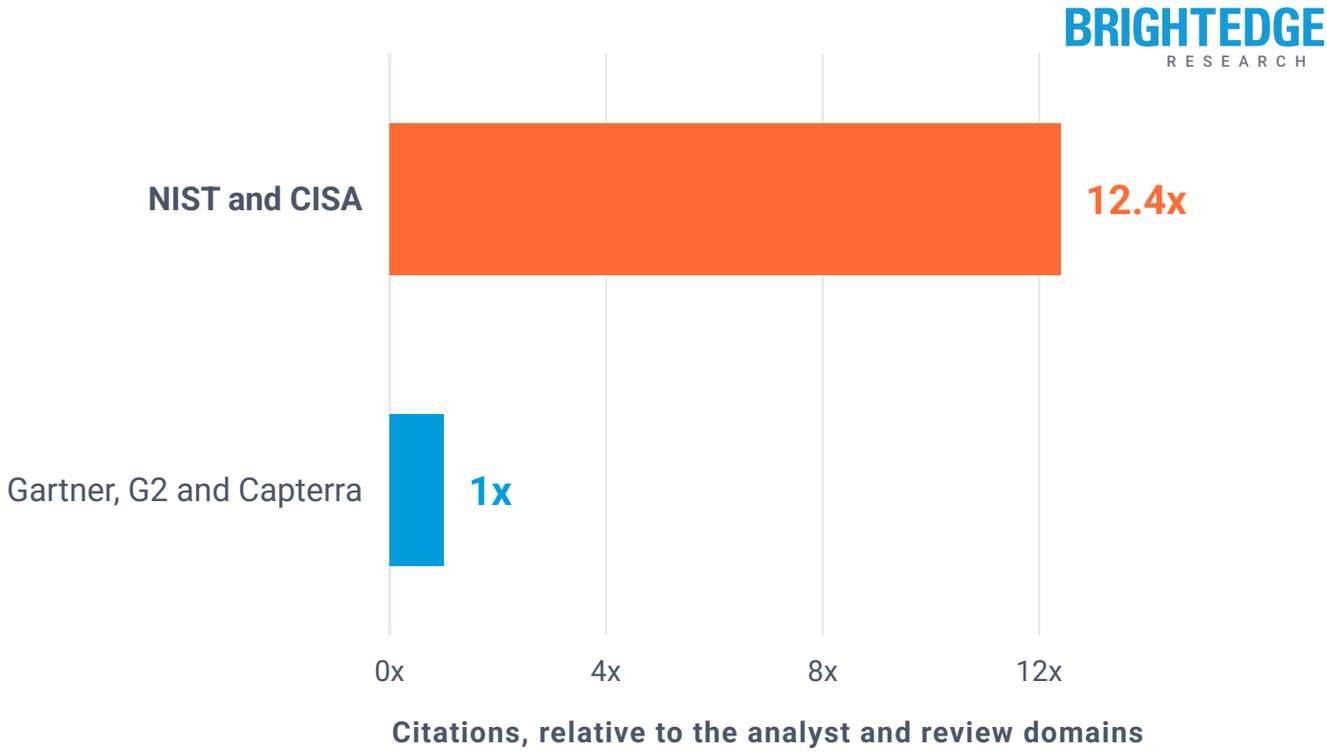


**Figure 2.** Claude citations to nist.gov and cisa.gov against gartner.com, g2.com and capterra.com, these five domains only. Source: BrightEdge AI Catalyst, Claude, week of November 22, 2026.

WHAT IT MEANS

**Claude cited NIST and CISA about 12.4 times as often as Gartner, G2 and Capterra combined. Forrester, TechTarget and McKinsey were not cited at all. The B2B Tech prompts in this panel lean toward security and compliance topics, so a software-selection prompt set could look different.**

DO THIS

Test which sources Claude uses for your own buyer questions.

FINDING 3

# Claude cites government sites and Wikipedia, rarely social.

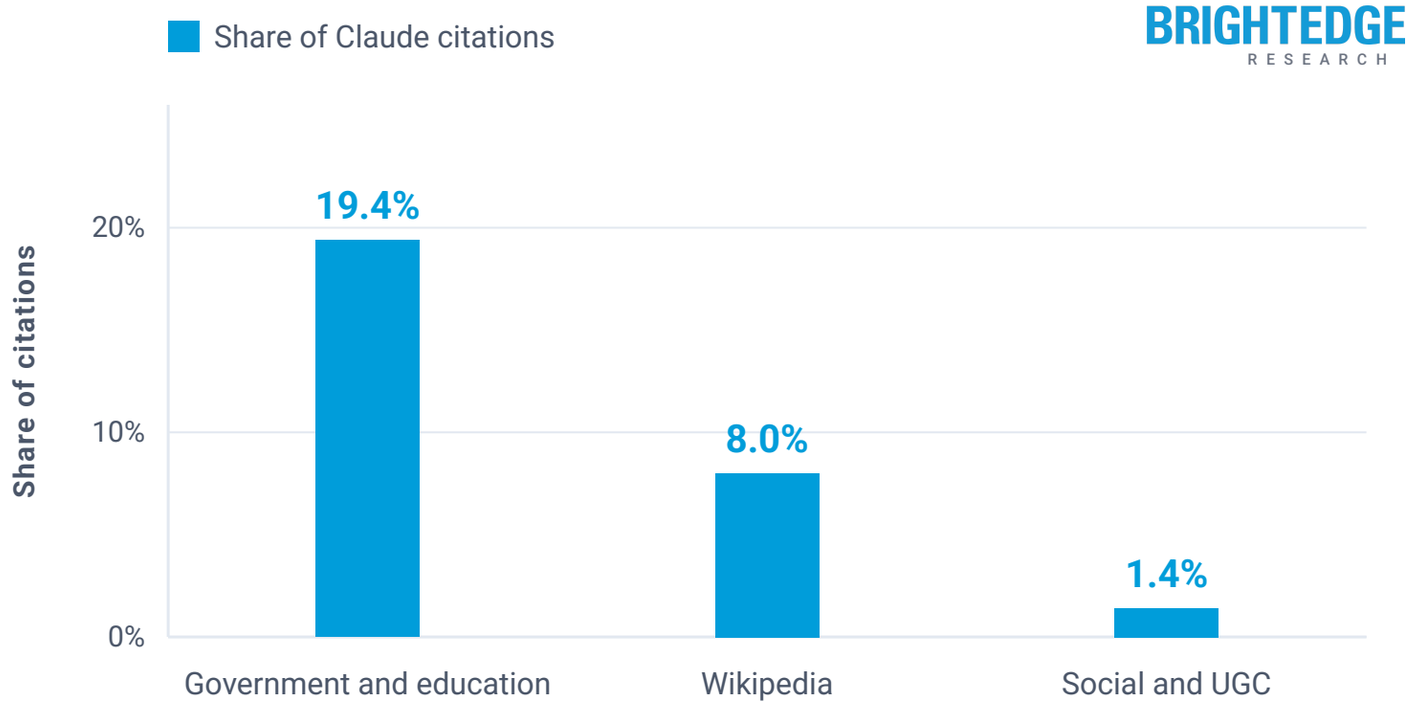


**Figure 3.** Share of Claude citations by source type, counted by domain suffix. Source: BrightEdge AI Catalyst, Claude, week of November 22, 2026.

WHAT IT MEANS

**Wikipedia alone is cited about 23 times as often as LinkedIn, YouTube and Reddit together, and government and education domains account for 19.4% of citations.**

DO THIS

Check that important third-party sources represent your brand accurately, including relevant reference sites.

RUN THIS ON YOUR OWN PROMPTS

# What to do about it

Two things follow. Claude is its own engine, so visibility elsewhere does not predict visibility here. And it cited documentation and standards ahead of analyst and review sites, so test which sources Claude uses for your own buyer questions.

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**1** **Map your product to a named standard**
For technical and compliance questions, publish documentation against NIST, OWASP or the framework your buyers are audited on. That sits alongside the authority content you already build, not instead of it.

**2** **Measure mentions and citations separately**
BrightEdge AI Catalyst reports how often an engine names your brand and which domains it cites, as two numbers. In B2B Tech the gap is wide: Claude names Microsoft about 1.9 times for every time it cites microsoft.com.

**3** **Check crawler access**
An engine cannot cite a page it cannot reach. BrightEdge AI Agent Insights reports which AI agents request your pages and what they get.

**4** **Treat Claude as its own engine**
Being named in an AI answer and having your own domain cited are distinct measures of AEO visibility. Track both, on each engine, while continuing to strengthen your Google presence.

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Source: BrightEdge AI Catalyst, Claude, week of November 22, 2026. A single week on one engine, so it shows no trend. The listing explains why people are asking about Claude this week. It does not change what Claude cites.

**Measure your own prompts: brightedge.com/ai-catalyst**

Full research linked in the post.

**Request a demo | brightedge.com/requestademo**

SCAN TO BOOK