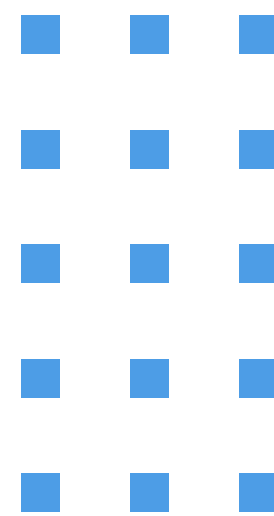
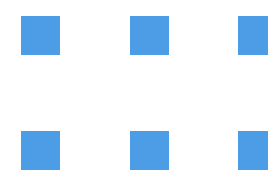


**Every Meta property
grew in AI Overviews.
That's not the story.**



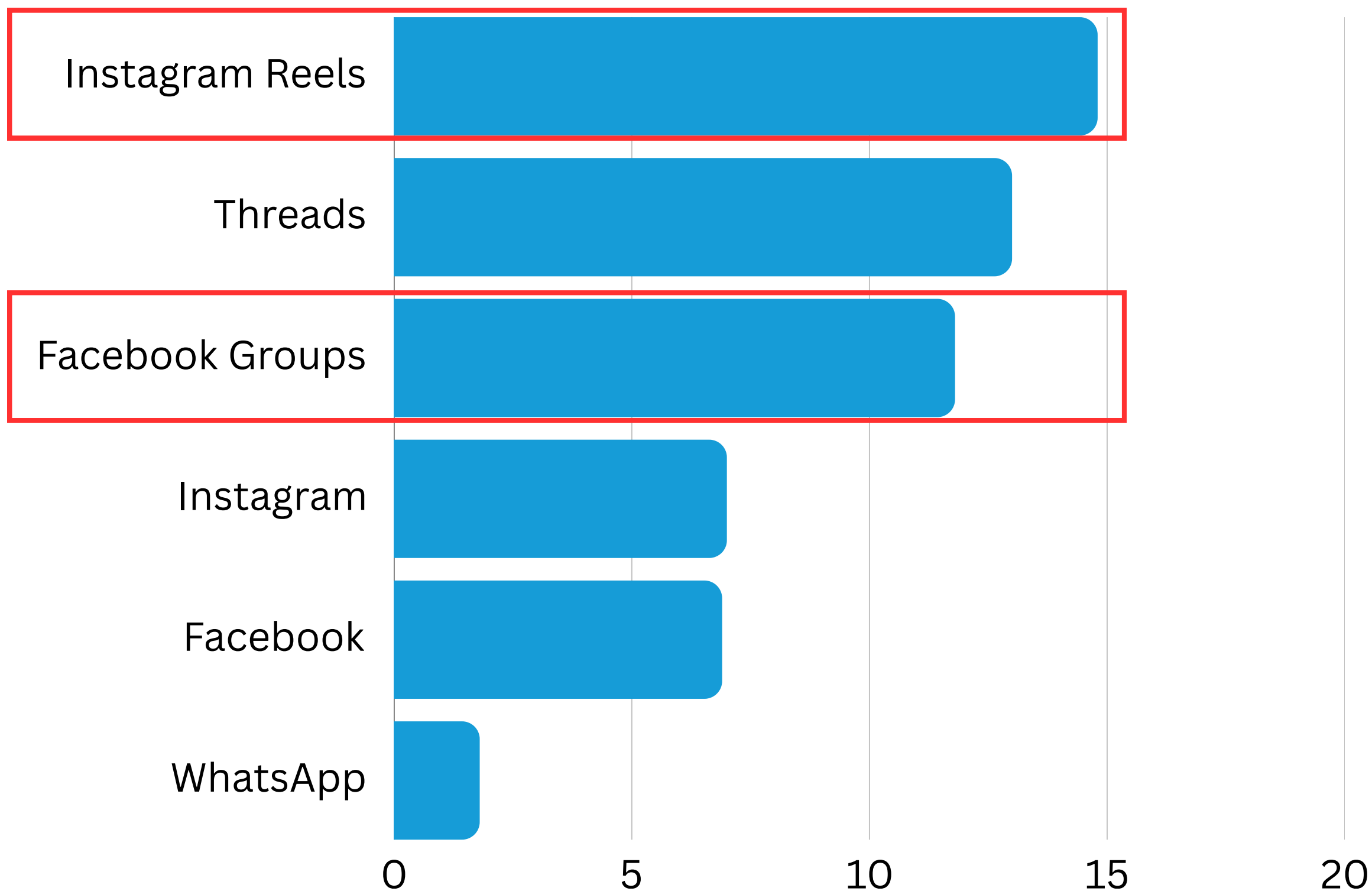
We explored how Google's AI Overviews have
referenced them over the past 13 months

BRIGHTEDGE



AI Overviews Cite Surfaces, Not Platforms

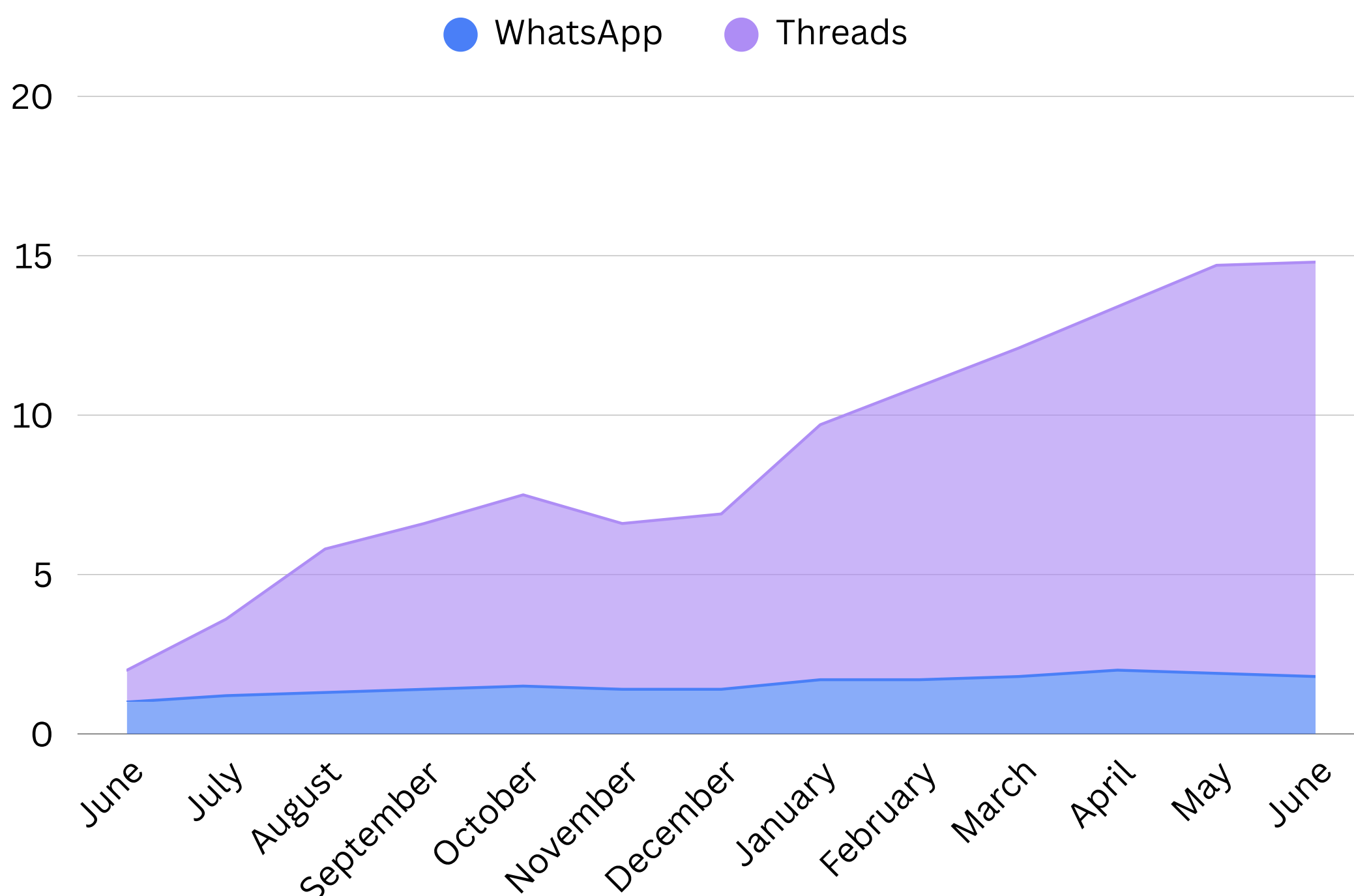
● YOY Growth in AIO Footprint (2025 to 2026)



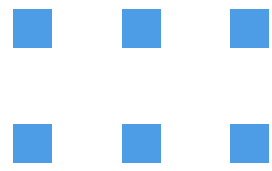
Over 13 months, Groups and Reels grew nearly twice as fast as the platforms they live on. Citations don't go to front doors. They go where questions get answered.

WhatsApp and Threads Just Went Opposite Ways

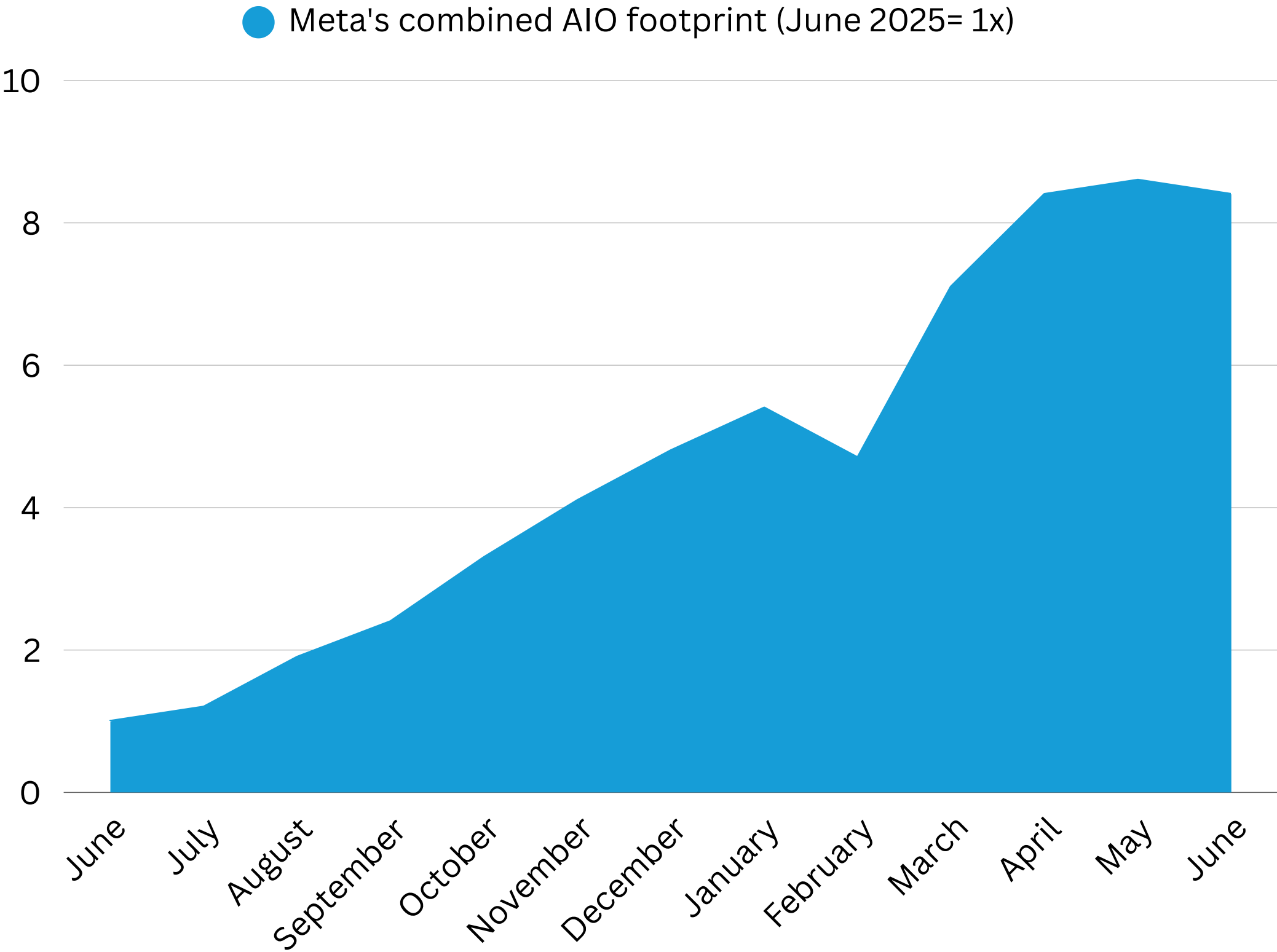
Growth in Google AIO footprint (Jun 2025 = 1x)



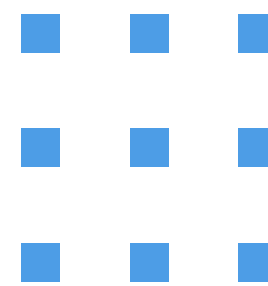
WhatsApp barely moved in a 7x year. Threads has climbed eight straight months and set a June high, the only Meta property still rising. Google settled one's job. It's still deciding the other's.



The Land-Grab Phase Looks Over



Five of the six surfaces peaked this spring. June is the first month the whole footprint stalls. When the pie stops growing, gains become displacement. Measure your share, not just your growth.



What Marketers need to know



Invest where the answering happens.

Your citable surfaces are communities, creators, and answer content. Not your front door.



Track share, not just growth. The cheap-land era is ending. The tide will flatter you right up until it doesn't.

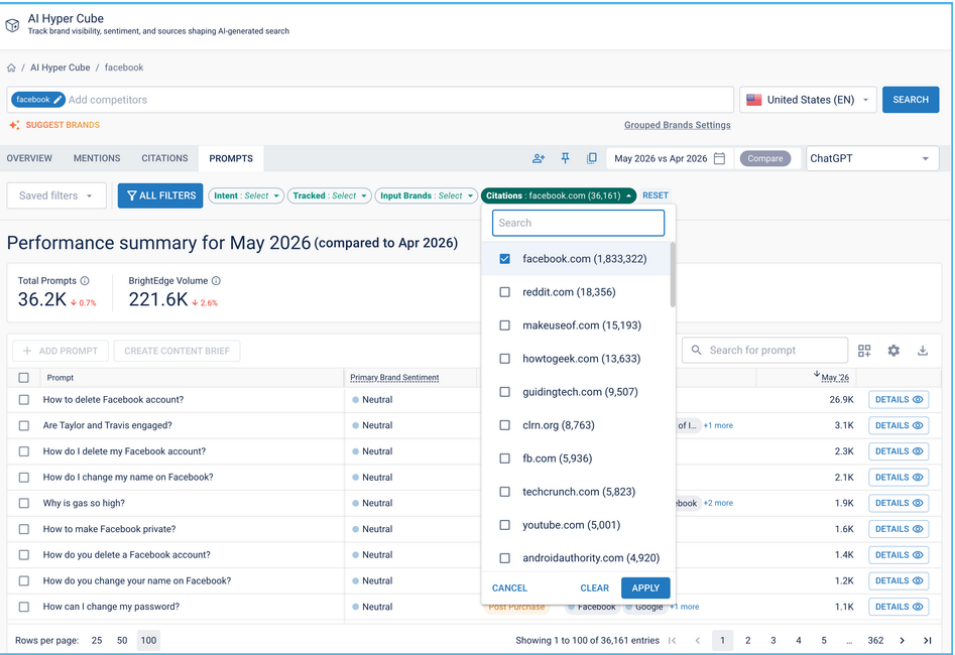


Monitor monthly. In March, three of these surfaces repriced 60 to 100% in one month. One rollout you don't control can reprice a year of visibility.



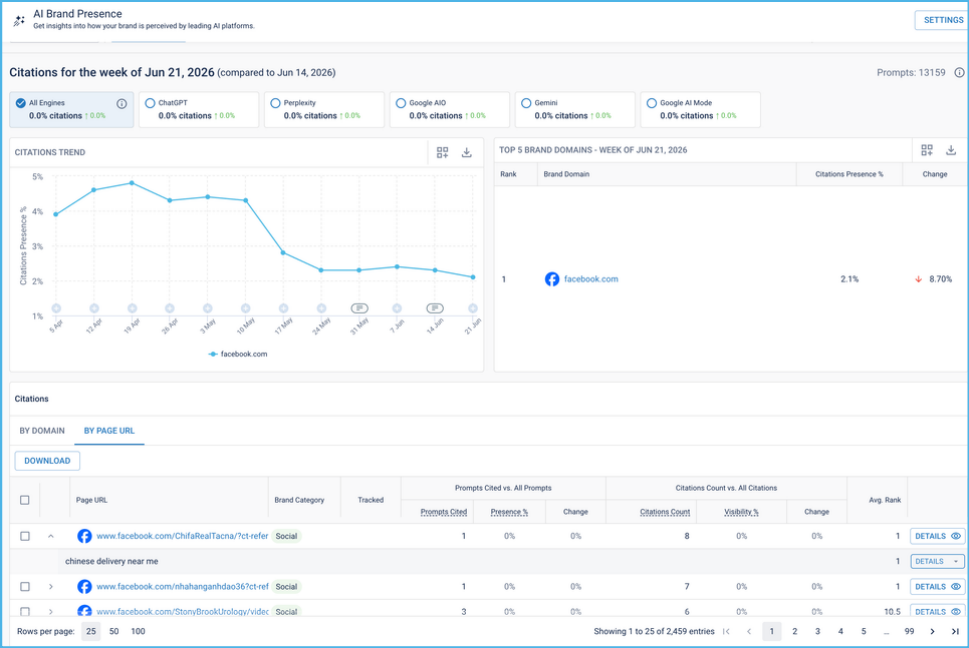
BrightEdge has you covered for leveraging Meta in AI Search!

See exactly how Meta’s properties are cited



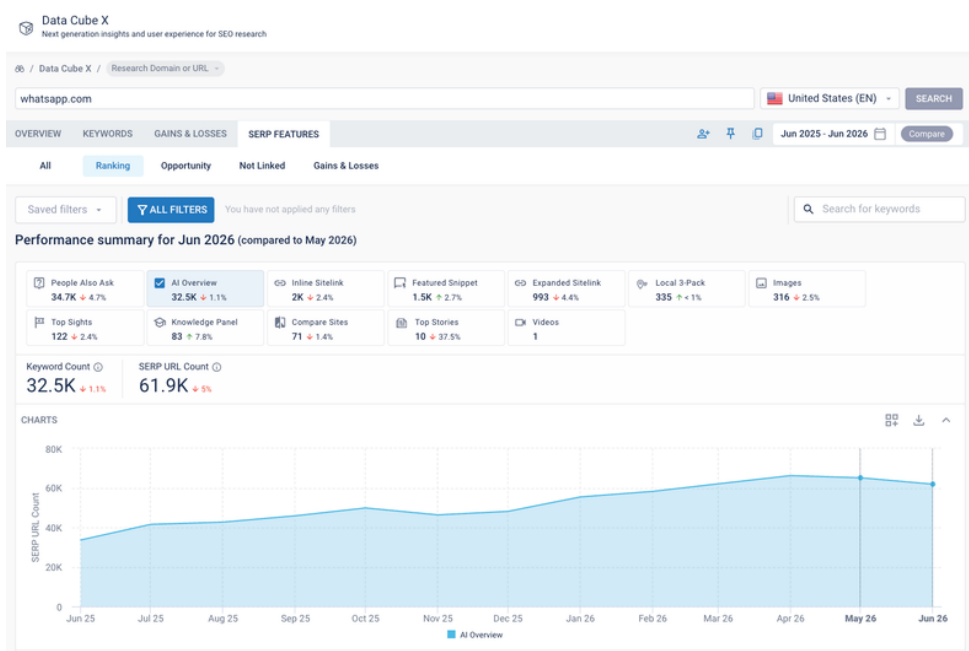
AI Hyper Cube allows you to delve into how any brand is represented across different AI search platforms. You can refine your search to particular sites, like Facebook.com, to uncover the specific prompts that mention it.

Connect Meta Properties to your own marketplace



AI Catalyst streamlines the tracking of how platforms like WhatsApp, Threads, or any social media are performing in your market and against your competitors. Quickly gain insights into their effect on customer engagement.

See how any property is trending in AIO citations



Data Cube X simplifies the process of monitoring any website's presence in AI Overviews. You can filter keywords to see precisely how meta and other social platforms are referenced within your industry.