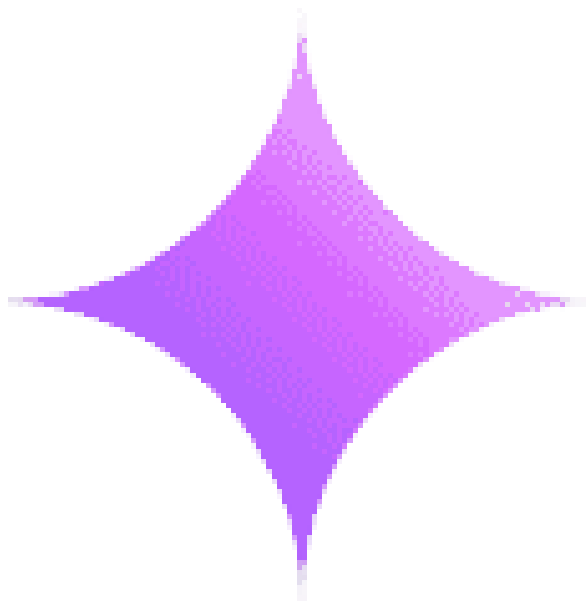
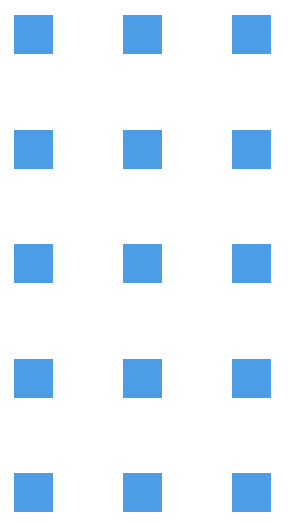
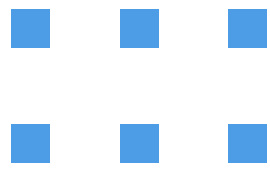


AI will name the same brands, but it'll change why



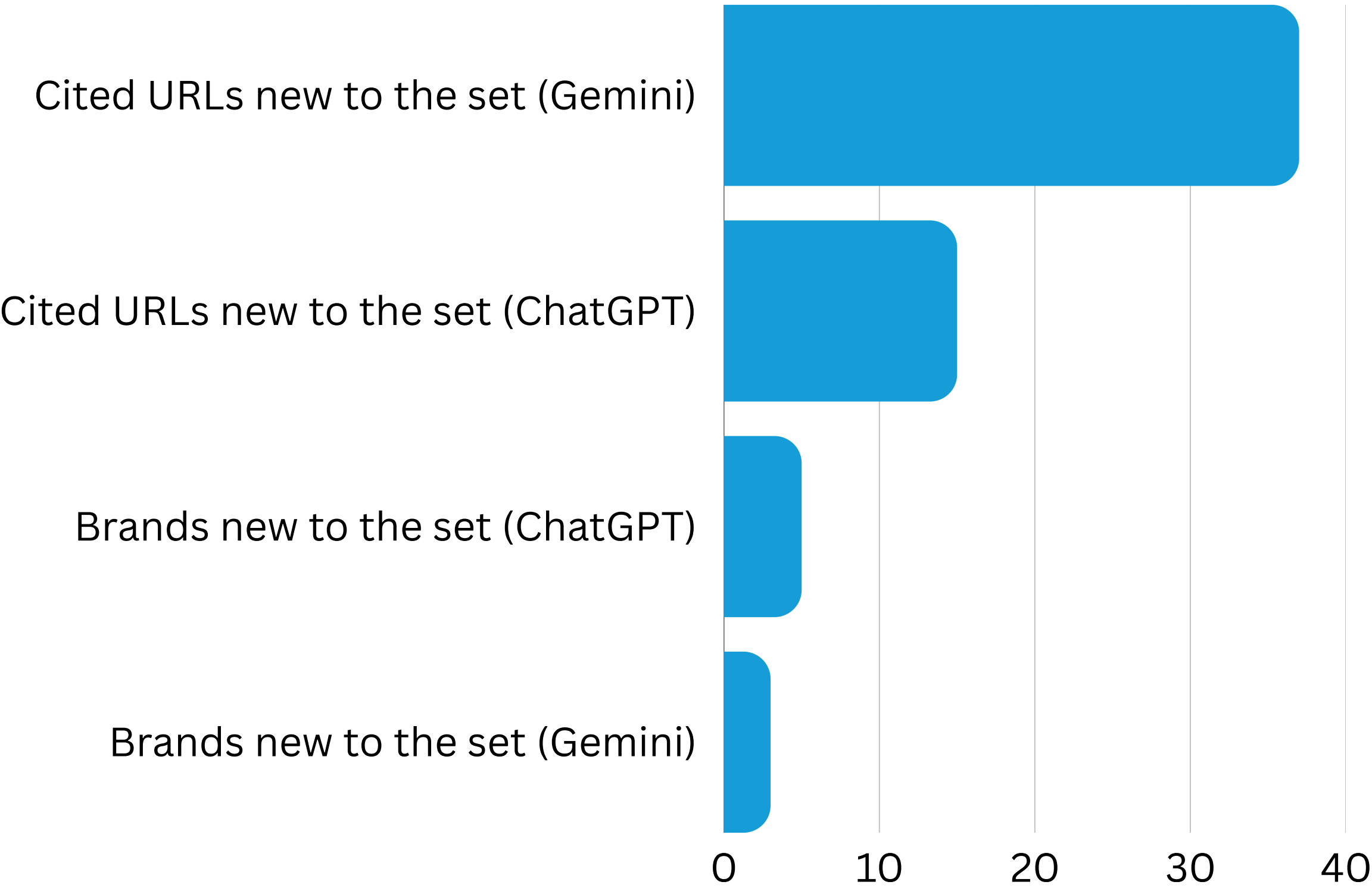
We tracked what ChatGPT, Gemini, and Google
AI Overviews say about ecommerce brands,
and what they cite as proof

BRIGHTEDGE



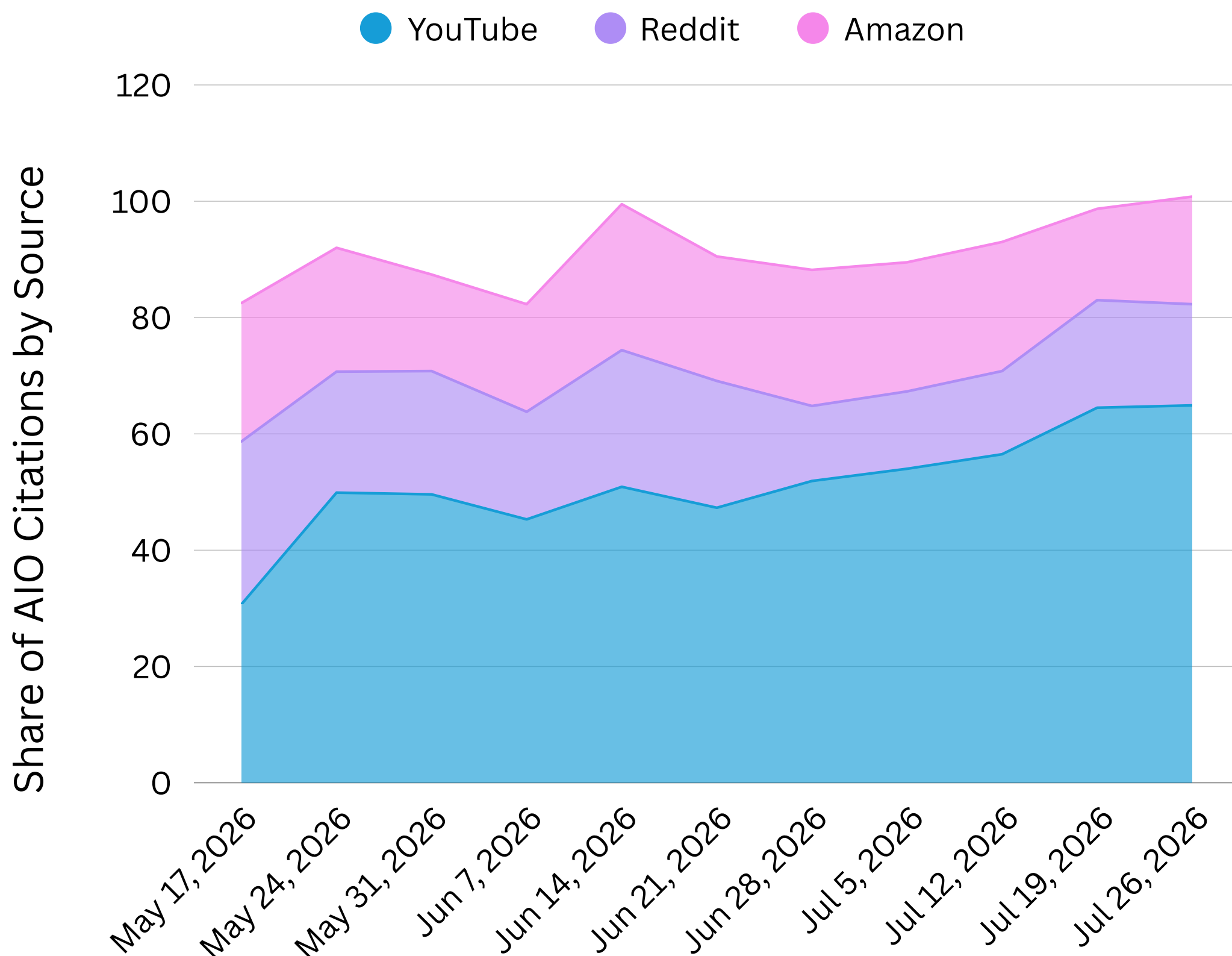
One In Three Citations Is New. One In Thirty Brands Is.

● Average % Change in Share week over week

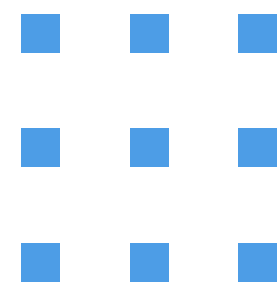


On Gemini, 37% of the URLs cited this period were not cited last period. Only 3% of the brands were new.

Google AI Overviews Rewrote Its Source Mix In 11 Weeks



Video more than doubled its share of AI Overviews citations while community and marketplace sources fell. Nothing about these sites changed. Google's weighting did. If you only measured your own visibility, you'd have missed the whole reweighting.



What Marketers need to know



Measure two things, not one. Share of mentions is your position. Share of citations is the weather around it. Citations turn over about 40% week over week. Mentions move about 25%. Treat them as one number and you'll panic at noise.



Set a baseline before you set a target. At that turnover rate, a single bad week tells you nothing. You cannot recognize a real trend without knowing what a normal week looks like in your category.

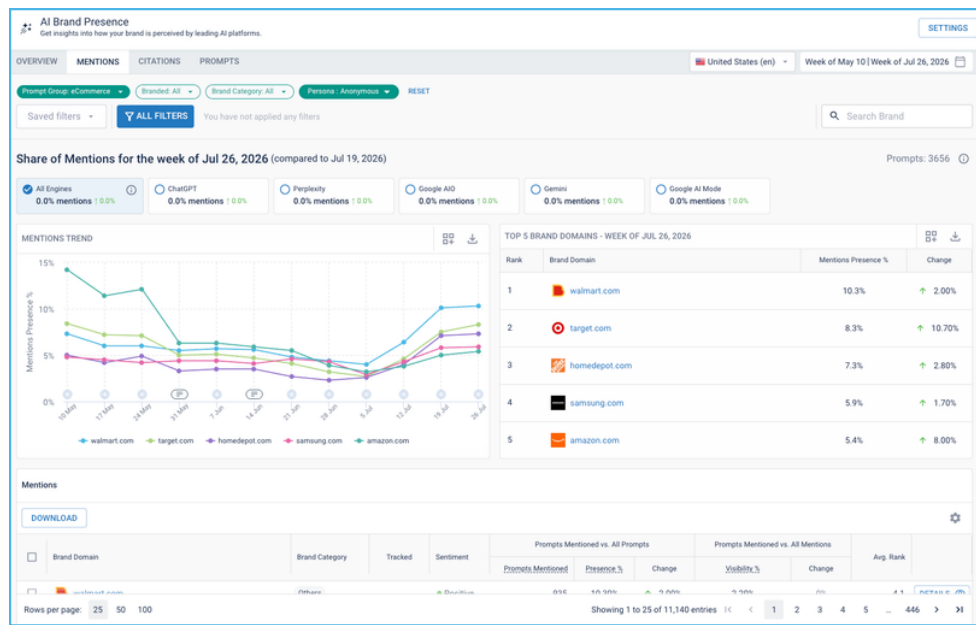


When everything moves at once, it wasn't you. YouTube's share of AI Overviews citations nearly doubled in 11 weeks while community and marketplace sources fell. Nothing those sites did caused it. Check what the engine changed before you audit your team.

BRIGHTEDGE

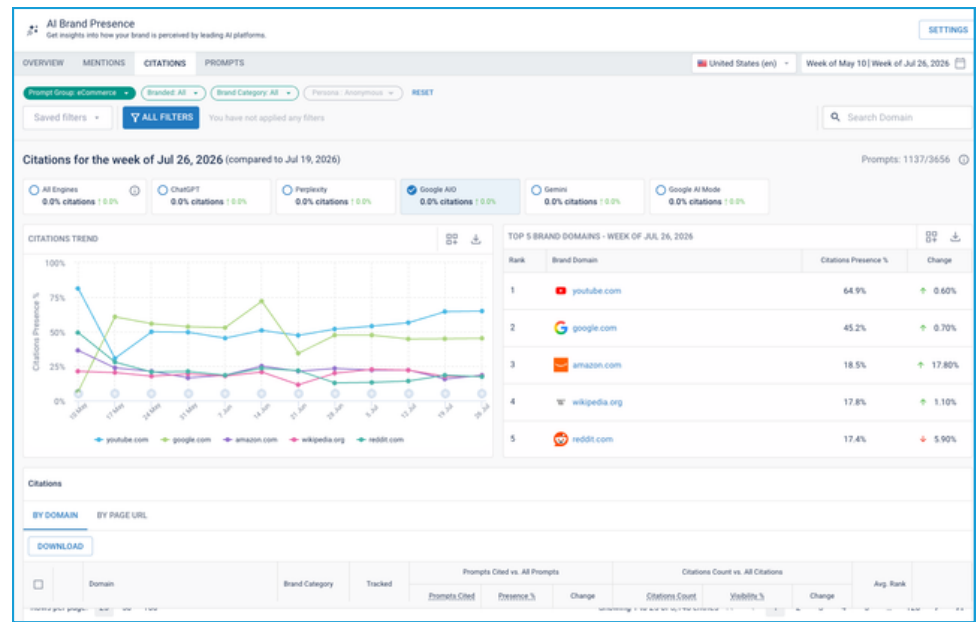
BrightEdge is the source of truth for fluctuations in AI!

See how brand mentions fluctuate at a macro level



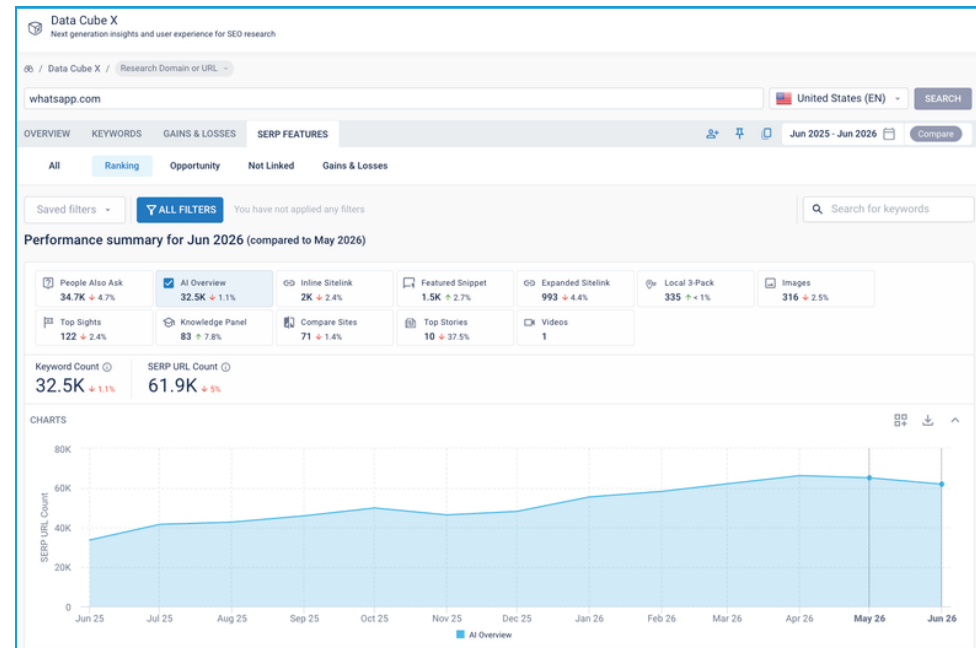
AI Catalyst simplifies the process of identifying trendlines among leading brands in any category. You'll never mistake a temporary shock for a genuine trend again.

See how model updates impact what AI cites



Sometimes entire shifts mean an AI Model update reset everybody. AI Catalyst makes it easy to spot these macro trends so you can plan and adjust strategy accordingly.

See how any property is trending in AIO citations



Data Cube X streamlines the task of tracking a website's visibility in AI Overviews. You can filter keywords to gain clear insights into how your PR targets or your own brands are performing on Google's largest AI surface.