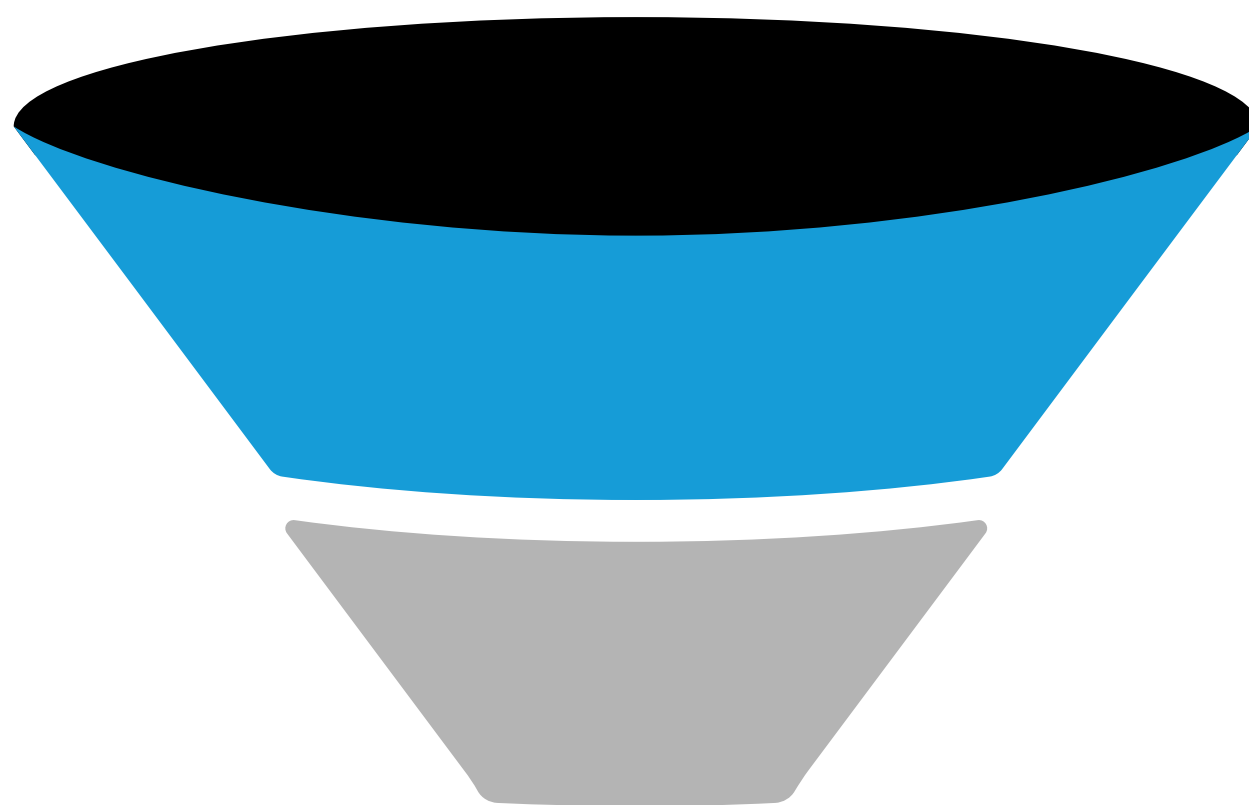
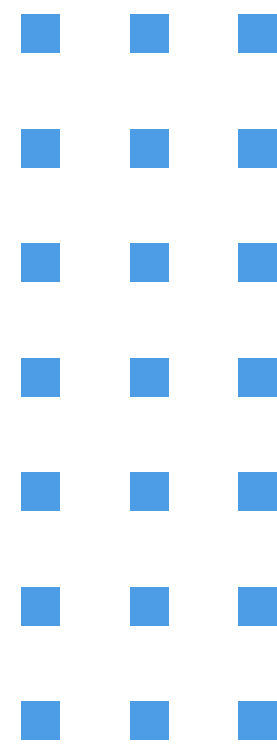
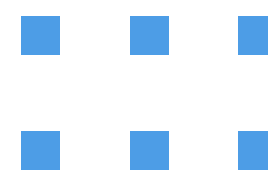


Where Meta shows up when buyers are ready to spend



AI engines cite Facebook and Instagram at the bottom of the funnel. But they use each one for a very different job.

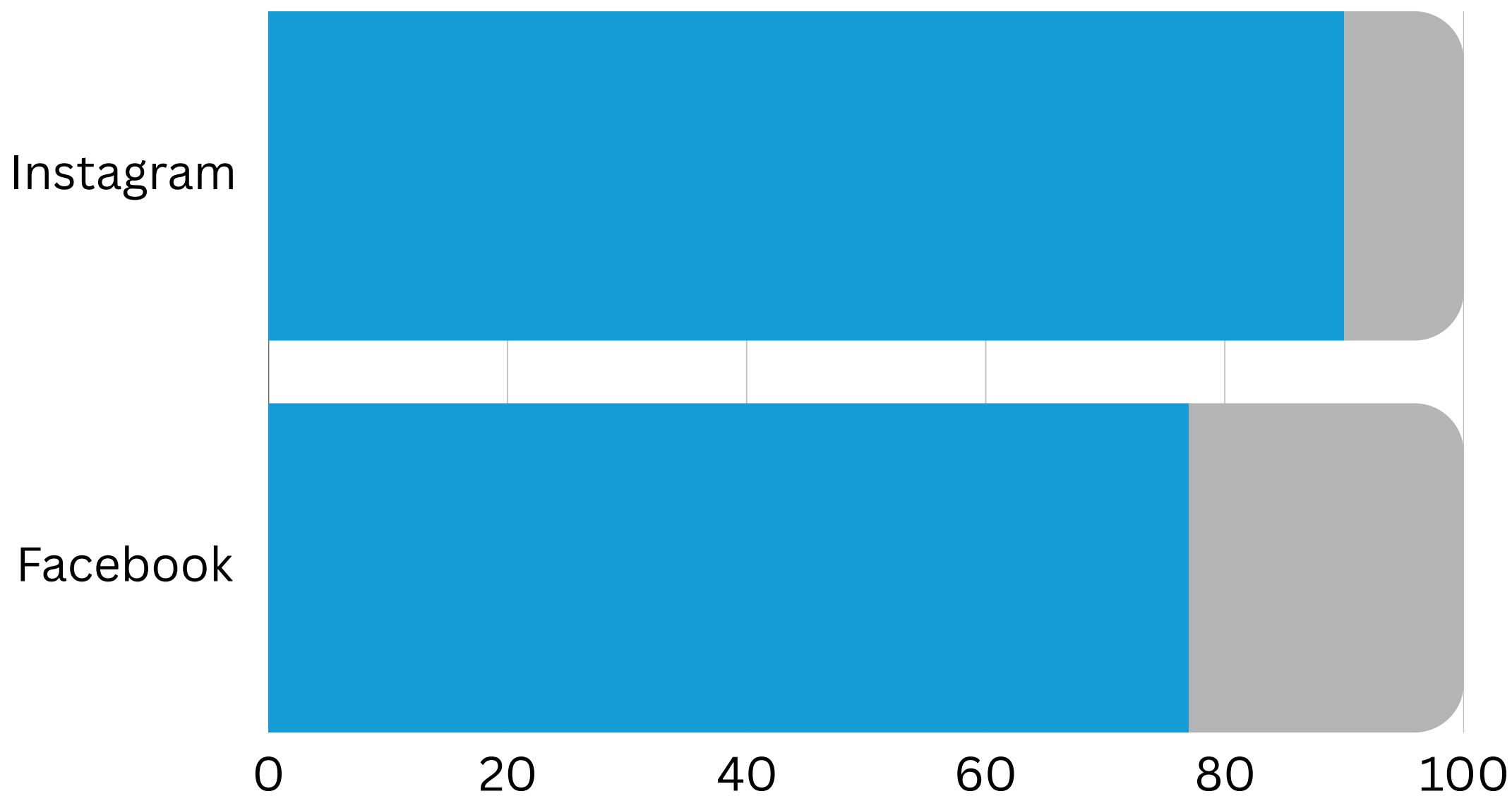
BRIGHTEDGE



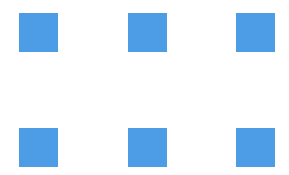
Same Platforms. Different Jobs.

● Transactional (Buying Moment)

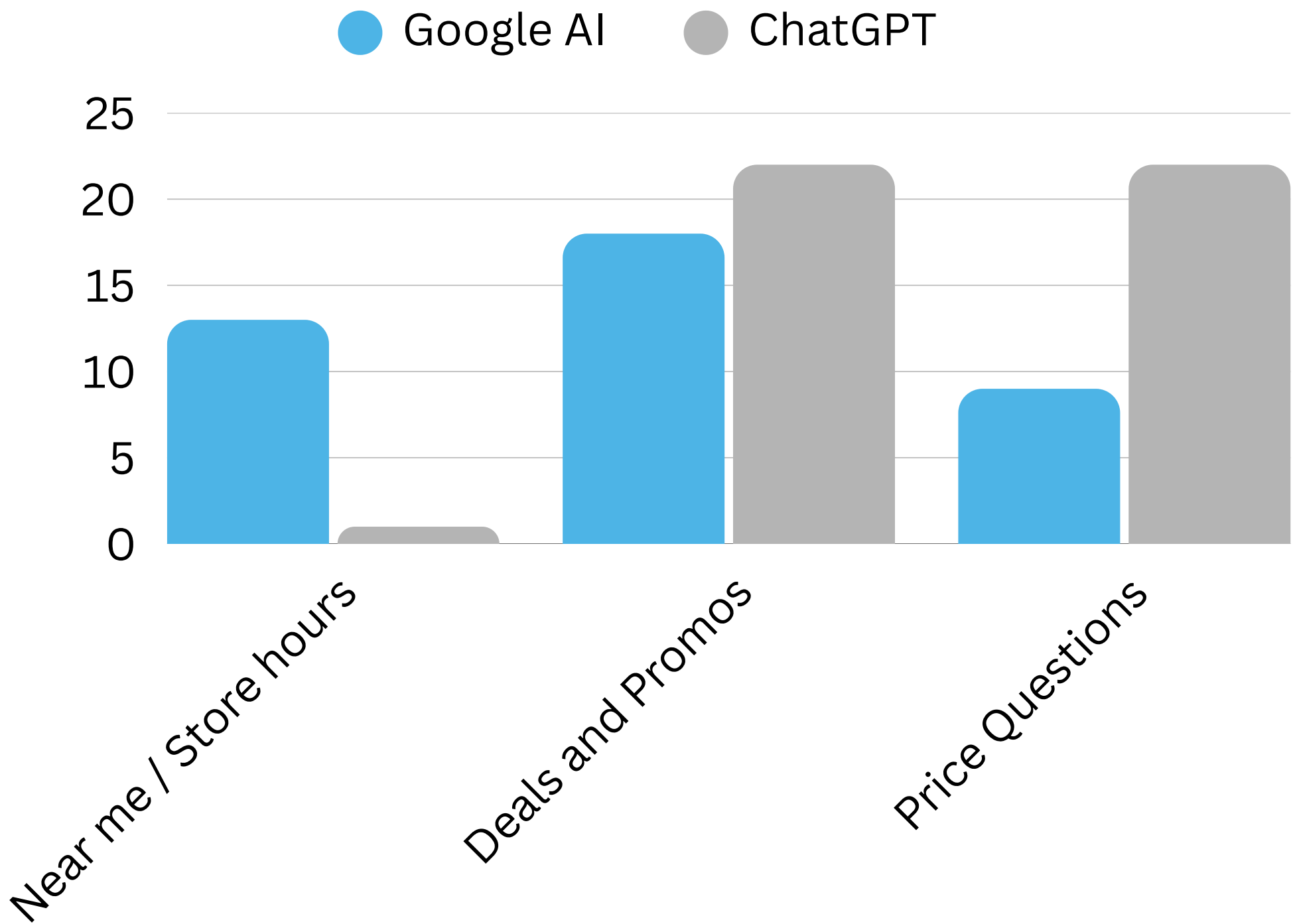
● Post Purchase (after the sale)



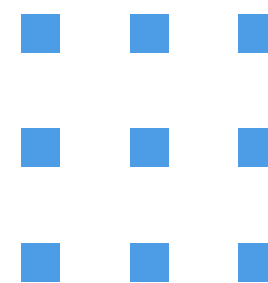
Instagram is primarily used during the buying moment for price and deals, while Facebook handles post-purchase support, such as troubleshooting and returns, at more than double the rate of Instagram.



Google Asks "Where's the Store?" ChatGPT Asks "What's the Deal?"



Google relies on Facebook and Instagram for local signals, using near-me and store-hours prompts as key transactional citations. ChatGPT focuses less on local information, utilizing these platforms for deals and pricing at about twice Google's rate, with prompts that are SKU-specific, such as specific GPUs, tools, or shoes.



What Marketers need to know



These citations end in buying recommendations.

When Google cites Facebook or Instagram in a lower-funnel prompt, about 85% of the time a major retailer gets named or recommended in that same answer. This isn't trivia surfacing. It's the evidence layer behind real purchase guidance.



Retailers are the answer. Product brands are the question.

Users prompt about a specific product, and the engine responds with where to buy it. Product brands take just 3 to 4% of the brand mentions in these answers. If you make products, your brand is in the prompt and rarely in the response.

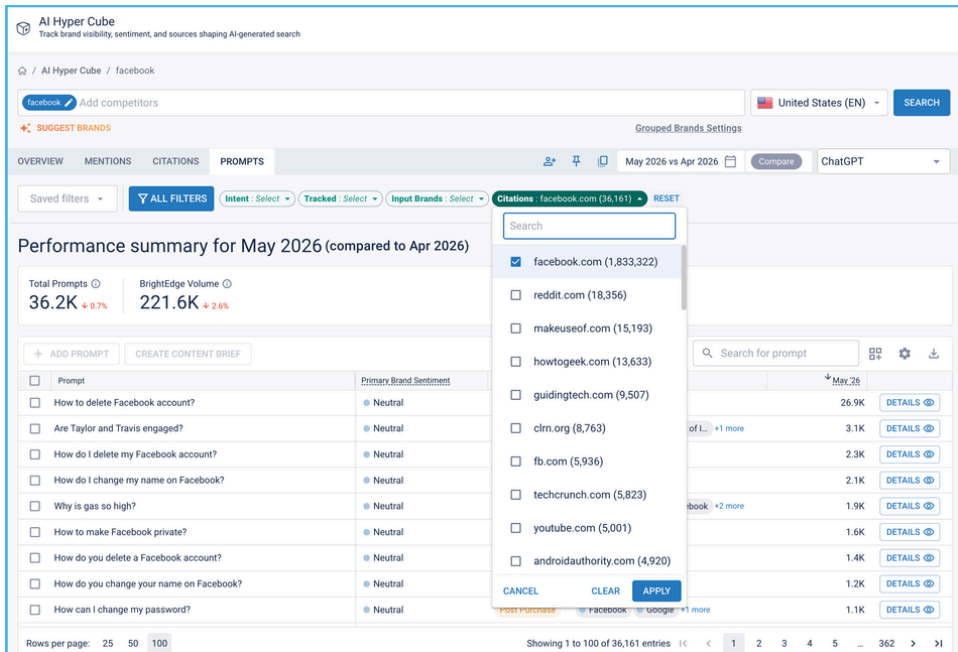


Each platform has a lane. Optimize accordingly.

Instagram gets cited in the buying moment: deals, price, availability. Name the product, where it's sold, and the offer in the caption text, including in influencer briefs. Facebook gets cited for local and post-purchase: keep location pages current and put how-to content where owners are asking.

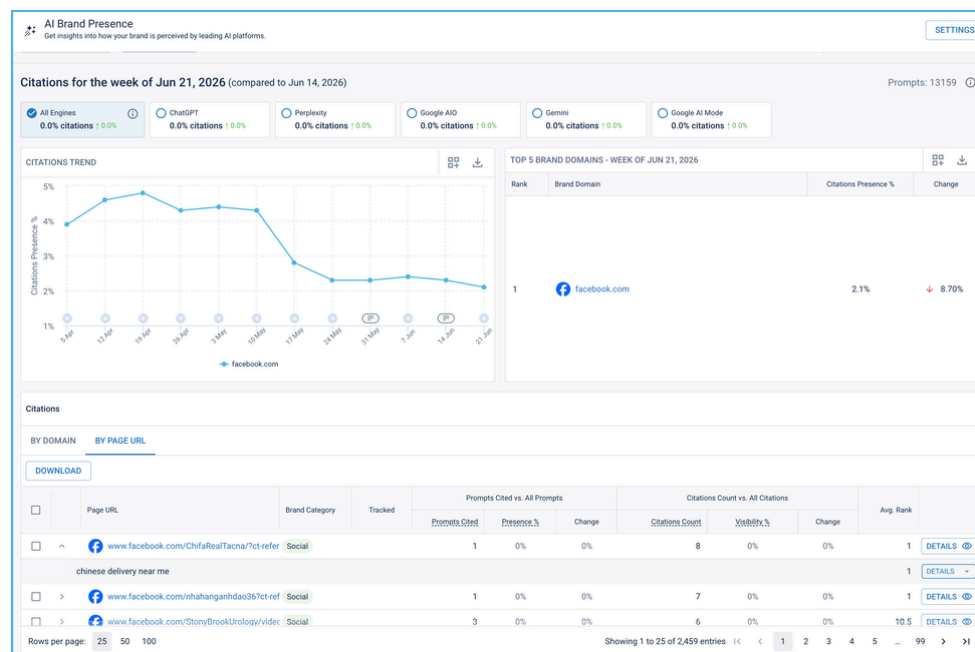
BrightEdge has you covered for leveraging Meta in AI Search!

See exactly how Facebook is cited across AI platforms



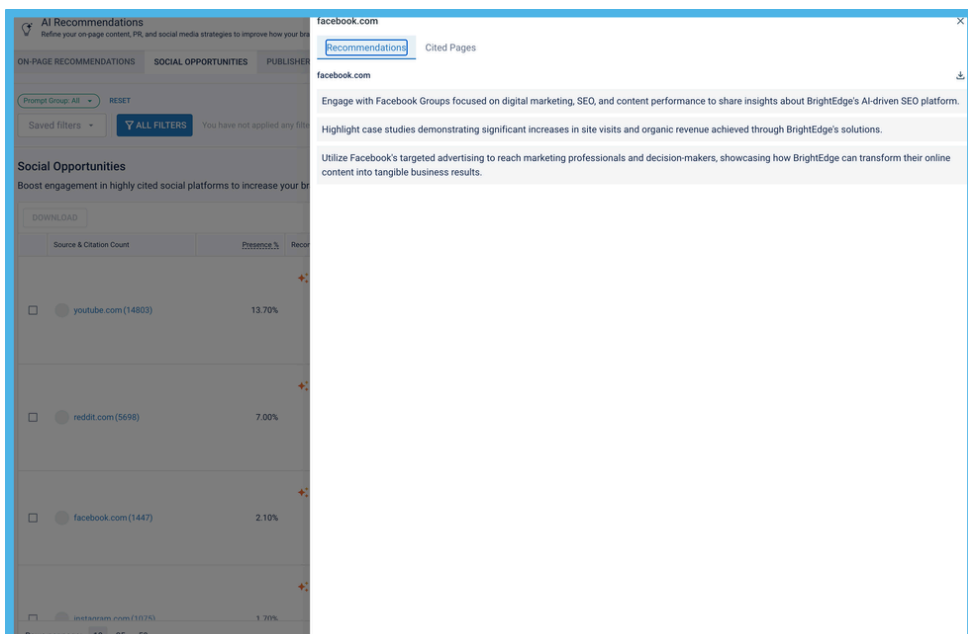
AI Hyper Cube enables you to explore how any brand is portrayed across various AI search platforms. You can narrow your focus to specific sites, such as Facebook.com, to discover the exact prompts for which it is referenced.

Connect Facebook and Instagram to your own marketplace



AI Catalyst simplifies the process of tracking how Facebook, Instagram, or any social media platform is performing in your market and in comparison to your competitors. Gain rapid insights into their impact on customer influence.

Get recommendations on exactly how to activate



AI Catalyst pinpoints precise actions for each social media channel and provides tailored recommendations. Discover exactly how to leverage the full potential of Facebook and Instagram for the prompts that are most significant to your business.