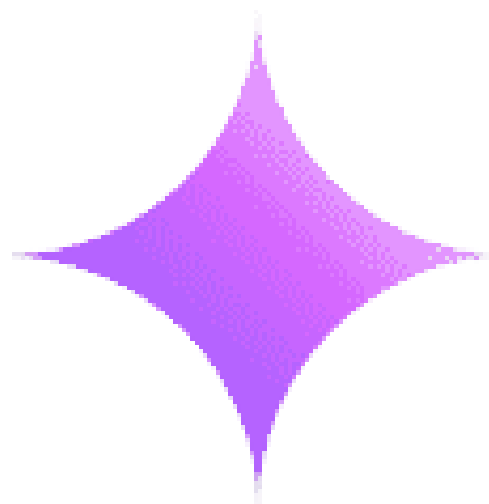
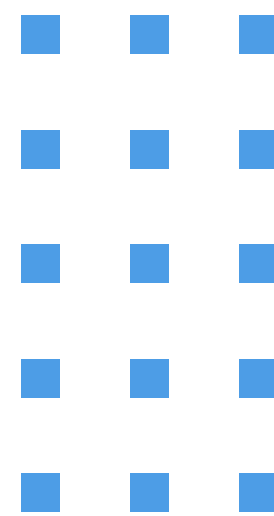


Reddit isn't how
shoppers find you.
It's how they check you.

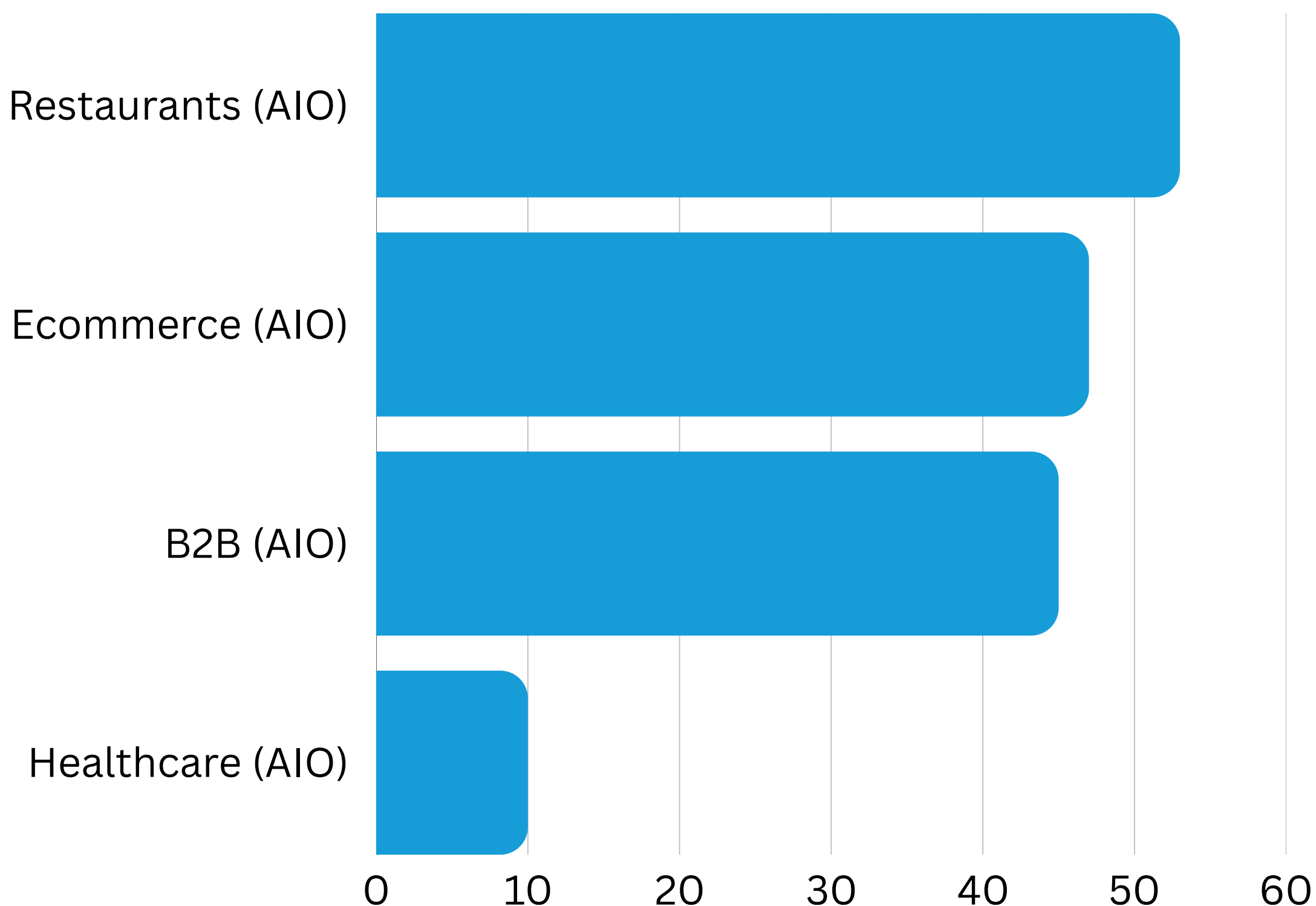


We tracked how ChatGPT and Google AI
Overviews cite Reddit across nine industries,
and what the shopper already knew before
they asked.

BRIGHTEDGE

The Shopper Already Knows Your Name. Reddit Tells Them The Rest.

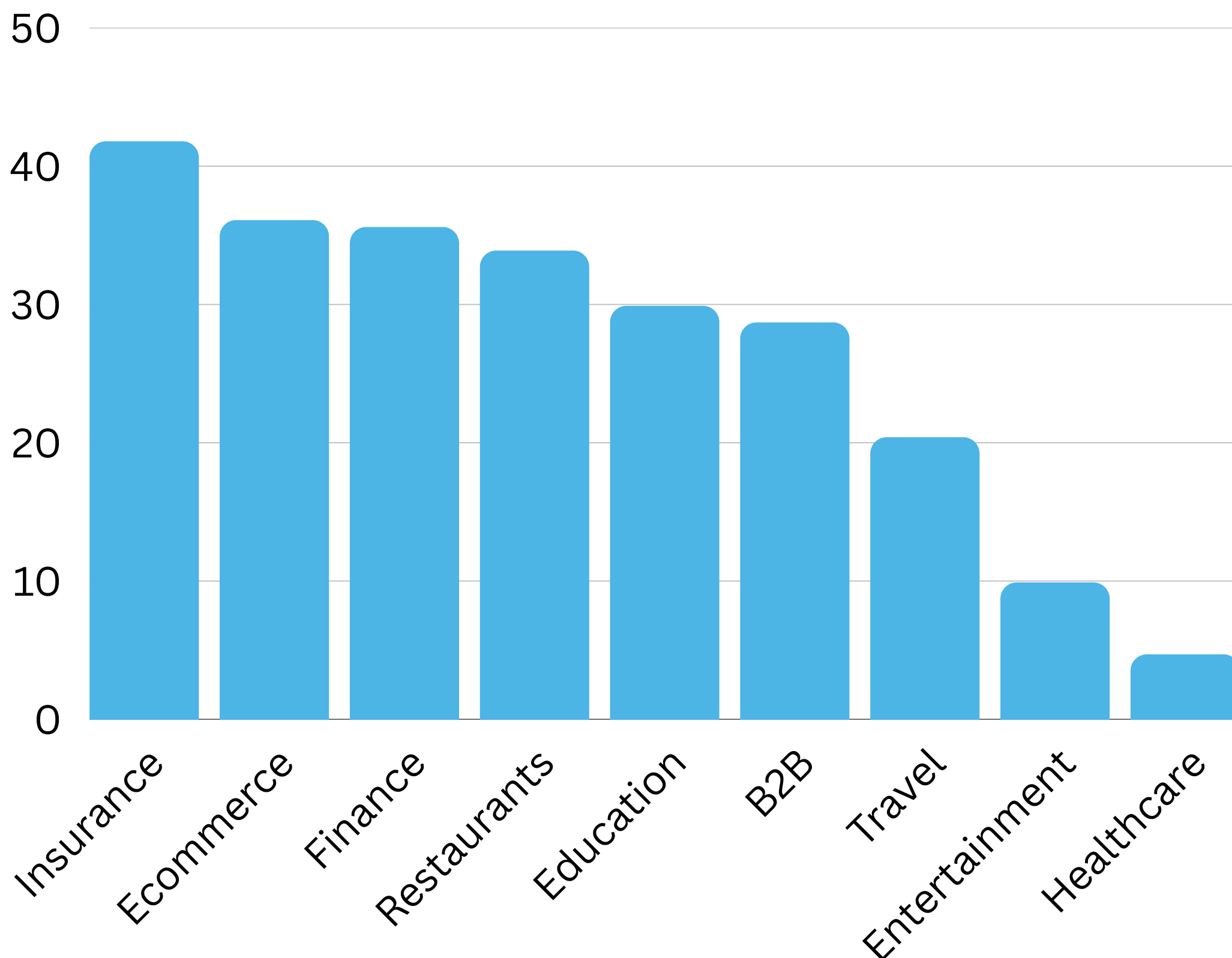
● % of Reddit-cited prompts where the shopper already nam...



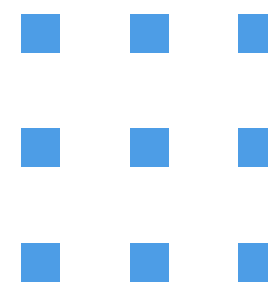
In categories where people shop by name, roughly half of Reddit-cited prompts already contain the brand. ChatGPT runs higher still. Healthcare is the exception, because people arrive with a symptom, not a company.

Reddit Shows Up When People Are Deciding

● % of AIO Consideration Stage Prompts with Reddit Cited



In insurance and ecommerce, more than a third of Reddit-cited prompts are people actively weighing a decision. In healthcare it is one in twenty. Where Reddit sits in your funnel depends heavily on your industry.



What Marketers need to know



Audit before you post. In ecommerce and restaurants, more than a third of Reddit-cited prompts already name a brand. Those threads are answering for you right now, and almost nobody on your team has read them.



This is the deciding stage, not the discovery stage. In insurance and ecommerce, over a third of Reddit citations sit at the consideration stage. Reddit is not building your shortlist. It is editing it.

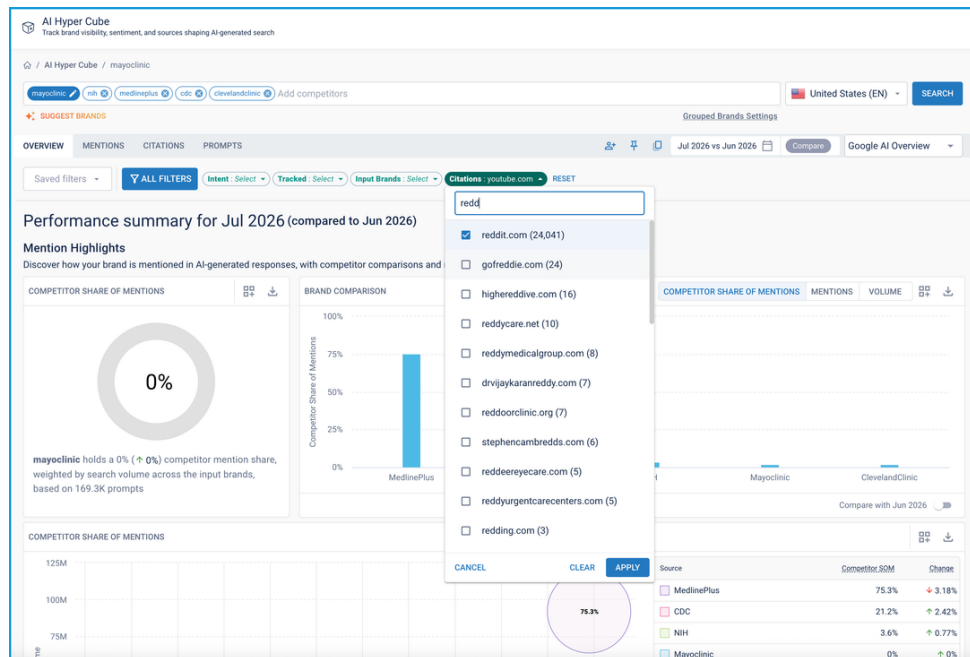


Don't treat this as a Google problem. Google cites Reddit far more often, but ChatGPT's Reddit citations skew even harder toward shoppers who already have a name in hand. More volume on one engine, more intent on the other.



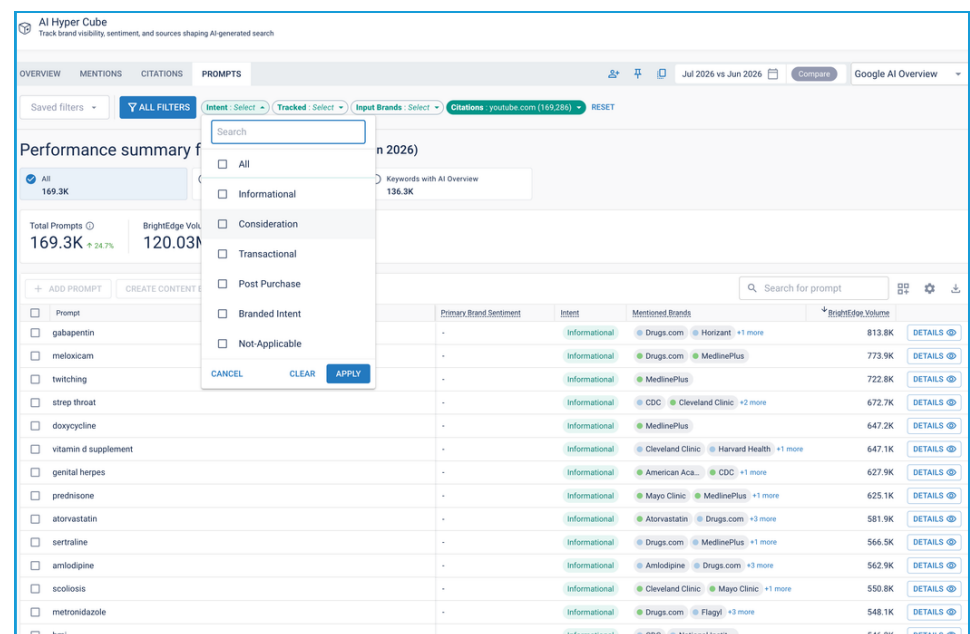
Build your Reddit AI strategy with BrightEdge

Pinpoint Reddit’s role in AI for your industry



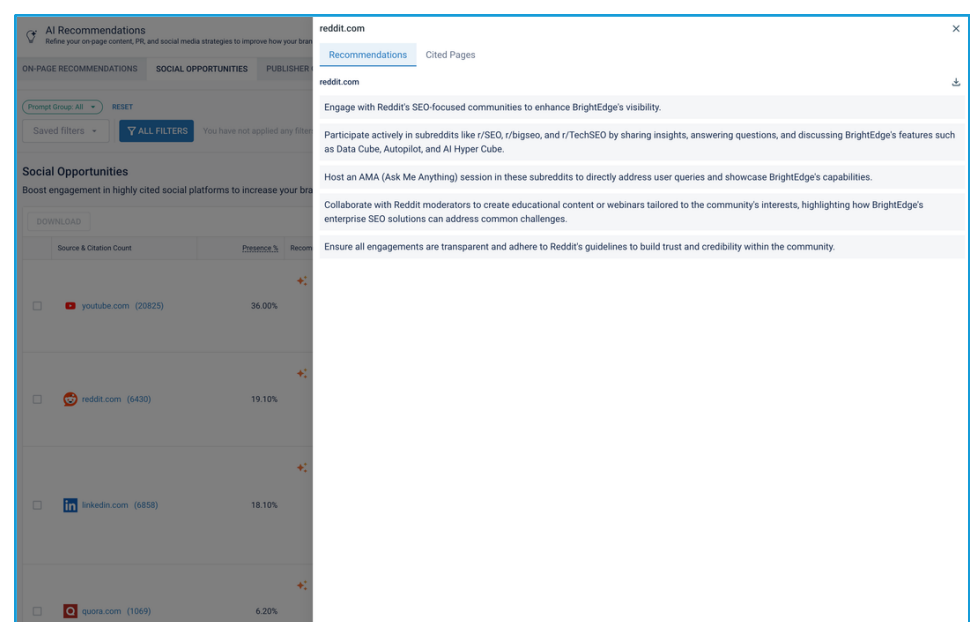
AI Hypercube enables you to filter the referenced sources for all prompts related to any brand. It removes the uncertainty when Reddit is going to be leveraged by AI in your prompt set.

Filter Reddit’s presence by the user journey.



AI Hyper Cube categorizes prompts by their intent so you can easily filter what stage they’re in. This, coupled with the filter above makes it easy to see where Reddit’s influence is most prominent for your brand or industry.

Get recommendations on how to approach Reddit



AI Catalyst identifies gaps and opportunities in Reddit for your brand to engage and optimize Reddit based on how it is impacting your market. Avoid guesswork in planning your Reddit tactics.