

Your competitor may not be outmarketing you. The questions AI answers may have changed.

Yahoo Finance's estimated traffic doubled in a month as ticker lookups became a larger share of AI finance questions. Before assuming a competitor suddenly got better, check whether the questions your audience is asking changed first.

Finance changed its question

Yahoo Finance's estimated traffic more than doubled in a single month, and Forbes lost the mention lead it held on Google AI Overviews in January. Four BrightEdge datasets point to one cause. Finance queries shifted toward real-time ticker lookups, and Yahoo already had a page for every ticker.

2.2x

Estimated traffic growth in a single month, May to June 2026

~16x

Growth in search volume behind AI prompts citing Yahoo Finance, January to July 2026

**/quote/
NVDA/**

The page format holding rank one across Yahoo's keyword set.
One per ticker

0%

Google Finance share of ChatGPT mentions, against roughly 12% on Google AI Overviews

This win was **marketplace-driven, not brand-driven**. Yahoo's existing organic rankings and page-format coverage aligned closely with the AI citation gains that followed, rather than being displaced by replacing them. Google still decides this category.

One month accounts for the whole step change

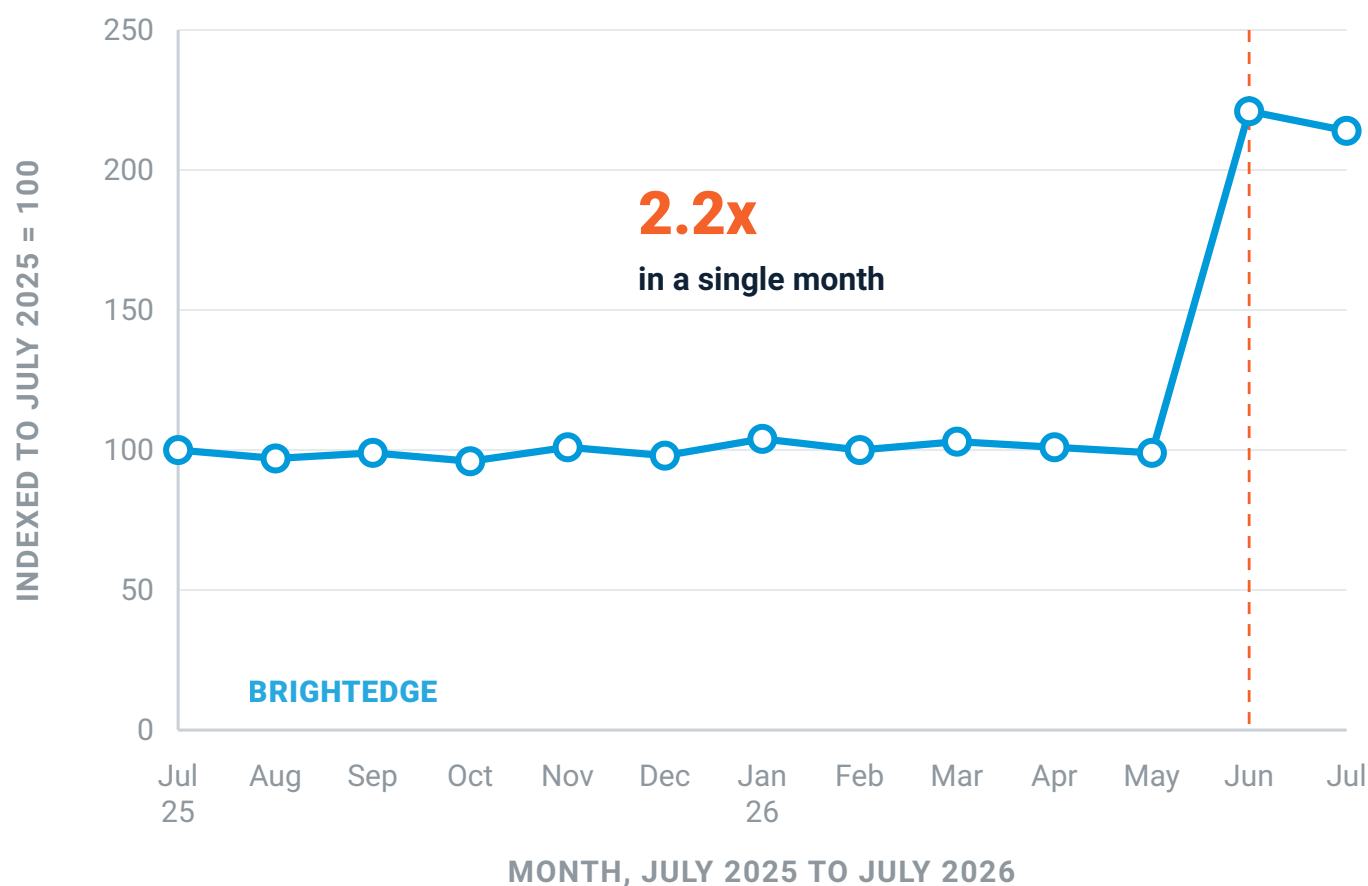


Figure 1. Estimated traffic for finance.yahoo.com, July 2025 to July 2026, indexed to July 2025 = 100. The May to June 2026 inflection is marked. Vertical axis shows estimated traffic against the July 2025 baseline. Horizontal axis shows month.

Source: BrightEdge Insights from BrightEdge Expert Services. Estimated traffic, monthly, United States.

Estimated traffic held close to its July 2025 level for ten months, then roughly doubled between May and June 2026. It stayed there. Gradual SEO gains do not produce a single-month step of that size, so we traced the same window through three further datasets.

A narrow prompt set. Far more demand.

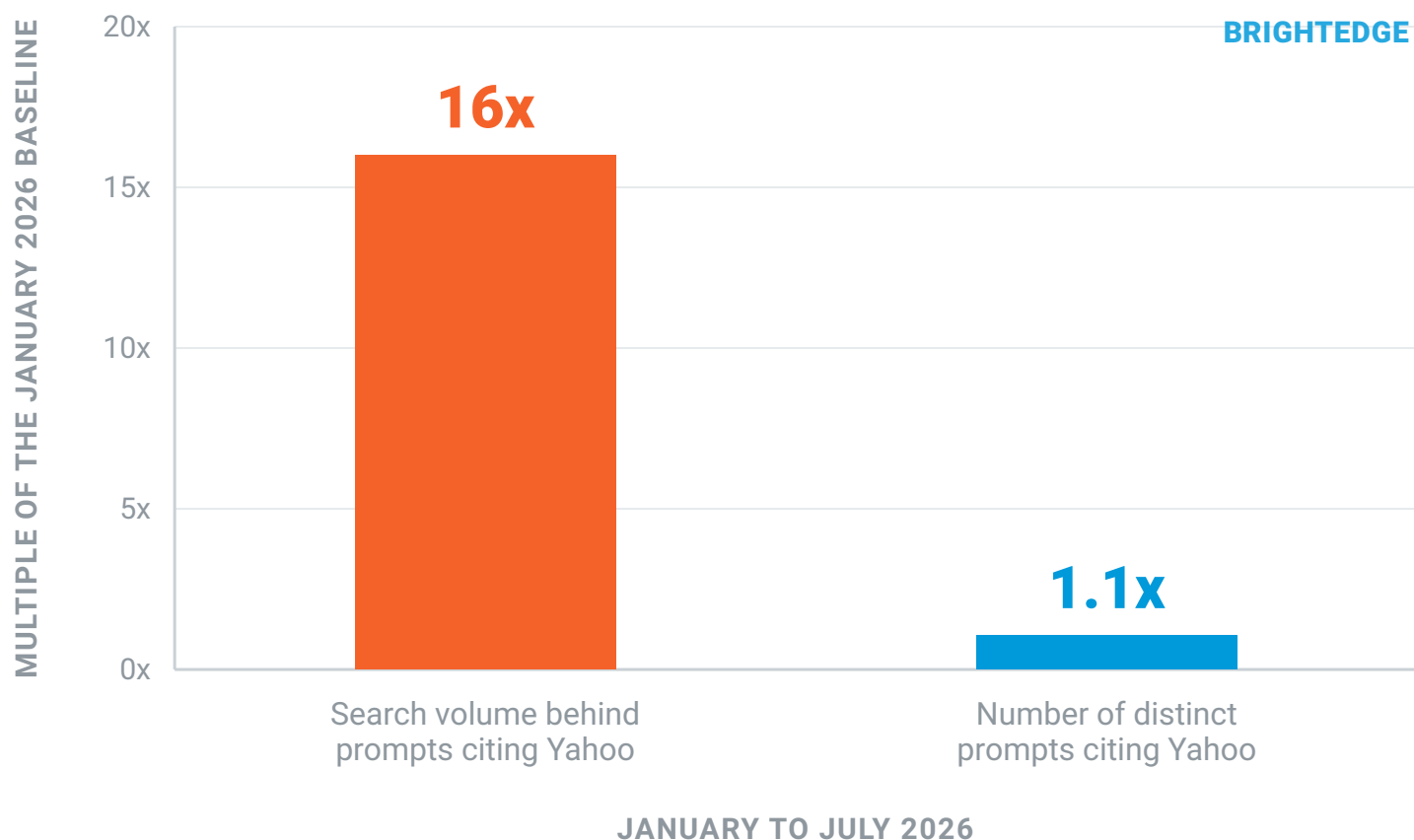


Figure 2. Prompt-level export for AI Overview citations of Yahoo Finance, January against July 2026, shown as a multiple of the January baseline. Vertical axis shows growth against January 2026. Horizontal axis shows the two measures compared.

Source: BrightEdge Insights from AI Hyper Cube. Google AI Overview citations of finance.yahoo.com, United States.

Search volume behind the prompts citing Yahoo Finance grew roughly sixteenfold in six months while the number of distinct prompts barely moved. In January the largest prompt was a policy question about tariffs and the stock market. By July the top ten were tickers and indices: pltr stock, spy stock, tesla stock, indexdjx: .dji.

The mention lead changed hands

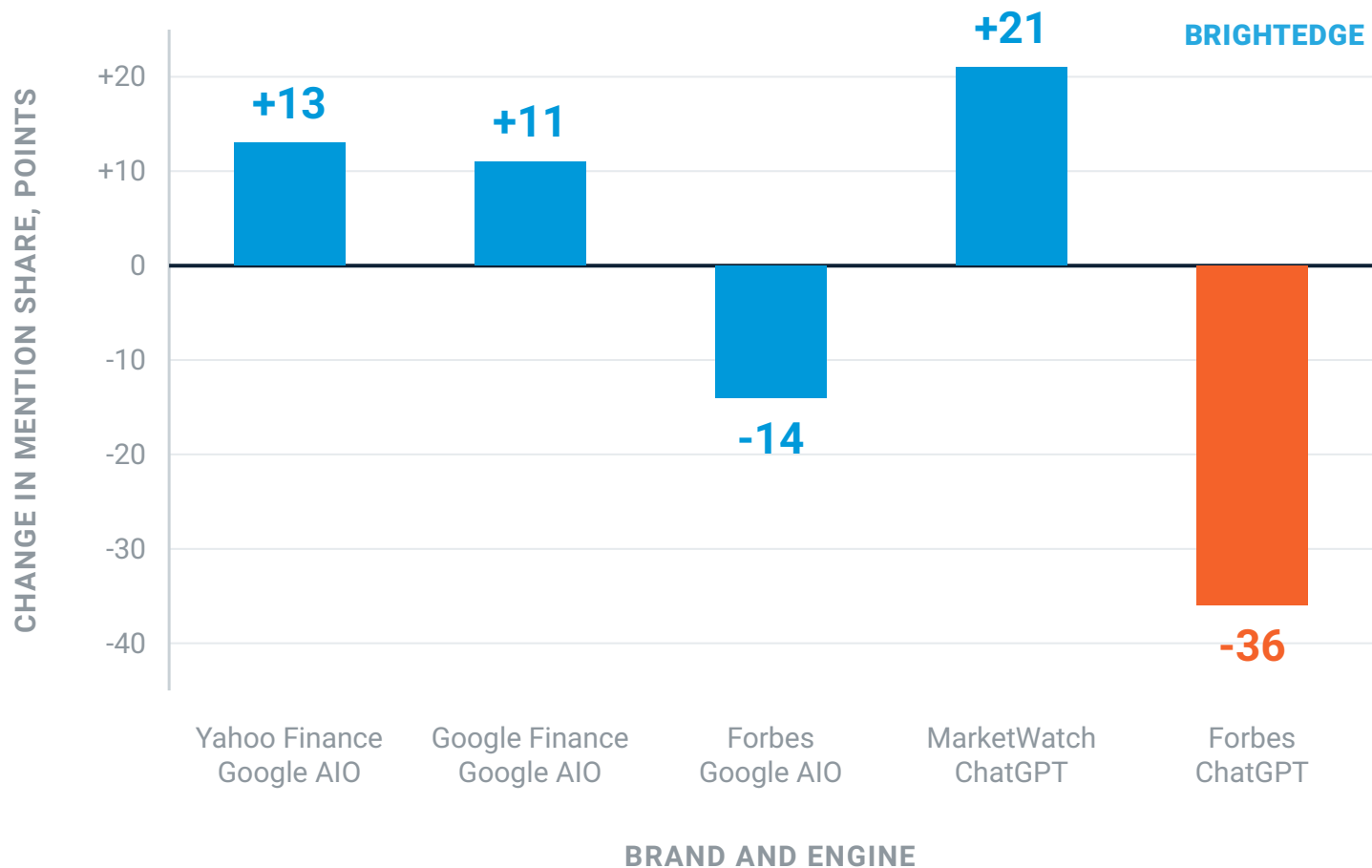
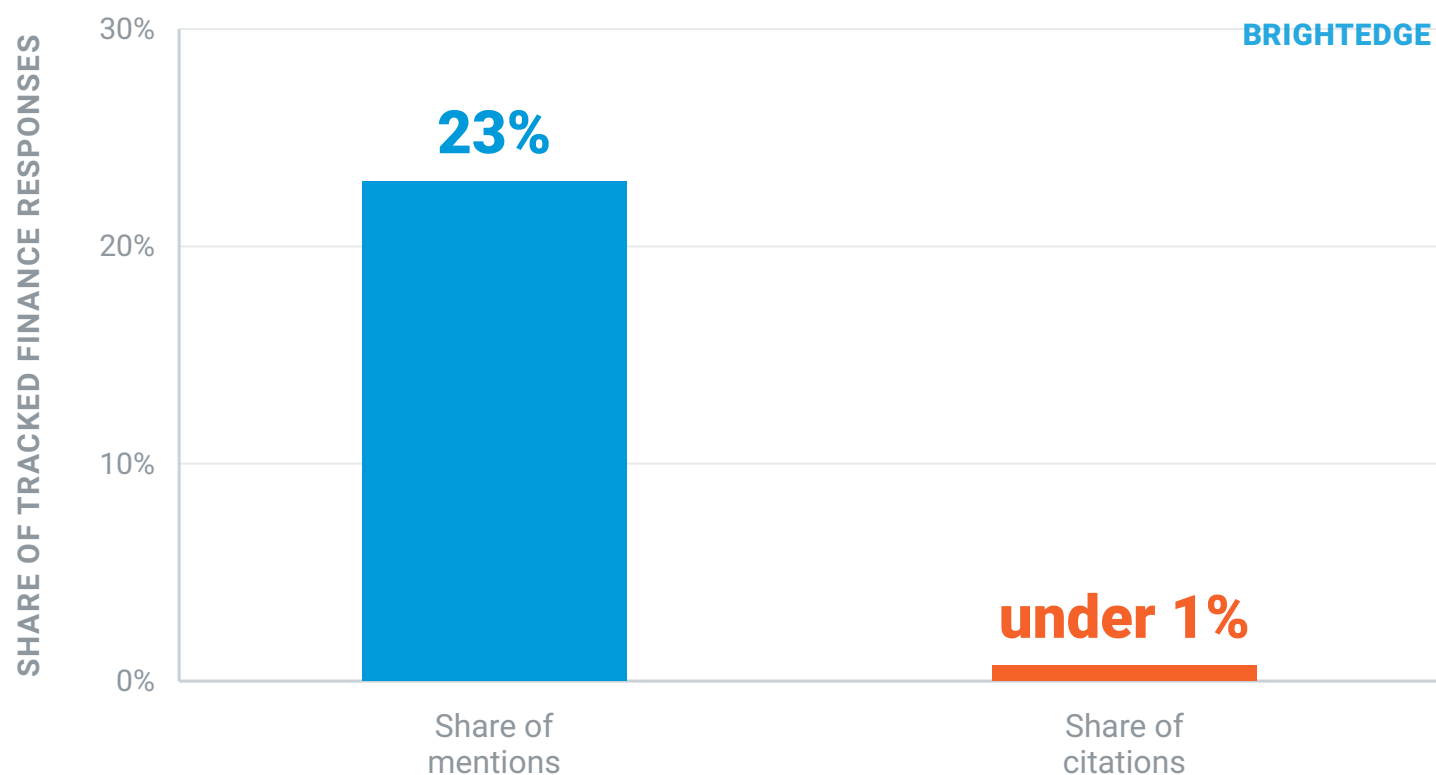


Figure 3. Change in share of brand mentions across tracked finance responses. Google AI Overviews measured January against July 2026, ChatGPT measured February against July 2026. Vertical axis shows the change in mention share in percentage points. Horizontal axis shows brand and engine.

Source: BrightEdge Insights from AI Hyper Cube, competitor share of mentions, United States. Corroborated against AI Catalyst tracked prompts.

Google AI Overviews carries the volume, and it is where the lead changed. The two engines also reward different things. Google cites the In this finance dataset, Google AI Overviews more closely rewarded pages that directly answered the query, while ChatGPT frequently named brands as reference points even when it did not cite them.

Named constantly. Cited rarely.



MARKETWATCH ON CHATGPT, JULY 2026

Figure 4. MarketWatch share of mentions against share of citations on ChatGPT, July 2026. Vertical axis shows share of tracked finance responses. Horizontal axis shows the two measures compared. Citation share below one percent is shown as a floor rather than zero.

Source: BrightEdge Insights from AI Hyper Cube and AI Catalyst, combined mention and citation views, United States.

MarketWatch is named in roughly a quarter of tracked ChatGPT responses in finance. It appears in none of the top cited domains, in either snapshot. Nasdaq and NYSE show the same shape on Google AI Overviews. Mentions and citations are separate assets, and they are diverging.

Four checks before you blame the competition

1

Check the question before you check the competitor

When a rival gains share, test whether your category's query mix moved first. A shift in demand explains more of this window than any brand's marketing did.

2

Audit your page format coverage

Within Yahoo's ranking footprint, Forbes's decline traces primarily to a format it does not publish. Establish which page type Google ranks and AI engines cite in your category, then check whether you have one for every entity a buyer might name.

3

Track mentions and citations separately

MarketWatch gained mentions while its citation share stayed near zero, and Nasdaq and NYSE show the same shape. Rising mentions without rising citations is a distinct problem, and it needs a distinct fix.

4

Plan per engine, and start with Google

The engines are building different citation diets. Google AI Overviews carries the volume in finance, so that is where scale lives. AI Hyper Cube shows Google Finance at roughly 12% of Google AI Overview mentions and nothing on ChatGPT, a reminder that visibility can be highly platform-specific and that a strategy built for one engine does not transfer automatically to another.

TRACK THIS IN YOUR CATEGORY

Find out whether your question changed

AI Hyper Cube

Track the search volume and prompt mix behind the AI answers that cite you, month over month, across Google AI Overviews and ChatGPT.

Data Cube X

Compare your ranking footprint against competitors by page type and position band, so format gaps show up before they cost share.

AI Catalyst

Separate mention share from citation share at the prompt level, with the sentiment attached to your brand when engines name it.

[Request a demo](#)