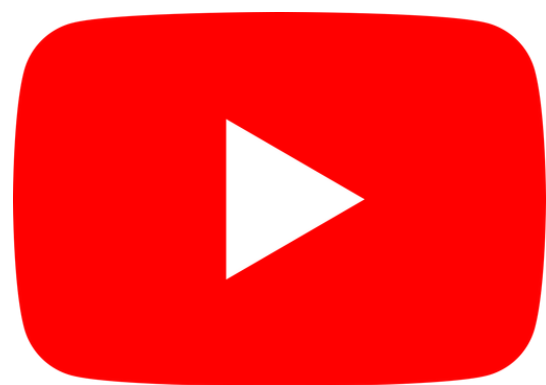
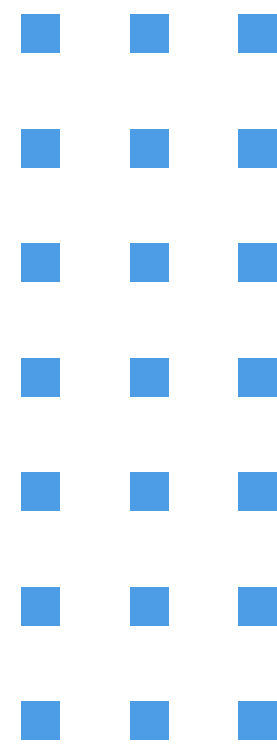
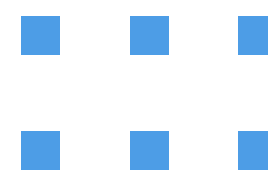


Same Sources Different Jobs



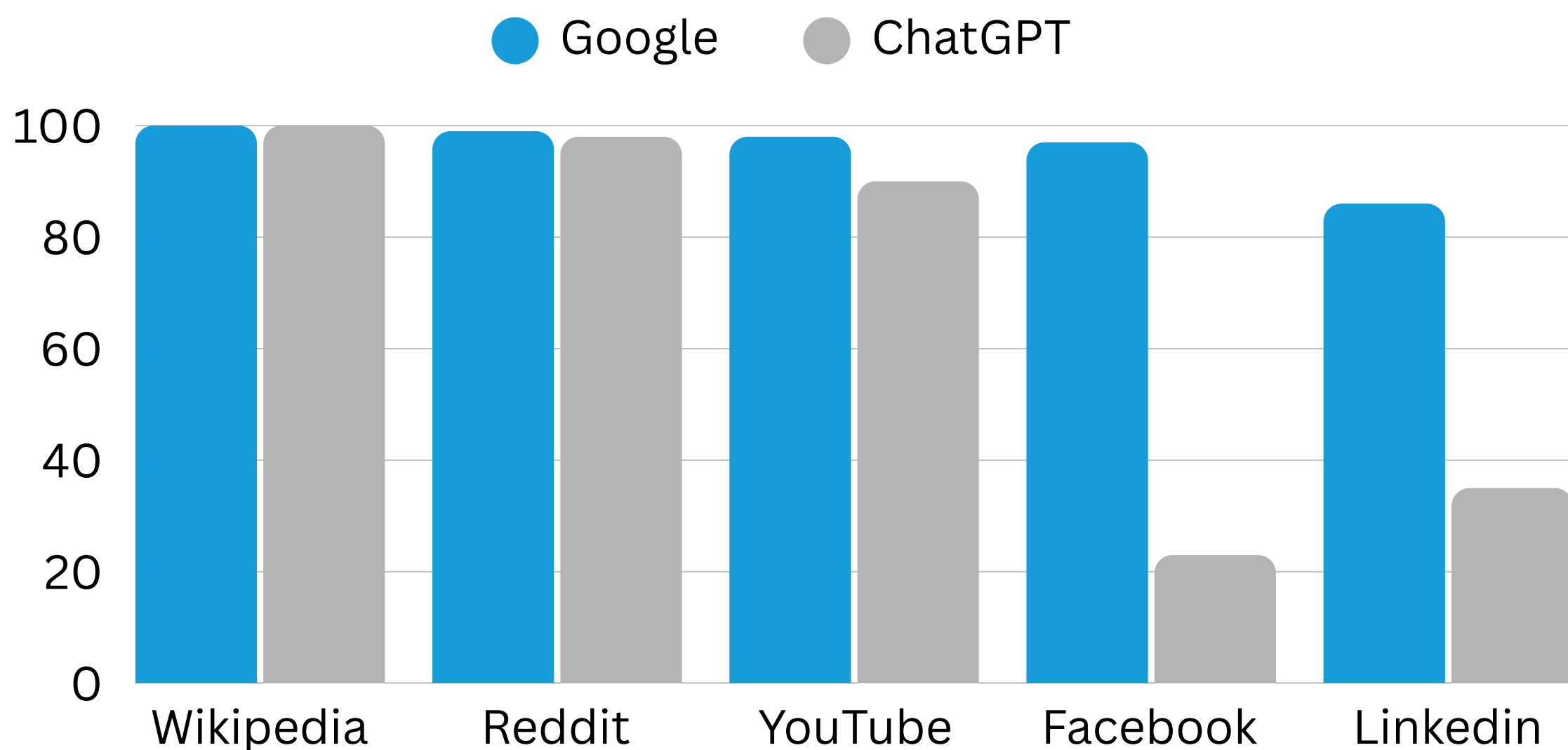
How ChatGPT and Google use the same social and UGC platforms in completely different ways

BRIGHTEDGE

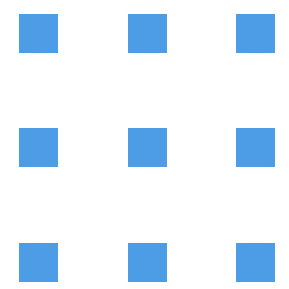


ChatGPT uses Facebook and LinkedIn as a help desk

% of Citations answering real questions, not platform how-to

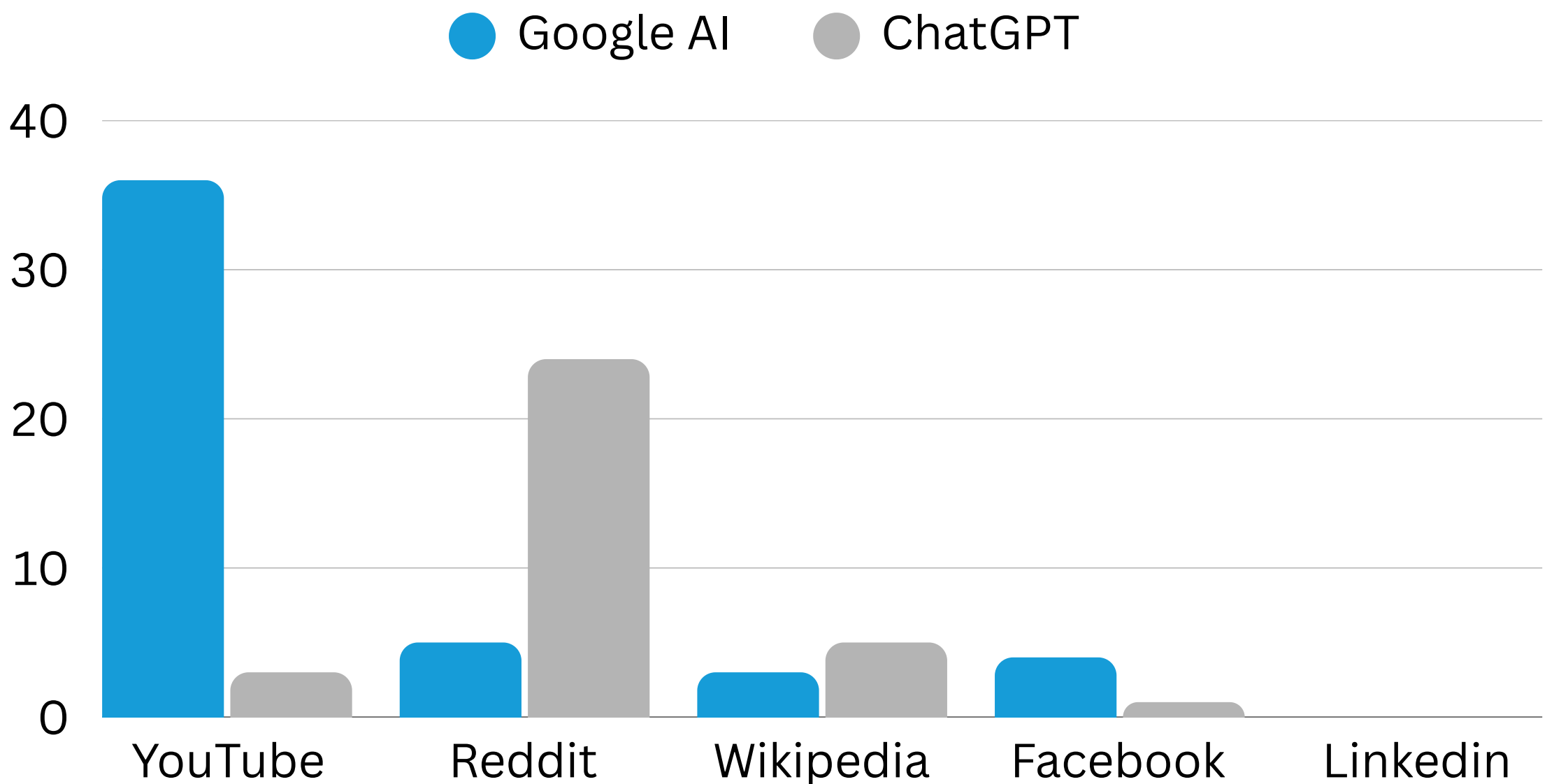


Google cites all five platforms to answer outside questions. ChatGPT does too, except for Facebook and LinkedIn. There, more than 3 in 4 Facebook citations and nearly 2 in 3 LinkedIn citations exist only to help people operate the platform.

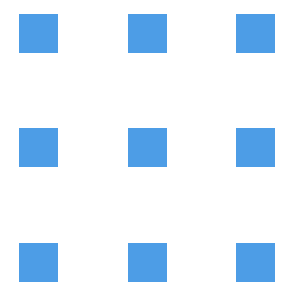


Each engine has a signature source

Where each engine sources answers for its highest-volume questions



Google reaches for YouTube on its biggest questions, ChatGPT reaches for Reddit. LinkedIn sits at zero on both: it earns citations, but almost never on high-volume queries, so treat it as a niche precision channel, not a reach play.



What Marketers need to know



Each platform has a job, and the engines agree on it.

Wikipedia is the fact record, Reddit is lived experience, YouTube is how-to, LinkedIn is B2B. Pick the platform that fits the question you want to win.



But two of them are a help desk, not a source. On ChatGPT, more than 3 in 4 Facebook citations and nearly 2 in 3 LinkedIn citations only help people operate the platform. Google uses all five as sources. Know which engine you're optimizing for.



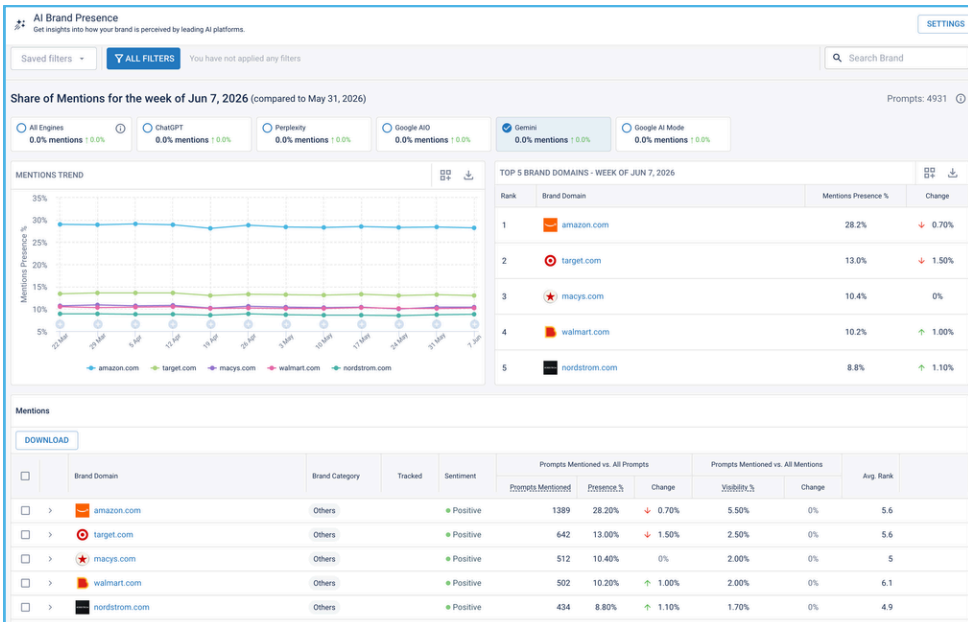
Reach lives on different platforms. Google sends its biggest, highest-volume questions to YouTube. ChatGPT sends its broad reach to Reddit. LinkedIn earns citations but almost never at volume, so treat it as a precision channel, not a reach play.



You can't run one social playbook, and you can't tune what you can't see. These are open channels anyone can create, partner, or edit on, but each engine cites them differently by platform and by intent. Monitor every engine from one place, then feed what's working.

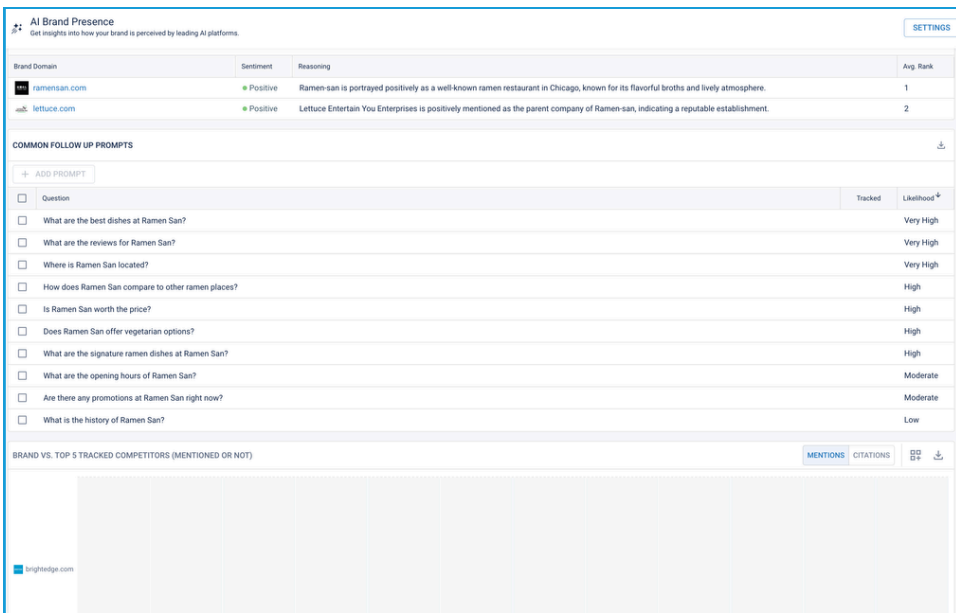
AI Catalyst is your unified view to win everywhere!

Toggle between all AI Engines to see the leaderboard



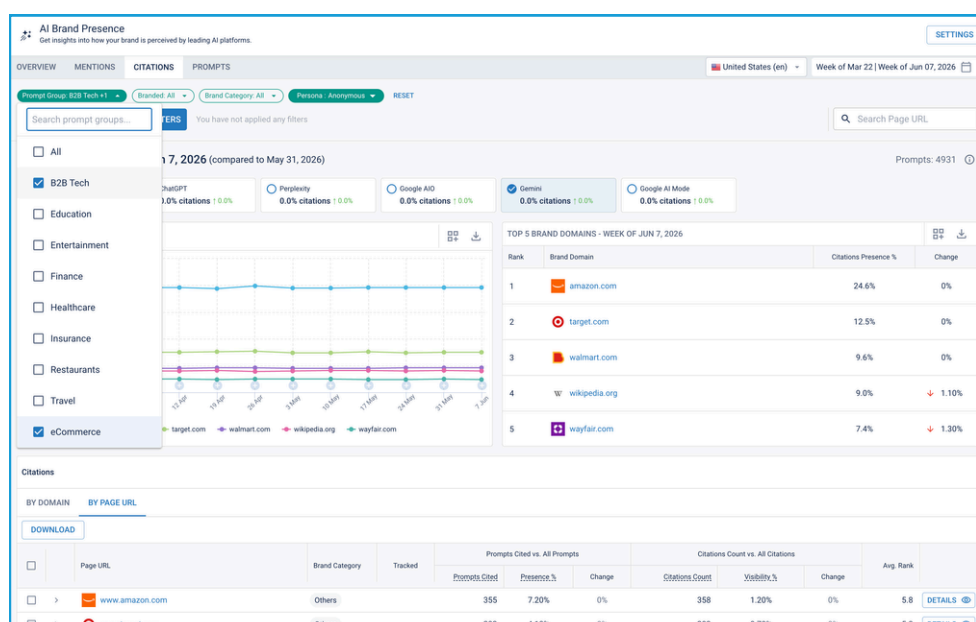
AI Catalyst tracks trends of frequently mentioned and cited brands across platforms, so you can see how user generated content is leveraged in your space. Gameplan how Reddit, Facebook, YouTube, LinkedIn and Wikipedia need to support your AEO.

See what questions leaders are addressing



Dig into any prompt to uncover how the answer is sourced and what your opportunities are. Get quick insights into whether you can partner or build content on UG sites.

Use prompt groups to define your market segments



AI Catalyst streamlines market segmentation by organizing prompts into groups based on product, buyer, intent, and more. This helps you understand industry leaders and their trends across relevant business segments.