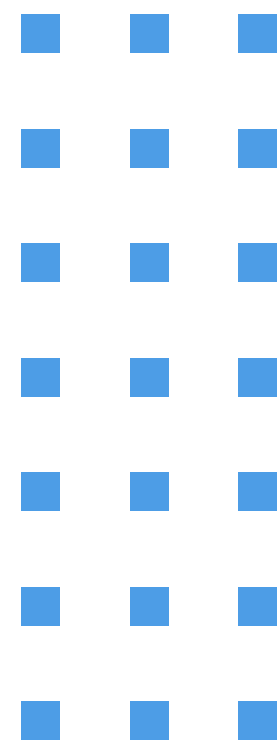


Meta has four properties. AI search doesn't treat them the same

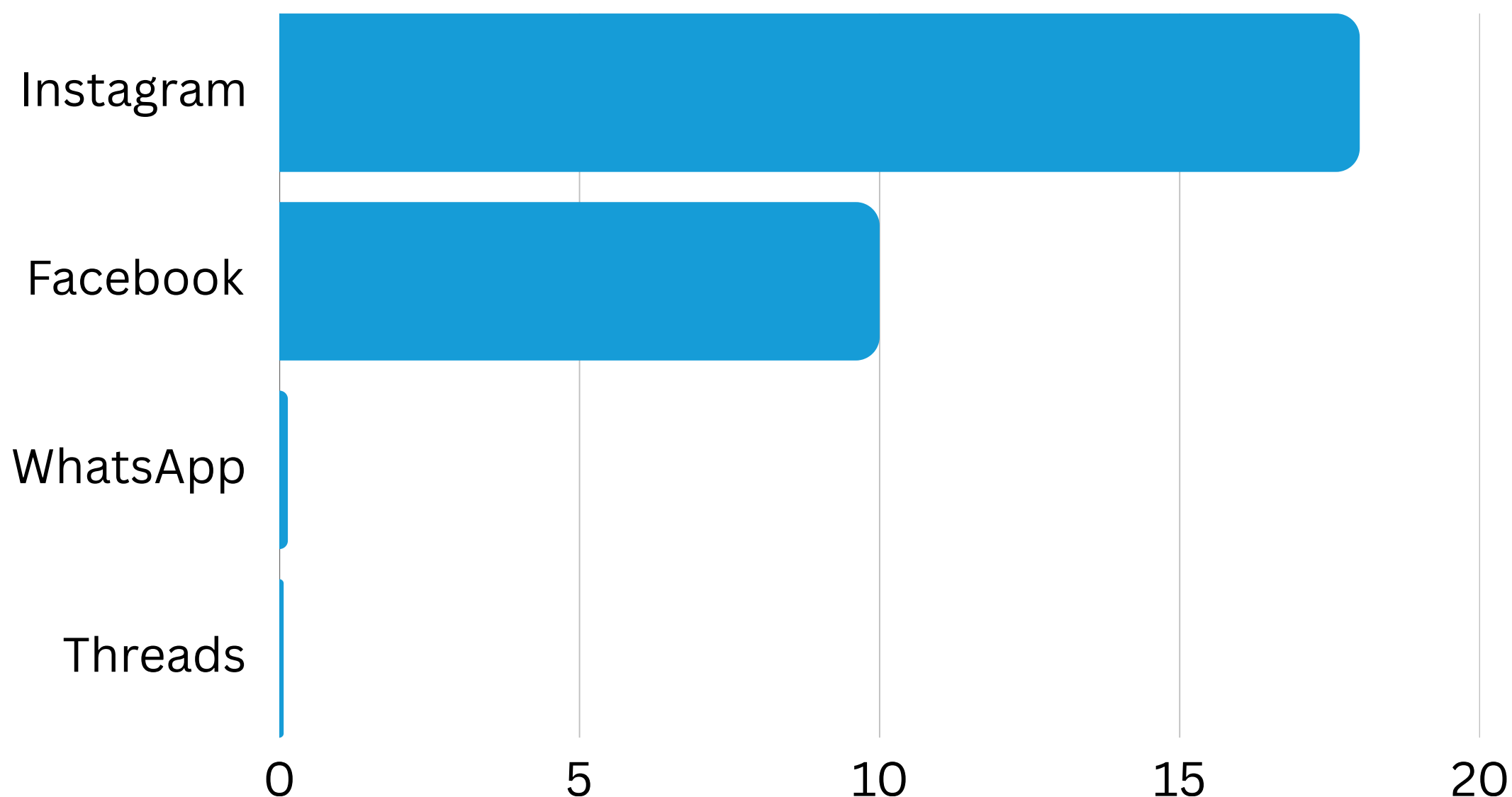


We've mapped Facebook and Instagram for weeks. Now we used AI Hyper Cube to see how all four Meta properties stack up as citation sources, and who gets cited alongside them.

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The Stack Isn't What You'd Guess.

● Share of Citations (when any Meta Property is Present)



On Google AI Overviews, Facebook and Instagram dominate the family's citation footprint. WhatsApp and Threads are small, but real. Inside these answers, WhatsApp earns citations at roughly the rate of [nytimes.com](https://www.nytimes.com), and Threads keeps pace with [foxnews.com](https://www.foxnews.com).

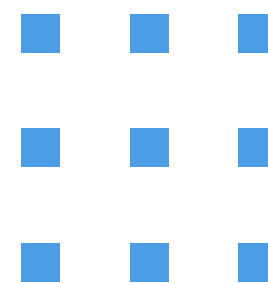
What Do WhatsApp and Threads Actually Get Cited For?



- **The amenity in other brands' answers.** "Does Southwest have free texting" | "How to text on a cruise ship for free."
- **The feature-gap referral.** "Can you send money through WhatsApp" routes the answer to PayPal, Venmo, and Zelle.
- **The app roundup fixture.** "Best travel apps" | "What apps should I have on my phone."



- **Evidence in creator identity answers.** Ask Google's AI about a mid-tier influencer and Threads surfaces as proof of who they are.
- **The education layer belongs to third parties.** "How to grow on Threads" gets answered by Buffer and Sprout Social, not Meta.



What Marketers need to know



Your citation orbit is bigger than your rivals. Map who actually shares AI answers with you. For Meta on ChatGPT, it isn't other social networks. It's How-To Geek, MakeUseOf, and Guiding Tech, each out-citing Instagram in these answers. The sites competing for your citations are rarely the companies you benchmark against.



Small sources still count. WhatsApp and Threads hold a fraction of a percent of the family's citation footprint on Google. But inside those answers, WhatsApp earns citations at roughly the rate of nytimes.com, and Threads keeps pace with foxnews.com. Presence in the right prompts matters more than overall share.



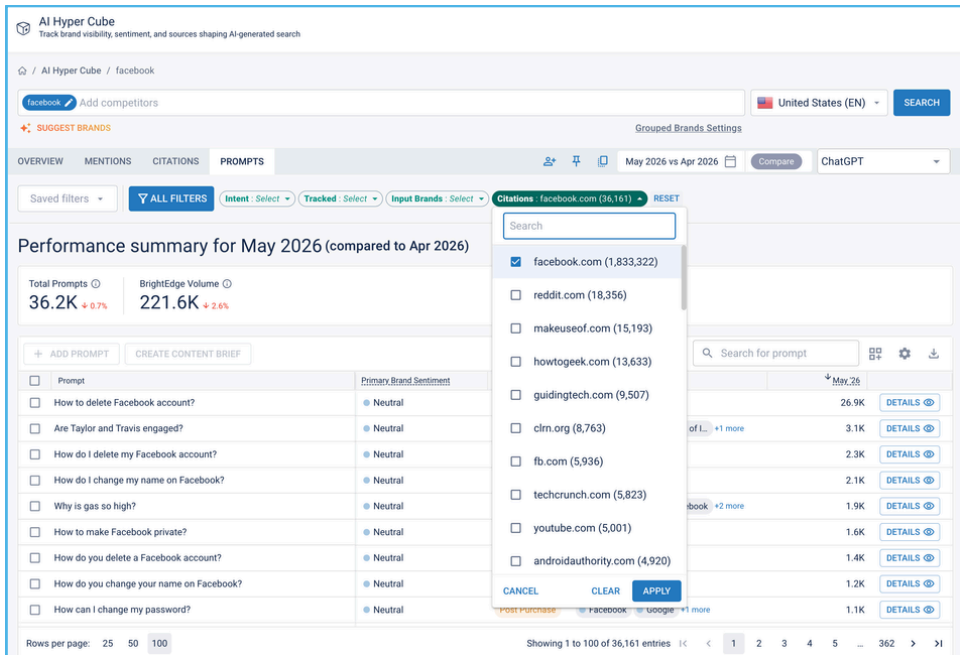
The education layer about your product is winnable.

"How to grow on Threads" gets answered by Buffer and Sprout Social. Questions about WhatsApp get answered by tech publishers. Third parties wrote better machine-readable text about Meta's products than Meta did, and the engines rewarded them. If you don't claim the education layer about your product, someone else will.

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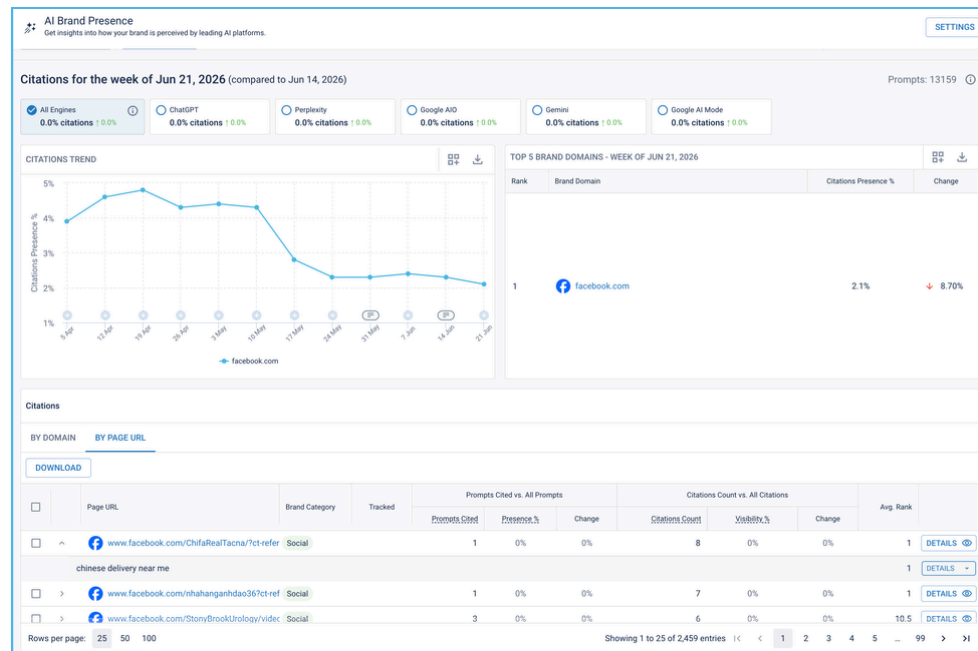
BrightEdge has you covered for leveraging Meta in AI Search!

See exactly how WhatsApp or Threads are cited



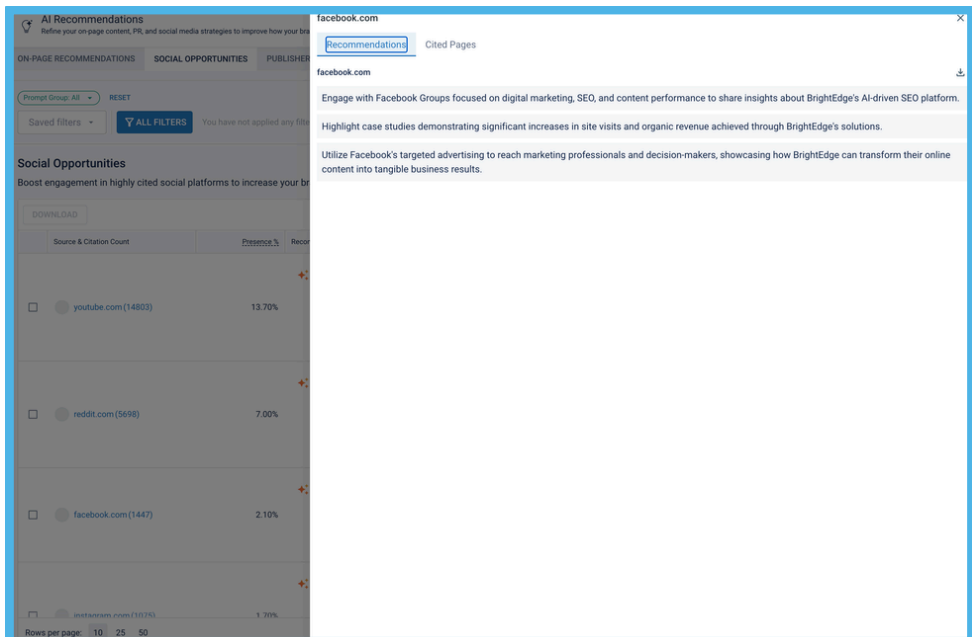
AI Hyper Cube enables you to explore how any brand is portrayed across various AI search platforms. You can narrow your focus to specific sites, such as Facebook.com, to discover the exact prompts for which it is referenced.

Connect Meta Properties to your own marketplace



AI Catalyst simplifies the process of tracking how WhatsApp, Threads, 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 Meta properties for the prompts that are most significant to your business.