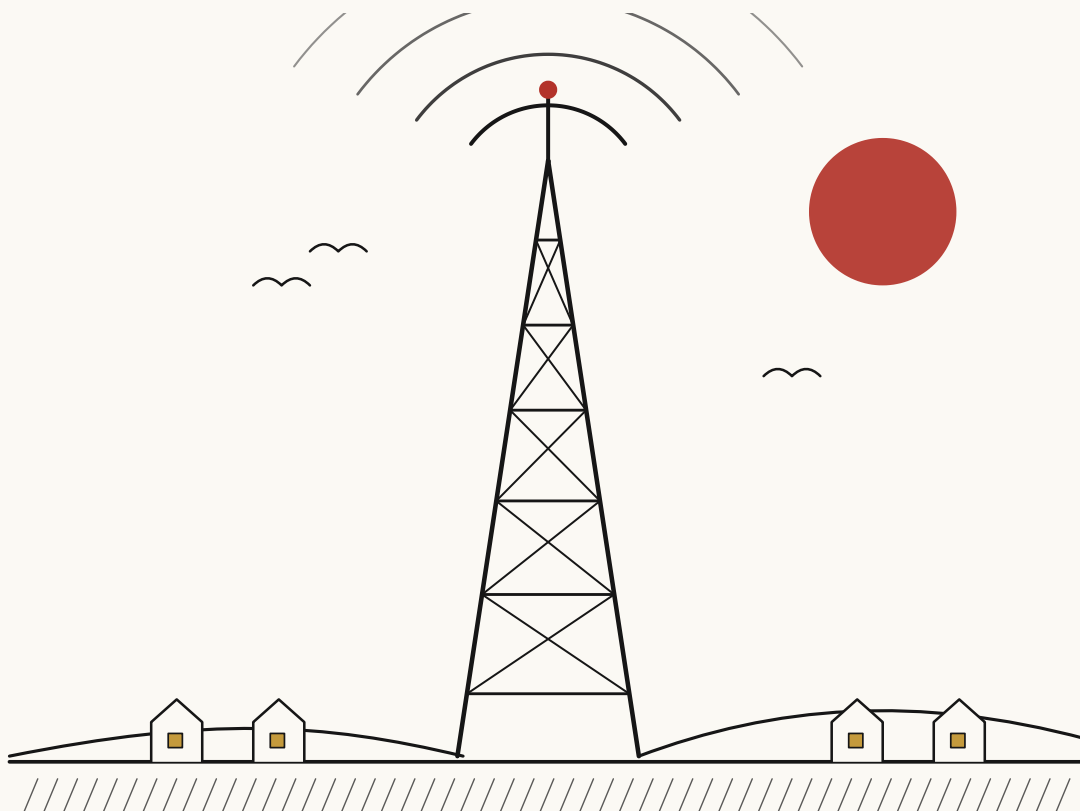


RankCaster Research

AI VISIBILITY INTELLIGENCE



THE AI VISIBILITY TRACKER

Who Gets Mentioned When the Machines Answer

Eleven weeks inside a research panel of AI engines: which ones talk about brands, which sources they trust, and where the open ground still lies.

01**AI ENGINES**

ChatGPT and Claude lead in brand mentions

02**CONTENT FORMATS**

Social sources gain ground as blogs remain dominant

03**CITATION ECONOMY**

Free sources dominate recorded citations

04**AI SIGNALS**

Density, voice, and where the opportunities lie

01 · AI ENGINES

ChatGPT and Claude Lead in Brand Mentions

Two engines produce nine of every ten brand mentions in the panel—though from week to week, neither holds still.

BY RANKCASTER RESEARCH

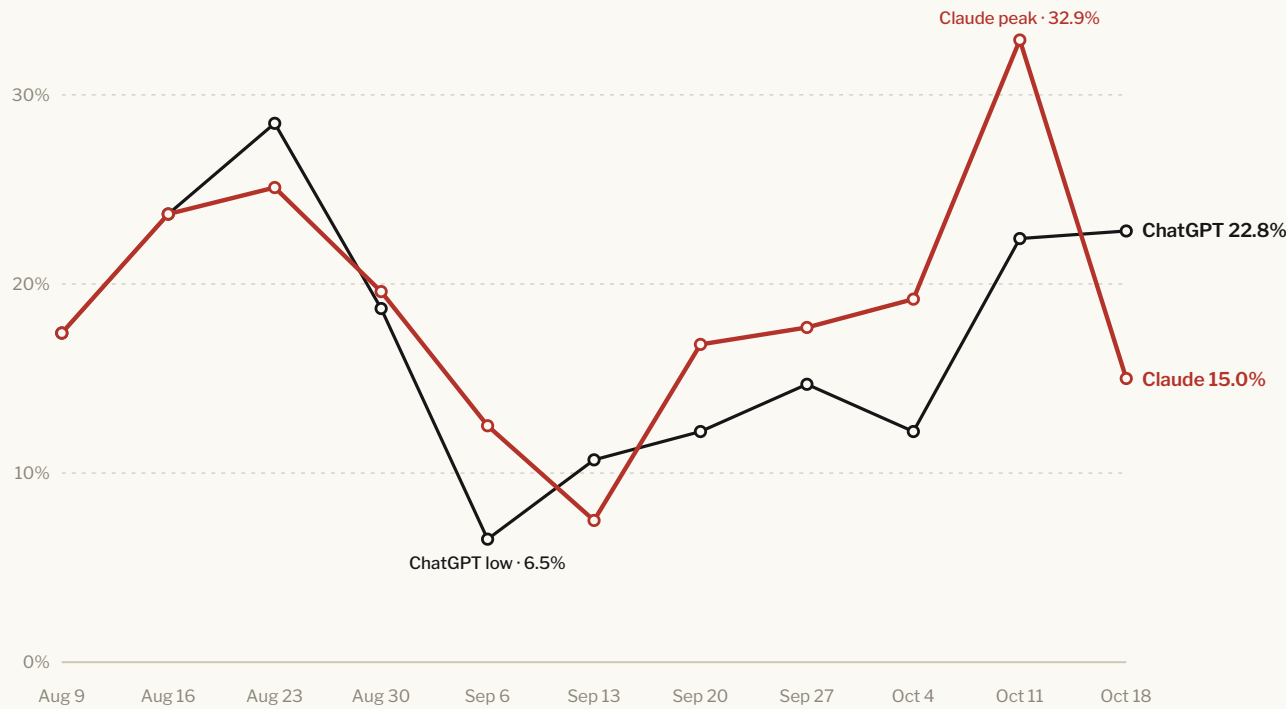
Among the AI engines tracked by RankCaster Research, ChatGPT and Claude account for the largest share of brand mentions and show the highest thirty-day Mention Rates.

Mention Rate measures the percentage of tested answers in which an engine directly mentions a tracked brand. It is the simplest question one can put to a machine that answers questions: when it speaks, does it name anyone?

The latest weekly readings show ChatGPT at 22.8 per cent and Claude at 15.0 per cent. Both engines have experienced substantial week-to-week variation during the reporting period—Claude climbed to 32.9 per cent in the week ending October 11 before falling back, while ChatGPT touched a low of 6.5 per cent in early September.

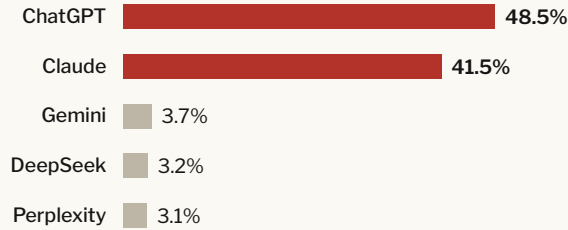
WEEKLY MENTION RATE

Weekly percentage of answers containing a brand mention.



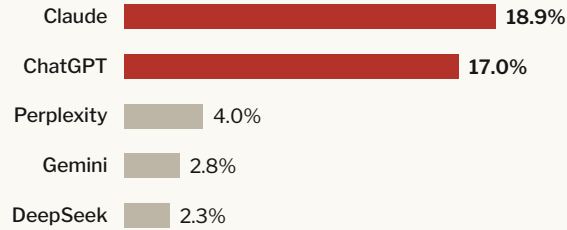
SHARE OF BRAND MENTIONS · LAST 30 DAYS

Distribution of recorded brand mentions across tracked engines.



MENTION RATE · LAST 30 DAYS

Share of tested answers that mention a tracked brand.



90%

of recorded brand mentions in the panel over the past thirty days came from just two engines: ChatGPT and Claude.

Share of Brand Mentions and Mention Rate measure different aspects of AI visibility. Share reflects the distribution of mentions across engines, while Mention Rate measures how frequently an engine mentions a tracked brand in its answers.

The distinction matters. ChatGPT holds the larger share of all mentions recorded, at 48.5 per cent; Claude, by contrast, is the more likely of the two to name a brand in any given answer, with a Mention Rate of 18.9 per cent. Gemini, DeepSeek, and Perplexity trail well behind on both counts.

Together, these metrics show that ChatGPT and Claude are the leading sources of brand mentions in this research panel. ♦

THE NUMBERS · WEEKLY MENTION RATE

WEEK ENDING	CLAUDE	CHATGPT
August 9	17.4%	17.4%
August 16	23.7%	23.7%
August 23	25.1%	28.5%
August 30	19.6%	18.7%
September 6	12.5%	6.5%
September 13	7.5%	10.7%
September 20	16.8%	12.2%
September 27	17.7%	14.7%
October 4	19.2%	12.2%
October 11	32.9%	22.4%
October 18	15.0%	22.8%

02 · CONTENT FORMATS

Social Sources Gain Ground as Blogs Remain Dominant

Blogs still supply most of what the engines cite. But the conversation on LinkedIn, Reddit, and YouTube is being read more closely every week.

Blogs continue to account for the largest share of citations in the panel. Social sources, however, have expanded considerably during the reporting period.

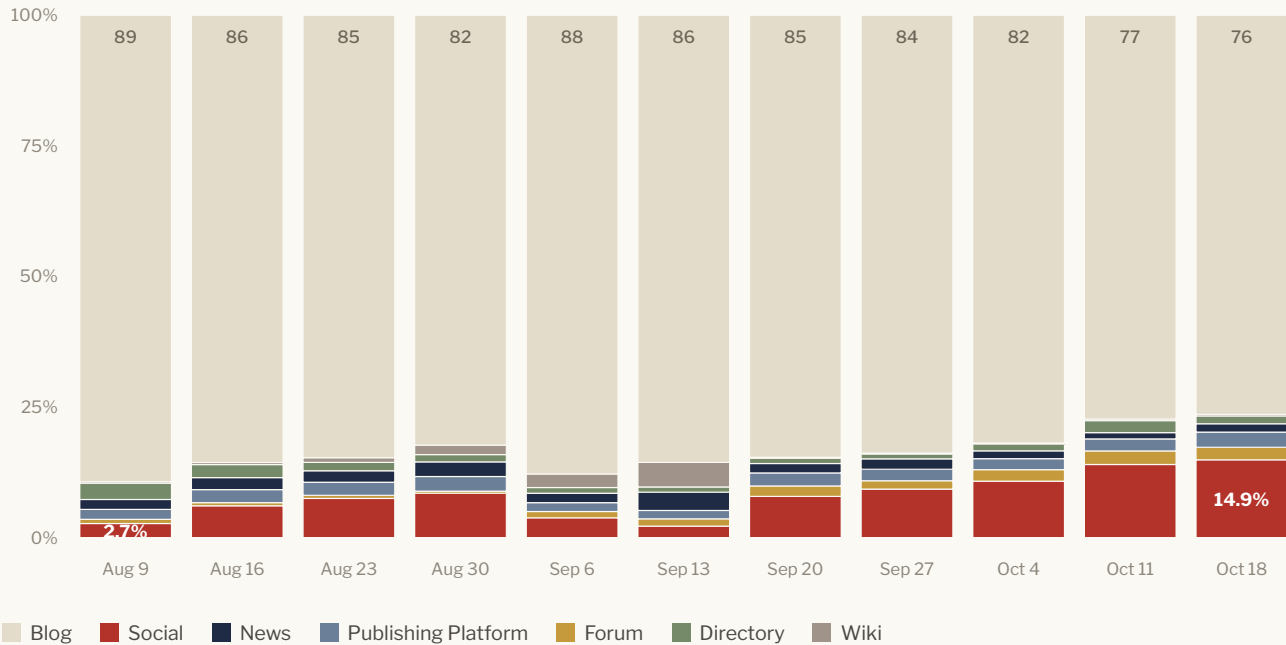
The share of Social citations rose from 2.7 per cent in the week ending August 9 to 14.9 per cent in the week ending

October 18—a five-and-a-half-fold increase. Over the same span, the blog’s share slipped from 89.3 per cent to 76.4 per cent.

Social includes posts and threads on LinkedIn, Reddit, Facebook, Instagram, and YouTube.

FORMAT SHARE · 11 WEEKS

Share of citations by source type, week ending. Blog share shown at the top of each column.



5.5×

*growth in Social’s share of citations,
Aug 9 → Oct 18*

−12.9

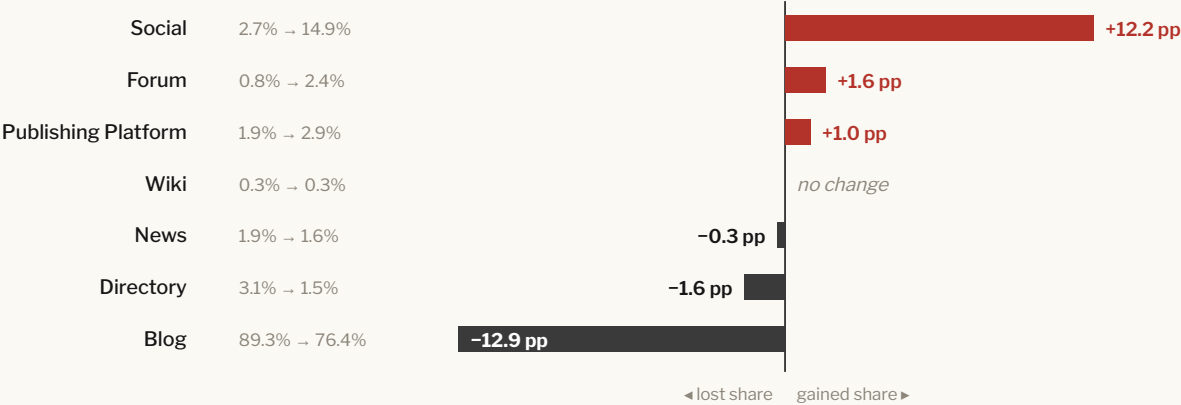
*percentage points lost by Blog over the
same period*

3×

Forum share, from 0.8% to 2.4%

CHANGE OVER THE REPORTING PERIOD

October 18 compared with August 9, in percentage points of citation share.



What the shift means

Blogs remain the dominant citation source, but their share has declined over the reporting period. Social sources and forums now account for a larger proportion of observed citations.

For GEO teams, the findings support a broader approach to source development: maintain strong owned content while investigating relevant social platforms, forums, and publishing platforms. ♦

A NOTE ON READING SHARES

These figures describe the distribution of citations, not the absolute number of citations generated by each source type. A change in share does not necessarily imply an equivalent change in absolute volume.

THE NUMBERS · FORMAT SHARE BY WEEK (%)

SOURCE TYPE	AUG 9	AUG 16	AUG 23	AUG 30	SEP 6	SEP 13	SEP 20	SEP 27	OCT 4	OCT 11	OCT 18
Blog	89.3	85.7	84.7	82.3	87.9	85.6	84.7	83.9	81.8	77.3	76.4
Social	2.7	6.1	7.5	8.5	3.8	2.2	7.9	9.3	10.8	14.0	14.9
News	1.9	2.3	2.2	2.8	1.8	3.5	1.8	2.0	1.5	1.2	1.6
Publishing Platform	1.9	2.5	2.5	2.8	1.7	1.6	2.5	2.2	2.1	2.3	2.9
Forum	0.8	0.6	0.6	0.4	1.2	1.4	2.0	1.6	2.2	2.6	2.4
Directory	3.1	2.5	1.6	1.4	1.1	1.0	1.0	0.9	1.3	2.3	1.5
Wiki	0.3	0.4	0.9	1.8	2.6	4.7	0.2	0.2	0.2	0.3	0.3

03 · CITATION ECONOMY

Free Sources Dominate Recorded Citations

Of a quarter of a million citations, almost none came from pages someone paid to appear on.

266,000

citations recorded by the research panel over the past ninety days.

CITATION SHARE BY COST TIER

Free 99.81% · Paid 0.13% · Invite-only 0.06%

FREE · 99.81%

PAID 0.13% · INVITE-ONLY 0.06%

the sliver at the far right edge, shown at true scale

The distribution shows that the overwhelming majority of recorded citations came from sources classified as free to publish on.

This is a description of the observed citation landscape, not a direct comparison of the success rates of free and paid placements. The size of the free web means that its share of citations cannot, by itself, establish which channel delivers the best results per outreach attempt.

Citation action paths

RankCaster classifies citation opportunities by the potential action required to obtain or improve a brand's

presence in a source. Editorial outreach is the largest category, accounting for 83.6 per cent of classified action paths. Other categories include optimizing owned documents, self-publishing, editing wiki pages, submitting directory listings, academic submissions, review solicitation, and paid placement.

The distribution highlights editorial outreach as a major area of opportunity for GEO teams. It also points to the importance of a structured workflow for identifying relevant publications, prioritizing prospects, and managing external content opportunities. ♦

ACTION PATHS

Share of classified citation opportunities.

EDITORIAL OUTREACH · 83.6%

Seven other paths · 16.4% combined

Owned-document optimization · Self-publishing · Wiki editing · Directory listings · Academic submissions · Review solicitation · Paid placement

The share of an action path represents its distribution among classified opportunities. It does not measure the conversion rate, cost, or effort required to secure a citation.

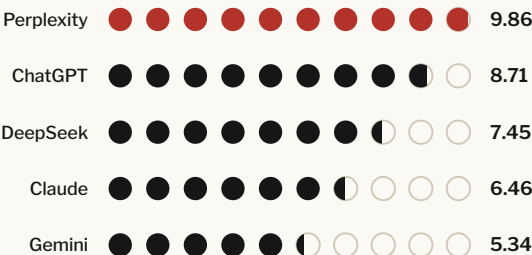
04 · AI SIGNALS

A Crowded Answer Is Not a Loud One

Some engines name nearly ten brands in a single reply. That does not mean any one of them is heard.

COMPETITIVE DENSITY

Average number of distinct tracked brand entities per answer.



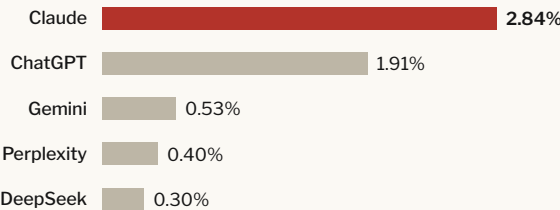
Perplexity has the highest Competitive Density in the panel, averaging nearly ten distinct tracked brands per answer. Gemini averages approximately five. Competitive Density describes how many brands appear in an answer; it does not indicate how prominently any individual brand is presented.

Claude records the highest Share of Voice in the panel, followed by ChatGPT. Comparing Share of Voice with Competitive Density provides a more complete picture of brand presence: an engine may include many brands in its answers without giving the tracked brand a large share of total mentions.

The two metrics capture different dimensions of AI visibility—Competitive Density the breadth of brand inclusion, Share of Voice the tracked brand’s relative presence among its competitors. ♦

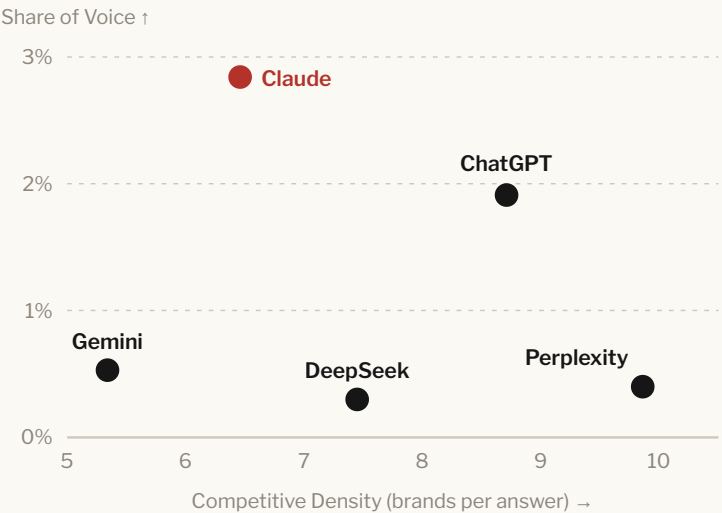
SHARE OF VOICE

Tracked brand mentions as a share of all mentions of the brand and its competitors.



BREADTH VS. VOICE

Each engine plotted on both measures.



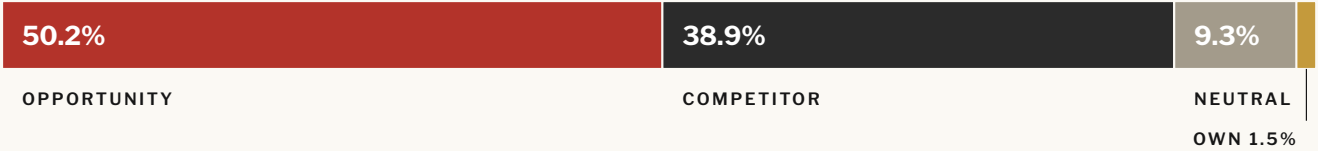
Share of Voice is calculated within the research panel and should not be interpreted as traditional advertising Share of Voice based on impressions.

04 · AI SIGNALS, CONTINUED

Where the Opportunities Lie

CITATION MAKE-UP · LAST 30 DAYS

Approximately 138,000 citations classified by their relationship to the tracked brand.



OPPORTUNITY	COMPETITOR	NEUTRAL	OWN
A cited page where neither the tracked brand nor its competitors were detected.	A page associated with a competitor.	Reference and background sources.	A page on the tracked brand's own domain.

Opportunity sources account for approximately half of classified citations. These pages offer a starting point for investigating topics and sources that already appear in AI answers but do not currently mention the tracked brand or its competitors.

Competitor-associated pages account for a further 38.9 per cent, making them another important area for source analysis. Own-domain citations represent 1.5 per cent of the classified total. This figure describes the observed citation mix; it should not be interpreted as a ceiling on what an owned-content strategy can achieve.

FOR GEO TEAMS, THREE COMPLEMENTARY ACTIVITIES

- i.

Develop owned content

Identify relevant topics and improve pages that can substantiate answers to target prompts.
- ii.

Study external sources

Investigate third-party pages that AI engines already cite and evaluate legitimate opportunities for brand inclusion.
- iii.

Analyze competitor presence

Identify sources associated with competitors and determine where stronger or more relevant brand representation may be possible.



An Opportunity classification indicates a potential area for investigation, not a guarantee that a publication will accept a contribution or that an AI engine will cite it. ♦

METHODOLOGY & GLOSSARY

How We Counted

RESEARCH PANEL

The panel consists of active RankCaster brand research projects across different industries and markets. The composition changes as projects finish and new projects begin. The results describe observations within this research panel and should not automatically be treated as representative of the entire AI search market.

ANSWER

One response from one AI engine to one tested prompt. An answer is the primary unit used to measure brand mentions.

MENTION

A direct reference to a tracked brand in an AI-generated answer. A brand is counted no more than once per answer for Mention Rate calculations.

Mention Rate = answers containing a brand mention ÷ total answers tested.

CITATION

A URL used as a source for an AI-generated answer. A single answer can contain multiple citations.

REPORT

One brand research project, including the tracked brand, its competitive set, prompt collection, and monitoring stream.

COMPETITIVE DENSITY

The average number of distinct tracked brand entities, including the target brand and its competitors, appearing in an answer.

SHARE OF VOICE

The tracked brand's mentions divided by the combined mentions of the tracked brand and its competitors over the selected period. This is a panel-based measure of relative brand presence in AI answers, not the traditional advertising metric based on impressions.

CITATION TYPE

Citation URLs are classified by their relationship to the tracked brand. *Opportunity*: neither the tracked brand nor its competitors were detected on the page. *Competitor*: the page is associated with a tracked competitor. *Neutral*: the page serves a reference or background-information role. *Own*: the page belongs to the tracked brand's own domain.

SOURCE CLASSIFICATION

RankCaster classifies citations by source type, cost tier, and potential action path. These classifications describe observed citations and potential opportunities rather than verified marketing actions or their conversion rates.

ROUNDING

Percentages are rounded to the displayed precision. Minor differences in totals may result from rounding.

RankCaster Research

AI VISIBILITY INTELLIGENCE

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