THE ANSWER ECONOMY, MEASURED

The 2026 AI Search *Visibility Benchmarks.*

Grounded measurement of what six AI platforms actually recommend and cite: 100 neutral UK buying questions across 10 consumer verticals, 1,198 brand recommendations and 6,119 citations analysed, plus a three-week recommendation tracker across six commercial verticals.

46.1%
of recommended brands were named by only one of the six platforms

5.3%
were named by all six

31.9%
mean cross-platform agreement on the same question

FIVE FINDINGS

There is no single *AI answer.*

- **Visibility is six readings, not one score.** Of 1,198 brand recommendations, 46.1% came from a single platform and only 5.3% appeared on all six. The average recommended brand was named by 2.26 platforms.
- **Two platforms answering the same question agree on under a third of brands.** Mean pairwise agreement is 31.9%. ChatGPT and Claude are furthest apart at 22.2%; Google's own two AI surfaces agree most, at 43.7%.
- **Each platform has a distinct personality.** Claude names the longest shortlists (6.2 brands per answer) from the most independent reading. Google AI Mode names the fewest brands (3.5) but buries each answer in 21.8 citations.
- **The citation economy is long-tailed and third-party.** 6,119 citations resolved to 2,423 domains; the top ten account for just 21.9%, and 81% of domains were cited three times or fewer. Editorial and review sites dominate at 82.8%.
- **Stability depends on the vertical.** Over three tracked weeks, travel and wealth kept 7 of their top-10 recommended brands; cyber security kept 2. Any single-week reading in a churning vertical is a snapshot, not a position.

> How to use this: treat every platform as a separate market. A brand can lead on one platform and be absent from the other five, and the fix is platform-specific because the evidence each one reads is different.

THE DATA BEHIND THIS EDITION

Core study: 100 neutral UK buying questions (United Kingdom (GB)), 10 verticals, run across ChatGPT, Claude, Gemini, Perplexity, Google AI Overviews and Google AI Mode in June 2026 with every recommendation and citation logged. Tracker: 95 fixed questions across six commercial verticals, re-run weekly through July 2026. Methodology and limitations on page 8.

FINDING 1

46.1% of recommended brands exist on *one platform only.*

The six platforms produced 1,198 brand recommendations across the 100 questions. More than half of those brands appeared on exactly one platform, invisible on the other five. Only 64 brands, 5.3% of the total, were named everywhere.

HOW MANY PLATFORMS NAME THE SAME BRAND

REACH	DISTRIBUTION	BRANDS	SHARE
Named by 1 platform		552	46.1%
Named by 2 platforms		246	20.5%
Named by 3 platforms		154	12.9%
Named by 4 platforms		91	7.6%
Named by 5 platforms		91	7.6%
Named by 6 platforms		64	5.3%

2.26
mean platforms naming a recommended brand

552
brands named by exactly one platform

64
brands named by all six

> Implication: a "score" from one platform, or an average across platforms, hides where the visibility actually sits. Measure per platform, then decide which platforms matter for your buyers.

FINDING 2

Platforms agree on *31.9%* of an answer.

For each question we compared every pair of platforms on the brands they named. The mean overlap across all fifteen pairs is 31.9%. Claude is the outlier, agreeing least with everyone else (mean 27.9%), consistent with its more independent retrieval.

PAIRWISE AGREEMENT, ALL 15 PAIRS

PLATFORM PAIR	AGREEMENT
Google AI Overviews + Google AI Mode	43.7%
Gemini + Google AI Overviews	37.8%
Perplexity + Google AI Overviews	37.5%
Claude + Gemini	37.3%
Gemini + Google AI Mode	37.1%
ChatGPT + Google AI Mode	33.6%
Perplexity + Google AI Mode	33.0%
ChatGPT + Google AI Overviews	32.5%
Claude + Google AI Overviews	30.4%
ChatGPT + Gemini	29.9%
ChatGPT + Perplexity	27.3%
Gemini + Perplexity	27.3%
Claude + Google AI Mode	26.8%
Claude + Perplexity	22.7%
ChatGPT + Claude	22.2%

AGREEMENT BY VERTICAL

VERTICAL	MEAN
B2B SaaS	51.9%
Food & Drink	38.8%
Personal Finance	35.0%
Travel	31.8%
Home & DIY	28.6%
Health & Fitness	28.6%
Automotive	27.1%
Fashion & Retail	25.3%
Pets	22.7%
Consumer Tech	21.9%

B2B SaaS produces the most consensus (51.9%): mature category, heavy review-site coverage. Consumer tech the least (21.9%): fast-moving products, fragmented evidence.

FINDING 3

Six platforms, six *personalities.*

The platforms differ not just in which brands they name but in how they build an answer. ChatGPT names a tight shortlist on thin evidence (4.0 citations per response). Claude reads more and names more. Google AI Mode is the extreme: the shortest shortlists backed by 21.8 citations per answer, an order of magnitude more retrieval than ChatGPT.

BEHAVIOUR PER PLATFORM, 100 QUESTIONS

PLATFORM	ANSWERED	BRANDS PER ANSWER	CITATIONS PER ANSWER	TOTAL CITATIONS
ChatGPT	100	4.6	4.0	404
Claude	99	6.2	7.0	691
Gemini	100	5.0	10.8	1,081
Perplexity	100	4.8	7.5	748
Google AI Overviews	92	3.3	11.2	1,027
Google AI Mode	100	3.5	21.8	2,181

> Implication: winning ChatGPT means being one of roughly five names it already trusts. Winning AI Mode means being present in a much wider evidence pool. One playbook will not serve both.

COVERAGE NOTE

Answered = questions of 100 where the platform produced a scoreable answer during the study window. Google AI Overviews does not trigger on every query (92 of 100).

FINDING 4

6,119 citations, *2,423 domains,* no gatekeeper.

Every citation across the six platforms was logged and resolved to a domain. The pool is remarkably long-tailed: the ten most-cited domains account for just 21.9% of citations, and 81% of domains appeared three times or fewer. There is no short list of sites that controls AI answers.

CITATIONS BY SOURCE TYPE

TYPE	CITATIONS	SHARE
Editorial, review and brand sites	5,068	82.8%
Video	430	7.0%
Google and search	298	4.9%
Community and forums	228	3.7%
Retail and app stores	77	1.3%
Reference and official	18	0.3%

Community and forums are 3.7% overall but concentrated on specific platforms and question types.

MOST-CITED DOMAINS

DOMAIN	CITATIONS	SHARE
youtube.com	430	7.0%
google.com	298	4.9%
reddit.com	209	3.4%
which.co.uk	110	1.8%
forbes.com	58	0.9%
moneysavingexpert.com	57	0.9%
tomsguide.com	51	0.8%
aol.com	43	0.7%

which.co.uk is the most-cited independent UK consumer authority at 1.8% of all citations, ahead of every national newspaper.

FINDING 5

Who the engines actually name, *vertical by vertical.*

Our weekly tracker re-runs 95 fixed neutral questions across six commercial verticals. Aggregated over three weeks in July 2026 (all runs collection-verified), these are the brands the six platforms named most, with a stability measure: how many of week one's top ten were still in the top ten by week three.

TRAVEL

MOST-NAMED BRANDS	MENTIONS
1. Trailfinders	99
2. Kuoni	85
3. Audley Travel	81
4. Intrepid Travel	66
5. Scott Dunn	57

Top-10 stability week 1 to week 3: 7/10

WEALTH MANAGEMENT

MOST-NAMED BRANDS	MENTIONS
1. Evelyn Partners	61
2. Rathbones	54
3. RBC Brewin Dolphin	48
4. Cazenove Capital	33
5. Unbiased	31

Top-10 stability week 1 to week 3: 7/10

CYBER SECURITY

MOST-NAMED BRANDS	MENTIONS
1. NCC Group	63
2. Bridewell	53
3. PwC	30
4. Sophos	28
5. CrowdStrike	27

Top-10 stability week 1 to week 3: 2/10

PHARMA CONSULTING

MOST-NAMED BRANDS	MENTIONS
1. GDP Pharma Consulting	58
2. ProPharma Group	25
3. PharmaLex	25
4. IQVIA	24
5. NSF	22

Top-10 stability week 1 to week 3: 4/10

CONSUMER TECH

MOST-NAMED BRANDS	MENTIONS
1. Giro	36
2. Specialized	30
3. MET	23
4. Kask	20
5. Lazer	19

Top-10 stability week 1 to week 3: 4/10

B2B SAAS

MOST-NAMED BRANDS	MENTIONS
1. Xero	36
2. Coupa	28
3. Pleo	21
4. Spendesk	20
5. Airwallex	18

Top-10 stability week 1 to week 3: 4/10

> Travel and wealth recommendations are comparatively settled (7/10 stable). Cyber security churned hardest (2/10): consultancies, primes and certification-adjacent names rotate week to week. In a churning vertical, a monthly check is guesswork; weekly measurement is the floor.

ABOUT THIS REPORT

Methodology and *limitations.*

CORE STUDY

100 neutral buying questions (no brand names in prompts), 10 consumer verticals, United Kingdom (GB), collected June 2026 via live grounded runs on ChatGPT, Claude, Gemini, Perplexity, Google AI Overviews and Google AI Mode. Every named brand and every citation logged; brands normalised across spelling variants; agreement computed pairwise per question on named-brand sets. Full interactive study: searchintel.tech/research/ai-visibility-by-platform/

VERTICAL TRACKER

95 fixed neutral questions across travel, wealth management, cyber security, pharma consulting, consumer tech and B2B SaaS, re-run weekly on the same six platforms and aggregated over three consecutive weeks in July 2026. Every run passes an automated collection-integrity check before analysis. Extracted non-brand fragments and certification bodies are filtered in analysis.

LIMITATIONS, STATED PLAINLY

- Prompts are UK-region; platform behaviour differs by market.
- Platform availability varies: Claude in particular returned no answer for some tracker questions in some weeks (up to 7 of 15 in one vertical-week), so weekly counts under-count it. Aggregation across weeks reduces, but does not remove, this effect.
- These are recommendation and citation counts within a defined question set, not market share, and not a quality judgement on any brand named.
- Platforms change weekly. This edition describes June and July 2026; treat older figures, ours included, as history.

> **Cite as:** "The 2026 AI Search Visibility Benchmarks, Edition 1." SearchIntel, July 2026. searchintel.tech/benchmarks/

ABOUT SEARCHINTEL

SearchIntel is the AI search intelligence agency: grounded measurement of what AI platforms recommend and cite, and the strategy and execution to change it. Free visibility check at searchintel.tech/check. Published by SearchIntel Ltd, registered in England and Wales.