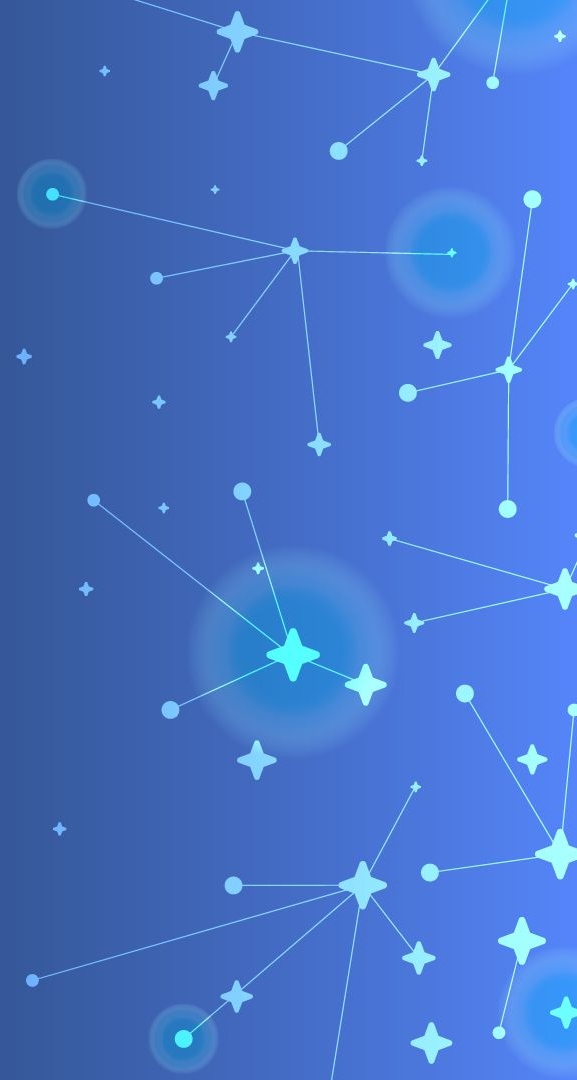




Generative **Pulse**  
BY MUCK RACK

# What is AI Reading?

May 2026



# Executive Summary

- **Journalism and earned media remain the foundation of AI citations:** About **99%** of links cited by AI come from non-paid sources. Journalism accounts for about **27%** of all citations.
- **AI providers have distinct citation habits:** ChatGPT cites sources in **96%** of responses, averaging 5 citations per response. On the other hand, Claude cites more selectively in only **55%** of responses, but averages 13 citations when it does. And Gemini cites sources in **82%** of responses with an average of 8 citations.
- ChatGPT's number one cited domain is **Wikipedia**, Claude's is **PubMed Central**, a free database of scientific research, and Gemini's is **Reddit**.
- **What you ask determines what AI cites:** Questions about industry trends drive journalism citations at more than twice the rate of how-to queries. Press releases appear almost exclusively in industry trend responses too.
- **Journalism citations are distributed across thousands of outlets, with one exception:** Axios appears in ChatGPT's top three cited domains across 13 of 17 industries. The Associated Press appears in the top three for one industry while The New York Times and Reuters do not appear in the top three most cited sources for any industry.

# Methodology

## We analyzed 25,000,000+ links from AI responses

This study examines how generative AI systems cite sources when answering realistic consumer prompts. We submitted prompts to three AI providers: ChatGPT (OpenAI), Claude (Anthropic), and Gemini (Google). Sometimes prompts specifically mention companies by name, sometimes they do not. We recorded every URL each model cited.

To accomplish this, we constructed a large, diverse prompt set and executed it across several web-enabled language models, followed by systematic analysis of the responses and the cited links. The prompts span a variety of industries and subject matter.

Generative AI systems are rapidly evolving and inherently opaque. The behaviors observed in this study may shift as models are updated or retrained.

We assigned cited links into categories as follows:

- **Journalistic:** News sites, and other journalistic coverage
- **Third Party Corporate/Blog (Earned):** Third party corporate blogs and content **not** owned by a company/product targeted in the query
- **First Party Party Corporate/Blog (Owned):** Corporate Content created by a company/product targeted in the query
- **Press Release:** Press release published on any site
- **Academic/Research:** Scientific journals, arXiv, patents, research papers
- **Government/NGO:** .gov sites, public agencies, non-profit organizations
- **Social/UGC:** Social platforms (e.g., LinkedIn, Reddit) and other sources of user-generated content
- **Aggregators/Encyclopedic:** Sites like Wikipedia, Visual Capitalist and Britannica.com
- **Tech Platforms:** Sites like Apple or Androids' App Store

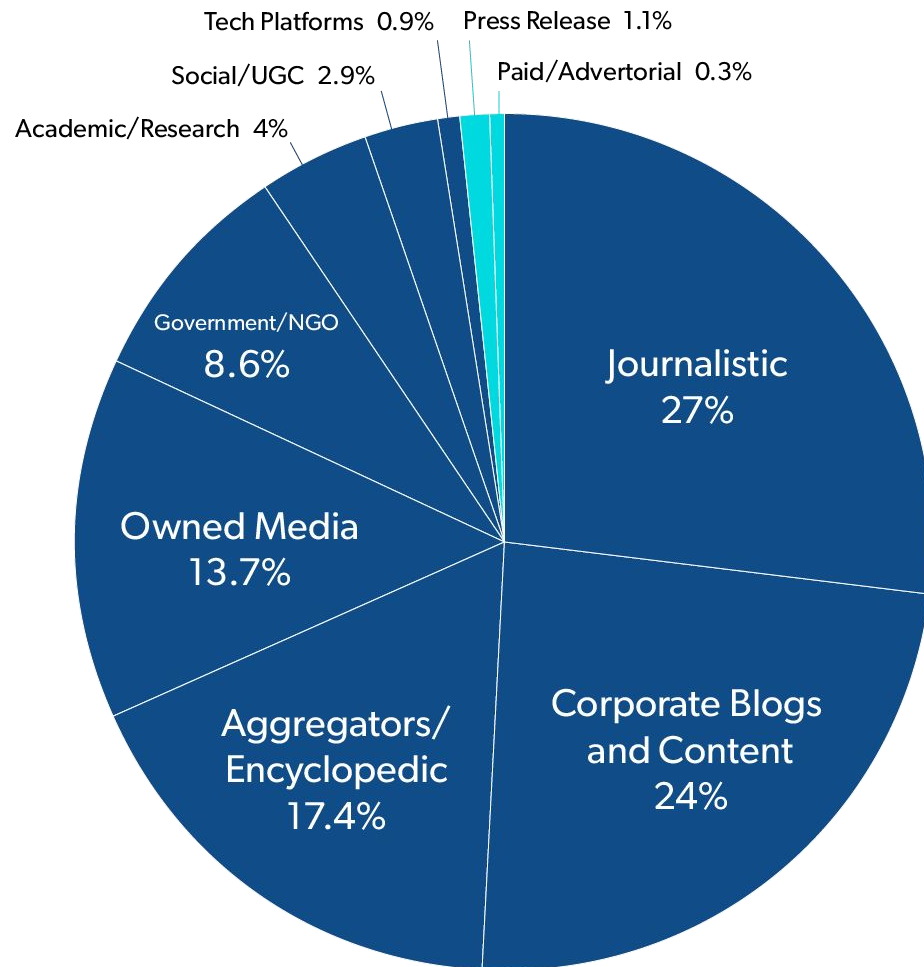
**Which types of  
media does AI cite?**

## About 99% of links cited by AI come from non-paid media

Paid and advertorial content accounts for just **0.3%** of all citations. Press releases represent **1.1%**.

The number of press release citations decreased since our December 2025 report (**6%**), but it is still near the levels seen in our July 2025 report (**1.2%**). This is mostly due to ChatGPT citing press releases less often.

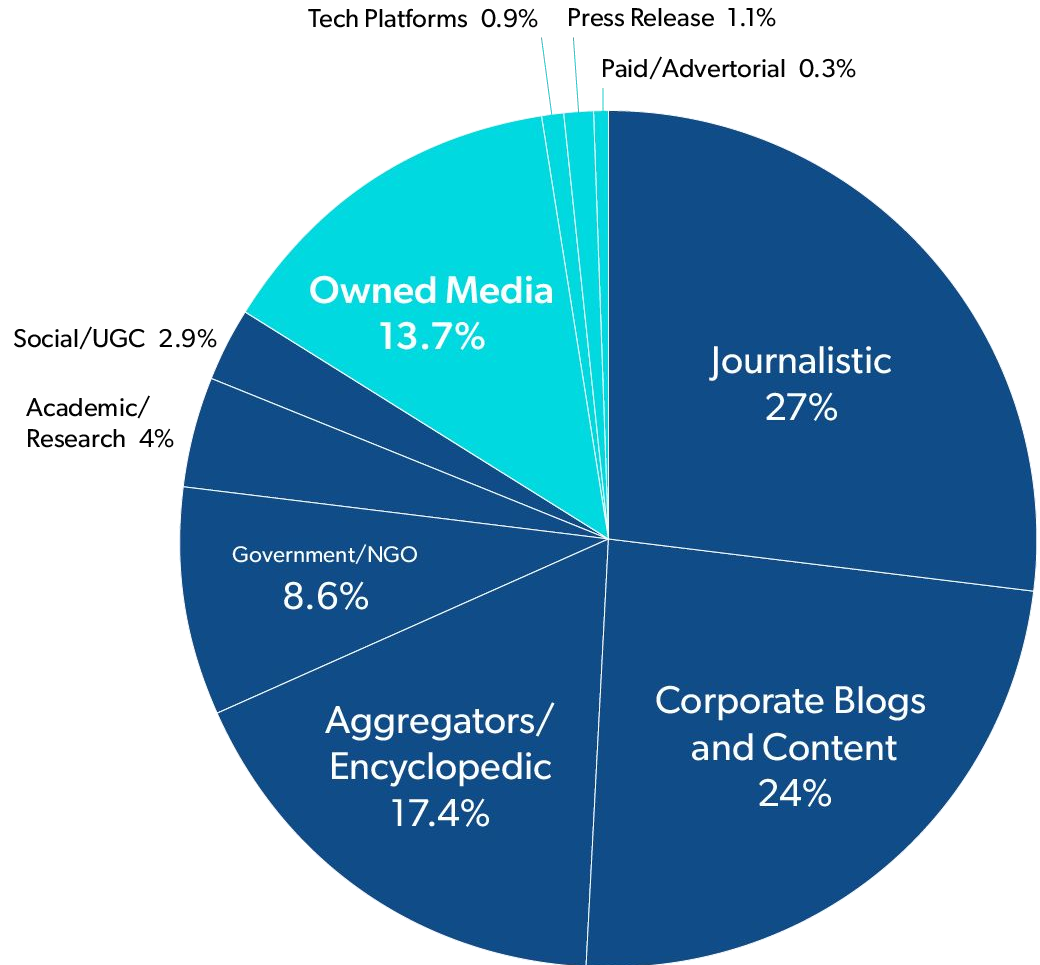
The overwhelming majority of AI citation behavior is driven by non-paid sources.



## About 84% of citations come from earned media

This includes journalism, academic research, government and NGO sources, encyclopedic sites like Wikipedia, social platforms, and third-party corporate content.

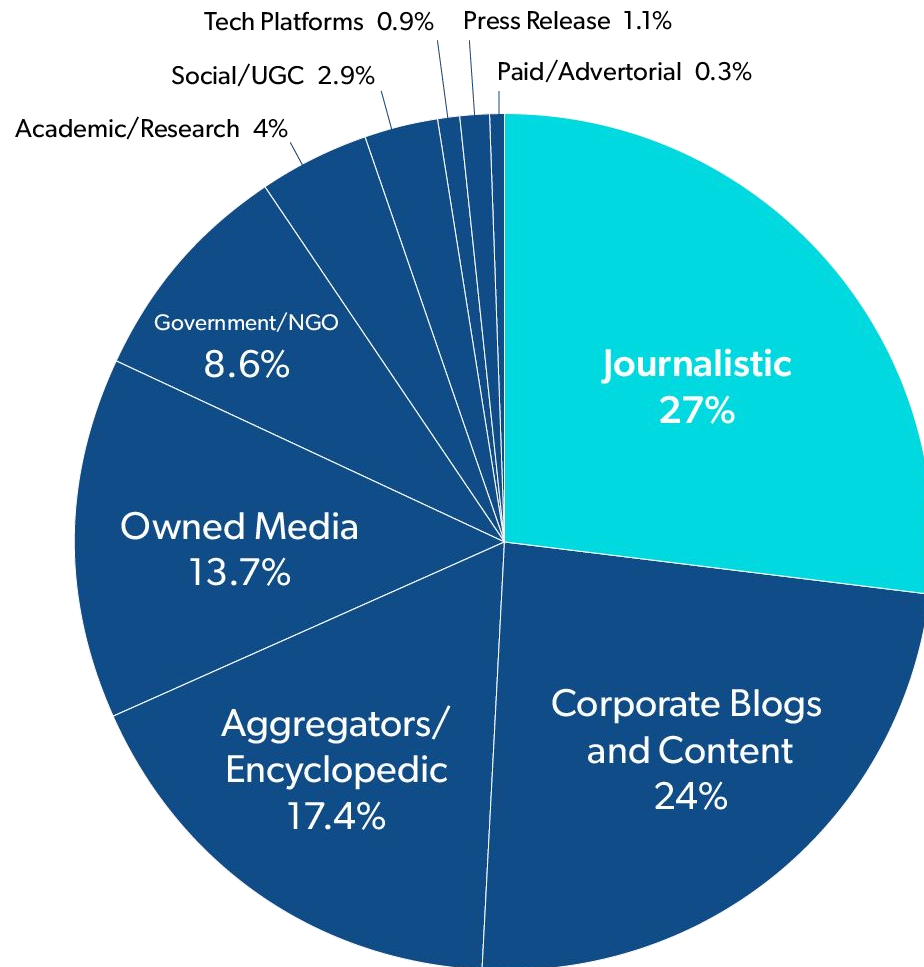
Owned and paid content together account for about **16%** of citations.



## About 27% of links cited by AI are journalistic

Over a quarter of all citations come from journalistic sources.

While we expect to see some minor variation within this range, journalism consistently accounts for between **20–30%** of AI citations across all our previous studies.



**What determines if  
content gets cited?**

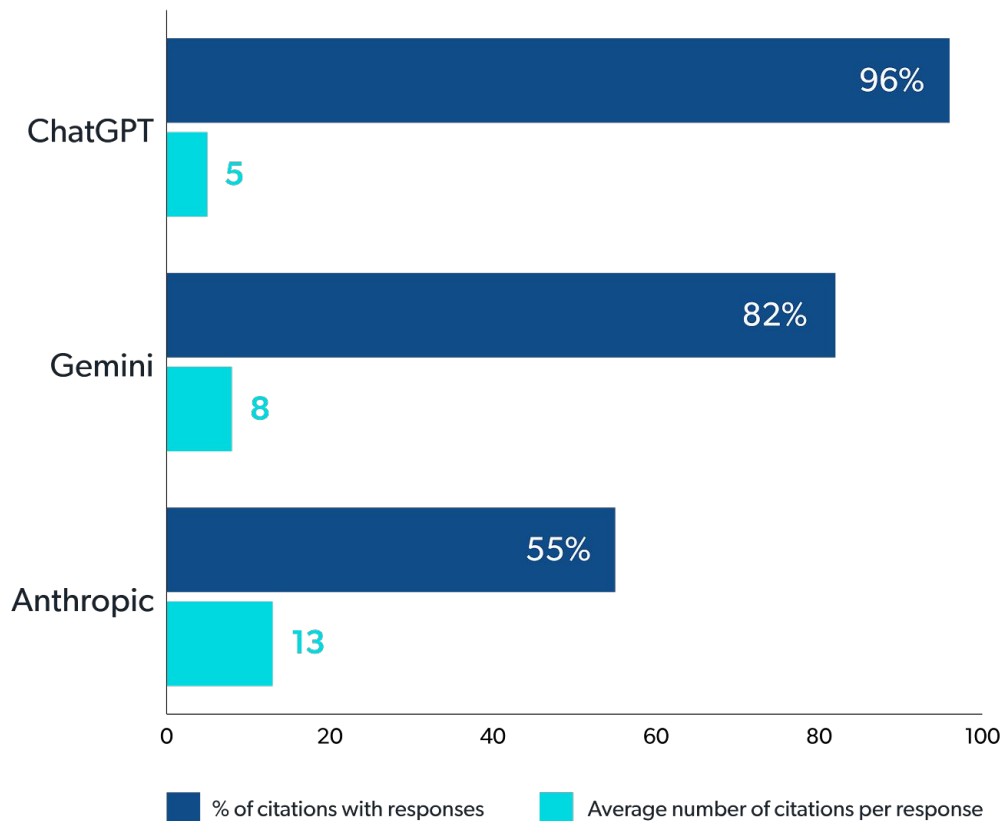
## Different providers cite with different frequency and depth

ChatGPT includes citations in **96%** of responses, averaging about five sources per response. Gemini cites in **82%** of responses, averaging about eight sources.

Claude is the most selective: only **55%** of responses include citations at all. But when Claude does cite, it averages 13 sources per response, **more than twice** ChatGPT's depth.

This reflects a fundamental behavioral difference: ChatGPT is a near-universal citer that cites concisely, but without much depth. Claude relies more on training knowledge—essentially remembering facts its read before—but dives deeply when it does go to the web.

Citations per response by provider and number of citations per response



## The type of question asked shapes what AI cites

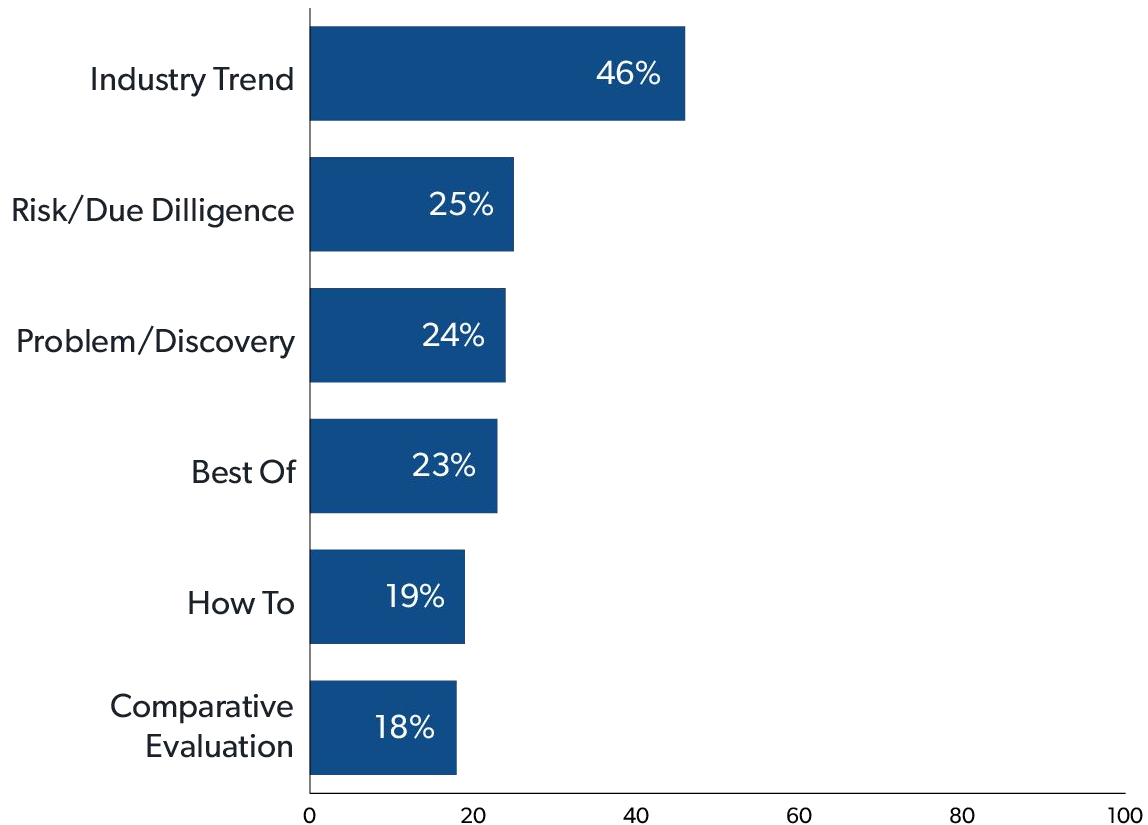
Industry trend queries cite journalism in **46%** of responses. That's **more than twice** the rate of how-to and comparative queries.

When consumers ask what is happening in an industry, AI reaches for news coverage. When they ask how to do something, AI leans on reference content and brand-owned material instead.

There is some interesting variability around the type of journalism cited in each category. Industry trend questions tend to come from outlets with a smaller UVM while how-to questions come from bigger outlets.

Industry trend questions also tend to be newer, often published in the last six months, while how to queries can be more than two years old.

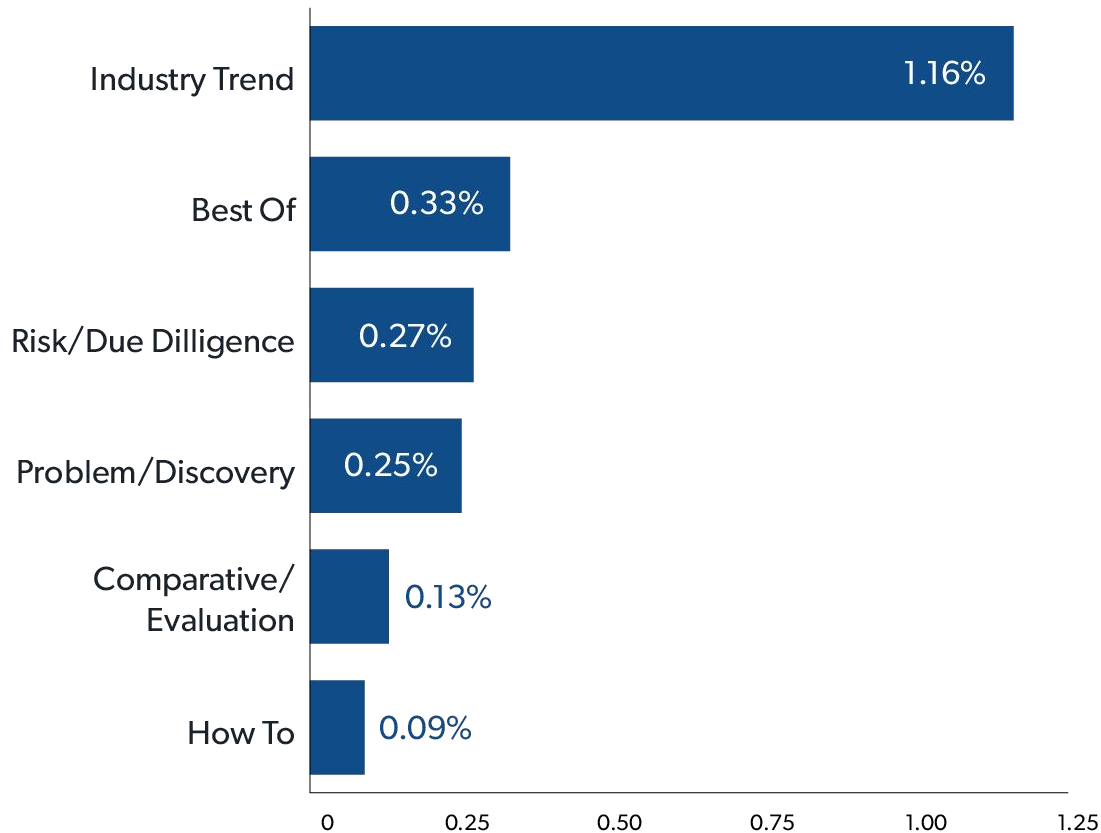
Percent journalism by query type



## Press releases get cited the most for one query type

Press releases disproportionately appear in citations for queries about industry trends. About **1%** of responses to industry trend questions contain a press release citation, about **3.5x** more often than best-of questions.

Press release citations by query type

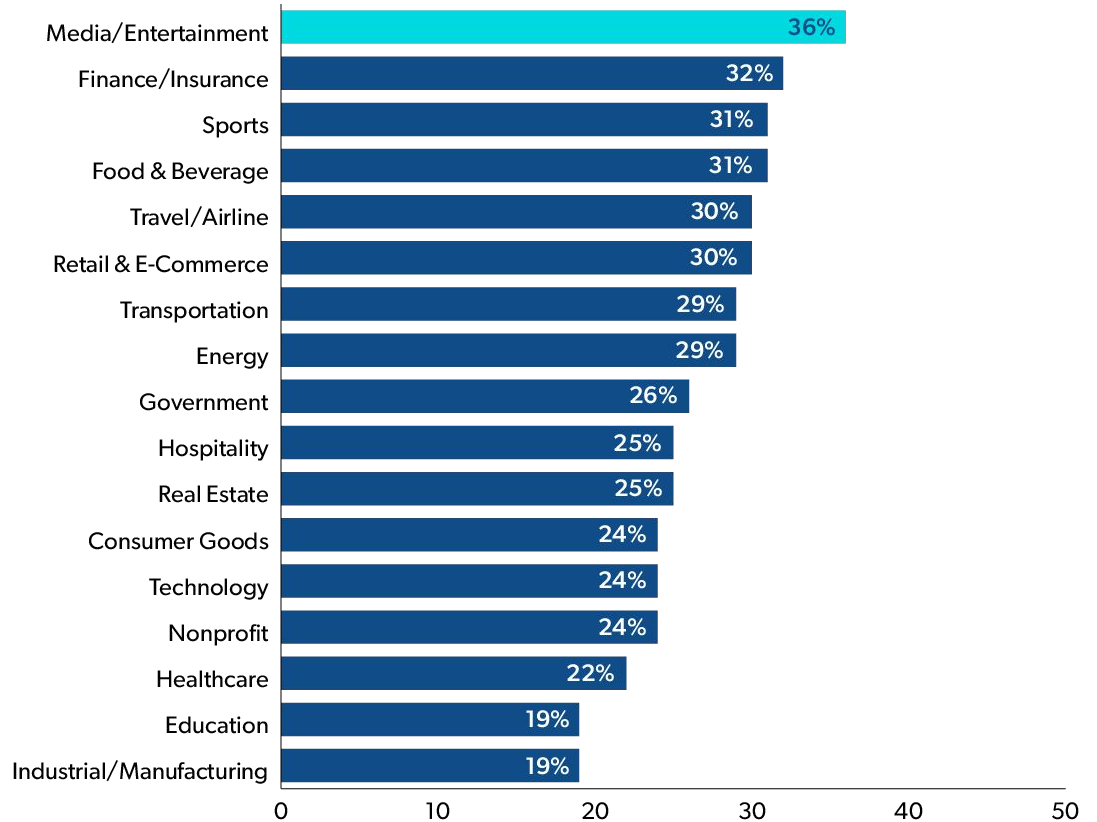


## Some industries lean on journalistic content more than others

Media/Entertainment leads all sectors with **36%** of queries citing journalism. Industrial/Manufacturing is lowest at about **19%**.

Education and Manufacturing, the sectors least likely to cite journalism content, are where AI most frequently substitutes academic/research sources and owned media content for journalism respectively.

Percent of journalism cited per sector



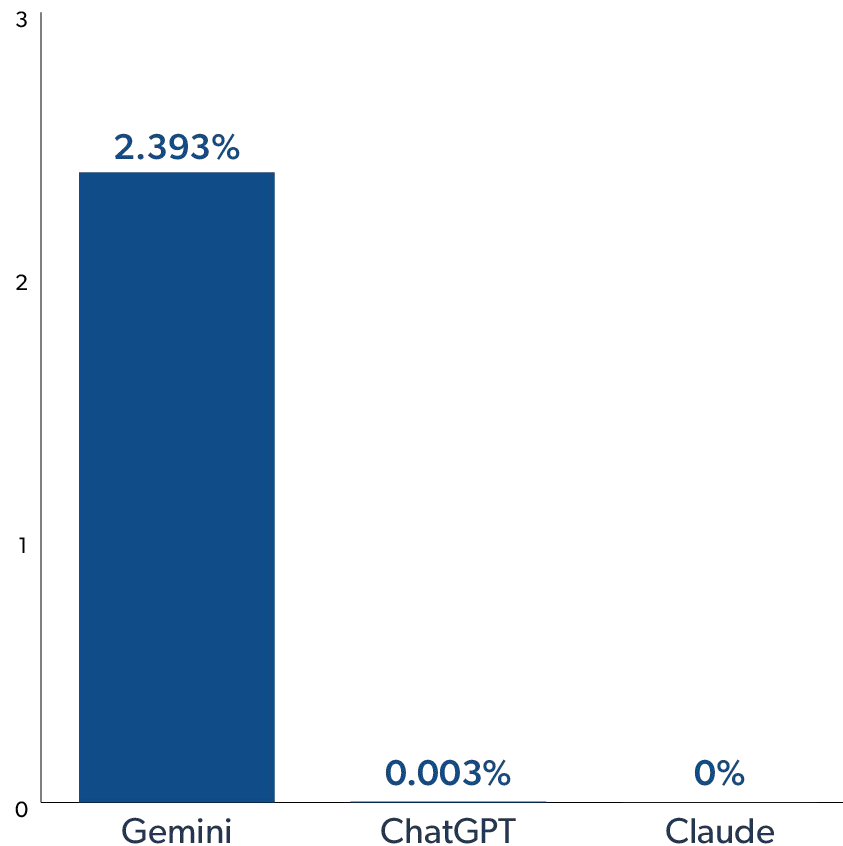
## Reddit gets cited by Gemini, but not ChatGPT or Claude

Reddit is Gemini's single most-cited domain in this study, accounting for about **2.4%** of all citations.

ChatGPT cited Reddit 16 times.  
Claude cited it 0 times.

Reddit plays a meaningful role in Gemini's answer ecosystem. For the other two providers, it is essentially absent.

Percentage of citations including Reddit



## Each provider pulls from a distinct set of sources

ChatGPT, Claude and Gemini all share Wikipedia, but beyond that, the overlap is limited.

Across models, there is **very little** citation overlap. These are three effectively separate information environments.

### Top cited domains by provider

#### ChatGPT

en.wikipedia.org
axios.com
youtube.com
kiplinger.com
forbes.com

#### Claude

pmc.ncbi.nlm.nih.gov
en.wikipedia.org
quora.com
sciencedirect.com
nerdwallet.com

#### Gemini

reddit.com
youtube.com
quora.com
wikipedia.org
nih.gov

## Each provider cites a different set of journalism outlets too

The top journalism outlets for ChatGPT, Claude, and Gemini share almost no overlap. Only Forbes appears in more than one provider's top five, ranking first for Gemini and fifth for ChatGPT.

Claude's top outlets are concentrated in personal finance and consumer advice, with no general news outlet in the group. ChatGPT's top five span news, personal finance, and product journalism. Gemini's range is the broadest, from business and health coverage to travel and newsletters.

No outlet ranks in the top five across all three providers. For PR professionals, the outlets that drive AI visibility depend heavily on which AI their audience uses.

Top cited media outlets by provider

### ChatGPT

Axios
Kiplinger
Tom's Guide
TIME
Forbes

### Claude

U.S. News and World Report
Yahoo Finance
Bankrate
Consumer Reports
The Motley Fool (U.S.)

### Gemini

Forbes
Healthline
Business Insider
The Points Guy
Substack

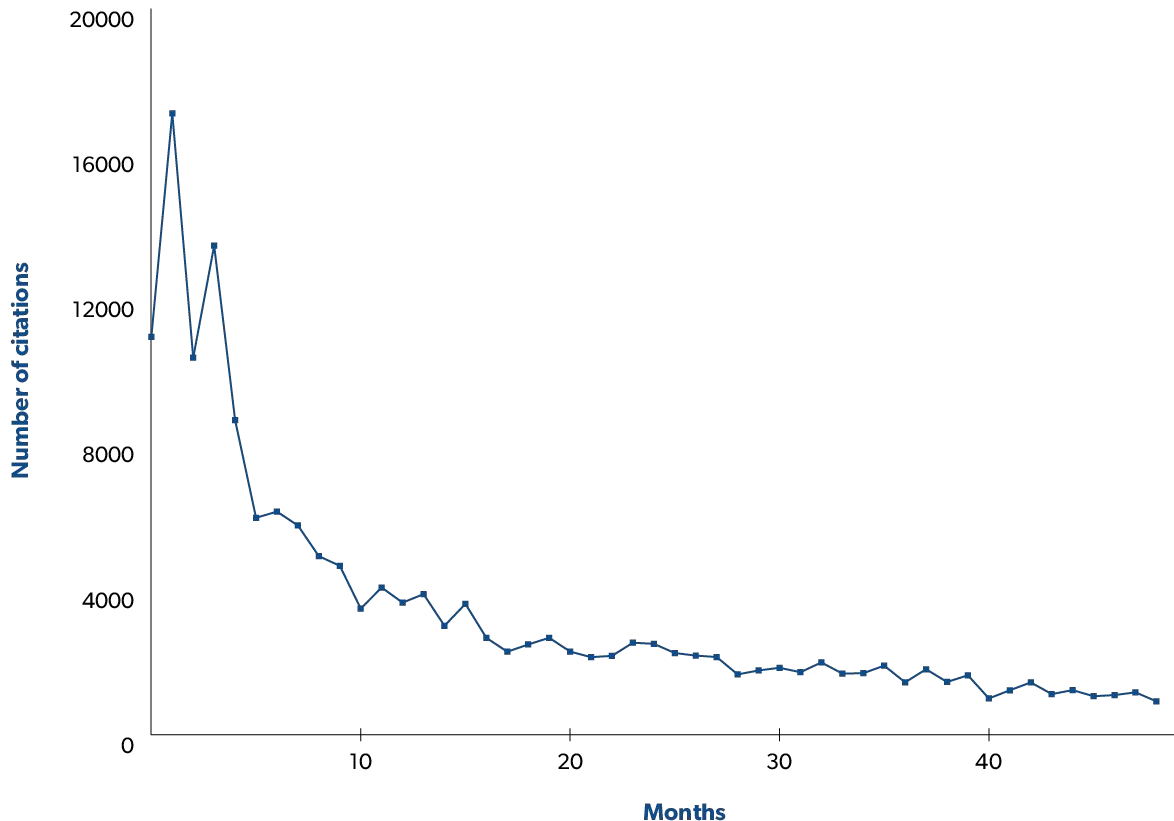
## More than half of journalism citations come from the past year

Among journalism citations with known publish dates, **57%** were published within the last 12 months. The remaining are spread across the following three or more years.

The distribution peaks sharply in the first month after publication and drops quickly through month six, before flattening into a long tail. Articles published more than three years ago still account for a meaningful share of citations, but the bias toward recent coverage is clear.

This pattern is a slight acceleration from what we found in December 2025, when half of all citations came from within the last 11 months.

### Age of citations



# Insights & trends

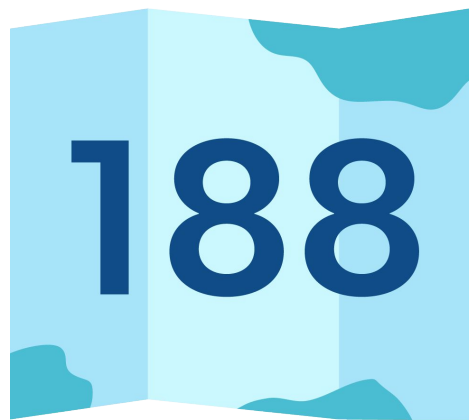
## ChatGPT cites Google Maps obsessively in “best of” queries

For “best of” queries—best hotels, restaurants, schools, and local services—ChatGPT systematically includes Google Maps search results as citations, at a rate of **188 Maps citations per 1,000 queries**.

When Maps appears, it isn’t a single link, ChatGPT averages 7 map pins per response, returning a full local search result set as its sourcing.

These are live map-pin search results, not reviews, articles, or editorial content. A consumer asking about the best Italian restaurants receives a Maps search as a source.

For comparison, Claude cited Google Maps once.



**188 Google Maps citations per 1,000  
“best of” queries by ChatGPT**

 About 7 map pins per response when Maps appears

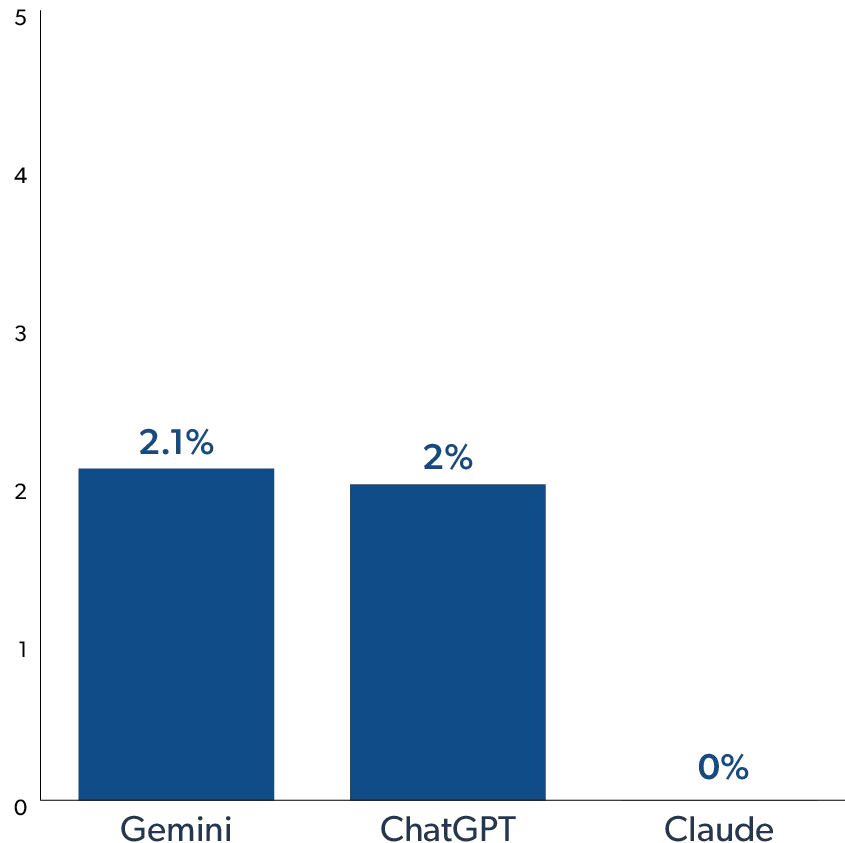
## Claude never cites YouTube

Across all of our queries, Anthropic's Claude returned zero YouTube citations.

YouTube accounts for about **2.1%** of all citations from Gemini, and about **2.0%** of all citations for ChatGPT

Claude does cite other video platforms like TikTok and Vimeo, but not to the same level.

Percentage of citations including YouTube



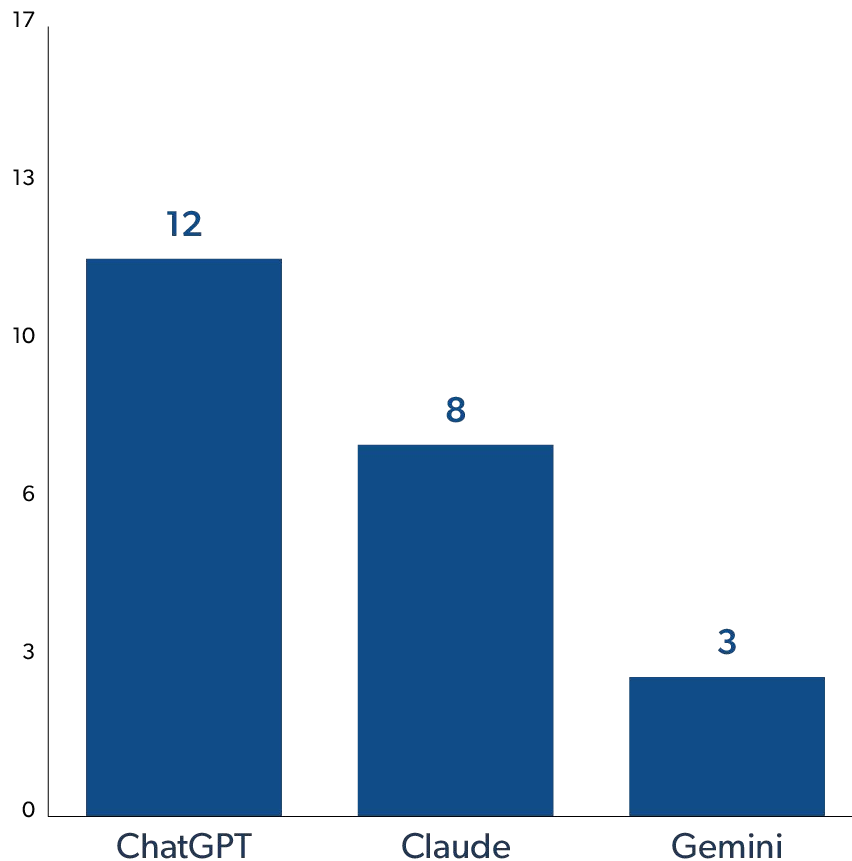
## Wikipedia matters most for ChatGPT and Claude

Wikipedia appears in the top three cited domains in **12 of 17** industries for ChatGPT, and **8 of 17** for Claude.

For Gemini, it appears in the top three cited domain in **3 of 17** industries. Gemini's citation profile is driven more by Reddit, brand domains, and Q&A platforms like Quora.

For comms teams, an investment in Wikipedia benefits ChatGPT and Claude, not a Gemini.

Industry sectors where Wikipedia is a top-3 cited outlet



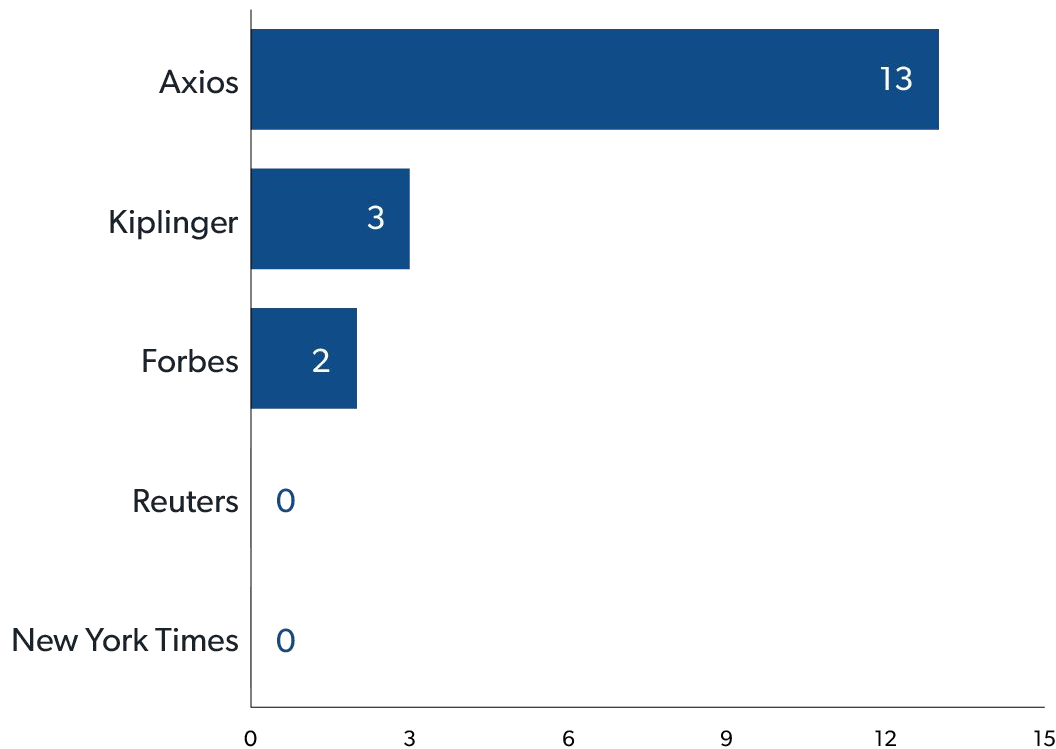
## Journalism citations are spread across thousands of outlets, but Axios is the only one that breaks through

AI models collectively cite journalism across more than 20,000 distinct outlets. No single publication dominates—citations are distributed across a long tail of trade press, local news, and national outlets that varies by sector and model.

Axios is the exception. Its short-form, cross-sector coverage model produces enough to crack ChatGPT's top-3 cited domains in **13 of 17** industries—the only journalism outlet to do so for any model. For comparison, Claude's top journalism outlet, CNBC, appears in the top 3 in just one industry.

For PR teams: the diffusion of journalism citations is the baseline. Axios is the anomaly.

Top 3 source appearances by journalism outlet



# Industry-specific trends

## CONSUMER GOODS

# Consumer goods AI citations skew toward product reviews and YouTube

Consumer Goods queries return journalism at **24.5%**, below the **27%** overall average. YouTube is ChatGPT's top cited domain; Who What Wear and Tom's Guide appear in the top 5 for both ChatGPT and Claude.

These patterns reflect the comparative and 'best of' queries that dominate Consumer Goods searches. AI reaches for product review content and video over traditional journalism in this category.

## TOP CITED DOMAINS

### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Kaitlyn McLintock](#)

[Matt Kollat](#)

[Carly Mallenbaum](#)

[Camilla Sharman](#)

[Kristen Nichols](#)

[Kelly Tyko](#)

[Bobby Schuessler](#)

[Rachel Brown](#)

[Ana Escalante](#)

[Rebecca Fearn](#)

## EDUCATION

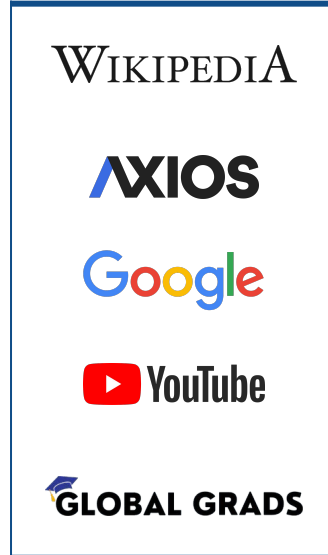
# Education queries cite journalism in just 19% of responses, tied for the lowest rates

Education queries return journalism at **18.9%**, tied with Industrial/Manufacturing for the lowest of any sector. AI substitutes ranking platforms such as US News, Niche, and Research.com for traditional journalism when answering questions about schools and programs.

Wikipedia is ChatGPT's top Education domain by a significant margin. Gemini relies on Reddit and Quora.

## TOP CITED DOMAINS

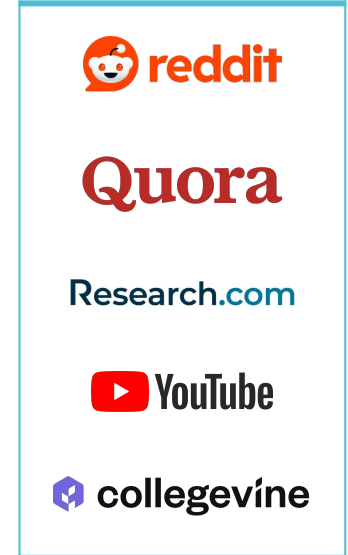
### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Sarah Wood](#)

[Lauren Coffey](#)

[Jon Marcus](#)

## ENERGY

# Energy AI citations are led by Axios and government data sources

Energy queries return journalism at **28.6%**, above the **27%** overall average. Axios is ChatGPT's #1 cited domain both overall and within this industry. Government sources, including energy.gov and the EIA, anchor Claude's energy citations.

The Energy Information Administration (eia.gov) appears in the top 5 for both Claude and Gemini, reflecting AI's reach for authoritative data in this sector. Simone Shah and Ben Geman are the most frequently cited journalists.

## TOP CITED DOMAINS

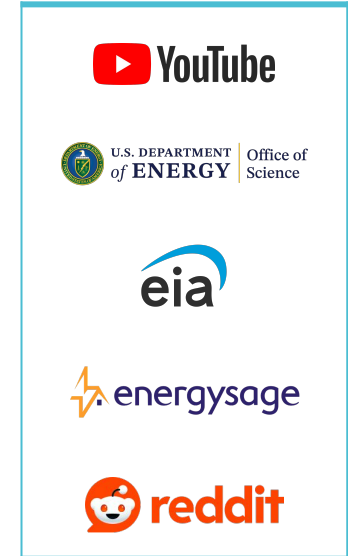
### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Simonne Shah](#)

[Ben Geman](#)

[Andrew Freedman](#)

[Chuck McCutcheon](#)

[Joann Muller](#)

[Amy Harder](#)

## FINANCE/INSURANCE

# Finance ranks #2 across all 17 sectors in journalism citations at 32%

Finance/Insurance queries return the second-highest journalism citation rate in the study at **32.1%**, behind only Media/Entertainment. NerdWallet is one of the dominant citation targets for all models. Personal finance publishers hold the top spots over general news.

This sector's journalism mix reflects the high volume of investment, insurance, and risk/due diligence queries. Erin Bendig leads all Finance journalists with the most citations, followed by Jessica Dickler.

## TOP CITED DOMAINS

### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Erin Bendig](#)

[Jessica Dickler](#)

[Glen Luke Flanagan](#)

[Casey Bond](#)

[Judy Lagrou](#)

[Adam Shell](#)

[Ben Luthi](#)

[Nellie Huang](#)

[Hal Bundrick](#)

[Jasmin Suknanan](#)

## FOOD & BEVERAGE

# Food & Beverage AI citations split between Axios and health research

Food & Beverage queries return journalism at **30.9%**. Axios leads ChatGPT's citations; PubMed Central is Claude's top source. Healthline appears across ChatGPT and Gemini, occupying the intersection between journalism and consumer health content.

Kelly Tyko leads cited journalists in this sector.

## TOP CITED DOMAINS

### ChatGPT

**AXIOS**

**YouTube**

**healthline**

**WIKIPEDIA**

**Google**

### Claude

**PMC PubMed Central®**

**Quora**

**TastingTable.**

**EatThis,NotThat!**

**ScienceDirect**

### Gemini

**reddit**

**YouTube**

**Quora**

**TastingTable.**

**healthline**

## MOST CITED JOURNALISTS

[Kelly Tyko](#)

[Ferozan Mast](#)

[John Frank](#)

[Alicia Kelso](#)

[Carly Mallenbaum](#)

[Anna Spiegel](#)

[Ellen Cushing](#)

[Yasmin Tayag](#)

[Aneurin Canham Clyne](#)

## GOVERNMENT

# Government queries drive Wikipedia and .gov citations at high volume

Government queries return journalism at **25.7%**, near the **27%** overall average.

Wikipedia is the top cited domain for both ChatGPT and Claude. AP News appears in ChatGPT's top 5.

usa.gov appears in the top 5 for both Claude and Gemini, a pattern unique to this sector. Russell Contreras leads Government journalists with 67 citations.

## TOP CITED DOMAINS

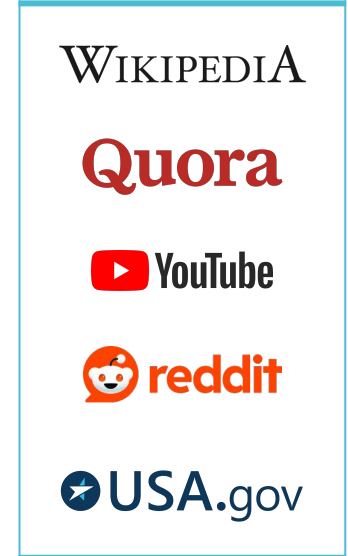
### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Russell Contreras](#)

[John Miley](#)

[Simmons Shah](#)

[Courtenay Brown](#)

## HEALTHCARE

# Healthcare citations are anchored by PubMed Central and the Mayo Clinic

Healthcare queries return journalism at **22.3%**. Claude's #1 cited domain is PubMed Central, the highest citation density for any domain across all sectors. The Mayo Clinic anchors ChatGPT's Healthcare citations.

All three providers cite NIH-family sources prominently. Nicoletta Lanese and Maya Goldman are the most cited Healthcare journalists, with coverage spanning Axios and major health news outlets.

## TOP CITED DOMAINS

### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Nicoletta Lanese](#)

[Maya Goldman](#)

[Adriel Bettelheim](#)

[Tina Reed](#)

[Peter Sullivan](#)

[Alana Semuels](#)

[Caitlin Owens](#)

[Sabrina Serani](#)

[Alice Park](#)

## HOSPITALITY

# Hospitality AI citations lean on Google Maps, TripAdvisor, and booking platforms

Hospitality queries return journalism at **25.3%**. ChatGPT's top cited domain for Hospitality is google.com, primarily Google Maps search results for 'best hotels' and 'best restaurants' type queries.

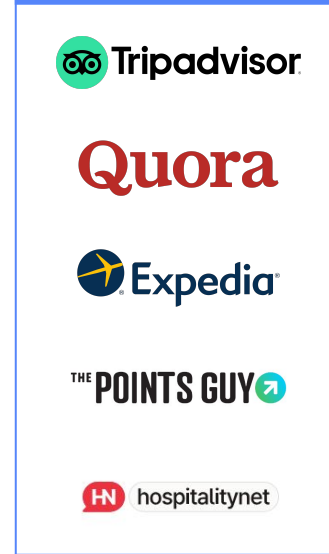
Claude and Gemini rely on TripAdvisor, Expedia, and The Points Guy rather than journalism.

## TOP CITED DOMAINS

### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Jenna Graber](#)

[Ben Schlappig](#)

[Mohamed Dabo](#)

[Tarah Chieffi](#)

[Stephen Au](#)

## INDUSTRIAL/MANUFACTURING

# Manufacturing ties for the lowest journalism rate of at 19%

Industrial/Manufacturing queries return journalism at **18.6%**, the lowest of all 17 sectors, tied with Education. YouTube and Wikipedia dominate ChatGPT's citations. Claude reaches for Quora and ScienceDirect. Practical 'how to' and product queries drive this pattern.

Manufacturing citations lean heavily on company-authored content, with 36.6% of citations going to Corporate Blogs and Content, well above the study average of 24.0%. Joann Muller and Jowi Morales lead cited journalists, both with technology and product coverage that overlaps with manufacturing.

## TOP CITED DOMAINS

### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Joann Muller](#)

[Jowi Morales](#)

[Leon Poultney](#)

[Sebastian Obando](#)

[Danny Bakst](#)

[Anton Shilov](#)

## MEDIA/ENTERTAINMENT

# Media/Entertainment leads all 17 sectors in journalism citations, at 36%

Media/Entertainment queries return journalism at **36.3%**, the highest of all 17 sectors. Wikipedia is ChatGPT's #1 domain. Axios and TV Technology follow, with AP News in the top 5.

George Winslow leads as the most cited journalist with Sara Fischer right behind.

## TOP CITED DOMAINS

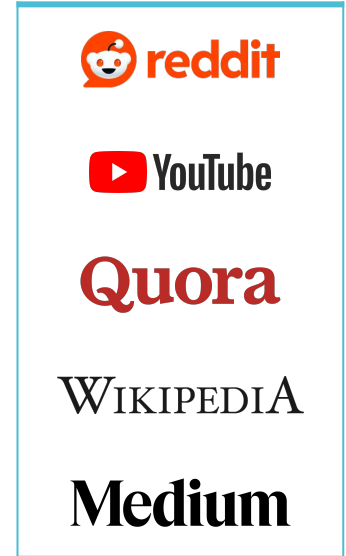
### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[George Winslow](#)

[Sara Fischer](#)

[Tom Butts](#)

[Kerry Flynn](#)

[Ryan Epps](#)

[Malcolm McMillan](#)

[Christina Izzo](#)

## NONPROFIT

# Nonprofit AI citations are driven by Wikipedia, Axios, and AP News

Nonprofit queries return journalism at **23.9%**, near the **27%** overall average. Wikipedia leads across ChatGPT and Claude. Axios and AP News appear in ChatGPT's top 5, reflecting the sector's mix of policy, charity, and civic queries. Claude reaches for academic research databases in this sector.

## TOP CITED DOMAINS

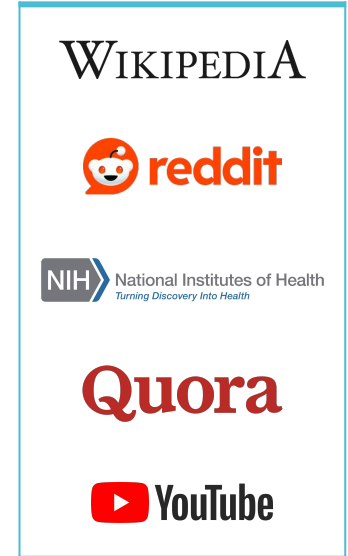
### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

We saw no significant repeat patterns among journalists covering nonprofits.

## REAL ESTATE

# Real estate AI citations are led by Axios, Kiplinger, and Zillow

Real estate queries return journalism at **24.6%**. Axios is ChatGPT's number one most cited domain for Real Estate, followed by Kiplinger and Zillow. Claude relies on Quora, HomeLight, and NAR.realtor for this sector. Zillow appears in both ChatGPT and Gemini's top 5.

Sami Sparber leads as the most cited Real Estate journalists with significant Axios bylines.

## TOP CITED DOMAINS

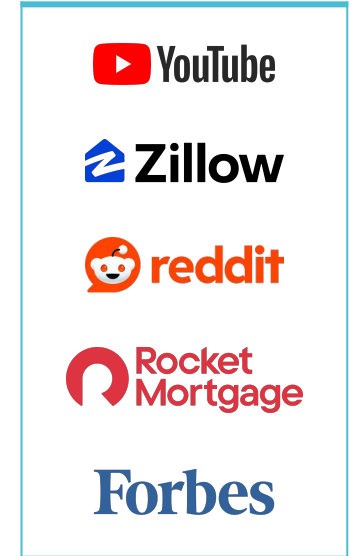
### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Sami Sparber](#)

[Melissa Dittmann Tracey](#)

[Kathryn Pomroy](#)

[Dori Zinn](#)

[Amy Fontinelle](#)

[Nathan Bomey](#)

[Diana Olick](#)

## RETAIL & E-COMMERCE

# Retail cites journalism at around report average

Retail & E-commerce queries return journalism at **29.8%**, above the **27%** overall average.

Axios leads ChatGPT's citations, followed by YouTube and Wikipedia. Who What Wear and Alibaba appear in the top 5, reflecting fashion and sourcing queries.

Kelly Tyko leads cited journalists in this sector.

## TOP CITED DOMAINS

### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Kelly Tyko](#)

[Sam Silverstein](#)

[Kristen Nichols](#)

[Catherine Moran](#)

[Peyton Bigora](#)

[Fernanda Tronco](#)

## SPORTS

# Sports citations are shaped by Wikipedia, Axios, and ESPN

Sports queries return journalism at **31.4%**, above the **27%** overall average. Wikipedia dominates across providers. Axios and AP News appear in ChatGPT's top 5, while Claude uniquely includes ESPN and CBS Sports as dedicated sports journalism sources.

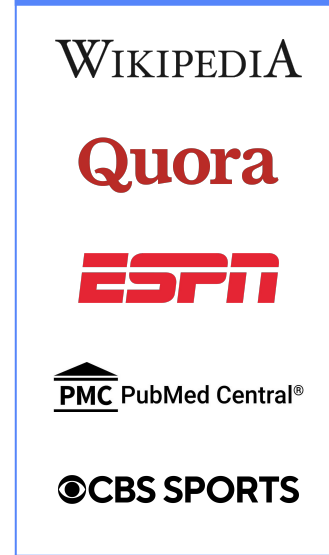
Gemini leans heavily on Reddit and YouTube for Sports content over sports journalism. Rafael Nam and Travis Meier lead cited journalists in this sector.

## TOP CITED DOMAINS

### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Rafael Nam](#)

[Travis Meier](#)

[Maxwell Millington](#)

[Taylor Kujawa](#)

[Ashley Mahoney](#)

[Andrew Steel](#)

[Brandon Gustafson](#)

[Zachery Eanes](#)

## TECHNOLOGY

# Technology citations favor trade publications over mainstream news

Technology queries return journalism at **24.2%**, near the **27%** overall average. TechRadar is ChatGPT's number one technology domain, ahead of Wikipedia, Tom's Guide, and YouTube. Trade publications dominate over general-interest news.

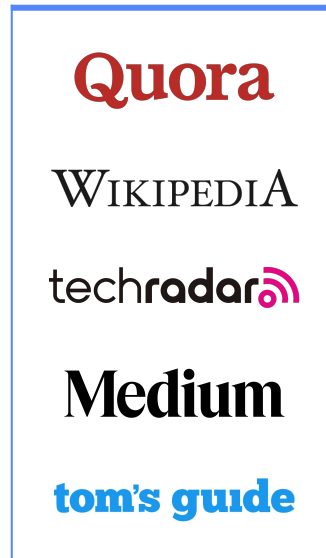
Claude and Gemini both cite medium.com and Quora alongside trade publications. Jowi Morales and Cale Hunt lead cited Technology journalists, with coverage spanning hardware reviews and consumer tech.

## TOP CITED DOMAINS

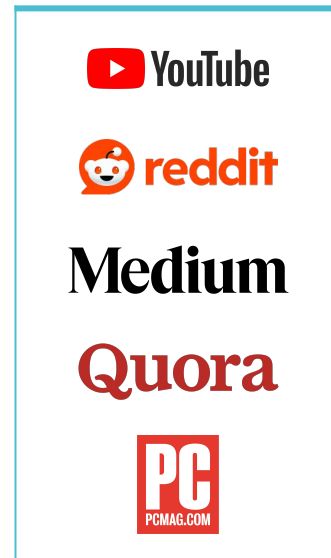
### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Jowi Morales](#)

[Cale Hunt](#)

[Sead Fadilpasic](#)

[Shan Abdul](#)

[Joann Muller](#)

[Anthony Spadafora](#)

[Craig Hale](#)

[Scott Younker](#)

[Sanuj Bhatia](#)

[Philip Michaels](#)

## TRANSPORTATION

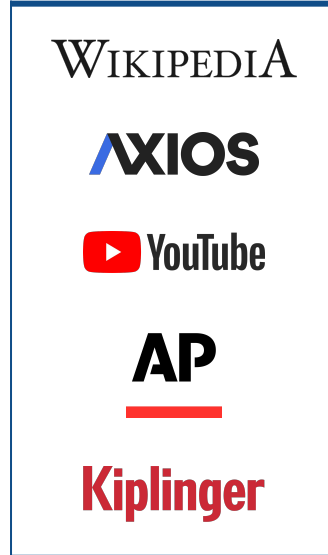
# Transportation citations are led by Axios, AP News, and aviation trade press

Transportation queries return journalism at **29.3%**, above the **27%** overall average. Wikipedia anchors the sector at 1,645 ChatGPT citations, with Axios and AP News following. SimpleFlying, an aviation trade outlet, appears in both Claude and Gemini's top 5.

Joann Muller leads Transportation journalists, reflecting coverage of automotive, aviation, and logistics policy. This sector generates strong journalism volume across consumer and industry query types.

## TOP CITED DOMAINS

### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Joann Muller](#)

[Rachael Green](#)

[Mark Finlay](#)

[Keith Barry](#)

[Barbara Peterson](#)

[Leon Poultney](#)

[Sean Cudahy](#)

## TRAVEL/AIRLINE

# Travel ranks fifth across all 17 sectors in journalism citations at 30%

Travel/Airline queries return journalism at **29.9%**, the fifth highest of all sectors. Kiplinger leads ChatGPT's travel citations, followed by Wikipedia and Forbes. The Points Guy is the top domain for both Claude and Gemini.

## TOP CITED DOMAINS

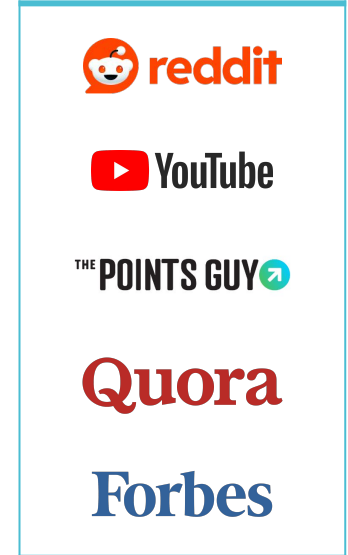
### ChatGPT



### Claude



### Gemini



## MOST CITED JOURNALISTS

[Emma Patch](#)

[Gene Sloan](#)

[Drew Limsky](#)

[Gwen Pratesi](#)

[Christopher Elliott](#)

[Ann Henson](#)

# Appendix

# Citations fundamentally alter AI responses

Enabling citations doesn't just add sources, it changes the response itself.

This demonstrates that citations meaningfully shape what AI says.

## Prompt

What's an example of the worst MLB baseball team you can think of

## Disabling Citations



"The **1962 New York Mets currently hold the record for the worst single-season record in MLB history**. They finished their debut season with a record of 40 wins and 120 losses."

## Enabling Citations



"**2024 Chicago White Sox**: In the modern era, the 2024 White Sox set a new record for futility by finishing the season with a 41-121 record (.253 winning percentage), surpassing the previous modern-era record of 120 losses held by the 1962 New York Mets. **cbssports.com**"

# Sample prompts

## A random selection of prompts from our study for illustrative purposes

*How does the fit of Saucony shoes differ from Brooks running shoes? Is Jiffy Lube worth the cost for regular maintenance, or should I just go to a local mechanic? What are the latest innovations from Harbour Energy in terms of reducing environmental impact in oil and gas production? What are the pros and cons of using Babbel over language learning apps like Pimsleur? What platforms does Stride, Inc use for student assessment and feedback? What are the main benefits of using Ally Financial's auto loans compared to traditional banks like Chase or Bank of America? Are there eco-friendly options for kitchen utensils that are also durable and attractive? How long does it typically take to see actionable results from using IBISWorld? Can I integrate eBay with my existing website for a better selling experience? What expertise does Homes.com have in the luxury real estate market? Can Apple Health integrate with meal planning apps for better dietary tracking? What's the return policy for On Running products if they don't fit right? Can you compare the data transmission speeds of Iridium and Globalstar satellite systems? Can you provide reviews or testimonials from farmers who have used Farm Credit Council for their loans? How much do Boar's Head products typically cost compared to other gourmet deli brands? Are there packages that include both hotel stays and dining at Station Casinos? What is the process involved in the construction of a food processing plant? What are some of the best practices for maintaining good equine health? I'm looking for reliable multivitamins for men; how do American GNC's options stack up? Can Ascent-Group help with recruiting for remote positions, and what are their success rates? Can you provide details about Royal Caribbean's onboard shopping experiences? What are the key features of SPAR Group Inc's store support services? What are the key features of VAST Data's AI data platform compared to competitors like Snowflake and Databricks? I'm looking for reviews on BPCE's online banking platform—how reliable is it for managing my finances? Are there options for all-inclusive stays at Delta Hotels resorts? What is the global market size for the frozen fruit and vegetable industry? Can anyone share their experiences with Repsol's lubricants for heavy machinery? What kind of RV would you recommend for someone new to the RV lifestyle? What makes Portillo's Italian beef sandwich different from others in Chicago?*

*How do I find a graphic design solution that fits my limited budget but still offers good quality templates? Can you recommend where to buy soccer balls that are good for indoor and outdoor use? Are there any promotional offers for first-time cruisers with the Ritz-Carlton Yacht Collection? I need help understanding tax compliance for international operations. What resources are available? Are there online platforms for comparing real estate agents? What are the best accommodations at Foxwoods Resort Casino for a weekend getaway? I need help managing a large library of video content; what solutions exist for metadata integration? What features does SeatGeek offer compared to Ticketmaster for concert tickets? How can I cross-reference Best Lawyers rankings with local bar association ratings? Are there any package deals at LAuberge de Sedona that cater to wellness retreats for couples' escapes? Can I schedule a consultation with EY-Parthenon to discuss my specific needs? What security measures are in place at Abu Dhabi National Exhibitions Company for large-scale events? Can you recommend the best upgrades for paintball markers from Delta Force? I'm interested in finding workshops or courses for enhancing my skills in visual arts—where do I start? What types of injuries does PARRIS Law Firm typically represent cases for? Can you provide case studies of successful projects managed by Keppel Ltd.? Could you analyze the differences in malt characteristics when made from barley versus corn? I'm looking for options to enhance my child's social skills in elementary school; what programs or resources should I consider? How can I find support and resources for my crew working in live events and performances? Are there tools to help me understand the fair market price for a car I want to buy? What are the different options for customizing a Cartier bracelet, and how do they affect the price? I'm looking for a bakery that makes the best cinnamon rolls; is Cinnabon worth trying compared to others? What features should I look for in a Tumi laptop bag? I keep getting locked out of my accounts because I forget my passwords—are there tools that can help me remember them better? Can I switch to AGL Energy easily if I'm currently with another energy provider? Are there any luxury hotels in Europe that provide personalized concierge services? What are the best ways to find temporary work in my area?*



Generative **Pulse**  
BY MUCK RACK

# Thank you!

Generative Pulse helps PR and communications teams understand and influence how AI platforms talk about their brand. Built around the concept of Generative Engine Optimization (GEO), it shows where your brand appears in AI-generated responses, which journalists and outlets shape those answers, and how your visibility compares to competitors across major LLMs like ChatGPT, Gemini, and Claude. Fully integrated into Muck Rack's platform, it combines AI insights with the most trusted journalist database and workflow tools to build smarter media strategies. Muck Rack is the only platform that not only shows you who's influencing LLMs — but gives you the tools to influence them back.

Download the full report and methodology at

<https://generativepulse.ai/report/>

