



Generative **Pulse**
BY MUCK RACK

Proving PR's Power: Measuring earned media impact in the age of AI search

PRWeek

Speaker



Natan Edelsburg

Chief Partnerships Officer,
Muck Rack

PRSA Foundation
President, 2026

natan@muckrack.com

[linkedin.com/in/natanedelsburg](https://www.linkedin.com/in/natanedelsburg)

2024 and 2025 PRWeek Award Winner: Best PR Tech Software or AI Platform



In Q4 2024, Google's search market share dropped below **90%** for the first time since 2015

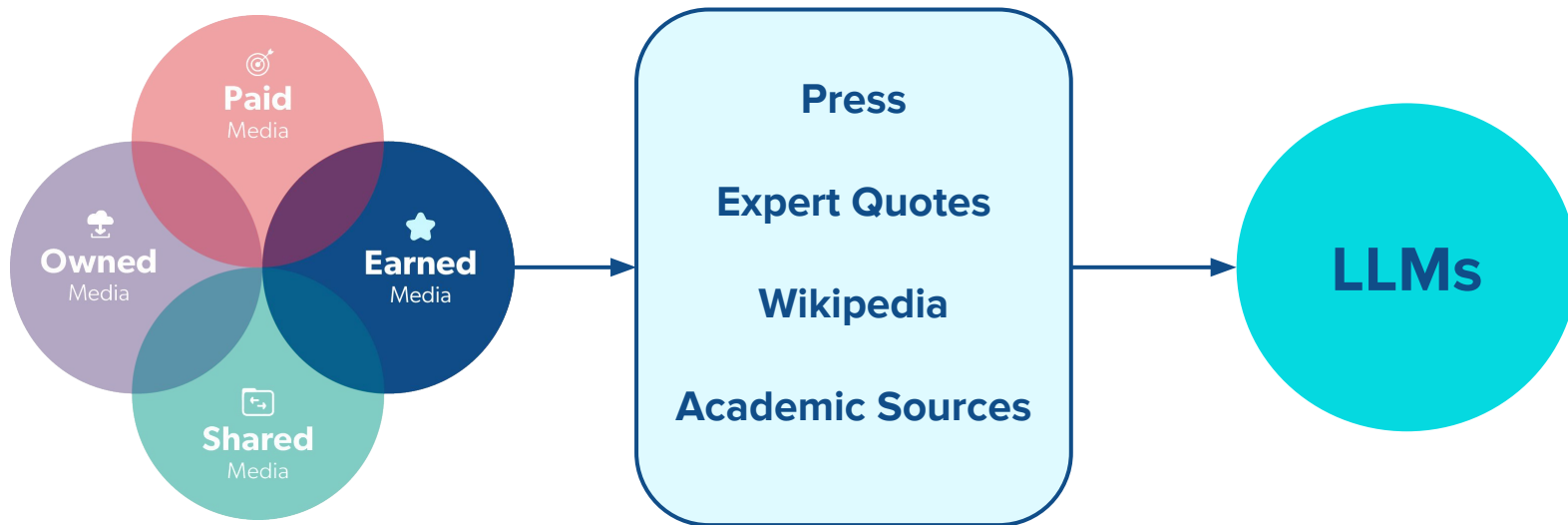


233%

**Increase in daily AI
usage, November 2024,
through April 2025**

Source: [Salesforce Slack Workforce index](#)

You Can't Pay to Influence LLMs



LLMs are powered by media content, not ads. PR is the new path to visibility.

What is Generative Engine Optimization? (GEO)

- ✓ A new discipline focused on influencing how brands appear in generative AI responses
- ✓ Powered by high trust & repeated mentions, not just algorithms
- ✓ Connects media coverage with AI visibility and brand perception

**Do citations influence
AI output?**

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**"

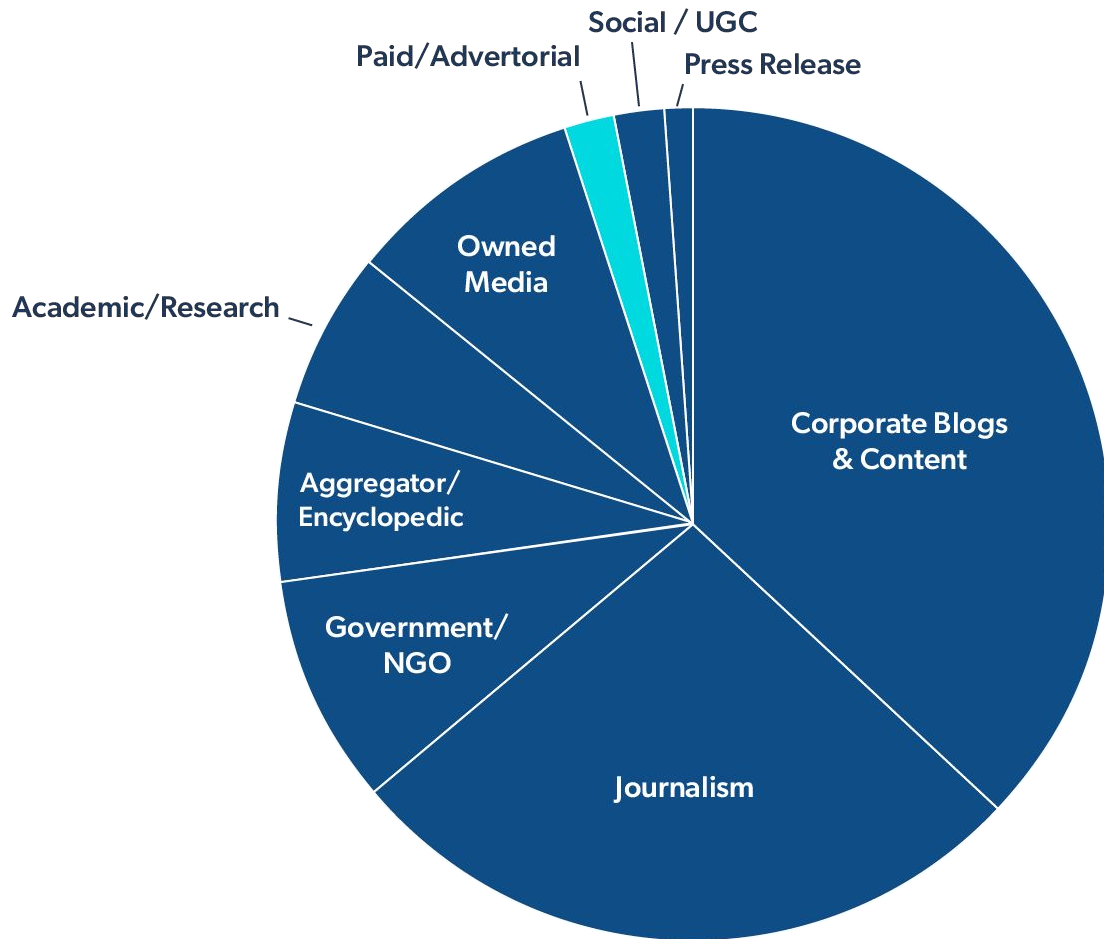
**Which types of media
does AI cite?**

Important Definitions

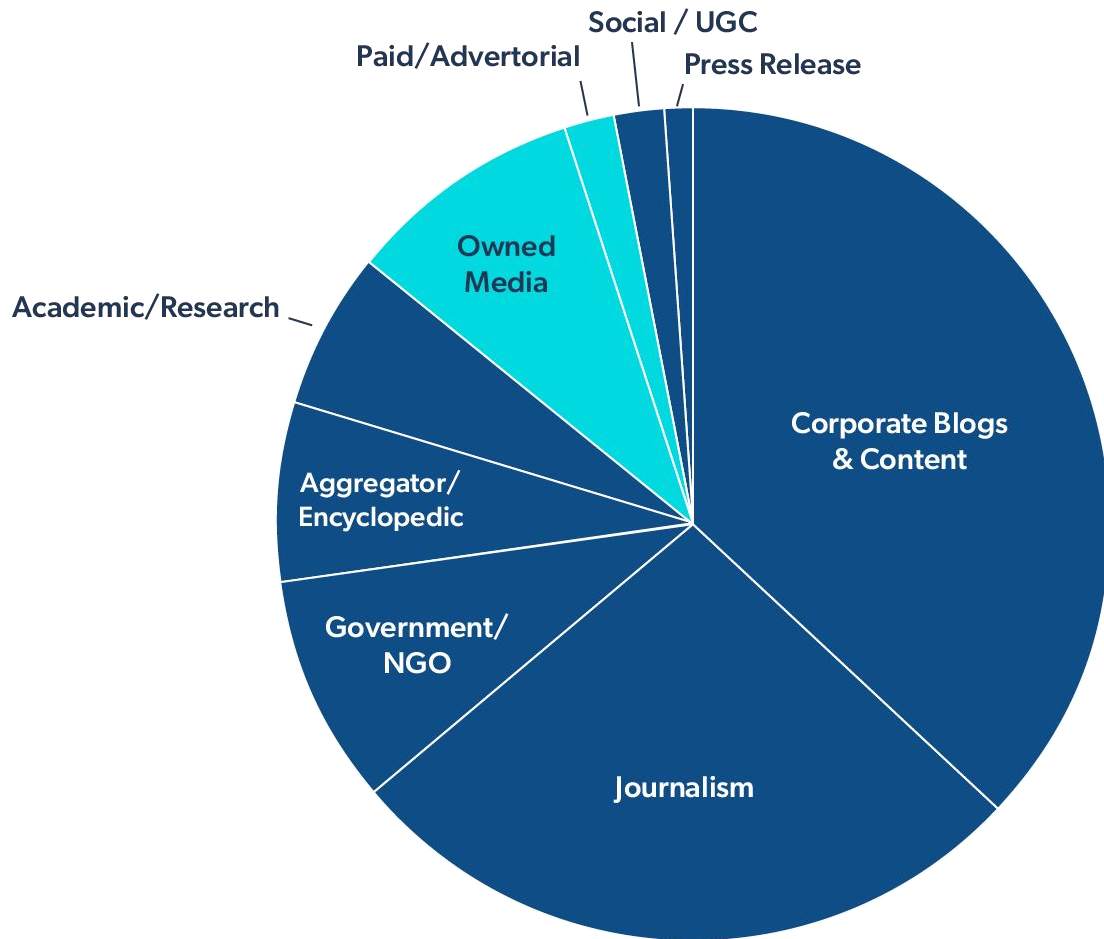
We assigned cited links into categories as follows:

- **Journalistic:** News sites, and other journalistic coverage
- **Corporate Blogs and Content:** Third party corporate blogs and content not owned by a company/product targeted in the query
- **Owned Media:** 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
- **Paid/Advertorial:** Sponsored content, pages with marketing intent or sales landing pages
- **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

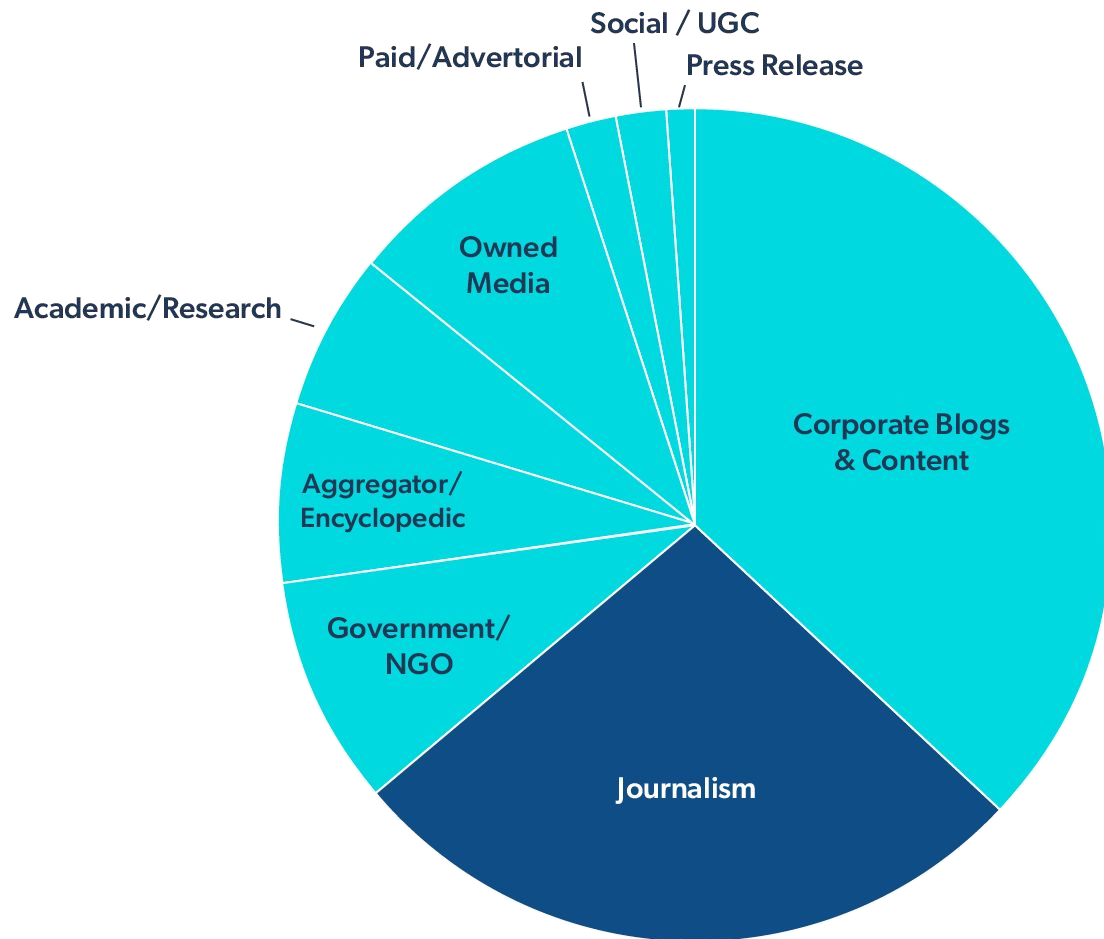
**More than 95%
of links cited by
AI are from
non-paid media**



**More than 89% of
links cited by AI
are earned media**



**27% of links
cited by AI are
journalistic**

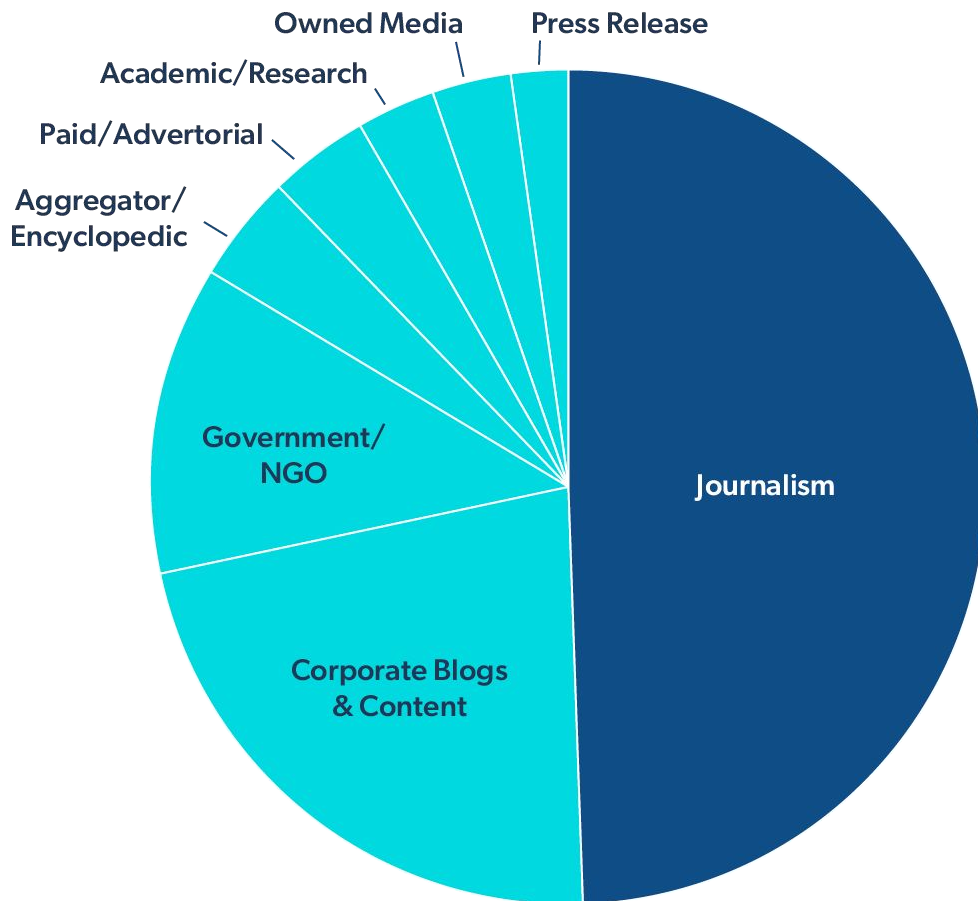


If we narrow our focus specifically to queries implying a level of recency...

For example

- What are the recent technological advancements in the sound recording industry?
- car rental shortages in the United States
- latest advancements in outpatient treatment methods for substance abuse

...49% of links cited by AI are journalism

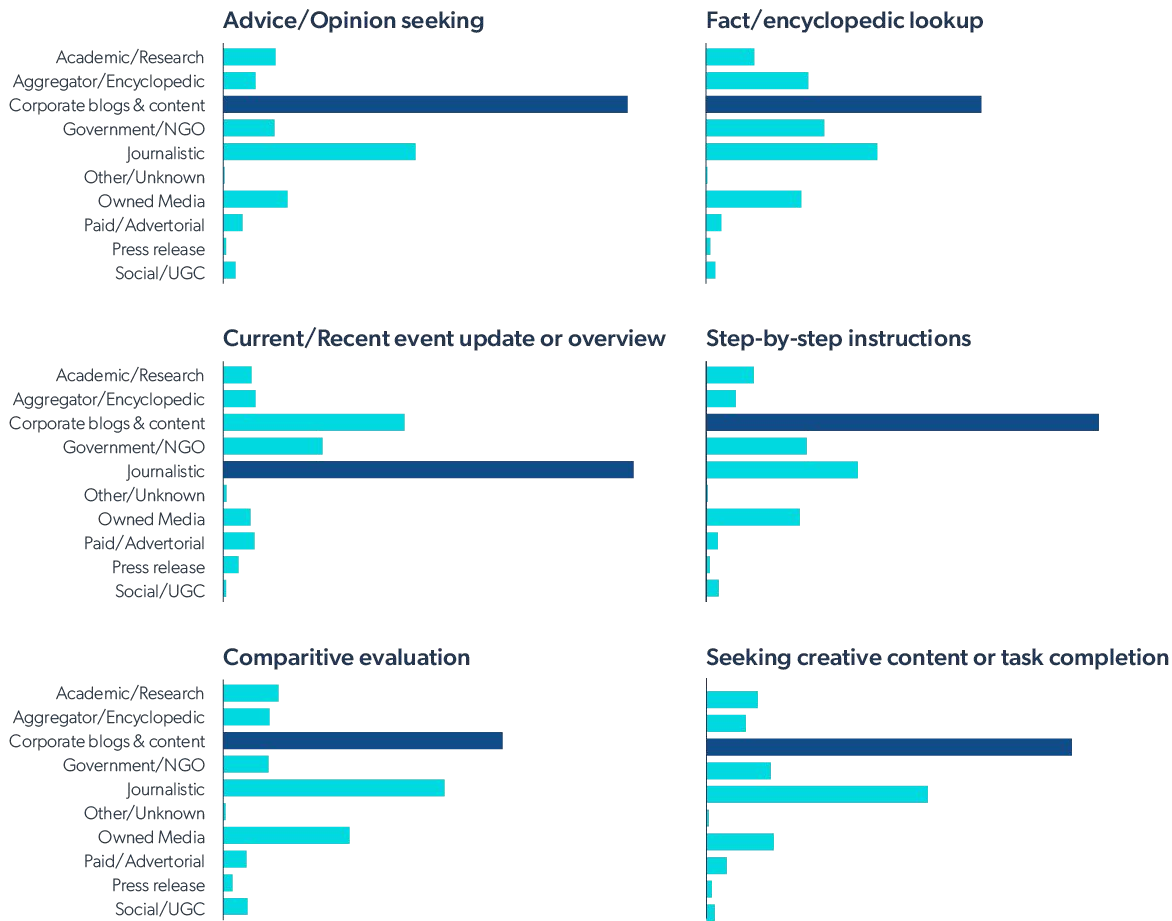


Different query types alter citation sources

We examined **6** specific types of question formations, or query types, to understand how citations change based on **how** the question is asked.

We found that **objective** query types (e.g. Recent Updates or Fact Lookups) tend to cite **Journalistic media** most often, while **subjective** queries cite **other sources**.

When analyzing these breakdowns by model, it's also interesting to note that **Claude** cites journalism significantly less often than the other models. For example **Claude** cites **Reuters** 20x less frequently than **Gemini** does, and 50x less frequently than **ChatGPT** does.



**What determines if
content gets cited?**

Outlet authority has a strong effect on whether a story gets cited

AI systems tend to cite well known and generally trusted sources.

Several sources appear across two providers, including Reuters, Associated Press and Financial Times.

Top media outlets cited

Claude

cnbc.com	hbr.org	goodhousekeeping.com
npr.org	finance.yahoo.com	techradar.com

Gemini

reuters.com	ft.com	axios.com
time.com	investopedia.com	forbes.com

ChatGPT

reuters.com	apnews.com	ft.com
axios.com	time.com	forbes.com

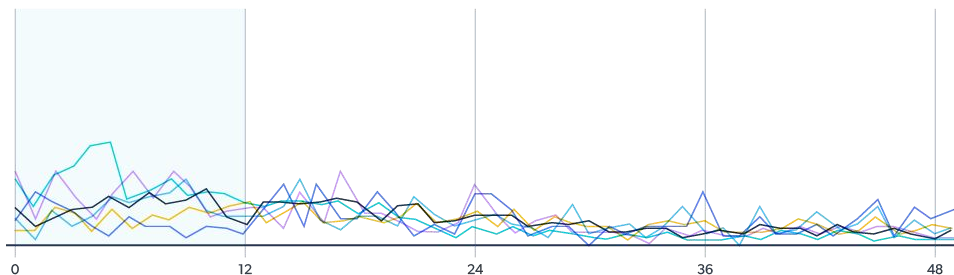
Als prefer stories written in the last year

Among cited journalism content, there was a strong bias towards stories published in the last **12 months**, particularly with **Advice** and **Recent Update** query types. But this wasn't uniform across models.

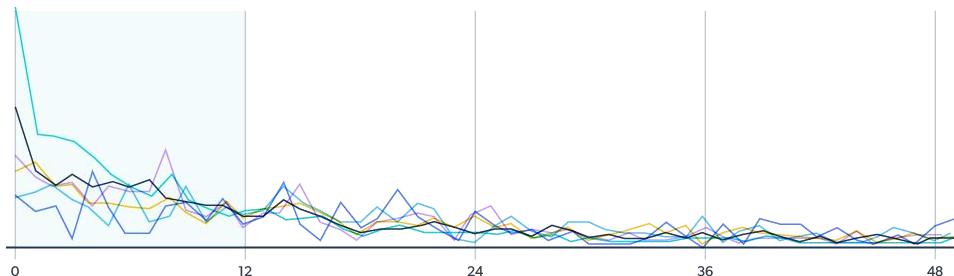
Overall, ChatGPT was more likely to cite recent coverage than Claude. **56%** of journalism citations by ChatGPT were published in the last 12 months, compared to only **36%** for Claude.

- Advice/Opinion seeking
- Comparative evaluation
- Current/Recent event update or overview
- Fact/Encyclopedic lookup
- Seeking creative content or task completion
- Step-by-step instructions

Claude



ChatGPT



Months since publication

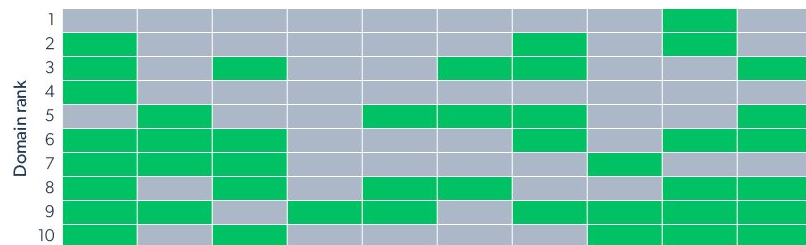
AI rewards niche-specific content

While overall, large news organizations like Reuters and Associated Press do “top the charts” of citation frequency, the AI systems tend to select niche-appropriate outlets frequently when queried about specific industries.

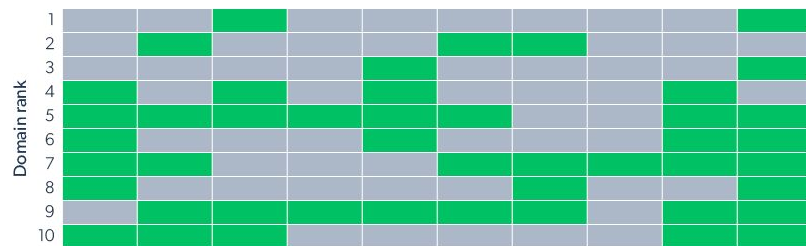
Claude



Gemini



ChatGPT

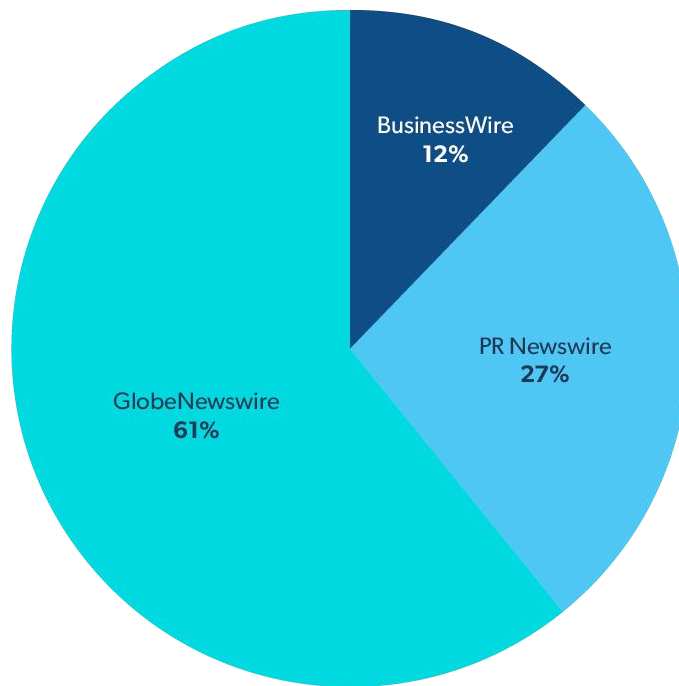


● Sources in green represent domains that are in the “top 10” uniquely in one industry.

● Sources in gray represent outlets that are in the “top 10” cited across other industries.

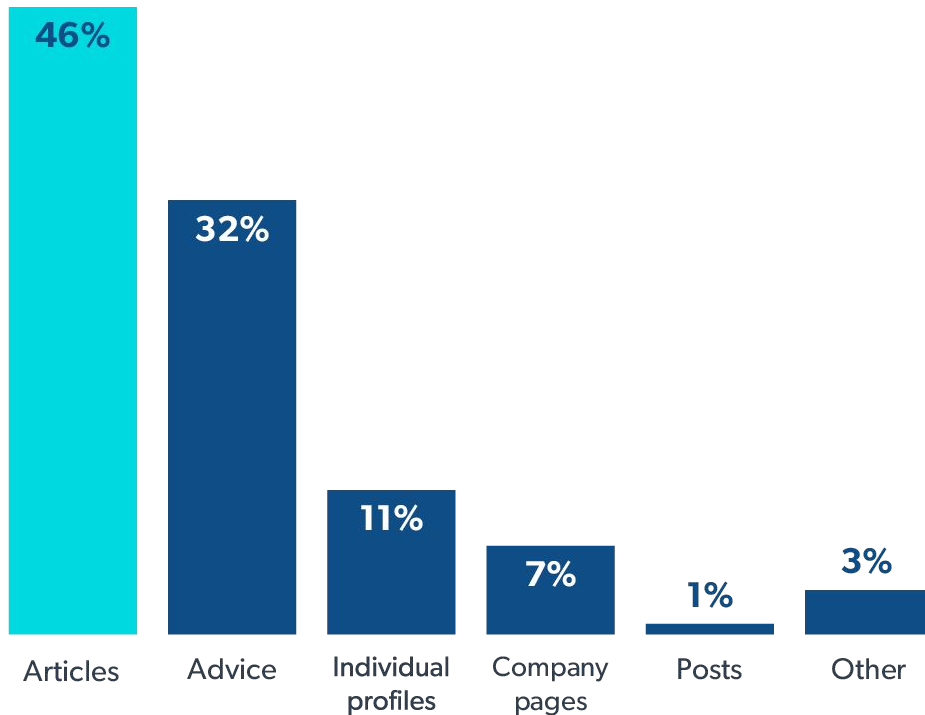
**Which press
release services
are most visible
in the LLMs?**

Share of Voice when press releases are cited



**When AI cites
LinkedIn, it vastly
prefers Articles
to posts and
company pages**

LinkedIn citation frequency by page type



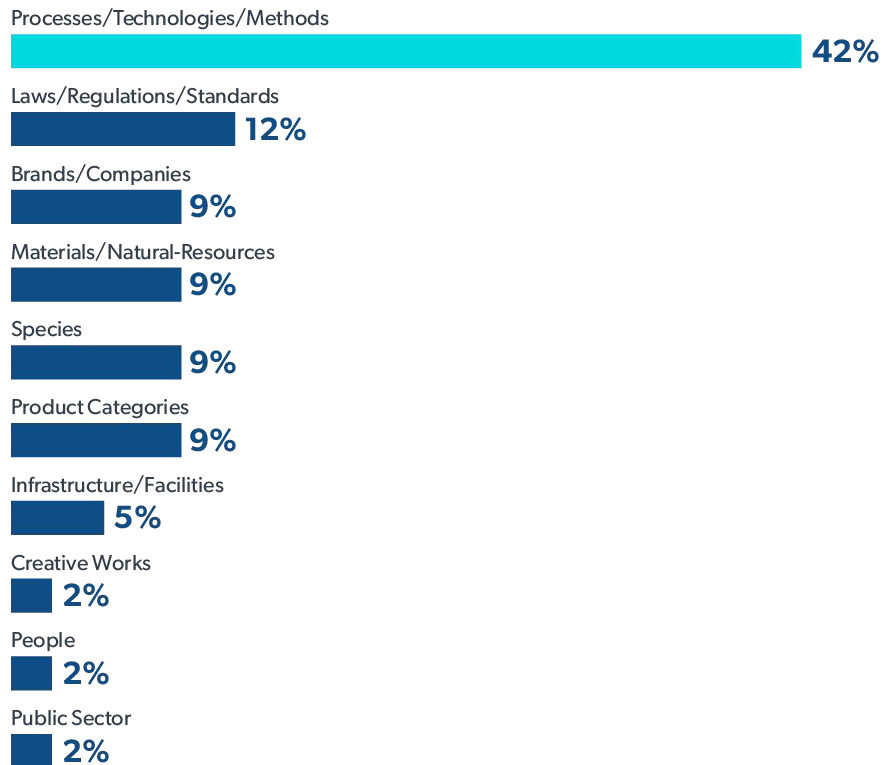
When Wikipedia is cited, it prefers pages for broad topics

Processes/technologies/methods pages include:

- Aeronautics
- Winemaking
- Fact-checking

Only 9% of citations linked to brand or company pages

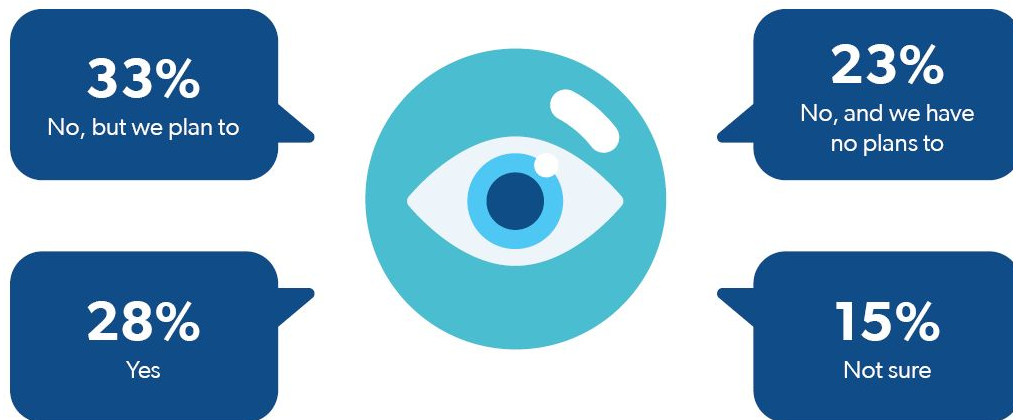
Wikipedia citation frequency by topic category



Are PR pros tracking LLM visibility?

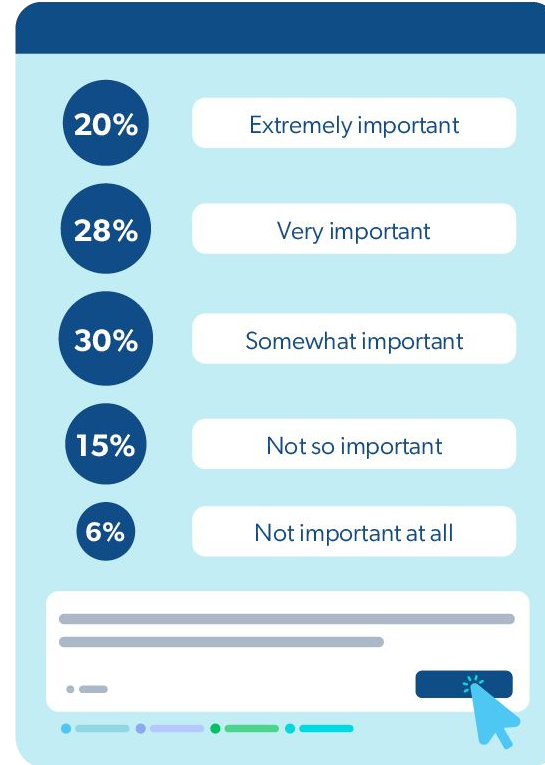
61% of PR pros are tracking or planning to track their brand's visibility in AI tools

Have you or your team taken any steps to measure your brand/client's LLM visibility (i.e., how they appear in answers from ChatGPT, Perplexity, Gemini)?



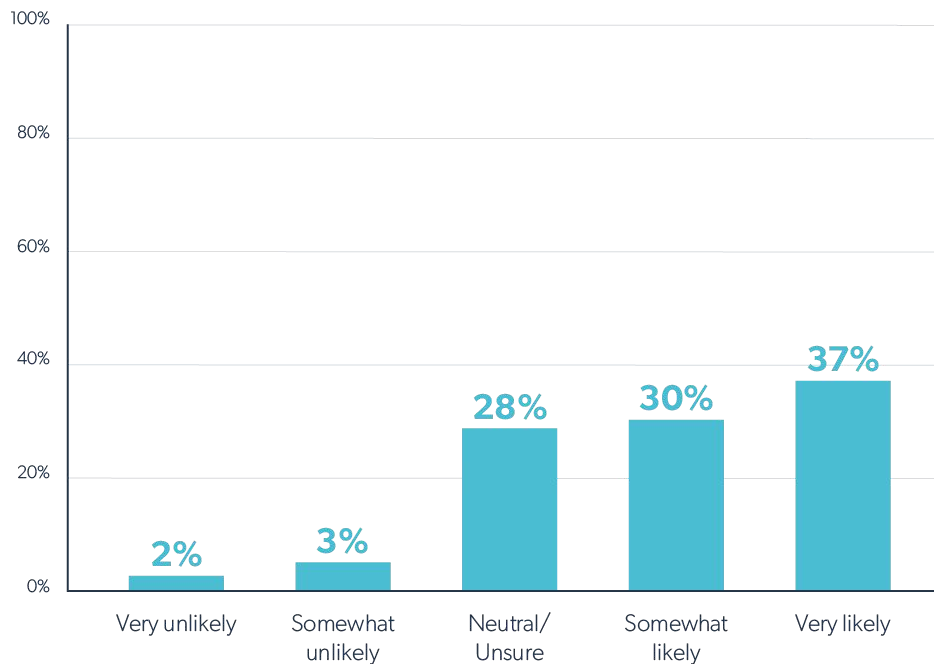
**78% of PR pros
say tracking AI
mentions is important
to their work**

**How important is it for your team to understand whether your brand,
executives, or clients are mentioned in AI-generated answers?**



Two-thirds of PR pros expect LLM visibility to become a standard metric

How likely is it that LLM visibility will become a standard PR metric in the next 2–3 years?





Generative **Pulse**
BY MUCK RACK

Thank you!

Generative Pulse is a tool that helps PR and communications teams monitor and define how their brands appear in AI-generated search results. Built around the concept of Generative Engine Optimization (GEO), it reveals which journalists, outlets, and sources influence large language models like ChatGPT—so teams can shape brand visibility in the age of AI. Integrated into Muck Rack's PR platform and backed by a \$180M Series A financing, Generative Pulse gives comms professionals the insights and tools to lead in an AI-native search landscape.

Learn more at generativepulse.ai

For press inquiries reach out to Linda@muckrack.com



Download *What is AI Reading?*