How Enterprise Search And AI Intelligence Reveal Market Pulse

The last few years have fundamentally transformed how businesses and consumers discover, evaluate, and engage with brands.

What began as a digital acceleration in 2020-2021 has evolved into an AI-driven revolution that’s reshaping the entire search landscape in 2025 across every industry vertical.

Where organizations once relied on monthly snapshots and historical data, today’s market reality demands real-time AI intelligence with a 360-degree view across all platforms.

The traditional customer journey – whether B2B, B2C, or D2C – which used to span multiple sessions, site visits, and vendor comparisons, can now unfold in a single AI interaction.

When a decision-maker asks Google AI Overviews, ChatGPT, or Perplexity for the best HR software, skincare routine, or investment strategy, they’re no longer sifting through dozens of links.

AI immediately assembles a shortlist with commentary, pros and cons, and implicit recommendations.

AI Search Revolution: From Information Retrieval To Active Evaluation

Recent BrightEdge data reveals the magnitude of this shift: Impressions on all content have skyrocketed by over 49% since the launch of AI Overviews, while Google still maintains over

90% of market share.

However, the game has undergone a fundamental change. AI isn’t just retrieving information; it’s actively evaluating, framing, and recommending brands before prospects even click a link.

Consider the stark reality facing all marketers: Only 31% of AI-generated brand mentions are positive, and of those, just 20% include direct recommendations.

Source: BrightEdge, June 2025

This means that whether you’re marketing enterprise software, consumer products, or direct-to-consumer services, how your brand appears in AI results across Google AI Overviews, ChatGPT, and Perplexity varies dramatically depending on the

AI model, its training data, and interpretive logic.

The growth trajectory tells the story:

- **ChatGPT:** 21% growth in the last month.
- **Perplexity and Gemini:** Remaining about one-tenth of ChatGPT's size.
- **Claude, Meta, and Grok:** Another one-tenth smaller than Perplexity and Gemini.

This isn't just channel diversification; it's a complete redefinition of discoverability where AI serves as both gatekeeper and advisor.

Being Aware Of What Is Going On In Your Broader Markets

Understanding The New Market Dynamics

Many marketers have traditionally taken an immediate and microscopic approach to SEO. Without thinking, the focus goes straight to the keyword and the link.

However, working across all market segments requires a shift in mindset towards understanding not just the business but the broader market and economic implications that may affect how you tailor your strategy.

Overall, market factors influence short-, mid-, and long-term strategies. Utilize models such as PEST analysis to understand what is going on in the market from a political, economic, social, and technological perspective:

- **Political:** AI regulation, data privacy laws, elections, and new compliance requirements.
- **Economic:** AI's compression of decision cycles, changing sales velocities, and market volatility.
- **Social:** Consumer behavior is shifting toward AI-assisted

purchasing, altering the dynamics of brand trust.
- **Technological:** AI model capabilities, real-time indexing, cross-platform optimization requirements.

The MAP Framework For AI Search Success

Modern marketing intelligence requires mastering three critical dimensions: Mention, Authority, and Performance – what I call the MAP Framework for AI search success.

This framework applies whether you're marketing SaaS solutions, consumer electronics, fashion brands, financial services, or any product or service in today's AI-influenced marketplace.

Mentions: Beyond Traditional Rankings

While Google still commands the foundation with over 90% market share, the ecosystem has diversified rapidly.

AI Overviews (AIOs) now appear in over 11% of Google queries – a 22% increase since debuting last year.

More significantly, longer, more complex queries have increased by 49% in AI Overviews since May 2024, specifically designed to support complex B2B decisions.

In contrast, ranking-style content and comparison queries have decreased by 60% and 14%, respectively.

BrightEdge data shows the industries with the strongest AI Overview presence are healthcare, education, B2B tech, and insurance. Travel and entertainment are on the rise, while ecommerce has not seen rapid growth in the past year.

Authority: When AI Forms Opinions About Your Brand

The most critical insight for all marketers is understanding how AI systems interpret and present brand information across every category.

Our research shows significant variation in how brands are portrayed across different AI platforms and industries:

- **Finance brands:** Positive mentions align around regulatory compliance and security content.
- **Healthcare brands:** Accuracy and credibility drive positive AI sentiment.
- **Technology brands:** Innovation and reliability serve as primary AI evaluation criteria.
- **Consumer brands:** Customer reviews, product quality, and brand reputation influence AI recommendations.
- **Retail/Ecommerce:** Price competitiveness, product availability, and user experience drive AI mentions.
- **Professional services:** Case studies, client success stories, and industry expertise shape AI perception.

Whether AI is evaluating enterprise software, consumer products, or professional services, it effectively writes the evaluation criteria and creates shortlists without brands having direct input, making perception management mission-critical across all verticals.

Performance: New Metrics That Matter

Traditional key performance indicators (KPIs), such as rankings, impressions, and traffic, aren’t disappearing, but they’re insufficient for AI-driven discovery.

While impressions on all content have skyrocketed by over 49% since the launch of AI Overviews, click-throughs have steadily declined, with a nearly 30% reduction since May 2024.

Yet, conversion rates remain strong, suggesting that AI successfully qualifies leads before they reach websites.

Essential AI Search Metrics:

1. **AI Mention Rate:** Percentage of target queries where your brand appears in AI responses.
2. **Citation Authority:** How consistently you're cited as the primary source.
3. **Share of AI Conversation:** Your semantic real estate in AI answers versus competitors.
4. **Prompt Effectiveness:** How well your content answers natural language prompts.
5. **Response-to-Conversion Velocity:** Speed at which AI-influenced prospects convert.

Monthly reporting cycles have become obsolete. AI-generated results can shift within hours based on content updates, prompt trends, or model training, demanding real-time monitoring capabilities.

Read more: How AI Is Changing The Way We Measure Success In Digital Advertising

Combining Business & Search Intelligence To Understand The Pulse Of The Customer

AI Intelligence With Comprehensive Market Insights

Modern marketing intelligence extends far beyond traditional keyword monitoring, requiring a 360-degree view across all consumer touchpoints and all key AI search engines.

Today's successful organizations – whether B2B, B2C, or D2C – leverage AI to understand market pulse through multiple

lenses:

Real-Time Consumer Intelligence

AI agents now research on behalf of consumers across all categories, from enterprise software to skincare products.

These agents analyze your brand through your digital presence, social proof, customer reviews, and competitive positioning.

They’re becoming sophisticated evaluation consultants that assess everything from product specifications to brand values.

Cross-Industry Predictive Modeling

Advanced business intelligence now incorporates AI behavior patterns to forecast demand shifts across all sectors.

When AI systems consistently recommend specific product categories, highlight particular brand attributes, or emphasize certain consumer benefits, these signals predict broader market movements — whether in B2B procurement, consumer purchasing, or direct-to-consumer trends.

Omni-Engine And LLM Sentiment Analysis

Different AI platforms treat content differently across all industries.

For consumer brands, ChatGPT might emphasize user reviews and social proof, while Perplexity focuses on expert analysis and technical specifications.

For B2B brands, LinkedIn-integrated AI may prioritize professional endorsements, whereas general AI platforms tend to emphasize case studies and return on investment (ROI) data.

Understanding these platform-specific nuances enables strategic content distribution across every marketing vertical.

From Search To AI As The Voice Of Every Customer

In many ways, AI is the voice of the customer across all industries.

Search queries contain intent signals, SERP analysis reveals how customers prefer to consume content, and keyword reports enable us to produce content that resonates – whether for enterprise buyers, individual consumers, or any audience in between.

However, especially in an agentic world, AI is not just forming opinions. It is taking actions for users. In shopping, it can actually make transactions for people.

Keeping a daily pulse on new insights impacting your market and on what is changing in AI responses daily should be of mandatory importance for those who want to benefit from fresh, new opportunities.

For example, a single result and opinion generated by AI in a search can significantly impact revenue in just one day.

During important seasons (especially in retail), subtle category-related demand shifts will require granular action.

New product launches require daily monitoring so stakeholders can see the daily impact and adjust accordingly, leveraging AI to automatically optimize the offering.

Utilizing Business Intelligence To Understand And Visualize The Pulse Of The Market

Real-Time AI Platform Monitoring

More than ever, organizations are seeking business intelligence (BI) to transform data into actionable insights that can be quickly leveraged across traditional search and every AI engine where customers discover solutions.

BI enables marketers to easily analyze insights for larger-than-usual data sets to uncover new opportunities and highlight campaign strategy inefficiencies.

Here is an example from my company:

Source: BrightEdge, June 2025

This type of intelligence can inform you about what is happening now and what has happened in the past across all

discovery channels.

Many types of business intelligence can help deliver digestible snapshots of the current state of your market, not just for SEO but also for digital, sales, product, and customer service functions.

Entity-Based SEO For AI Discovery Across All Verticals

Move beyond keywords to comprehensive topic authority, regardless of your industry.

AI prioritizes content from known, trusted entities, making authoritative content three times more likely to be cited in AI responses across B2B software, consumer electronics, fashion, healthcare, financial services, and every other vertical.

Implement robust schema markup, ensure consistent entity references across all digital properties, and build connections with recognized authorities in your space – whether that's industry analysts, consumer advocates, or subject matter experts.

360-Degree AI Platform Strategy

Success requires presence and optimization across traditional search and every AI engine where your customers might discover solutions. This means:

- **Google Search & AI Overviews:** Still the foundation with 90%+ market share.
- **ChatGPT:** 21% growth rate, emphasis on conversational discovery.
- **Perplexity:** Research-heavy platform with strong citation emphasis.
- **Vertical-specific AI:** Industry tools, shopping

assistants, and specialized platforms.
- **Social AI Integration:** AI features within LinkedIn, TikTok, Instagram, and other social platforms.
- **Voice & Mobile AI:** Alexa, Siri, Google Assistant across devices.

Consumer Intelligence Integration

Traditional search data must be combined with the following:

- Social listening across AI-integrated platforms.
- Review and rating sentiment from AI-crawled sources.
- Purchase behavior data as it relates to AI recommendations.
- Cross-platform brand mention analysis.
- Consumer journey mapping across AI touchpoints.
- Competitive intelligence from AI responses.

This approach reveals not just what consumers search for but how AI interprets and presents your brand across every possible discovery moment.

Mobile Vs. Desktop AI Optimization

Mobile and desktop AI Overviews aren’t just different sizes. They’re fundamentally different products targeting distinct user behaviors.

According to BrightEdge Generative Parser data from May and June 2025, these platforms serve different user intents and require tailored optimization strategies.

Key Mobile Vs. Desktop Differences:

Mobile Opportunities:

- Ecommerce AIOs appear three times more often (13.5% vs 4.5% on desktop).
- Mobile shows more size variability, suggesting Google is actively experimenting with format and content.

- Users are in discovery/shopping mode, making mobile ideal for product research and comparison.

Desktop Patterns:

- Takes 80% more screen space than mobile (1110 px vs. 617 px).
- AIOs appear 39% more frequently than mobile.
- More consistent, predictable sizing patterns.
- Users want detailed, comprehensive information delivery.

As Jim Yu, CEO of BrightEdge, notes: “If marketers are not paying attention to how AI operates on different devices, they may be missing some key opportunities, especially in ecommerce!”

Read more: Newly Released Data Shows Desktop AI Search Referrals Dominate

Strategic Implications:

- Mobile users require discovery-focused, shopping-oriented content optimization.
- Desktop users need comprehensive, detailed information architectures.
- Ecommerce brands must prioritize mobile-first AIO strategies.
- Content strategy should consider device context alongside traditional keyword targeting.
- Search marketers must ensure teams optimize for both user experiences simultaneously.

Vertical-Specific AI Optimization

Industry-specialized AI models are emerging for cybersecurity, manufacturing, fintech, and healthcare.

Content strategies must account for domain-specific AI companions that understand industry nuance and evaluate solutions using sector-appropriate criteria.

This can be visualized via daily dashboards, visualizations, and custom-based reports, and can be used to:

1. Analyze industry trends in real-time across all AI platforms.
2. Visualize category demand and inventory in real time.
3. Compare historical data with current trends across traditional and AI search.
4. Create and forecast based on predictive modeling that includes AI behavior patterns.
5. Aggregate different sources of data from search engines and AI platforms.
6. Identify new buyer trends across all customer segments.
7. Monitor brand presence, perception, and performance.
8. Find inefficiencies in product or pricing strategy based on AI recommendations.
9. Identify key correlations between search activity and mentions of AI platforms.
10. Plan across all discovery channels and map content to key AI touchpoints.
11. Evaluate marketing campaign effectiveness across traditional and AI-driven channels.

Conclusion

Success in 2025’s marketing landscape requires understanding that AI isn’t just a channel. It’s becoming the primary interface between your brand and potential customers across every industry and buying scenario.

The organizations that master the MAP Framework (Mention, Authority, and Performance) while maintaining a 360-degree view across traditional search, AI engines, and consumer intelligence will be the ones AI recommends when it matters most.

The shift from traditional search to AI-powered discovery isn’t coming — it’s here.

Marketers across B2B, B2C, and D2C who embrace comprehensive AI intelligence tools, implement real-time monitoring across all platforms, and optimize for AI evaluation criteria will capture market opportunities.

In this new reality, staying attuned to the market means understanding not only what customers search for but also how AI interprets, evaluates, and presents your brand across every possible touchpoint.

The future belongs to brands that learn to collaborate with AI, guide its understanding across all platforms, and position themselves to stand out in an era where artificial intelligence often makes the first – and sometimes, final – impression, whether someone is buying enterprise software, choosing a restaurant, or selecting a healthcare provider.

Unless otherwise indicated, any data mentioned above was taken from this BrightEdge study.

More Resources:

Featured Image: innni/Shutterstock

https://www.searchenginejournal.com/how-enterprise-search-business-ai-intelligence-reveal-market-pulse/549416/