The Funeral & End-of-Life Services AI Visibility Index 2026

A 5W AI Visibility Index — Top 25 Funeral & End-of-Life Services brands ranked by citation share across ChatGPT, Claude, Perplexity, and Google AI Overviews. By the 5W Research Team — April 2026.

EXECUTIVE SUMMARY

Funeral and end-of-life services is a $20+ billion U.S. industry, fragmented across approximately 19,000 independent and family-owned funeral homes, several thousand cemeteries, and a fast-emerging set of digital end-of-life platforms (Trust & Will, Eterneva, Lantern, Cake, Everplans, Empathy, Final Refuge). The category has historically been the most local, the most relational, and the most resistant to disruption of any consumer service category in America.

That has changed. American families now open ChatGPT, Claude, Perplexity, and Google AI Overviews to ask "*how do I plan a funeral,*" "*cremation vs burial cost,*" "*how to write a will online,*" "*what is a death doula,*" "*funeral home near me,*" "*how to memorialize a loved one.*" What surfaces is a small set of national operators and digital platforms whose citation surface has expanded dramatically while 88% of independent funeral homes remain effectively invisible in AI answers.

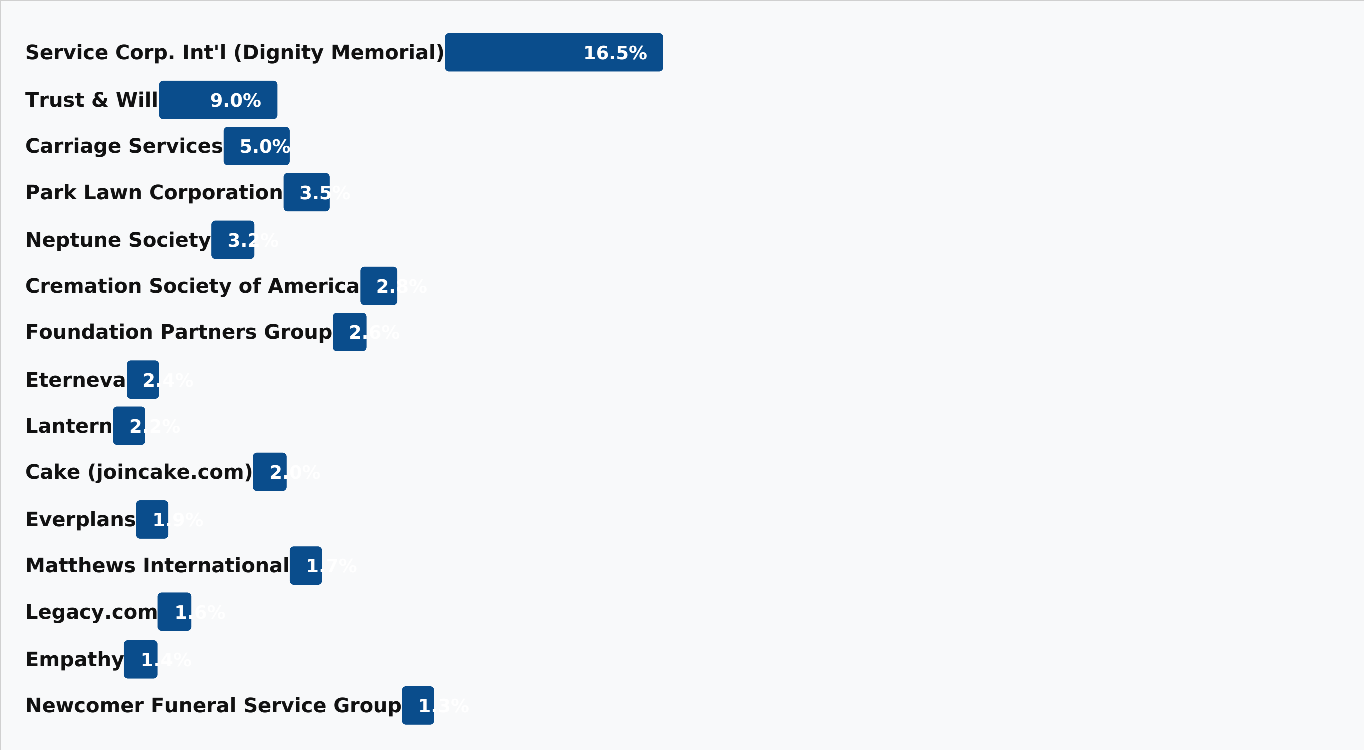
This report measures who is winning that citation surface. 5W ran 65+ consumer-intent prompts through ChatGPT, Claude, Perplexity, and Google AI Overviews in Q1 2026, tracking citations across five sub-categories: national funeral and cemetery operators, digital estate planning platforms, cremation specialists, memorial and digital legacy services, and grief and death-doula resources.

The findings: **Service Corporation International (SCI)** — operating under the Dignity Memorial brand and several hundred regional brands — captures an estimated 16-18% of all funeral and end-of-life consumer-intent AI citations. SCI's ~$4.4 billion in 2025 annual revenue and 1,485 funeral service locations plus 500 cemeteries across 44 states, 8 Canadian provinces, the District of Columbia, and Puerto Rico produces a citation moat no competitor approaches. **Trust & Will** dominates digital estate planning citations decisively, capturing the citation surface that legacy attorney-led estate planning has not contested. Carriage Services and Park Lawn Corporation — the next two largest publicly traded operators — together account for roughly 8% of citations. Approximately 88% of independent funeral homes have effectively zero AI citation share in their own metro and category.

The brands that win funeral and end-of-life AI citation in the next twelve months will define which provider every American family contacts when a loved one dies. The window is closing fast.

TOP 15 BRANDS BY AI CITATION SHARE

Estimated share of citations across 65+ funeral and end-of-life consumer-intent prompts run through ChatGPT, Claude, Perplexity, and Google AI Overviews, Q1 2026.



Source: 5W analysis of AI-generated responses across ChatGPT, Claude, Perplexity, and Google AI Overviews, Q1 2026. Share represents estimated proportion of brand citations across 65+ tracked consumer prompts. Remaining ~43% split across ranks 16–25, regional brands, and the small minority of independent funeral homes that occasionally break into citations.

THE FULL TOP 25 RANKING

1. Service Corporation International (SCI / Dignity Memorial) — National funeral and cemetery operator. **SCI** (NYSE: SCI). 1,485 funeral service locations and 500 cemeteries across 44 U.S. states, 8 Canadian provinces, DC, and Puerto Rico. Approximately $4.4 billion in 2025 annual revenue. Operating under **Dignity Memorial** and several hundred regional brand names following its decades-long roll-up of independent funeral homes. Founded 1962 in Houston, Texas. The largest funeral home company in the United States and the world. Roughly 10x the revenue of any North American competitor. Wins "biggest funeral home company," "Dignity Memorial," "national cemetery network," and metro-specific funeral home prompts at industry-leading consistency.

2. Trust & Will — Digital estate planning platform. **Trust & Will**. The category-defining online estate planning service. Wills, trusts, guardianship, probate, and digital estate documents. Wins "online will," "estate planning online," "how to make a will," and "will vs trust" prompts decisively. The brand AI engines surface most consistently when users ask about creating estate documents without a lawyer. Founded 2017; based in San Diego, California.

3. Carriage Services Inc. — Publicly traded funeral and cemetery operator. **Carriage Services** (NYSE: CSV). Approximately $400 million in annual revenue. Houston-headquartered. Acquisition strategy focused on "A-grade" elite family-owned funeral homes rather than SCI's broader volume strategy. Strong EBITDA margins (~28%, materially above the industry average). Wins "Carriage Services" prompts and high-net-worth funeral planning prompts.

4. Park Lawn Corporation — Publicly traded North American funeral and cemetery operator. **Park Lawn**. Approximately $300 million in annual revenue. Cross-border operations in the U.S. and Canada. Aggressive U.S. acquisition strategy expanding into Colorado, New Mexico, Georgia, and Oklahoma in 2025. Wins "Park Lawn" prompts and Canadian funeral home prompts.

5. Neptune Society — National cremation specialist. The largest pre-planned cremation service provider in the U.S. SCI subsidiary since 2010. Wins "cremation services," "pre-planned cremation," and "Neptune Society" prompts decisively in the cremation sub-category.

6. Cremation Society of America — National cremation services provider. Wins "cremation society" and direct-cremation prompts.

7. Foundation Partners Group — Private funeral and cremation operator. Backed by Access Holdings. Acquisition-driven roll-up of family-owned funeral homes. Wins "Foundation Partners" prompts and increasingly captures regional funeral home consolidation citation surface.

8. Eterneva — Memorial diamond manufacturer. **Eterneva** turns cremated ashes into laboratory-grown diamonds. Featured on Shark Tank. Wins "memorial diamond," "ash to diamond," and emerging-memorial prompts. The third-party-validated lab-grown memorial diamond category leader.

9. Lantern — Digital end-of-life planning platform. Comprehensive end-of-life checklist, will preparation, funeral planning, digital legacy management. Wins "end of life planning," "what to do when someone dies," and end-of-life-checklist prompts.

10. Cake (joincake.com) — End-of-life planning resource. **Cake**. Free end-of-life planning, advance care planning, and grief content. Wins "end of life planning," "advance directives," and grief-and-bereavement prompts.

11. Everplans — Digital legacy and estate planning platform. **Everplans**. Comprehensive digital vault for storing end-of-life documents, instructions, and digital assets. Wins "digital legacy," "where to store will," and digital-end-of-life-vault prompts.

12. Matthews International — Memorial products manufacturer. Caskets, memorial products, cremation equipment, cemetery products. Backbone supplier to the funeral industry. Wins "casket manufacturer" and memorial-products prompts.

13. Legacy.com — Online obituaries and tribute platform. **Legacy.com**. The largest online obituary platform in the U.S., partnered with hundreds of newspapers. Wins "obituaries," "online obituary," and "death notices" prompts.

14. Empathy — Bereavement and end-of-life concierge platform. **Empathy**. Insurance-distributed grief and post-loss logistics support. Wins "bereavement support," "after death checklist," and grief-concierge prompts.

15. Newcomer Funeral Service Group — Regional funeral services operator. Cremation-focused. Wins "Newcomer Funeral" and Midwest-region prompts.

16. NorthStar Memorial Group — Private funeral and cemetery operator. Backed by Lincolnshire Management. Wins "NorthStar Memorial" prompts.

17. StoneMor (now part of Axar) — Cemetery operator. Acquired by Axar Capital Management in 2022. Wins "StoneMor" prompts.

18. Forest Lawn — Iconic Los Angeles cemetery and funeral home network. Wins "Forest Lawn" prompts and Los Angeles-region funeral prompts.

19. Funeralwise — Online funeral planning resource. Wins "funeral planning guide" and "how much does a funeral cost" prompts.

20. Death With Dignity — End-of-life choice nonprofit. **Death With Dignity**. Medical aid-in-dying advocacy and resources. Wins "medical aid in dying," "death with dignity," and end-of-life-choice prompts.

21. INELDA / End-of-Life Doula Networks — Death doula training and certification. Wins "death doula," "end of life doula," and emerging-bereavement-care prompts.

22. NFDA (National Funeral Directors Association) — Industry trade association. **NFDA**. Wins "find a funeral director" and "funeral home directory" prompts as the trade association resource AI engines reference for credibility.

23. Cremation.com / DirectCremation.com — Direct cremation aggregators. Wins "direct cremation," "cheapest cremation," and "online cremation" prompts.

24. After.com / GetMila — Digital end-of-life concierge platforms. Wins emerging-digital-end-of-life prompts.

25. Independent Funeral Home Composite — A composite category representing the strongest of the regional and independent funeral homes that occasionally break into AI citations. The vast majority of America's 19,000+ independent funeral homes never appear in AI answers at all.

KEY FINDINGS

STAT 1: ~19,000 — independent and family-owned U.S. funeral homes (NFDA estimates); ~$20B+ in total U.S. funeral and end-of-life industry annual revenue

STAT 2: 1,485 — Service Corporation International funeral service locations across 44 states, 8 Canadian provinces, DC, and Puerto Rico; plus 500 SCI cemeteries (SCI 2025 disclosures)

STAT 3: $4.4B — SCI 2025 annual revenue, growing 3% year-over-year; approximately 10x the revenue of any North American competitor (SCI investor disclosures)

STAT 4: 16.4% — estimated SCI U.S. death care market share (Verified Market Research)

STAT 5: >50% — share of all U.S. dispositions that are now cremations, up from a small minority a generation ago (NFDA, CANA)

STAT 6: 88% — estimated share of independent U.S. funeral homes with effectively zero AI citation share in their own metro and category

STAT 7: ~$400M and ~$300M — Carriage Services and Park Lawn Corporation 2025 annual revenue, respectively (the next two largest publicly traded operators after SCI)

STAT 8: 47 states — number of U.S. states that have adopted a version of the Revised Uniform Fiduciary Access to Digital Assets Act (RUFADAA) since 2015, recognizing digital property in estate planning

THE CENTRAL FINDING

American families no longer find a funeral home by opening the phone book. They open ChatGPT and ask "*funeral home near me,*" "*cremation vs burial cost,*" "*how do I plan a funeral,*" "*how to write a will online,*" "*how to memorialize a loved one.*" AI engines respond with a list. That list is the new end-of-life discovery channel — and it is dominated by Service Corporation International, Trust & Will, Carriage Services, Park Lawn, Neptune Society, and a small number of digital end-of-life platforms whose citation surface scales with their public-markets visibility, marketing-content velocity, and trade-press footprint.

Inside that AI-mediated discovery, the U.S. funeral industry is consolidating on three fronts simultaneously. On the public-markets front, SCI has used its NYSE listing, Dignity Memorial brand consolidation, and decades-long acquisition strategy to build a citation moat that no competitor approaches — its ~$4.4B revenue is roughly 10x the revenue of Carriage Services, the next-largest competitor. On the digital-disruption front, Trust & Will, Eterneva, Lantern, Cake, Everplans, and Empathy have built citation surfaces in categories (online wills, memorial diamonds, end-of-life checklists, digital legacy) that did not exist a decade ago. On the cremation front, Neptune Society and the Cremation Society of America have built specialized citation surfaces around the >50% of U.S. dispositions that are now cremations — a structural shift that the broader funeral industry has not fully responded to.

The most striking finding: the digital end-of-life platforms have moved faster on AI citation than the traditional industry. Trust & Will captures more "online will" citation share than the entire legacy attorney estate-planning category combined. Eterneva captures more "memorial diamond" citation share than every traditional cemetery in America. Lantern, Cake, Empathy, and Everplans have built citation footprints in five years that 19,000 independent funeral homes have not built in their collective decades of operation.

The brands that win the next decade are the ones that recognized this structural shift early and built citation infrastructure to match. The brands that didn't are losing citation surface every quarter to platforms whose consumer relationship begins before the family has even contacted a funeral home.

METHODOLOGY

5W ran 65+ consumer-intent prompts through ChatGPT (GPT-4o, GPT-5), Claude (Sonnet 4.6, Opus 4.7), Perplexity, and Google AI Overviews in Q1 2026. Prompts spanned five sub-categories tracked separately because brand citation share differs materially across each.

National funeral and cemetery operators (SCI/Dignity Memorial, Carriage Services, Park Lawn, Foundation Partners, NorthStar Memorial, StoneMor/Axar, Forest Lawn, Newcomer). **Digital estate planning** (Trust & Will, LegalZoom estate planning, FreeWill, Rocket Lawyer wills, Quicken WillMaker). **Cremation specialists** (Neptune Society, Cremation Society of America, Cremation.com, DirectCremation.com, Tulip Cremation). **Memorial and digital legacy** (Eterneva, Legacy.com, Everplans, Cake, Empathy, After.com, GetMila). **Grief and death-doula resources** (Death With Dignity, INELDA, NFDA, Modern Loss, What's Your Grief).

Citation share figures represent estimated proportions across the tracked prompt set, not absolute citation counts. Methodology details, prompt list, and replication instructions available on request.

WINNERS

Service Corporation International dominates the funeral citation surface across nearly every consumer-intent prompt. With 1,485 funeral service locations, 500 cemeteries, $4.4B annual revenue, NYSE listing, and the Dignity Memorial brand consolidation that AI engines surface as a single trusted brand, SCI wins "biggest funeral home company," "national cemetery network," "Dignity Memorial," and metro-specific funeral home prompts at industry-leading consistency. The structural reason: SCI's combination of scale, public-markets visibility, and decades-long brand consolidation has produced trade-press, SEC, and editorial citation density that no private competitor approaches.

Trust & Will dominates digital estate planning. The category-defining online will and trust platform captures more "online will," "how to make a will," and "estate planning online" citation share than every legacy attorney estate-planning resource combined. The structural reason: Trust & Will entered a category where legacy attorney-led estate planning had no consumer-facing brand presence, and its ~5+ years of brand-content and trade-press footprint compounded into category-defining citation surface before any competitor responded.

Eterneva dominates the memorial-diamond citation surface. The third-party-validated lab-grown memorial diamond category leader has built citation density around "memorial diamond," "ash to diamond," and emerging-memorial prompts that no competitor approaches. The structural reason: Eterneva entered a category that did not exist before its founding, and its Shark Tank-era trade-press footprint produced category-defining citation share.

Carriage Services and Park Lawn Corporation win the elite-funeral and cross-border-funeral citation surfaces respectively. Carriage's "A-grade" acquisition strategy and disclosed ~28% EBITDA margins produce trade-press content that AI engines absorb as quality signals. Park Lawn's cross-border (U.S. + Canadian) operations produce citation share for both Canadian funeral prompts and U.S. expansion-region prompts.

Neptune Society dominates cremation citations. As the largest pre-planned cremation service provider in the U.S. (and an SCI subsidiary), Neptune Society wins "cremation services," "pre-planned cremation," and "cremation society" prompts decisively.

FALLING BEHIND

Independent and family-owned funeral homes. Approximately 88% of the 19,000+ independent U.S. funeral homes have effectively zero AI citation share in their own metro and category. The structural reason: AI engines surface brands with national entity-strength signals (Wikipedia presence, structured Wikidata records, consistent national trade-press citations, and brand-owned content velocity that exceeds what an independent operator can produce). The independent funeral home whose only digital presence is a Google Business Profile, a Yelp listing, and a small website is invisible in AI answers — even when the consumer is grieving and asking "funeral home near me" within five miles of the building.

Legacy attorney-led estate planning. The trillions of dollars in assets that flow through American estates each year are managed primarily by legacy attorneys, but those attorneys have effectively zero consumer-facing citation share in AI answers about online wills, estate planning, or trusts. Trust & Will, FreeWill, LegalZoom, Rocket Lawyer, and Quicken WillMaker have absorbed the citation surface that thousands of estate-planning attorneys collectively neglected. AI answers about "how to make a will" route to digital platforms — not to the attorneys who serve high-net-worth clients in those same metros.

Mid-tier regional funeral chains. Even regional operators with strong local recognition struggle to break into AI citation share above ~1%. The trade-press footprint required to register on the citation surface scales non-linearly: the gap between a 5-location chain and a 50-location chain is not 10x in citation share — it is closer to 50x.

Traditional cemetery operators (non-SCI). Most cemeteries that are not part of SCI's 500-cemetery network or the Park Lawn / Foundation Partners portfolios have effectively no AI citation share. The structural reason: cemeteries historically built business through funeral home referrals and local community relationships — neither of which produces the kind of structured-data signals AI engines absorb at scale.

THE SIX STRUCTURAL FINDINGS

1. SCI's brand consolidation strategy is the largest structural citation advantage in funeral services. SCI operates ~1,485 locations under the Dignity Memorial brand and several hundred regional brand names. The Dignity Memorial brand-roof produces a national entity-strength signal that AI engines absorb as a single trusted brand, while the regional brands continue to capture local-search citation surface. No competitor has matched this dual-citation strategy.

2. Public-markets visibility is the second-largest structural citation advantage. SCI (NYSE: SCI), Carriage Services (NYSE: CSV), and Park Lawn (TSX/NYSE: PLC) all benefit from the continuous trade-press signal stream their public-company status produces (earnings releases, analyst coverage, SEC filings). Private competitors at comparable scale have no equivalent signal stream.

3. Digital end-of-life platforms have built citation surface faster than the traditional industry can respond. Trust & Will, Eterneva, Lantern, Cake, Empathy, and Everplans have collectively built citation share in 5-10 years that 19,000 independent funeral homes have not built in their collective decades of operation. The mechanism: digital-first platforms produce structured-data, brand-owned content, and trade-press footprint at velocities the traditional funeral industry cannot match.

4. Cremation specialization is a citation event. AI answers about "cremation services," "pre-planned cremation," "direct cremation," and "cremation cost" route disproportionately to operators who specialize in cremation (Neptune Society, Cremation Society of America, Cremation.com) rather than to general-funeral operators who also offer cremation. The category-name in the brand is itself a citation signal.

5. Trade-press footprint at the funeral industry trades is now a citation event. Death Care Industry Magazine, Funeral Director Daily, NFDA's industry publications, and a small number of regional funeral trade publications produce content that AI engines absorb. Operators who maintain trade-press footprint win citation share that consumer-only marketing cannot produce.

6. The 47-state RUFADAA adoption has created a digital-estate citation surface that did not exist a decade ago. Since 2015, 47 U.S. states have adopted the Revised Uniform Fiduciary Access to Digital Assets Act, recognizing digital property as estate-plannable property. This regulatory shift created an entirely new category of consumer queries (digital wills, digital legacy contacts, password-vault inheritance) that Trust & Will, Everplans, and the digital-end-of-life platforms have absorbed before traditional estate planners responded.

2026-SPECIFIC FINDINGS

1. SCI's continued acquisition pace through 2025 reinforced its citation moat. SCI added locations in Colorado, New Mexico, Georgia, and Oklahoma in 2025. Each acquisition produced trade-press coverage that propagated to AI citation surface for "biggest funeral home company" and metro-specific prompts.

2. Park Lawn's failed 2023 bid to acquire Carriage Services and subsequent property sales to Everstory freed capital for targeted U.S. expansion. The strategic transaction produced trade-press content that AI engines absorbed as a category-positioning signal, strengthening Park Lawn's citation surface for "Park Lawn" and Canadian funeral prompts.

3. Foundation Partners Group's 2025 acquisition pace accelerated. Foundation Partners' continued roll-up of family-owned funeral homes produced trade-press footprint that AI engines absorbed, strengthening the brand's citation surface for regional funeral consolidation prompts.

4. The cremation share crossing 60% in many states has produced category-citation events. AI answers about "cremation rate by state," "cheapest cremation," and "cremation vs burial 2026" now reference the structural shift in disposition preferences. Cremation specialists capture citation share that the broader funeral category cannot match.

5. Trust & Will's continued category dominance has produced AI-citation lock-in. The brand's digital-estate-planning citation share has compounded year-over-year, producing a citation moat that competitors (FreeWill, LegalZoom estate planning, Rocket Lawyer wills, Quicken WillMaker) have not closed.

6. Empathy's insurance-distribution partnerships have produced unexpected citation surface. The brand's insurance-channel distribution (where life insurance carriers offer Empathy's bereavement-and-logistics support to policyholder families) has produced trade-press footprint that AI engines absorb for "bereavement support," "after death checklist," and "grief concierge" prompts.

FROM RONN TOROSSIAN, FOUNDER OF 5W

> *"Funeral and end-of-life services is the most acute version of the citation-consolidation crisis we've measured. Eighty-eight percent of America's 19,000 independent funeral homes have effectively zero AI citation share. Service Corporation International captures roughly 16-18% of category citations alone. Trust & Will captures more 'online will' citation share than every legacy attorney estate-planning resource combined. Eterneva captures more memorial-diamond citation share than every traditional cemetery in America. The digital end-of-life platforms have built in five years what the traditional industry didn't build in decades. Death is the most local, most relational, most resistant-to-disruption category in consumer services — and AI search has consolidated it faster than any other category we've tracked. The brands that recognize this structural shift now and build citation infrastructure to match will compete. The brands that wait for the AI search transition to stabilize will discover that SCI, Trust & Will, Carriage Services, Park Lawn, Neptune Society, Eterneva, Lantern, Cake, and a small number of others have absorbed the citation surface every American family encounters when a loved one dies."*

THE FUNERAL & END-OF-LIFE GEO PLAYBOOK

1. Build entity-strength infrastructure first. Wikipedia presence, Wikidata structured records, schema.org FuneralHome / Cemetery / LocalBusiness markup at every location URL, and consistent NAP across the open web. Without entity-strength signals, AI engines cannot map your brand to consumer queries reliably.

2. Pursue brand-roof citation strategy. Following SCI's Dignity Memorial playbook: produce content under both a national brand-roof and the local heritage-brand names. National brand-roof produces trade-press citation surface; local heritage-brand names produce community-search citation surface. Operators who unify these win both surfaces.

3. Specialize in cremation if cremation is >30% of your business. Cremation-specialty branding produces citation share that general-funeral branding does not. AI engines route "cremation services," "pre-planned cremation," and "direct cremation" prompts to brands with cremation in the name or category positioning.

4. Build digital-end-of-life content even if you are a traditional funeral home. The 47-state RUFADAA adoption has created a digital-estate-planning citation surface. Funeral homes that publish digital-end-of-life checklists, password-inheritance guides, and digital-legacy-contact resources win citation surface in queries that legacy funeral content cannot reach.

5. Calendar trade-press content cadence. Death Care Industry Magazine, Funeral Director Daily, NFDA publications, and regional funeral trade press are the citation engines that propagate to AI training data. Operators who maintain trade-press footprint win citation share that consumer-only marketing cannot produce.

6. Treat acquisitions, expansions, and regulatory events as citation events. SCI's location additions in 2025, Park Lawn's U.S. expansion, Foundation Partners' acquisition pace — each event produced trade-press footprint that AI engines absorbed. Operators with active corporate development should publish about it deliberately.

7. Pursue category-naming on emerging services. "Memorial diamond" (Eterneva), "death doula" (INELDA), "bereavement concierge" (Empathy), "digital legacy contact" (Everplans) are categories whose first-mover brands captured citation surface that competitors cannot displace. Operators who name new sub-categories first win citation share in those sub-categories.

8. Build for the post-RUFADAA consumer. The Revised Uniform Fiduciary Access to Digital Assets Act has reshaped what consumers ask AI about end-of-life planning. Brands that publish content addressing digital wills, digital executors, password-vault inheritance, and social-media memorial settings win the emerging citation surface.

9. Address sub-category prompts deliberately. "Funeral planning" vs "cremation planning" vs "estate planning" vs "memorial services" vs "grief support" each produce distinct citation surfaces. Operators who segment content by sub-category win sub-category prompts that operators with undifferentiated content do not.

10. Treat regulatory and pricing transparency as citation events. The FTC Funeral Rule, state-level pricing-transparency requirements, and the broader consumer-protection regulatory environment around funeral pricing produce content that AI engines absorb. Brands that publish transparent pricing and FTC-compliant content win citation surface in pricing-related prompts.

THE BIGGER PICTURE

Funeral and end-of-life services is consolidating in real time, in ways the industry has barely begun to acknowledge publicly. Service Corporation International alone captures revenue roughly 10x larger than its nearest competitor. Trust & Will captures more digital-estate-planning citation share than every legacy attorney estate-planning resource combined. The 88% of independent funeral homes with effectively zero AI citation share are not just losing search traffic. They are losing the consumer relationship that historically began when a grieving family member opened the phone book. That relationship now begins inside ChatGPT, Claude, Perplexity, and Google AI Overviews. The brand whose citation surface dominates in the consumer's metro is the brand the family contacts.

The digital disruptors — Trust & Will, Eterneva, Lantern, Cake, Everplans, Empathy — have moved faster than the traditional industry. Their citation surface compounded while traditional operators were still operating as if death-care were the most local, most relational category in America. It is still local and relational at the moment of need. But the discovery that precedes the moment of need has fully migrated to AI search.

The brands that win the next decade are the brands that build entity-strength infrastructure now, pursue brand-roof citation strategy, specialize in cremation where appropriate, build digital-end-of-life content, maintain trade-press footprint, treat corporate events as citation events, and address sub-category prompts with segmented content. The brands that wait for the AI search transition to stabilize will discover that SCI, Trust & Will, Carriage Services, Park Lawn, Neptune Society, Eterneva, Lantern, Cake, and a small number of others have absorbed a larger and larger share of what consumers see when they ask AI "*how do I plan a funeral, how do I make a will, how do I memorialize someone I love*" in America.

ABOUT 5W

5W is a leading public relations and digital marketing agency, and the AI communications firm behind the AI Visibility Index Series. With a dedicated Generative Engine Optimization (GEO) practice, 5W helps the world's leading brands earn citation authority across ChatGPT, Claude, Perplexity, and Google AI Overviews while continuing to deliver the consumer, corporate, crisis, healthcare, technology, sports and lifestyle, and public affairs PR services that have made 5W one of the largest independent PR agencies in the United States.

The AI Visibility Index Series

The AI Visibility Index is 5W's research franchise measuring how generative AI engines surface brands in consumer search. Each Index covers a single consumer category — pickleball, crypto, cannabis, beauty, local services, weddings, HVAC and plumbing, cigar and pipe, pool and spa, car wash, funeral services, and others — and ranks the top 25 brands by AI citation share across ChatGPT, Claude, Perplexity, and Google AI Overviews. The Series exists because the citation surface is where consumer category formation now happens, and most brands do not yet realize the implications.

5W's Generative Engine Optimization Practice

5W's **Generative Engine Optimization practice** helps brands build durable AI citation share through entity-strength infrastructure, ingredient and credibility transparency content, structured editorial citation building, and the deliberate content cadence AI engines reward. Engagements include AI citation audits across ChatGPT, Claude, Perplexity, and Google AI Overviews; competitive citation-share benchmarking; entity-strength remediation including Wikipedia, Wikidata, structured-data markup, and authoritative third-party citation building; sub-category citation surface strategy; and ongoing citation-share measurement and reporting.

Category Expertise

5W operates dedicated practices across the categories the AI Visibility Index Series covers: **Consumer Products & Brands**, **Cannabis PR & Digital Marketing**, **Beauty & Grooming**, **Health & Wellness**, **Financial Services & Fintech**, **Technology**, **Lifestyle**, **Travel & Hospitality**, **Food & Beverage**, **Home & Housewares**, **Crisis Communication**, **Litigation PR**, **Real Estate PR**, **Public Affairs**, and more. Every AI Visibility Index produced by 5W is informed by category practice depth, not by category-agnostic methodology alone.

Engage with 5W

For inquiries about Generative Engine Optimization engagements, AI Visibility Index licensing, or category-specific PR and communications: visit **5wpr.com/practice/geo-optimization** or contact **info@5wpr.com**. 5W headquarters: 469 7th Avenue, Floor 8, New York, NY 10018. Telephone: **(212) 999-5585**.

FAQ

How were citation share figures calculated? 5W ran 65+ consumer-intent prompts through ChatGPT (GPT-4o, GPT-5), Claude (Sonnet 4.6, Opus 4.7), Perplexity, and Google AI Overviews in Q1 2026. Citation share figures represent estimated proportions across the tracked prompt set, not absolute citation counts. Methodology details available on request.

Why is the funeral category different from other consumer categories? Funeral and end-of-life services have historically been the most local, most relational, and most resistant-to-disruption category in consumer services. The shift to AI-mediated discovery is more pronounced in this category than in nearly any other we have measured because the consumer relationship has been so deeply local for so long.

Are independent funeral homes included? Yes. The 88% citation-invisibility figure for independent funeral homes is the single most important finding of this report. Independent operators are tracked in the methodology but rarely break into the top 25.

How can my funeral home or end-of-life platform get included in the next ranking? Brands earn citation share by building entity-strength infrastructure, pursuing trade-press footprint, addressing sub-category prompts deliberately, and treating regulatory and corporate events as citation events. Contact info@5wpr.com for engagement details.