5W Leads the Chatbox.

5W's analysis using Profound's tools puts 5W ahead of the global PR agency networks in AI answers about PR, including on the prompts buyers use to choose an agency. We lead the chatbox in our own category, and now we help brands get into it.

A 5W Research report | Oct. 28, 2026 | Data: 5W analysis using Profound's tools, Jan. 27 to Oct. 26, 2026

5W, a PR, creative and AI Visibility company founded in 2003, is the most-cited source in AI answers for the PR prompts 5W tracks, ranking first in the last 30 days by both citation count and citation share. On brand visibility, 5W ranks first among every public relations company 5W tracks in this category, ahead of Edelman (the world's largest independent PR firm), Weber Shandwick and FINN Partners.

5W produced this report and selected the prompts 5W tracked, so it is a company case study. Ronn Torossian, founder and Chairman of 5W, is also Publisher and an owner of Everything-PR News, LLC. The full methodology and disclosure appear in Section 14.

28.8%
brand visibility, No. 1 among PR companies (Edelman 21.9%)

29,168
AI citations in 30 days, the most of any source

40.4%
visibility on Public Relations Agency prompts (Edelman 18.9%)

13 of 31
topics where 5W is the most-cited source

Rankings reflect 5W's tracked PR prompts for Sep. 27 to Oct. 26, 2026. They apply to the prompts and categories 5W measures, not to every possible AI query.

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01 Why AI visibility is the next competitive battleground

AI platforms increasingly decide which brands people discover and consider, and 5W is winning that moment in its own category.

The problem. Consumers, executives and business buyers now ask ChatGPT, Google, Gemini, Copilot and Perplexity which companies, products and services to choose. The answer appears in a chatbox, often before anyone visits a website. A brand that is cited or named in that answer reaches the buyer first.

The proof. 5W's analysis using Profound's tools shows 5W leading the tracked PR category. 5wpr.com is the most-cited source, with a 3.61% share and 29,168 citations in 30 days. 5W is the No. 1 company by brand visibility at 28.8%, ahead of Edelman (21.9%), Weber Shandwick (11.0%) and FINN Partners (6.5%), and it appears in about 40% of AI answers to Public Relations Agency prompts, against 19% for Edelman. 5W is cited on all 111 tracked prompts that begin with Which, Where or Who and is the top-ranked source in 13 of 31 topics. Edelman leads on Microsoft Copilot and in five topics. The rankings apply to the prompts 5W measures, not to every AI query.

Many factors go into AI visibility. Whether an AI platform cites, names or recommends a brand depends on many things at once: the content a brand publishes, how its site is built, original research, credible third-party sources, social and community presence, video, creative, accuracy across sources and ongoing upkeep. No single tactic decides it.

How we do it. 5W helps brands get cited, mentioned and recommended in AI-generated answers. The work combines proprietary technology, research and competitive benchmarking, original content, creative, earned media and ongoing monitoring, all done in house. These results are one publicly measurable demonstration of capabilities 5W also deploys, confidentially, for clients across industries.

> ***"AI visibility is not one tactic. It is the result of many things working together: what a brand says, where it is said, how it is built and how it is measured. 5W does all of it in house, and we lead the chatbox in our own category."***
>
> **Ronn Torossian, Founder and Chairman, 5W**

02 What a citation is and what it does for a company

When an AI platform writes an answer, it pulls facts from web pages and lists those pages as sources, usually as links or footnotes beside the answer. Each time a page appears as a source, that is a citation. It is the platform telling the reader where the answer came from.

For a company, a citation does four things:

- **It puts the brand in front of the buyer** at the moment of the question, often before any website visit.
- **It signals credibility.** The platform found the page clear and trustworthy enough to use.
- **It shapes the description.** The pages an AI cites are the pages it draws facts from when it describes a brand.
- **It sends the buyer to the source.** The link in the answer is a path to the company's own page.

Brands can appear in an AI answer in three related but different ways, and clients want all three:

01
Cited
The platform used one of the brand's pages, or an article about the brand, as a source.

02
Mentioned
The answer names the brand as an example or option, often in a list of agencies.

03
Recommended
The answer presents the brand as a good fit for the question.

A citation or a mention is not a recommendation. This report presents citation and brand visibility results only, and it does not include recommendation data.

How the data was produced. 5W used Profound's AI visibility tools, which run a fixed set of prompts, the questions buyers type, across ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Microsoft Copilot and Perplexity, and record which sources the answers cite and which brands they mention. The tools report citations, citation share, brand visibility, share of voice and average position. 5W is a Profound customer. This is not a Profound study: 5W selected the prompts and wrote the analysis and conclusions.

IN PLAIN ENGLISH

A citation is the source link in an AI answer. A mention is the brand's name in the answer. A recommendation is the AI saying "this is the one." This report measures the first two. The more often a brand shows up in both, the more often buyers meet it first.

> ***"A citation is the moment an AI tells a buyer where the answer came from. We want our clients' names and pages in that moment."***
>
> **Ronn Torossian, Founder and Chairman, 5W**

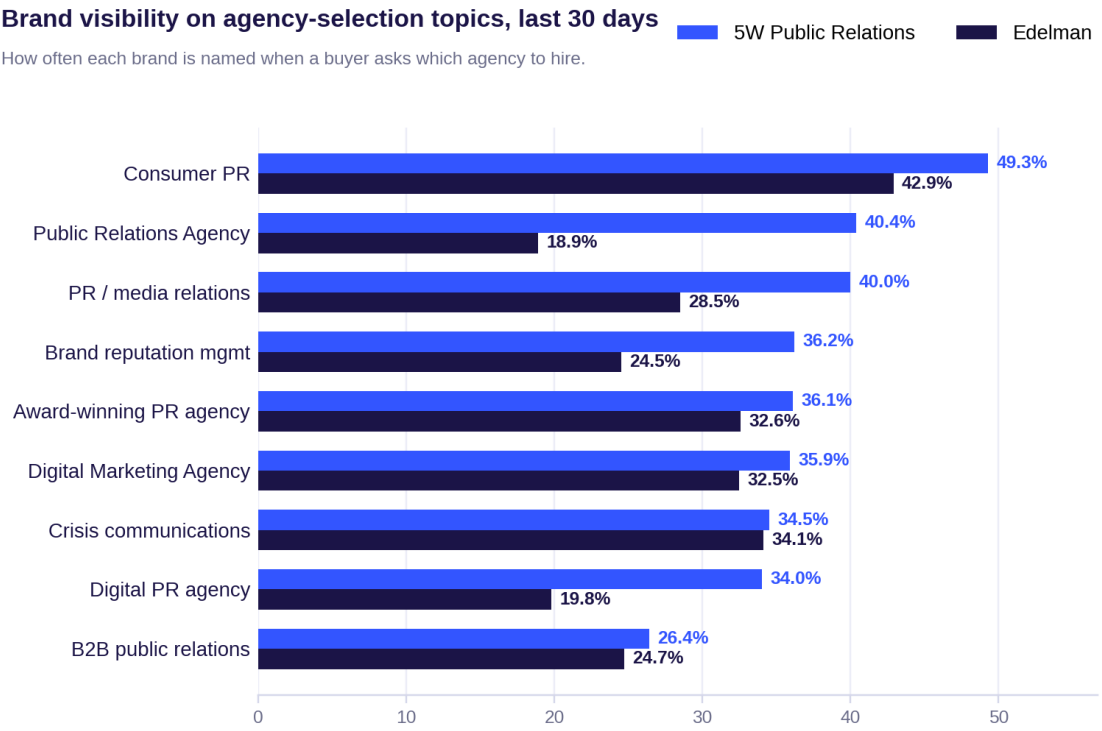
03 When buyers ask AI which agency to hire, who gets named?

5W shows up where buyers decide: about 40% of AI answers to Public Relations Agency prompts name 5W, against 19% for Edelman. That is the commercial question, and 5W is winning it.

Citations measure whose pages AI uses. Brand visibility measures whose name AI mentions, and it is the measure closest to a buyer building a shortlist. On the agency-selection topics, 5W is named between 26% and 49% of the time, and it leads Edelman on all nine topics shown, though by a narrow margin on Crisis communications (34.5% against 34.1%).

Brand visibility on agency-selection topics, last 30 days

How often each brand is named when a buyer asks which agency to hire.



WHY IT MATTERS

A buyer who asks AI which PR agency to hire usually sees a short list, not ten blue links. A 40.4% visibility score means 5W is on that list in roughly four of every ten answers on the topic. For Edelman it is about two in ten.

> ***"Buyers used to scan a list. Now they ask a question and get an answer. If your brand is not in that answer, you are not on the shortlist."***
>
> **Ronn Torossian, Founder and Chairman, 5W**

The shortlist questions

5W is cited on all 111 tracked prompts that begin with Which, Where or Who: the shortlist questions buyers ask when choosing an agency. Prompts about case studies and proof cite 5W on 40 of 43, and prompts about hiring on 21 of 22.

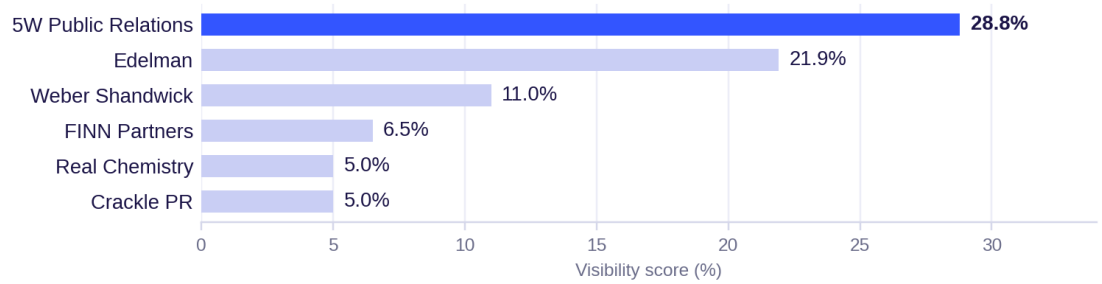
"How" prompts are the weakest spot: 5wpr.com was cited on 80 of 123 (65%). Those prompts ask for a method rather than a firm, which may lead answers to cite how-to guides instead of agency pages.

04 5W compared with Edelman and the global networks

On brand visibility, 5W ranked first among all PR companies 5W tracks in the last 30 days, ahead of Edelman, the world's largest independent PR firm.

Brand visibility score, last 30 days (agencies)

How often a brand appears in AI answers to the tracked prompts.



Agency size does not decide who AI names. 5W, an independent agency, has the highest brand visibility among the PR companies tracked in this category.

> ***"Size does not decide who AI names. Credibility, clarity and consistency do."***
>
> **Ronn Torossian, Founder and Chairman, 5W**

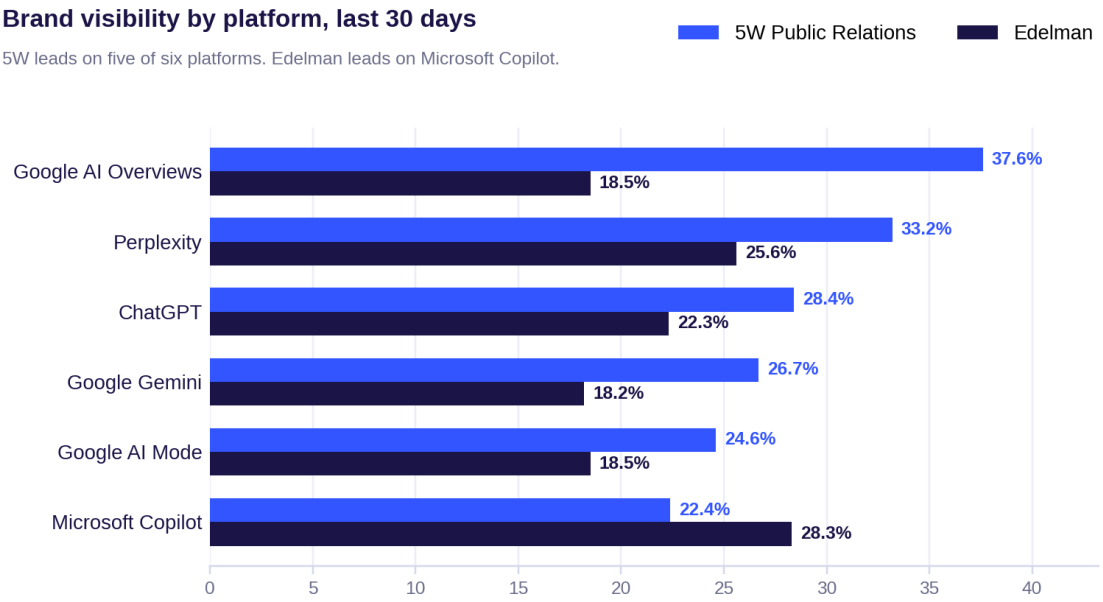
IN PLAIN ENGLISH

Visibility score is the share of tracked answers that name the brand. Average position is where in the answer the name tends to appear, and lower is earlier. 5W is named more often, and Edelman, on average, appears a touch earlier when it is named.

Compared directly, 5W has higher brand visibility than Edelman in 25 of 31 topics and on five of six AI platforms. Edelman leads on Microsoft Copilot (28.3% against 22.4%) and in five topics: Healthcare PR (46.1% against 19.3%), Corporate communications (33.0% against 21.8%), Brand awareness (26.8% against 20.5%), Awards (28.1% against 12.7%) and Integrated marketing communications (23.0% against 22.3%). The two are effectively tied on Influencer marketing (25.7%). In sources, 5wpr.com earned about 29,000 citations in the last 30 days, while edelman.com earned about 3,000.

Brand visibility by platform, last 30 days

5W leads on five of six platforms. Edelman leads on Microsoft Copilot.

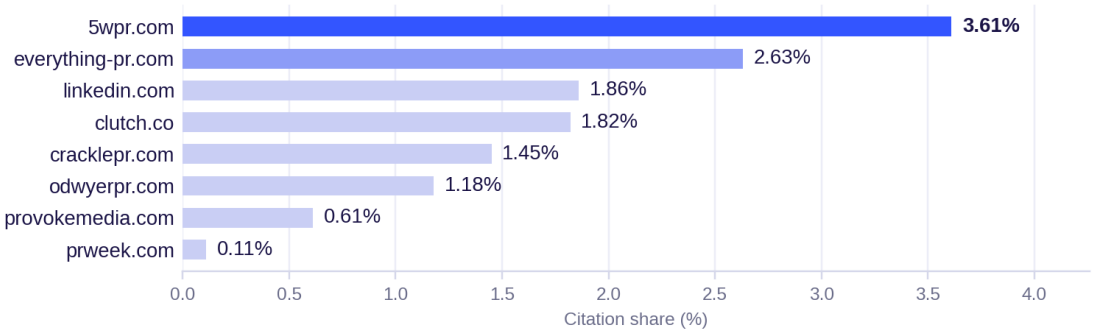


05 Which sources do AI answers cite most for PR questions?

5wpr.com ranked first by citation share in all three measured windows, and the most recent windows are the strongest: 4.71% in the last 7 days against 2.80% over nine months.

Citation share by source, 30 days to Oct. 26, 2026

Source: 5W analysis using Profound's tools. Share is the tool's own calculation.



WINDOW	5WPR.COM SHARE	5WPR.COM RANK	NEXT DOMAIN
Last 7 days (Oct. 20 to 26)	4.71%	1	everything-pr.com, 2.81%
Last 30 days (Sep. 27 to Oct. 26)	3.61%	1	everything-pr.com, 2.63%
Jan. 27 to Oct. 26, 2026	2.80%	1	clutch.co, 2.58%

Citation share is the tool's own calculation, not a domain's citations divided by one common total, so compare domains on the reported share and rank. By raw citation count 5wpr.com is also first in the last 7 and 30 days. Over the full nine months Clutch has more raw citations (184,102 against 107,325) but a lower share. The full domain table is in Appendix A1.

IN PLAIN ENGLISH

Citation share is Profound's measure of how much of the citation pie a domain earns across the tracked prompts. Because Profound's tools calculate it per domain, the clean way to compare is by rank and reported share, not by dividing raw counts.

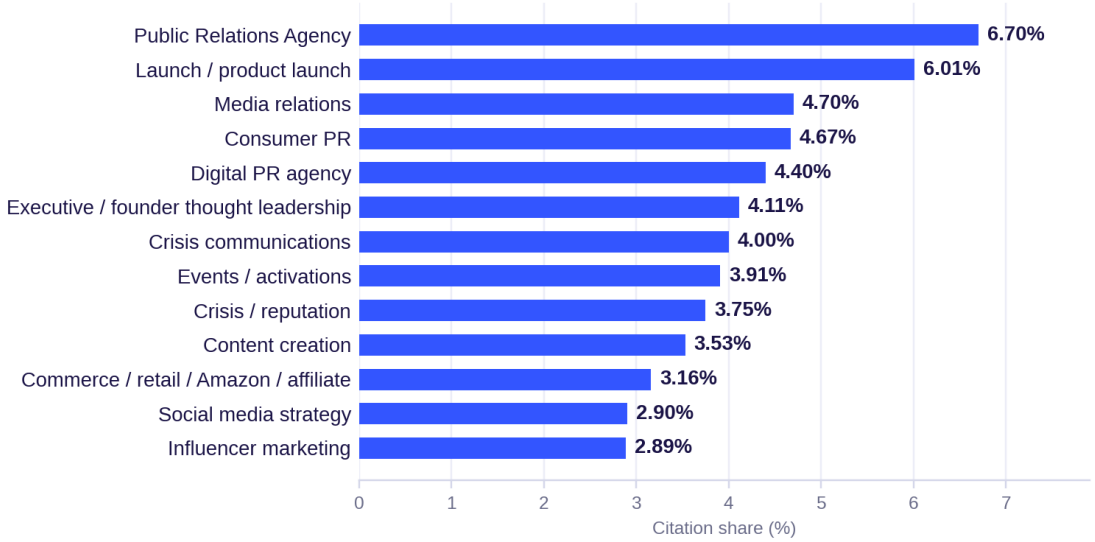
5wpr.com is the top-ranked source on 42 of the 396 prompts in the last 30 days, cited on 325 (82%) over the full period, and No. 1 by citation share in the US (3.76%), Canada (3.37%) and the UK (2.71%). The ranking shows which pages AI answers cite. It does not rank agencies by size or quality.

06 Topics and platforms where 5W leads

In the last 30 days 5wpr.com was the most-cited source in 13 of 31 topics and in the top 3 in 22. It is No. 2 on Technology PR, Brand reputation management, B2B PR, Brand awareness and Integrated marketing communications, a strong showing across the categories buyers ask about.

The 13 topics where 5wpr.com is the No. 1 source (citation share)

Last 30 days to Oct. 26, 2026.



AI platforms do not all rely on the same sources, so the same brand can rank first on one platform and sixth on another.

PLATFORM (30 DAYS)	5WPR.COM SHARE	5W RANK	TOP SOURCE
Google AI Overviews	5.18%	1	5wpr.com
ChatGPT	3.91%	1	5wpr.com
Google Gemini	4.62%	2	everything-pr.com (5.68%)
Google AI Mode	4.17%	3	google.com (5.84%)
Microsoft Copilot	2.28%	4	everything-pr.com (5.29%)
Perplexity	1.47%	6	bls.gov (3.55%)

Everything-PR.com, a news service published by Everything-PR News, LLC, is the top source on Microsoft Copilot and Google Gemini. See the disclosure in Section 14. These rankings apply to the prompts and categories 5W measures, not every possible AI query.

IN PLAIN ENGLISH

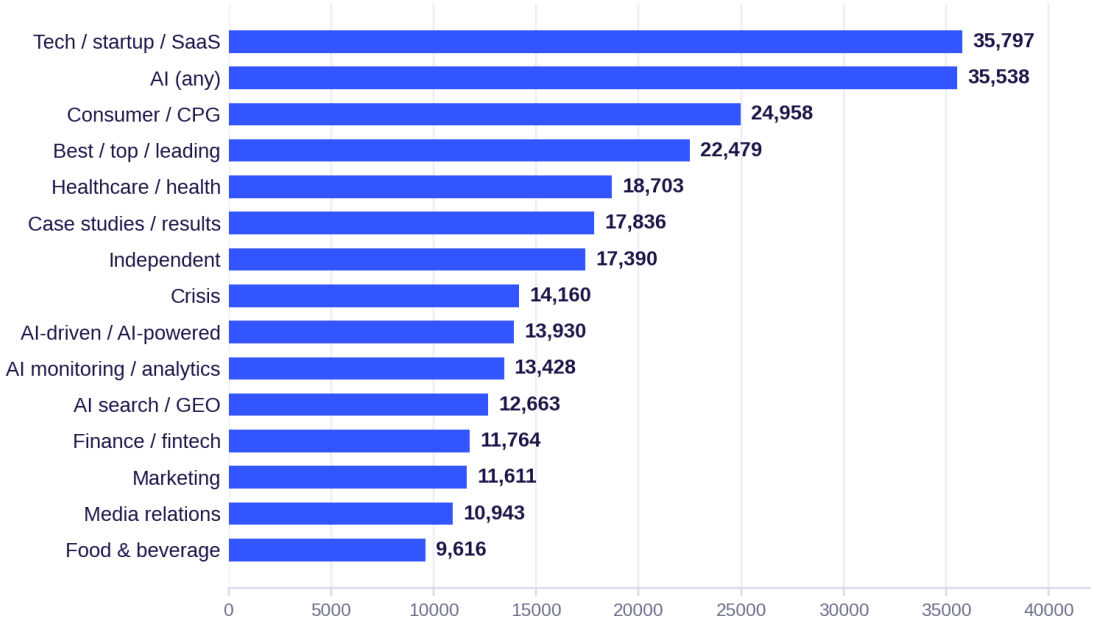
Each AI platform has its own habits. Google AI Overviews and ChatGPT lead with 5wpr.com, while Microsoft Copilot and Google Gemini lean toward news and content sources. That is why a brand needs more than one channel working for it.

07 Words where 5W ranks highest

Every AI answer starts with a question, and the words in the question decide which pages get pulled in. We counted every tracked visibility prompt that contains a given word and added up 5wpr.com's citations. The result is a broad vocabulary across industries, services, qualities and AI itself, not a single keyword.

5wpr.com citations by word in the prompt

Words overlap, so bars should not be added together.



Words overlap, so the bars should not be added together. Phrase-level counts are in Appendix A4.

IN PLAIN ENGLISH

Buyers type specific words: crisis, healthcare, fintech, independent, hire. When a prompt contains them, 5W is cited on nearly every one: all 40 healthcare prompts, all 26 finance and fintech prompts, all 19 independent prompts and 28 of 29 crisis prompts.

08 How to get into the chatbox: seven methods

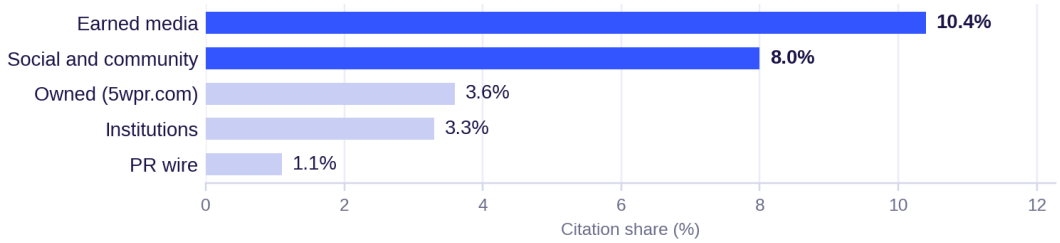
A brand gets into AI answers with seven methods, each backed by data in this report. 5W does all seven in house.

#	METHOD	WHAT THE DATA IN THIS REPORT SHOWS
1	Match the wording buyers type	5wpr.com is cited on all 111 prompts that begin with Which, Where or Who, 40 of 43 case-study prompts and 21 of 22 hiring prompts.
2	Give each service and industry its own page	225 dedicated practice pages earned 54.6% of 5wpr.com's 107,325 citations.
3	Publish original research	94 research and AI Visibility Index pages earned 1,498 citations, about 56% of them in the last 30 days.
4	Earn coverage AI platforms already cite	Earned media sources earned 10.4% of citations on tracked PR prompts, against 3.6% for 5wpr.com.
5	Be present on social and community platforms	Social and community sources earned 8.0%. YouTube, LinkedIn and Reddit were among the ten most-cited sources in the last 7 days.
6	Measure each AI platform separately	5wpr.com ranks first on Google AI Overviews and ChatGPT and sixth on Perplexity.
7	Update pages before citations decay	Consumer PR earned 52% of its lifetime citations in the last 30 days. The Case Studies hub earned 6%.

These figures are associations, not proof of cause, and results for any client vary by brand, category, competitors and platform.

Share of citations by source type, last 30 days

Tracked PR prompts. Other sources, mostly agency and company websites, make up the remaining 73.3%.



> *"We are the company that gets you into the chatbox."*
>
> **Ronn Torossian, Founder and Chairman, 5W**

09 A mini audit: what matters to be in the chatbox

Eight questions any brand can ask before it invests in AI visibility. The right column shows what this report's data says about each factor.

FACTOR	QUESTION TO ASK	WHAT THE DATA IN THIS REPORT SHOWS
Buyer questions	Do you know the questions buyers ask AI, in their own words, and does your brand appear in the answers?	5W tracks 396 prompts across six AI platforms and reports where it is cited and named.
Specific pages	Does your site have clear, specific pages for each service and industry you want to win?	5W's own dedicated practice pages are among its most-cited content.
Original data	Do you publish facts that exist nowhere else?	94 research and AI Visibility Index pages earned 1,498 citations, about 56% of them in the last 30 days.
Credible third parties	Do independent sources describe you the way you describe yourself?	Earned media sources earned 10.4% of citations on tracked PR prompts.
Community and social	Are you present where AI platforms read community discussion?	Social and community sources earned 8.0%. YouTube, LinkedIn and Reddit were among the ten most-cited sources in the last 7 days.
Technical foundation	Can machines read, parse and understand your site?	Not measured in this report. It is part of 5W's proprietary technology work.
Accuracy and consistency	Do AI answers describe your company correctly, and do your sources agree with each other?	5W tracks 155 prompts that test how AI describes brands. Those results are not part of this report.
Platform fit and upkeep	Do you know which platforms cite you, and are your key pages refreshed before they decay?	5W is No. 1 on ChatGPT and Google AI Overviews but No. 6 on Perplexity. Citation momentum varies sharply by page.

An audit shows where a brand stands. It does not guarantee an outcome, and the right mix differs by brand, industry and competitor set.

HOW TO USE THIS AUDIT

Score each row honestly as strong, partial or missing. The rows that are missing are where a brand is invisible to AI today, and they are usually the fastest place to gain ground.

10 Built over 25 years: award-winning work meets proprietary technology

Founded in 2003, 5W has spent 25 years building award-winning work for leading brands. Since 2013 alone it has earned 100+ industry awards.

AI platforms read content, and 5W has built content, creative and campaigns at scale for a quarter century. That work has been judged by industry peers year after year, and it comes from the same in-house team that now builds AI visibility programs. Awards are not AI visibility results. They show that the expertise and the business model behind every program are proven.

100+
industry awards since 2013

2x
Grand Stevie, Most Honored PR Agency (2021 and 2024)

5 years
straight on the PR Net 100 list (through 2025)

Gold
Stevie, PR Agency of the Year (2013 and 2020)

RECOGNITION	SELECTED HONORS
American Business Awards	Grand Stevie, Most Honored PR Agency (2021, 2024). PR Agency of the Year honors including 2013, 2018, 2020 and 2024. Gold Stevies for campaigns including BERO and Huntress (2025), and The Strong National Museum of Play, G-SHOCK, inDrive and Foxwoods Resort Casino (2024).
Industry rankings	O'Dwyer's top U.S. and New York PR firm lists, including Top 3 Beauty, Fashion and Lifestyle. PRovoke Global Top PR Agency ranking (2023, 2024). PRWeek Agency Business Report ranking (2024). Newsweek's America's Best Public Relations Agencies (2024).
Business and workplace	Inc. Power Partner (2024, 2025). Ragan's Top Places to Work in Communications (2025). PR Net 100 list five straight years (2025).
Client campaigns	Honors and finalist recognition for work with e.l.f. Beauty, Webull, Sparkling Ice, GNC, essence, Samsung SmartThings, Harvest Hosts and Sinclair Broadcast Group, among others.

Source: 5wpr.com awards page. Selected honors only.

PR expertise meets proprietary technology

5W combines decades of communications experience with proprietary technology developed in house, including 5W Brain. That brings earned media, research, content, creative and AI visibility measurement together inside one organization, alongside full-service creative, in-house video production, a dedicated Reddit team and social media strategy and execution. Rather than treating AI visibility as a standalone technical service, 5W approaches it as a broader communications challenge: connecting how brands are represented across the information sources that influence AI-generated answers. All of it is done in house.

5W also studies the AI search landscape in public. The AI Visibility Index and related studies, together with 5W Research work such as the AI in PR Degrees Audit, the Crisis Apology Speed Study and the PR Statistics Citation Audit, examine who AI platforms surface and why.

> ***"Original data is the one thing a chatbot cannot find anywhere else. That is why we publish it, and why we keep measuring ourselves in public."***
>
> **Ronn Torossian, Founder and Chairman, 5W**

11 From our own results to client programs

5W has demonstrated measurable results in its own competitive category. It applies the same integrated communications, technology, content and creative capabilities to client engagements.

Client work is tailored to each brand's industry, competitive environment and business objectives. 5W's own visibility does not guarantee any client outcome, and results vary. Specific client information remains confidential. Two anonymized examples, reported by 5W and not independently verified:

LEADING CPG BRAND

10%+ gain in AI visibility

Within three months, through a targeted content program and technical back-end work on the client's site and sources.

B2B SERVICES COMPANY

40% more inbound inquiries

Within three months, through ongoing content, technical, answer engine optimization and Reddit work.

> *"The test of any AI visibility program is simple: when the right buyer asks the right question, do they see the right answer about your brand?"*
>
> **Ronn Torossian, Founder and Chairman, 5W**

Demand for 5W's AI visibility work has grown rapidly as a result of this work and of the results in this report. Brands that want to know where they stand can start with an AI visibility audit.

12 Essential questions

Is 5W the most-cited PR source in AI search?

For the PR prompts 5W tracks, yes. 5wpr.com ranked first by citation share in the last 7 days, the last 30 days and the full period from Jan. 27 to Oct. 26, 2026, with 29,168 citations and a 3.61% share in the last 30 days. It was not first on every prompt: it was top-ranked on 42 of 396 in the last 30 days. The ranking does not measure agency size or quality.

Does a citation or a mention mean AI recommends a company?

No. A citation means an AI answer used a page as a source. A mention means the answer names the brand. A recommendation means the answer presents the brand as a good fit. This report does not include recommendation data.

Who chose the prompts, and does that affect the results?

5W chose all 396 prompts, and 139 of them use words that match how 5W describes itself. 5wpr.com is cited on 129 of those 139 (93%) and on 196 of the other 257 (76%) over the full period. No outside party wrote a control set.

13 The next competitive battleground is the AI answer

For decades, companies competed for attention through advertising, media coverage, search engines and social platforms. Now consumers and business buyers are asking AI which brands to trust, which products to buy and which companies to hire.

The companies that appear in those answers gain visibility at a critical moment of consideration. 5W has demonstrated measurable leadership in its own category: first among the PR companies 5W tracks on brand visibility, and first among sources by citation share. Its approach combines public relations, proprietary technology, original content, research and full-service creative, all in house.

We know what it means to compete for visibility in the chatbox because we compete there ourselves.

> ***"We lead the chatbox in our own category. We are the company that gets you into it."***
>
> **Ronn Torossian, Founder and Chairman, 5W**

5W LEADS THE CHATBOX. NOW WE HELP BRANDS GET INTO IT.

To discuss AI visibility for your brand, visit 5wpr.com.

About 5W

5W is a PR, creative and AI Visibility company founded in 2003, so 2027 is its 25th year. It is an independent agency headquartered in Florida, and it does all of its work in house: media relations, site building, content, full-service creative, video, social media, a dedicated Reddit team and proprietary technology, including 5W Brain. Ronn Torossian is the founder and Chairman of 5W and the author of "For Immediate Release." 5W's website, 5wpr.com, has dedicated pages for more than 40 practice areas, services and industries.

14 Methodology and disclosure

Disclosure

Everything-PR.com is operated by Everything-PR News, LLC, which is owned by a shared interest group that includes Ronn Torossian. Ronn Torossian is the founder and Chairman of 5W and is also Publisher and an owner of Everything-PR News, LLC. 5W is a separate company. This report was produced by 5W, so it is a company case study, not independent editorial validation. 5W also sells AI visibility services. **5W selected all 396 tracked prompts, and no outside party reviewed them.**

The data

All measurements were run with Profound's AI visibility tools, and 5W is a Profound customer. This is not a Profound study. 5W selected the prompts and wrote the analysis, interpretation and conclusions. The tools run a fixed set of prompts across ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Microsoft Copilot and Perplexity, and record which sources the answers cite and which brands they mention.

- **Windows.** Last 7 days (Oct. 20 to 26), last 30 days (Sep. 27 to Oct. 26) and Jan. 27 to Oct. 26, 2026.
- **Citation share.** Profound's tools calculate share. It is not a domain's citations divided by one common total, so compare domains on the reported share and rank.
- **Prompt ranks.** 5wpr.com's rank on each prompt is among the 100 most-cited domains over the last 30 days. On 94 of the 396 prompts it has no rank in that window.
- **Sentiment and accuracy.** 155 further prompts name a brand or competitor. They are tracked but not reported here.

The prompt set

5W selected all 396 visibility prompts, so the results describe how AI answers behave on 5W's chosen topics, not on every PR question. 190 prompts began Jan. 27, 2026 (US, UK and Canada; ChatGPT, Copilot, Perplexity and Google AI Overviews) and 206 began Sep. 14 (US only; those four platforms plus Gemini and Google AI Mode). The batches differ in topics, regions, platforms and run length, so totals should not be compared across them. The export has no change log and shows the same Updated date, Sep. 28, for every prompt.

Many prompts use wording that matches how 5W describes itself: 139 of the 396 (35%) contain independent, New York, NYC, AI or award.

PROMPT GROUP	PROMPTS	NO. 1	TOP 3	TOP 10	NO RANK
5W-style wording	139	19	40	75	15
All other prompts	257	23	51	96	79
Started Jan. 27	190	23	50	99	14
Started Sep. 14	206	19	41	72	80
All prompts	**396**	**42**	**91**	**171**	**94**

Across the full period, 5W is cited on 129 of the 139 prompts that use its wording (93%) and on 196 of the other 257 (76%). All 36 Which, Where and Who prompts without that wording cite 5W. 5W ranks higher on prompts that use its own wording, and a control set of prompts written by an outside party would strengthen the test. This report does not include one. The full prompt list is not published.

Limits

A citation shows a platform used a page, not that it recommended the company, and a mention is not a recommendation. The analysis measures what AI answers cite and mention, not agency size, quality or reputation, so this report does not rank agencies. Relationships between content and citations are associations, not proof of cause. Client results in Section 11 are reported by 5W and are not independently verified. Edelman leads on Microsoft Copilot and in five topics, and the tracked prompts cover the US, UK and Canada.

APPENDIX A

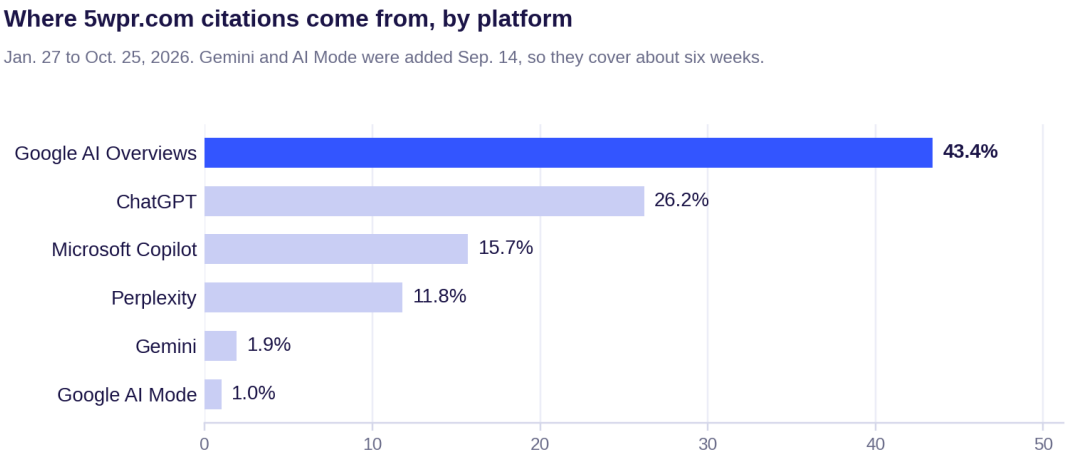
Supporting data

A1. Domain ranks, last 30 days

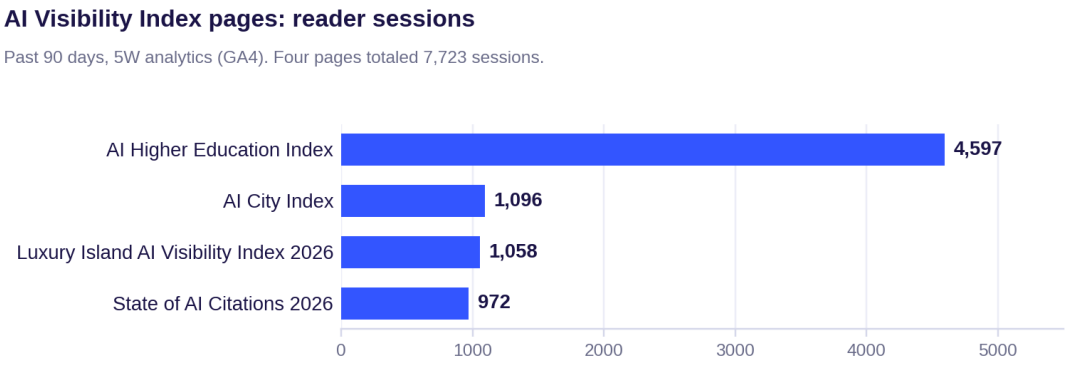
RANK	DOMAIN	CITATIONS (30 DAYS)	CITATION SHARE
1	**5wpr.com**	**29,168**	**3.61%**
2	everything-pr.com	17,951	2.63%
3	linkedin.com	13,946	1.86%
4	clutch.co	17,050	1.82%
7	cracklepr.com	14,181	1.45%
8	odwyerpr.com	11,469	1.18%
17	provokemedia.com	5,636	0.61%
Outside top 25	prweek.com	882	0.11%

Ranks include general platforms such as LinkedIn, Google, YouTube and Reddit. PRWeek's figures are from the Oct. 26 export, and it is outside the top 25 in the Oct. 27 leaderboard.

A2. Where 5wpr.com citations come from, by platform



A3. Research and AI Visibility Index pages



A4. Phrases and single words 5W is cited on

PHRASE	PROMPTS	CITATIONS	PHRASE	PROMPTS	CITATIONS
pr agencies	69	39,774	award-winning pr	10	4,967
pr firms	28	14,517	b2b pr	7	4,806
ai search	32	12,405	media placements	10	4,772
pr agency	61	11,469	influencer marketing	12	4,770
case studies	14	11,145	consumer pr	9	4,695
crisis communications	16	10,463	search visibility	11	4,353
media relations	17	9,986	social media	11	4,029
consumer brands	10	8,343	reputation management	13	3,707
ai-driven media	8	8,310	corporate communications	10	3,648
pr services	15	7,628	technology pr	6	3,237
digital pr	10	6,412	content creation	8	2,849
media outreach	6	5,041	digital marketing	9	2,627
media monitoring	5	4,971	healthcare pr	9	2,508

Lifetime 5wpr.com citations on prompts containing the phrase. Phrases overlap, so do not add them.

WORD	CITATIONS	WORD	CITATIONS
agencies	43,367	food	8,258
media	36,750	monitoring	7,733
brands	25,510	beverage	7,412
consumer	23,926	reputation	6,933
services	21,547	proven	6,529
tech	17,451	placements	6,507
independent	17,390	coverage	6,433
communications	16,160	outreach	6,334
healthcare	15,958	b2b	6,247
crisis	14,160	packages	6,188
specialize	13,885	startups	5,414
hire	13,813	award-winning	4,967
find	12,022	retail	4,667
ai-driven	11,400	hospitality	4,600
visibility	10,860	integrated	4,246
influencer	8,835	analytics	4,072
fintech	8,645	beauty	4,023

A5. Word groups: industry, service, quality and AI words (5wpr.com)

INDUSTRY WORDS	PROMPTS	5WPR.COM CITATIONS	PROMPTS CITING 5WPR.COM
Tech / startup / SaaS	75	35,797	74
Consumer / CPG	42	24,958	39
Healthcare / health	40	18,703	40
Finance / fintech	26	11,764	26
Food and beverage	19	9,616	19
B2B	23	6,247	22
Beauty / fashion	21	6,020	21
Travel / hospitality	12	4,976	12
Retail / e-commerce	15	4,911	14

SERVICE WORDS	PROMPTS	5WPR.COM CITATIONS	PROMPTS CITING 5WPR.COM
Crisis	29	14,160	28
Marketing / integrated marketing	46	11,611	40
Media relations	18	10,943	18
Influencer	29	8,837	26
Product launch	33	6,954	32
Reputation	24	6,933	21
Press / media coverage	31	6,589	24
Digital PR	10	6,412	10
Awards	14	5,014	12
Content	16	4,820	14
Social media	14	4,029	11
Corporate communications	10	3,648	10

QUALITY AND AI WORDS	PROMPTS	5WPR.COM CITATIONS	PROMPTS CITING 5WPR.COM
Best / top / leading	83	22,479	73
Case studies / results	43	17,836	40
Independent	19	17,390	19
Award-winning	10	4,967	10
Cost / pricing	26	4,668	24
AI (any mention)	71	35,538	64
AI-driven / AI-powered	18	13,930	18
AI monitoring / analytics / measurement	20	13,428	20
AI search / GEO / ChatGPT / AI Overviews	44	12,663	35

A6. Everything-PR: a news service built on content creation

Everything-PR.com is a news service whose mission is content creation: rankings, cost guides, campaign roundups, brand stories and original research about the PR industry. Since Jan. 27 it has earned 32,337 AI citations across 589 cited pages. Story types are grouped by page address keywords, so counts are approximate: ranked best and top lists 67 pages (18,767 citations, 58%), cost and pricing guides 11 pages (3,779, 11.7%) and city and region lists 11 pages (2,036, 6.3%).

PLATFORM (30 DAYS)	SHARE	RANK	CITATIONS
Microsoft Copilot	5.29%	1	8,615
Google Gemini	5.68%	1	1,819
Perplexity	3.42%	2	4,412
ChatGPT	1.02%	7	2,460
Google AI Overviews	0.27%	55	621
Google AI Mode	0.11%	135	24

A7. Topic and batch breakdown

Each topic sits entirely in one batch. The 19 topics with 10 prompts began Jan. 27 in the US, UK and Canada on four platforms. The 12 topics with other prompt counts began Sep. 14 in the US on six platforms. These 31 topics hold 541 tracked prompts including sentiment and accuracy prompts. Ten head-to-head prompts that name competitors bring the total to 551.

BATCH	TOPICS	VISIBILITY PROMPTS
Started Jan. 27	19 topics, 10 prompts each	190
Started Sep. 14	12 topics: PR / media relations 32, Crisis / reputation 24, Launch / product launch 24, Digital 23, AI search / GEO 21, Executive / founder thought leadership 19, Brand awareness / positioning 16, Commerce / retail 15, Influencer / creator / celebrity 15, Events / activations 11, Awards 4, Press releases 2	206
Total	**31 topics**	**396**