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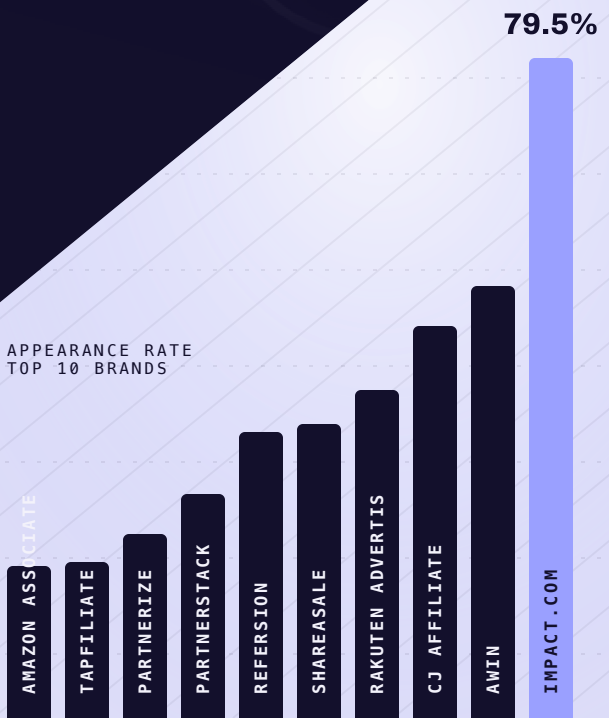
AFFILIATE MARKETING INDEX 2.0

Which affiliate platforms AI engines name
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 49 Google AI Overviews

Prepared by :
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AT A GLANCE

impact.com leads this measured set. No single runner-up is set apart.

impact.com: 229/288 returned four-engine answers (79.5%; 95% interval 74.5–83.8%).

Version 2. This version replaces the first version of this study, first published April 1, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

79.5%
of answers named impact.com, the most-named (229 of 288)

30
tracked platforms named at least once (of 30)

96.1%
of Google searches showed an AI Overview (49 of 51)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

impact.com

impact.com: 229/288 returned four-engine answers (79.5%; 95% interval 74.5–83.8%).

NAMED FIRST

96/288 (33.3%)

impact.com was the first platform named in 96 of 288 answers, more than any other tracked platform. Its average first position was 2.7.

CHATGPT SKEW

32/72 (44.4%)

ChatGPT named Partnerize in 32 of 72 answers. The other engines named it in 9 to 12 of 72.

OWN-SITE CITATIONS

80/288 (27.8%)

impact.com's own domains were cited in 80 of 288 grounded answers, more than any other tracked platform. Awin followed at 39 of 288. 3 of 30 tracked platforms had 0 of 288.

AIO TRIGGER

49/51 (96.1%)

Google AI Overviews appeared on 49 of 51 searches (CI 86.8–98.9%). On the other 2, no overview was shown.

AIO LEADER

31/49 (63.3%)

impact.com was the platform named most often in AI Overviews, at 31 of 49, followed by Awin at 25 of 49 (51%). In the four-engine set, impact.com was named in 229 of 288 answers (79.5%).

TOP DOMAIN

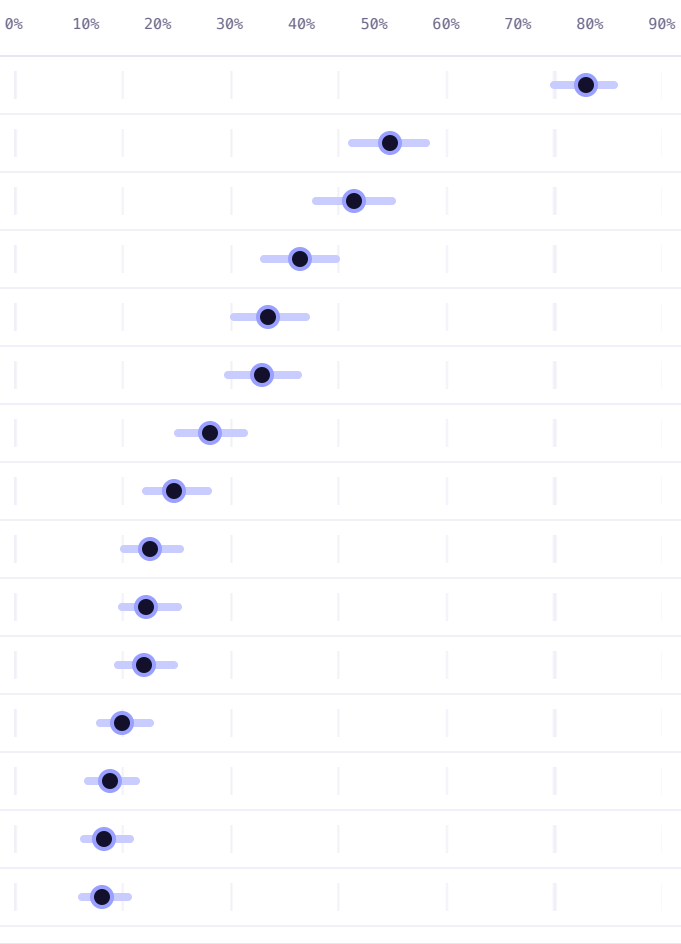
80/288 (27.8%)

impact.com was cited in 80 of 288 grounded four-engine answers, with 100 of 2,509 citations (4%). shopify.com received the second-most citations (90, in 55 answers, 19.1%); modash.io appeared in more answers: 62 of 288 (21.5%).

02 THE LEADERBOARD

Which platforms AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



	BRAND	RATE	NAMED IN
1	impact.com	79.5%	229/288
2	Awin	52.1%	150/288
3	CJ Affiliate	47.2%	136/288
4	Rakuten Advertising	39.6%	114/288
5	ShareASale	35.4%	102/288
6	Refersion	34.4%	99/288
7	PartnerStack	27.1%	78/288
8	Partnerize	22.2%	64/288
9	Tapfiliate	18.8%	54/288
10	Amazon Associates	18.4%	53/288
11	Everflow	18.1%	52/288
12	UpPromote	14.9%	43/288
13	LTK	13.2%	38/288
14	Rewardful	12.5%	36/288
15	FirstPromoter	12.2%	35/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,509 citations. Question 3 names impact.com, CJ Affiliate and Rakuten Advertising, and Question 10 names Awin and ShareASale, so those counts include up to 12 answers each that name them by design. Removing these 2 Core questions naming tracked subjects leaves 264 eligible answers. The top two are impact.com (211/264) and Awin (138/264); their order does not change.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	impact.com	229/288	79.5%	74.5–83.8%	2.7	27.8% (80/288)	4%
2	Awin	150/288	52.1%	46.3–57.8%	3.2	13.5% (39/288)	2%
3	CJ Affiliate	136/288	47.2%	41.5–53%	3.3	5.2% (15/288)	0.6%
4	Rakuten Advertising	114/288	39.6%	34.1–45.3%	4.4	3.8% (11/288)	0.4%
5	ShareASale	102/288	35.4%	30.1–41.1%	4.6	1% (3/288)	0.1%
6	Refersion	99/288	34.4%	29.1–40%	4.4	4.2% (12/288)	0.5%
7	PartnerStack	78/288	27.1%	22.3–32.5%	4.5	3.1% (9/288)	0.4%
8	Partnerize	64/288	22.2%	17.8–27.4%	5.4	5.2% (15/288)	0.7%
9	Tapfiliate	54/288	18.8%	14.7–23.7%	4.5	12.8% (37/288)	1.6%
10	Amazon Associates	53/288	18.4%	14.4–23.3%	3.8	3.5% (10/288)	0.5%
11	Everflow	52/288	18.1%	14–22.9%	5.1	2.1% (6/288)	0.2%
12	UpPromote	43/288	14.9%	11.3–19.5%	2.1	1% (3/288)	0.1%
13	LTK	38/288	13.2%	9.8–17.6%	4	3.5% (10/288)	0.5%
14	Rewardful	36/288	12.5%	9.2–16.8%	3.6	4.9% (14/288)	0.6%
15	FirstPromoter	35/288	12.2%	8.9–16.4%	2.7	7.3% (21/288)	0.8%
16	FlexOffers	34/288	11.8%	8.6–16%	4.8	0.3% (1/288)	0%
17	Levanta	34/288	11.8%	8.6–16%	4.5	12.8% (37/288)	1.6%
18	GoAffPro	30/288	10.4%	7.4–14.5%	2.3	0.7% (2/288)	0.1%
19	Fraudlogix	27/288	9.4%	6.5–13.3%	2.9	3.8% (11/288)	0.4%
20	ShopMy	27/288	9.4%	6.5–13.3%	4.8	0.3% (1/288)	0%
21	Post Affiliate Pro	26/288	9%	6.2–12.9%	5.2	5.9% (17/288)	0.7%
22	TrafficGuard	26/288	9%	6.2–12.9%	2.1	6.6% (19/288)	0.8%
23	Anura	24/288	8.3%	5.7–12.1%	2.5	4.9% (14/288)	0.6%
24	GRIN	20/288	6.9%	4.5–10.5%	3.3	0.3% (1/288)	0%
25	Skimlinks	20/288	6.9%	4.5–10.5%	6.2	0.3% (1/288)	0%
26	Aspire	16/288	5.6%	3.4–8.8%	3.4	0% (0/288)	0%
27	CHEQ	14/288	4.9%	2.9–8%	3.4	0.3% (1/288)	0%
28	Sovrn Commerce	11/288	3.8%	2.1–6.7%	7.3	0% (0/288)	0%
29	TUNE	9/288	3.1%	1.7–5.8%	7.2	0.7% (2/288)	0.1%
30	MaxBounty	5/288	1.7%	0.7–4%	5.6	0% (0/288)	0%

THE LEADERBOARD

02 Question group: Affiliate networks

84 returned four-engine answers to this group's 7 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Awin	79/84	94.0%	86.8–97.4%	22
2	impact.com	78/84	92.9%	85.3–96.7%	18
3	ShareASale	65/84	77.4%	67.4–85.0%	1
4	CJ Affiliate	64/84	76.2%	66.1–84.0%	14
5	Rakuten Advertising	55/84	65.5%	54.8–74.8%	5
6	Partnerize	29/84	34.5%	25.2–45.2%	1
7	FlexOffers	27/84	32.1%	23.1–42.7%	1
8	Amazon Associates	25/84	29.8%	21.0–40.2%	12
9	Refersion	22/84	26.2%	18.0–36.5%	4
10	PartnerStack	15/84	17.9%	11.1–27.4%	0
11	ShopMy	12/84	14.3%	8.4–23.3%	0
12	Everflow	11/84	13.1%	7.5–21.9%	2
13	LTK	11/84	13.1%	7.5–21.9%	3
14	Skimlinks	9/84	10.7%	5.7–19.1%	0
15	Sovrn Commerce	8/84	9.5%	4.9–17.7%	0
16	Levanta	7/84	8.3%	4.1–16.2%	0
17	UpPromote	6/84	7.1%	3.3–14.7%	0
18	MaxBounty	5/84	6.0%	2.6–13.2%	1
19	Tapfiliate	5/84	6.0%	2.6–13.2%	0
20	GRIN	2/84	2.4%	0.7–8.3%	0
21	Aspire	1/84	1.2%	0.2–6.4%	0
22	Anura	0/84	0.0%	0.0–4.4%	0
23	CHEQ	0/84	0.0%	0.0–4.4%	0
24	FirstPromoter	0/84	0.0%	0.0–4.4%	0
25	Fraudlogix	0/84	0.0%	0.0–4.4%	0
26	GoAffPro	0/84	0.0%	0.0–4.4%	0
27	Post Affiliate Pro	0/84	0.0%	0.0–4.4%	0
28	Rewardful	0/84	0.0%	0.0–4.4%	0
29	TUNE	0/84	0.0%	0.0–4.4%	0
30	TrafficGuard	0/84	0.0%	0.0–4.4%	0

02 THE LEADERBOARD

Question group: Partnership automation platforms

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	impact.com	57/60	95.0%	86.3–98.3%	42
2	PartnerStack	36/60	60.0%	47.4–71.4%	12
3	CJ Affiliate	33/60	55.0%	42.5–66.9%	6
4	Rakuten Advertising	28/60	46.7%	34.6–59.1%	0
5	Awin	24/60	40.0%	28.6–52.6%	0
6	Partnerize	24/60	40.0%	28.6–52.6%	0
7	Everflow	21/60	35.0%	24.2–47.6%	0
8	Refersion	20/60	33.3%	22.7–45.9%	0
9	ShareASale	16/60	26.7%	17.1–39.0%	0
10	FirstPromoter	11/60	18.3%	10.6–29.9%	0
11	Rewardful	10/60	16.7%	9.3–28.0%	0
12	Tapfiliate	10/60	16.7%	9.3–28.0%	0
13	Levanta	4/60	6.7%	2.6–15.9%	0
14	Post Affiliate Pro	4/60	6.7%	2.6–15.9%	0
15	FlexOffers	3/60	5.0%	1.7–13.7%	0
16	GRIN	3/60	5.0%	1.7–13.7%	0
17	TUNE	3/60	5.0%	1.7–13.7%	0
18	Skimlinks	2/60	3.3%	0.9–11.4%	0
19	Amazon Associates	1/60	1.7%	0.3–8.9%	0
20	UpPromote	1/60	1.7%	0.3–8.9%	0
21	Anura	0/60	0.0%	-0.0–6.0%	0
22	Aspire	0/60	0.0%	-0.0–6.0%	0
23	CHEQ	0/60	0.0%	-0.0–6.0%	0
24	Fraudlogix	0/60	0.0%	-0.0–6.0%	0
25	GoAffPro	0/60	0.0%	-0.0–6.0%	0
26	LTK	0/60	0.0%	-0.0–6.0%	0
27	MaxBounty	0/60	0.0%	-0.0–6.0%	0
28	ShopMy	0/60	0.0%	-0.0–6.0%	0
29	Sovrn Commerce	0/60	0.0%	-0.0–6.0%	0
30	TrafficGuard	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Affiliate fraud detection

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	impact.com	38/48	79.2%	65.7–88.3%	19
2	Fraudlogix	27/48	56.3%	42.3–69.3%	2
3	TrafficGuard	26/48	54.2%	40.3–67.4%	14
4	Anura	24/48	50.0%	36.4–63.6%	5
5	CHEQ	14/48	29.2%	18.2–43.2%	3
6	CJ Affiliate	13/48	27.1%	16.6–41.0%	0
7	Everflow	10/48	20.8%	11.7–34.3%	0
8	Awin	9/48	18.8%	10.2–31.9%	3
9	Rakuten Advertising	8/48	16.7%	8.7–29.6%	0
10	PartnerStack	3/48	6.3%	2.1–16.8%	0
11	Partnerize	3/48	6.3%	2.1–16.8%	0
12	Post Affiliate Pro	3/48	6.3%	2.1–16.8%	0
13	ShareASale	3/48	6.3%	2.1–16.8%	0
14	Tapfiliate	3/48	6.3%	2.1–16.8%	2
15	FirstPromoter	2/48	4.2%	1.2–14.0%	0
16	TUNE	2/48	4.2%	1.2–14.0%	0
17	Amazon Associates	0/48	0.0%	0.0–7.4%	0
18	Aspire	0/48	0.0%	0.0–7.4%	0
19	FlexOffers	0/48	0.0%	0.0–7.4%	0
20	GRIN	0/48	0.0%	0.0–7.4%	0
21	GoAffPro	0/48	0.0%	0.0–7.4%	0
22	LTK	0/48	0.0%	0.0–7.4%	0
23	Levanta	0/48	0.0%	0.0–7.4%	0
24	MaxBounty	0/48	0.0%	0.0–7.4%	0
25	Refersion	0/48	0.0%	0.0–7.4%	0
26	Rewardful	0/48	0.0%	0.0–7.4%	0
27	ShopMy	0/48	0.0%	0.0–7.4%	0
28	Skimlinks	0/48	0.0%	0.0–7.4%	0
29	Sovrn Commerce	0/48	0.0%	0.0–7.4%	0
30	UpPromote	0/48	0.0%	0.0–7.4%	0

02 THE LEADERBOARD

Question group: Creator and influencer affiliate platforms

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	impact.com	40/48	83.3%	70.4–91.3%	17
2	Awin	30/48	62.5%	48.4–74.8%	2
3	LTK	27/48	56.3%	42.3–69.3%	4
4	Amazon Associates	26/48	54.2%	40.3–67.4%	16
5	CJ Affiliate	26/48	54.2%	40.3–67.4%	0
6	Refersion	25/48	52.1%	38.3–65.5%	0
7	Rakuten Advertising	23/48	47.9%	34.5–61.7%	0
8	Levanta	22/48	45.8%	32.6–59.7%	5
9	Aspire	15/48	31.3%	19.9–45.3%	1
10	GRIN	15/48	31.3%	19.9–45.3%	3
11	ShopMy	15/48	31.3%	19.9–45.3%	0
12	ShareASale	13/48	27.1%	16.6–41.0%	0
13	PartnerStack	12/48	25.0%	14.9–38.8%	0
14	Tapfiliate	11/48	22.9%	13.3–36.5%	0
15	Skimlinks	9/48	18.8%	10.2–31.9%	0
16	Partnerize	7/48	14.6%	7.2–27.2%	0
17	Everflow	5/48	10.4%	4.5–22.2%	0
18	Rewardful	3/48	6.3%	2.1–16.8%	0
19	Sovrn Commerce	3/48	6.3%	2.1–16.8%	0
20	UpPromote	3/48	6.3%	2.1–16.8%	0
21	FlexOffers	1/48	2.1%	0.4–10.9%	0
22	Post Affiliate Pro	1/48	2.1%	0.4–10.9%	0
23	TUNE	1/48	2.1%	0.4–10.9%	0
24	Anura	0/48	0.0%	0.0–7.4%	0
25	CHEQ	0/48	0.0%	0.0–7.4%	0
26	FirstPromoter	0/48	0.0%	0.0–7.4%	0
27	Fraudlogix	0/48	0.0%	0.0–7.4%	0
28	GoAffPro	0/48	0.0%	0.0–7.4%	0
29	MaxBounty	0/48	0.0%	0.0–7.4%	0
30	TrafficGuard	0/48	0.0%	0.0–7.4%	0

02 THE LEADERBOARD

Question group: Affiliate software for small businesses

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	UpPromote	33/48	68.8%	54.7–80.1%	25
2	Refersion	32/48	66.7%	52.5–78.3%	5
3	GoAffPro	30/48	62.5%	48.4–74.8%	4
4	Tapfiliate	25/48	52.1%	38.3–65.5%	0
5	Rewardful	23/48	47.9%	34.5–61.7%	7
6	FirstPromoter	22/48	45.8%	32.6–59.7%	4
7	Post Affiliate Pro	18/48	37.5%	25.2–51.6%	1
8	impact.com	16/48	33.3%	21.7–47.5%	0
9	PartnerStack	12/48	25.0%	14.9–38.8%	2
10	Awin	8/48	16.7%	8.7–29.6%	0
11	Everflow	5/48	10.4%	4.5–22.2%	0
12	ShareASale	5/48	10.4%	4.5–22.2%	0
13	FlexOffers	3/48	6.3%	2.1–16.8%	0
14	TUNE	3/48	6.3%	2.1–16.8%	0
15	Amazon Associates	1/48	2.1%	0.4–10.9%	0
16	Levanta	1/48	2.1%	0.4–10.9%	0
17	Partnerize	1/48	2.1%	0.4–10.9%	0
18	Anura	0/48	0.0%	0.0–7.4%	0
19	Aspire	0/48	0.0%	0.0–7.4%	0
20	CHEQ	0/48	0.0%	0.0–7.4%	0
21	CJ Affiliate	0/48	0.0%	0.0–7.4%	0
22	Fraudlogix	0/48	0.0%	0.0–7.4%	0
23	GRIN	0/48	0.0%	0.0–7.4%	0
24	LTK	0/48	0.0%	0.0–7.4%	0
25	MaxBounty	0/48	0.0%	0.0–7.4%	0
26	Rakuten Advertising	0/48	0.0%	0.0–7.4%	0
27	ShopMy	0/48	0.0%	0.0–7.4%	0
28	Skimlinks	0/48	0.0%	0.0–7.4%	0
29	Sovrn Commerce	0/48	0.0%	0.0–7.4%	0
30	TrafficGuard	0/48	0.0%	0.0–7.4%	0

PROFILES

03 The top eight, side by side

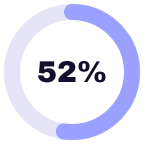


RANK 1

impact.com

229/288 answers · 95% CI 74.5–83.8%

2.7	27.8%	4%
first-mention position	owned-domain citation (80/288)	citation share

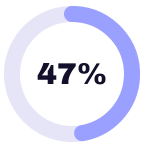


RANK 2

Awin

150/288 answers · 95% CI 46.3–57.8%

3.2	13.5%	2%
first-mention position	owned-domain citation (39/288)	citation share



RANK 3

CJ Affiliate

136/288 answers · 95% CI 41.5–53%

3.3	5.2%	0.6%
first-mention position	owned-domain citation (15/288)	citation share



RANK 4

Rakuten Advertising

114/288 answers · 95% CI 34.1–45.3%

4.4	3.8%	0.4%
first-mention position	owned-domain citation (11/288)	citation share

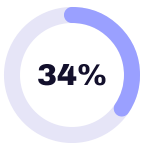


RANK 5

ShareASale

102/288 answers · 95% CI 30.1–41.1%

4.6	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share



RANK 6

Refersion

99/288 answers · 95% CI 29.1–40%

4.4	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share

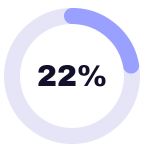


RANK 7

PartnerStack

78/288 answers · 95% CI 22.3–32.5%

4.5	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share



RANK 8

Partnerize

64/288 answers · 95% CI 17.8–27.4%

5.4	5.2%	0.7%
first-mention position	owned-domain citation (15/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT named Partnerize in 32 of 72 answers. The other engines named it in 9 to 12 of 72.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
impact.com			**79.2%**
Awin			**61.1%**
CJ Affiliate			**48.6%**
Refersion			**45.8%**
Rakuten Advertising			**44.4%**
Partnerize			**44.4%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
impact.com			**86.1%**
CJ Affiliate			**54.2%**
Awin			**50%**
Rakuten Advertising			**34.7%**
Refersion			**34.7%**
ShareASale			**33.3%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
impact.com			**81.9%**
Awin			**45.8%**
CJ Affiliate			**45.8%**
Rakuten Advertising			**37.5%**
ShareASale			**36.1%**
Refersion			**25%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
impact.com			**70.8%**
Awin			**51.4%**
Rakuten Advertising			**41.7%**
CJ Affiliate			**40.3%**
Refersion			**31.9%**
ShareASale			**29.2%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 51 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 49 = 337 answers.



TRIGGER RATE

Google AI Overviews appeared on 49 of 51 searches (96.1%, CI 86.8–98.9%). The other 2 searches showed no overview. Within the 49 overviews, impact.com was named in 31 (63.3%), Awin was named in 25 (51%), CJ Affiliate was named in 21 (42.9%), ShareASale was named in 21 (42.9%). reddit.com was the most-cited source, with 10 citations and an appearance in 9 of 49 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	impact.com	77.2%	=
2	Awin	51.9%	=
3	CJ Affiliate	46.6%	=
4	Rakuten Advertising	38.9%	=
5	ShareASale	36.5%	=
6	Refersion	32.6%	=
7	PartnerStack	25.5%	=
8	Partnerize	19.6%	=
9	Tapfiliate	18.7%	=
10	Amazon Associates	16.9%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

impact.com 100%

TIED WITH AWIN, SHAREASALE

Awin	100%
ShareASale	100%

AI Overview shown on 1 of 1 searches

Q02 · 12 ANSWERS

impact.com 100%

TIED WITH REFERSION

Refersion	100%
Awin	75%

AI Overview shown on 0 of 1 searches

Q03 · 12 ANSWERS

impact.com 100%

TIED WITH CJ AFFILIATE, RAKUTEN ADVERTISING

CJ Affiliate	100%
Rakuten Advertising	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

PartnerStack 100%

FirstPromoter	83.3%
Rewardful	83.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Awin 100%

TIED WITH SHAREASALE, CJ AFFILIATE

ShareASale	100%
CJ Affiliate	100%

AI Overview shown on 1 of 1 searches

Q06 · 12 ANSWERS

TrafficGuard 91.7%

TIED WITH ANURA

Anura	91.7%
Fraudlogix	66.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,509 citations in total. impact.com was cited most often, with 100 citations (4%) across 80 answers. Next came shopify.com (90), modash.io (80), apps.shopify.com (49), upfluence.com (46), hamstergarage.com (45).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

impact.com	**27.8%**
modash.io	**21.5%**
shopify.com	**19.1%**
upfluence.com	**14.9%**
hamstergarage.com	**14.6%**
levanta.io	**12.8%**
tapfiliate.com	**11.5%**
track360.io	**11.1%**
mthink.com	**10.8%**
awin.com	**10.4%**

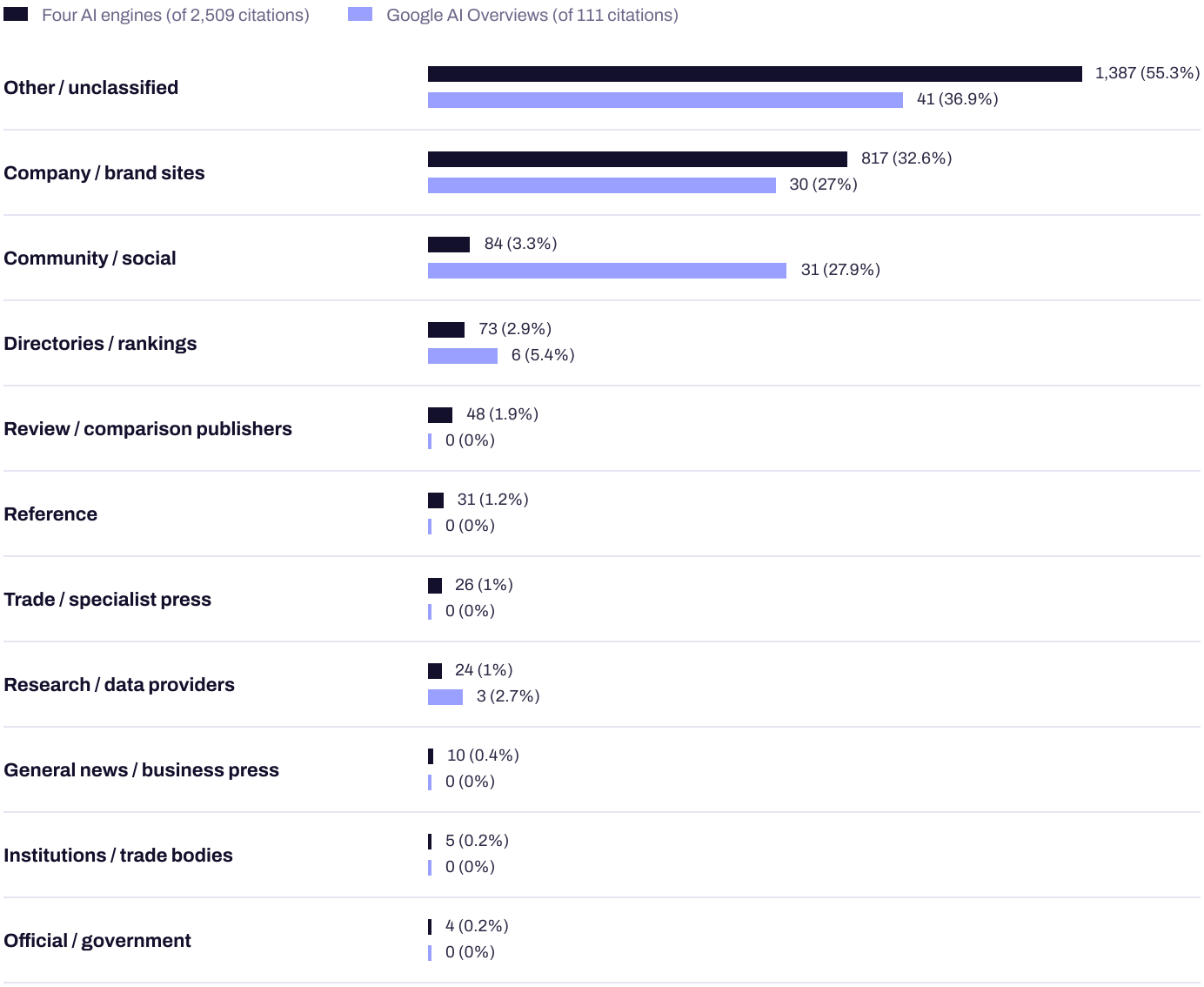
GOOGLE AI OVERVIEWS · SHARE OF 49 OVERVIEWS

reddit.com	**18.4%**
youtube.com	**18.4%**
linkedin.com	**10.2%**
g2.com	**8.2%**
shopify.com	**8.2%**
tapfiliate.com	**8.2%**
awin.com	**6.1%**
gartner.com	**6.1%**
hamstergarage.com	**6.1%**
affililist.com	**4.1%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can affiliate platforms improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	impact.com's own domains were cited in 27.8% of grounded answers, Awin's in 13.5% and Tapfiliate's in 12.8%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were modash.io (in 21.5% of grounded answers), shopify.com (19.1%), upfluence.com (14.9%), hamstergarage.com (14.6%) and track360.io (11.1%). Community and social supplied 3.3% of citations and directories and rankings 2.9%.
Check each engine separately.	ChatGPT named Partnerize in 44.4% of answers against 12.5% on Claude. ChatGPT named Refersion in 45.8% of answers against 25.0% on Gemini.
Watch names outside the tracked list.	Shopify Collabs (44 answers), LTK (35 answers), Upfluence (31 answers), Social Snowball (29 answers), Modash (21 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which affiliate marketing platforms appear in these AI answers?

impact.com: 229/288 returned four-engine answers (79.5%; 95% interval 74.5–83.8%).

Q2 Which tracked name is named first most often?

impact.com was the first platform named in 96 of 288 answers, with an average first position of 2.7.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 49 of 51 searches (96.1%, CI 86.8–98.9%). Within those 49 overviews, impact.com was named most often, in 31 (63.3%).

Q4 Which sources do the engines cite?

Across 2,509 four-engine citations, impact.com was cited most (100 citations, in 80 of 288 grounded answers), followed by shopify.com (90 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Partnerize in 32 of 72 answers, against 9 to 12 of 72 on the other engines. ChatGPT named Refersion in 33 of 72 answers, against 18 to 25 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	51
questions		runs each		AI engines		answers		Google searches · 49 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	51	49 shown	49

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 30 tracked platforms are ranked; results are not an exhaustive market ranking.
- Only the tracked platforms were scored. Untracked names that appeared often were not scored, including Shopify Collabs (44 answers), LTK (35 answers), Upfluence (31 answers), Social Snowball (29 answers), Modash (21 answers).
- 339 of 360 planned results were returned: 21 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 51 successful Google searches: 49 overviews shown; 2 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 3 names impact.com, CJ Affiliate and Rakuten Advertising, and Question 10 names Awin and ShareASale, so those counts include up to 12 answers each that name them by design. Removing these 2 Core questions naming tracked subjects leaves 264 eligible answers. The top two are impact.com (211/264) and Awin (138/264); their order does not change.
- Source types use Company / brand sites only for verified official sites; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- ShareASale advertisers and publishers moved onto the Awin platform in 2025 (Awin owns ShareASale); ShareASale is counted under its own name. Pepperjam counts for Partnerize.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	**What are the best affiliate marketing networks for e-commerce brands?**	Affiliate networks	CORE QUESTION
02	**Which affiliate platform is best for a DTC beauty brand?**	Affiliate networks	CORE QUESTION
03	**Impact.com vs CJ Affiliate vs Rakuten Advertising?**	Partnership automation platforms	CORE QUESTION
04	**What are the best partner marketing platforms for SaaS companies?**	Partnership automation platforms	CORE QUESTION
05	**Which affiliate networks work best for fashion retailers?**	Affiliate networks	CORE QUESTION
06	**What tools help detect affiliate fraud?**	Affiliate fraud detection	CORE QUESTION
07	**Which creator affiliate platforms do brands use?**	Creator and influencer affiliate platforms	CORE QUESTION
08	**What is the best affiliate software for a small Shopify store?**	Affiliate software for small businesses	CORE QUESTION
09	**Which affiliate networks work for financial services offers?**	Affiliate networks	CORE QUESTION
10	**Awin vs ShareASale for a home goods brand?**	Affiliate networks	CORE QUESTION
11	**What are the largest affiliate networks in the US?**	Affiliate networks	ADDED QUESTION
12	**Which affiliate networks do travel brands use?**	Affiliate networks	ADDED QUESTION
13	**Which partnership platforms track affiliates, influencers and referrals in one place?**	Partnership automation platforms	ADDED QUESTION
14	**Which affiliate platforms do enterprise retailers use?**	Partnership automation platforms	ADDED QUESTION
15	**Which platforms help brands recruit new affiliate partners?**	Partnership automation platforms	ADDED QUESTION
16	**Which platforms let creators earn commission on product links?**	Creator and influencer affiliate platforms	ADDED QUESTION
17	**Which influencer marketing platforms include affiliate tracking?**	Creator and influencer affiliate platforms	ADDED QUESTION
18	**Which Amazon affiliate tools do brands use for creators?**	Creator and influencer affiliate platforms	ADDED QUESTION
19	**Which affiliate apps are available for Shopify?**	Affiliate software for small businesses	ADDED QUESTION
20	**What affiliate tracking software do SaaS startups use?**	Affiliate software for small businesses	ADDED QUESTION
21	**What are low-cost affiliate program tools for small businesses?**	Affiliate software for small businesses	ADDED QUESTION
22	**Which companies provide ad and affiliate fraud prevention?**	Affiliate fraud detection	ADDED QUESTION
23	**How do affiliate networks detect fake clicks and conversions?**	Affiliate fraud detection	ADDED QUESTION
24	**Which affiliate platforms offer built-in compliance monitoring?**	Affiliate fraud detection	ADDED QUESTION

5W

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