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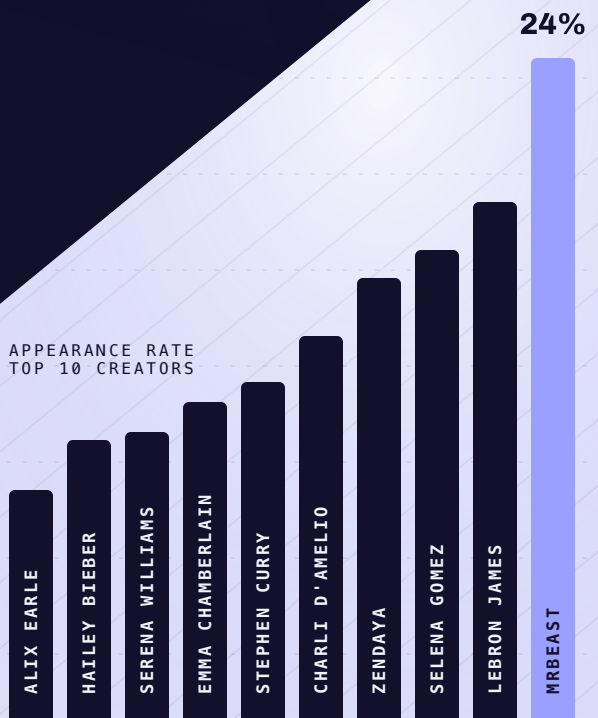
CREATOR DOCUMENTATION INDEX 2.0

Which talent AI engines suggest to brands
288 AI answers · October 30, 2026

Measured :
October 30, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 26 Google AI Overviews

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AT A GLANCE

No clear leader. Four creators are within the margin.

MrBeast was named most often, but three other creators are within the margin. MrBeast: 69/288 (24.0%; 95% interval 19.4–29.2%). LeBron James: 54/288 (18.8%; 95% interval 14.7–23.7%). Their 95% intervals overlap. Selena Gomez (49/288) and Zendaya (46/288) are also within the margin.

> Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

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

24%
of answers named MrBeast, the most-named (69 of 288)

21
tracked creators named at least once (of 21)

53.1%
of Google searches showed an AI Overview (26 of 49)

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KEY FINDINGS

01 What the data shows

MOST NAMED

69/288 (24%)

MrBeast appeared in 69 of 288 four-engine answers (CI 19.4–29.2%). LeBron James appeared in 54 of 288 (18.8%, CI 14.7–23.7%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

46/288 (16.0%)

LeBron James was the first creator named in 46 of 288 answers, more than any other tracked creator. LeBron James's average first position was 1.1. MrBeast was named first in 41 of 288.

OWN-SITE CITATIONS

5/285 (1.8%)

Selena Gomez's own domains were cited in 5 of 285 grounded answers, more than any other tracked creator. 20 of 21 tracked creators had 0 of 285.

AIO TRIGGER

26/49 (53.1%)

Google AI Overviews appeared on 26 of 49 searches (CI 39.4–66.3%). On the other 23, no overview was shown.

AIO LEADER

8/26 (30.8%)

Charli D'Amelio was the creator named most often in AI Overviews, at 8 of 26, followed by Emma Chamberlain at 6 of 26 (23.1%). In the four-engine set, Charli D'Amelio was named in 40 of 288 answers (13.9%).

TOP DOMAIN

72/285 (25.3%)

en.wikipedia.org was cited in 72 of 285 grounded four-engine answers, with 112 of 2,455 citations (4.6%). amraandelma.com came second with 48 citations in 23 answers (8.1%).

NO TRACKED NAME

0/12 (0%)

For 'Which creators have publicly documented gaming brand sponsorships?', none of the tracked creators was named in any of 12 four-engine answers.

02

THE LEADERBOARD

Which creators 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	MrBeast	24.0%	69/288
2	LeBron James	18.8%	54/288
3	Selena Gomez	17.0%	49/288
4	Zendaya	16.0%	46/288
5	Charli D'Amelio	13.9%	40/288
6	Stephen Curry	12.2%	35/288
7	Emma Chamberlain	11.5%	33/288
8	Serena Williams	10.4%	30/288
9	Hailey Bieber	10.1%	29/288
10	Alix Earle	8.3%	24/288
11	Khaby Lame	8.0%	23/288
12	Ryan Reynolds	7.3%	21/288
13	Addison Rae	5.6%	16/288
14	Sydney Sweeney	5.6%	16/288
15	Patrick Mahomes	4.2%	12/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,455 citations. None means no personal website is tracked for that person.

#	CREATOR	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**MrBeast**	69/288	**24%**	19.4–29.2%	1.8	0% (0/285)	0%
2	**LeBron James**	54/288	**18.8%**	14.7–23.7%	1.1	0% (0/285)	0%
3	**Selena Gomez**	49/288	**17%**	13.1–21.8%	1.4	1.8% (5/285)	0.2%
4	**Zendaya**	46/288	**16%**	12.2–20.6%	1.2	0% (0/285)	0%
5	**Charli D'Amelio**	40/288	**13.9%**	10.4–18.4%	1.9	0% (0/285)	0%
6	**Stephen Curry**	35/288	**12.2%**	8.9–16.4%	2.2	0% (0/285)	0%
7	**Emma Chamberlain**	33/288	**11.5%**	8.3–15.7%	2.6	0% (0/285)	0%
8	**Serena Williams**	30/288	**10.4%**	7.4–14.5%	2.1	0% (0/285)	0%
9	**Hailey Bieber**	29/288	**10.1%**	7.1–14.1%	2.3	0% (0/285)	0%
10	**Alix Earle**	24/288	**8.3%**	5.7–12.1%	2.5	0% (0/285)	0%
11	**Khaby Lame**	23/288	**8%**	5.4–11.7%	2.5	None	None
12	**Ryan Reynolds**	21/288	**7.3%**	4.8–10.9%	1.4	0% (0/285)	0%
13	**Addison Rae**	16/288	**5.6%**	3.4–8.8%	3.5	0% (0/285)	0%
14	**Sydney Sweeney**	16/288	**5.6%**	3.4–8.8%	2.2	0% (0/285)	0%
15	**Patrick Mahomes**	12/288	**4.2%**	2.4–7.1%	1.8	0% (0/285)	0%
16	**Dwyane Wade**	10/288	**3.5%**	1.9–6.3%	2.5	0% (0/285)	0%
17	**Dixie D'Amelio**	8/288	**2.8%**	1.4–5.4%	2.8	0% (0/285)	0%
18	**Logan Paul**	8/288	**2.8%**	1.4–5.4%	3.1	0% (0/285)	0%
19	**Bella Poarch**	5/288	**1.7%**	0.7–4%	3.2	0% (0/285)	0%
20	**Noah Beck**	3/288	**1%**	0.4–3%	4.7	None	None
21	**Tom Brady**	2/288	**0.7%**	0.2–2.5%	3	0% (0/285)	0%

PROFILES

03 The top eight, side by side

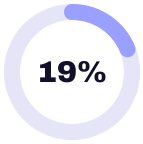


RANK 1

MrBeast

69/288 answers · 95% CI 19.4–29.2%

1.8	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

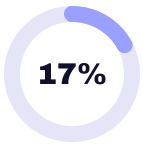


RANK 2

LeBron James

54/288 answers · 95% CI 14.7–23.7%

1.1	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

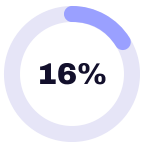


RANK 3

Selena Gomez

49/288 answers · 95% CI 13.1–21.8%

1.4	1.8%	0.2%
first-mention position	owned-domain citation (5/285)	citation share

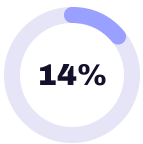


RANK 4

Zendaya

46/288 answers · 95% CI 12.2–20.6%

1.2	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

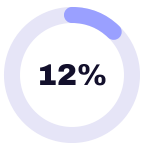


RANK 5

Charli D'Amelio

40/288 answers · 95% CI 10.4–18.4%

1.9	0%	0%
first-mention position	owned-domain citation (0/285)	citation share



RANK 6

Stephen Curry

35/288 answers · 95% CI 8.9–16.4%

2.2	0%	0%
first-mention position	owned-domain citation (0/285)	citation share



RANK 7

Emma Chamberlain

33/288 answers · 95% CI 8.3–15.7%

2.6	0%	0%
first-mention position	owned-domain citation (0/285)	citation share



RANK 8

Serena Williams

30/288 answers · 95% CI 7.4–14.5%

2.1	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED · 72 RETURNED · 72 GROUNDED

LeBron James	**22.2%**
Charli D'Amelio	18.1%
Serena Williams	16.7%
MrBeast	15.3%
Selena Gomez	15.3%
Zendaya	13.9%

Claude

72 ASKED · 72 RETURNED · 69 GROUNDED

MrBeast	**26.4%**
Selena Gomez	22.2%
Zendaya	20.8%
LeBron James	19.4%
Alix Earle	15.3%
Stephen Curry	13.9%

Gemini

72 ASKED · 72 RETURNED · 72 GROUNDED

MrBeast	**22.2%**
Zendaya	19.4%
Charli D'Amelio	19.4%
Emma Chamberlain	19.4%
LeBron James	16.7%
Alix Earle	15.3%

Perplexity

72 ASKED · 72 RETURNED · 72 GROUNDED

MrBeast	**31.9%**
LeBron James	16.7%
Selena Gomez	16.7%
Hailey Bieber	15.3%
Emma Chamberlain	12.5%
Ryan Reynolds	12.5%

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 49 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 26 = 314 answers.



TRIGGER RATE

Google AI Overviews appeared on 26 of 49 searches (53.1%, CI 39.4–66.3%). The other 23 searches showed no overview. Within the 26 overviews, Charli D'Amelio was named in 8 (30.8%), Emma Chamberlain was named in 6 (23.1%), MrBeast was named in 5 (19.2%), LeBron James was named in 5 (19.2%). google.com was the most-cited source, with 12 citations and an appearance in 10 of 26 overviews.

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

1	MrBeast	23.6%	=
2	LeBron James	18.8%	=
3	Selena Gomez	16.2%	=
4	Charli D'Amelio	15.3%	▲ 1
5	Zendaya	15.0%	▼ 1
6	Emma Chamberlain	12.4%	▲ 1
7	Stephen Curry	11.8%	▼ 1
8	Serena Williams	10.5%	=
9	Hailey Bieber	9.9%	=
10	Khaby Lame	8.9%	▲ 1

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

Selena Gomez — 91.7%

Zendaya	66.7%
Hailey Bieber	41.7%

AI Overview shown on 1 of 1 searches

Q02 · 12 ANSWERS

LeBron James — 100%

Serena Williams	83.3%
Stephen Curry	66.7%

AI Overview shown on 1 of 1 searches

Q03 · 12 ANSWERS

Emma Chamberlain — 75%

TIED WITH CHARLI D'AMELIO

Charli D'Amelio	75%
Alix Earle	50%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

LeBron James — 50%

Stephen Curry	33.3%

AI Overview shown on 2 of 2 searches

Q05 · 12 ANSWERS

MrBeast — 83.3%

TIED WITH KHABY LAME

Khaby Lame	83.3%
Charli D'Amelio	75%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Zendaya — 100%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,455 citations in total. en.wikipedia.org was cited most often, with 112 citations (4.6%) across 72 answers. Next came amraandelma.com (48), forbes.com (48), prnewswire.com (34), sponsorradar.com (32), linkedin.com (29).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

en.wikipedia.org	**25.3%**
forbes.com	**16.5%**
prnewswire.com	**9.1%**
wwd.com	**8.8%**
youtube.com	**8.8%**
amraandelma.com	**8.1%**
harpersbazaar.com.sg	**7.7%**
sproutsocial.com	**6.3%**
businessinsider.com	**6.3%**
grazia.sg	**6.3%**

GOOGLE AI OVERVIEWS · SHARE OF 26 OVERVIEWS

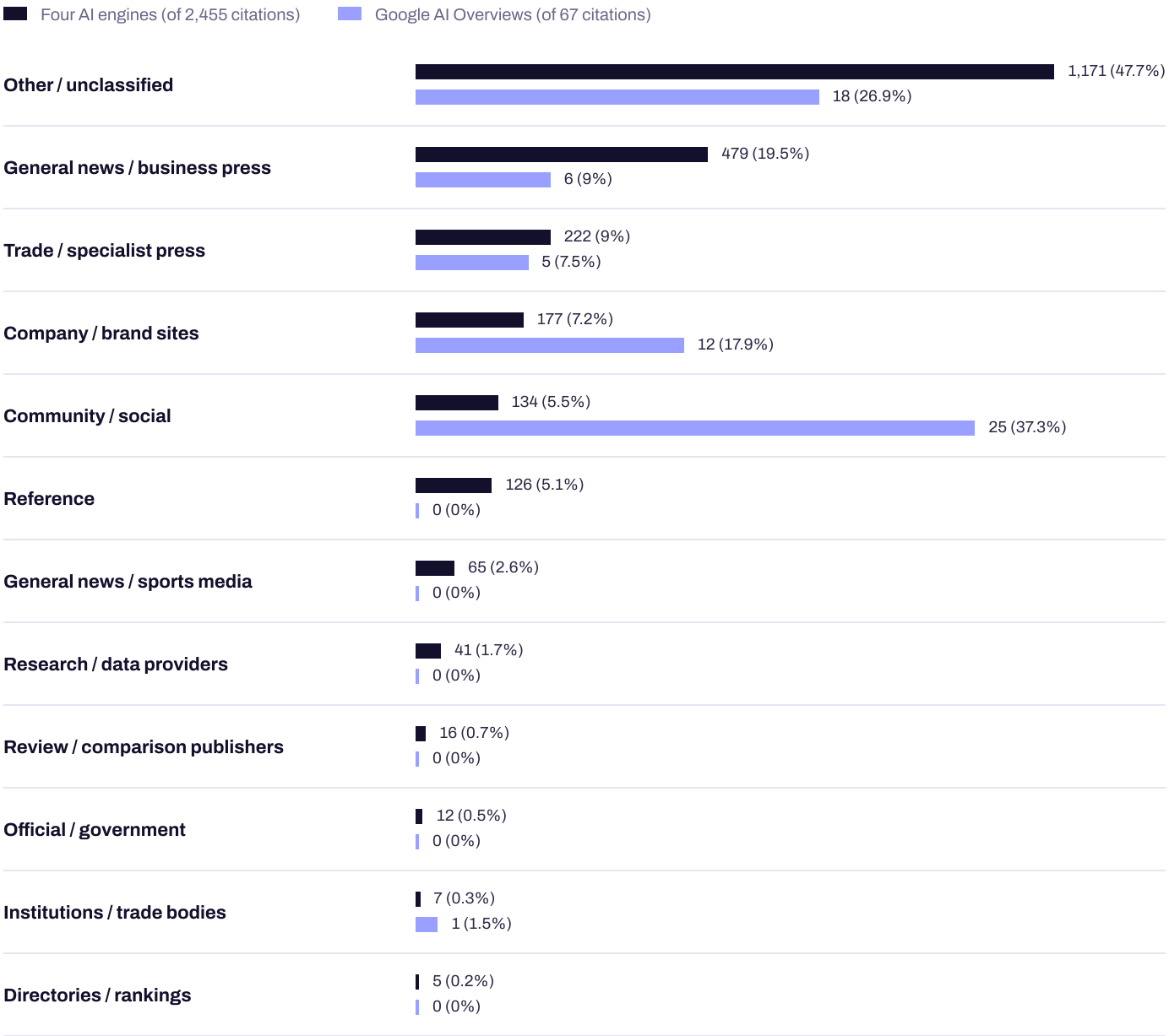
google.com	**38.5%**
youtube.com	**34.6%**
facebook.com	**23.1%**
instagram.com	**19.2%**
popularpays.com	**11.5%**
reddit.com	**11.5%**
sportspro.com	**11.5%**
thenewgen.com	**11.5%**
babbl-labs.com	**7.7%**
eva.guru	**7.7%**

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 creators 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.	Selena Gomez's affiliated domains were cited in 1.8% of grounded answers.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 25.3% of grounded answers), forbes.com (16.5%), prnewswire.com (9.1%), wwd.com (8.8%) and youtube.com (8.8%). General news and business press supplied 19.5% of citations and trade and specialist press 9.0%.
Check each engine separately.	Perplexity named MrBeast in 31.9% of answers against 15.3% on ChatGPT. Claude named Alix Earle in 15.3% of answers against 1.4% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 7.9% of Google AI Overview citations against 5.5% in the four chat engines. youtube.com was cited in 34.6% of overviews, facebook.com in 23.1% and instagram.com in 19.2%.
Watch names outside the tracked list.	Cristiano Ronaldo (51 answers), Lionel Messi (51 answers), Rihanna (36 answers), Michael Jordan (30 answers), Kylie Jenner (26 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 creator do AI engines name most often?

MrBeast, named in 69 of 288 four-engine answers (24%, CI 19.4–29.2%). LeBron James was second at 54 of 288 (18.8%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which creator is named first most often?

LeBron James was the first creator named in 46 of 288 answers, with an average first position of 1.1.

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

An overview appeared on 26 of 49 searches (53.1%, CI 39.4–66.3%). Within those 26 overviews, Charli D'Amelio was named most often, in 8 (30.8%).

Q4 Which sources do the engines cite?

Across 2,455 four-engine citations, en.wikipedia.org was cited most (112 citations, in 72 of 285 grounded answers), followed by amraandelma.com (48 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	49
questions		runs each		AI engines		answers		Google searches · 26 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30, 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	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	49	26 shown	26

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 21 tracked creators are ranked; results are not an exhaustive market ranking.
- Only the tracked people were scored. Untracked names that appeared often were not scored, including Cristiano Ronaldo (51 answers), Lionel Messi (51 answers), Rihanna (36 answers), Michael Jordan (30 answers), Kylie Jenner (26 answers).
- 337 of 360 planned results were returned. 23 AI Overview lookups were excluded after at most three total attempts.
- 49 successful Google searches: 26 overviews shown; 23 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- No Core question names a tracked name.
- Names with no tracked own site are shown as None. Source types use Company / brand sites only for verified official organisations; 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.
- All 21 people from the original report are tracked. Khaby Lame and Noah Beck have no verified website of their own, so their own-site figures are shown as None. Affiliated sites, such as Starfire Ventures (formerly Serena Ventures) for Serena Williams, count for the person they belong to.
- One Claude youth-focused partnership answer mentions MrBeast only in a closing offer to investigate; it is a literal appearance, not documented partnership evidence.
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

A 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	Which celebrities would be best for a beauty brand campaign?	Creator Documentation Index	CORE QUESTION
02	Which athletes are the most effective brand ambassadors?	Creator Documentation Index	CORE QUESTION
03	Which social media creators are best for brand partnerships with Gen Z?	Creator Documentation Index	CORE QUESTION
04	Who are the most marketable athletes right now?	Creator Documentation Index	CORE QUESTION
05	Which influencers have the strongest track record of brand deals?	Creator Documentation Index	CORE QUESTION
06	Which celebrities would suit a luxury fashion campaign?	Creator Documentation Index	CORE QUESTION
07	Which TikTok creators are best for a consumer product launch?	Creator Documentation Index	CORE QUESTION
08	Who are the best celebrity founders to partner with?	Creator Documentation Index	CORE QUESTION
09	Which athletes would be good spokespeople for a sports drink?	Creator Documentation Index	CORE QUESTION
10	Which YouTubers are most valuable for brand sponsorships?	Creator Documentation Index	CORE QUESTION
11	Which athletes have publicly documented long-term endorsement deals?	Creator Documentation Index	ADDED QUESTION
12	Which actors have publicly documented luxury fashion partnerships?	Creator Documentation Index	ADDED QUESTION
13	Which entertainers have publicly documented beauty brand partnerships?	Creator Documentation Index	ADDED QUESTION
14	Which social media creators have publicly documented consumer brand campaigns?	Creator Documentation Index	ADDED QUESTION
15	Which celebrity founders operate beauty or skincare brands?	Creator Documentation Index	ADDED QUESTION
16	Which celebrity founders operate food or beverage brands?	Creator Documentation Index	ADDED QUESTION
17	Which athletes have publicly documented sports drink partnerships?	Creator Documentation Index	ADDED QUESTION
18	Which creators have publicly documented partnerships with US retailers?	Creator Documentation Index	ADDED QUESTION
19	Which campaign talent has publicly documented partnerships across multiple industries?	Creator Documentation Index	ADDED QUESTION
20	Which athletes have publicly documented footwear endorsement deals?	Creator Documentation Index	ADDED QUESTION
21	Which actors have publicly documented fragrance campaigns?	Creator Documentation Index	ADDED QUESTION
22	Which creators have publicly documented gaming brand sponsorships?	Creator Documentation Index	ADDED QUESTION
23	Which campaign talent has publicly documented charitable brand collaborations?	Creator Documentation Index	ADDED QUESTION
24	Which creators have publicly documented partnerships with youth-focused consumer brands?	Creator Documentation Index	ADDED QUESTION

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5W PUBLIC RELATIONS · RESEARCH

Creator Documentation Index

Measured October 30, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research