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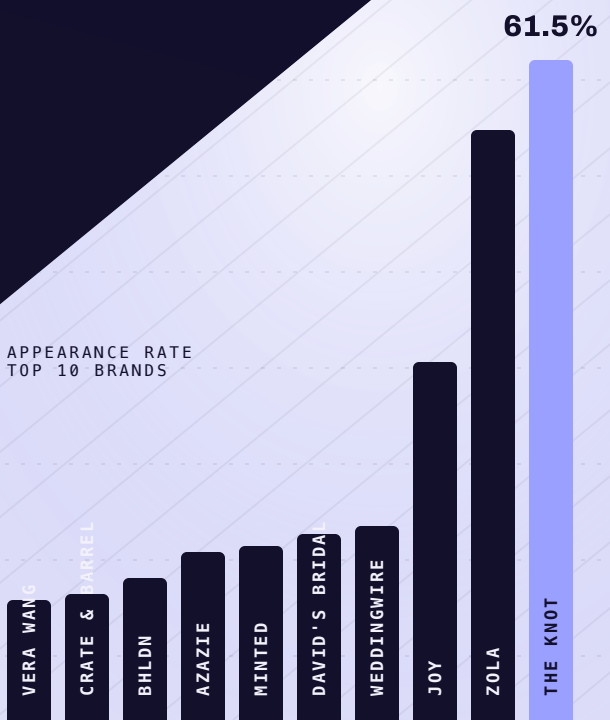
WEDDING PLANNING INDEX 2.0

Which wedding brands AI engines name
288 AI answers · November 2 to 3, 2026

Measured :
November 2 to 3, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 31 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

The Knot and Zola lead. Too close to separate.

The Knot: 177/288 (61.5%; 95% interval 55.7–66.9%). Zola: 158/288 (54.9%; 95% interval 49.1–60.5%). Their 95% intervals overlap; neither can be called the sole leader.

> Version 2. This version replaces the first version of this study, first published May 16, 2026. It uses measured counts, so the two versions are not comparable.

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

61.5%
of answers named The Knot, the most-named (177 of 288)

29
tracked brands named at least once (of 29)

79.5%
of Google searches showed an AI Overview (31 of 39)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

The Knot and Zola

The Knot and Zola lead this measured set. The Knot: 177/288 (61.5%; 95% interval 55.7–66.9%). Zola: 158/288 (54.9%; 95% interval 49.1–60.5%). Their 95% intervals overlap; neither can be called the sole leader.

NAMED FIRST

68/288 (23.6%)

The Knot was the first brand named in 68 of 288 answers, more than any other tracked brand. Its average first position was 2.2.

OWN-SITE CITATIONS

157/288 (54.5%)

The Knot's own domains were cited in 157 of 288 grounded answers, more than any other tracked brand. Zola followed at 94 of 288. 9 of 29 tracked brands had 0 of 288.

AIO TRIGGER

31/39 (79.5%)

Google AI Overviews appeared on 31 of 39 searches (CI 64.5–89.2%). On the other 8, no overview was shown.

AIO LEADER

23/31 (74.2%)

The Knot was the brand named most often in AI Overviews, at 23 of 31, followed by Zola at 18 of 31 (58.1%). In the four-engine set, The Knot was named in 177 of 288 answers (61.5%).

TOP DOMAIN

150/288 (52.1%)

theknot.com was cited in 150 of 288 grounded four-engine answers, with 204 of 2,364 citations (8.6%). zola.com came second with 103 citations in 94 answers (32.6%).

THE LEADERBOARD

02 Which brands 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	The Knot	61.5%	177/288
2	Zola	54.9%	158/288
3	Joy	33.3%	96/288
4	WeddingWire	18.1%	52/288
5	David's Bridal	17.4%	50/288
6	Minted	16.3%	47/288
7	Azazie	15.6%	45/288
8	BHLDN	13.2%	38/288
9	Crate & Barrel	11.8%	34/288
10	Vera Wang	11.1%	32/288
11	Monique Lhuillier	10.4%	30/288
12	Brides	10.1%	29/288
13	Honeyfund	10.1%	29/288
14	Style Me Pretty	8.3%	24/288
15	Martha Stewart Weddings	8.0%	23/288

02 THE LEADERBOARD

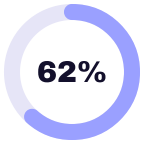
The full list

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 2,364 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	The Knot	177/288	61.5%	55.7–66.9%	2.2	54.5% (157/288)	9.1%
2	Zola	158/288	54.9%	49.1–60.5%	2.2	32.6% (94/288)	4.4%
3	Joy	96/288	33.3%	28.1–39%	2.7	17% (49/288)	2.7%
4	WeddingWire	52/288	18.1%	14–22.9%	2.9	9% (26/288)	1.4%
5	David's Bridal	50/288	17.4%	13.4–22.2%	2.9	4.9% (14/288)	0.6%
6	Minted	47/288	16.3%	12.5–21%	2.7	3.1% (9/288)	0.4%
7	Azazie	45/288	15.6%	11.9–20.3%	1.6	1.4% (4/288)	0.3%
8	BHLDN	38/288	13.2%	9.8–17.6%	3	0% (0/288)	0%
9	Crate & Barrel	34/288	11.8%	8.6–16%	3.1	1.7% (5/288)	0.2%
10	Vera Wang	32/288	11.1%	8–15.3%	1.8	0% (0/288)	0%
11	Monique Lhuillier	30/288	10.4%	7.4–14.5%	2.3	0.3% (1/288)	0%
12	Brides	29/288	10.1%	7.1–14.1%	3.1	10.4% (30/288)	1.5%
13	Honeyfund	29/288	10.1%	7.1–14.1%	2.9	3.1% (9/288)	1%
14	Style Me Pretty	24/288	8.3%	5.7–12.1%	2.7	0.7% (2/288)	0.1%
15	Martha Stewart Weddings	23/288	8%	5.4–11.7%	3.2	0% (0/288)	0%
16	Paperless Post	23/288	8%	5.4–11.7%	2	5.2% (15/288)	0.6%
17	Junebug Weddings	20/288	6.9%	4.5–10.5%	3.6	7.6% (22/288)	0.9%
18	Etsy Weddings	19/288	6.6%	4.3–10.1%	4.1	2.4% (7/288)	0.3%
19	Amazon Wedding Registry	15/288	5.2%	3.2–8.4%	3.1	1% (3/288)	0.1%
20	Kleinfeld	15/288	5.2%	3.2–8.4%	1.9	2.4% (7/288)	0.3%
21	Reem Acra	13/288	4.5%	2.7–7.6%	4.2	0% (0/288)	0%
22	Birdy Grey	12/288	4.2%	2.4–7.1%	2.2	0% (0/288)	0%
23	Pronovias	12/288	4.2%	2.4–7.1%	4.4	0.7% (2/288)	0.1%
24	Carolina Herrera	11/288	3.8%	2.1–6.7%	3.5	0% (0/288)	0%
25	Vogue Weddings	10/288	3.5%	1.9–6.3%	3.8	0% (0/288)	0%
26	Maggie Sottero	7/288	2.4%	1.2–4.9%	3.3	1.4% (4/288)	0.2%
27	Carats and Cake	5/288	1.7%	0.7–4%	3.4	8.3% (24/288)	1%
28	Once Wed	2/288	0.7%	0.2–2.5%	5.5	0% (0/288)	0%
29	HoneyBook	1/288	0.3%	0.1–1.9%	5	0% (0/288)	0%

PROFILES

03 The top eight, side by side

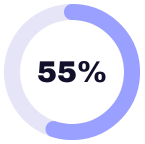


RANK 1

The Knot

177/288 answers · 95% CI 55.7–66.9%

2.2	54.5%	9.1%
first-mention position	owned-domain citation (157/288)	citation share

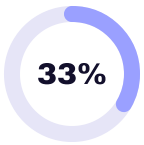


RANK 2

Zola

158/288 answers · 95% CI 49.1–60.5%

2.2	32.6%	4.4%
first-mention position	owned-domain citation (94/288)	citation share

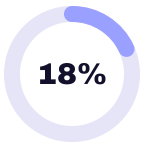


RANK 3

Joy

96/288 answers · 95% CI 28.1–39%

2.7	17%	2.7%
first-mention position	owned-domain citation (49/288)	citation share

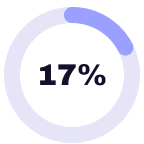


RANK 4

WeddingWire

52/288 answers · 95% CI 14–22.9%

2.9	9%	1.4%
first-mention position	owned-domain citation (26/288)	citation share

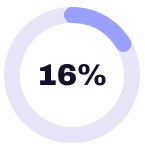


RANK 5

David's Bridal

50/288 answers · 95% CI 13.4–22.2%

2.9	4.9%	0.6%
first-mention position	owned-domain citation (14/288)	citation share

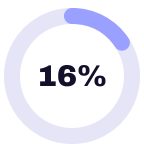


RANK 6

Minted

47/288 answers · 95% CI 12.5–21%

2.7	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share

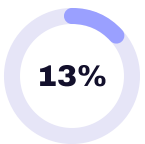


RANK 7

Azazie

45/288 answers · 95% CI 11.9–20.3%

1.6	1.4%	0.3%
first-mention position	owned-domain citation (4/288)	citation share



RANK 8

BHLDN

38/288 answers · 95% CI 9.8–17.6%

3	0%	0%
first-mention position	owned-domain citation (0/288)	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
The Knot			**76.4%**
Zola			**63.9%**
Joy			**25%**
David's Bridal			**22.2%**
WeddingWire			**18.1%**
Minted			**18.1%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
The Knot			**66.7%**
Zola			**51.4%**
Joy			**37.5%**
David's Bridal			**29.2%**
Minted			**20.8%**
WeddingWire			**18.1%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
The Knot			**56.9%**
Zola			**55.6%**
Joy			**37.5%**
WeddingWire			**19.4%**
Minted			**16.7%**
Azazie			**16.7%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Zola			**48.6%**
The Knot			**45.8%**
Joy			**33.3%**
Azazie			**18.1%**
WeddingWire			**16.7%**
Honeyfund			**15.3%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 39 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 31 = 319 answers.



TRIGGER RATE

Google AI Overviews appeared on 31 of 39 searches (79.5%, CI 64.5–89.2%). The other 8 searches showed no overview. Within the 31 overviews, The Knot was named in 23 (74.2%), Zola was named in 18 (58.1%), WeddingWire was named in 13 (41.9%), Joy was named in 7 (22.6%). reddit.com was the most-cited source, with 15 citations and an appearance in 15 of 31 overviews.

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

1	The Knot	62.7%	=
2	Zola	55.2%	=
3	Joy	32.3%	=
4	WeddingWire	20.4%	=
5	David's Bridal	16.3%	=
6	Minted	16.3%	=
7	Azazie	14.7%	=
8	BHLDN	12.2%	=
9	Crate & Barrel	12.2%	=
10	Vera Wang	10.7%	=

06 LEADERS BY QUESTION

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

The Knot 100%

TIED WITH ZOLA, JOY

Zola	100%
Joy	100%

AI Overview shown on 0 of 0 searches

Q02 · 12 ANSWERS

Zola 100%

TIED WITH THE KNOT

The Knot	100%
Crate & Barrel	33.3%

AI Overview shown on 2 of 2 searches

Q03 · 12 ANSWERS

Joy 100%

TIED WITH ZOLA, THE KNOT

Zola	100%
The Knot	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Zola 100%

The Knot	91.7%
Crate & Barrel	91.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Azazie 100%

David's Bridal	75%
BHLDN	66.7%

AI Overview shown on 0 of 0 searches

Q06 · 12 ANSWERS

Monique Lhuillier 100%

TIED WITH VERA WANG

Vera Wang	100%
Carolina Herrera	66.7%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,364 citations in total. theknot.com was cited most often, with 204 citations (8.6%) across 150 answers. Next came zola.com (103), withjoy.com (63), greenvelope.com (57), en.wikipedia.org (47), reddit.com (47).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

theknot.com	**52.1%**
zola.com	**32.6%**
withjoy.com	**17%**
reddit.com	**16.3%**
greenvelope.com	**13.2%**
en.wikipedia.org	**13.2%**
brides.com	**10.4%**
brideatlas.com	**10.4%**
weddingwire.com	**9%**
womangettingmarried.com	**9%**

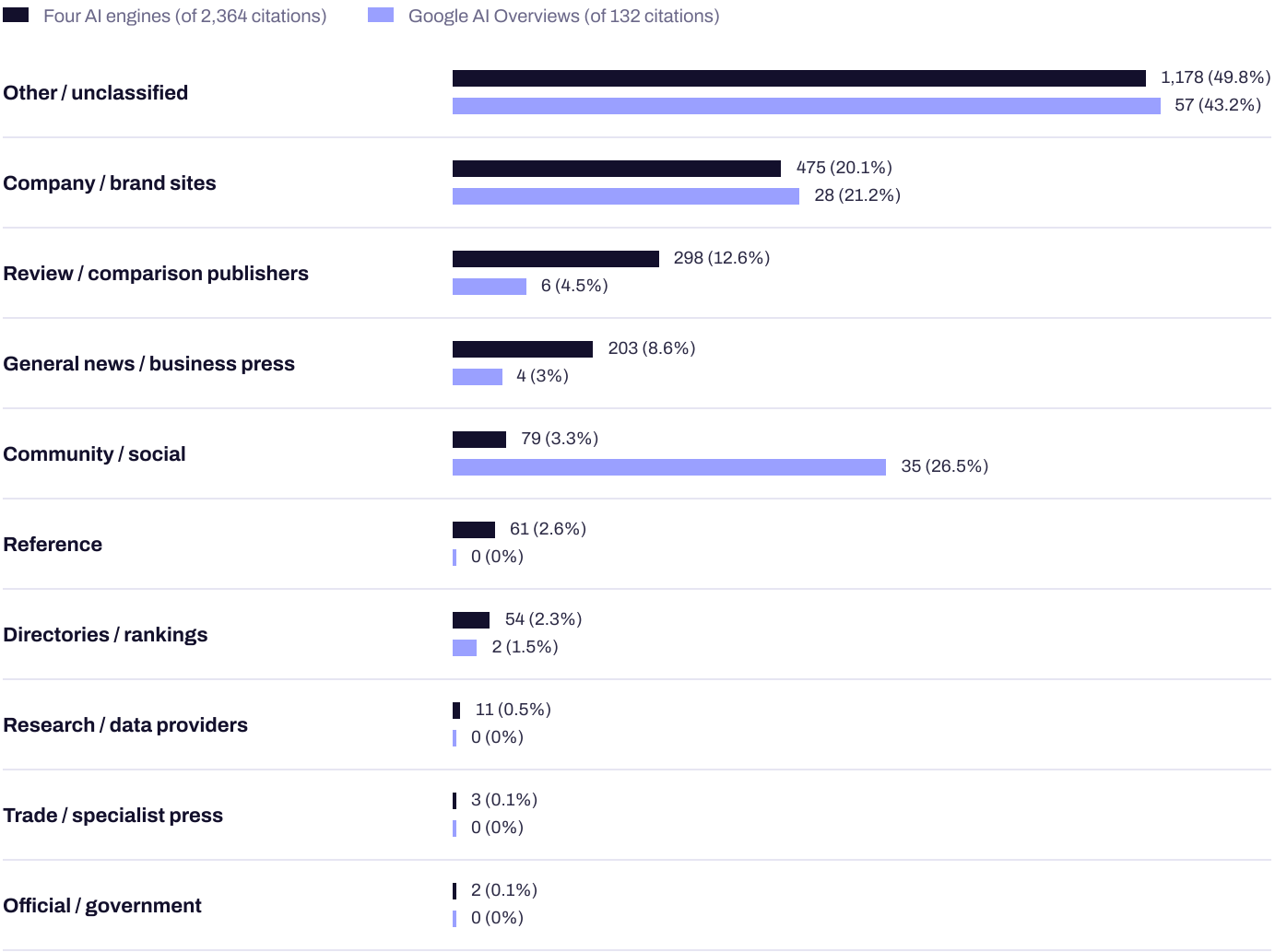
GOOGLE AI OVERVIEWS · SHARE OF 31 OVERVIEWS

reddit.com	**48.4%**
youtube.com	**29%**
junebugweddings.com	**16.1%**
theknot.com	**16.1%**
weddingwire.com	**16.1%**
zola.com	**16.1%**
brides.com	**12.9%**
instagram.com	**12.9%**
myregistry.com	**12.9%**
100layercake.com	**9.7%**

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 brands 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.	The Knot's own domains were cited in 54.5% of grounded answers, Zola's in 32.6% and Joy's in 17.0%. Brides was named in only 10.1% of answers, yet its own domains were cited in 10.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were reddit.com (in 16.3% of grounded answers), greenvelope.com (13.2%), en.wikipedia.org (13.2%), brideatlas.com (10.4%) and womangettingmarried.com (9.0%). Review and comparison publishers supplied 12.6% of citations and general news and business press 8.6%.
Check each engine separately.	ChatGPT named The Knot in 76.4% of answers against 45.8% on Perplexity. Claude named David's Bridal in 29.2% of answers against 6.9% on Perplexity.
Watch names outside the tracked list.	Lulus (42 answers), Galia Lahav (23 answers), Elie Saab (19 answers), Danielle Frankel (18 answers), Inside Weddings (17 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 watch brands lead these AI answers?

The Knot and Zola lead this measured set. The Knot: 177/288 (61.5%; 95% interval 55.7–66.9%). Zola: 158/288 (54.9%; 95% interval 49.1–60.5%). Their 95% intervals overlap; neither can be called the sole leader.

Q2 Which brand is named first most often?

The Knot was the first brand named in 68 of 288 answers, with an average first position of 2.2.

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

An overview appeared on 31 of 39 searches (79.5%, CI 64.5–89.2%). Within those 31 overviews, The Knot was named most often, in 23 (74.2%).

Q4 Which sources do the engines cite?

Across 2,364 four-engine citations, theknot.com was cited most (204 citations, in 150 of 288 grounded answers), followed by zola.com (103 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	+	39
questions		runs each		AI engines		answers		Google searches · 31 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 2 to 3, 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)	39	31 shown	31

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 29 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Lulus (42 answers), Galia Lahav (23 answers), Elie Saab (19 answers), Danielle Frankel (18 answers), Inside Weddings (17 answers).
- 327 of 360 planned results were returned. 33 AI Overview lookups were excluded after at most three total attempts.
- 39 successful Google searches: 31 overviews shown; 8 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 2 names The Knot and Zola, so both counts include up to 12 answers to that question.
- Measured across two days, November 2 to 3, 2026.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are The Knot (165/276) and Zola (146/276); their order does not change.
- Names with no tracked own site are shown with a dash. 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.
- The earlier edition's names are retained; registry and bridesmaid names were added because the questions cover their category. BHLDN is grouped with Anthropologie Weddings. CION Investment Corporation acquired substantially all of David's Bridal's assets in 2023. No current store count or shareholder ranking is asserted.
- Google Shopping links and Google redirect URLs are not counted as cited sources; original URLs remain in the evidence.
- 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.

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	What is the best wedding planning website or app?	Wedding Planning Index 2.0	CORE QUESTION
02	The Knot vs Zola which is better?	Wedding Planning Index 2.0	CORE QUESTION
03	What is the best free wedding website?	Wedding Planning Index 2.0	CORE QUESTION
04	What is the best wedding registry?	Wedding Planning Index 2.0	CORE QUESTION
05	Where is the best place to buy an affordable wedding dress?	Wedding Planning Index 2.0	CORE QUESTION
06	Who are the best luxury wedding dress designers?	Wedding Planning Index 2.0	CORE QUESTION
07	What are the best places to buy bridesmaid dresses online?	Wedding Planning Index 2.0	CORE QUESTION
08	Where can I find wedding planning advice and etiquette?	Wedding Planning Index 2.0	CORE QUESTION
09	What are the best sites for real wedding inspiration?	Wedding Planning Index 2.0	CORE QUESTION
10	What is the best site for wedding invitations?	Wedding Planning Index 2.0	CORE QUESTION
11	What is the best honeymoon fund registry?	Wedding Planning Index 2.0	CORE QUESTION
12	How do I find a wedding photographer?	Wedding Planning Index 2.0	CORE QUESTION
13	What is the best tool to manage a wedding budget and guest list?	Wedding Planning Index 2.0	CORE QUESTION
14	Which wedding planning platforms support multilingual wedding websites?	Wedding Planning Index 2.0	ADDED QUESTION
15	Where can I find wedding venues near me?	Wedding Planning Index 2.0	ADDED QUESTION
16	Which wedding registries let couples combine gifts from multiple stores?	Wedding Planning Index 2.0	ADDED QUESTION
17	Which stores have the best wedding registry perks?	Wedding Planning Index 2.0	ADDED QUESTION
18	Which bridal designers are most popular right now?	Wedding Planning Index 2.0	ADDED QUESTION
19	Where are the best bridal shops to try on wedding dresses?	Wedding Planning Index 2.0	ADDED QUESTION
20	Where can I buy a wedding dress online?	Wedding Planning Index 2.0	ADDED QUESTION
21	Where can I buy affordable wedding guest dresses?	Wedding Planning Index 2.0	ADDED QUESTION
22	What are the best wedding magazines?	Wedding Planning Index 2.0	ADDED QUESTION
23	Which wedding invitation providers offer recycled paper options?	Wedding Planning Index 2.0	ADDED QUESTION
24	What are the best digital wedding invitations?	Wedding Planning Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Wedding Planning Index 2.0

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RESEARCH
5wpr.com/research