

5W

5W Intelligence Research

AI visibility, citation share, and category authority for modern communications teams.

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Executive Summary

Search behavior is fragmenting across Google, ChatGPT, Claude, Perplexity, Gemini, Google AI Overviews, Reddit, TikTok, YouTube, trade publications, newsletters, and niche communities. Communications leaders now need to know what evidence the market, media, and AI answer layer use when describing a brand.

5W Intelligence Research measures how brands, competitors, executives, products, and issues appear across AI answers and the public citation surfaces that feed them. The output is an operating view of brand authority: what the market believes, what answer engines repeat, and what communications work can change.

What The Research Measures

- AI citation share: how often a brand is named, recommended, or sourced across category prompts.
- Source authority: which domains, articles, studies, lists, profiles, and databases shape AI answers.
- Competitive gaps: where competitors own prompt families, publications, expert lists, and category language.
- Message accuracy: whether AI answers repeat the brand's actual positioning, proof points, and current facts.
- Risk surfaces: hallucinations, outdated descriptions, negative narratives, missing context, and source drift.
- Action map: earned media, owned content, executive visibility, data releases, and source repair priorities.

The 5W Intelligence Model

Prompt architecture builds prompt sets around the questions real customers, journalists, investors, candidates, regulators, and category influencers ask.

Citation source mapping reviews the surfaces that influence answers: media coverage, review sites, analyst reports, category lists, Wikipedia, company sites, social discussions, YouTube transcripts, trade press, government sources, academic research, and structured data.

Communications opportunity turns findings into a prioritized plan for earned media, authoritative owned content, executive profiles, clearer proof points, local-market pages, source cleanup, or category education.

Recommended Deliverables

AI visibility baseline across five major answer engines.

Category prompt library and competitor citation table.

Top source audit with earned, owned, third-party, and social surfaces separated.

Message accuracy review and hallucination risk log.

90-day communications roadmap with owners, priorities, and measurement points.

For custom research, AI visibility diagnostics, or communications strategy support, contact 5W at info@5wpr.com.