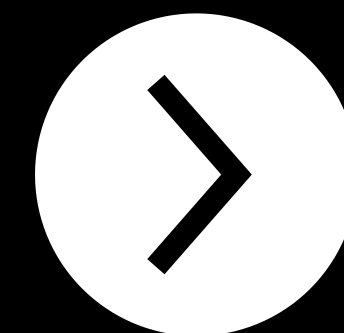


FROM *“SEARCH”* *TO “ASK”*



MAKE YOUR BRAND
VISIBLE ON CHATGPT

BY

Can't eat Money

1. INTRODUCTION:

AI DOESN'T
SEARCH FOR YOU.

IT TALKS
ABOUT YOU.

GOOGLE WHO?

These days, when people have a question, they don't search — they ask. ChatGPT, Claude, Gemini — welcome to the new gatekeepers of information. These tools don't show links. They give answers. Direct, conversational, confident answers.

**37.5 MILLION SEARCHES PER DAY
ONLY ON CHATGPT.¹**

And if your brand isn't part of that answer? You don't exist. That's not an exaggeration. In the age of AI-generated responses, visibility isn't about ranking first. **It's about being remembered.** And memory, in the world of large language models, is built on data — mentions, associations, reputation, and relevance.

WAIT, WHAT EXACTLY IS A LARGE LANGUAGE MODEL (LLM)?

Good question. Think of an LLM as a really, really well-read parrot — one that's been trained on a giant chunk of the internet. It doesn't know things the way humans do. Instead, it predicts what comes next in a sentence based on patterns in the text it's seen. It's not searching. It's generating. Word by word, based on probability.

If lots of reputable sources say, “Brand X is a leader in sustainable packaging,” there's a decent chance the model will say it too when asked about eco-friendly brands. But if no one's said it? You're not getting in — no matter how good your product is.

HOLD ON! ARE YOU SAYING MY SEO DOESN'T WORK FOR AI?

That's the shift. And it is happening while we speak. The rules of SEO are being rewritten by systems that don't care about backlinks or metadata. They care about context, repetition, and credibility. Welcome to **Generative Engine Optimization (GEO)** — where you're not optimizing for search results, you're optimizing for the AI's mind.

WHY ACT NOW?
*BECAUSE THE SHIFT ISN'T COMING
— IT'S ALREADY HERE.
GEN Z ALREADY PREFERS CHATGPT
OVER GOOGLE FOR ANSWERS.²*



**BY 2026
30% OF ALL
ONLINE
SEARCHES
WILL BE
HANDLED BY AI³**

This white paper is your strategic guide to making sure your brand is on the AI's lips — not lost in the void.

We'll cover the tactics, the tools, the ethical gray zones, and the uncomfortable questions:

- Can you actually influence what AI says?
- Should you?
- And what happens when everyone else tries to do the same?

ARE YOU READY?

Let's dive into the weird, powerful, and slightly unnerving world of influencing artificial intelligence.

ABOUT US

We're can't eat money — an ad agency where brands, brains, and algorithms collide.

We build category-defining brands, create campaigns with impact, and plug AI directly into the bloodstream of marketing. This isn't hype. It's the next chapter of advertising. And we're already writing it.

Founded in 2024, can't eat money blends bold new thinking with over 15 years of high-level experience at leading agencies such as DDB, Jung von Matt, Serviceplan, thnk, antoni, and more — spanning strategy, creative, and consulting.

The founders — Benedikt Stalf, Faton Berisha, and David Scherer — have shaped some of the most influential campaigns of the past decade, building and transforming global brands across industries: from Mobility (Mercedes, Audi, VW), to Tech (Suenä, Continental, rebuy), to Sustainability (Kleinanzeigen, Starting10, BioGuru, Amnesty International).

Together with our sister agency DWR eco, we don't just build brands and define how they communicate — we elevate Public Relations awareness and shape perception at scale.

We've built for scale. We've built for change.
Now we're building for what's next.



Can't Eat Money

GET YOUR AI VISIBILITY REPORT FOR FREE!

Scan the QR code or [click here](#) to get your report delivered to your inbox within ten minutes.

SCAN ME



🔥 Overall Visibility Score

9.6 / 10

Elite-tier visibility with perfect scores in awareness, authority, and positioning

📊 Visibility Score Breakdown



📊 Model Visibility Score Summary

Model	Awareness	Recall	Authority	Positioning	Recommendation	Overall
ChatGPT	10	9	10	10	9	9.6
Claude	10	9	10	10	9	9.6



DAVID SCHERER

Co-Founder & Strategy Lead, can't eat money

David Scherer is a creative brand strategist, and early adopter of AI in marketing — known for shaping bold narratives and building standout brands at scale.

Before co-founding can't eat money in 2024, David spent over a decade working at the intersection of **global branding, strategic transformation, and creative leadership**. He has led major repositioning projects for international brands, including the global transformation of **Mercedes-Benz**.

David started working with AI in marketing as early as **2020**, integrating intelligent tools and automation into branding processes for major global brands. Since then, he has helped shape how companies rethink visibility, storytelling, and customer interaction in the age of large language models.

His work has been recognized with **all major industry awards**, including Cannes Lions, D&AD, Clio, One Show, and ADC — making him one of the rare strategists who bridges **world-class creativity with technological innovation**.

Today, he helps brands not just adapt to the age of AI — but thrive in it.

2. FROM "SEARCH" TO "ASK":

HOW WE'RE
CHANGING
THE WAY WE
SEARCH



“**OLDER PEOPLE
USE CHATGPT
AS A GOOGLE
REPLACEMENT.**”

SAM ALTMAN, CEO OPENAI, 2025

For the last 20 years, the most common advice was: Google it.— now it’s “Ask ChatGPT.”

The way we find answers isn’t just evolving, it’s revolutionizing, and it’s hitting different generations in wildly different ways.

OLDER USERS: CHATGPT AS GOOGLE, MINUS THE LINKS

Sam Altman describes the behavior of older generations (think Boomers and older Millennials) with brutal clarity: they treat ChatGPT like a search engine replacement. These users stick to asking for facts — no jokes, no personality — just “who is,” “how to,” “what does X mean,” and expecting textbook-style answers. It’s Search 1.0 by a chat interface.

**45% OF BABY BOOMERS
HAVE USED AI SEARCH²**

MID-AGED USERS (20S–30S): THE AI LIFE COACH

Next up: Millennials and Gen Z in their 20s and 30s.
Altman says they’ve taken ChatGPT deeper:

„PEOPLE IN THEIR
20S AND 30S USE IT
AS LIKE A LIFE
ADVISOR”

SAM ALTMAN, CEO OPENAI, 2025

Think beyond facts: career advice, relationship tips, productivity suggestions — ChatGPT becomes a conversational coach in daily decision-making.

82% OF GEN Z USERS
HAVE USED AI SEARCH²



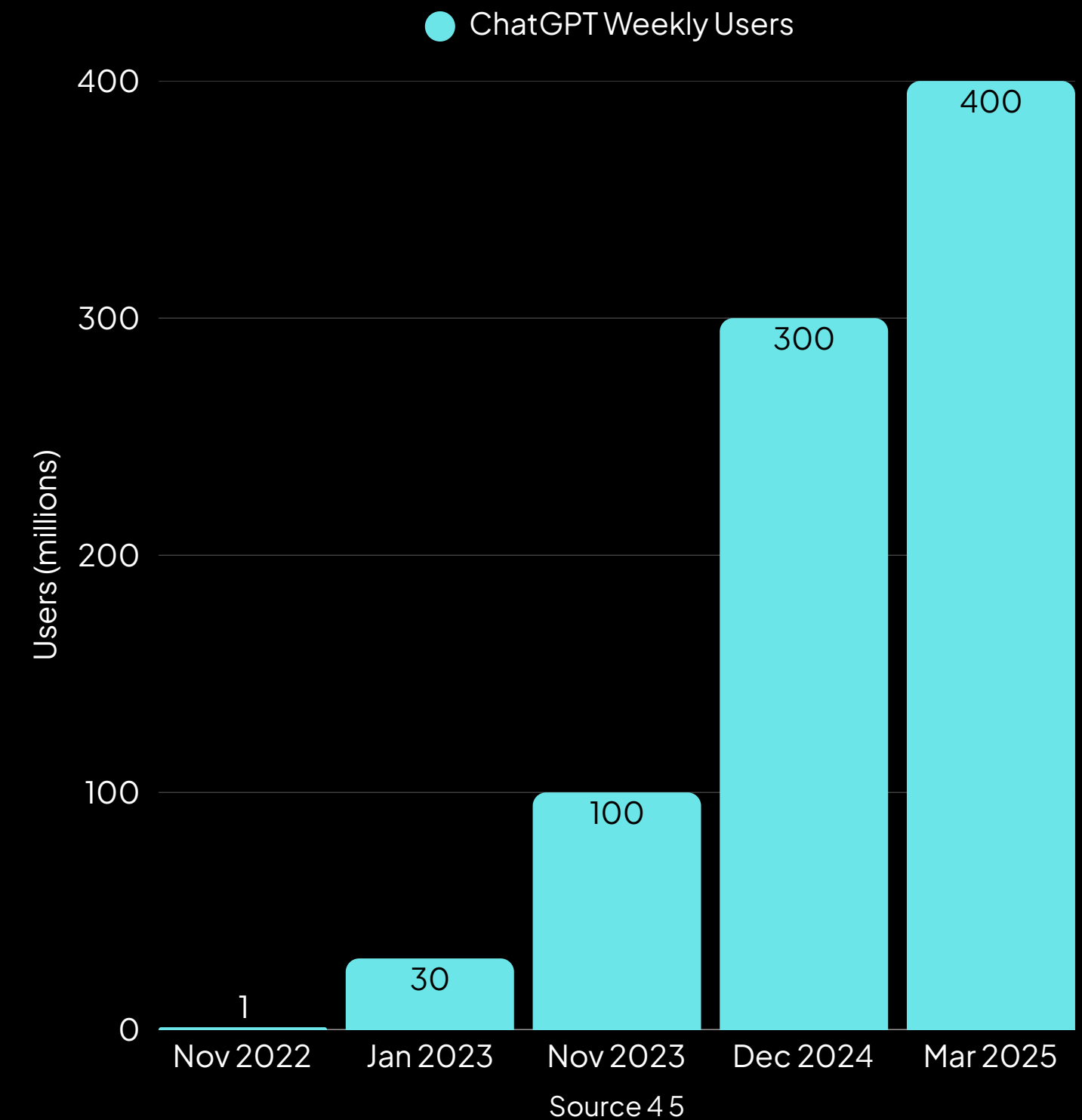
WHY IT MATTERS FOR BRANDS

This shift isn't just academic — it's strategic:

Search vs. Dialogue: Older users move away from traditional search engines and doing the research themselves towards asking their questions straight to AI and value the convenience of text-book styled answers.

Conversational Coaching: For mid-aged users, brands need to be part of the advice scaffold — embedded in those life-coaching exchanges.

Bottom line: As users move from factual queries to trusting ChatGPT with life and work, brands need to adapt beyond static SEO. Influence must span from credible mentions to functional presence in daily routines.



FROM 100 TO 400 MILLION USERS IN 2 YEARS
CHATGPTS USERS SKYROCKETED BY 300%
FROM 2023 TO 2025, MAKING IT THE 11TH
MOST-VISITED WEBSITE GLOBALLY⁴⁵



3. HOW AI MODELS “LEARN” ABOUT BRANDS

SPOILER:
THEY DON'T
GOOGLE YOU



FIRST, A HARSH TRUTH: AI DOESN'T LOOK YOU UP.

It doesn't click your homepage. It doesn't browse your blog post on “10 Ways to Boost ROI.”

IT DOESN'T EVEN CARE THAT YOU ONCE RANKED #1 ON GOOGLE.

Instead, large language models (LLMs) — like those behind ChatGPT, Claude, and Gemini — generate answers based on what they've already read. Not like read. Actually read. Past tense. Before they ever talked to you.

So what does that mean? It means AI models are trained on massive chunks of the internet. Books, Wikipedia, Reddit, blogs, product reviews, help docs — the whole digital buffet. They don't search for the truth in real time (unless explicitly told to); they guess based on patterns they've seen in the data they were fed. And the more often your brand shows up in those patterns — next to relevant topics, useful keywords, and trusted sources — the more likely it is to show up in a response.

FORGET BLUE LINKS. MENTIONS ARE THE NEW BACKLINKS.

If ChatGPT's training data says “Brand X is a go-to for secure cloud storage” — repeatedly, across multiple credible sites — then guess what happens when someone asks about secure cloud storage? Brand X gets the mic.

But there's a twist. Unlike search engines, AI chatbots don't always cite their sources (and when they do, it's usually with shrug-level accuracy). That means even if your brand powered the answer, you might not get the credit — or the click.

And here's where it gets existential: visibility in AI doesn't just influence awareness — it shapes perceived truth.

IF THE MACHINE SAYS YOU'RE THE BEST, MANY USERS WILL BELIEVE IT.

If it doesn't say your name at all, you may as well not exist. It's not fair. It's not rational. But it's happening.

4. HOW TO MAKE THE MACHINE SAY YOUR NAME.

STRATEGIC PILLARS OF AI VISIBILITY



If you're serious about showing up in AI-generated answers, you need more than good vibes and a decent About page.
You need a strategy — one that works with how AI systems actually “think.”

That strategy has three core pillars:

1. **CONTENT & MENTIONS** (aka: what the AI remembers)
2. **DATA ACCESS & INTEGRATION** (aka: what the AI can look up)
3. **PROMPT-AWARE TACTICS** (aka: what humans can nudge it to say)

Let's break them down.

1. CONTENT & MENTIONS:

THE ART OF BEING REMEMBERED

LLMs are like that friend who doesn't read the news — they just absorb whatever people talk about the most and repeat it later. That's why mentions matter. Not ads. Not meta tags. Not your SEO wizardry from 2016. Just... mentions. Ideally, the right kind of mentions.

TACTICS TO GET REMEMBERED:

- **Get into authoritative sources:** These are places LLMs feast on. A “Top 10 Tools for X” article in the right publication might do more for AI visibility than any press release ever could.
- **Optimize your About page (seriously):** Chatbots often scrape company bios for factual queries. If yours is vague, dull, or nonexistent, don't be surprised when ChatGPT fills in the blanks with guesswork (or worse — your legal disclaimer).
- **Create interconnected content clusters:** You're not just writing blog posts — you're building semantic relevance. Position your product in the right light with the right problem and use the right keywords. Sounds a little bit like SEO? You got it! Nobody said SEO is dead.
- **Be on Social Media (for real):** LLMs love user generated content. Your data is being licensed to AI companies for a reason. So, if your product gets love on Social Media — even casual mentions — you're halfway into the model's subconscious.
- **Structured sources are gold:** Is your brand mentioned in credible, structured public sources like Wikipedia? If you are, you're already one step closer to “factual” in the eyes of AI.

2. DATA ACCESS & INTEGRATION:

FEED THE BEAST

AI can't mention what it doesn't know exists.
So, give it something to chew on.

WAYS TO STAY ACCESSIBLE:

- **Open your site to crawlers:** No, you don't want to block OpenAI's crawler. You want it all over your site like ants at a picnic. Make sure your robots.txt isn't keeping the good stuff hidden.
- **Use structured data (JSON-LD):** This makes your content machine-readable. Think of it as subtitles for AI. Google eats it up, and Gemini pulls from it. So should you.
- **Offer public APIs or plugins:** If your product can be queried — let AI query it. This is how Kayak and Instacart got into ChatGPT's plugin store. It's not just helpful — it's a backdoor to being the answer.
- **Get listed in knowledge graphs:** These databases are like the AI's cheat sheets for the real world. Be there or be forgotten.

3. PROMPT-AWARE TACTICS:

SPEAK HUMAN TO INFLUENCE AI

You can't control what a user types into ChatGPT — but you can influence the kind of prompts that get your brand into the conversation.

SUBTLE POWER MOVES:

- **Teach your audience how to ask:** Publish guides like “Ask ChatGPT About the Best Productivity Apps (And Why We’re One of Them).” It’s content marketing with an AI twist — and yes, it works.
- **Add citations in your content:** LLMs tend to favor content that sounds credible. And content that cites trusted sources looks credible. So, quote big names, cite real stats, and signal authority.
- **Track your AI Share of Voice:** Use tools to regularly track your brand’s AI visibility. Are you mentioned? If not, you’ve got work to do.

 **CURIOUS HOW YOUR BRAND PERFORMS?
[CLICK HERE!](#)**

THAT'S THE STRATEGY STACK:
BE VISIBLE, BE ACCESSIBLE, BE IRRESISTIBLE.



5. NEW GAME, NEW GEAR.

TOOLS AND SERVICES FOR AI VISIBILITY



HALF SCIENCE, HALF SNAKE OIL, AND A LOT OF EXPERIMENTATION.



Let’s be honest: the “AI optimization” toolkit is still a bit like the early days of SEO.

But some tools are emerging as genuinely useful for tracking, nudging, and measuring your brand’s presence in AI outputs.

Here’s the breakdown of what’s out there — and what’s (for now) just buzz.

🧠 1. SHARE-OF-VOICE TRACKERS: AI MENTIONS, QUANTIFIED

If you’re not being mentioned by AI, you’re invisible. But how do you know if you’re being mentioned? Enter AI Share of Voice (SOV) tracking — tools that audit LLMs and log which brands show up in the answers.

IS YOUR BRAND VISIBLE? CHECK IT HERE [↓](#)

SCAN ME



🔍 2. CLASSIC SEO TOOLS (REBRANDED FOR AI)

The old guard is pivoting. Classic SEO platforms don’t track AI mentions directly (yet), but they do track precursors — like who’s talking about you, where you’re mentioned, and how often. If your name is spreading across high-quality content, there’s a solid chance AI models will pick it up during training or retrieval. Pro tip: Set alerts for your brand, your competitors, and the keywords you want to own in AI land.

🤖 3. AI-SPECIFIC RANK MONITORING

Because AI doesn’t rank results in neat little lists, traditional SERP tracking tools fall flat. Instead, special AI snapshot monitoring is needed.

GET A FREE AI VISIBILITY CHECK FOR YOUR BRAND:



👛 4. AGENCIES SELLING AI OPTIMIZATION

Of course, where there’s hype, there are agencies offering to “handle it for you.” Some know their stuff. Others are selling smoke and mirrors with a ChatGPT wrapper.

Watch for these offerings:

- Blended Creative & PR + SEO + AI monitoring packages
- AI-native content creation (complete with prompt testing and citation seeding)
- API integrations and plugin development
- Share of Voice dashboards and sentiment analytics

Reality check: No one has cracked the code completely. But if an agency understands how LLMs are trained, how prompts behave, and how to build structured content — they’re worth a second look.

In short, your toolkit should help you track, test, and tune your brand’s presence — not just in Google, but in the mind of the machine. If you feel like your brand should be on AI’s radar, get in touch with us at [can’t eat money](#). We help you set up a tailor-made AI brand strategy to boost your visibility.

6. ETHICAL AND TECHNICAL CONSIDERATIONS

JUST BECAUSE
YOU CAN
INFLUENCE AI...
SHOULD YOU?



Influencing AI might sound like harmless marketing wizardry — just another way to “boost brand visibility,” right? But here’s the kicker: AI-generated answers don’t feel like ads. They feel like truth. And that changes everything.

AI-GENERATED ANSWERS DON'T FEEL LIKE ADS

When a chatbot says, “Brand X is the best,” users rarely question it. There’s no flashing “sponsored” tag. No ad label. Just a confident, calm response — from a machine that sounds smarter than it probably is.

Which means the line between helpful brand visibility and manipulative propaganda? It’s blurrier than ever.

Here are the five big ethical and technical landmines to watch out for:

1. TRANSPARENCY: AI ISN'T A BILLBOARD (YET)

With search ads, the rules are clear: paid = labeled. With AI answers? Not so much. If your brand is mentioned because it did a stellar job on Wikipedia, that’s fair play. But if you flood social media with astroturfing or inject brand mentions into scraped junk content — now we’re in black-hat SEO territory.

The problem: AI doesn’t differentiate between authentic and strategic. And users don’t know the difference either.

Risk: The more brands try to game the system behind the scenes, the faster trust in AI answers erodes — and eventually, regulators (or the AI devs) step in.

2. ACCURACY VS. VISIBILITY

The AI isn’t trying to be fair. It’s trying to be statistically probable. That means the most mentioned brand might win — not the best one.

If your competitor has 10,000 blog mentions and you have 500, guess who gets named? Even if their product sucks. Welcome to the algorithmic popularity contest.

Dilemma: Do you play the mention game aggressively, or focus on quality and hope the model eventually catches on?

Spoiler: there’s no right answer. Yet.

3. CONSENT AND CREATOR RIGHTS

To get mentioned in AI, you need to be everywhere. But here's the uncomfortable part: that “everywhere” usually means someone else's content. And those someone else's? Bloggers, journalists, forum posters — real people who may never see a click from the answer you hijacked.

The ethical tightrope: Brands win visibility. Publishers lose traffic. Is that sustainable?

Some media sites are already blocking AI crawlers. Others are negotiating licensing deals. But if you're actively trying to get your content into the training data — you're riding both sides of the fence.

So, partner with agencies that are creative, have a strong PR department and the knowledge on how to set up the perfect AI strategy for more brand visibility.

4. THE MIRAGE OF CONTROL

You can mention your brand a thousand times. You can optimize every page. You can build plugins and APIs. And still — ChatGPT might forget you.

LLM outputs are probabilistic, not deterministic. You're not writing code. You're whispering to a very smart, very moody

oracle and hoping it remembers what you said tomorrow. Reality check: Even successful influence is fragile. Models get updated. Data shifts. Mentions vanish. Don't build your strategy on illusions of control.

5. OVER-OPTIMIZATION: THE NEW SPAM

Remember when SEO went off the rails? Link farms, content mills, keyword stuffing? It made Google worse — until they fought back.

Now imagine that, but in your AI assistant. If every brand floods the internet with AI bait, we don't get better answers — we get gibberish that sounds smart.

The more we try to bend the model to our will, the more the model (and its developers) will bend back. OpenAI, Google, and Anthropic are already building in resistance: safety layers, balanced answers, E-E-A-T filters.

**THE SHIFT TOWARD AI SEARCH TOOLS IS
DRIVEN BY GOOGLE'S DECLINING SEARCH
QUALITY.⁶**

*SO, HERE'S THE GUIDING PRINCIPLE:
IF YOUR TACTICS WOULDN'T PASS THE SNIFF
TEST WITH A HUMAN AUDIENCE, THEY
PROBABLY WON'T AGE WELL WITH AI EITHER.*

*IN SHORT: PLAY SMART, NOT SHADY. BECAUSE
AI MIGHT FORGET YOU — BUT PEOPLE WON'T
FORGET THAT IT RECOMMENDED A GARBAGE
PRODUCT IN YOUR NAME.*

7. AI DEVELOPER PERSPECTIVES

WHAT THE
ARCHITECTS THINK
◀ ABOUT YOUR MARKETING TACTICS. ▶

You might think: “If I can outsmart the algorithm, why not?” But the people building ChatGPT, Claude, and Gemini are already watching. Closely.

They know brands want to influence outputs. They know agencies are running prompt scripts, building plugins, and flooding the web with optimized content. They even know which Reddit threads you seeded. So the real question is: Will they let it work?

HERE’S WHERE THE MAJOR PLAYERS STAND:

● **OPENAI (CHATGPT): CAUTIOUS AND CAPITALIST**

OpenAI says ChatGPT is trained on public data and isn’t pay-to-play. There are no sponsored answers (yet), and they insist they’re not secretly pushing brand agendas.

That said:

- Plugins exist (Kayak, Instacart), so brands can integrate.
- API fine-tuning is allowed — for your own bots, not the public one.
- There’s talk of future monetization, including sponsored answers — with labels.

Translation: ChatGPT isn’t an ad platform (yet), but it’s not allergic to capitalism. They’re just moving slow to protect trust. Meanwhile, they’re cleaning their data, respecting opt-outs (robots.txt, openai-user), and filtering junk. If you’re flooding the web with AI bait, don’t expect it to stick forever.

● ANTHROPIC (CLAUDE): ACADEMIC AND ANTI-SLEAZE

Claude is OpenAI’s polite cousin. Trained on a broad web corpus, tuned with “Constitutional AI” values (yes, really), and designed to avoid bias, hype, or misinformation.

It doesn’t have plugins. It doesn’t do ads. It’s not built to push your product — even if your brand is everywhere.

If Claude mentions you, it’s because your brand is in credible places — not because you gamed social media.

They’re especially resistant to manipulation. If you tried prompt-injection tricks or synthetic content hacks, Claude would probably just ignore you. Or report you to the ethics committee. (Kidding. Sort of.)

● GOOGLE (GEMINI): THE SEO VETERAN ENTERS THE CHAT

Google invented the SEO game — and it’s bringing all that baggage into generative AI.

What makes Gemini different?

- It pulls from live search results.
- It cites sources.
- It blends AI answers with old-school Google indexing.

That means good SEO still works — and structured data is king. Google is also experimenting with AI-native ads (like showing affiliate-style shopping links). If you’re on Google Shopping, in Google Maps, or have a rich snippet schema, you’ve already got a seat at the table. Also, Google is migrating its search backbone — Gemini and AI Mode — into ad support.

- Ads in AI Mode: Integrated where relevant, based on existing campaigns like Performance Max and Shopping.
- AI Overviews Expansion: Sponsored links are showing on desktop and will expand internationally soon.
- Strategic Implication: Brands already active in Google ads will spill into AI results—automatically.

Tools like Deep Search and Project Astra still prioritize helpfulness, but advertising is now baked into the AI discourse.

But be warned: Google’s AI respects its own playbook — including its E-E-A-T algorithm (Experience, Expertise, Authority, Trustworthiness). Spammy AI SEO? You’re gonna get bounced.

● MICROSOFT (BING CHAT): CHATGPT WITH AD-SENSE

Microsoft’s Bing Chat is ChatGPT with a twist: it shows ads. Right there in the chat window. Clearly labeled. Sometimes with images, prices, and shopping buttons.

You don’t control what it says — but you can buy a seat at the table.

Want in? Join Microsoft’s ad network. Feed it product info. Target keywords.

It’s a preview of what “AI-powered SEM” could look like — and it’s happening right now.

● META (FACEBOOK/INSTAGRAM/META AI): AUTOMATING ADS FROM A TO Z

Mark Zuckerberg is boldly claiming to redefine the advertising game. He proposed a system where businesses simply provide an objective and payment info—and Meta’s AI handles the rest: creative generation, targeting, measurement, even purchase transactions.

This “infinite creative” vision would:

- Automate ad creation (imagery, copy, formats)
- Optimize in real time
- Remove human oversight

Meta's tagline:

“Tell us your goal, connect your bank account, and we’ll do the creative, the targeting, the tracking.”

Implication: If Meta pulls this off, brands won’t just compete for attention—they’ll compete on how seamlessly and trustfully they hand over control to the data overlord Mark Zuckerberg.

But not everyone’s buying it. Critics flag serious risks in brand safety and accountability:

Mark’s plan signals how Meta wants to be the both the platform and the engine. It’s an existential shift—both for brands and for ad agencies.

BOTTOM LINE:

The Platforms Are Setting the Rules—Not You
The developers know brands are trying to sneak into AI answers.

And they’re already building defenses:

- Cleaner training data
- Human feedback filters
- Anti-spam signals
- Guardrails for sponsored content

Eventually, official ad channels will open up — and at that point, trying to manipulate the model might just be... inefficient.
Ultimately, you’re playing in someone else’s sandbox—and those sandbox builders are already redefining how brands appear in conversational AI.
Until then? Play it smart. Stay relevant. Build trust.
And understand: you’re dancing in someone else’s system — they just haven’t charged for tickets yet.

8. CONCLUSION

AI IS THE NEW
FRONT PAGE —
ARE YOU ON IT?



Let’s not sugarcoat it: this is not easy.

There’s no magic checklist. No “top 10 prompts” to hack your way into ChatGPT’s answers. No guaranteed visibility. You’re not buying ads — you’re planting flags in a probabilistic neural sea of maybe.

But here’s what we do know:

AI chatbots are becoming the first point of contact between people and information.

They don’t just summarize the internet — they shape it.

And they’re already recommending brands, solving queries, and influencing decisions.

If your name’s not part of those answers, you’re not just missing clicks. You’re missing relevance.

SO WHAT DO YOU DO?

You build visibility like a brand worth remembering:

- You seed your name in credible places.
- You speak in the language of problems and solutions, not taglines.
- You open up your data, integrate with the tools, and make it easy for the AI to find you — and harder to forget you.
- And you do it ethically. Because once users lose trust in AI answers, the whole thing breaks. And your brand gets dragged down with it.

FINAL THOUGHT:

This isn’t SEO 2.0. It’s not another channel. It’s a new paradigm.

AI doesn’t crawl you. It remembers you.

And memory — as every brand strategist knows — is earned.

So go earn it.

NEED HELP EARNING IT? GET IN TOUCH!



SCAN ME



SOURCES

1. <https://explodingtopics.com/blog/chatgpt-users>
2. <https://www.highervisibility.com/seo/learn/how-people-search/>
3. <https://www.gartner.com/en/newsroom/press-releases/2024-02-19-gartner-predicts-search-engine-volume-will-drop-25-percent-by-2026-due-to-ai-chatbots-and-other-virtual-agents>
4. <https://explodingtopics.com/blog/chatgpt-users>
5. <https://www.cnbc.com/2025/02/20/openai-tops-400-million-users-despite-deepseeks-emergence.html>
6. https://downloads.webis.de/publications/papers/bevendorff_2024a.pdf?ref=404media.co