ANSWERBURST | November 2026 Industry AEO Report
AI creation tools
Collected November 16, 2026 | All six models

96 answers | 4.8 brands per answer | 3 answers name no brand
Brand mention share (top 15):
ChatGPT: 79.2% (76 answers)
Claude: 71.9% (69 answers)
Gemini: 64.6% (62 answers)
Microsoft Copilot: 40.6% (39 answers)
Perplexity: 33.3% (32 answers)
Grammarly: 22.9% (22 answers, +2 since October 2026)
Canva: 19.8% (19 answers)
Jasper: 18.8% (18 answers, -2 since October 2026)
Zapier: 17.7% (17 answers, +1 since October 2026)
Adobe Firefly: 16.7% (16 answers)
Runway: 16.7% (16 answers)
Copy.ai: 11.5% (11 answers, +2 since October 2026)
Midjourney: 11.5% (11 answers, -3 since October 2026)
Descript: 10.4% (10 answers)
Writesonic: 10.4% (10 answers, +2 since October 2026)

Topics:
Ease of use: ChatGPT, 100.0% of 12 answers
Innovation: Claude, 83.3% of 12 answers
Performance: Adobe Firefly, 100.0% of 12 answers
Price and value: ChatGPT, 100.0% of 12 answers
Quality: ChatGPT, 100.0% of 12 answers
Trust: Gemini, 100.0% of 12 answers
Exploratory: ChatGPT, 58.3% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/ai-creation-tools/

ANSWERBURST | November 2026 Industry AEO Report
Accounting software
Collected November 16, 2026 | All six models

95 answers | 4.9 brands per answer | 2 answers name no brand
Brand mention share (top 15):
QuickBooks: 94.7% (90 answers)
Xero: 87.4% (83 answers)
FreshBooks: 69.5% (66 answers)
Wave: 63.2% (60 answers, +1 since October 2026)
Zoho Books: 61.1% (58 answers, -1 since October 2026)
Sage: 32.6% (31 answers)
NetSuite: 26.3% (25 answers)
Gusto: 16.8% (16 answers)
TurboTax: 11.6% (11 answers)
Patriot Software: 10.5% (10 answers, +2 since October 2026)
Expensify: 6.3% (6 answers, -1 since October 2026)
Brex: 4.2% (4 answers)
Bill.com: 3.2% (3 answers, -2 since October 2026)
Kashoo: 2.1% (2 answers, New since October 2026)
Odoo: 2.1% (2 answers)

Topics:
Audience fit: QuickBooks, 100.0% of 12 answers
Customer service: QuickBooks, 75.0% of 12 answers
Ease of use: FreshBooks, 100.0% of 12 answers
Integrations: QuickBooks, 100.0% of 12 answers
Price and value: QuickBooks, 100.0% of 12 answers
Trust: QuickBooks, 100.0% of 12 answers
Exploratory: QuickBooks, 95.7% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/accounting-software/

ANSWERBURST | November 2026 Industry AEO Report
Athletic apparel
Collected November 16, 2026 | All six models

79 answers | 5.7 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Lululemon: 65.8% (52 answers)
Athleta: 63.3% (50 answers, +1 since October 2026)
Nike: 58.2% (46 answers, -1 since October 2026)
Vuori: 46.8% (37 answers, -1 since October 2026)
Girlfriend Collective: 45.6% (36 answers)
Gymshark: 40.5% (32 answers, +1 since October 2026)
Old Navy: 36.7% (29 answers, +1 since October 2026)
Beyond Yoga: 32.9% (26 answers, +1 since October 2026)
Alo Yoga: 31.6% (25 answers)
Under Armour: 31.6% (25 answers, -3 since October 2026)
Amazon: 22.8% (18 answers, +2 since October 2026)
Target: 20.3% (16 answers, +3 since October 2026)
Adidas: 19.0% (15 answers, -1 since October 2026)
Fabletics: 17.7% (14 answers, -3 since October 2026)
Patagonia: 17.7% (14 answers, -1 since October 2026)

Topics:
Audience fit: Athleta, 100.0% of 11 answers
Performance: Under Armour, 90.9% of 11 answers
Price and value: Lululemon, 100.0% of 11 answers
Quality: Lululemon, 90.9% of 11 answers
Reliability: Lululemon, 81.8% of 11 answers
Exploratory: Athleta, 58.3% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/athletic-apparel/

ANSWERBURST | November 2026 Industry AEO Report
Auto insurance
Collected November 16, 2026 | All six models

84 answers | 6.4 brands per answer | 2 answers name no brand
Brand mention share (top 15):
State Farm: 85.7% (72 answers)
USAA: 79.8% (67 answers)
GEICO: 70.2% (59 answers)
Travelers: 64.3% (54 answers, +1 since October 2026)
Progressive: 61.9% (52 answers, +1 since October 2026)
Erie Insurance: 52.4% (44 answers, -2 since October 2026)
Auto-Owners: 41.7% (35 answers)
Nationwide: 35.7% (30 answers, +1 since October 2026)
Amica: 34.5% (29 answers, -1 since October 2026)
Allstate: 27.4% (23 answers)
Farmers: 25.0% (21 answers)
American Family: 21.4% (18 answers, -1 since October 2026)
Liberty Mutual: 20.2% (17 answers)
Hagerty: 7.1% (6 answers)
Safeco: 4.8% (4 answers)

Topics:
Audience fit: USAA, 100.0% of 12 answers
Customer service: Erie Insurance, 91.7% of 12 answers
Price and value: USAA, 100.0% of 12 answers
Reliability: State Farm, 91.7% of 12 answers
Trust: State Farm, 83.3% of 12 answers
Exploratory: State Farm, 91.7% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/auto-insurance/

ANSWERBURST | November 2026 Industry AEO Report
Auto marketplaces
Collected November 16, 2026 | All six models

83 answers | 4.7 brands per answer | 14 answers name no brand
Brand mention share (top 15):
CarMax: 67.5% (56 answers)
Carvana: 63.9% (53 answers)
CarGurus: 51.8% (43 answers)
Autotrader: 50.6% (42 answers, -1 since October 2026)
Cars.com: 50.6% (42 answers, +1 since October 2026)
Kelley Blue Book: 28.9% (24 answers, +4 since October 2026)
Edmunds: 26.5% (22 answers)
Facebook Marketplace: 25.3% (21 answers, -2 since October 2026)
TrueCar: 24.1% (20 answers, -1 since October 2026)
CARFAX: 20.5% (17 answers, +1 since October 2026)
Craigslist: 20.5% (17 answers, -2 since October 2026)
AutoCheck: 9.6% (8 answers, +2 since October 2026)
eBay Motors: 6.0% (5 answers, -1 since October 2026)
Bring a Trailer: 4.8% (4 answers, +1 since October 2026)
Cars & Bids: 4.8% (4 answers, +2 since October 2026)

Topics:
Customer service: CarMax, 100.0% of 12 answers
Ease of use: CarMax, 100.0% of 12 answers
Price and value: CarGurus, 66.7% of 12 answers
Reliability: Autotrader, 50.0% of 12 answers
Trust: CarGurus, 91.7% of 12 answers
Exploratory: CarMax, 47.8% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/auto-marketplaces/

ANSWERBURST | November 2026 Industry AEO Report
Banks and neobanks
Collected November 16, 2026 | All six models

96 answers | 5.5 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Capital One: 80.2% (77 answers)
Chase: 60.4% (58 answers, +1 since October 2026)
Ally: 58.3% (56 answers, -1 since October 2026)
SoFi: 55.2% (53 answers)
Bank of America: 38.5% (37 answers)
Wells Fargo: 35.4% (34 answers, +1 since October 2026)
U.S. Bank: 31.2% (30 answers, +1 since October 2026)
Chime: 30.2% (29 answers, -2 since October 2026)
Axos: 24.0% (23 answers)
Alliant: 20.8% (20 answers, +2 since October 2026)
American Express: 20.8% (20 answers, -1 since October 2026)
Marcus: 20.8% (20 answers, +3 since October 2026)
Discover: 14.6% (14 answers, -2 since October 2026)
Navy Federal: 14.6% (14 answers, +3 since October 2026)
Varo: 14.6% (14 answers, +2 since October 2026)

Topics:
Customer service: Ally, 100.0% of 12 answers
Ease of use: Capital One, 91.7% of 12 answers
Price and value: Capital One, 91.7% of 12 answers
Reliability: Capital One, 75.0% of 12 answers
Safety: SoFi, 83.3% of 12 answers
Trust: Capital One, 100.0% of 12 answers
Exploratory: Capital One, 58.3% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/banks-and-neobanks/

ANSWERBURST | November 2026 Industry AEO Report
Brokerages
Collected November 16, 2026 | All six models

96 answers | 5.6 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Fidelity: 99.0% (95 answers)
Charles Schwab: 95.8% (92 answers)
Vanguard: 70.8% (68 answers)
Robinhood: 55.2% (53 answers)
Interactive Brokers: 45.8% (44 answers, +1 since October 2026)
Betterment: 42.7% (41 answers, -1 since October 2026)
Wealthfront: 33.3% (32 answers)
SoFi: 31.2% (30 answers)
Webull: 21.9% (21 answers)
Acorns: 19.8% (19 answers, +1 since October 2026)
Merrill: 18.8% (18 answers, -1 since October 2026)
TD Ameritrade: 12.5% (12 answers)
M1 Finance: 9.4% (9 answers, +1 since October 2026)
tastytrade: 5.2% (5 answers, -1 since October 2026)
Ellevest: 1.0% (1 answers, +1 since October 2026)

Topics:
Customer service: Charles Schwab, 100.0% of 12 answers
Ease of use: Fidelity, 100.0% of 12 answers
Expert recommendation: Betterment, 100.0% of 12 answers
Price and value: Charles Schwab, 100.0% of 12 answers
Safety: Charles Schwab, 100.0% of 12 answers
Trust: Charles Schwab, 100.0% of 12 answers
Exploratory: Fidelity, 95.8% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/brokerages/

ANSWERBURST | November 2026 Industry AEO Report
CRM software
Collected November 16, 2026 | All six models

108 answers | 4.7 brands per answer | 1 answers name no brand
Brand mention share (top 15):
HubSpot: 93.5% (101 answers)
Salesforce: 79.6% (86 answers)
Zoho: 75.0% (81 answers, -1 since October 2026)
Pipedrive: 71.3% (77 answers)
Microsoft Dynamics: 32.4% (35 answers)
Freshsales: 25.9% (28 answers, -1 since October 2026)
Less Annoying CRM: 17.6% (19 answers)
Copper: 13.9% (15 answers, +1 since October 2026)
Monday.com: 12.0% (13 answers, -2 since October 2026)
Insightly: 10.2% (11 answers)
ActiveCampaign: 7.4% (8 answers, +2 since October 2026)
Nutshell: 6.5% (7 answers, -1 since October 2026)
Capsule: 5.6% (6 answers)
Notion: 5.6% (6 answers)
Attio: 3.7% (4 answers, -4 since October 2026)

Topics:
Audience fit: HubSpot, 100.0% of 12 answers
Customer service: HubSpot, 100.0% of 12 answers
Ease of use: HubSpot, 100.0% of 12 answers
Expert recommendation: Salesforce, 91.7% of 12 answers
Integrations: Zoho, 100.0% of 12 answers
Performance: HubSpot, 100.0% of 12 answers
Price and value: HubSpot, 100.0% of 12 answers
Exploratory: HubSpot, 87.5% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/crm-software/

ANSWERBURST | November 2026 Industry AEO Report
Clear aligners
Collected November 16, 2026 | All six models

94 answers | 4.6 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Invisalign: 94.7% (89 answers)
ClearCorrect: 62.8% (59 answers)
Spark: 56.4% (53 answers)
ALIGNERCO: 40.4% (38 answers)
Byte: 31.9% (30 answers)
SureSmile: 30.9% (29 answers, +1 since October 2026)
NewSmile: 29.8% (28 answers, -1 since October 2026)
Align Technology: 28.7% (27 answers, +2 since October 2026)
SmileDirectClub: 27.7% (26 answers, -1 since October 2026)
Smileie: 20.2% (19 answers, -1 since October 2026)
Candid: 19.1% (18 answers)
3M Clarity: 18.1% (17 answers)
Angelalign: 2.1% (2 answers, New since October 2026)

Topics:
Customer service: Invisalign, 100.0% of 12 answers
Expert recommendation: Invisalign, 100.0% of 12 answers
Price and value: ALIGNERCO, 91.7% of 12 answers
Quality: ClearCorrect, 100.0% of 12 answers
Safety: ClearCorrect, 100.0% of 12 answers
Trust: Invisalign, 75.0% of 12 answers
Exploratory: Invisalign, 95.5% of 22 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/clear-aligners/

ANSWERBURST | November 2026 Industry AEO Report
Connected fitness
Collected November 16, 2026 | All six models

93 answers | 3.4 brands per answer | 8 answers name no brand
Brand mention share (top 15):
Peloton: 55.9% (52 answers)
NordicTrack: 30.1% (28 answers)
Tonal: 29.0% (27 answers)
Rogue Fitness: 22.6% (21 answers)
Apple Fitness+: 21.5% (20 answers)
Bowflex: 21.5% (20 answers, +1 since October 2026)
Concept2: 18.3% (17 answers, +2 since October 2026)
Hydrow: 17.2% (16 answers, +4 since October 2026)
REP Fitness: 17.2% (16 answers, -2 since October 2026)
Fitbit: 15.1% (14 answers)
Garmin: 15.1% (14 answers, +1 since October 2026)
Nike Training Club: 15.1% (14 answers, -4 since October 2026)
Echelon: 14.0% (13 answers)
Strava: 14.0% (13 answers)
Whoop: 8.6% (8 answers, +1 since October 2026)

Topics:
Audience fit: Peloton, 54.5% of 11 answers
Ease of use: Peloton, 83.3% of 12 answers
Performance: Peloton, 100.0% of 12 answers
Price and value: Peloton, 58.3% of 12 answers
Quality: Rogue Fitness, 91.7% of 12 answers
Reliability: Rogue Fitness, 66.7% of 12 answers
Exploratory: Peloton, 31.8% of 22 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/connected-fitness/

ANSWERBURST | November 2026 Industry AEO Report
Credit cards
Collected November 16, 2026 | All six models

84 answers | 5.1 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Chase: 89.3% (75 answers)
Capital One: 84.5% (71 answers, +1 since October 2026)
American Express: 75.0% (63 answers, -1 since October 2026)
Citi: 66.7% (56 answers, +1 since October 2026)
Wells Fargo: 56.0% (47 answers, -1 since October 2026)
Discover: 50.0% (42 answers)
Bank of America: 31.0% (26 answers)
Navy Federal: 14.3% (12 answers, +2 since October 2026)
U.S. Bank: 11.9% (10 answers)
USAA: 11.9% (10 answers, +3 since October 2026)
Visa: 11.9% (10 answers, -1 since October 2026)
Mastercard: 4.8% (4 answers, -2 since October 2026)
Synchrony: 3.6% (3 answers, +1 since October 2026)
Chime: 2.4% (2 answers, -1 since October 2026)
Petal: 1.2% (1 answers, -1 since October 2026)

Topics:
Audience fit: Capital One, 100.0% of 12 answers
Customer service: American Express, 100.0% of 12 answers
Expert recommendation: American Express, 100.0% of 12 answers
Price and value: American Express, 100.0% of 12 answers
Trust: American Express, 75.0% of 12 answers
Exploratory: Chase, 79.2% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/credit-cards/

ANSWERBURST | November 2026 Industry AEO Report
Cruise lines
Collected November 16, 2026 | All six models

96 answers | 6.5 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Royal Caribbean: 82.3% (79 answers)
Celebrity Cruises: 68.8% (66 answers)
Carnival: 62.5% (60 answers)
Norwegian: 58.3% (56 answers, +3 since October 2026)
Princess Cruises: 55.2% (53 answers, +1 since October 2026)
Virgin Voyages: 47.9% (46 answers, -2 since October 2026)
Holland America: 44.8% (43 answers, -3 since October 2026)
Viking: 43.8% (42 answers)
MSC Cruises: 35.4% (34 answers, +1 since October 2026)
Disney Cruise Line: 33.3% (32 answers, -1 since October 2026)
Regent Seven Seas: 30.2% (29 answers, -1 since October 2026)
Seabourn: 21.9% (21 answers)
Oceania Cruises: 19.8% (19 answers)
Silversea: 17.7% (17 answers)
Cunard: 7.3% (7 answers, +4 since October 2026)

Topics:
Audience fit: Carnival, 75.0% of 12 answers
Customer service: Royal Caribbean, 83.3% of 12 answers
Expert recommendation: Celebrity Cruises, 100.0% of 12 answers
Price and value: Carnival, 100.0% of 12 answers
Quality: Virgin Voyages, 100.0% of 12 answers
Trust: Celebrity Cruises, 100.0% of 12 answers
Exploratory: Royal Caribbean, 79.2% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/cruise-lines/

ANSWERBURST | November 2026 Industry AEO Report
Crypto exchanges
Collected November 16, 2026 | All six models

96 answers | 4.8 brands per answer | 4 answers name no brand
Brand mention share (top 15):
Coinbase: 95.8% (92 answers)
Kraken: 88.5% (85 answers)
Gemini: 72.9% (70 answers)
Robinhood: 42.7% (41 answers)
Crypto.com: 38.5% (37 answers, -1 since October 2026)
Binance.US: 37.5% (36 answers, -2 since October 2026)
Bitstamp: 20.8% (20 answers)
Uphold: 15.6% (15 answers)
OKX: 9.4% (9 answers, +1 since October 2026)
Cash App: 8.3% (8 answers)
Fidelity Crypto: 8.3% (8 answers, +7 since October 2026)
Ledger: 8.3% (8 answers, -1 since October 2026)
Bybit: 7.3% (7 answers, -3 since October 2026)
Trezor: 7.3% (7 answers, -3 since October 2026)
PayPal: 6.2% (6 answers)

Topics:
Customer service: Coinbase, 100.0% of 12 answers
Ease of use: Coinbase, 91.7% of 12 answers
Price and value: Coinbase, 100.0% of 12 answers
Reliability: Coinbase, 91.7% of 12 answers
Safety: Coinbase, 100.0% of 12 answers
Trust: Coinbase, 83.3% of 12 answers
Exploratory: Coinbase, 100.0% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/crypto-exchanges/

ANSWERBURST | November 2026 Industry AEO Report
Dating apps
Collected November 16, 2026 | All six models

84 answers | 4.9 brands per answer | 4 answers name no brand
Brand mention share (top 15):
Hinge: 92.9% (78 answers)
Bumble: 81.0% (68 answers)
Tinder: 66.7% (56 answers, +1 since October 2026)
Match.com: 59.5% (50 answers, -1 since October 2026)
eharmony: 48.8% (41 answers)
OkCupid: 38.1% (32 answers)
Facebook Dating: 33.3% (28 answers, +1 since October 2026)
Coffee Meets Bagel: 21.4% (18 answers, -1 since October 2026)
Grindr: 11.9% (10 answers)
Plenty of Fish: 11.9% (10 answers, +2 since October 2026)
SilverSingles: 8.3% (7 answers, +2 since October 2026)
The League: 7.1% (6 answers, -2 since October 2026)
Feeld: 4.8% (4 answers, +1 since October 2026)
OurTime: 4.8% (4 answers, -1 since October 2026)
Raya: 2.4% (2 answers, -1 since October 2026)

Topics:
Audience fit: Bumble, 100.0% of 12 answers
Ease of use: Hinge, 100.0% of 12 answers
Price and value: Bumble, 100.0% of 12 answers
Safety: Bumble, 91.7% of 12 answers
Trust: Hinge, 91.7% of 12 answers
Exploratory: Hinge, 83.3% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/dating-apps/

ANSWERBURST | November 2026 Industry AEO Report
EV brands
Collected November 16, 2026 | All six models

107 answers | 6.5 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Tesla: 93.5% (100 answers)
Hyundai: 73.8% (79 answers)
Kia: 65.4% (70 answers)
Rivian: 58.9% (63 answers)
Chevrolet: 54.2% (58 answers, +1 since October 2026)
Ford: 49.5% (53 answers, -1 since October 2026)
Lucid: 38.3% (41 answers)
Nissan: 34.6% (37 answers)
BMW: 26.2% (28 answers)
Audi: 20.6% (22 answers, +3 since October 2026)
Tesla Supercharger: 19.6% (21 answers, -1 since October 2026)
Toyota: 19.6% (21 answers)
Mercedes-Benz: 17.8% (19 answers, -1 since October 2026)
Volvo: 14.0% (15 answers)
Volkswagen: 10.3% (11 answers, +6 since October 2026)

Topics:
Expert recommendation: Tesla, 100.0% of 12 answers
Innovation: Rivian, 100.0% of 12 answers
Performance: Tesla, 100.0% of 12 answers
Price and value: Chevrolet, 100.0% of 12 answers
Quality: Rivian, 100.0% of 12 answers
Reliability: Hyundai, 100.0% of 12 answers
Safety: Hyundai, 100.0% of 12 answers
Exploratory: Tesla, 73.9% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/ev-brands/

ANSWERBURST | November 2026 Industry AEO Report
Email marketing platforms
Collected November 16, 2026 | All six models

96 answers | 5.0 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Mailchimp: 77.1% (74 answers)
MailerLite: 61.5% (59 answers, +2 since October 2026)
Klaviyo: 60.4% (58 answers, -1 since October 2026)
Brevo: 58.3% (56 answers, -2 since October 2026)
ActiveCampaign: 56.2% (54 answers, -1 since October 2026)
Omnisend: 51.0% (49 answers)
Constant Contact: 32.3% (31 answers)
HubSpot: 31.2% (30 answers, -1 since October 2026)
Kit: 16.7% (16 answers)
Beehiiv: 10.4% (10 answers)
AWeber: 9.4% (9 answers, +3 since October 2026)
Substack: 8.3% (8 answers)
Salesforce Marketing Cloud: 6.2% (6 answers, +3 since October 2026)
GetResponse: 5.2% (5 answers, -4 since October 2026)
Drip: 4.2% (4 answers, -2 since October 2026)

Topics:
Audience fit: Mailchimp, 75.0% of 12 answers
Customer service: ActiveCampaign, 83.3% of 12 answers
Ease of use: Mailchimp, 100.0% of 12 answers
Integrations: Klaviyo, 100.0% of 12 answers
Performance: ActiveCampaign, 91.7% of 12 answers
Price and value: Brevo, 100.0% of 12 answers
Exploratory: Brevo, 75.0% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/email-marketing-platforms/

ANSWERBURST | November 2026 Industry AEO Report
Eyewear retailers
Collected November 16, 2026 | All six models

93 answers | 3.7 brands per answer | 5 answers name no brand
Brand mention share (top 15):
Zenni Optical: 75.3% (70 answers)
Warby Parker: 65.6% (61 answers)
EyeBuyDirect: 63.4% (59 answers, -1 since October 2026)
GlassesUSA: 59.1% (55 answers)
Oakley: 29.0% (27 answers)
Ray-Ban: 25.8% (24 answers)
LensCrafters: 14.0% (13 answers)
Target Optical: 12.9% (12 answers, -1 since October 2026)
Costco Optical: 7.5% (7 answers)
Roka: 5.4% (5 answers)
Felix Gray: 4.3% (4 answers, -1 since October 2026)
America’s Best: 2.2% (2 answers, +1 since October 2026)
Liingo: 2.2% (2 answers)

Topics:
Audience fit: Oakley, 70.0% of 10 answers
Customer service: EyeBuyDirect, 91.7% of 12 answers
Ease of use: Zenni Optical, 100.0% of 12 answers
Price and value: EyeBuyDirect, 100.0% of 11 answers
Quality: Ray-Ban, 66.7% of 12 answers
Reliability: Zenni Optical, 66.7% of 12 answers
Exploratory: Zenni Optical, 75.0% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/eyewear-retailers/

ANSWERBURST | November 2026 Industry AEO Report
Food delivery
Collected November 16, 2026 | All six models

84 answers | 3.5 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Uber Eats: 84.5% (71 answers, +1 since October 2026)
DoorDash: 82.1% (69 answers, -1 since October 2026)
Grubhub: 64.3% (54 answers)
Instacart: 36.9% (31 answers)
Walmart: 25.0% (21 answers)
Postmates: 13.1% (11 answers, +3 since October 2026)
Gopuff: 11.9% (10 answers)
Amazon Fresh: 8.3% (7 answers)
Target: 8.3% (7 answers, -2 since October 2026)
Costco: 7.1% (6 answers)
Seamless: 4.8% (4 answers)
Kroger: 3.6% (3 answers, -1 since October 2026)

Topics:
Audience fit: DoorDash, 100.0% of 12 answers
Customer service: DoorDash, 100.0% of 12 answers
Ease of use: DoorDash, 58.3% of 12 answers
Price and value: Uber Eats, 100.0% of 12 answers
Reliability: DoorDash, 100.0% of 12 answers
Exploratory: Uber Eats, 66.7% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/food-delivery/

ANSWERBURST | November 2026 Industry AEO Report
Furniture retailers
Collected November 16, 2026 | All six models

83 answers | 6.0 brands per answer | 0 answers name no brand
Brand mention share (top 15):
IKEA: 67.5% (56 answers)
Article: 60.2% (50 answers, +2 since October 2026)
Room & Board: 54.2% (45 answers)
Wayfair: 54.2% (45 answers, -1 since October 2026)
West Elm: 50.6% (42 answers)
Crate & Barrel: 39.8% (33 answers, +1 since October 2026)
Stickley: 39.8% (33 answers, +3 since October 2026)
Pottery Barn: 37.3% (31 answers, -2 since October 2026)
Target: 27.7% (23 answers, -2 since October 2026)
Amazon: 25.3% (21 answers, +2 since October 2026)
Ashley Furniture: 22.9% (19 answers, +2 since October 2026)
Burrow: 22.9% (19 answers, -1 since October 2026)
Costco: 20.5% (17 answers, +1 since October 2026)
Restoration Hardware: 18.1% (15 answers, -3 since October 2026)
CB2: 15.7% (13 answers)

Topics:
Audience fit: IKEA, 91.7% of 12 answers
Customer service: Room & Board, 91.7% of 12 answers
Price and value: IKEA, 100.0% of 12 answers
Quality: Stickley, 75.0% of 12 answers
Reliability: Stickley, 100.0% of 12 answers
Exploratory: IKEA, 78.3% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/furniture-retailers/

ANSWERBURST | November 2026 Industry AEO Report
Gaming platforms
Collected November 16, 2026 | All six models

83 answers | 4.1 brands per answer | 3 answers name no brand
Brand mention share (top 15):
PlayStation: 94.0% (78 answers, +1 since October 2026)
Xbox: 94.0% (78 answers)
Nintendo: 77.1% (64 answers)
Steam: 56.6% (47 answers)
Epic Games: 22.9% (19 answers)
EA Play: 20.5% (17 answers)
Apple Arcade: 10.8% (9 answers, +1 since October 2026)
GOG: 10.8% (9 answers)
GeForce Now: 6.0% (5 answers, +2 since October 2026)
Amazon Luna: 4.8% (4 answers, +1 since October 2026)
Humble Bundle: 4.8% (4 answers, -1 since October 2026)
Green Man Gaming: 3.6% (3 answers, +1 since October 2026)
Ubisoft+: 3.6% (3 answers, -3 since October 2026)
Google Play: 2.4% (2 answers)

Topics:
Audience fit: Nintendo, 91.7% of 12 answers
Performance: PlayStation, 100.0% of 12 answers
Price and value: Nintendo, 100.0% of 12 answers
Quality: Nintendo, 100.0% of 12 answers
Reliability: PlayStation, 83.3% of 12 answers
Exploratory: PlayStation, 91.3% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/gaming-platforms/

ANSWERBURST | November 2026 Industry AEO Report
Helpdesk software
Collected November 16, 2026 | All six models

96 answers | 4.9 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Zendesk: 82.3% (79 answers)
Freshdesk: 79.2% (76 answers)
Zoho Desk: 59.4% (57 answers)
Help Scout: 49.0% (47 answers, +1 since October 2026)
Intercom: 41.7% (40 answers, -1 since October 2026)
HubSpot Service Hub: 38.5% (37 answers, +1 since October 2026)
Salesforce Service Cloud: 36.5% (35 answers, -2 since October 2026)
Gorgias: 27.1% (26 answers, +1 since October 2026)
Jira Service Management: 24.0% (23 answers, -1 since October 2026)
ServiceNow: 21.9% (21 answers)
Tidio: 14.6% (14 answers)
Kustomer: 7.3% (7 answers, +1 since October 2026)
LiveChat: 6.2% (6 answers, -1 since October 2026)
Gladly: 3.1% (3 answers, +1 since October 2026)
Re:amaze: 2.1% (2 answers, -2 since October 2026)

Topics:
Audience fit: Freshdesk, 83.3% of 12 answers
Customer service: Zendesk, 100.0% of 12 answers
Ease of use: Freshdesk, 91.7% of 12 answers
Integrations: Freshdesk, 100.0% of 12 answers
Performance: Zendesk, 100.0% of 12 answers
Price and value: Zoho Desk, 100.0% of 12 answers
Exploratory: Zendesk, 70.8% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/helpdesk-software/

ANSWERBURST | November 2026 Industry AEO Report
Home security
Collected November 16, 2026 | All six models

91 answers | 5.1 brands per answer | 1 answers name no brand
Brand mention share (top 15):
SimpliSafe: 75.8% (69 answers)
Ring: 74.7% (68 answers)
ADT: 67.0% (61 answers)
Vivint: 53.8% (49 answers)
Amazon Alexa: 37.4% (34 answers)
Eufy: 36.3% (33 answers, +1 since October 2026)
Nest: 31.9% (29 answers, -1 since October 2026)
Abode: 27.5% (25 answers)
Arlo: 27.5% (25 answers, +2 since October 2026)
Frontpoint: 24.2% (22 answers, -1 since October 2026)
Wyze: 24.2% (22 answers, +1 since October 2026)
Apple HomeKit: 8.8% (8 answers, -1 since October 2026)
Brinks: 8.8% (8 answers, +1 since October 2026)
Schlage: 6.6% (6 answers, -1 since October 2026)
Aqara: 2.2% (2 answers)

Topics:
Customer service: ADT, 100.0% of 12 answers
Ease of use: SimpliSafe, 100.0% of 11 answers
Price and value: Ring, 100.0% of 11 answers
Quality: Arlo, 90.9% of 11 answers
Reliability: ADT, 100.0% of 12 answers
Safety: ADT, 100.0% of 11 answers
Exploratory: Ring, 65.2% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/home-security/

ANSWERBURST | November 2026 Industry AEO Report
Mattresses
Collected November 16, 2026 | All six models

93 answers | 6.2 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Saatva: 75.3% (70 answers)
Helix: 72.0% (67 answers)
Brooklyn Bedding: 65.6% (61 answers)
Nectar: 51.6% (48 answers)
WinkBeds: 50.5% (47 answers, +2 since October 2026)
Tempur-Pedic: 41.9% (39 answers)
Leesa: 38.7% (36 answers, +2 since October 2026)
DreamCloud: 36.6% (34 answers, -3 since October 2026)
Avocado: 24.7% (23 answers, +1 since October 2026)
Nolah: 23.7% (22 answers, +2 since October 2026)
Bear: 20.4% (19 answers)
Purple: 20.4% (19 answers, -3 since October 2026)
Casper: 15.1% (14 answers, -1 since October 2026)
Titan: 15.1% (14 answers, +5 since October 2026)
Amerisleep: 14.0% (13 answers, +2 since October 2026)

Topics:
Audience fit: Helix, 90.9% of 11 answers
Customer service: Saatva, 100.0% of 12 answers
Performance: Helix, 100.0% of 12 answers
Price and value: Brooklyn Bedding, 100.0% of 12 answers
Quality: Saatva, 90.9% of 11 answers
Reliability: Saatva, 100.0% of 12 answers
Exploratory: Brooklyn Bedding, 69.6% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/mattresses/

ANSWERBURST | November 2026 Industry AEO Report
Meal kits
Collected November 16, 2026 | All six models

96 answers | 5.5 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Home Chef: 82.3% (79 answers, +1 since October 2026)
HelloFresh: 78.1% (75 answers, -1 since October 2026)
Blue Apron: 59.4% (57 answers)
Green Chef: 53.1% (51 answers, +1 since October 2026)
EveryPlate: 46.9% (45 answers, -1 since October 2026)
Marley Spoon: 37.5% (36 answers)
Dinnerly: 34.4% (33 answers, +2 since October 2026)
Factor: 28.1% (27 answers, -2 since October 2026)
CookUnity: 27.1% (26 answers, +1 since October 2026)
Sunbasket: 27.1% (26 answers, -1 since October 2026)
Hungryroot: 26.0% (25 answers)
Purple Carrot: 26.0% (25 answers, +1 since October 2026)
Gobble: 7.3% (7 answers)
Mosaic Foods: 7.3% (7 answers, +2 since October 2026)
Trifecta: 6.2% (6 answers)

Topics:
Audience fit: HelloFresh, 83.3% of 12 answers
Customer service: HelloFresh, 100.0% of 12 answers
Ease of use: Home Chef, 100.0% of 12 answers
Price and value: Dinnerly, 100.0% of 12 answers
Quality: Green Chef, 100.0% of 12 answers
Reliability: HelloFresh, 100.0% of 12 answers
Exploratory: Home Chef, 66.7% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/meal-kits/

ANSWERBURST | November 2026 Industry AEO Report
Music streaming
Collected November 16, 2026 | All six models

84 answers | 5.4 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Spotify: 96.4% (81 answers)
Apple Music: 84.5% (71 answers)
YouTube Music: 76.2% (64 answers)
Tidal: 63.1% (53 answers, +1 since October 2026)
Amazon Music: 61.9% (52 answers, -1 since October 2026)
Qobuz: 35.7% (30 answers)
Deezer: 29.8% (25 answers)
Pandora: 29.8% (25 answers)
Spotify Premium: 19.0% (16 answers)
SoundCloud: 10.7% (9 answers)
Audible: 8.3% (7 answers)
Libby: 7.1% (6 answers, +1 since October 2026)
Apple Podcasts: 6.0% (5 answers, +1 since October 2026)
Bandcamp: 6.0% (5 answers, -2 since October 2026)
iHeartRadio: 4.8% (4 answers, -1 since October 2026)

Topics:
Audience fit: Apple Music, 100.0% of 12 answers
Ease of use: Spotify, 100.0% of 12 answers
Innovation: Apple Music, 100.0% of 12 answers
Price and value: Amazon Music, 100.0% of 12 answers
Quality: Amazon Music, 100.0% of 12 answers
Exploratory: Spotify, 95.8% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/music-streaming/

ANSWERBURST | November 2026 Industry AEO Report
Online learning platforms
Collected November 16, 2026 | All six models

96 answers | 5.2 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Coursera: 84.4% (81 answers)
Udemy: 62.5% (60 answers, +1 since October 2026)
edX: 62.5% (60 answers)
LinkedIn Learning: 58.3% (56 answers)
Khan Academy: 38.5% (37 answers)
Skillshare: 31.2% (30 answers)
Codecademy: 27.1% (26 answers, +3 since October 2026)
DataCamp: 21.9% (21 answers, +2 since October 2026)
Pluralsight: 21.9% (21 answers, -1 since October 2026)
freeCodeCamp: 20.8% (20 answers, +2 since October 2026)
Google Career Certificates: 18.8% (18 answers, -3 since October 2026)
Duolingo: 16.7% (16 answers, +1 since October 2026)
Udacity: 15.6% (15 answers, +1 since October 2026)
MasterClass: 13.5% (13 answers, -5 since October 2026)
Babbel: 7.3% (7 answers, +1 since October 2026)

Topics:
Audience fit: Coursera, 100.0% of 12 answers
Ease of use: Coursera, 100.0% of 12 answers
Expert recommendation: Coursera, 83.3% of 12 answers
Price and value: Coursera, 100.0% of 12 answers
Quality: Coursera, 100.0% of 12 answers
Trust: Coursera, 83.3% of 12 answers
Exploratory: Coursera, 54.2% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/online-learning-platforms/

ANSWERBURST | November 2026 Industry AEO Report
Online therapy platforms
Collected November 16, 2026 | All six models

107 answers | 4.9 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Talkspace: 96.3% (103 answers)
BetterHelp: 81.3% (87 answers)
Grow Therapy: 72.9% (78 answers)
Brightside Health: 50.5% (54 answers)
Amwell: 35.5% (38 answers)
Rula: 24.3% (26 answers, +4 since October 2026)
MDLIVE: 22.4% (24 answers, -1 since October 2026)
Teladoc: 22.4% (24 answers)
Open Path Collective: 18.7% (20 answers)
Headway: 17.8% (19 answers, +1 since October 2026)
Alma: 16.8% (18 answers, +1 since October 2026)
Cerebral: 12.1% (13 answers, -4 since October 2026)
Calmerry: 7.5% (8 answers, +1 since October 2026)
Doctor on Demand: 7.5% (8 answers)
Teen Counseling: 6.5% (7 answers)

Topics:
Audience fit: Talkspace, 100.0% of 12 answers
Customer service: BetterHelp, 100.0% of 12 answers
Ease of use: BetterHelp, 100.0% of 12 answers
Expert recommendation: BetterHelp, 100.0% of 12 answers
Price and value: BetterHelp, 100.0% of 11 answers
Safety: Talkspace, 91.7% of 12 answers
Trust: Talkspace, 100.0% of 12 answers
Exploratory: Talkspace, 91.7% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/online-therapy-platforms/

ANSWERBURST | November 2026 Industry AEO Report
Payroll platforms
Collected November 16, 2026 | All six models

94 answers | 5.0 brands per answer | 7 answers name no brand
Brand mention share (top 15):
Gusto: 85.1% (80 answers)
ADP: 69.1% (65 answers)
OnPay: 54.3% (51 answers)
QuickBooks Payroll: 48.9% (46 answers)
Paychex: 41.5% (39 answers, +1 since October 2026)
Patriot Software: 40.4% (38 answers, +1 since October 2026)
Rippling: 39.4% (37 answers, -2 since October 2026)
Square Payroll: 27.7% (26 answers, +1 since October 2026)
Justworks: 19.1% (18 answers, +1 since October 2026)
Deel: 14.9% (14 answers, -2 since October 2026)
Paylocity: 10.6% (10 answers)
Paycom: 8.5% (8 answers, -1 since October 2026)
Papaya Global: 7.4% (7 answers)
TriNet: 7.4% (7 answers, +2 since October 2026)
BambooHR: 6.4% (6 answers, +2 since October 2026)

Topics:
Audience fit: Gusto, 75.0% of 12 answers
Customer service: Gusto, 91.7% of 12 answers
Ease of use: Gusto, 83.3% of 12 answers
Integrations: Gusto, 100.0% of 11 answers
Price and value: Gusto, 100.0% of 11 answers
Trust: ADP, 91.7% of 12 answers
Exploratory: Gusto, 70.8% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/payroll-platforms/

ANSWERBURST | November 2026 Industry AEO Report
Pet food
Collected November 16, 2026 | All six models

94 answers | 4.9 brands per answer | 4 answers name no brand
Brand mention share (top 15):
Purina: 87.2% (82 answers)
Hill’s Science Diet: 73.4% (69 answers)
Royal Canin: 67.0% (63 answers)
Iams: 47.9% (45 answers)
Blue Buffalo: 26.6% (25 answers)
Chewy: 23.4% (22 answers, +4 since October 2026)
Freshpet: 22.3% (21 answers, -1 since October 2026)
Eukanuba: 19.1% (18 answers, -1 since October 2026)
Nom Nom: 19.1% (18 answers, +1 since October 2026)
The Farmer’s Dog: 19.1% (18 answers, +2 since October 2026)
Ollie: 17.0% (16 answers, -4 since October 2026)
Orijen: 12.8% (12 answers, +1 since October 2026)
Kirkland Signature: 10.6% (10 answers, +1 since October 2026)
Acana: 8.5% (8 answers, +6 since October 2026)
Diamond: 8.5% (8 answers, +3 since October 2026)

Topics:
Audience fit: Hill’s Science Diet, 100.0% of 11 answers
Expert recommendation: Hill’s Science Diet, 91.7% of 12 answers
Price and value: Iams, 91.7% of 12 answers
Quality: Hill’s Science Diet, 91.7% of 12 answers
Safety: Hill’s Science Diet, 100.0% of 12 answers
Trust: Purina, 75.0% of 12 answers
Exploratory: Purina, 73.9% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/pet-food/

ANSWERBURST | November 2026 Industry AEO Report
Project management tools
Collected November 16, 2026 | All six models

96 answers | 5.9 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Asana: 79.2% (76 answers)
ClickUp: 75.0% (72 answers)
Monday.com: 74.0% (71 answers)
Jira: 57.3% (55 answers, +1 since October 2026)
Trello: 55.2% (53 answers, -1 since October 2026)
Smartsheet: 41.7% (40 answers, +1 since October 2026)
Wrike: 40.6% (39 answers, -1 since October 2026)
Microsoft Project: 31.2% (30 answers)
Notion: 29.2% (28 answers)
Basecamp: 27.1% (26 answers, +2 since October 2026)
Zoho Projects: 20.8% (20 answers, -1 since October 2026)
Airtable: 15.6% (15 answers)
Teamwork: 14.6% (14 answers, -1 since October 2026)
Slack: 13.5% (13 answers, -4 since October 2026)
Microsoft Teams: 9.4% (9 answers)

Topics:
Audience fit: Asana, 100.0% of 12 answers
Customer service: Asana, 83.3% of 12 answers
Ease of use: Monday.com, 91.7% of 12 answers
Integrations: ClickUp, 100.0% of 12 answers
Performance: Microsoft Project, 100.0% of 12 answers
Price and value: ClickUp, 91.7% of 12 answers
Exploratory: Asana, 70.8% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/project-management-tools/

ANSWERBURST | November 2026 Industry AEO Report
Running shoes
Collected November 16, 2026 | All six models

92 answers | 5.9 brands per answer | 0 answers name no brand
Brand mention share (top 15):
ASICS: 88.0% (81 answers, +1 since October 2026)
New Balance: 82.6% (76 answers, -1 since October 2026)
Brooks: 81.5% (75 answers, -1 since October 2026)
Saucony: 79.3% (73 answers)
HOKA: 73.9% (68 answers, +1 since October 2026)
Nike: 73.9% (68 answers)
Adidas: 46.7% (43 answers)
Puma: 18.5% (17 answers, +2 since October 2026)
Altra: 16.3% (15 answers, -1 since October 2026)
Mizuno: 16.3% (15 answers)
Salomon: 7.6% (7 answers, +1 since October 2026)
On: 4.3% (4 answers, -1 since October 2026)
Topo Athletic: 2.2% (2 answers)
Under Armour: 2.2% (2 answers, +1 since October 2026)

Topics:
Audience fit: ASICS, 100.0% of 10 answers
Expert recommendation: ASICS, 100.0% of 12 answers
Performance: ASICS, 100.0% of 12 answers
Price and value: ASICS, 100.0% of 11 answers
Quality: New Balance, 81.8% of 11 answers
Reliability: Brooks, 91.7% of 12 answers
Exploratory: Nike, 87.5% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/running-shoes/

ANSWERBURST | November 2026 Industry AEO Report
Skincare brands
Collected November 16, 2026 | All six models

92 answers | 4.2 brands per answer | 10 answers name no brand
Brand mention share (top 15):
CeraVe: 64.1% (59 answers)
La Roche-Posay: 64.1% (59 answers, +1 since October 2026)
SkinCeuticals: 42.4% (39 answers)
Neutrogena: 38.0% (35 answers, +1 since October 2026)
The Ordinary: 31.5% (29 answers, -1 since October 2026)
EltaMD: 30.4% (28 answers, -1 since October 2026)
Paula’s Choice: 27.2% (25 answers, +1 since October 2026)
Vanicream: 27.2% (25 answers)
Cetaphil: 18.5% (17 answers)
Olay: 16.3% (15 answers, +1 since October 2026)
Differin: 13.0% (12 answers, -1 since October 2026)
Medik8: 10.9% (10 answers, +1 since October 2026)
Aveeno: 7.6% (7 answers, +1 since October 2026)
Tatcha: 6.5% (6 answers, +5 since October 2026)
Drunk Elephant: 5.4% (5 answers, -3 since October 2026)

Topics:
Audience fit: CeraVe, 100.0% of 10 answers
Expert recommendation: SkinCeuticals, 100.0% of 11 answers
Performance: La Roche-Posay, 100.0% of 12 answers
Price and value: CeraVe, 100.0% of 12 answers
Quality: SkinCeuticals, 100.0% of 12 answers
Trust: Paula’s Choice, 41.7% of 12 answers
Exploratory: La Roche-Posay, 47.8% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/skincare-brands/

ANSWERBURST | November 2026 Industry AEO Report
Smartphones
Collected November 16, 2026 | All six models

95 answers | 3.9 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Apple: 96.8% (92 answers)
Samsung: 90.5% (86 answers)
Google: 82.1% (78 answers)
Motorola: 55.8% (53 answers)
OnePlus: 25.3% (24 answers)
Nothing: 9.5% (9 answers)
Swappa: 7.4% (7 answers)
Xiaomi: 7.4% (7 answers)
Back Market: 6.3% (6 answers, -2 since October 2026)
Gazelle: 5.3% (5 answers)
TCL: 3.2% (3 answers)
Nokia: 1.1% (1 answers)

Topics:
Expert recommendation: Apple, 100.0% of 12 answers
Innovation: Apple, 100.0% of 12 answers
Performance: Apple, 100.0% of 12 answers
Price and value: Google, 100.0% of 12 answers
Quality: Apple, 91.7% of 12 answers
Reliability: Apple, 100.0% of 12 answers
Exploratory: Apple, 95.7% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/smartphones/

ANSWERBURST | November 2026 Industry AEO Report
Supplements
Collected November 16, 2026 | All six models

94 answers | 4.9 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Thorne: 81.9% (77 answers)
Nature Made: 68.1% (64 answers)
Garden of Life: 54.3% (51 answers)
Pure Encapsulations: 48.9% (46 answers)
NOW Foods: 39.4% (37 answers)
Nordic Naturals: 29.8% (28 answers)
Klean Athlete: 26.6% (25 answers, +1 since October 2026)
Momentous: 25.5% (24 answers)
Kirkland Signature: 21.3% (20 answers, +1 since October 2026)
Transparent Labs: 21.3% (20 answers, -2 since October 2026)
Life Extension: 18.1% (17 answers)
Optimum Nutrition: 16.0% (15 answers)
AG1: 12.8% (12 answers)
Centrum: 7.4% (7 answers)
Legion: 7.4% (7 answers, +1 since October 2026)

Topics:
Audience fit: Thorne, 100.0% of 12 answers
Expert recommendation: Nature Made, 100.0% of 12 answers
Price and value: Nature Made, 90.9% of 11 answers
Quality: Thorne, 100.0% of 12 answers
Safety: Thorne, 100.0% of 12 answers
Trust: Thorne, 100.0% of 12 answers
Exploratory: Thorne, 52.2% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/supplements/

ANSWERBURST | November 2026 Industry AEO Report
Telecom providers
Collected November 16, 2026 | All six models

83 answers | 6.1 brands per answer | 1 answers name no brand
Brand mention share (top 15):
T-Mobile: 96.4% (80 answers)
Verizon: 92.8% (77 answers)
AT&T: 88.0% (73 answers)
Visible: 55.4% (46 answers, +1 since October 2026)
Mint Mobile: 51.8% (43 answers, -1 since October 2026)
US Mobile: 49.4% (41 answers)
Consumer Cellular: 28.9% (24 answers, +1 since October 2026)
Cricket Wireless: 26.5% (22 answers, -1 since October 2026)
Google Fi: 26.5% (22 answers, +2 since October 2026)
Xfinity Mobile: 18.1% (15 answers, +2 since October 2026)
Spectrum Mobile: 16.9% (14 answers)
Tello: 14.5% (12 answers, -4 since October 2026)
Metro by T-Mobile: 13.3% (11 answers)
Total Wireless: 10.8% (9 answers)
Boost Mobile: 7.2% (6 answers, +1 since October 2026)

Topics:
Audience fit: T-Mobile, 91.7% of 12 answers
Customer service: AT&T, 100.0% of 12 answers
Performance: AT&T, 100.0% of 12 answers
Price and value: AT&T, 91.7% of 12 answers
Reliability: AT&T, 100.0% of 12 answers
Exploratory: T-Mobile, 95.7% of 23 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/telecom-providers/

ANSWERBURST | November 2026 Industry AEO Report
Travel booking platforms
Collected November 16, 2026 | All six models

84 answers | 5.4 brands per answer | 8 answers name no brand
Brand mention share (top 15):
Expedia: 70.2% (59 answers)
Booking.com: 64.3% (54 answers)
Kayak: 47.6% (40 answers)
Google Flights: 46.4% (39 answers)
Priceline: 44.0% (37 answers, +1 since October 2026)
Hotels.com: 31.0% (26 answers, +4 since October 2026)
Skyscanner: 31.0% (26 answers, -1 since October 2026)
Hilton: 26.2% (22 answers)
Marriott: 25.0% (21 answers, -2 since October 2026)
Hyatt: 20.2% (17 answers, -1 since October 2026)
Airbnb: 16.7% (14 answers, +1 since October 2026)
Costco Travel: 16.7% (14 answers, +7 since October 2026)
Momondo: 15.5% (13 answers, -2 since October 2026)
TripAdvisor: 14.3% (12 answers, +3 since October 2026)
Vrbo: 14.3% (12 answers, -2 since October 2026)

Topics:
Customer service: Booking.com, 100.0% of 12 answers
Ease of use: Kayak, 75.0% of 12 answers
Price and value: Expedia, 91.7% of 12 answers
Reliability: Booking.com, 100.0% of 12 answers
Trust: Booking.com, 100.0% of 12 answers
Exploratory: Kayak, 41.7% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/travel-booking-platforms/

ANSWERBURST | November 2026 Industry AEO Report
Video streaming
Collected November 16, 2026 | All six models

84 answers | 6.9 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Hulu: 77.4% (65 answers, +1 since October 2026)
Netflix: 77.4% (65 answers)
Disney+: 65.5% (55 answers)
Prime Video: 64.3% (54 answers, +1 since October 2026)
Max: 54.8% (46 answers, -1 since October 2026)
Apple TV+: 51.2% (43 answers)
Peacock: 47.6% (40 answers)
YouTube TV: 38.1% (32 answers, +1 since October 2026)
Tubi: 35.7% (30 answers, -1 since October 2026)
Paramount+: 34.5% (29 answers, +2 since October 2026)
The Roku Channel: 31.0% (26 answers, +2 since October 2026)
ESPN+: 28.6% (24 answers, -1 since October 2026)
Pluto TV: 27.4% (23 answers, -3 since October 2026)
Sling TV: 26.2% (22 answers)
Fubo: 16.7% (14 answers)

Topics:
Audience fit: Disney+, 66.7% of 12 answers
Ease of use: Netflix, 91.7% of 12 answers
Price and value: Disney+, 100.0% of 12 answers
Quality: Apple TV+, 100.0% of 12 answers
Reliability: Prime Video, 83.3% of 12 answers
Exploratory: Hulu, 70.8% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/video-streaming/

ANSWERBURST | November 2026 Industry AEO Report
Website and ecommerce platforms
Collected November 16, 2026 | All six models

95 answers | 5.5 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Shopify: 92.6% (88 answers)
WordPress: 71.6% (68 answers, +1 since October 2026)
Wix: 68.4% (65 answers, -1 since October 2026)
Squarespace: 57.9% (55 answers)
WooCommerce: 52.6% (50 answers)
BigCommerce: 42.1% (40 answers)
Adobe Commerce: 33.7% (32 answers)
GoDaddy: 21.1% (20 answers, +2 since October 2026)
Webflow: 21.1% (20 answers)
Hostinger: 20.0% (19 answers, -2 since October 2026)
Salesforce Commerce Cloud: 11.6% (11 answers)
Bluehost: 9.5% (9 answers, +3 since October 2026)
WP Engine: 9.5% (9 answers, +6 since October 2026)
Framer: 8.4% (8 answers, +1 since October 2026)
SiteGround: 8.4% (8 answers, -2 since October 2026)

Topics:
Customer service: Shopify, 91.7% of 12 answers
Ease of use: Wix, 100.0% of 12 answers
Integrations: BigCommerce, 100.0% of 12 answers
Performance: Shopify, 100.0% of 12 answers
Price and value: Shopify, 100.0% of 11 answers
Reliability: Shopify, 91.7% of 12 answers
Exploratory: Shopify, 91.7% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/website-and-ecommerce-platforms/

ANSWERBURST | November 2026 Industry AEO Report
Weight loss telehealth providers
Collected November 16, 2026 | All six models

96 answers | 5.2 brands per answer | 5 answers name no brand
Brand mention share (top 15):
WeightWatchers: 78.1% (75 answers)
Noom: 68.8% (66 answers)
Ro: 62.5% (60 answers, +2 since October 2026)
Wegovy: 57.3% (55 answers)
Zepbound: 55.2% (53 answers, -2 since October 2026)
Found: 36.5% (35 answers)
Mochi Health: 31.2% (30 answers)
Calibrate: 22.9% (22 answers)
Form Health: 18.8% (18 answers, +1 since October 2026)
Hims & Hers: 18.8% (18 answers, +2 since October 2026)
Ozempic: 16.7% (16 answers, -2 since October 2026)
Teladoc: 15.6% (15 answers, +3 since October 2026)
LifeMD: 9.4% (9 answers, +3 since October 2026)
Mounjaro: 8.3% (8 answers)
Sequence: 7.3% (7 answers, -3 since October 2026)

Topics:
Audience fit: Noom, 91.7% of 12 answers
Customer service: WeightWatchers, 91.7% of 12 answers
Expert recommendation: WeightWatchers, 100.0% of 12 answers
Price and value: WeightWatchers, 83.3% of 12 answers
Safety: Ro, 83.3% of 12 answers
Trust: Ro, 100.0% of 12 answers
Exploratory: Noom, 54.2% of 24 answers

Brand mentions are not endorsements. Changes compare places with the October 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-11/weight-loss-telehealth-providers/