Peace of Growth Publishes Seven-Theme Enterprise AI Search Citation Benchmark

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Peace of Growth Ltd today published an enterprise software benchmark documenting different citation patterns in Google AI Mode and ChatGPT Search. In its August 5, 2026 audit, Google AI Mode linked to syndicated coverage across all seven tested themes. ChatGPT Search retrieved syndicated coverage for exact-title queries in four of seven themes, approximately 57 percent, and cited owned documentation in two themes.

The report examines an anonymized US enterprise middleware and data integration software provider whose seven announcements were syndicated between July 9 and July 30, 2026. Its contribution is a theme-level comparison of exact-announcement retrieval and non-branded problem queries, illustrating how query wording affected the sources surfaced in this single-client case study.

Peace of Growth managed the client's syndication campaign and conducted the audit. The findings are observations by the campaign provider. The report describes blinded, isolated desktop browser sessions without saved search history or conversational memory, along with timestamped response logs and unedited citation records used in the audit.

Testing used pre-determined queries covering exact announcement titles and non-branded problem questions across seven technical themes, including agentic data integration and legacy mainframe document processing. The protocol included three repeated retrieval runs per query on August 5 across Google AI Mode and ChatGPT Search in web-retrieval mode.

A syndicated citation was defined as a direct, clickable hyperlink to syndicated coverage within the engine's synthesized response. The report states that Google AI Mode consistently hyperlinked syndicated coverage across all seven themes during the repeated runs. The seven-of-seven result describes theme coverage under that protocol and date; it is not a general citation rate for enterprise software or newswire distribution.

ChatGPT Search's four-of-seven result applies to exact-title queries. Broad, non-branded category queries predominantly surfaced established vendor documentation rather than recently syndicated content. The contrast separates a tool's ability to locate a named announcement from its selection of sources for a wider technical question.

Distribution reports supplied 9,234 placement URL records across the seven announcements, ranging from 776 to 2,300 per announcement. The count includes syndicated network mirrors and partner republishing through commercial newswires, including Press Advantage and regional business news portals. It should not be read as 9,234 independent editorial placements or a verified count of unique outlets.

An unsponsored article published by enterprise technology publication WorkAI also served as an external editorial citation in conversational answers. The report distinguishes this editorial source from commercially syndicated records and documents that ChatGPT Search referenced both owned organizational pages and third-party coverage depending on query phrasing.

?While our audit demonstrated an observable correlation between structured syndication and subsequent citation incidence across the evaluated sample, correlation does not establish permanent algorithmic causation,? said Muhammad Sarim Khan, Founder of Peace of Growth. ?Retrieval results represent observational snapshots from specific query formulations on designated audit dates and should not be generalized beyond the tested sample. Artificial intelligence retrieval behavior remains subject to ongoing model updates and index changes.?

The report's publicly accessible theme-level results table and methodology discussion are available at https://www.peaceofgrowth.com/insights/enterprise-ai-search-retrieval-benchmark/.

About Peace of Growth

Peace of Growth Ltd is an artificial intelligence growth consultancy headquartered at 85 Wrenthorpe Vale, Nottingham, NG11 9BU, United Kingdom. The consultancy supports mid-market and enterprise technology organizations across the United Kingdom, United States, and Canada with Generative Engine Optimization, autonomous workflow engineering, and digital growth infrastructure. Company updates are available on Instagram at https://www.instagram.com/peaceofgrowth/.

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Peace of Growth Ltd.

Peace of Growth Ltd is an automation-first growth partner and marketing infrastructure agency in Nottingham, UK. We build custom client acquisition systems, Dual Local Demand Systems, and AI employees for UK SMEs and enterprises.

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