# Who AI Recommends: Mattresses

How ChatGPT, Gemini and Google AI Overviews rank 28 mattress brands on ten buying questions, and what it takes to be the brand they name first.

PUBLISHED BY
**Answer Engine Daily**
answerenginedaily.com

ANALYSIS POWERED BY
**markaeo**
markaeo.com

ENGINES
**ChatGPT · Gemini · Google AI Overviews**
United States · October 2026

PLEASE READ FIRST

# Important notice and disclaimer

**Please read the terms on the last page before using, sharing or quoting this report.**

AT A GLANCE

# The mattresses category in numbers

**30**
**AI answers analyzed**
10 buying questions × 3 engines

**28**
**mattress brands named**
by at least one engine

**4 of 10**
**questions where all three engines agree**
on the #1 brand

**5%**
**of citations point to brands' own websites**
9 of 190 sources

**77%**
**of answers mention Helix, and as many mention Saatva**
the most of any brand

## ABOUT THIS REPORT

This report is part of the Answer Engine Daily AEO Index. Every month we ask ChatGPT, Gemini and Google AI Overviews the same buying questions and record which brands they recommend, the order they put them in, and the sources they cite. This edition covers mattresses through ten buying questions, from side sleepers to budget mattresses.

None of the questions names a brand, so every brand starts on equal terms.

## CONTENTS

Executive summary 4
1 The mattresses leaderboard 5
2 Winners and losers, question by question 7
The ten questions in detail 9
3 The engines disagree 19
4 Where AI learns about mattresses 20
5 What leaders should do now 22
Appendix: brand scorecard 24
Methodology and definitions 25
About this index 26
Important notice and disclaimer 27

EXECUTIVE SUMMARY

# Helix and Saatva lead AI mattress advice, and Serta and Beautyrest go unnamed

AI recommends a small group of mattress brands and leaves out some familiar ones. Helix and Saatva lead, each named in 77% of answers. Serta and Beautyrest appear in no answer at all, and Sealy, Casper and Sleep Number miss most questions. Outside sources supply 95% of citations.

## KEY FINDINGS

1 **Helix leads, with Saatva close behind.**

Helix tops the index with an AI Rank Score of 58.0 and is named first in 9 of 30 answers. Saatva (53.7) sits just behind it and matches Helix on visibility at 77%. Brooklyn Bedding is a distant third at 33.3, ahead of WinkBeds, Tempur-Pedic and Nectar.

2 **Saatva is named as often as Helix and chosen less.**

Saatva shows up in 77% of answers and is ranked first in 17%. Helix turns the same visibility into a 30% top pick rate. Saatva wins only back pain, although it places second on side sleepers, soft mattresses, couples and heavy people. Shoppers tend to act on the first name they see.

3 **Helix wins four questions, and five brands split the rest.**

Helix takes side sleepers, hybrids, soft mattresses and couples. Tempur-Pedic wins memory foam and shares hot sleepers with Purple. Saatva wins back pain and Siena wins budget. Brooklyn Bedding takes two, firm mattresses and mattresses for heavy people.

4 **The engines agree on fewer than half the questions.**

ChatGPT, Gemini and Google AI Overviews pick the same #1 brand for only 4 of the 10 questions. On hot sleepers, each engine puts a different brand first. Google AI Overviews ranks Helix first five times, Gemini leans toward Saatva, and ChatGPT spreads its first places the most widely.

5 **AI learns about mattresses from sleep review sites and YouTube.**

Of the 190 sources the engines cited, 95% belong to someone other than the brand. Tom's Guide, Sleep Foundation, Mattress Nerd and NapLab top the editorial list. Gemini and AI Overviews cite YouTube 24 times, and Google Shopping cards make up 30.5% of AI Overviews' citations.

6 **Some familiar names are missing.**

Serta and Beautyrest are not named in any of the 30 answers, and Sealy is missing from 9 of the 10 questions. Casper, Sleep Number and Tuft & Needle each miss 8. Purple misses 6, even though it shares the hot sleepers win.

1 · THE MATTRESSES LEADERBOARD

# Helix leads the AI shelf for mattresses, with Saatva close behind

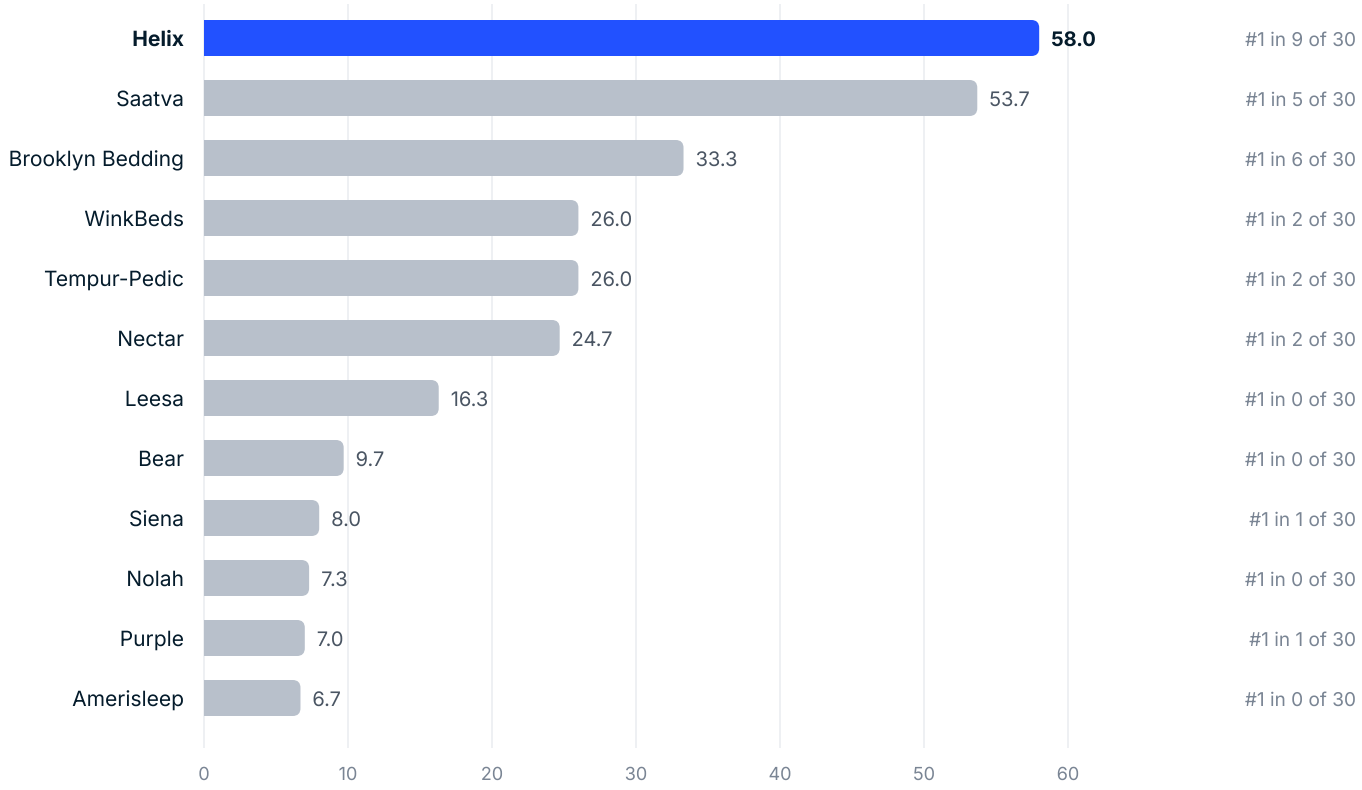
The AI Rank Score measures how high each engine places a brand in its recommendations across all ten questions. A perfect 100 would mean being named first by all three engines on every question. Mattress questions run from firm to soft and from budget to back pain, so no brand gets near that.

Helix earns its lead with four question wins and the highest top pick rate (30%). Saatva matches its visibility and is the most visible brand on Gemini, yet it wins just once. After the top two, scores fall to 33.3 or lower. Specialists such as Siena and Purple win one question each and are rarely named on the others.

Exhibit 1

## Helix ranks first on the AI Rank Score, and Saatva is second.

**AI Rank Score**, mattresses category, top 12 brands (0–100)




Figures on the right show how many of the 30 answers rank the brand #1.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

# Saatva is named as often as Helix and ranked first far less

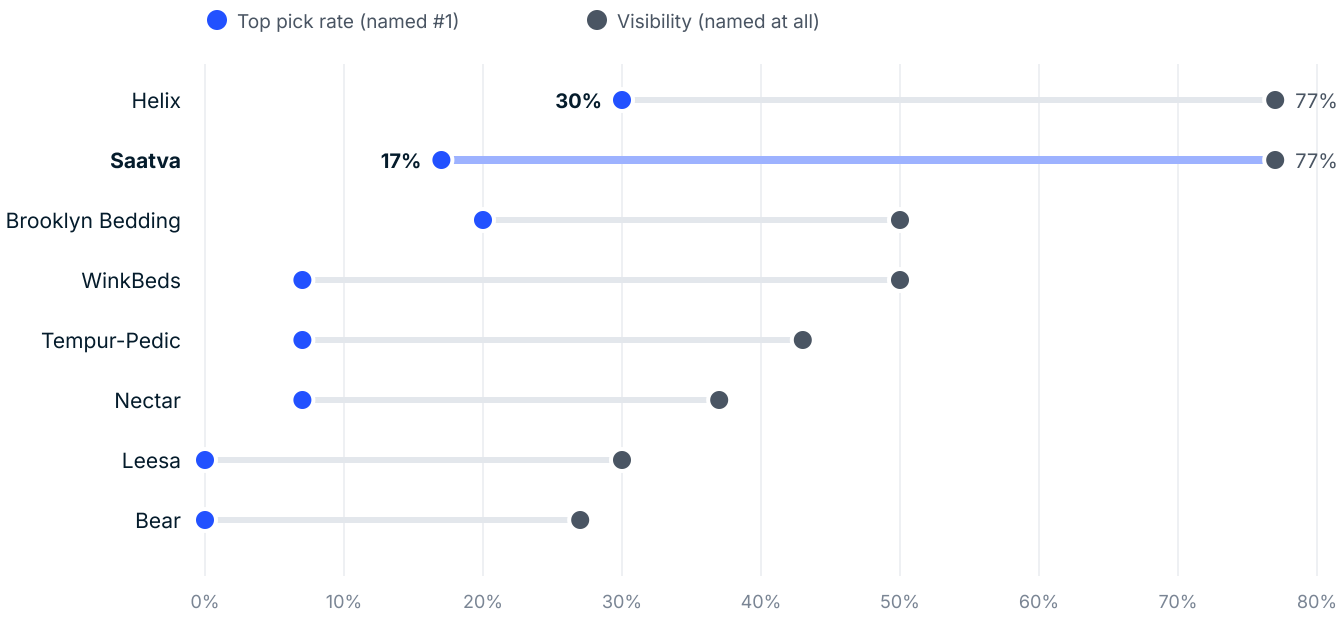
Visibility counts how often a brand is named at all, and the top pick rate counts how often it is named first. The gap between them tells us whether an engine treats a brand as the answer or as one more option on the list.

No brand has a wider gap than Saatva. It appears in 77% of answers, level with Helix, and is the first pick in 17% of them. Gemini names it in 90% of its answers. WinkBeds follows the same pattern on a smaller scale, named in half of all answers and first in two. Helix and Brooklyn Bedding turn visibility into first places more often.

Exhibit 2

## Saatva matches Helix on visibility and trails it on first places.

**Visibility and top pick rate**, % of 30 AI answers, top 8 brands




Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

**Why first place matters**

AI answers are short lists. A shopper who asks for "the best mattress brands for back pain" usually reads the first name or two and stops there. Brands in fourth or fifth place are still seen. They are rarely bought.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

# Six brands share the ten #1 spots in mattresses

Taken one question at a time, mattresses look like a market of specialists. Helix is the only brand to win more than two. Brooklyn Bedding takes firm mattresses and heavy people. A focused brand can break through here. Siena wins budget mattresses while appearing in only 10% of all mattress answers.

Exhibit 3

## Helix wins four questions, and specialists win most of the rest.

**AI Rank Score by question (0–100)**, top 8 brands; bold = question winner; – = not named by any engine

| | Side sleepers | Back pain | Hot sleepers | Memory foam | Hybrid | Firm | Soft | Budget | Couples | Heavy people |
|---|---|---|---|---|---|---|---|---|---|---|
| Helix | **100** | 67 | 37 | – | **100** | 33 | **87** | 13 | **87** | 57 |
| Saatva | 50 | **100** | 37 | 20 | 40 | 80 | 63 | – | 80 | 67 |
| Brooklyn Bedding | 13 | 13 | 33 | – | 20 | **100** | 30 | 20 | 10 | **93** |
| WinkBeds | 30 | 40 | – | 10 | 43 | 30 | 47 | – | 33 | 27 |
| Tempur-Pedic | – | 40 | **60** | **93** | – | 23 | 20 | 3 | 20 | – |
| Nectar | 40 | – | – | 87 | 30 | – | – | 60 | 30 | – |
| Leesa | 40 | – | 23 | 40 | 47 | – | – | – | 13 | – |
| Bear | – | 30 | – | 17 | 17 | 33 | – | – | – | – |

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

**What this means for brands**

Choose the sleep needs where your mattress genuinely is the best option, and build coverage around them. Siena shows that a focused brand can win a question here. Broad brands need to check every question for gaps. Tempur-Pedic wins memory foam, yet it is missing from side sleepers, hybrids and heavy people.

Exhibit 4

## Winners and losers on every mattress question.

**Winner and runner-up by AI Rank Score**

| # | QUESTION | WINNER (SCORE) | RUNNER-UP | DETAIL |
|---|---|---|---|---|
| 1 | Best mattress brands for side sleepers | **Helix** 100 | Saatva 50 | p. 9 |
| 2 | Best mattress brands for back pain | **Saatva** 100 | Helix 67 | p. 10 |
| 3 | Best mattress brands for hot sleepers | **Tempur-Pedic & Purple** 60 | Helix 37 | p. 11 |
| 4 | Best memory foam mattress brands | **Tempur-Pedic** 93 | Nectar 87 | p. 12 |
| 5 | Best hybrid mattress brands | **Helix** 100 | Leesa 47 | p. 13 |
| 6 | Best firm mattress brands | **Brooklyn Bedding** 100 | Saatva 80 | p. 14 |
| 7 | Best soft mattress brands | **Helix** 87 | Saatva 63 | p. 15 |
| 8 | Best budget mattress brands | **Siena** 80 | Nectar 60 | p. 16 |
| 9 | Best mattress brands for couples | **Helix** 87 | Saatva 80 | p. 17 |
| 10 | Best mattress brands for heavy people | **Brooklyn Bedding** 93 | Saatva 67 | p. 18 |

Each question has its own page with the full list of brands, engine positions and sources (see the Detail column).

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

**QUOTE IT**

#1 in AI answers for "Best mattress brands for side sleepers": Helix (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

Results apply to October 2026 only and are subject to the Important notice and disclaimer on the last page.

2 · QUESTION 1 OF 10

*"Best mattress brands for side sleepers"*

# Helix is the clear AI pick for side sleepers

| 10 | 100 | All 3 | 13 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Helix | engines agree on the #1 brand | sources cited, none from brand sites |

Helix scores 100 and is the first pick on all three engines. Saatva is a distant second at 50. In total 10 brands are named, and the top three take 47% of all brand mentions.

Exhibit 4.1

## Helix scores 100, out of 10 brands named.

**AI Rank Score and engine positions**, top 10 brands for "Best mattress brands for side sleepers"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Helix | 100 | #1 | #1 | #1 | 19.3% | 3/3 | 3/3 |
| 2 | Saatva | 50 | #4 | #2 | #5 | 21.1% | 3/3 | 0/3 |
| 3 | Leesa | 40 | #2 | – | #4 | 7.0% | 2/3 | 0/3 |
| 4 | Nectar | 40 | – | #4 | #2 | 12.3% | 2/3 | 0/3 |
| 5 | WinkBeds | 30 | – | #5 | #3 | 12.3% | 2/3 | 0/3 |
| 6 | Amerisleep | 20 | #3 | – | – | 3.5% | 1/3 | 0/3 |
| 7 | Nolah | 20 | – | #3 | – | 8.8% | 1/3 | 0/3 |
| 8 | Brooklyn Bedding | 13 | #5 | #7 | – | 5.3% | 2/3 | 0/3 |
| 9 | DreamCloud | 3 | #6 | – | – | 3.5% | 1/3 | 0/3 |
| 10 | Purple | 3 | – | #6 | – | 7.0% | 1/3 | 0/3 |

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | | |
|---|---|---|
| tomsguide.com | 4 | |
| sleepfoundation.org | 1 | 1 |
| youtube.com | | 2 |
| Google Shopping cards | | 1 |

Plus 4 more sites.

### WHO IS MISSING

**NAMED BY ONLY 1 ENGINE** Purple and DreamCloud

**QUOTE IT.** #1 in AI answers for "Best mattress brands for side sleepers": Helix (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 2 OF 10

*"Best mattress brands for back pain"*

# Saatva is the clear AI pick for back pain

| 8 | 100 | All 3 | 17 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Saatva | engines agree on the #1 brand | sources cited, 2 from brand sites |

Saatva scores 100 and is the first pick on all three engines. Helix is a distant second at 67. In total 8 brands are named, and the top three take 55% of all brand mentions.

Exhibit 4.2

## Saatva scores 100, out of 8 brands named.

**AI Rank Score and engine positions**, top 8 brands for "Best mattress brands for back pain"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Saatva | 100 | **#1** | **#1** | **#1** | 22.4% | 3/3 | 3/3 |
| 2 | Helix | 67 | #2 | #3 | #3 | 20.4% | 3/3 | 0/3 |
| 3 | Tempur-Pedic | 40 | – | #2 | #4 | 12.2% | 2/3 | 0/3 |
| 4 | WinkBeds | 40 | – | #4 | #2 | 16.3% | 2/3 | 0/3 |
| 5 | Bear | 30 | #3 | #5 | – | 8.2% | 2/3 | 0/3 |
| 6 | Nolah | 13 | #5 | #7 | – | 10.2% | 2/3 | 0/3 |
| 7 | Brooklyn Bedding | 13 | #4 | – | – | 2.0% | 1/3 | 0/3 |
| 8 | Purple | 3 | – | #6 | – | 8.2% | 1/3 | 0/3 |

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | | |
|---|---|---|
| forbes.com | 1 | 1 |
| sleepfoundation.org | 2 | |
| tomsguide.com | 1 | 1 |
| youtube.com | | 2 |

Plus 9 more sites.

### WHO IS MISSING

NAMED BY ONLY 1 ENGINE Purple

**QUOTE IT.** #1 in AI answers for "Best mattress brands for back pain": Saatva (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 3 OF 10

*"Best mattress brands for hot sleepers"*

# Tempur-Pedic and Purple share the top spot for hot sleepers

| 11 | 60 | None | 19 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Tempur-Pedic and Purple | engines agree on the #1 brand | sources cited, 3 from brand sites |

Tempur-Pedic and Purple tie at 60. Tempur-Pedic is ranked first by no engines; Purple is ranked first by one engine. Each engine picks a different #1: ChatGPT chooses Purple, Gemini Brooklyn Bedding and Google AI Overviews Helix. The field is wide open: 11 brands are named and the top three take only 36% of mentions.

Exhibit 4.3

## Tempur-Pedic and Purple score 60, out of 11 brands named.

**AI Rank Score and engine positions**, top 10 brands for "Best mattress brands for hot sleepers"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Tempur-Pedic | 60 | #4 | #3 | #2 | 9.1% | 3/3 | 0/3 |
| 2 | Purple | 60 | **#1** | #2 | – | 10.9% | 2/3 | 1/3 |
| 3 | Helix | 37 | – | #6 | **#1** | 16.4% | 2/3 | 1/3 |
| 4 | Saatva | 37 | #2 | #5 | – | 16.4% | 2/3 | 0/3 |
| 5 | Brooklyn Bedding | 33 | – | **#1** | – | 7.3% | 1/3 | 1/3 |
| 6 | Leesa | 23 | #5 | – | #4 | 7.3% | 2/3 | 0/3 |
| 7 | Amerisleep | 20 | #3 | – | – | 1.8% | 1/3 | 0/3 |
| 8 | Casper | 20 | – | – | #3 | 7.3% | 1/3 | 0/3 |
| 9 | Ghostbed | 13 | – | #4 | – | 10.9% | 1/3 | 0/3 |
| 10 | Sleep Number | 10 | – | – | #5 | 3.6% | 1/3 | 0/3 |

1 more brand named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | |
|---|---|
| Google Shopping cards | 2 |
| amerisleep.com | 1 |
| purple.com | 1 |
| telegraph.co.uk | 1 |

Plus 14 more sites.

### WHO IS MISSING

NAMED BY ONLY 1 ENGINE Casper and Sleep Number

**QUOTE IT.** Joint #1 in AI answers for "Best mattress brands for hot sleepers": Tempur-Pedic and Purple (AI Rank Score 60/100). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 4 OF 10

*"Best memory foam mattress brands"*

# Tempur-Pedic leads AI answers for memory foam mattresses, ahead of Nectar

| 13 | 93 | 2 of 3 | 19 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Tempur-Pedic | engines agree on the #1 brand | sources cited, none from brand sites |

Tempur-Pedic scores 93. Two of the three engines rank it first. Google AI Overviews puts it at #2 and picks Nectar instead. Nectar is close behind at 87, so this question could change hands next month. In total 13 brands are named, and the top three take 43% of all brand mentions.

Exhibit 4.4

## Tempur-Pedic scores 93, out of 13 brands named.

**AI Rank Score and engine positions**, top 10 brands for "Best memory foam mattress brands"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Tempur-Pedic | 93 | **#1** | **#1** | #2 | 13.2% | 3/3 | 2/3 |
| 2 | Nectar | 87 | #2 | #2 | **#1** | 20.6% | 3/3 | 1/3 |
| 3 | Leesa | 40 | #3 | – | #3 | 8.8% | 2/3 | 0/3 |
| 4 | Amerisleep | 23 | – | #5 | #4 | 10.3% | 2/3 | 0/3 |
| 5 | Saatva | 20 | – | #3 | – | 7.4% | 1/3 | 0/3 |
| 6 | Bear | 17 | #4 | #7 | – | 7.4% | 2/3 | 0/3 |
| 7 | Layla | 13 | – | #4 | – | 7.4% | 1/3 | 0/3 |
| 8 | Puffy | 10 | #5 | – | – | 2.9% | 1/3 | 0/3 |
| 9 | WinkBeds | 10 | – | – | #5 | 2.9% | 1/3 | 0/3 |
| 10 | Casper | 3 | – | #6 | – | 10.3% | 1/3 | 0/3 |

3 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | | |
|---|---|---|
| youtube.com | 3 | 1 |
| cartiq.net | | 3 |
| Google Shopping cards | | 3 |
| mattressclarity.com | 1 | 1 |

Plus 6 more sites.

### WHO IS MISSING

**NAMED BY ONLY 1 ENGINE** Saatva, Casper and Tuft & Needle

**QUOTE IT.** #1 in AI answers for "Best memory foam mattress brands": Tempur-Pedic (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 5 OF 10

*"Best hybrid mattress brands"*

# Helix is the clear AI pick for hybrid mattresses

| 10 | 100 | All 3 | 17 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Helix | engines agree on the #1 brand | sources cited, 1 from brand sites |

Helix scores 100 and is the first pick on all three engines. Leesa is a distant second at 47. The field is wide open: 10 brands are named and the top three take only 35% of mentions.

Exhibit 4.5

## Helix scores 100, out of 10 brands named.

**AI Rank Score and engine positions**, top 10 brands for "Best hybrid mattress brands"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Helix | 100 | #1 | #1 | #1 | 18.3% | 3/3 | 3/3 |
| 2 | Leesa | 47 | #2 | – | #3 | 4.2% | 2/3 | 0/3 |
| 3 | WinkBeds | 43 | #3 | #4 | #5 | 12.7% | 3/3 | 0/3 |
| 4 | Saatva | 40 | – | #2 | #4 | 16.9% | 2/3 | 0/3 |
| 5 | Nectar | 30 | – | #9 | #2 | 4.2% | 2/3 | 0/3 |
| 6 | Brooklyn Bedding | 20 | – | #3 | – | 5.6% | 1/3 | 0/3 |
| 7 | Bear | 17 | #4 | #7 | – | 8.5% | 2/3 | 0/3 |
| 8 | DreamCloud | 13 | #5 | #8 | – | 9.9% | 2/3 | 0/3 |
| 9 | Avocado | 10 | – | #5 | – | 11.3% | 1/3 | 0/3 |
| 10 | Purple | 3 | – | #6 | – | 8.5% | 1/3 | 0/3 |

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | | |
|---|---|---|
| forbes.com | 2 | |
| ncoa.org | 1 | 1 |
| sleepfoundation.org | 1 | 1 |
| aarp.org | | 1 |

Plus 10 more sites.

### WHO IS MISSING

NAMED BY ONLY 1 ENGINE Purple

**QUOTE IT.** #1 in AI answers for "Best hybrid mattress brands": Helix (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 6 OF 10

*"Best firm mattress brands"*

# Brooklyn Bedding is the clear AI pick for firm mattresses

| 9 | 100 | All 3 | 23 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Brooklyn Bedding | engines agree on the #1 brand | sources cited, 1 from brand sites |

Brooklyn Bedding scores 100 and is the first pick on all three engines. Saatva is a distant second at 80. In total 9 brands are named, and the top three take 48% of all brand mentions.

Exhibit 4.6

## Brooklyn Bedding scores 100, out of 9 brands named.

**AI Rank Score and engine positions**, top 9 brands for "Best firm mattress brands"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Brooklyn Bedding | 100 | **#1** | **#1** | **#1** | 25.0% | 3/3 | 3/3 |
| 2 | Saatva | 80 | #2 | #2 | #2 | 17.9% | 3/3 | 0/3 |
| 3 | Bear | 33 | #4 | – | #3 | 5.4% | 2/3 | 0/3 |
| 4 | Helix | 33 | #3 | #4 | – | 14.3% | 2/3 | 0/3 |
| 5 | WinkBeds | 30 | – | #3 | #5 | 12.5% | 2/3 | 0/3 |
| 6 | Tempur-Pedic | 23 | – | #5 | #4 | 10.7% | 2/3 | 0/3 |
| 7 | Avocado | 13 | #5 | #6 | – | 10.7% | 2/3 | 0/3 |
| 8 | Sealy | 3 | – | #7 | – | 1.8% | 0/3 | 0/3 |
| 9 | Stearns & Foster | 3 | – | #8 | – | 1.8% | 0/3 | 0/3 |

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | | |
|---|---|---|
| tomsguide.com | 3 | 1 |
| youtube.com | 3 | 1 |
| Google Shopping cards | | 3 |
| sleepdoctor.com | 1 | 1 |

Plus 10 more sites.

### WHO IS MISSING

NAMED BY ONLY 1 ENGINE Sealy

**QUOTE IT.** #1 in AI answers for "Best firm mattress brands": Brooklyn Bedding (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 7 OF 10

*"Best soft mattress brands"*

# Helix leads AI answers for soft mattresses, ahead of Saatva

| 8 | 87 | None | 23 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Helix | engines agree on the #1 brand | sources cited, none from brand sites |

Helix scores 87, although only Google AI Overviews ranks it first. Saatva is a distant second at 63. Each engine picks a different #1: ChatGPT chooses WinkBeds, Gemini Saatva and Google AI Overviews Helix. In total 8 brands are named, and the top three take 53% of all brand mentions.

Exhibit 4.7

## Helix scores 87, out of 8 brands named.

**AI Rank Score and engine positions**, top 8 brands for "Best soft mattress brands"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Helix | 87 | #2 | #2 | **#1** | 20.0% | 3/3 | 1/3 |
| 2 | Saatva | 63 | #5 | **#1** | #3 | 20.0% | 3/3 | 1/3 |
| 3 | WinkBeds | 47 | **#1** | #4 | – | 13.3% | 2/3 | 1/3 |
| 4 | Brooklyn Bedding | 30 | #3 | #5 | – | 11.1% | 2/3 | 0/3 |
| 5 | Nolah | 30 | – | #6 | #2 | 13.3% | 2/3 | 0/3 |
| 6 | Tempur-Pedic | 20 | – | #3 | – | 8.9% | 1/3 | 0/3 |
| 7 | Layla | 13 | #4 | – | – | 2.2% | 1/3 | 0/3 |
| 8 | Amerisleep | 3 | – | #7 | – | 11.1% | 1/3 | 0/3 |

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | | |
|---|---|---|
| youtube.com | 3 | 3 |
| mattressclarity.com | 2 | 1 |
| Google Shopping cards | | 2 |
| naplab.com | 1 | 1 |

Plus 10 more sites.

### WHO IS MISSING

NAMED BY ONLY 1 ENGINE Tempur-Pedic

**QUOTE IT.** #1 in AI answers for "Best soft mattress brands": Helix (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 8 OF 10

*"Best budget mattress brands"*

# Siena leads AI answers for budget mattresses, ahead of Nectar

| 11 | 80 | None | 26 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Siena | engines agree on the #1 brand | sources cited, 2 from brand sites |

Siena scores 80, although only Gemini ranks it first. Nectar is a distant second at 60. Each engine picks a different #1: ChatGPT chooses Zinus, Gemini Siena and Google AI Overviews Nectar. In total 11 brands are named, and the top three take 48% of all brand mentions.

Exhibit 4.8

## Siena scores 80, out of 11 brands named.

**AI Rank Score and engine positions**, top 10 brands for "Best budget mattress brands"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Siena | 80 | #3 | **#1** | #2 | 18.2% | 3/3 | 1/3 |
| 2 | Nectar | 60 | – | #2 | **#1** | 20.5% | 2/3 | 1/3 |
| 3 | Zinus | 57 | **#1** | #6 | #3 | 9.1% | 3/3 | 1/3 |
| 4 | Linenspa | 30 | #2 | #7 | – | 11.4% | 2/3 | 0/3 |
| 5 | DreamCloud | 23 | – | #4 | #5 | 13.6% | 2/3 | 0/3 |
| 6 | Brooklyn Bedding | 20 | – | #3 | – | 6.8% | 1/3 | 0/3 |
| 7 | Allswell | 13 | #4 | – | – | 2.3% | 1/3 | 0/3 |
| 8 | Helix | 13 | – | – | #4 | 4.5% | 1/3 | 0/3 |
| 9 | Tuft & Needle | 10 | – | #5 | – | 4.5% | 1/3 | 0/3 |
| 10 | Novilla | 3 | – | #8 | – | 6.8% | 1/3 | 0/3 |

1 more brand named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | | |
|---|---|---|
| Google Shopping cards | | 3 |
| ncoa.org | 1 | 1 |
| tomsguide.com | | 2 |
| mattressnerd.com | 1 | 1 |

Plus 15 more sites.

### WHO IS MISSING

NAMED BY ONLY 1 ENGINE Tempur-Pedic, Helix and Tuft & Needle

**QUOTE IT.** #1 in AI answers for "Best budget mattress brands": Siena (AI Rank Score 80/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 9 OF 10

*"Best mattress brands for couples"*

# Helix leads AI answers for couples, ahead of Saatva

| 9 | 87 | None | 19 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Helix | engines agree on the #1 brand | sources cited, none from brand sites |

Helix scores 87, although only Google AI Overviews ranks it first. Saatva is close behind at 80, so this question could change hands next month. Each engine picks a different #1: ChatGPT chooses WinkBeds, Gemini Saatva and Google AI Overviews Helix. In total 9 brands are named, and the top three take 51% of all brand mentions.

Exhibit 4.9

## Helix scores 87, out of 9 brands named.

**AI Rank Score and engine positions**, top 9 brands for "Best mattress brands for couples"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Helix | 87 | #2 | #2 | **#1** | 26.8% | 3/3 | 1/3 |
| 2 | Saatva | 80 | #3 | **#1** | #2 | 22.0% | 3/3 | 1/3 |
| 3 | WinkBeds | 33 | **#1** | – | – | 2.4% | 1/3 | 1/3 |
| 4 | Nectar | 30 | #5 | – | #3 | 4.9% | 2/3 | 0/3 |
| 5 | Tempur-Pedic | 20 | – | #3 | – | 12.2% | 1/3 | 0/3 |
| 6 | Leesa | 13 | #4 | – | – | 2.4% | 1/3 | 0/3 |
| 7 | Puffy | 13 | – | – | #4 | 2.4% | 1/3 | 0/3 |
| 8 | Sleep Number | 13 | – | #4 | – | 14.6% | 1/3 | 0/3 |
| 9 | Brooklyn Bedding | 10 | – | #5 | – | 12.2% | 1/3 | 0/3 |

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | | |
|---|---|---|
| Google Shopping cards | | 7 |
| ncoa.org | 1 | 1 |
| sleepiverse.com | 1 | 1 |
| tomsguide.com | 2 | |

Plus 6 more sites.

### WHO IS MISSING

NAMED BY ONLY 1 ENGINE Tempur-Pedic and Sleep Number

**QUOTE IT.** #1 in AI answers for "Best mattress brands for couples": Helix (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 10 OF 10

*"Best mattress brands for heavy people"*

# Brooklyn Bedding is the clear AI pick for heavier sleepers

| 7 | 93 | 2 of 3 | 14 |
|---|---|---|---|
| brands named across the three answers | AI Rank Score for Brooklyn Bedding | engines agree on the #1 brand | sources cited, none from brand sites |

Brooklyn Bedding scores 93. Two of the three engines rank it first. Gemini puts it at #2 and picks Big Fig instead. Saatva is a distant second at 67. In total 7 brands are named, and the top three take 55% of all brand mentions.

Exhibit 4.10

## Brooklyn Bedding scores 93, out of 7 brands named.

**AI Rank Score and engine positions**, top 7 brands for "Best mattress brands for heavy people"

| # | BRAND | AI RANK SCORE | CHATGPT | GEMINI | AI OVERVIEWS | SHARE OF VOICE | RECOM-MENDED | #1 PICK |
|---|---|---|---|---|---|---|---|---|
| 1 | Brooklyn Bedding | 93 | **#1** | #2 | **#1** | 14.9% | 3/3 | 2/3 |
| 2 | Saatva | 67 | #3 | #3 | #2 | 21.3% | 3/3 | 0/3 |
| 3 | Helix | 57 | #2 | #5 | #3 | 19.1% | 3/3 | 0/3 |
| 4 | Big Fig | 33 | – | **#1** | – | 12.8% | 1/3 | 1/3 |
| 5 | WinkBeds | 27 | #4 | #4 | – | 17.0% | 2/3 | 0/3 |
| 6 | Nolah | 10 | #5 | – | – | 4.3% | 1/3 | 0/3 |
| 7 | Avocado | 3 | – | #6 | – | 10.6% | 1/3 | 0/3 |

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

### SOURCES BEHIND THESE ANSWERS

| | |
|---|---|
| youtube.com | 3 |
| Google Shopping cards | 2 |
| airpedic.com | 1 |
| lucasfurniturestore.com | 1 |

Plus 7 more sites.

### WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

**QUOTE IT.** #1 in AI answers for "Best mattress brands for heavy people": Brooklyn Bedding (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

3 · THE ENGINES DISAGREE

# The engines agree on the top pick for only four of ten questions

ChatGPT, Gemini and Google AI Overviews name the same #1 brand for four questions: side sleepers, back pain, hybrid and firm mattresses. Their answers look very different, too. Gemini writes the longest (about 1,210 words) and names 7.2 brands, while Google AI Overviews stops at about 210 words and 4.5 brands.

These splits shape individual results. Google AI Overviews ranks Helix first five times, in half its answers. Gemini favors Saatva (90% visibility, three first places) and never names Leesa. ChatGPT gives WinkBeds two first places, on soft mattresses and couples, and the other engines give it none.

Exhibit 5

## Engines split on six of the ten mattress questions.

**Brand ranked #1 by each engine**, by question

| QUESTION | CHATGPT | GEMINI | GOOGLE AI OVERVIEWS | |
|---|---|---|---|---|
| Best mattress for side sleepers | Helix | Helix | Helix | ✓ All agree |
| Best mattress for back pain | Saatva | Saatva | Saatva | ✓ All agree |
| Best mattress for hot sleepers | Purple | Brooklyn Bedding | Helix | Split |
| Best memory foam mattress | Tempur-Pedic | Tempur-Pedic | Nectar | Split |
| Best hybrid mattress | Helix | Helix | Helix | ✓ All agree |
| Best firm mattress | Brooklyn Bedding | Brooklyn Bedding | Brooklyn Bedding | ✓ All agree |
| Best soft mattress | WinkBeds | Saatva | Helix | Split |
| Best budget mattress | Zinus | Siena | Nectar | Split |
| Best mattress for couples | WinkBeds | Saatva | Helix | Split |
| Best mattress for heavy people | Brooklyn Bedding | Big Fig | Brooklyn Bedding | Split |

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

**Visibility and #1 picks by engine, top 6 brands (% of each engine's 10 answers / number of #1 picks)**

| BRAND | CHATGPT | GEMINI | AI OVERVIEWS |
|---|---|---|---|
| Helix | 70% / 2×#1 | 80% / 2×#1 | 80% / 5×#1 |
| Saatva | 70% / 1×#1 | 90% / 3×#1 | 70% / 1×#1 |
| Brooklyn Bedding | 50% / 2×#1 | 80% / 2×#1 | 20% / 2×#1 |
| WinkBeds | 40% / 2×#1 | 60% / 0×#1 | 50% / 0×#1 |
| Tempur-Pedic | 20% / 1×#1 | 70% / 1×#1 | 40% / 0×#1 |
| Nectar | 20% / 0×#1 | 40% / 0×#1 | 50% / 2×#1 |

4 · WHERE AI LEARNS ABOUT MATTRESSES

# Sleep review sites and YouTube shape AI's mattress picks

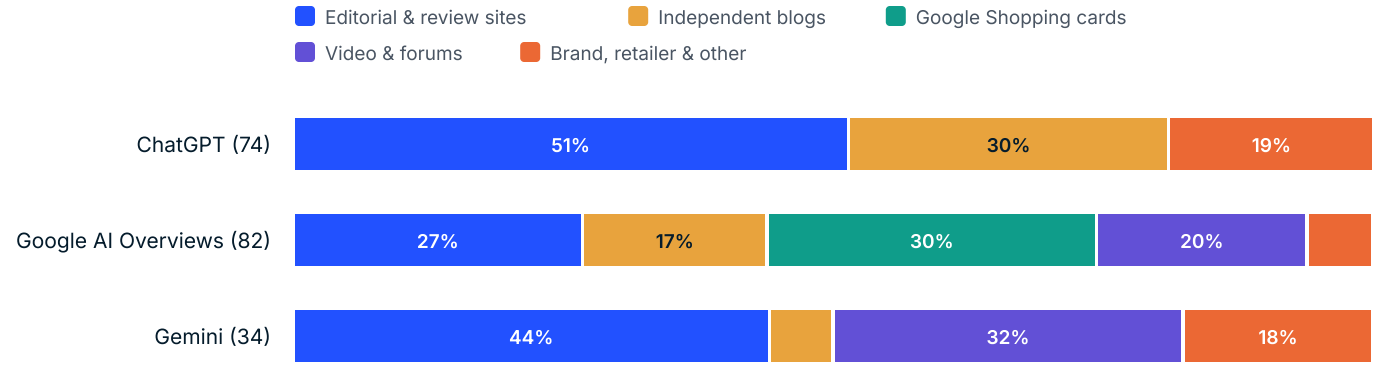
Across the ten questions, the engines cited 190 sources from 67 websites. Just 9 of those citations (5%) lead to a brand's own website. Specialist sleep review sites, general publishers, YouTube, Reddit, retailers and Google Shopping supply everything else.

ChatGPT leans on editorial reviews (51.4% of its citations), with Tom's Guide out in front, and it cited no Reddit or YouTube pages. Gemini cited sources in 4 of its 10 answers and drew 32.4% of them from video and forums. Google AI Overviews mixes Google Shopping cards (30.5%) with reviews and YouTube.

Exhibit 6

**Outside sources supply 95% of the citations behind AI mattress recommendations.**

**Share of cited sources by type and engine**, %




Figures in brackets show how many sources each engine cited across the 10 questions. Gemini cited sources in 4 of its 10 answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

| | | | |
|---|---|---|---|
| **5%** | **0** | **30%** | **4 of 10** |
| of citations come from brands' own websites | Reddit or YouTube citations by ChatGPT in this category | of AI Overviews' citations are Google Shopping cards | Gemini answers that cite any source |

# Brooklyn Bedding and Saatva lead the most pages AI cites

We read 92 cited articles. Brooklyn Bedding is the main brand on 16 of them, and Saatva on 13.

Exhibit 7

## Nectar leads 10 cited pages, yet it is missing from half the questions.

**Share of 92 cited articles that mention each brand**, number of articles where it is the most mentioned brand, and #1 picks

| BRAND | MENTIONED ON CITED PAGES | PAGES WHERE IT IS THE MAIN BRAND | #1 PICKS (OF 30) |
|---|---|---|---|
| Helix | 68% | 9 | 9 |
| Saatva | 71% | 13 | 5 |
| Brooklyn Bedding | 66% | 16 | 6 |
| WinkBeds | 48% | 8 | 2 |
| Tempur-Pedic | 30% | 2 | 2 |
| Nectar | 54% | 10 | 2 |

Based on the 92 of 126 cited article pages we could open. Video, social and Google Shopping links are excluded. A brand counts as the main brand on a page when it is mentioned more often than any other.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Exhibit 8

## Eight websites carry the most weight in AI answers about mattresses.

**Most cited domains across 30 answers**, with the engines that cited them and the brands they feature most

ChatGPT · Gemini · Google AI Overviews · Number = citations by that engine

| WEBSITE | CITATIONS | CITED BY | QUESTIONS | BRANDS IT FEATURES MOST |
|---|---|---|---|---|
| **Google Shopping cards** | 25 | 25 | 10 | Product listings |
| **youtube.com** | 24 | 10, 14 | 9 | Video and discussion (not analyzed) |
| **tomsguide.com** | 17 | 15, 2 | 8 | Saatva, DreamCloud, Nectar, Helix |
| **sleepfoundation.org** | 13 | 8, 2, 3 | 9 | Brooklyn Bedding, Leesa, Bear, Saatva |
| **mattressnerd.com** | 9 | 1, 4, 4 | 8 | Brooklyn Bedding, Nectar, Saatva, Helix |
| **naplab.com** | 9 | 1, 4, 4 | 6 | Saatva, Purple, Ghostbed, Bedding: Silk & Snow |
| **ncoa.org** | 9 | 3, 2, 4 | 6 | Helix, Bear, Brooklyn Bedding, Saatva |
| **mattressclarity.com** | 7 | 4, 3 | 4 | Saatva, Avocado, Birch, Nolah |

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

5 · WHAT LEADERS SHOULD DO NOW

# What leaders should do now

## CEOs

- Track AI recommendation share alongside market share and brand health. In mattresses they can point in different directions.
- Ask your team for the top pick rate. On its own, visibility flatters the brand.
- If your brand is absent today, make fixing that a priority. Serta and Beautyrest are not named in any of the 30 answers.

## CMOs

- Pick the questions you must win ("best mattress for side sleepers", for example) and measure each engine separately.
- Get your mattress to the top of tests for specific needs, such as back pain or hot sleepers, and of the general roundups too.
- Treat Google Shopping product data as part of AEO. It supplies 30.5% of AI Overviews' mattress citations.

## Brand & PR teams

- Put specialist testers (Sleep Foundation, Mattress Nerd, NapLab, Mattress Clarity) and Tom's Guide before news coverage.
- Get honest video reviews onto YouTube. Gemini and AI Overviews cited it 24 times across 9 questions.
- Start with pages that already mention you but cover another brand first. New placements can wait.

## Agencies

- Report the AI Rank Score and the top pick rate on a fixed set of questions, one engine at a time.
- Map the sources behind each competitor's #1 picks, then plan coverage on those same sources.
- Benchmark results each month against the Answer Engine Daily index.

# The mattress citation playbook: where to get cited

Every source below was cited by at least one engine while answering this month's ten mattresses questions. The number in brackets is how often it was cited.

## Must win

Cited across engines and questions

- Sleep Foundation (13 citations, 9 questions)
- YouTube reviews (24)
- Google Shopping product listings (25, AI Overviews only)
- Tom's Guide (17, mostly ChatGPT)

## Sleep specialists

Shapes Gemini's and AI Overviews' shortlists

- Mattress Nerd (9)
- NapLab (9)
- NCOA, ncoa.org (9)
- Mattress Clarity (7)

## Publishers & retail

Carries weight on questions about specific needs

- Forbes (6)
- Homes & Gardens (3, ChatGPT)
- Mattress Firm (3, Gemini)
- Reddit (3)

**See the full picture for your brand**

The public index shows where your brand stands this month. A private markaeo audit goes further. It benchmarks you against the competitors you name across hundreds of questions, tracks each engine every week and lists the exact pages behind each competitor's #1 picks. It also ties AI visibility to your traffic and revenue. **markaeo.com**

APPENDIX

# Brand scorecard: the 20 highest ranked mattresses brands

Exhibit A1

## All eight index metrics for mattresses.

**Percentages are shares of the 30 AI answers. Missing counts questions where the brand sells in the segment but no engine named it**

| # | BRAND | AI RANK SCORE | VISIBILITY | RECOM-MENDATION | TOP PICK | SHARE OF VOICE | ALL 3 ENGINES | SHOPPING CARDS | OWN-SITE CITES | MISSING |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | **Helix** | **58.0** | 77% | 77% | 30% | 15.4% | 6/10 | 1 | 0 | 1 of 10 |
| 2 | **Saatva** | **53.7** | 77% | 77% | 17% | 16.3% | 6/10 | 2 | 0 | 1 of 10 |
| 3 | **Brooklyn Bedding** | **33.3** | 50% | 50% | 20% | 8.6% | 2/10 | 2 | 2 | – |
| 4 | **WinkBeds** | **26.0** | 50% | 50% | 7% | 9.0% | 1/10 | 0 | 1 | – |
| 5 | **Tempur-Pedic** | **26.0** | 43% | 40% | 7% | 6.8% | 2/10 | 4 | 0 | 3 of 10 |
| 6 | **Nectar** | **24.7** | 37% | 37% | 7% | 6.6% | 1/10 | 6 | 0 | 5 of 10 |
| 7 | **Leesa** | **16.3** | 30% | 30% | 0% | 3.4% | 0/10 | 0 | 0 | – |
| 8 | **Bear** | **9.7** | 27% | 27% | 0% | 3.4% | 0/10 | 1 | 2 | – |
| 9 | **Siena** | **8.0** | 10% | 10% | 3% | 1.5% | 1/10 | 1 | 1 | – |
| 10 | **Nolah** | **7.3** | 20% | 20% | 0% | 3.4% | 0/10 | 0 | 0 | – |
| 11 | **Purple** | **7.0** | 17% | 17% | 3% | 3.8% | 0/10 | 0 | 1 | 6 of 10 |
| 12 | **Amerisleep** | **6.7** | 17% | 17% | 0% | 2.8% | 0/10 | 0 | 1 | – |
| 13 | **Zinus** | **6.0** | 13% | 13% | 3% | 1.1% | 1/10 | 1 | 0 | – |
| 14 | **DreamCloud** | **4.0** | 17% | 17% | 0% | 2.8% | 0/10 | 0 | 0 | 7 of 10 |
| 15 | **Big Fig** | **3.3** | 3% | 3% | 3% | 1.1% | 0/10 | 0 | 0 | – |
| 16 | **Avocado** | **3.0** | 17% | 17% | 0% | 4.5% | 0/10 | 0 | 0 | – |
| 17 | **Linenspa** | **3.0** | 7% | 7% | 0% | 0.9% | 0/10 | 0 | 0 | – |
| 18 | **Layla** | **2.7** | 7% | 7% | 0% | 1.1% | 0/10 | 0 | 0 | – |
| 19 | **Casper** | **2.3** | 7% | 7% | 0% | 2.1% | 0/10 | 0 | 0 | 8 of 10 |
| 20 | **Puffy** | **2.3** | 7% | 7% | 0% | 0.6% | 0/10 | 2 | 0 | – |

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

METHODOLOGY

# How the index is built

| | |
|---|---|
| **Questions** | Ten fixed buying questions that never name a brand. |
| **Engines** | ChatGPT (OpenAI), Gemini (Google) and Google AI Overviews, run on 21 October 2026. One answer per question per engine, 30 answers in all. |
| **Location** | All answers were collected from a single city in the United States. AI engines tailor answers to where the user is, so people asking the same questions from other cities, states or countries may see different brands, rankings and sources. |
| **Brand detection** | We match brand names and their product lines in each answer and checked samples of the matches by hand. |
| **Rank** | A brand's position in the engine's list of recommendations. If an answer has no list, we use the order in which brands are named. |
| **AI Rank Score** | Points by position (#1 = 10, #2 = 8, #3 = 6, #4 = 4, #5 = 3, lower = 1, not named = 0), added up across engines and questions and scaled to 100. |
| **Visibility** | Share of the 30 answers that name the brand. |
| **Recommendation rate** | Share of answers that include the brand in the AI's list of picks. |
| **Top pick rate** | Share of answers that rank the brand #1. |
| **Share of voice** | The brand's share of all brand mentions in the category. |
| **Missing** | A major brand that sells in the segment but that none of the three engines named for that question. |
| **Sources** | We classified all 190 citations by type and read the 92 article pages we could open to see which brands each one covers. |
| **Limitations** | One run per engine, from one U.S. location. AI answers vary between runs, over time and by location. Gemini returned sources for 4 of its 10 mattresses answers. The results describe what AI engines say, which is a separate question from product quality. |

## THE TEN MATTRESSES QUESTIONS

1. Best mattress brands for side sleepers
2. Best mattress brands for back pain
3. Best mattress brands for hot sleepers
4. Best memory foam mattress brands
5. Best hybrid mattress brands
6. Best firm mattress brands
7. Best soft mattress brands
8. Best budget mattress brands
9. Best mattress brands for couples
10. Best mattress brands for heavy people

ABOUT

# About this index

## Answer Engine Daily

answerenginedaily.com

Answer Engine Daily publishes a free monthly U.S. index of how AI engines rank brands. It tracks 200 buying questions across 20 consumer categories, including footwear, skincare, credit cards and airlines.

## markaeo

markaeo.com

markaeo runs private AEO audits for brands and agencies. It benchmarks a brand against named competitors across hundreds of questions and tracks each engine separately. It also connects AI visibility to traffic and revenue.

**How to cite this report**

Brands named #1 may quote their result if they include the question, the month and a link, for example: "#1 in AI answers for 'Best mattress brands for side sleepers', Answer Engine Daily AEO Index, U.S., October 2026 (answerenginedaily.com), powered by markaeo.com."

This report records how AI engines answered a fixed set of questions on one date. It says nothing about product quality. Brand names are trademarks of their owners and appear here for identification only. Results will move from month to month as the engines update.

TERMS OF USE

# Important notice and disclaimer

**Please read this notice before using, sharing or quoting this report. By reading, using, sharing or quoting any part of it, you accept the terms below, including Indian law and the exclusive jurisdiction of the courts at New Delhi, India (section 11).**

### 1. What this report is

This report is an independent, observational study of how three third-party AI answer engines (ChatGPT by OpenAI, Gemini by Google and Google AI Overviews) answered a fixed set of ten buying questions about mattresses. It records what those engines said. It is not a review, test, rating, certification or endorsement of any product, service, brand or company, and it makes no claim about the quality, safety, performance, value or suitability of anything named in it.

### 2. One location, one date

All answers were collected on 21 October 2026 from a single location in one city in the United States, with one query per question per engine. AI answers are personalized and change with location, time, device, account history, language and model updates, and the same question asked twice can produce a different answer. People in other cities, states or countries, or on other dates, may see different brands, rankings and sources. The findings describe these answers only. They are not representative of all users, all locations or the market as a whole.

### 3. Third-party AI content

The answers analyzed were generated by AI systems that Answer Engine Daily does not own, operate or control. We do not verify the accuracy of those answers and are not responsible for their content, including any errors, omissions or out-of-date statements. This report is not affiliated with, sponsored by or endorsed by OpenAI, Google or any company named in it.

### 4. Method and possible errors

Brand mentions, list positions and source types were identified by automated matching with manual checks. Errors in detection, attribution or classification remain possible. The AI Rank Score and other metrics are measures we constructed, defined in the methodology section; other methods could produce different results. Words such as "winner", "leader" and "top pick" refer only to positions in the AI answers analyzed.

### 5. No advice, no reliance

Nothing in this report is financial, insurance, medical, nutritional, legal, investment or purchasing advice. Do not rely on it to make purchasing, investment, marketing or other business decisions without your own independent research and, where relevant, professional advice.

### 6. No paid placement

No brand paid to be included, ranked or left out, and rankings reflect only the AI answers collected. The analysis is provided by markaeo, which sells AI visibility audits to brands and agencies; the results in this report are not changed for any customer.

### 7. Trademarks

All product names, brand names, logos and trademarks belong to their respective owners. They appear here only to identify the brands that appeared in AI answers, and their use does not imply any affiliation, sponsorship or endorsement.

### 8. No warranty, limitation of liability

This report is provided "as is" and "as available", without warranties of any kind, express or implied, including warranties of accuracy, completeness, merchantability or fitness for a particular purpose. To the fullest extent permitted by law, Answer Engine Daily, markaeo and their owners, officers, employees and contributors accept no liability for any loss or damage arising from use of, or reliance on, this report or its contents.

### 9. Quoting results

A brand may quote its result only together with the question, the month (October 2026) and a link to answerenginedaily.com, and only in a way that does not suggest a test, review or endorsement by Answer Engine Daily. Results apply only to the month stated and may change in later editions.

### 10. Corrections

If you believe a figure in this report is wrong, contact us through answerenginedaily.com. We will review the underlying data and correct published figures where the data supports a correction.

### 11. Governing law and exclusive jurisdiction

This report, this notice and any dispute or claim arising out of or in connection with them, their subject matter, their publication or their use (including non-contractual disputes or claims) are governed by and construed in accordance with the laws of India, without regard to conflict of law rules. The courts at New Delhi, India have exclusive jurisdiction over any such dispute or claim. By reading, using, sharing or quoting this report, you irrevocably submit to the exclusive jurisdiction of those courts, waive any objection to proceedings there on grounds of venue or inconvenient forum, and agree not to bring any such dispute or claim in the courts of any other city or country, including the United States.

### 12. Severability and language

If any part of this notice is found invalid or unenforceable, that part is limited to the minimum extent necessary and the rest remains in full force. The English text of this notice is the only authoritative version.

© 2026 Answer Engine Daily. All rights reserved. This report may not be reproduced in full, sold or redistributed without written permission. Short quotations with attribution are permitted as described above.