Who AI Recommends: Smartphones

How ChatGPT, Gemini and Google AI Overviews rank 22 smartphone brands on ten buying questions, and what it takes to be the brand they name first.

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ENGINES
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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 smartphones category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

22
smartphone brands named
by at least one engine

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

8%
of citations point to brands' own websites
14 of 175 sources

97%
of answers mention Samsung
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 smartphones through ten buying questions, from flagship phones to phones for kids.

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

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EXECUTIVE SUMMARY

Samsung and Apple split AI smartphone advice, and Google is never first

Two brands do most of the winning in AI smartphone advice. Samsung leads the index and is the most visible brand on all three engines, and Apple wins as many questions. Google is named in 67% of answers and never ranked first. Outside sources supply 92% of what the engines cite.

KEY FINDINGS

1 **Samsung leads by a wide margin.**

Samsung tops the index with an AI Rank Score of 77.0. It appears in 97% of answers and is named first in 11 of 30, more than any rival. Apple is next at 54.3, with 9 first places. Google (42.3), OnePlus (28.3) and Motorola (26.3) trail well behind.

2 **Google is everywhere and never first.**

Google shows up in 67% of answers, close to Apple's 73%, yet no engine ranks it first for any question. OnePlus shows a smaller gap of the same kind, appearing in 57% of answers with one first place. A lower spot is worth much less, because shoppers act on the first name an AI gives them.

3 **Apple and Samsung win four questions each.**

Apple wins flagship, camera, battery life and seniors. Samsung wins foldable, compact and Android phones, and shares budget phones with Motorola. The rest go to specialists. Asus wins gaming phones and Bark wins phones for kids, each with a score of 100.

4 **The engines agree on only four questions.**

ChatGPT, Gemini and Google AI Overviews pick the same top brand for 4 of the 10 questions. ChatGPT leans heavily toward Samsung. It ranks Samsung first in 6 of its 10 answers and Apple first only once. Gemini and AI Overviews each put Apple first four times.

5 **YouTube is the single most cited source.**

Of the 175 sources the engines cited, 92% belong to someone other than the brand. YouTube leads with 22 citations across 9 questions, ahead of Google Shopping cards (14), Android Central (10), TechRadar and Tom's Guide. Brand websites supply 8% overall and 27.3% of Gemini's citations.

6 **Motorola and OnePlus are left out of several questions.**

Motorola and OnePlus are each missing from 3 of the 10 questions, phones for seniors and phones for kids among them. Google is missing from battery life and gaming. And Sony is absent from compact phones, the one question where we expected to see it.

1 · THE SMARTPHONES LEADERBOARD

Samsung leads the AI shelf for smartphones, well ahead of Apple

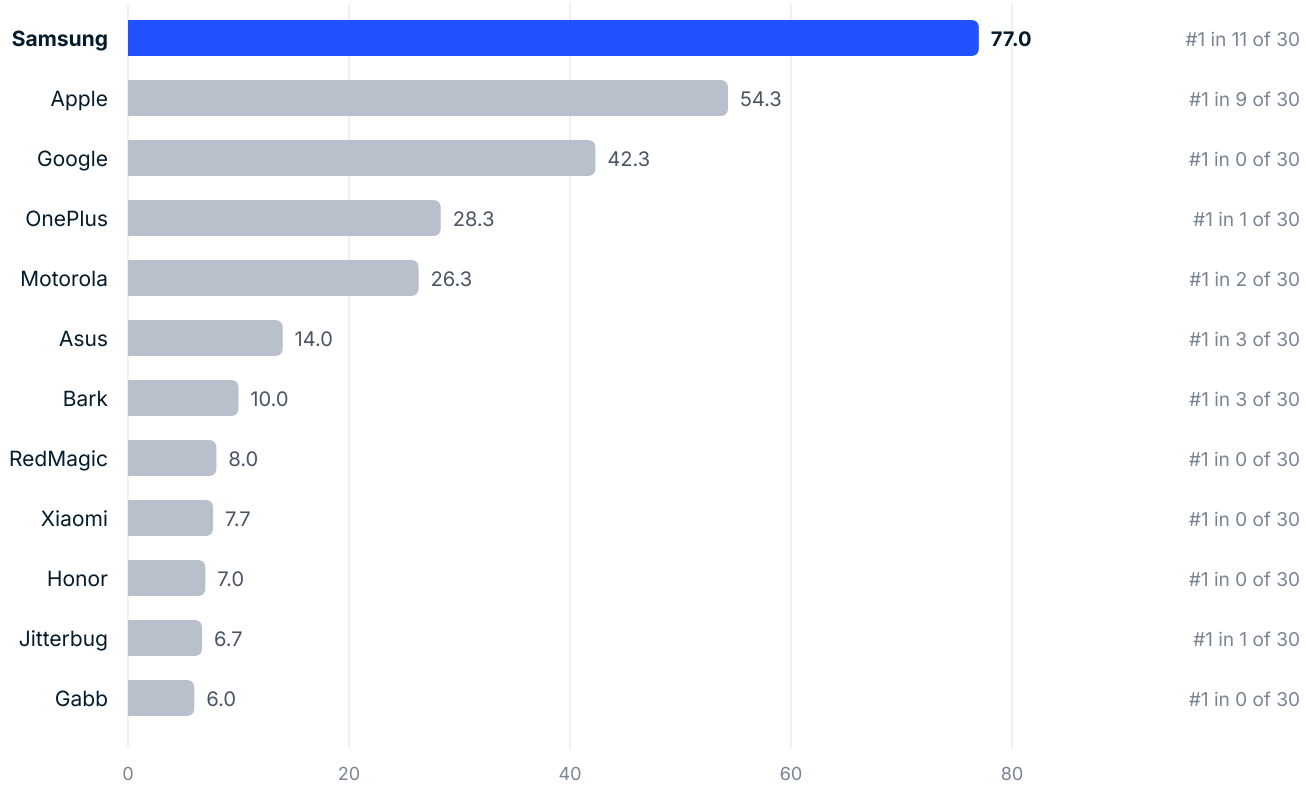
The AI Rank Score measures how high each engine places a brand in its recommendations across all ten questions. A perfect 100 would mean being named first by all three engines on every question. Samsung's 77.0 is a high score for a category that runs from foldables to phones for kids.

Samsung's lead rests on reach. It is named in 97% of answers and appears on all three engines for 9 of the 10 questions. Apple wins as many questions but shows up in fewer answers (73%). On visibility alone, Google is a strong third. Below Motorola the scores drop fast, and Asus and Bark win their one question and little else.

Exhibit 1

Samsung ranks first on the AI Rank Score, and Apple is second.

AI Rank Score, smartphones 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

Google is named in 67% of answers and is never the first pick

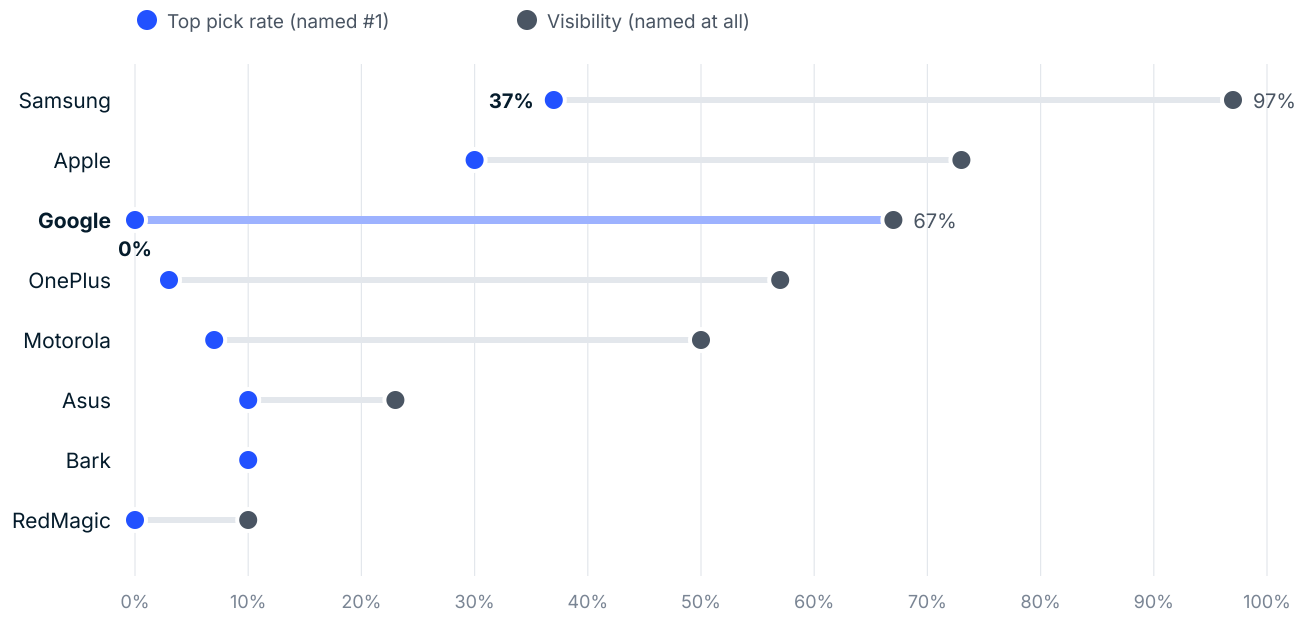
Visibility counts how often a brand is named at all, and the top pick rate counts how often it is named first. The gap between them tells us whether an engine treats a brand as the answer or as one more option on the list.

No brand has a wider gap than Google. It is named in 67% of answers, and in 70% of Gemini's, yet it is the first pick in none. It comes second on foldable and Android phones and third on flagship and camera phones. OnePlus repeats the pattern on a smaller scale. Samsung and Apple turn visibility into first places far more often.

Exhibit 2

Google is named in two of three answers, yet never first.

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 camera phone brands" usually reads the first name or two and stops there. A brand in third place is still seen. It is rarely bought.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Apple and Samsung win four questions each, and specialists take the rest

Taken question by question, smartphones split into two large camps and a few niches. Apple wins flagship, camera, battery life and seniors. Samsung wins on form factor, with foldable, compact and Android phones. The niche questions go to niche brands. Asus and Bark each score 100, on gaming phones and phones for kids, yet neither appears in more than 23% of all answers.

Exhibit 3

Apple and Samsung split the mainstream questions, and specialists win the niches.

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

	Flagship	Budget	Camera	Battery life	Gaming	Foldable	Compact	Seniors	Kids	Android
Samsung	87	**87**	80	60	43	**100**	**93**	67	53	**100**
Apple	**93**	10	**93**	**87**	53	27	80	**93**	3	3
Google	60	67	67	–	–	60	67	20	3	80
OnePlus	27	40	23	80	23	37	–	–	–	53
Motorola	20	**87**	3	40	–	53	13	–	–	47
Asus	–	–	–	20	**100**	–	10	–	–	10
Bark	–	–	–	–	–	–	–	–	**100**	–
RedMagic	–	–	–	–	80	–	–	–	–	–

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 uses where your phone genuinely is the best option, and build coverage around them. Asus and Bark show that a niche brand can own a question outright. Broad brands need to check every question for gaps. Google competes everywhere without winning a question, and Motorola and OnePlus are missing from seniors and kids.

Exhibit 4

Winners and losers on every smartphone question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best flagship smartphone brands	**Apple 93**	Samsung 87	p. 9
2	Best budget smartphone brands	**Motorola & Samsung 87**	Google 67	p. 10
3	Best camera phone brands	**Apple 93**	Samsung 80	p. 11
4	Best phone brands for battery life	**Apple 87**	OnePlus 80	p. 12
5	Best gaming phone brands	**Asus 100**	RedMagic 80	p. 13
6	Best foldable phone brands	**Samsung 100**	Google 60	p. 14
7	Best compact smartphone brands	**Samsung 93**	Apple 80	p. 15
8	Best phone brands for seniors	**Apple 93**	Jitterbug 67	p. 16
9	Best phone brands for kids	**Bark 100**	Gabb 60	p. 17
10	Best Android phone brands	**Samsung 100**	Google 80	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 foldable phone brands": Samsung (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 flagship smartphone brands"

Apple leads AI answers for flagship phones, ahead of Samsung

7	93	2 of 3	12
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, none from brand sites

Apple scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks Samsung instead. Samsung is close behind at 87, so this question could change hands next month. The field is narrow. Only 7 brands are named, and the top three take 68% of all brand mentions.

Exhibit 4.1

Apple scores 93, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best flagship smartphone brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	93	#2	**#1**	**#1**	24.8%	3/3	2/3
2	Samsung	87	**#1**	#2	#2	27.6%	3/3	1/3
3	Google	60	#3	#3	#3	15.2%	2/3	0/3
4	OnePlus	27	#4	#4	–	12.4%	1/3	0/3
5	Honor	20	#6	#7	#4	4.8%	1/3	0/3
6	Motorola	20	#5	#5	–	10.5%	1/3	0/3
7	Xiaomi	13	–	#6	#5	4.8%	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	2
androidcentral.com	1
androidheadlines.com	1
brandcompare.io	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 flagship smartphone brands": Apple (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 2 OF 10

"Best budget smartphone brands"

Motorola and Samsung share the top spot for budget phones

7	87	2 of 3	27
brands named across the three answers	AI Rank Score for Motorola and Samsung	engines agree on the #1 brand	sources cited, none from brand sites

Motorola and Samsung tie at 87. Motorola is ranked first by two engines; Samsung is ranked first by one engine. Gemini and Google AI Overviews put Motorola first, while ChatGPT goes with Samsung. The field is narrow. Only 7 brands are named, and the top three take 71% of all brand mentions.

Exhibit 4.2

Motorola and Samsung score 87, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best budget smartphone brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Motorola	87	#3	**#1**	**#1**	25.3%	3/3	2/3
2	Samsung	87	**#1**	#2	#2	30.1%	3/3	1/3
3	Google	67	#2	#3	#3	15.7%	3/3	0/3
4	OnePlus	40	#4	#4	#4	12.0%	3/3	0/3
5	Nothing	13	#5	#6	–	7.2%	2/3	0/3
6	Apple	10	–	#5	–	8.4%	1/3	0/3
7	Xiaomi	3	–	#7	–	1.2%	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

youtube.com		2	1
phonearena.com	1	1	1
androidcentral.com		2	1
techradar.com	1		1

Plus 15 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Apple

QUOTE IT. Joint #1 in AI answers for "Best budget smartphone brands": Motorola and Samsung (AI Rank Score 87/100). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 3 OF 10

"Best camera phone brands"

Apple leads AI answers for camera phones, ahead of Samsung

9	93	2 of 3	25
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, none from brand sites

Apple scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks Samsung instead. Samsung follows at 80. In total 9 brands are named, and the top three take 56% of all brand mentions.

Exhibit 4.3

Apple scores 93, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best camera phone brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	93	#2	**#1**	**#1**	18.5%	3/3	2/3
2	Samsung	80	**#1**	#3	#2	17.3%	3/3	1/3
3	Google	67	#3	#2	#3	19.8%	3/3	0/3
4	Xiaomi	27	#4	#6	#5	9.9%	3/3	0/3
5	OnePlus	23	#5	#4	–	9.9%	2/3	0/3
6	Oppo	20	#8	#7	#4	8.6%	3/3	0/3
7	Sony	10	–	#5	–	11.1%	1/3	0/3
8	Honor	3	#7	–	–	2.5%	1/3	0/3
9	Motorola	3	#6	–	–	2.5%	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

youtube.com	2	3
digitalcameraworld.com	2	1
tomsguide.com	1	1
amateurphotographer.com	1	1

Plus 13 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Motorola

QUOTE IT. #1 in AI answers for "Best camera phone brands": Apple (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 4 OF 10

"Best phone brands for battery life"

Apple leads AI answers for battery life, ahead of OnePlus

7	87	2 of 3	17
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, 1 from brand sites

Apple scores 87. Two of the three engines rank it first. ChatGPT puts it at #3 and picks OnePlus instead. OnePlus is close behind at 80, so this question could change hands next month. The field is narrow. Only 7 brands are named, and the top three take 69% of all brand mentions.

Exhibit 4.4

Apple scores 87, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best phone brands for battery life"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	87	#3	**#1**	**#1**	24.0%	3/3	2/3
2	OnePlus	80	**#1**	#2	#3	20.8%	3/3	1/3
3	Samsung	60	#4	#3	#2	24.0%	3/3	0/3
4	Motorola	40	#2	#4	–	13.5%	2/3	0/3
5	Honor	23	#5	–	#4	4.2%	2/3	0/3
6	Asus	20	–	#5	#5	12.5%	2/3	0/3
7	Sony	3	–	–	#6	1.0%	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

reddit.com	2	1
youtube.com	1	1
androidcentral.com		1
androidpolice.com		1

Plus 10 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best phone brands for battery life": Apple (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 5 OF 10

"Best gaming phone brands"

Asus is the clear AI pick for gaming phones

6	100	All 3	9
brands named across the three answers	AI Rank Score for Asus	engines agree on the #1 brand	sources cited, none from brand sites

Asus scores 100 and is the first pick on all three engines. RedMagic is a distant second at 80. The field is narrow. Only 6 brands are named, and the top three take 67% of all brand mentions.

Exhibit 4.5

Asus scores 100, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best gaming phone brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Asus	100	**#1**	**#1**	**#1**	21.5%	3/3	3/3
2	RedMagic	80	#2	#2	#2	19.4%	3/3	0/3
3	Apple	53	#4	#3	#3	25.8%	3/3	0/3
4	Samsung	43	#3	#4	#5	21.5%	3/3	0/3
5	OnePlus	23	–	#5	#4	10.8%	2/3	0/3
6	Xiaomi	10	#5	–	–	1.1%	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	2
androidcentral.com	1
eloesports.com	1
gizmochina.com	1

Plus 4 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best gaming phone brands": Asus (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 foldable phone brands"

Samsung is the clear AI pick for foldable phones

8	100	All 3	14
brands named across the three answers	AI Rank Score for Samsung	engines agree on the #1 brand	sources cited, none from brand sites

Samsung scores 100 and is the first pick on all three engines. Google is a distant second at 60. The field is narrow. Only 8 brands are named, and the top three take 71% of all brand mentions.

Exhibit 4.6

Samsung scores 100, out of 8 brands named.

AI Rank Score and engine positions, top 8 brands for "Best foldable phone brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Samsung	100	**#1**	**#1**	**#1**	37.2%	3/3	3/3
2	Google	60	#4	#3	#2	16.7%	3/3	0/3
3	Motorola	53	#3	#4	#3	16.7%	3/3	0/3
4	OnePlus	37	#5	#2	–	12.8%	2/3	0/3
5	Apple	27	#2	–	–	10.3%	1/3	0/3
6	Honor	20	–	#5	#5	2.6%	1/3	0/3
7	Oppo	13	–	–	#4	2.6%	1/3	0/3
8	Xiaomi	3	–	#6	–	1.3%	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

Google Shopping cards	3
androidcentral.com	2
youtube.com	2
digitalcameraworld.com	1

Plus 6 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Apple

QUOTE IT. #1 in AI answers for "Best foldable phone brands": Samsung (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 compact smartphone brands"

Samsung leads AI answers for compact phones, ahead of Apple

7	93	2 of 3	17
brands named across the three answers	AI Rank Score for Samsung	engines agree on the #1 brand	sources cited, none from brand sites

Samsung scores 93. Two of the three engines rank it first. Gemini puts it at #2 and picks Apple instead. Apple follows at 80. The field is narrow. Only 7 brands are named, and the top three take 75% of all brand mentions.

Exhibit 4.7

Samsung scores 93, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best compact smartphone brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Samsung	93	**#1**	#2	**#1**	30.4%	3/3	2/3
2	Apple	80	#2	**#1**	#3	29.1%	3/3	1/3
3	Google	67	#3	#3	#2	15.2%	3/3	0/3
4	Unihertz	27	#4	#6	#5	10.1%	3/3	0/3
5	Motorola	13	–	#4	–	6.3%	1/3	0/3
6	Xiaomi	13	–	–	#4	1.3%	1/3	0/3
7	Asus	10	–	#5	–	7.6%	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

Google Shopping cards	2
youtube.com	2
androidpolice.com	1
bol.com	1

Plus 11 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Motorola

QUOTE IT. #1 in AI answers for "Best compact smartphone brands": Samsung (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 8 OF 10

"Best phone brands for seniors"

Apple is the clear AI pick for phones for seniors

6	93	2 of 3	10
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, none from brand sites

Apple scores 93. Two of the three engines rank it first. Gemini puts it at #2 and picks Jitterbug instead. Jitterbug is a distant second at 67. The field is narrow. Only 6 brands are named, and the top three take 85% of all brand mentions.

Exhibit 4.8

Apple scores 93, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best phone brands for seniors"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	93	**#1**	#2	**#1**	35.9%	3/3	2/3
2	Jitterbug	67	#3	**#1**	#4	25.6%	3/3	1/3
3	Samsung	67	#2	#4	#2	23.1%	3/3	0/3
4	RAZ Mobility	30	–	#3	#5	6.4%	2/3	0/3
5	Google	20	–	–	#3	3.8%	1/3	0/3
6	Kyocera	10	–	#5	–	5.1%	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	1	2
Google Shopping cards		2
seniorslist.com	2	
idmobile.co.uk		1

Plus 2 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Google

QUOTE IT. #1 in AI answers for "Best phone brands for seniors": Apple (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 9 OF 10

"Best phone brands for kids"

Bark is the clear AI pick for phones for kids

9	100	All 3	31
brands named across the three answers	AI Rank Score for Bark	engines agree on the #1 brand	sources cited, 13 from brand sites

Bark scores 100 and is the first pick on all three engines. Gabb is a distant second at 60. In total 9 brands are named, and the top three take 43% of all brand mentions.

Exhibit 4.9

Bark scores 100, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best phone brands for kids"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Bark	100	**#1**	**#1**	**#1**	8.3%	3/3	3/3
2	Gabb	60	#4	#3	#2	19.4%	3/3	0/3
3	Pinwheel	53	#3	#4	#3	15.3%	3/3	0/3
4	Samsung	53	#2	#2	–	19.4%	2/3	0/3
5	Troomi	23	–	#5	#4	8.3%	2/3	0/3
6	Apple	3	–	#6	–	15.3%	1/3	0/3
7	Google	3	–	#7	–	6.9%	1/3	0/3
8	Light Phone	3	–	#9	–	2.8%	1/3	0/3
9	Nokia	3	–	#8	–	4.2%	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

bark.us		2
families.google		2
gabb.com	1	1
Google Shopping cards		2

Plus 20 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Apple and Google

QUOTE IT. #1 in AI answers for "Best phone brands for kids": Bark (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 10 OF 10

"Best Android phone brands"

Samsung is the clear AI pick for Android phones

11	100	All 3	13
brands named across the three answers	AI Rank Score for Samsung	engines agree on the #1 brand	sources cited, none from brand sites

Samsung scores 100 and is the first pick on all three engines. Google is a distant second at 80. In total 11 brands are named, and the top three take 59% of all brand mentions.

Exhibit 4.10

Samsung scores 100, out of 11 brands named.

AI Rank Score and engine positions, top 10 brands for "Best Android phone brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Samsung	100	**#1**	**#1**	**#1**	27.9%	3/3	3/3
2	Google	80	#2	#2	#2	18.9%	3/3	0/3
3	OnePlus	53	#4	#3	#3	12.6%	3/3	0/3
4	Motorola	47	#3	#4	#4	17.1%	3/3	0/3
5	Asus	10	–	#5	–	7.2%	1/3	0/3
6	Nothing	10	#5	–	–	2.7%	1/3	0/3
7	Oppo	7	#7	#8	–	1.8%	1/3	0/3
8	Xiaomi	7	#6	#7	–	1.8%	1/3	0/3
9	Apple	3	–	#10	–	0.9%	0/3	0/3
10	Honor	3	–	#9	–	0.9%	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

androidcentral.com	1
bgr.com	1
forbes.com	1
Google Shopping cards	1

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Apple

QUOTE IT. #1 in AI answers for "Best Android phone brands": Samsung (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

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: gaming, foldable, kids and Android phones. Their answers look very different, too. Gemini writes the longest (about 1,090 words) and names 6.7 brands, while Google AI Overviews stops at about 150 words and 4.8 brands.

The biggest split is Apple against Samsung. ChatGPT ranks Samsung first on flagship, camera and budget phones and puts Apple first only for seniors. Gemini and AI Overviews favor Apple on flagship, camera and battery life. On battery life, ChatGPT picks OnePlus first.

Exhibit 5

Engines split on six of the ten smartphone questions.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best flagship smartphone	Samsung	Apple	Apple	Split
Best budget smartphone	Samsung	Motorola	Motorola	Split
Best camera phone	Samsung	Apple	Apple	Split
Best phone for battery life	OnePlus	Apple	Apple	Split
Best gaming phone	Asus	Asus	Asus	✓ All agree
Best foldable phone	Samsung	Samsung	Samsung	✓ All agree
Best compact smartphone	Samsung	Apple	Samsung	Split
Best phone for seniors	Apple	Jitterbug	Apple	Split
Best phone for kids	Bark	Bark	Bark	✓ All agree
Best Android phone	Samsung	Samsung	Samsung	✓ All agree

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
Samsung	100% / 6×#1	100% / 2×#1	90% / 3×#1
Apple	70% / 1×#1	90% / 4×#1	60% / 4×#1
Google	60% / 0×#1	70% / 0×#1	70% / 0×#1
OnePlus	60% / 1×#1	70% / 0×#1	40% / 0×#1
Motorola	60% / 0×#1	60% / 1×#1	30% / 1×#1
Asus	10% / 1×#1	40% / 1×#1	20% / 1×#1

4 · WHERE AI LEARNS ABOUT SMARTPHONES

YouTube and Android Central lead the sources AI cites for phones

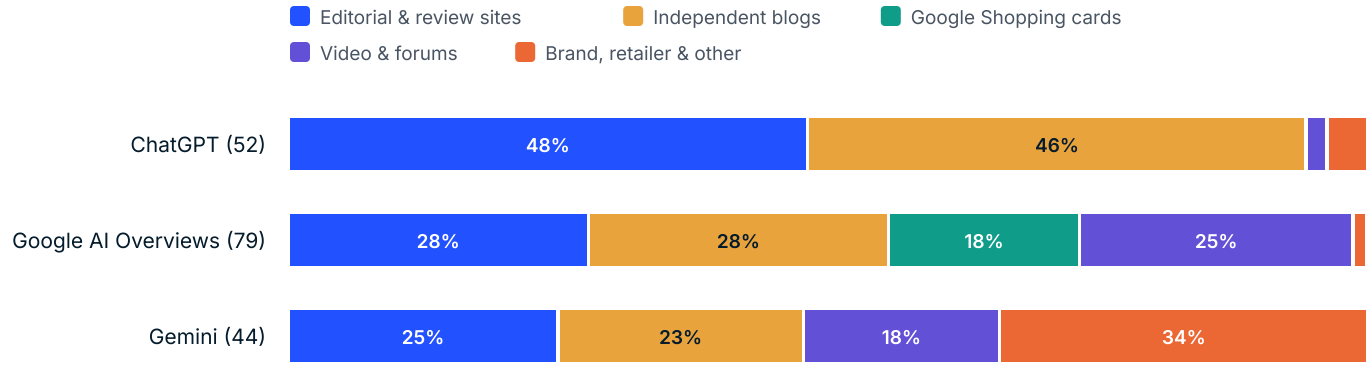
Across the ten questions, the engines cited 175 sources from 83 websites. Just 14 of them (8%) lead to a brand's own website. The rest come from review sites, independent blogs, YouTube, Reddit, retailers and Google Shopping.

ChatGPT relies on editorial reviews and blogs, and it cited just one Reddit or YouTube page. Google AI Overviews leans on video and forums (25.3% of its citations), and YouTube alone is cited 16 times. Gemini cited sources in 4 of its 10 answers. Brand websites make up 27.3% of what it cited, far more than on the other engines.

Exhibit 6

Outside sources supply 92% of the citations behind AI phone 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

8%	1	18%	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**

Samsung and Apple lead the pages AI cites

We read the 89 cited articles we could open. Samsung is the main brand on 28 of them and Apple on 27. Google is mentioned on 69% and leads 6, and it still has no first places.

Exhibit 7

Google appears on 69% of cited pages, yet it is never the first pick.

Share of 89 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)
Samsung	89%	28	11
Apple	80%	27	9
Google	69%	6	0
OnePlus	52%	3	1
Motorola	48%	5	2
Asus	11%	1	3

Based on the 89 of 133 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 smartphones.

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
youtube.com	22	1 · 5 · 16	9	Video and discussion (not analyzed)
Google Shopping cards	14	14	8	Product listings
androidcentral.com	10	6 · 2 · 2	7	Samsung, OnePlus, Google, Motorola
techradar.com	7	5 · 1 · 1	6	Apple, Samsung, Google, OnePlus
tomsguide.com	7	6 · 1	6	Apple, Samsung, Google, Motorola
reddit.com	6	3 · 3	4	Video and discussion (not analyzed)
digitalcameraworld.com	4	3 · 1	2	Apple, Samsung, Google, Honor
phonearena.com	4	1 · 2 · 1	2	Page could not be opened

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 smartphones they can diverge.
- Ask your team for the top pick rate. Google's 67% visibility comes with no first places.
- Fund this as an ongoing program. The engines change their answers every month, and a one-off campaign will fade.

CMOs

- Pick the questions you must win ("best camera phone brands", for example) and measure each engine separately.
- Get your phones to the top of reviews for specific needs, such as battery life or seniors, and of the flagship roundups too.
- Keep your own product pages up to date. Brand websites supply 27.3% of Gemini's smartphone citations.

Brand & PR teams

- Prioritize tested reviews (Android Central, TechRadar, Tom's Guide, PhoneArena) over general news coverage.
- Get honest hands-on reviews onto YouTube. It is the most cited source, with 22 citations 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 smartphone citation playbook: where to get cited

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

Must win

Cited across engines and questions

- YouTube reviews (22 citations, 9 questions)
- Android Central (10, all three engines)
- TechRadar (7, all three engines)
- Google Shopping product listings (14, AI Overviews only)

Editorial

Shapes ChatGPT's and Gemini's shortlists

- Tom's Guide (7)
- Digital Camera World (4)
- PhoneArena (4)
- Trusted Reviews (3, AI Overviews)
- Android Headlines (2)

Community & retail

Carries weight on questions about specific needs

- Reddit (6, Gemini and AI Overviews)
- Best Buy (3, Gemini)
- rottenwifi.com (3, ChatGPT)

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 smartphones brands

Exhibit A1

All eight index metrics for smartphones.

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	**Samsung**	**77.0**	97%	97%	37%	25.9%	9/10	3	1	0 of 10
2	**Apple**	**54.3**	73%	70%	30%	18.9%	6/10	1	2	0 of 10
3	**Google**	**42.3**	67%	63%	0%	11.3%	6/10	14	0	2 of 10
4	**OnePlus**	**28.3**	57%	53%	3%	9.7%	3/10	1	0	3 of 10
5	**Motorola**	**26.3**	50%	47%	7%	9.6%	3/10	1	0	3 of 10
6	**Asus**	**14.0**	23%	23%	10%	5.3%	1/10	1	0	–
7	**Bark**	**10.0**	10%	10%	10%	0.7%	1/10	0	2	0 of 1
8	**RedMagic**	**8.0**	10%	10%	0%	2.1%	1/10	0	0	–
9	**Xiaomi**	**7.7**	37%	23%	0%	2.2%	1/10	0	0	–
10	**Honor**	**7.0**	30%	20%	0%	1.6%	1/10	0	0	–
11	**Jitterbug**	**6.7**	10%	10%	3%	2.3%	1/10	1	0	–
12	**Gabb**	**6.0**	10%	10%	0%	1.6%	1/10	1	3	0 of 1
13	**Pinwheel**	**5.3**	10%	10%	0%	1.3%	1/10	0	2	0 of 1
14	**Oppo**	**4.0**	20%	17%	0%	1.3%	1/10	0	0	–
15	**RAZ Mobility**	**3.0**	7%	7%	0%	0.6%	0/10	0	0	–
16	**Unihertz**	**2.7**	10%	10%	0%	0.9%	1/10	1	0	–
17	**Nothing**	**2.3**	10%	10%	0%	1.0%	0/10	0	0	–
18	**Troomi**	**2.3**	7%	7%	0%	0.7%	0/10	0	2	0 of 1
19	**Sony**	**1.7**	10%	7%	0%	2.2%	0/10	0	0	1 of 1
20	**Kyocera**	**1.0**	3%	3%	0%	0.5%	0/10	0	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. Pixel counts as Google, Galaxy as Samsung and Lively as Jitterbug.
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 175 citations by type and read the 89 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 smartphones answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN SMARTPHONES QUESTIONS

1. Best flagship smartphone brands
2. Best budget smartphone brands
3. Best camera phone brands
4. Best phone brands for battery life
5. Best gaming phone brands
6. Best foldable phone brands
7. Best compact smartphone brands
8. Best phone brands for seniors
9. Best phone brands for kids
10. Best Android phone brands

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 foldable phone brands', 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.

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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.

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