

WEEKLY AI SEARCH BRIEFING

ChatGPT Ads, GSC, and Reddit

3 AI search updates reshaping SEO this week.

BY IAN BINEK · THRASHER & VINE

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INTRODUCTION

Why this week's updates matter

A lot has shifted in the last few days across ChatGPT Ads, Google Search Console, and Reddit citation patterns inside AI Overviews. I want to walk through each one and break down what these changes actually mean for you.

Three updates landed in roughly 72 hours. Together, they change how you bid inside ChatGPT, how you measure your visibility in AI features, and how you earn citations from the model itself. None of it requires a strategy overhaul. It does require attention.

ChatGPT, Google, and Reddit all moved this week. The teams that adjust first will own the next quarter of AI search visibility.

PART 01

ChatGPT Ads QOL

ChatGPT Ads manager quality-of-life updates

PART 01

ChatGPT Ads manager quality-of-life updates

OpenAI pushed updates to the ChatGPT Ads manager about 24 hours ago. Most of it falls into quality-of-life territory.

These changes make it easier to run more campaigns, and the bulk edits in particular point to the power users running 20-plus ad groups across their campaigns. Some brands take massive advantage of this, and some don't.

FIG 1.1 — WHAT JUST SHIPPED IN CHATGPT ADS MANAGER



Four quality-of-life updates that make ChatGPT Ads easier to run at scale.

PART 02

Multi-Ad Placements

Multi-advertiser placements: the buried headline

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Multi-advertiser placements: the buried headline

The update I really want to highlight sits at the very bottom of the email, and I think OpenAI buried it on purpose: multi-advertiser placements in ChatGPT.

Right now, a single ad populates inside the LLM. After this rolls out, once you've prompted once or twice, ChatGPT will start serving multiple relevant ads together within a single placement, priced through a second-price auction model.

FIG 2.1 — WHAT'S CHANGING INSIDE CHATGPT



The shift in placement model OpenAI buried at the bottom of the update email.

What this means for your spend

I have two takes on this. First, this was bound to happen. It functions a lot like the bottom-of-page ad inventory on a Google search results page. Second, this gives OpenAI a way to squeeze more value out of campaigns that aren't pacing their budgets.

If they can place three times the number of ads when an ad serves, they scale budgets more appropriately, which drives higher revenue for them. For you as a digital marketer, that translates into more consistent spend numbers and daily pacing.

Watch this one closely as it adapts. It will fundamentally change how you position your ads.

PART 03

The Tracking Gap

The ChatGPT Ads competitor tracking gap

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The ChatGPT Ads competitor tracking gap

As of today, no competitor tracking tools exist for ChatGPT Ads. If someone bids on your brand or bids on context around your brand, you have no easy way to know without manually spamming ChatGPT to find out.

Someone out there should build a tool for this, similar to what SEMrush gives you for Google Ads. The opportunity is wide open.

If you spot a competitor bidding on your brand inside ChatGPT, you currently learn it by accident. That gap won't last long.

PART 04

GSC AI Report

Google Search Console's Generative AI report

PART 04

Google Search Console's Generative AI report

Google rolled out a generative AI performance report inside a subset of test Google Search Console accounts. It hasn't reached everyone yet, but it's coming, and Google is likely testing it on larger accounts first.

You'll see it as an additional tab under Performance, simply labeled Generative AI. Right now it only gives you impression data, but it surfaces some genuinely useful breakdowns.

FIG 4.1 — WHAT THE NEW GSC GENERATIVE AI TAB SHOWS



Free visibility data that previously required a paid tool.

Why this update matters for SEOs

This puts Google Search Console in direct competition with tools like Microsoft Clarity for this view, and it gives free users data you normally only get from paid tools. Accuracy is still an open question.

The date breakdown matters most. If you push content, you can see how long it takes (hourly, daily, weekly) for that content to get cited in AI Overviews. From there you can reverse engineer which features got a page to rank. If one page had a video and ranked within a week, and another page without a video didn't, you know to include videos in your content going forward.

The date view turns AI Overview citations into a feedback loop. Push content, measure time-to-citation, isolate the feature that won.

PART 05

Reddit 24x

Reddit citations in ChatGPT jumped 24x

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Reddit citations in ChatGPT jumped 24x

ChatGPT now explicitly searches Reddit 24 times more often in its query fan-outs, and Reddit has taken back first place with 8.5% of all ChatGPT citations.

If you're on LinkedIn and you work in the AEO space, you've probably seen Josh Blyskal's post on this. He's at Profound, and I've been following him for about a year. He walks through the data in a long post, and everything below pulls from his analysis. I'm not making this up on my own.

The takeaway is not to go spam Reddit. That's probably the worst thing you could do. Reddit just serves as a leading indicator of citations for high-intent searches.

PART 06

Get Cited

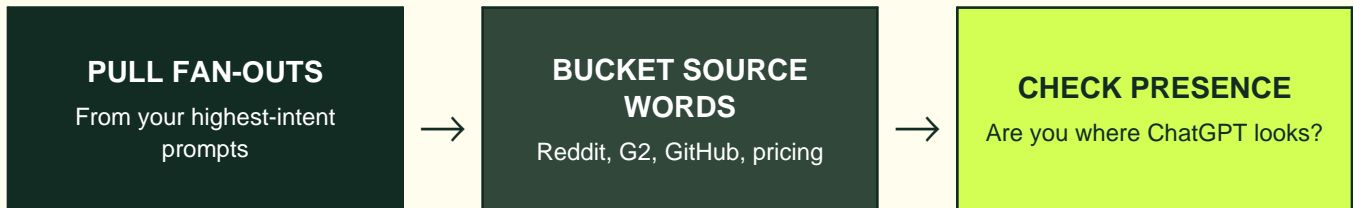
How to get cited more in ChatGPT

PART 06

How to get cited more in ChatGPT

Here's what to do instead. If you work in AEO for a SaaS brand and you want more ChatGPT citations, the process runs in three steps.

FIG 6.1 — THE 3-STEP CITATION FRAMEWORK



Look at what ChatGPT actually does before you change anything on your site.

Step one: pull the query fan-outs

Pull the query fan-outs for your highest-intent prompts before you look at citations. Look at what ChatGPT actually does whenever a high-intent prompt triggers.

Step two: bucket the source words

ChatGPT adds words to its searches to help it understand where it should look. Josh outlines a few patterns:

- When ChatGPT adds "Reddit," it wants lived experiences.
- When it adds "G2" or "Capterra," it wants third-party review data.
- When it adds "GitHub" or "docs," it wants implementation proof.
- When it adds "pricing," "alternatives," or "versus," it wants buying-context pages, not your generic category explainer.

Once you've bucketed the source words, ask the question: are you actually present in the places those words point to?

PART 07

4 Plays

4 practical plays to improve AI visibility

PART 07

4 practical plays to improve AI visibility

From there, the four practical moves look like this. Each one maps to a different source-word bucket from the prior framework.

FIG 7.1 — SOURCE WORD TO ACTION MAP



Match the play to what ChatGPT is actually asking for. Don't spam Reddit.

Play one: own the Reddit threads ChatGPT already cites

If ChatGPT pulls from a Reddit thread for a lived experience, look at the threads it cites and check whether the info is outdated. If it is, that's your opportunity to add new context so your update becomes the source of truth. Be intentional. Don't spam.

Play two: get more G2 and Capterra reviews

If it adds G2 or Capterra, get more reviews on those listings. It wants third-party credibility, not just your website.

Play three: improve your docs and use case pages

If it looks for implementation proof, improve your docs and your use case pages on your site.

Play four: build comparison pages and control the narrative

If it adds pricing, alternatives, or versus, build comparison pages. Don't rely only on your pricing page. Create "your brand vs. competitor brand" pages and control the narrative.

None of these are new ideas. The 24x Reddit jump just validates them again, with a clearer signal of where to start.

PART 08

The Wrap

What to do this week

CONCLUSION

What to do this week

Three updates, three actions. Audit your ChatGPT Ads pacing in light of the coming multi-advertiser placement model. Check whether your Google Search Console account already has the Generative AI tab. Pull the query fan-outs for your top three high-intent prompts and map them against the source-word framework.

It's more important than ever to stay strategic about which Reddit threads you update, to update your G2 and Capterra listings, to improve use case and proof pages, and to own your comparison pages.

Don't react to the news. React to the fan-outs.

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