

A FREE DATA REPORT · 2026

State of Crypto AI Citations

What 3,646 audited citation events reveal about how AI engines pick, name, and cite crypto brands — and what that means for where you spend your next marketing dollar.

citeOS · by Emergence Media

You don't rank in AI. You earn the dataset.

We ran identical buyer-style prompts across the major AI engines, thousands of times, and watched what they answered. The first thing that breaks your intuition: the answer is almost never the same twice.

< 1 in 100

odds the same brand list comes back twice on a repeat run.

1 in 1,000

odds that list comes back in the same order.

So “position #1 in ChatGPT” is not a number you can hold. Refresh the prompt and the order resets. But one thing stayed steady across hundreds of runs: a handful of brands showed up almost every single time. One appeared in 85 of 95 answers. Not ranked first — just always present. **That presence is the real signal, and you earn it by living in the sources these engines read.**

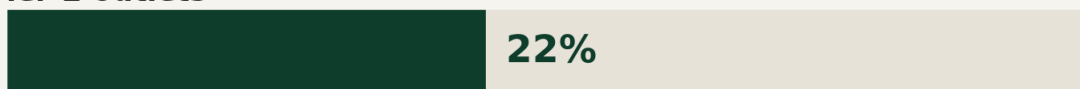
A free Reddit thread out-cites a Tier-1 placement.

Across 3,646 citation events, we measured how often each kind of source was cited as the basis for an AI answer in crypto due-diligence prompts. The premium on expensive Tier-1 press is real, but far smaller than the industry assumes — about 1.4× over Tier-2.

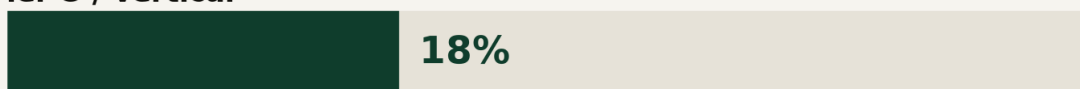
Tier-1 outlets



Tier-2 outlets



Tier-3 / vertical



Reddit threads



Share of AI answers that cite the placement, by source type. n = 3,646 audited citation events.

The practical takeaway: a mix of Tier-2 placements on the outlets engines actually read can out-cite a single Tier-1, for the same spend. You just have to know which outlets get cited. That is a measurable question, not a guess.

Checking one engine gives you one narrow view.

The same brand, measured in the same week, was cited on 9 of 20 prompts by one engine and just 2 of 20 by another. AI visibility is not one number — it is five different audiences, each reading a different slice of the web.

Engine A



Engine B



One brand, one week, two engines. Prompts cited out of 20.

How we measured it

5	AI engines probed (ChatGPT, Perplexity, Gemini, Claude, Google AI Mode)
20	buyer-style prompts per audit
100	observation points per scan (20 prompts × 5 engines)
3,646	total citation events behind this report
500+	ranked crypto outlets scored in the citeOS database

Measure the gap, then close it.

1. Stop optimizing for a rank that does not exist.

There is no stable position to win. Track citation frequency — how often you make the answer — across engines instead.

2. Spend press budget where engines actually read.

Tier-1 is not the only path. The right Tier-2 outlets and earned Reddit presence can out-cite it for less.

3. Measure every engine, every week.

One engine is one narrow view, and a single run is a coin flip. Signal lives in the weekly trend across all five.

See where your crypto brand actually stands.

citeOS probes 5 AI engines with 20 buyer prompts for your category — 100 observation points — and shows you where you are cited, where you are absent, and which competitor takes your place. The entry scan is free and needs no signup.

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