DDMA

AI Search in Practice: From Prompt to Response

A hands-on comparison of 6 AI models across search intent and consumer domains

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Introduction

The way we search for information is undergoing a fundamental shift. Where traditional search engines like Google and Bing have dominated the past two decades, we're now seeing a surge in AI-driven models that approach queries in an entirely different way. No longer a list of links, but direct answers in natural language—generated by powerful Large Language Models (LLMs).

With the rise of tools like ChatGPT, Gemini, Perplexity, Claude, DeepSeek, and Grok, marketers, content strategists, and SEO professionals face new questions. What does this shift mean for visibility, brand control, and user behavior? Are these tools a replacement for traditional search—or do they add a new layer to the customer journey? This hands-on comparison offers a reality check.

Why this comparison?

There's a lot of talk and speculation about AI's impact on search. But what really happens when a consumer or brand engages with one of these models? This comparison doesn't aim to predict the future or theorize—it delivers real-world insights. What do these models offer today?

What we did

We tested six leading AI models using dozens of prompts, grouped into five types of search intent:

- **Conversion** (e.g., "Where can I buy a pair of jeans?")
- **Informational** (e.g., "What should I consider when buying jeans?")
- C**omparative** (e.g., "What are the best denim brands?")
- **Local** (e.g., "Where in Haarlem can I find jeans shops?")
- **Branded** (e.g., "What kind of brand is Kings of Indigo?")

For each model, we assessed answer quality, source transparency, accuracy, and how well the tool responded to the user's actual intent.

What you can expect

In this publication, you'll find:

- A concise explanation of AI Search and how it differs from traditional search
- A feature breakdown of key AI models
- In-depth analysis of test results by search intent
- Conclusions and recommendations for brands and marketers

Whether you're a marketer, SEO specialist, or simply curious about how AI is reshaping online visibility—this research provides practical insights and unexpected takeaways.

What is AI Search? 1

An AI search engine is a next-generation tool that uses *Large Language Models (LLMs)* to enhance the search experience. These systems leverage artificial intelligence—particularly machine learning and natural language processing—to understand and respond to queries.

From Search Engine to Conversation

Unlike traditional search engines, which operate on keywords and ranking algorithms, AI models aim to grasp the underlying intent behind a user's question. They interpret prompts, synthesize information from multiple sources, and present answers in natural, human-like language. The result? Faster, more intuitive interactions that feel conversational, personal, and context-aware.

AI Search Comes in Many Forms

Models like **ChatGPT**, **Gemini**, **Perplexity**, **Claude**, DeepSeek, and Grok are not traditional search engines per se—they are **LLMs** or AI assistants. These models are trained to comprehend and generate text, conduct dialogue, and perform tasks like writing, coding, and analysis. Depending on the tool, they may or may not have **real-time internet access** for retrieving up-to-date information.

Major players like Google and Microsoft are integrating generative AI into traditional search through tools like **AI Overview** (Google) and **Bing Copilot.** These integrations aim to enrich the search experience with **direct, summarized, and conversational answers**, rather than just lists of links.

The interfaces of models such as Gemini, Claude, ChatGPT, DeepSeek, and Grok also support tasks beyond search, including summarization, reasoning, and code generation. In contrast, AI Overviews and Bing Copilot serve as **LLM-powered layers embedded directly into search engines**.

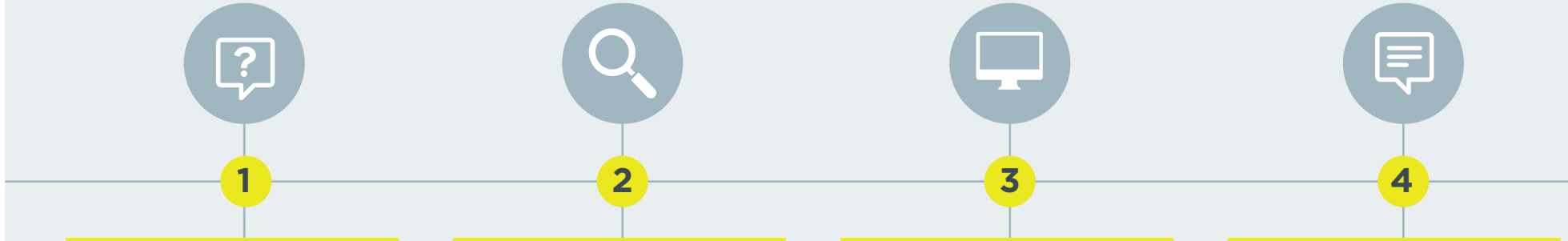
How Is AI Search Different from Traditional Search?

At its core, AI search changes the way we seek out information. Instead of typing in keywords and getting a list of hyperlinks, users can now ask full questions in natural language—and expect the AI to:

- **Understand the question:** Even when it's complex or nuanced.
- **Retrieve relevant information:** From the web, databases, or internal knowledge systems, depending on the model.
- **Process and synthesize that information:** The AI interprets what it finds and draws insights.
- **Provide a direct answer:** Often in the form of a summary, explanation, or clear response.
- **Cite sources (in some cases):** Tools like Perplexity explicitly show their information sources, which improves credibility.
- **Enable follow-up interaction:** Users can ask clarifying questions or dig deeper, making the experience dynamic and conversational.

How Does an AI Search Result Come Together?

Before diving into the tools themselves, it's helpful to understand the four steps behind an AI-generated answer:



1

Prompting

Everything starts with your input—also called a prompt. You ask a question in plain language, and the model uses its training to predict the most likely next words in a coherent answer. The more specific and targeted your prompt, the more relevant the output.

2

Analyzing

The AI analyzes your query to interpret not just the words, but the meaning behind them. It goes beyond keyword matching to infer your intent. Some models are better at logical reasoning, while others excel at quick, factual responses—so output quality can vary significantly depending on the tool and the task.

3

Retrieving Information

Some tools—like **Gemini**, **ChatGPT (with browsing)**, **Perplexity**, and **Grok**—have real-time internet access. They retrieve relevant web content, combining it with LLM processing to create coherent summaries. Some AI search engines use **Retrieval-Augmented Generation (RAG)** to integrate external knowledge sources for greater accuracy and depth.

4

Generating the Answer

Finally, the model generates a natural-language response, based on the processed input. Instead of showing links, the AI delivers an **immediate, human-readable answer**. In some cases (e.g. Perplexity, Gemini, ChatGPT with search), sources are cited—enhancing trust and verifiability.

What are the similarities and differences between the models?

Each model produces different outputs—and that makes sense, as they're trained on different datasets. The table below outlines the most important functionalities, along with general strengths and weaknesses of each model. In the following chapters, we'll explore how these models respond to various prompt types and examine the answers and sources they provide.

AI-model	Core Features	Strengths	Weaknesses
Gemini	• Google integration • Real-time web access • Multimodal input (text, image, etc.)	• Up-to-date information • Broad knowledge base • Strong in visual and technical output	• Can feel generic • Potential privacy concerns
ChatGPT	• Conversational interface • Optional web browsing (via plugins)	• Strong conversational flow • Good at making creative/ contextual links	• Relies on plugins for real-time info • Inconsistent source citation GPT5 switches to its model based on the prompt - not always desirable
GroK	• Real-time integration with X (Twitter)	• Fast access to live content • Direct and immediate answers	• Blunt, unfiltered tone • Dependent on X dataNot suitable for all audiences • Narrow focus on X
Claude	• Safety filters • Summarization tool	• Strong with complex queries • Ethical and cautious • Effective summarization	• Not ideal for real-time or trending topics • May come across as overly cautious
Perplexity	• Real-time browsing • Source attribution	• Transparent and verifiable output • Search-like interface • Ideal for fact-checking	• Often brief responses • Less versatile than other LLMs
DeepSeek	• Technically oriented • Wide language support (incl. code, math)	• Excellent for technical or precise content • Well-structured explanations	• Can be overly verbose • Not suited for general prompts • Inconsistent web browsing

Prompts & Test Setup 2

To evaluate the capabilities of each model, we created multiple prompts per type of search intent. Below, we explain exactly how we approached this.

As previously mentioned, these models can be used for more than just search. However, in this analysis we focus explicitly on their capabilities within a search context. Specifically, we examine how these tools handle different types of search intent and user queries.

The query types we focus on are:

- **Conversion-Oriented** (e.g., "Where can I buy X?")
- **Informational** (e.g., "What should I consider when buying X?")
- **Comparative** (e.g., "What are the best options for X?")
- **Local** (e.g., "Where in [city] can I find X?")
- **Branded** (e.g., "What is brand X?")

For each category, we used three specific prompts that represent typical user behavior:

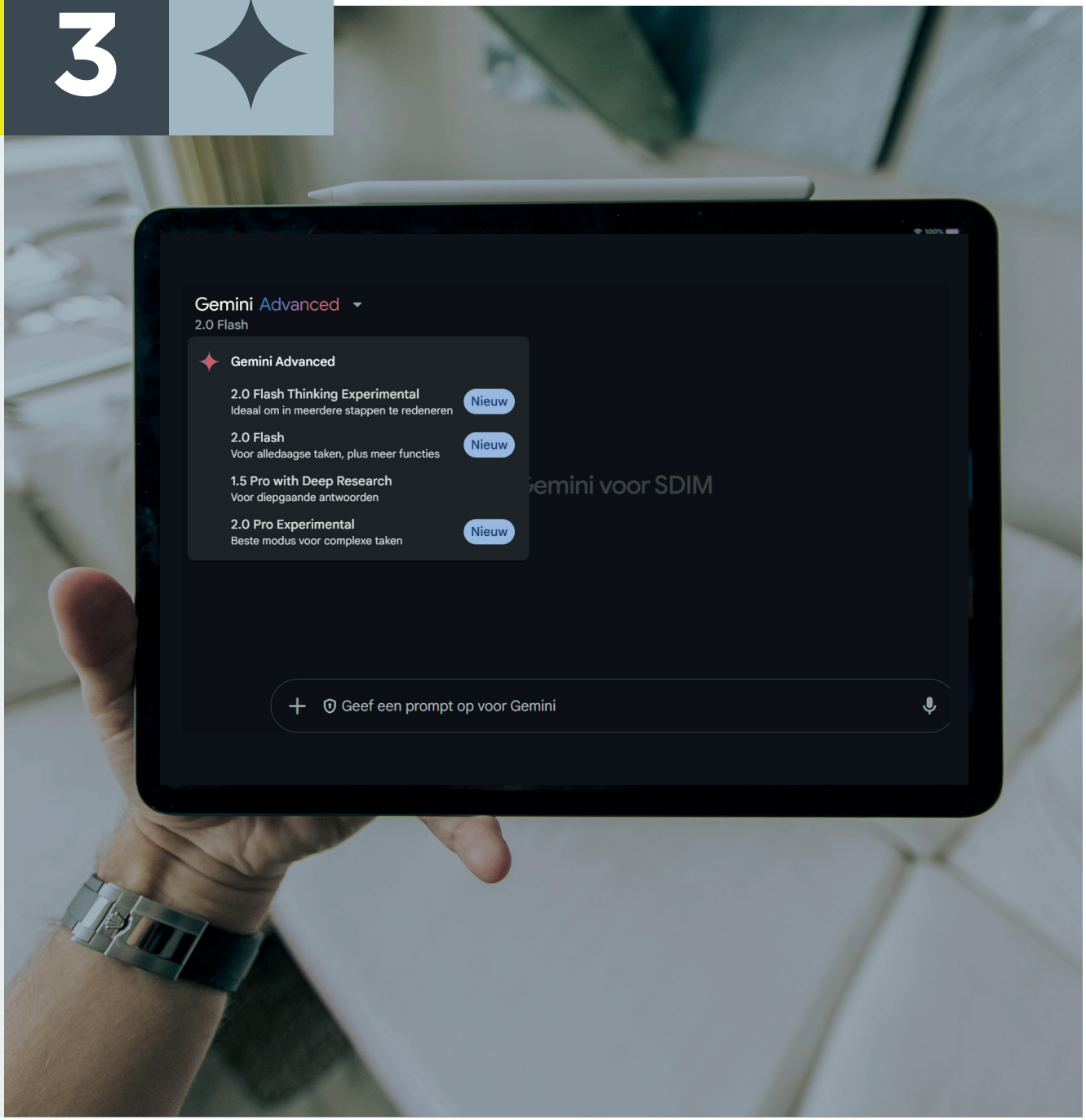
Prompts by category

	Conversion-Oriented	Informational	Comparative	Local	Branded
1	"I want to buy a new pair of jeans. Which websites are best for that?"	"I'm looking for a new pair of jeans. What should I pay attention to?"	"What are the best jeans brands?"	"Which stores in Haarlem sell jeans?	"What kind of brand is Kings of Indigo?"
2	"I want to rent a 6-person bungalow on Texel. Give me a list of providers."	"Give me 5 great vacation tips for a holiday in the Netherlands."	"What are the best holiday parks on Texel?"	"Where in Nijmegen can I best go to book a holiday in the Netherlands?"	"What kind of park is Landal GreenParks?"
3	"I need to have a dormer installed as soon as possible. Which company can help me best?"	"I want to install a dormer. What's important to consider?"	"What are the best companies to install a dormer window?"	"I'd like to install a dormer in Utrecht. Who can help me best?"	"I'd like to know more about Ruiter Dakkapellen."

Search in Gemini

3

Gemini is Google’s AI assistant and is therefore deeply integrated with Google Search. This means that when you ask Gemini a question, it can tap into Google’s vast capabilities to retrieve up-to-date and relevant information from the web.



Conversion-Oriented Prompts

Prompt 1

"I want to buy a new pair of jeans. Which websites are best for that?"

GPT 5 gives different options between local Dutch brands, international favorites and specialty and designer picks. It does not really match the intent that I want **websites** and not specific brands. GPT 4 mainly gave big e-commerce websites as an option. .

Prompt 2

"I want to rent a 6-person bungalow on Texel. Give me a list of providers."

The is straightforward and offers a variety of providers depending on preferences for location, amenities and budget.

Prompt 3

"I need to have a dormer installed as soon as possible. Which company can help me best?"

Focuses on providers on companies that have fast implementations. It also checks at your current location.

Informationele prompts

Prompt 1

"I'm looking for a new pair of jeans. What should I pay attention to?"

ChatGPT 5 gives 8 different things I should pay attention to (fit/fabric/rise/color/details/length/ quality and brand reputation. It is slightly different from the other GPT model that focuses more on price.

Prompt 2

"Give me 5 great vacation tips for a holiday in the Netherlands."

It does not use real time information but training data here. It tries to get the event "tips" rather than the standard sight seeing: For example: exploring beyond Amsterdam, try Dutch specialties, Visit during tulip season.

Prompt 3

"I want to install a dormer. What's important to consider?"

It gives lots of different things to consider including a "pro" tip. They use training data and not real time data from the index.

Comparative Prompts

Prompt 1

“What are the best jeans brands?”

GPT 5 lists 10 brands and focuses more on the next questions like budget and fit.

Prompt 2

“What are the best holiday parks on Texel?”

Same as the other GPT models and offerings. Ads pictures of holiday parks on Texel as well. It uses the well-known parks as a source of information.

Prompt 3

“What are the best companies to install a dormer window?”

A new thing I see here is “Reddit insights.” It uses Reddit information about what homeowners say about the best companies. It gives also tips about how to find the best and uses tools for local comparisons.

Local Prompts

Prompt 1

"Which stores in Haarlem sell jeans?"

This was a nightmare in the previous GPT models. GPT 5 does better but also mentions 1 shop that does not exist.

Prompt 2

"Where in Nijmegen can I best go to book a holiday in the Netherlands?"

Again we see that these prompts give very unreliable results. The model can not create 5 results that are right. It shows locations that are not relevant to Nijmegen.

Prompt 3

"I'd like to install a dormer in Utrecht. Who can help me best?"

This is a cheeky one. It also lists installers that have pages about an installation in Utrecht (even the location is not there). It seems that the model does not look at where the location exactly is but is checking the content and context about the city.

Branded prompts

Prompt 1

"What kind of brand is Kings of Indigo?"

According to Gemini, the brand is characterized The model does better than previous ones. It has a lot of information about the brand and uses a lot of third party data to back up information.

Prompt 2

"What kind of park is Landal GreenParks?"

The is nice and informative. It is funny that it tries to use the logo but the colours are not right.

Prompt 3

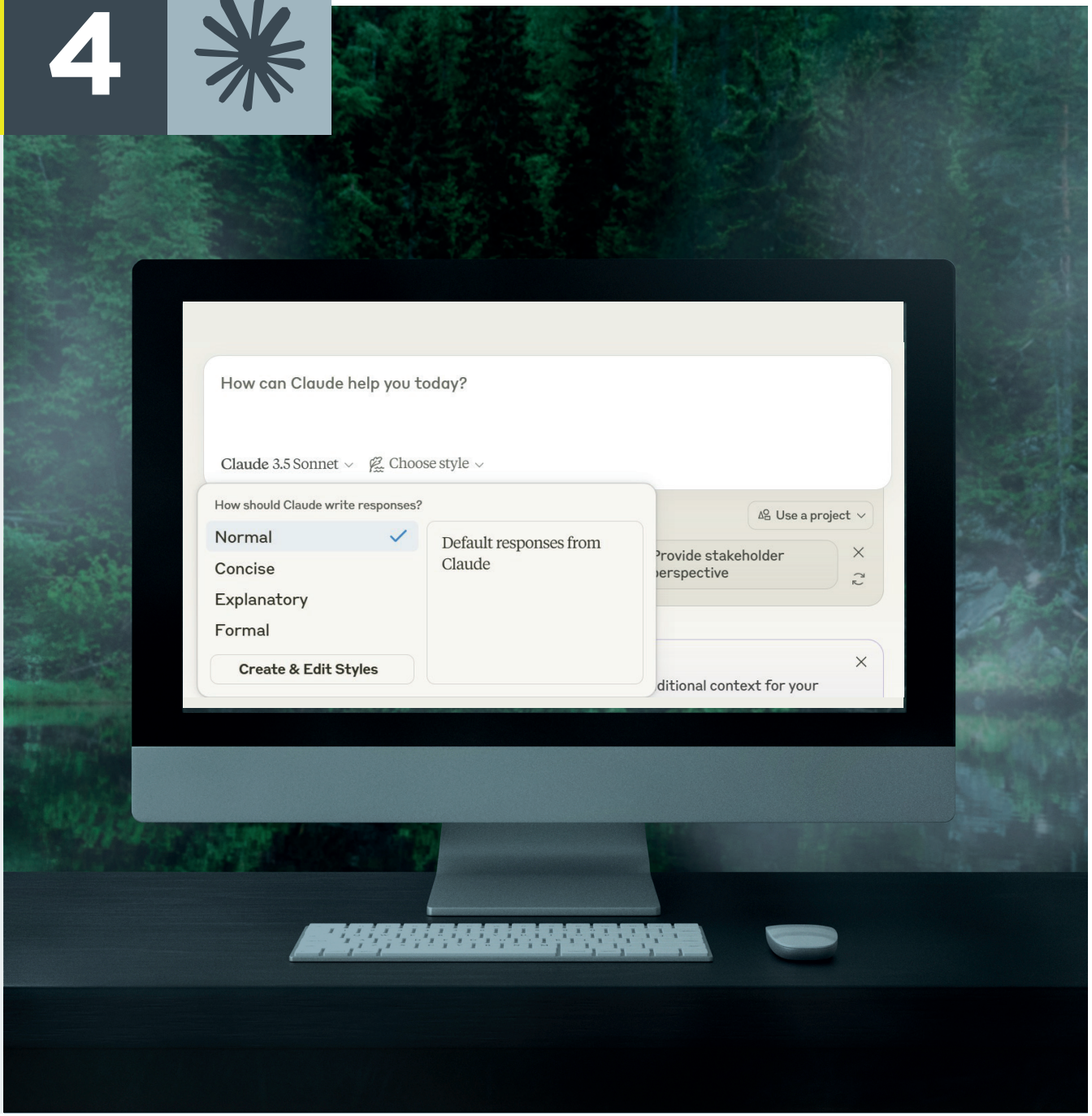
"I'd like to know more about Ruiter Dakkapellen."

Again it tries to get the intent right. Other than the earlier models and tries to use customer feedback from positive reviews and critical notes to be as objective as possible.

Search in Claude

4

Claude is developed by Anthropic and is known for its careful, ethically oriented approach to AI. The tool excels in nuanced responses and conversational interaction, but it has limitations when it comes to up-to-date information. In this test, Claude generally proves to be solid, though not always accurate. Especially with local prompts or detailed questions.



Conversion-oriented prompts

Prompt 1

"I want to buy a new pair of jeans. Which websites are best for that?"

Claude provides an overview of ten online stores, including Zalando, WE Fashion, G-Star RAW, The Sting, About You, Bijenkorf, H&M, Only & Sons, Levi's, and Coolcat. The model follows up with the question: "Do you have a specific style or price range in mind for your new jeans?"—a good example of its conversational nature. No sources are displayed.

Prompt 2

"I want to rent a 6-person bungalow on Texel. Give me a list of providers."

Claude lists seven holiday parks and notes that they offer 6-person accommodations. The response concludes with a recommendation to check availability and pricing on the parks' own websites.

Prompt 3

"I need to have a dormer installed as soon as possible. Which company can help me best?"

Claude replies with a set of clarifying questions: to give good advice, Claude wants to know the region or city, your budget, and any specific preferences. The suggestion is to request quotes, compare reviews, and look into warranty terms.

Informationele prompts

Prompt 1

"I'm looking for a new pair of jeans. What should I pay attention to?"

Claude advises considering fit, material and quality, style, design details, and practical aspects like care and maintenance. The information is helpful but remains superficial. No sources are provided, and the answer is fairly generic—partly due to the broad nature of the prompt.

Prompt 2

"Give me 5 great vacation tips for a holiday in the Netherlands."

Claude offers five concrete suggestions, each followed by multiple ideas spread across various regions. The answer is more detailed and richer than those of some other models, although citations are again missing.

Prompt 3

"I want to install a dormer. What's important to consider?"

Claude outlines key considerations such as building permits, materials, design, costs, and contractor selection. The structure is solid, but the answer remains high-level. No links or further guidance is provided.

Comparative Prompts

Prompt 1

"What are the best jeans brands?"

Claude categorizes brands by price range: premium (e.g., G-Star, Diesel), mid-range (e.g., Calvin Klein, Tommy Hilfiger), and budget. Kings of Indigo is labeled as "affordably priced," although it typically falls in the mid-range segment in practice.

Prompt 2

"What are the best holiday parks on Texel?"

Claude lists five parks varying in size and luxury. No sources or selection criteria are mentioned.

Prompt 3

"What are the best companies to install a dormer window?"

Claude does not recommend specific companies but instead offers five general tips for choosing a reliable provider.

Local Prompts

Prompt 1

"Which stores in Haarlem sell jeans?"

Claude lists ten stores, including Bijenkorf and Score—neither of which is actually located in Haarlem's city center. Although the list appears comprehensive, the content is not accurate.

Prompt 2

"Where in Nijmegen can I best go to book a holiday in the Netherlands?"

Claude names three travel agencies that supposedly have branches in Nijmegen. It follows up with a question: "Do you already know which region of the Netherlands you would like to vacation in?"

Prompt 3

"I'd like to install a dormer in Utrecht. Who can help me best?"

Claude does not provide a list of companies but suggests general steps for finding a good dormer specialist: check with local contractors, ask neighbors, verify permits with the municipality, and inquire at a hardware store about trusted professionals.

Branded prompts

Prompt 1

"What kind of brand is Kings of Indigo?"

Claude mentions the founder and describes the brand as sustainable, environmentally conscious, and inspired by Japanese denim traditions.
It highlights elements such as organic cotton and fair labor conditions.

Prompt 2

"What kind of park is Landal GreenParks?"

Claude provides a structured explanation in three paragraphs. The description includes facts about the number of parks, their locations across Europe, and characteristics such as nature orientation, family-friendliness, and a variety of accommodations.

Prompt 3

"I'd like to know more about Ruiter Dakkapellen."

Claude does not recognize "Ruiter" as a brand name but interprets it as a generic term. It suggests searching for companies with that name and notes that "ruiter" is not a standard dormer type. If it is a company, Claude recommends visiting the website for more details.

Search in ChatGPT 5

ChatGPT, developed by OpenAI, is one of the best-known generative AI models and is widely used as a search assistant. Thanks to its optional web browsing functionality (depending on the version or use of plugins), ChatGPT 5 can retrieve up-to-date information. The model excels in comprehensive, structured responses and conversational interaction, but it is not always consistent in its use of sources or geographic accuracy

Conversion-Oriented Prompts

Prompt 1

"I want to buy a new pair of jeans. Which websites are best for that?"

ChatGPT shows a list of webshops with associated sources. However, the citations are not always accurate:

- The link for OPEN32 redirects to omoda.nl
- My Jewellery (mainly a jewelry shop) is listed as a jeans seller
- Zalando links to the Belgian version (.be) instead of the Dutch site (.nl)

Prompt 2

"I want to rent a 6-person bungalow on Texel. Give me a list of providers."

ChatGPT provides a list of websites where holiday homes on Texel can be booked. The list closely matches Google results but surprisingly diverges from Bing. Major providers are left out. The focus is entirely on online platforms.

Prompt 3

"I need to have a dormer installed as soon as possible. Which company can help me best?"

ChatGPT immediately provides a list of three companies, each with a short description and a link to their website. The companies listed differ from those in Gemini's results. The advice is to contact them quickly to check availability.

Informational Prompts

Prompt 1

"I'm looking for a new pair of jeans. What should I pay attention to?"

The answer is extensive and well-structured. ChatGPT discusses fit, length, materials, colors, closures, price/quality, and brand preferences. Brands are segmented into:

- Budget: H&M, Zara, C&A, Jack & Jones
- Mid-range: Levi's, G-Star, Scotch & Soda
- Premium: Diesel, Acne Studios, APC

The information is relevant and closely aligned with the prompt.

Prompt 2

"Give me 5 great vacation tips for a holiday in the Netherlands."

ChatGPT offers five diverse tips, each with explanations and examples. Although not all "usual suspects" are mentioned, the suggestions are relevant and broadly applicable.

Prompt 3

"I want to install a dormer. What's important to consider?"

The result from ChatGPT is similar to the answer from Gemini. The difference is that ChatGPT includes a link to the Omgevingsloket to check the permit and pays more attention to the type of dormer.

Comparative Prompts

Prompt 1

"What are the best jeans brands?"

ChatGPT notes that "best" depends on personal preference and follows up with questions about style and fit. Brands are structured by price segment. Compared to Gemini, some brands fall into different categories—ChatGPT, for instance, places Diesel and G-Star in the "mid-range" instead of "premium."

Prompt 2

"What are the best holiday parks on Texel?"

ChatGPT's response is more detailed than other models. It names five varied holiday parks spread across the island and explains the target audience, location, and unique features for each.

Prompt 3

"What are the best companies to install a dormer window?"

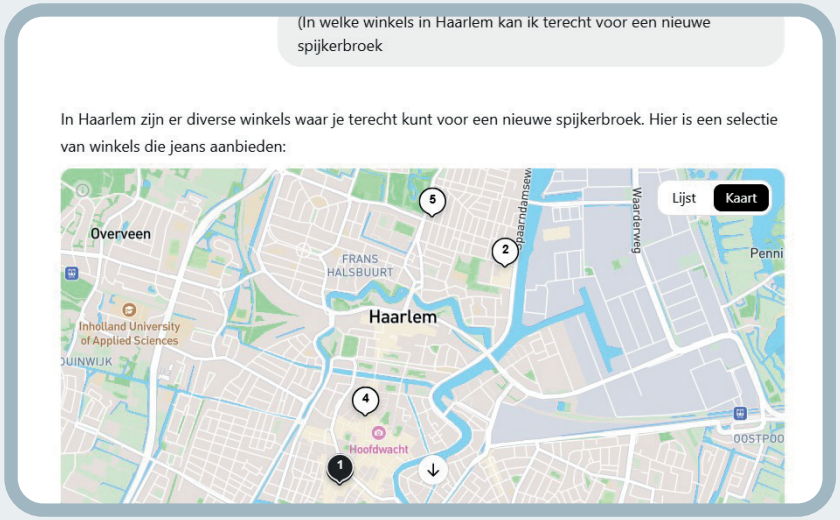
ChatGPT's response is similar to Gemini's but includes a link to the Dutch Omgevingsloket for permit checks and offers more insight into dormer types.

Local Prompts

Prompt 1

"Which stores in Haarlem sell jeans?"

ChatGPT understands the local intent well and displays a map with store options. Not all listed stores are accurate (e.g., Jeans Centre no longer exists in Haarlem), but it does include existing boutiques. The answer is interactive and relevant.



Prompt 2

"Where in Nijmegen can I best go to book a holiday in the Netherlands?"

ChatGPT provides five names of travel agencies said to be located in Nijmegen. In reality, the list is partly incorrect—some agencies do not have a local branch or are online-only.

Prompt 3

"I'd like to install a dormer in Utrecht. Who can help me best?"

ChatGPT gives a direct answer with a list of four companies and suggests asking neighbors or local contractors as well. The answer concludes with tips for choosing a suitable company.
The listed companies are:

- **Dakkapel Direct** – active throughout the Netherlands, based in Nijmegen
- **Van der Velden Dakkapellen** – based near Groningen
- **Dakkapel.nl** – regional landing page for Utrecht, nationally active
- **Oostendorp Dakkapellen** – not traceable via Google or Bing

Branded prompts

Prompt 1

"What kind of brand is Kings of Indigo?"

ChatGPT provides a short description (no bullets) emphasizing sustainability and general brand positioning. The content is accurate but lacks detail and sourcing.

Prompt 2

"What kind of park is Landal GreenParks?"

ChatGPT describes Landal in three paragraphs, highlighting its USPs (nature, family-friendliness, variety) and ends with a personal follow-up question: "Do you have specific parks or locations in mind? I might be able to provide more details!"

Prompt 3

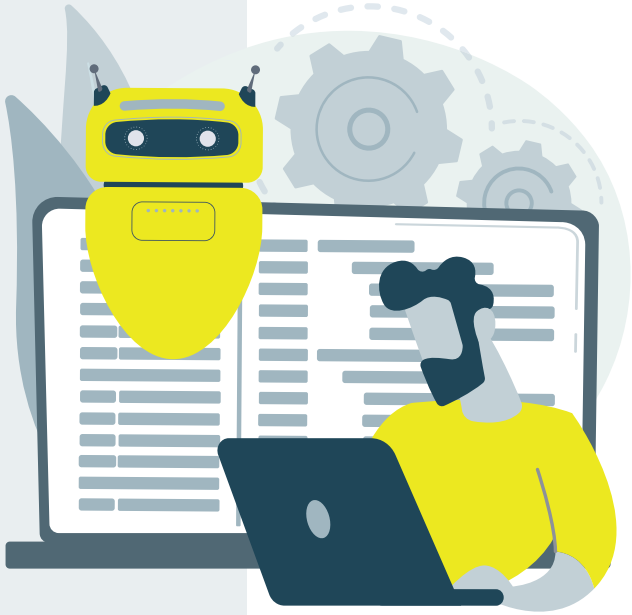
"I'd like to know more about Ruiter Dakkapellen."

ChatGPT goes deeper into the company's background and even mentions when a new showroom will open. It references the number of reviews and Trustpilot scores. Sources are clearly cited, including the company's own website and several Trustpilot pages.

The main difference between GPT 5 and the older GPT models based on our (relatively simple) prompts:

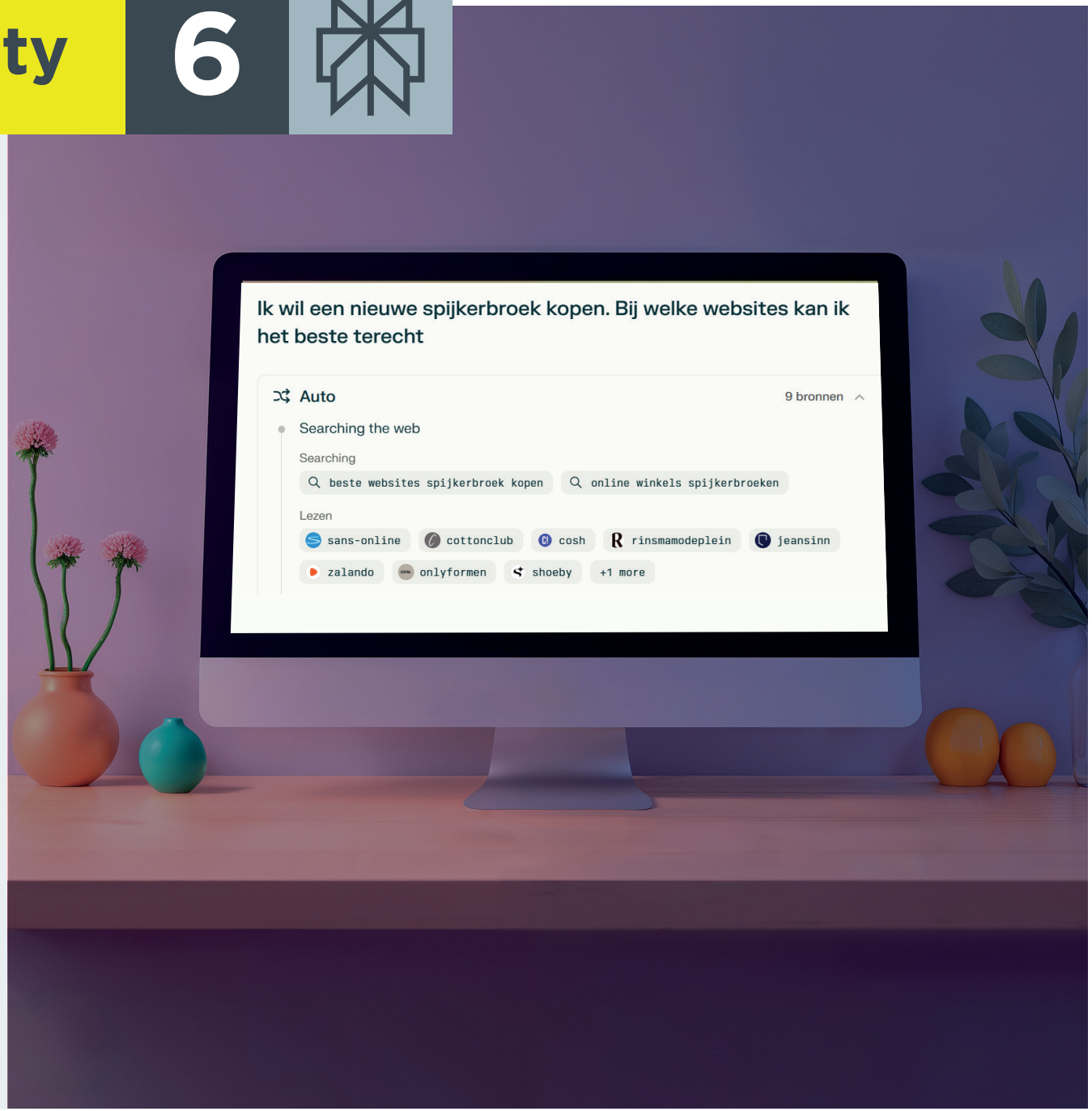
The main difference between GPT 5 and the older GPT models based on our (relatively simple) prompts:

- GPT 5 tries to know more about the intent people are looking for. Sometimes they get the intent right, but also completely wrong. It can be very inconsistent. It probably has to do that GPT 5 uses different models and selects the one they think is the right fit.
- GPT 5 chooses whether to quickly answer or switch to GPT thinking method.
- The model tries to use “user feedback” in their prompts from objective sources like famous review sites or Reddit.
- Like the other models they use location and personalisation. When we use both the same prompts the output can be completely different.



Search in Perplexity 6

Perplexity is specifically designed as an AI search engine and sets itself apart through systematic citation of sources. Instead of a purely generative response, Perplexity presents compact summaries based on web pages, often accompanied by a list of sources. This transparency makes the model particularly suitable for fact-checking, although the quality of the sources used is not always consistent.



Conversion-Oriented Prompts

Prompt 1

"I want to buy a new pair of jeans. Which websites are best for that?"

Perplexity shows seven websites, without distinguishing between general webshops, brands, or specialized jeans stores. Each suggestion is accompanied by a short description of what can be found there. Notably, the prompt seems to be internally reformulated (e.g., into "best websites to buy jeans") before querying web sources.

Prompt 2

"I want to rent a 6-person bungalow on Texel. Give me a list of providers."

The model offers a list of ten holiday parks, each with a very brief description. However, the entire list appears to come from a single source—a German website with little authority. This undermines the reliability of the answer.

Prompt 3

"I need to have a dormer installed as soon as possible. Which company can help me best?"

Perplexity displays a list of seven companies and cites as many as 31 sources. The order of companies matches the recommendation in the text. Remarkably, the top two companies have not appeared in previous models.

Informational Prompts

Prompt 1

"I'm looking for a new pair of jeans. What should I pay attention to?"

It is clear that the responses within the Perplexity interface differ from traditional LLM interfaces. Perplexity shows a list of key considerations such as fit, material, color, and maintenance, with explicit references to sources like personal-shoppersstylist.nl and stoffenland. Interestingly, these sources match exactly with top Google results, indicating a strong connection to current search indexes.

Prompt 2

"Give me 5 great vacation tips for a holiday in the Netherlands."

The tool provides five clear suggestions, each with a separate source. These largely align with Google's top results, which enhances the reliability of the output.

Prompt 3

"I want to install a dormer. What's important to consider?"

A total of 10 sources are cited for all the information. The key points align with those from Gemini and ChatGPT and are further expanded with topics like 'dimensions and location' and 'preparation'. Additionally, related questions are shown at the bottom.

Comparative Prompts

Prompt 1

"What are the best jeans brands?"

Perplexity names brands based on information from comparison sites and Reddit threads but does not distinguish between price segments. The quality of sources varies, and the response mostly reflects what one would find in Google.

Prompt 2

"What are the best holiday parks on Texel?"

The tool shows a list of popular parks and includes an interactive "People also ask" section to refine the query. A map is also displayed showing park locations, though some of the previously mentioned parks are missing from the map.

Prompt 3

"What are the best companies to install a dormer window?"

Perplexity lists nine companies, each with two to three bullet points on their USPs, such as years of experience or dormer type options. It is unclear how the order is determined or why these companies are considered the "best" — the listed advantages are often similar.

Lokale prompts

Prompt 1

"Which stores in Haarlem sell jeans?"

Perplexity displays a list of stores including location data and a map visualization. Because the information is retrieved live from the web, the responses are often relevant and up-to-date.

Prompt 2

"Where in Nijmegen can I best go to book a holiday in the Netherlands?"

Perplexity names two travel providers, only one of which actually has a branch in Nijmegen. Notably, the word "boeken" ("to book" in Dutch) is interpreted as "books," causing the "People also ask" section to focus on bookstores instead of travel agencies.

Prompt 3

"I'd like to install a dormer in Utrecht. Who can help me best?"

Perplexity displays a list of four companies based on ten sources. The selection includes both comparison platforms and roof specialists offering additional services. Mentioned are:

- Kampman BV (Hardenberg, listed as permanently closed by Google)
- Blok Dakkapellen (Lelystad)
- BM Daktechniek (also mentioned by Gemini)
- Zolderverbouw Larenstein (De Bilt)

Branded prompts

Prompt 1

"What kind of brand is Kings of Indigo?"

Perplexity shows a short description with relevant keywords like sustainability and denim and also displays images. Since the tool directly uses the official website as a source, the answer is factually correct and verifiable.

Prompt 2

"What kind of park is Landal GreenParks?"

The answer is structured into three parts: a brief brand introduction, park features, and a short company history.

Prompt 3

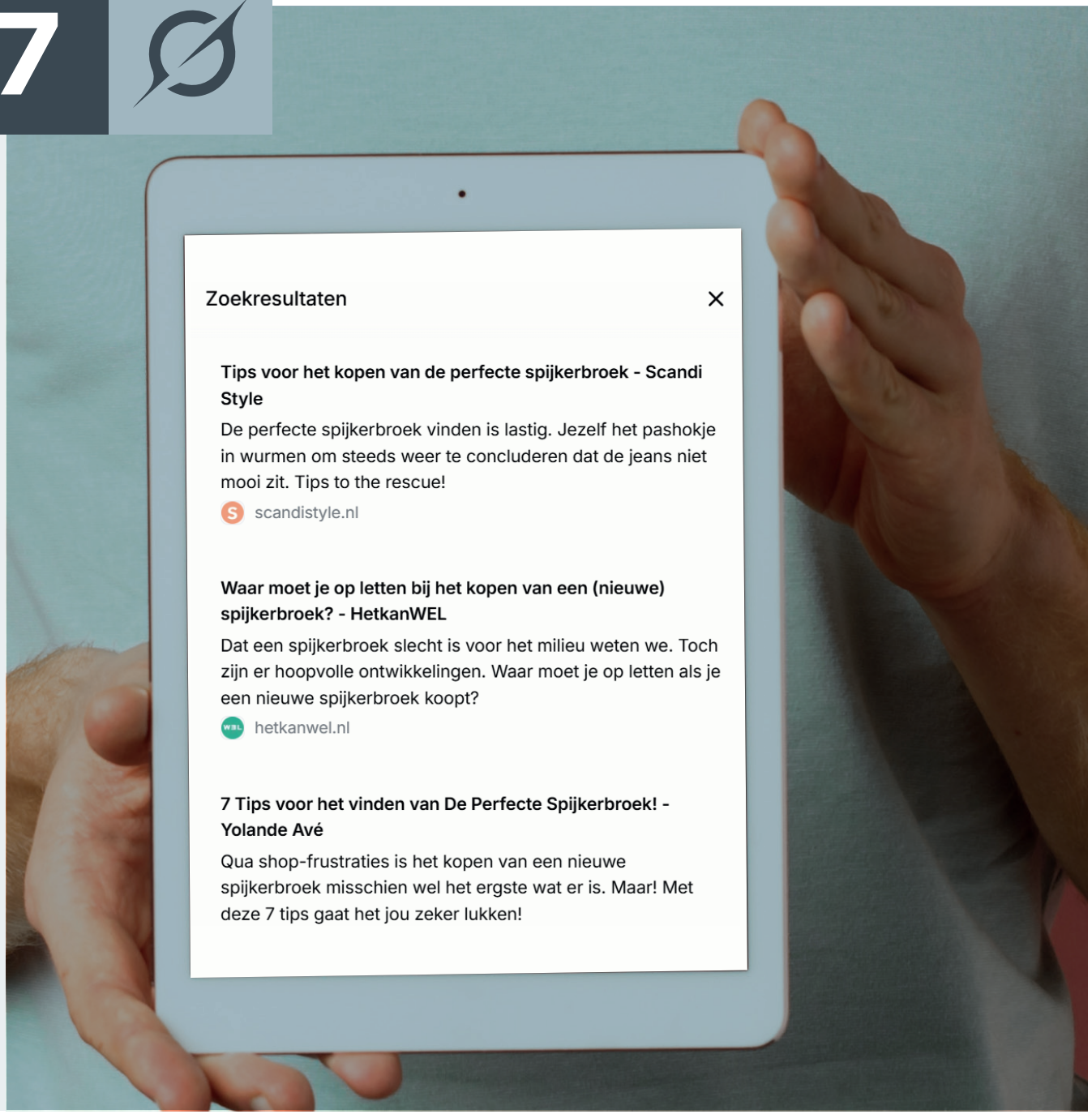
"I'd like to know more about Ruiter Dakkapellen."

Perplexity displays a list of four companies based on ten sources. The selection includes both comparison platforms and roof specialists offering additional services. Mentioned are:

- Kampman BV (Hardenberg, listed as permanently closed by Google)
- Blok Dakkapellen (Lelystad)
- BM Daktechniek (also mentioned by Gemini)
- Zolderverbouw Larenstein (De Bilt)

Search in GroK 7

Grok is the AI model developed by X (formerly Twitter) and focuses on fast, up-to-date responses with a direct tone. The model is known for its ability to process large volumes of online information in a short time. For many prompts, Grok scans up to 25 sources and structures the findings into practical lists, explanations, and concluding tips.



Conversion-Oriented Prompts

Prompt 1

"I want to buy a new pair of jeans. Which websites are best for that?"

When entering the prompt "I want to buy new jeans. Which websites are best to visit?", Grok scans 25 web pages. Ultimately, the following websites are listed: Jeans Centre, HEMA, Zalando, De Bijenkorf, ASOS, Mud Jeans, and Vinted. A follow-up question is also asked about what you're specifically looking for.

The sources Grok uses are mainly tip lists for buying jeans.

Prompt 2

"I want to rent a 6-person bungalow on Texel. Give me a list of providers."

Grok consults 25 sources and provides an overview of three travel agencies with physical locations in Nijmegen, supplemented with a fourth option: online travel agencies. Each location is briefly explained with details about the address, why the agency is recommended, and how to get in touch. Grok concludes with tips on what to consider when booking and a short summary of which type of provider might suit your situation best.

Prompt 3

"I need to have a dormer installed as soon as possible. Which company can help me best?"

Grok opens with a list of five companies, but does not include links to their websites. Listed are: Ruiter Dakkapellen, Dakkapel.nl, Van Hattem Dakkapellen (near Zwolle), BM Daktechniek, and Perfect Dakkapellen. A brief guide follows on what to consider when choosing a provider, ending with a recommendation based on speed, price, and reliability.

Informational Prompts

Prompt 1

"I'm looking for a new pair of jeans. What should I pay attention to?"

Here too, general tips are given such as fit, material, stitching and seam quality, wash and color, brand and price, and sustainability.

Prompt 2

"Give me 5 great vacation tips for a holiday in the Netherlands."

Grok lists five well-known destinations, each with a short, insightful explanation. The emphasis is heavily on nature and the outdoors, with a preference for green and tranquil locations.

Prompt 3

"I want to install a dormer. What's important to consider?"

Grok identifies the main points of attention, with the most explanation devoted to the permit process. The other five points are briefly discussed. Grok closes with the question whether the dimensions are already known, so it can offer more targeted help.

Comparative Prompts

Prompt 1

"What are the best jeans brands?"

Grok bases the response on 25 web pages and compiles a top 10 based on popularity, quality, and 2025 trends. Notably, many of the brands listed are of Dutch origin.

Prompt 2

"What are the best holiday parks on Texel?"

Grok consults 25 sources and presents a detailed top 5, explained across five aspects: why it's in the top, facilities, location, target group, and special features. One noticeable error is the misspelling of De Cocksdorp as "De CCRKSdorp," and a park with 144 houses is labeled "small-scale." The list ends with tips for choosing a park and additional information such as the ferry from Den Helder.

Prompt 3

"What are the best companies to install a dormer window?"

Grok provides a list of six companies, each with a detailed explanation of why you might choose that provider. For each company, the pro's and considerations are given, such as "high quality" versus "higher price range."

Local Prompts

Prompt 1

"Which stores in Haarlem sell jeans?"

Grok provides a clear overview of ten stores. All listed stores are located in Haarlem and the information is up to date. Location details are included and the range spans from large chains to specific boutique shops.

Prompt 2

"Where in Nijmegen can I best go to book a holiday in the Netherlands?"

Grok scans 25 sources and presents an overview of three travel agencies with a physical branch in Nijmegen, supplemented with online travel agencies as a fourth option. Each recommendation is clearly structured around location, why it's recommended, and how to contact them. It ends with booking tips and a short conclusion on which type of organization is best suited for your needs.

Prompt 3

"I'd like to install a dormer in Utrecht. Who can help me best?"

Grok opens with a list of five companies but again without links to their websites: Ruiter Dakkapellen, Dakkapel.nl, Van Hattem Dakkapellen (near Zwolle), BM Daktechniek, and Perfect Dakkapellen. Next, it shares what to look out for when making your choice, ending with a recommendation based on speed, price, and reliability.

Branded prompts

Prompt 1

"What kind of brand is Kings of Indigo?"

Grok delivers a remarkably strong answer. It mentions the brand's "Triple-R principle" and communicates the brand's core message clearly and convincingly.

Prompt 2

"What kind of park is Landal GreenParks?"

Grok offers a description in three paragraphs that closely mirrors the content found on Landal's official website. The focus is on nature, family-friendliness, and once again, sustainability.

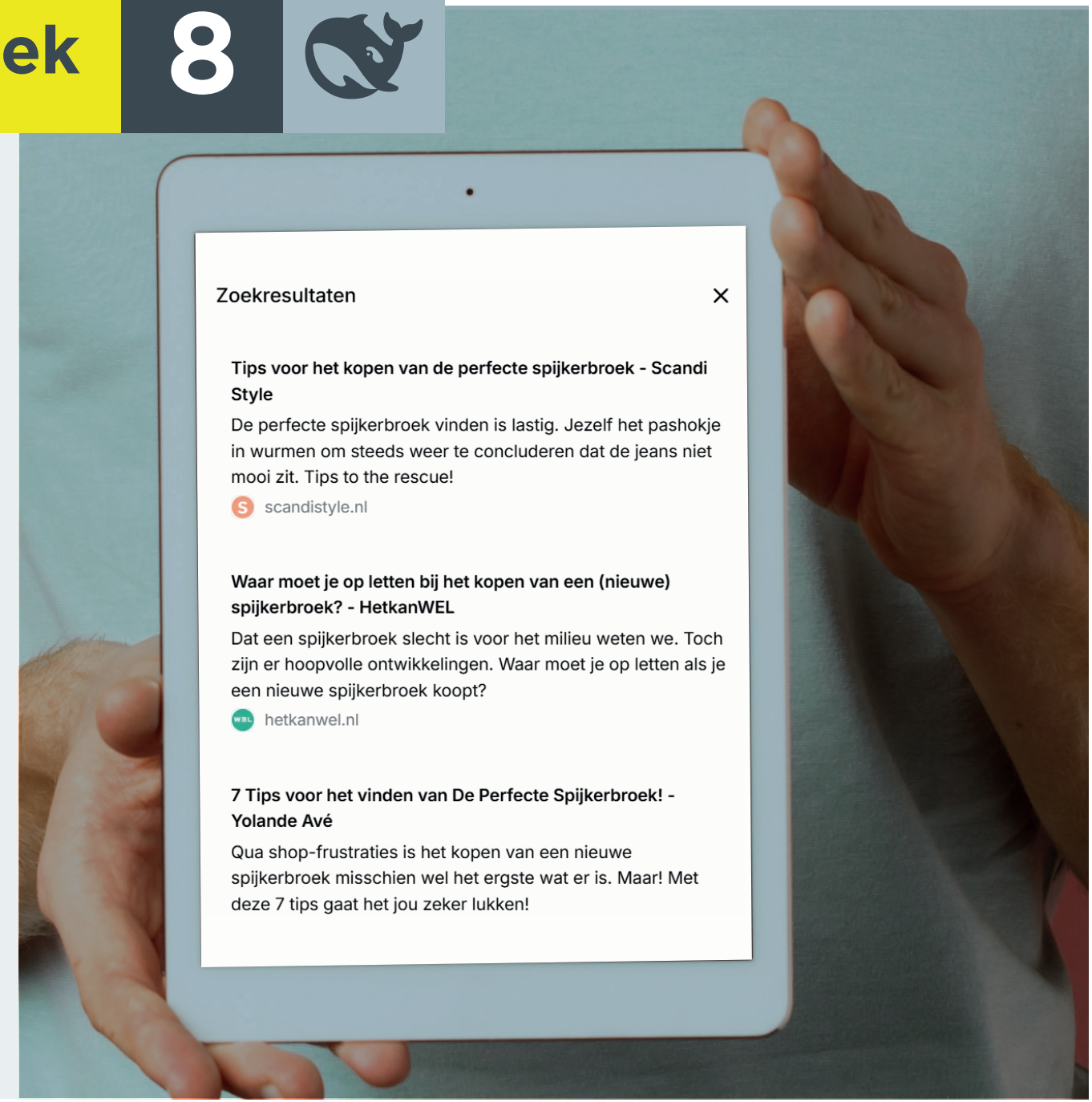
Prompt 3

"I'd like to know more about Ruiter Dakkapellen."

Grok provides a detailed response without any links, covering the company's history, various types of dormers, and a price indication. It cites 25 sources, 20 of which come from Ruiter's own website. The remaining sources include dakkapel-kosten.nl, Trustoo, Solvari, and Homedeals.

Search in DeepSeek 8

DeepSeek is an AI model with a clear focus on technical precision and comprehensive answers. It excels in content depth and detailed explanations, with strong attention to structure and logic. DeepSeek often provides extensive lists and elaborations per component, but rarely includes direct sources. In practice, this results in well-structured answers, although there is a risk of factual inaccuracies or fabricated details—especially in local or brand-related queries.



Conversion-oriented Prompts

Prompt 1

"I'm looking for a new pair of jeans. What should I pay attention to?"

DeepSeek presents a list divided into Dutch and international websites. For each, it briefly describes the type of store (e.g., offers a wide range of jeans for men, women, and children). The listed Dutch websites are Wehkamp, Zalando, Otto, About You, C&A, H&M, and G-Star. International sites include ASOS, Uniqlo, Levi's, and Zara.

Prompt 2

"I want to rent a 6-person bungalow on Texel. Give me a list of providers."

DeepSeek gives a very brief list split into holiday parks, private rentals, and local providers. Each includes a link and a one-line description. However, most URLs lead to 404 pages or even made-up domains/companies. It also includes hotels, even though the question specifically asked for bungalows.

Prompt 3

"I need to have a dormer installed as soon as possible. Which company can help me best?"

DeepSeek lists four companies (none overlapping with Grok's results), each with 1–2 USPs and a link to their site. Notably, it avoids the previous typo ("gerenoteerde" instead of "gerenommeerde"). It also provides tips for quick installation. At the end, it asks whether financing or subsidies should be explored.

Informational Prompts

Prompt 1

"I'm looking to buy a new pair of jeans. What should I pay attention to?"

DeepSeek generates a thorough answer, similar to ChatGPT's, and even discusses maintenance (washing instructions). Interestingly, it includes a non-existent term: "risering."

Prompt 2

"Give me 5 great vacation tips for a holiday in the Netherlands."

DeepSeek offers a top 5 of generic activities without elaboration. Four out of five are activities rather than destinations.

Prompt 3

"I want to install a dormer. What's important to consider?"

The first sentences from DeepSeek and Grok are identical: "Installing a dormer is a great way to create more space and light in your home." The list content is also nearly the same. Notably, DeepSeek mentions a company called "Nabouwzaken," which no other model references. The answer concludes with concrete next steps and asks if the user wants personalized advice.

Comparative Prompts

Prompt 1

"What are the best jeans brands?"

DeepSeek delivers a very detailed answer and organizes brands into clear themes: luxury & designer, high street, premium denim, vintage & raw, sustainable, custom & niche, and budget-friendly. This structure provides more clarity and depth than other models.

Prompt 2

"What are the best holiday parks on Texel?"

DeepSeek lists many parks, though not all are actually located on Texel. For example, Landal De Lommerbergen is listed—it's in Limburg. It also invents a Van der Valk park. Additionally, it awkwardly mixes Dutch and English, e.g., "Location: Near de Koog."

Prompt 3

"What are the best companies to install a dormer window?"

DeepSeek opens with a typo ("gerenoteerde" instead of "gerenommeerde") and lists national providers with good reviews, though without scores or numbers. It also mentions regional providers for four provinces but offers no explanation or sources. No links are provided.

Lokale prompts

Prompt 1

“Which stores in Haarlem sell jeans?”

DeepSeek again provides a detailed answer and segments results in unexpected categories, like sustainable and sporty stores—absent from other models. However, address data is unreliable: Suitsupply is incorrectly placed on Grote Houtstraat, when it’s actually on Zijlstraat.

Prompt 2

“Where in Nijmegen can I best go to book a holiday in the Netherlands?”

DeepSeek starts strong with travel agencies that really are in Nijmegen. But then the focus abruptly shifts to general travel tips for the Nijmegen area.

Prompt 3

“I’d like to install a dormer in Utrecht. Who can help me best?”

DeepSeek gives a general answer and advises searching online for “dormer window Utrecht.” It recommends talking to contractors, architects, energy consultants, and the municipality. The answer ends with a 5-step plan. Upon repeating the question, it does name three companies: Dakkapelwinkel.nl, Dakwerk Utrecht, and Dakkapellen.nl.

Branded prompts

Prompt 1

"What kind of brand is Kings of Indigo?"

DeepSeek highlights qualities such as eco-consciousness, quality, style, and fairness. Unlike other models, it also says where to buy the brand—including De Bijenkorf. However, that info is incorrect; Kings of Indigo is not sold there.

Prompt 2

"What kind of park is Landal GreenParks?"

DeepSeek provides a clear description with a bullet list of key details, closely resembling the information on Landal's own website.

Prompt 3

"I'd like to know more about Ruiter Dakkapellen."

DeepSeek focuses on features like design, materials, benefits, and installation. It contrasts Ruiter with other dormers, offers a price range, and (incorrectly) states that a "ruiter dormer" often doesn't require a permit—advising users to check with their local municipality.

Conclusion: AI Search in Practice

This comparison shows how six leading AI models handle natural-language search queries related to consumer choices: from buying jeans to comparing holiday parks and finding dormer window companies. The test used three fixed types of prompts (conversion-oriented, informational, and local/brand-focused), applied across three recognizable domains: clothing, vacations, and home improvement.

The results show that AI search engines are increasingly able to understand natural language and turn it into useful answers. However, there are major differences in approach, depth, accuracy, and reliability depending on both the topic and the model. Below, we summarize the key findings per AI search engine and per domain.

Gemini

Gemini is strong in structure, but not always factually accurate.

- Often starts responses with official references (e.g., government portals).
- Sometimes blends fact and fiction: mentions dormer parks on Texel that don't exist or are wrongly located.
- Frequently follows popular Google results, but without citing sources.
- Branded content often reflects how a brand presents itself (e.g., Landal), but lacks depth.

Claude

Claude is cautious and structured, but often remains abstract.

- Prefers to give general advice rather than naming specific companies or locations.
- Doesn't always recognize brand names and asks follow-up questions to clarify intent.
- Strong in structure and ethics, but limited in timeliness or practical usability.
- Regularly lacks detail or nuance (e.g., doesn't recognize Kings of Indigo as a brand).

ChatGPT

ChatGPT excels in language fluency and intent recognition.

- Frequently asks smart follow-up questions ("Do you have a specific style or budget in mind?").
- Source usage varies: sometimes offers good links, sometimes incorrect ones (e.g., jeans via omoda.nl).
- Strong in informational prompts (e.g., differences between jeans brands or dormer types).
- Local prompts sometimes include map-style lists — but these can contain errors.

Perplexity

Perplexity is the most transparent about its sources, but concise.

- Often lists 10+ sources, but some are dubious (e.g., German sites with little authority, or expired pages).
- Follows Google rankings almost literally, especially with informational prompts.
- Presents answers neatly, with bullet points and brief explanations per item.
- Lacks reasoning or depth: why something is "best" is often unclear.

GroK

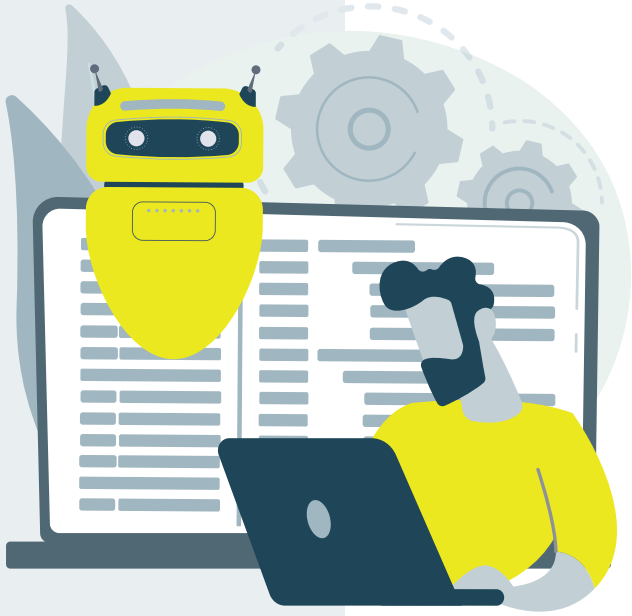
Grok is the most action-focused and structured — but not without risks.

- Scans up to 25 webpages per prompt and provides compact, clearly organized answers.
- Strong structure: many prompts follow a pattern of Location – Why recommended – How to contact.
- Delivers brand stories remarkably well (e.g., Kings of Indigo and Ruiter Dakkapellen, including brand values).
- Struggles with nuance: calls a 144-unit park “small scale” and includes typos (“De CCRKSdorp”).

DeepSeek

DeepSeek is the most detailed, but also the most erratic.

- Provides long, structured answers with clear segmentations (e.g., jeans brands by price tier).
- Frequent typos (“gerenoteerde” instead of “gerenommeerde”), hallucinations, or incorrect locations.
- Strong in technical prompts or complex descriptions like step-by-step guides.
- Inconsistent in branded search: names retailers incorrectly (e.g., Kings of Indigo at De Bijenkorf).



Themes as reference points: How models perform per context

Although the models differ greatly in approach and reliability, the three consumer themes — clothing, vacations, and home improvement — offer clear insight into the boundaries of AI as a search engine. Each domain demands a different kind of information: from simple lists to contextual nuance and local precision. Here are the key takeaways per theme.

1. Clothing (Jeans) – Familiar prompts, limited depth

Conversion prompts like "Where can I buy a pair of jeans?" generally return the same well-known webshops: Zalando, Wehkamp, About You. But when the prompts get more specific, differences emerge:

- **ChatGPT** and **DeepSeek** offer detailed buying guides segmented by style, brand, price tier, and fit.
- **Claude** and **Gemini** remain more superficial, with few concrete suggestions or nuance.
- **Perplexity** shows short and sourced results, but without interpretation.
- **Grok** provides solid overviews, but is less impressive in this domain than in others.

Brand comparisons reveal divergent interpretations: one model puts Diesel in the premium category, another in mid-range. DeepSeek is the only one to define seven brand categories, but partly based on incorrect assumptions. In short: the models know the brands, but how they categorize or justify them varies wildly.

2. Holidays in the Netherlands – Source usage and interpretation are key

Vacation-related questions demand context: target audience, location, type of trip. Here, language sensitivity and intent recognition are crucial.

- **Grok** stands out with its clear structure: every recommendation includes commentary on location, target group, and unique features.
- **ChatGPT** also performs well, but sometimes lacks local nuance or lists online-only agencies.
- **Gemini** and **Claude** remain more generic or pick incorrect locations (e.g., a park in Zandvoort claimed to be on Texel).
- **DeepSeek** combines strong segmentation with factual errors or unclear source usage.
- **Perplexity** leaves much to the reader: neat phrasing, but highly variable source quality.

For local prompts (e.g., "*Where in Nijmegen can I book a holiday?*"), some models completely miss the mark. Perplexity and DeepSeek interpret "book" literally and suggest bookstores. Grok stays closest to the actual intent and even adds a final recommendation for which provider fits best by travel type.

3. Dormer Windows – The ultimate test of accuracy and reliability

The dormer topic demands concrete information: permits, companies, costs, and locations. Here the models show their true colors:

- **Gemini** refers to official sources like the building permit portal and municipalities, but also provides incorrect business info or confuses locations (e.g., thinking Zandvoort is on Texel).
- **ChatGPT** is the most useful: names companies, adds links (sometimes incorrect), and offers additional advice based on reviews and history.
- P**erplexity** scores on transparency with 10 to 30 sources, but many are questionable (e.g., foreign sites or fictional companies).
- **Claude** remains abstract and poses clarifying questions but rarely names companies or places.
- **DeepSeek** alternates strong segmentation with factual errors, typos ("gerenoteerde bedrijven"), and inconsistent answers.

Grok performs impressively here: names companies, explains differences, provides step-by-step guides, and explains why you might choose one provider over another — though it lacks source citations.

In fashion and travel, you can sometimes get away with a suggestive prompt and vague context. But this domain exposes the difference between a model that truly reasons and one that simply repeats information. **Grok** and **ChatGPT** excel, **Gemini** and **DeepSeek** miss the mark too often.

Final Thoughts

Right now, AI search engines are mainly a valuable starting point: they offer direction, summarize quickly, and help users think. But they don't yet replace traditional search engines. Anyone serious about visibility, trustworthiness, and brand reputation in the age of AI would do well to actively monitor, test, and — where possible — influence these tools.

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