



5W Public Relations
Research · 2026



5W RESEARCH · INDEX 2.0

CRYPTO

AI VISIBILITY INDEX 2.0

Which brands AI engines name
to U.S. crypto buyers

Measured :

October 21, 2026

24 buyer questions × 3 runs · 288 AI answers

Engines :

ChatGPT · Claude · Gemini · Perplexity
plus 70 Google AI Overviews

Prepared by :

5W

5wpr.com

APPEARANCE RATE
TOP 10 BRANDS

50.7%



AT A GLANCE

Coinbase leads. The field behind it is crowded.

When U.S. crypto buyers ask an AI engine where to buy, store or invest, one brand comes up more than any other: Coinbase. It was named in 146 of 288 answers (50.7%). Fidelity (37.5%) and Gemini (36.1%) are close behind and cannot be told apart at this sample size, followed by Kraken (30.6%). By Ronn Torossian, Founder of 5W, and the 5W Research Team.

288

AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

50.7%

of answers named Coinbase, the category leader (146 of 288)

86

brands named across the study

97%

of Google searches showed an AI Overview (70 of 72)

INSIDE THIS REPORT

01	What the index analyzes	03
02	Key findings	04
03	The leaderboard	05
04	Brand profiles	07
05	How the engines differ	08
06	Leaders by subcategory	10
07	Who the engines cite	11
08	What AI tells buyers	13
09	What crypto brands can do	14
10	Methodology	15
11	FAQ	16
12	About 5W	17
A	Appendix: the 24 questions	18

01

ABOUT THIS INDEX

What does this index analyze?

The index analyzes which crypto brands AI engines name, in what order, and from which sources, when U.S. buyers ask real buyer questions. It is a measurement of what AI answers say, not of the brands themselves. It does not rate safety, fees, regulatory standing or suitability.

MARKET

U.S.

U.S. retail crypto buyers, first-time and experienced. Measured on October 21, 2026.

QUESTIONS

24

24 buyer questions across 10 subcategories, from exchanges and ETFs to wallets, custody and stablecoins.

ANSWERS

288

288 AI answers (24 questions × 3 runs × 4 engines: ChatGPT, Claude, Gemini and Perplexity) and 70 AI Overviews from 72 Google searches.

BRANDS

86

86 brands named, with the top 25 ranked.

SOURCES

286

286 grounded answers analyzed for the sites they cite, such as crypto media, regulators and YouTube.

IN EACH ANSWER

4

Four measures: appearance, first-mention position, own-site citations and the third-party sources cited.

NEW IN 2.0 • MEASURED

65+ → 288

The first edition reported estimated citation share from more than 65 prompts. Version 2.0 replaces those estimates with measured counts, so the two should not be compared.

NEW IN 2.0 • INTERVALS

95%

Every rate now comes with its count and a 95% interval, and the methodology lists the exact model settings. Where the two editions differ, 2.0 supersedes the first.

NEW IN 2.0 • CONCENTRATION

9.6%

The first edition reported Coinbase and Kraken holding 22% of AI citations. Counted by mentions across 86 brands, the two together hold 9.6%.

02

KEY FINDINGS

What are the key findings?

THE LEADER

50.7%

Coinbase is named in about half of AI crypto answers. It appeared in 146 of 288 answers (50.7%, 95% interval 44.9% to 56.4%), led on all five engines, and was named in 37 of 70 Google AI Overviews (52.9%).

CLOSE BEHIND

37.5%

Fidelity and Gemini are close behind. Fidelity ranked second at 108 of 288 (37.5%), counting Fidelity Crypto, Fidelity Digital Assets and its FBTC fund as one brand. Its interval overlaps Gemini's (36.1%), so the two cannot be told apart.

NO DUOPOLY

9.6%

There is no duopoly. Coinbase and Kraken together hold 9.6% of all brand mentions, spread across 86 brands.

BITCOIN ETFS

11 of 12

The bitcoin ETF field is crowded. BlackRock's IBIT was named first in 11 of 12 best-ETF answers, yet Fidelity, Bitwise and VanEck appeared in all 24 bitcoin ETF answers and BlackRock in 22.

HARDWARE WALLETS

35 of 36

Ledger and Trezor tie. Each was named in 35 of 36 hardware-wallet answers. Ledger was named first 6 times and Trezor 5 times on "What is the best hardware crypto wallet?".

BITCOIN-ONLY

24 of 24

River and Swan Bitcoin appeared in every bitcoin-only answer. Both were named in 24 of 24, ahead of Cash App (91.7%) and Strike (87.5%).

OWN-SITE CITATIONS

11.5%

Kraken earns the most own-site citations of the top 25 brands. Its own site, including its support and blog pages, was cited in 33 of 286 grounded answers (11.5%), the highest rate of any top-25 brand.

REGULATORS

4.2%

Regulators barely register. sec.gov appeared in 12 of 286 grounded four-engine answers (4.2%), and FINRA and the OCC in none. Coin Bureau (25.5%) and CoinLedger (25.2%) were each cited about six times as often.

AI OVERVIEWS

97.2%

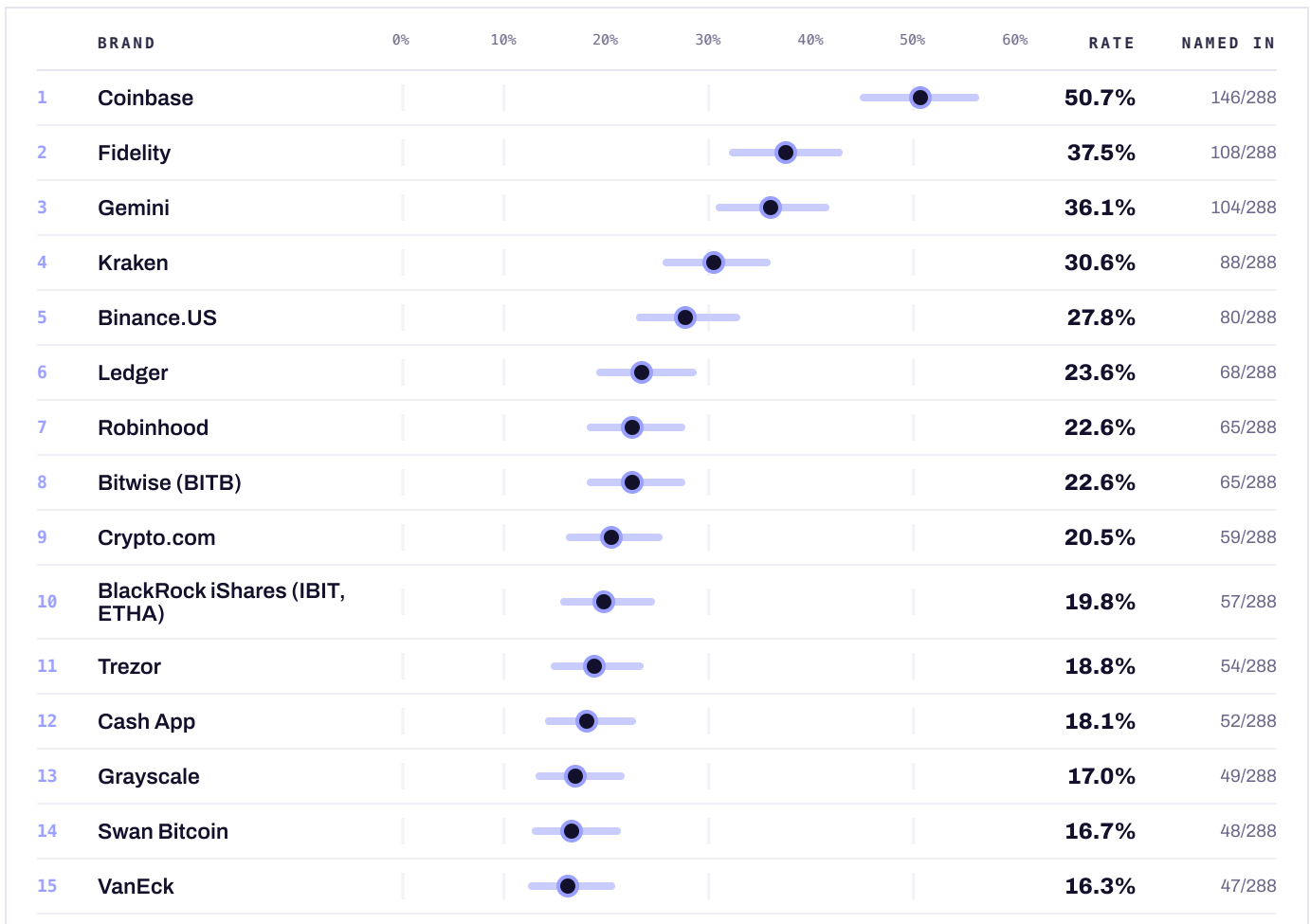
Google shows an AI Overview on 97.2% of crypto searches. That is 70 of 72 searches, and YouTube was cited in 27.1% of the overviews, against 5.9% for the four AI engines.

03

THE LEADERBOARD

Which crypto brands do AI engines name most often?

Appearance rate across 288 four-engine answers. The dot is the measured rate; the bar is the 95% confidence interval. Where bars overlap, the two brands cannot be told apart at this sample size.



Only Coinbase's lead is clear. Its interval (44.9% to 56.4%) clears every rival, while Fidelity, Gemini and Kraken overlap.

03

THE LEADERBOARD

Who are the top 25 crypto brands in AI answers?

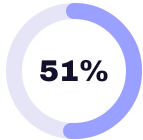
First-mention position is the average order in which a brand appeared (1 means named first). Own-site citations count grounded answers (of 286) citing the brand's website or its subdomains; Fidelity's includes fidelitydigitalassets.com.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-SITE CITATIONS
1	Coinbase	146/288	50.7%	44.9–56.4	3.3	19/286 (6.6%)
2	Fidelity	108/288	37.5%	32.1–43.2	4.1	21/286 (7.3%)
3	Gemini	104/288	36.1%	30.8–41.8	5.6	17/286 (5.9%)
4	Kraken	88/288	30.6%	25.5–36.1	4.4	33/286 (11.5%)
5	Binance.US	80/288	27.8%	22.9–33.2	5.2	12/286 (4.2%)
6	Ledger	68/288	23.6%	19.1–28.8	4.1	15/286 (5.2%)
7	Robinhood	65/288	22.6%	18.1–27.7	4.6	14/286 (4.9%)
8	Bitwise (BITB)	65/288	22.6%	18.1–27.7	5.0	1/286 (0.3%)
9	Crypto.com	59/288	20.5%	16.2–25.5	6.3	9/286 (3.1%)
10	BlackRock iShares (IBIT, ETHA)	57/288	19.8%	15.6–24.8	3.3	6/286 (2.1%)
11	Trezor	54/288	18.8%	14.7–23.7	3.2	4/286 (1.4%)
12	Cash App	52/288	18.1%	14–22.9	3.8	19/286 (6.6%)
13	Grayscale	49/288	17.0%	13.1–21.8	2.6	2/286 (0.7%)
14	Swan Bitcoin	48/288	16.7%	12.8–21.4	4.0	20/286 (7%)
15	VanEck	47/288	16.3%	12.5–21	5.2	5/286 (1.7%)
16	21Shares (ARKB)	47/288	16.3%	12.5–21	5.8	3/286 (1%)
17	Franklin Templeton (EZBC)	45/288	15.6%	11.9–20.3	4.2	2/286 (0.7%)
18	PayPal (PYUSD)	43/288	14.9%	11.3–19.5	3.6	7/286 (2.4%)
19	Invesco Galaxy	43/288	14.9%	11.3–19.5	8.4	4/286 (1.4%)
20	Paxos (USDP, USDG)	35/288	12.2%	8.9–16.4	3.7	14/286 (4.9%)
21	Strike	34/288	11.8%	8.6–16	4.0	7/286 (2.4%)
22	River	33/288	11.5%	8.3–15.7	2.8	8/286 (2.8%)
23	Uphold	33/288	11.5%	8.3–15.7	7.8	1/286 (0.3%)
24	OKX	32/288	11.1%	8–15.3	5.5	6/286 (2.1%)
25	Bitstamp	32/288	11.1%	8–15.3	7.3	2/286 (0.7%)

04

BRAND PROFILES

How do the top eight brands compare?



RANK 1

Coinbase

146/288 answers · 95% CI 44.9–56.4%

3.3

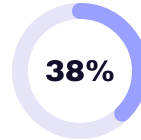
first-mention position

6.6%

own-site citations

0.75%

citation share



RANK 2

Fidelity

108/288 answers · 95% CI 32.1–43.2%

4.1

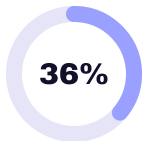
first-mention position

7.3%

own-site citations

0.87%

citation share



RANK 3

Gemini

104/288 answers · 95% CI 30.8–41.8%

5.6

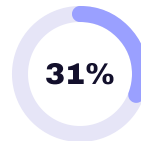
first-mention position

5.9%

own-site citations

0.67%

citation share



RANK 4

Kraken

88/288 answers · 95% CI 25.5–36.1%

4.4

first-mention position

11.5%

own-site citations

1.49%

citation share



RANK 5

Binance.US

80/288 answers · 95% CI 22.9–33.2%

5.2

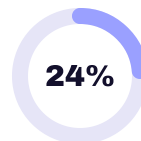
first-mention position

4.2%

own-site citations

0.55%

citation share



RANK 6

Ledger

68/288 answers · 95% CI 19.1–28.8%

4.1

first-mention position

5.2%

own-site citations

0.63%

citation share



RANK 7

Robinhood

65/288 answers · 95% CI 18.1–27.7%

4.6

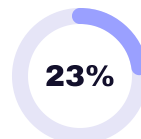
first-mention position

4.9%

own-site citations

0.55%

citation share



RANK 8

Bitwise (BITB)

65/288 answers · 95% CI 18.1–27.7%

5.0

first-mention position

0.3%

own-site citations

0.04%

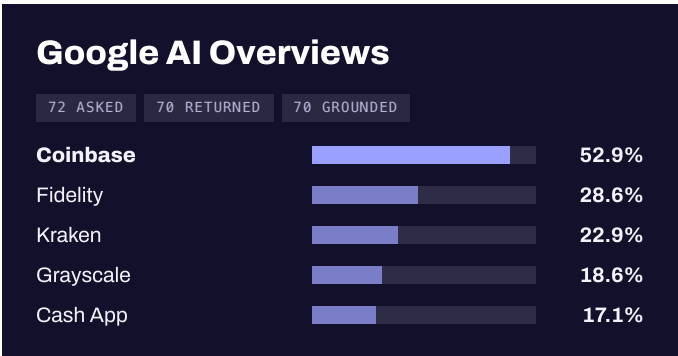
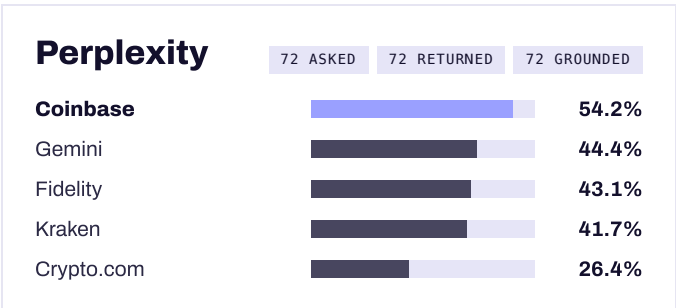
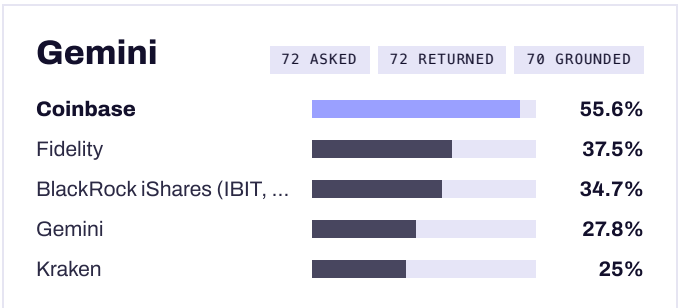
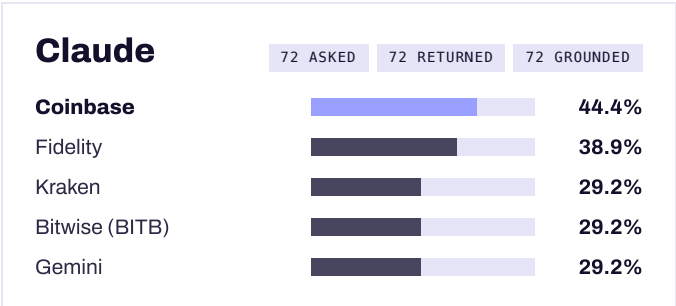
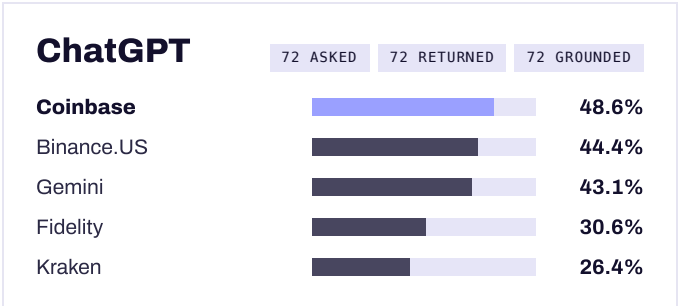
citation share

05

HOW THE ENGINES DIFFER

How do ChatGPT, Claude, Gemini and Perplexity differ?

Coinbase leads on all five engines, and almost everything else changes by engine. Each engine answered the same 24 questions three times (72 answers), and rates use that engine's own answers as the denominator.



WHAT STANDS OUT

All engines named Coinbase first or second most often.

ChatGPT and Perplexity named Gemini the exchange far more often (43.1% and 44.4%) than Claude (29.2%) or Gemini the engine (27.8%). Gemini the engine was the only engine to put BlackRock iShares in its top three (34.7%).

05

GOOGLE AI OVERVIEWS

What do Google AI Overviews add?

Google's AI Overviews were captured through 72 U.S. desktop searches. They are scored only where an overview appeared, so five-engine figures use $288 + 70 = 358$ answers.



TRIGGER RATE

Google AI Overviews appeared on 70 of 72 searches (97.2% trigger rate). They cited YouTube in 27.1% of overviews, the highest of any source, against 5.9% for the four AI engines.

Coinbase was named in 37 of the 70 overviews (52.9%), the same leader as the four AI engines.

FIVE-ENGINE APPEARANCE RATE - TOP 15 · ARROWS SHOW MOVEMENT VS THE FOUR-ENGINE RANK

1	Coinbase		51.1%	=
2	Fidelity		35.8%	=
3	Gemini		31.6%	=
4	Kraken		29.1%	=
5	Binance.US		24.0%	=
6	Ledger		21.5%	=
7	Robinhood		20.7%	=
8	Bitwise (BITB)		20.7%	=
9	BlackRock iShares (IBIT, ETHA)		19.0%	▲ 1
10	Trezor		17.9%	▲ 1
11	Cash App		17.9%	▲ 1
12	Crypto.com		17.9%	▼ 3
13	Grayscale		17.3%	=
14	21Shares (ARKB)		15.9%	▲ 2
15	Swan Bitcoin		15.6%	▼ 1

06

LEADERS BY SUBCATEGORY

Who leads each crypto subcategory?

No brand wins every subcategory, so Coinbase's overall lead hides ten separate races. The same answers are regrouped by the subcategory each question was written for, and each rate uses that subcategory's own answer count.

US CENTRALIZED EXCHANGES • 48 ANSWERS

Kraken 97.9%

Coinbase		95.8%
Binance.US		93.8%
Crypto.com		77.1%

AI Overviews (12): Coinbase 100%

BITCOIN-ONLY SERVICES • 24 ANSWERS

River 100%

Swan Bitcoin		100%
Cash App		91.7%
Strike		87.5%

AI Overviews (6): Swan Bitcoin 66.7%

BROKERAGE AND FINTECH CRYPTO APPS • 36 ANSWERS

Robinhood 94.4%

Cash App		69.4%
Coinbase		55.6%
PayPal (PYUSD)		55.6%

AI Overviews (9): Cash App 100%

CRYPTO IRAS • 24 ANSWERS

BitcoinIRA 100%

Swan Bitcoin		91.7%
Alto IRA		91.7%
Fidelity		79.2%

AI Overviews (6): iTrustCapital 100%

HARDWARE WALLETS • 36 ANSWERS

Trezor 97.2%

Ledger		97.2%
Coinkite (Coldcard)		80.6%
Keystone		69.4%

AI Overviews (7): Trezor 85.7%

INSTITUTIONAL CUSTODY • 24 ANSWERS

Coinbase 100%

Fidelity		100%
Anchorage Digital		100%
BitGo		100%

AI Overviews (6): Anchorage Digital 100%

SOFTWARE AND WEB3 WALLETS • 24 ANSWERS

Coinbase 100%

MetaMask		95.8%
Trust Wallet		87.5%
Phantom		87.5%

AI Overviews (6): Trust Wallet 83.3%

SPOT BITCOIN ETFS • 24 ANSWERS

Bitwise (BITB) 100%

Fidelity		100%
VanEck		100%
Grayscale		95.8%

AI Overviews (6): Grayscale 100%

SPOT ETHER ETFS • 24 ANSWERS

Grayscale 95.8%

VanEck		95.8%
Bitwise (BITB)		95.8%
Fidelity		95.8%

AI Overviews (6): Grayscale 100%

STABLECOINS • 24 ANSWERS

Circle (USDC) 100%

Tether (USDT)		100%
Paxos (USDP, USDG)		95.8%
PayPal (PYUSD)		87.5%

AI Overviews (6): Circle (USDC) 100%

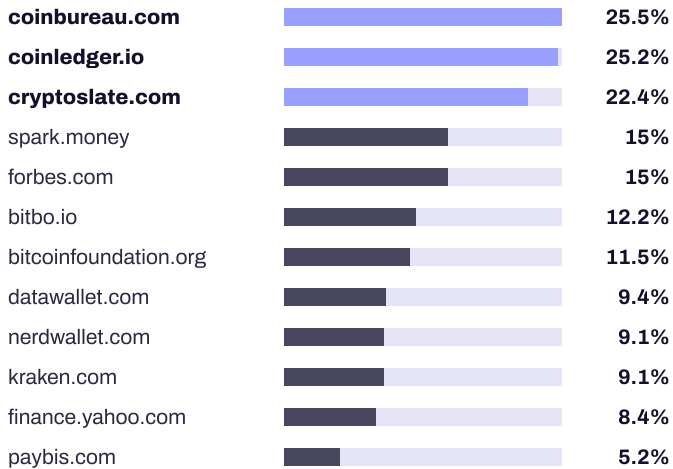
07

WHO THE ENGINES CITE

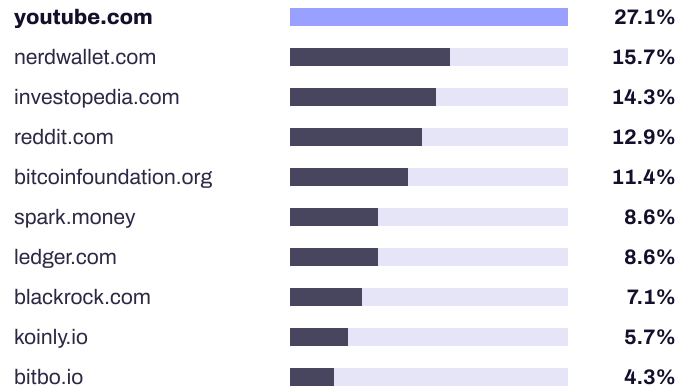
Which sources do AI engines cite for crypto?

Coin Bureau, CoinLedger and CryptoSlate are each cited in more than one in five answers, five to six times as often as sec.gov. FINRA and the OCC were cited in none.

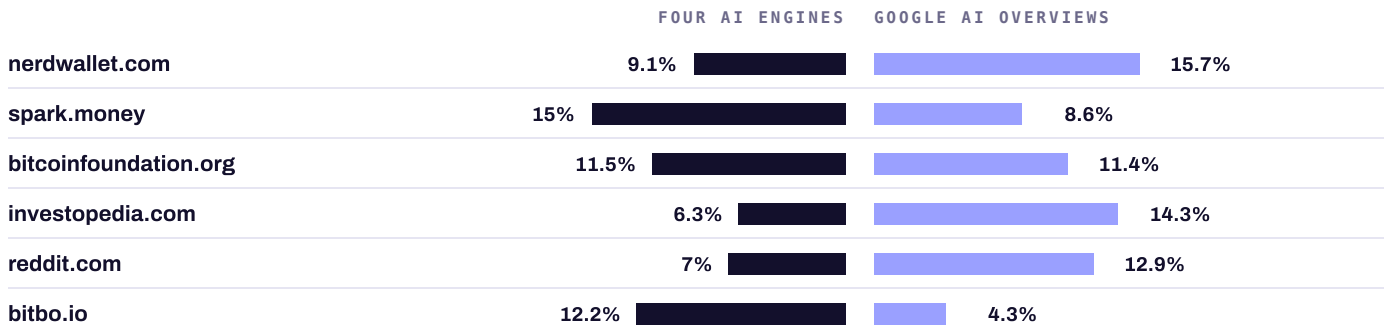
FOUR AI ENGINES · SHARE OF 286 GROUNDED ANSWERS



GOOGLE AI OVERVIEWS · SHARE OF 70 OVERVIEWS



SOURCES BOTH CITE · FOUR AI ENGINES VS GOOGLE AI OVERVIEWS



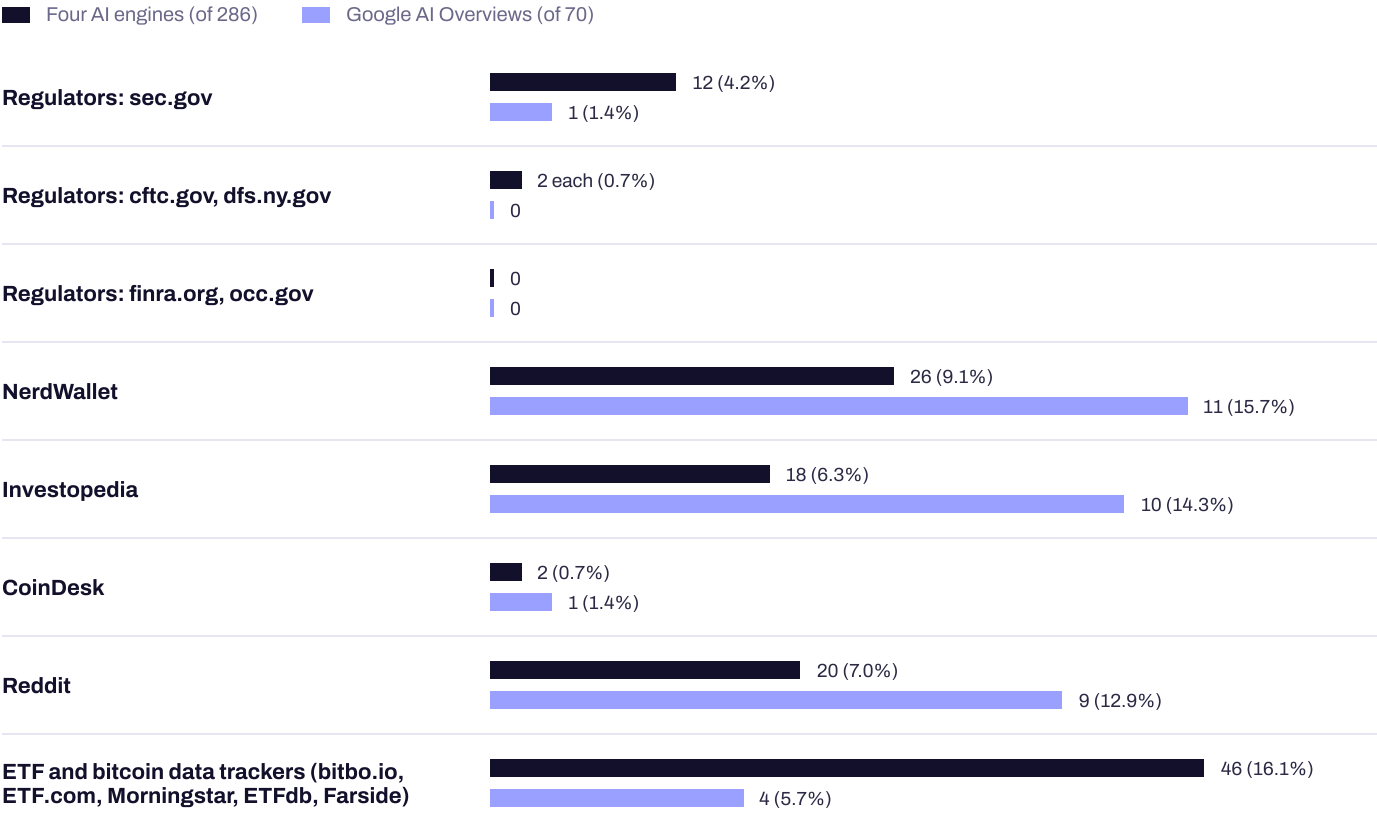
YouTube is Google's favorite source. AI Overviews cited youtube.com in 27.1% of overviews, the highest of any source, against 5.9% for the four AI engines.

07

WHO THE ENGINES CITE

How often are regulators, finance media and trackers cited?

Google AI Overviews lean on YouTube and consumer-finance sites, while the four AI engines lean on crypto media and data trackers. Counts are answers that cited the source at least once.



4.2%

of grounded answers cited sec.gov

0

answers cited FINRA or the OCC

16.1%

cited ETF and bitcoin data trackers

08

WHAT AI TELLS BUYERS

What do AI engines tell crypto buyers?

Q1

What is the best crypto exchange for beginners in the US?

Coinbase was named first in all 12 answers. Kraken, Gemini, Robinhood and Crypto.com appeared in all 12.

Q2

Coinbase vs Kraken: which is better?

Kraken was named first in 7 of 12 answers and Coinbase in 5. Most answers recommended Kraken for fees and Coinbase for ease of use.

Q3

What is the best spot bitcoin ETF?

BlackRock's IBIT was named first in 11 of 12 answers. Fidelity, Bitwise, ARK 21Shares, VanEck and Invesco Galaxy appeared in all 12 as alternatives.

Q4

Which stablecoin is the most regulated?

Circle's USDC was named first in 7 of 12 answers. Tether appeared in all 12, usually as the less regulated comparison, and Paxos in 11.

12 of 12

beginner-exchange answers named
Coinbase first

11 of 12

best-bitcoin-ETF answers named
BlackRock's IBIT first

7 of 12

most-regulated-stablecoin answers
named Circle's USDC first

09

WHAT BRANDS CAN DO

What should crypto brands do about AI visibility?

The data points to five moves: earn coverage on the sites engines cite, publish pages engines can cite, add video, win a specific use case, and track each engine on its own.

EARN COVERAGE

25.5%

Earn coverage where the engines already look. Coin Bureau, CoinLedger and CryptoSlate are each cited in more than one in five answers, while sec.gov appears in 4.2%. Pitch data and expert commentary to those sites and to comparison sites such as NerdWallet and Investopedia.

OWN-SITE PAGES

11.5%

Publish pages on your own site that engines can cite. Kraken's own site is cited in 11.5% of grounded answers, Fidelity's in 7.3% and Swan Bitcoin's in 7.0%. Bitwise ranks eighth, but its own site was cited in just 1 of 286 answers.

ADD VIDEO

27.1%

Add video. Google AI Overviews cite YouTube in 27.1% of overviews, against 5.9% for the four AI engines.

WIN A USE CASE

94.4%

Win a specific use case. No brand wins every subcategory. Robinhood is named in 94.4% of brokerage and fintech app answers, where Coinbase is named in 55.6%. Pick the question you want to own and build for it.

TRACK EACH ENGINE

43.1%

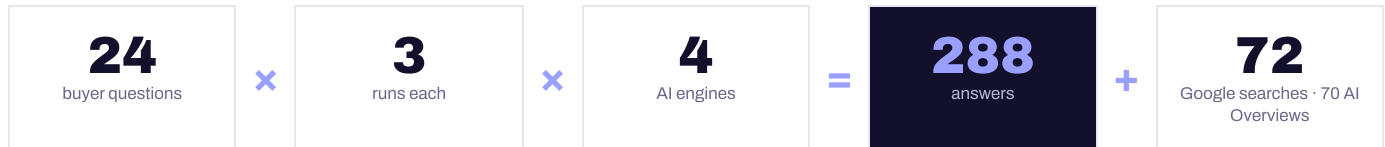
Track each engine on its own. Coinbase leads every engine, but the rest of each top five changes. ChatGPT and Perplexity name Gemini the exchange in 43.1% and 44.4% of answers, and Claude in 29.2%.

“When a buyer asks an AI engine where to buy crypto, the answer names a handful of brands. Coinbase is in half of those answers, 86 brands fight for the rest, and the engines cite crypto media far more than they cite regulators. PR decides who gets named. Earn the coverage the engines read, and you earn the answer.” — Ronn Torossian, Founder of 5W

10

METHODOLOGY

How was the index measured?



On October 21, 2026, 5W asked 24 U.S. buyer questions three times each on four AI engines, producing 288 answers, and captured Google AI Overviews for the same questions. The audience was first-time and experienced U.S. retail crypto buyers. The study uses 12 core questions and 12 added neutral buyer questions. The destination site (5wpr.com) was not passed to any engine.

ENGINE	MODEL AND CONFIGURATION	RETURNED	GROUNDED
ChatGPT	gpt-5-mini via the OpenAI Responses API, reasoning effort low, web search tool forced	72	72
Claude	claude-sonnet-5-5 via the Anthropic Messages API, web_search_20250305 tool (max 3 searches), max_tokens 1999, effort low	72	72
Gemini	gemini-3.7-flash via the Gemini API with google_search grounding (fallback gemini-3.6-flash on HTTP 503)	72	70
Perplexity	sonar-pro via the Perplexity API, native web search	72	72
Google AI Overviews	DataForSEO serp/google/organic/live/advanced, United States (location 2840), English, desktop, async AI Overview on	70 of 72	70

Grounded means the answer carried search citations. Gemini returned two answers without searching, and they stay in the denominator. Claude's first pass returned empty text because its 900-token budget was spent on reasoning, so it was re-run with a larger budget and the empty rows were replaced.

METRIC DEFINITIONS

- Appearance rate: answers naming the brand divided by answers returned, with Wilson score 95% intervals.
- Brand detection: tracked brands are matched in the answer text and in the extracted entity list. Products roll up to the parent brand: IBIT and ETHA to BlackRock iShares, FBTC and Fidelity Digital Assets to Fidelity, USDC to Circle, and Coinbase Wallet to Coinbase.
- First-mention position: the average order in which the brand was first named among tracked brands, in answers where it appears.
- Own-site citation: grounded answers citing the brand's own website or its subdomains, divided by grounded answers. Fidelity's count includes fidelitydigitalassets.com.
- Mention share: a brand's appearances divided by all tracked-brand appearances (2,430).
- Four-engine and five-engine figures: four-engine figures exclude Google AI Overviews; five-engine figures add the 70 overviews that appeared (358 answers).
- Citation share: the brand's own-site citations divided by all 2,542 four-engine citations (shown on the brand profiles).

LIMITATIONS

- Measured on one day, October 21, 2026.
- Stored answer text is capped at 4,000 characters, and brands after the cap count only if the entity extractor listed them.
- Questions 3 and 7 name two brands each, so Coinbase, Kraken, Ledger and Trezor counts include up to 12 answers each that name them by construction.
- "Gemini" counts the Gemini exchange. No answer referred to Google Gemini by that name.
- Binance.US includes answers that name the global Binance exchange (43 answers name Binance without ".US", and 35 name Binance.US).
- AI Overviews were captured on desktop in one U.S. location and may differ by device and location.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

11

FREQUENTLY ASKED QUESTIONS

Frequently asked questions

Q1 What is the Crypto AI Visibility Index 2.0?

A 5W research report that measures which crypto and digital-asset brands AI engines name when U.S. buyers ask about exchanges, ETFs, wallets, stablecoins and bitcoin-native services. Version 2.0 ranks the top 25 brands by how often ChatGPT, Claude, Gemini and Perplexity named them across 288 answers, and adds 70 Google AI Overviews.

Q2 What is new in version 2.0 compared with the first edition?

Version 2.0 reports measured counts and 95% intervals instead of estimated citation share, uses 24 questions run three times on four engines plus Google AI Overviews, and lists exact model settings. It supersedes the first edition, and the two should not be compared.

Q3 How was AI visibility measured?

5W asked 24 buyer questions three times each on ChatGPT, Claude, Gemini and Perplexity on October 21, 2026, and counted the answers that named each brand. The methodology section lists the models, settings, metric definitions and all 24 questions.

Q4 Why does AI visibility matter for crypto brands?

When a buyer asks an AI engine where to buy crypto, the answer names a handful of brands. The index shows which brands are named, which sources the engines cite and how the engines differ, so a brand can see where it stands.

Q5 Can 5W run a Generative Engine Optimization program for my crypto brand?

Yes. 5W's GEO practice is described at 5wpr.com/practice/geo-optimization.

146 of 288

answers named Coinbase

86

brands named across the study

70 of 72

Google searches showed an AI Overview

12

ABOUT 5W

About 5W

Q1 Who we are

5W is an independent PR, creative and GEO agency founded in 2003, headquartered in Florida with a second office in New York. It does all its work in house, including media, site building and content. 5W combines public relations, digital marketing, Generative Engine Optimization (GEO) and proprietary AI visibility research to help brands grow their presence in ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews.

Q2 Recognition and clients

5W has been named a top U.S. PR agency by O'Dwyer's, named Agency of the Year in the American Business Awards, honored as a Top Place to Work in Communications in 2026 by Ragan, and named to the Digiday WorkLife Employer of the Year list. Clients span Beauty & Fashion, Consumer Brands, Entertainment, Food & Beverage, Health & Wellness, Travel & Hospitality, Technology and Nonprofit, along with Corporate Communications, Reputation Management, Public Affairs, Crisis Communications and Digital Marketing.

Q3 Contact

info@5wpr.com · 212.999.5585 · www.5wpr.com · This report: 5wpr.com/research/crypto-ai-visibility-index-2026 · 5W research: 5wpr.com/research · GEO practice: 5wpr.com/practice/geo-optimization

A

APPENDIX

The 24 questions

Questions 1–12 are the study's core questions. Questions 13–24 are added neutral buyer questions.

#	QUESTION	SUBCATEGORY	SOURCE
01	What is the best crypto exchange for beginners in the US?	US centralized exchanges	CORE QUESTION
02	Which crypto exchanges have the lowest fees?	US centralized exchanges	CORE QUESTION
03	Coinbase vs Kraken: which is better?	US centralized exchanges	CORE QUESTION
04	What is the easiest app to buy bitcoin?	Brokerage and fintech crypto apps	CORE QUESTION
05	What is the best spot bitcoin ETF?	Spot bitcoin ETFs	CORE QUESTION
06	What is the best hardware crypto wallet?	Hardware wallets	CORE QUESTION
07	Ledger vs Trezor: which should I choose?	Hardware wallets	CORE QUESTION
08	What is the best self-custody wallet for Ethereum and DeFi?	Software and web3 wallets	CORE QUESTION
09	Which stablecoin is the most regulated?	Stablecoins	CORE QUESTION
10	How can I hold bitcoin in an IRA?	Crypto IRAs	CORE QUESTION
11	Which platforms offer crypto staking in the US?	US centralized exchanges	CORE QUESTION
12	What are the best institutional crypto custodians?	Institutional custody	CORE QUESTION
13	Which brokerage apps let you buy crypto alongside stocks?	Brokerage and fintech crypto apps	ADDED, NEUTRAL
14	Which payment apps let you buy and sell bitcoin in the US?	Brokerage and fintech crypto apps	ADDED, NEUTRAL
15	What should I look for in a hardware wallet for long-term bitcoin storage?	Hardware wallets	ADDED, NEUTRAL
16	What is the best mobile crypto wallet for beginners?	Software and web3 wallets	ADDED, NEUTRAL
17	Which spot ether ETFs are available in the US?	Spot ether ETFs	ADDED, NEUTRAL
18	What are the lowest-fee spot ether ETFs?	Spot ether ETFs	ADDED, NEUTRAL
19	Which spot bitcoin ETFs have the lowest expense ratios?	Spot bitcoin ETFs	ADDED, NEUTRAL
20	Which services let you buy only bitcoin, with no other cryptocurrencies?	Bitcoin-only services	ADDED, NEUTRAL
21	What are the best apps for automatic recurring bitcoin purchases?	Bitcoin-only services	ADDED, NEUTRAL
22	Which stablecoins are safest to hold in the US?	Stablecoins	ADDED, NEUTRAL
23	Which companies provide qualified crypto custody for funds and financial advisors?	Institutional custody	ADDED, NEUTRAL
24	Which crypto IRA providers have the lowest fees?	Crypto IRAs	ADDED, NEUTRAL



5W PUBLIC RELATIONS • RESEARCH

Crypto AI Visibility Index 2.0

Measured October 21, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

EMAIL

info@5wpr.com

PHONE

212.999.5585

RESEARCH

5wpr.com/research

