Aurora Biomarketing

SOURCE INTELLIGENCE FOR LIFE SCIENCE MARKETERS

Aurora AI Source Intelligence Industry Report

Understand which scientific publications, supplier content, editorial platforms, and directories AI cites across 15 life science product categories—and how those patterns vary by buying journey stage and AI model. Use this intelligence alongside existing industry and customer insights to inform content development, scientific communications, media planning, and marketing strategy.

THE OPPORTUNITY

Do you know where AI gets its answers?

AI-generated answers draw on scientific journals, supplier content, industry media, directories, and other sources. Their relative importance varies by product category, buying journey stage, and AI model. Industry-wide averages alone cannot show where your product category stands.

15
Product categories

5
Buying journey stages

4
AI models studied

COMPREHENSIVE INDUSTRY INTELLIGENCE

The questions the report helps answer

- Which sources does AI cite most often in each product category?
- How does the source mix shift across the five buying journey stages?
- Which supplier content types appear at different stages?
- Which journals, publishers, and third-party platforms rank highest?
- How do citation patterns differ by AI model?
- Where does your product category differ from industry-wide averages?

BUYING JOURNEY PERSPECTIVE

Problem Definition · Workflow Evaluation · Technology Evaluation · Supplier Evaluation · Supplier Selection

FROM CITATION DATA TO MARKETING INTELLIGENCE

A deeper view of all 15 product categories

SOURCE INTELLIGENCE

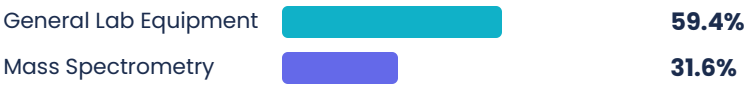
- Source mix by product category and stage
- Supplier content types, in aggregate
- Ranked journals, publishers, and platforms
- Citation patterns by AI model

STRATEGIC APPLICATIONS

- Identify content opportunities by buying journey stage
- Inform scientific publication and media planning
- Evaluate product category-specific source patterns
- Identify differences that warrant further investigation

RESEARCH FINDING

Supplier-owned content as a share of classified AI citations



AI citation patterns differ substantially across life science product categories. Industry-wide averages can obscure these important differences.

DELIVERABLES

What you receive

01 Industry-wide findings
Source patterns, stage shifts, and implications.

02 All 15 product category profiles
Source analysis by stage and AI model.

03 Ranked source intelligence
Named journals, publishers, and platforms.

04 Content development priorities
Content and media considerations by stage.

05 Prompt library and data tables
The 380-prompt library and aggregate tables.

06 Research methodology
Scope, taxonomy, design, and limitations.

How it fits with the Benchmark. The Industry Report shows what AI cites across product categories. Supplier-level findings are part of the separately sold Aurora AI Discoverability Benchmark.

AURORA ADVANTAGE

Purpose-built life science research, interpreted through a commercial strategy lens.

Discover what AI cites in your product categories.
aurorabiomarketing.com/contact-us/

Research note. Findings are based on observed citation patterns in a defined sample of AI-generated answers. They do not measure buyer behavior, establish marketing causation, or predict future AI citations.