

AI TRAFFIC

Performance and attribution report

2026-10-21 to 2026-10-21

Overview

AI TRAFFIC

15

Attributable visits

TRAFFIC SHARE

6.3%

15 / 238 visits

TOP PLATFORM

ChatGPT

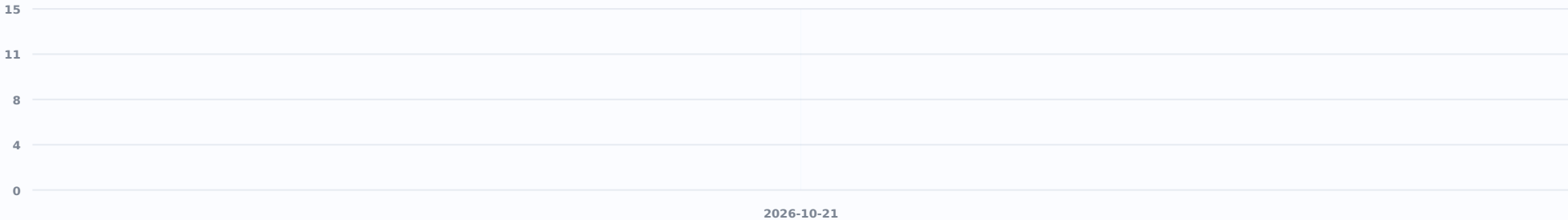
9 visits

PLATFORMS DETECTED

4

Recognized AI sources

Evolution



Executive summary

TRAFFIC LEADER

ChatGPT

60.0% of attributable AI visits

BEST GOAL PERFORMANCE

ChatGPT

22.2% goal completion rate

RECOMMENDED FOCUS

Strengthen the landing pages and goals performing well for ChatGPT.

AI performance by platform

Platform	Visits	Previous	Change	Conversions	Rate	Value
ChatGPT	9	42	-78.6%	2	22.2%	10.08 EUR
Perplexity	4	19	-78.9%	0	0.0%	-
Claude	1	9	-88.9%	0	0.0%	-
Gemini	1	6	-83.3%	0	0.0%	-

Top landing pages from AI

Landing Page	Top Platform	AI Visits	Conversions	Rate	Value
/pricing	ChatGPT	8	2	25.0%	10.08 EUR
/products/privacy-dashboard	ChatGPT	6	0	0.0%	-
/blog/analytics-without-cookies	ChatGPT	1	0	0.0%	-

AI conversions by goal

Goal	Platform	Conversions	Value
Newsletter signup	ChatGPT	1	-
Trial started	ChatGPT	1	10.08 EUR

AI automation monitor

0

NEW PLATFORMS

First detected during this period

4

DETECTED ANOMALIES

Sensitivity: 50%

Disabled

DAILY ALERT DIGEST

Relevant AI changes

PLATFORM	SIGNAL	CURRENT VISITS	PREVIOUS VISITS	CHANGE
ChatGPT	Historical anomaly	9	42	-78.6%
Perplexity	Historical anomaly	4	19	-78.9%
Claude	Historical anomaly	1	9	-88.9%
Gemini	Historical anomaly	1	6	-83.3%

Channel comparison

CHANNEL	VISITS	SHARE OF ALL VISITS
AI traffic	15	6.3%
Search	91	38.2%
Social	36	15.1%
Direct	70	29.4%

Attribution quality & setup (3/4)

OBSERVABLE DETECTION MIX

Referring domain 0 | 0.0%

Recognized UTM source 0 | 0.0%

Session-attributed goal completions 2

Direct traffic caveat: 70 | 29.4%
Some AI tools remove referral information. Those visits may appear as Direct, but Analyzati does not relabel them as AI without a verifiable signal.

CONFIGURATION STATUS

[!] Current tracker
Install or reload the latest tracking script.

[OK] Identifiable AI visits
Recognized AI signals exist in this period.

[OK] Active goals
3 active goals

[OK] Goals with value
2 valued goals