YOUR AGENCY LOGO

AI Referral Report for www.example.com

Prepared by Your Agency Name · Sep 8 to Oct 7, 2026 · Goal: Quote request sent

Sample data

Sample data. This report uses sample data for a fictional website (www.example.com). It is not a real customer. The agency name, logo box, color and footer show where your own branding goes.

Visitors	AI referrals (people)	AI conversions	AI conversion rate
6,014	**606**	**26**	**4.3%**
people, not bots	visits sent by an AI assistant	goal: Quote request sent	whole site: 1.9%

1 Which AI assistants sent visitors

Sample data

606 AI referrals, Sep 8 to Oct 7, 2026

ChatGPT	**310**	51%
Perplexity	**175**	29%
Google Gemini	**61**	10%
Microsoft Copilot	**37**	6%
Claude	**23**	4%

2 Which landing pages received them

Sample data

Top AI landing pages: 429 of 606 AI referrals

`/services/water-heaters/`	**164**
`/pricing/`	**115**
`/blog/how-long-does-a-water-heater-last/`	**84**
`/`	**66**

3 What converted

Sample data

Goal: Quote request sent

ASSISTANT	VISITS	CONVERSIONS	RATE
Perplexity	175	14	8%
ChatGPT	310	9	2.9%
Google Gemini	61	2	3.3%
Claude	23	1	4.3%
Microsoft Copilot	37	0	0%

ChatGPT sent the most AI visitors (310). Perplexity visitors converted at the highest rate (8% against 2.9% for ChatGPT).

Your footer text goes here. AI crawler activity detected by the tracking script is reported separately (1,193 page fetches, bots, not visitors) and is not counted in these numbers.

Sample data for a fictional website. Built from the AppWT Analytics demo: appwt.app/demo/