Your AI search visibility guide

AI search visibility report · Built with Datapipe

Oct 9, 2026 - Nov 5, 2026

Visits from AI assistants, and how often AI answers mention and cite you, in one report. A page whose data source isn't added shows how to add it.

Explore the report

01 Summary
The headline numbers from both data sources.

02–05 AI assistant visits
Sessions, channel share, landing pages and key events from ChatGPT, Perplexity, Gemini, Copilot and Claude, from Google Analytics.

06 AI answer visibility
Brand mention rate, your site's citation rate and share of voice for each tracked prompt, from your AI answer tracker.

07 Cited domains
The sites AI answers cite for your tracked prompts, including your own.

Use your own data

1 Add Google Analytics as a data source in Datapipe.
Add your AI answer tracker too.

2 Create this dashboard.
Choose a data source for each part, then authorize Google Sheets.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

AI assistant visits are Google Analytics sessions whose session source is an AI assistant. Some AI apps send visits without a referrer, which count as Direct, so the real number can be higher.

Prompt runs come from your AI answer tracker. Mentions and citations describe each run's answers, so they don't add up to unique brands or sites.

Google Analytics data can take a day to settle. Prompt run dates use UTC.

Sample data · 8 August–5 November 2026.

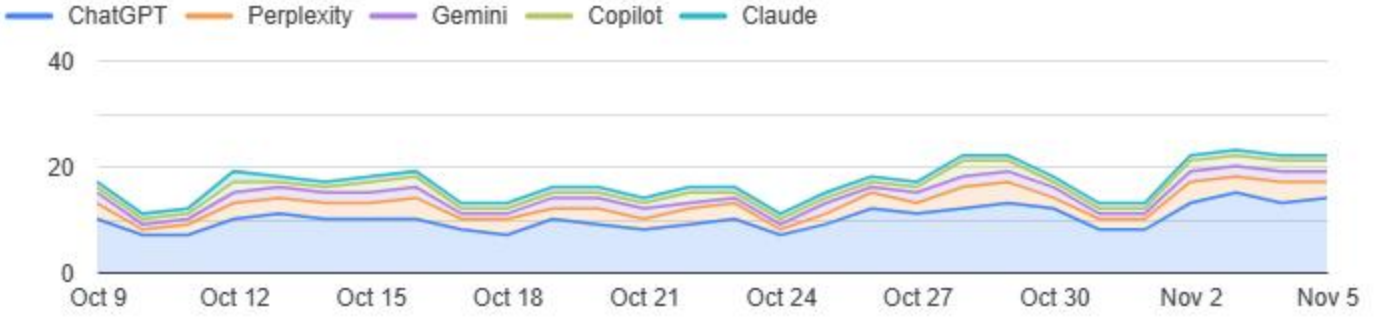
AI search summary

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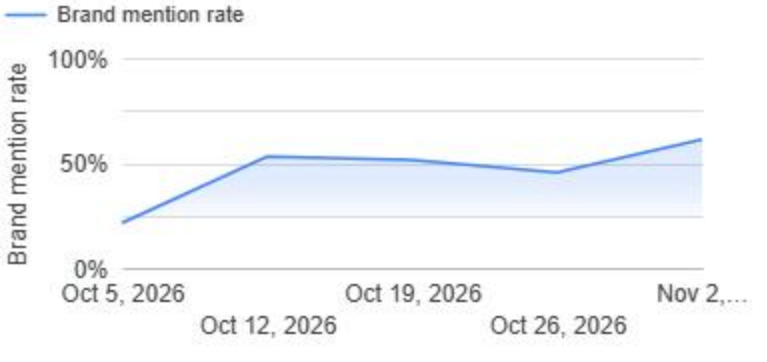
Oct 9, 2026 - Nov 5, 2026

AI assistant sessions	AI share of sessions	AI assistant key events	Sessions
473	3.26%	34	14,517
↑ 53.6% from previous 28 days	↑ 0.84% from previous 28 days	↑ 100.0% from previous 28 days	↑ 13.8% from previous 28 days

AI assistant sessions by day



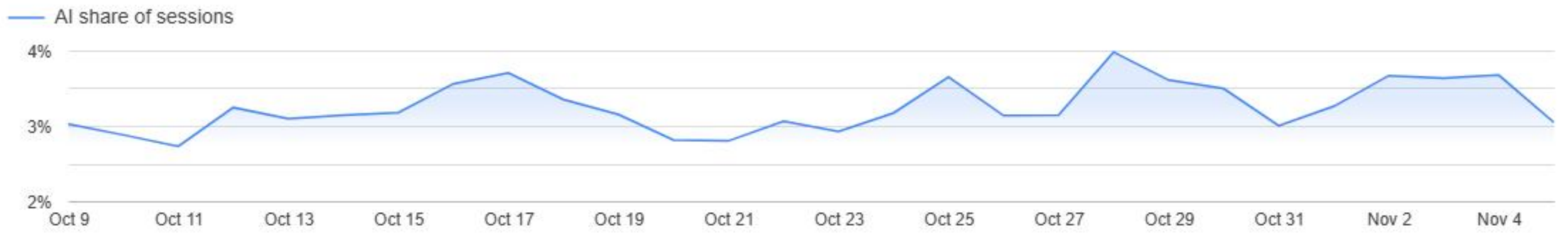
Brand mention rate by week



Prompt runs	Brand mention rate	Your site citation rate	Share of voice
130	48.46%	34.62%	8.79%
↓ -0.8% from previous 28 days	↑ 8.00% from previous 28 days	↑ 4.08% from previous 28 days	↑ 1.55% from previous 28 days

Engaged sessions	Engagement rate	Session key event rate	Sessions with a key event
314	66.38%	6.13%	29
↑ 57.0% from previous 28 days	↑ 1.45% from previous 28 days	↑ 1.59% from previous 28 days	↑ 107.1% from previous 28 days

AI share of sessions by day



AI assistant visits are Google Analytics sessions whose session source is an AI assistant, such as ChatGPT, Perplexity, Gemini, Copilot or Claude. Prompt runs come from your AI answer tracker: brand mention rate is the share of runs whose answers mention the brand, and share of voice compares brand mentions with competitor mentions.

AI assistant visits

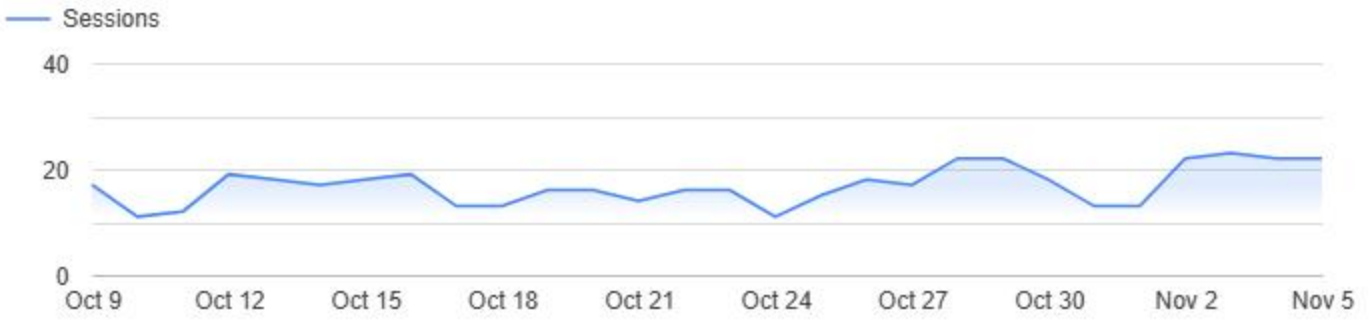
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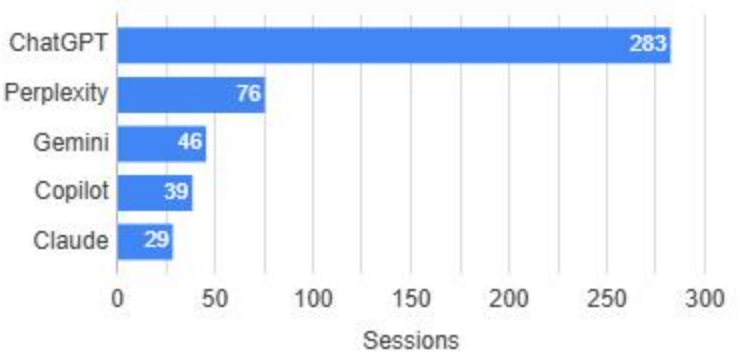
Sessions	Engagement rate	Views	Key events
473	66.38%	1,292	34
↑ 53.6% from previous 28 days	↑ 1.45% from previous 28 days	↑ 52.2% from previous 28 days	↑ 100.0% from previous 28 days

Engaged sessions	Sessions with a key event	Session key event rate	Bounce rate
314	29	6.13%	33.62%
↑ 57.0% from previous 28 days	↑ 107.1% from previous 28 days	↑ 1.59% from previous 28 days	↓ -1.45% from previous 28 days

AI assistant sessions by day



Sessions by AI assistant



	AI assistant	Sessions ▾	Engaged sessions	Engagement rate	Views	Key events
1.	ChatGPT	283	186	65.72%	772	24
2.	Perplexity	76	53	69.74%	209	6
3.	Gemini	46	32	69.57%	124	1
4.	Copilot	39	23	58.97%	106	1
5.	Claude	29	20	68.97%	81	2

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Google Analytics sessions whose session source is an AI assistant, grouped by assistant. Rates use totals. Key events follow your Google Analytics setup; they are not automatically purchases. Comparisons use equal periods.

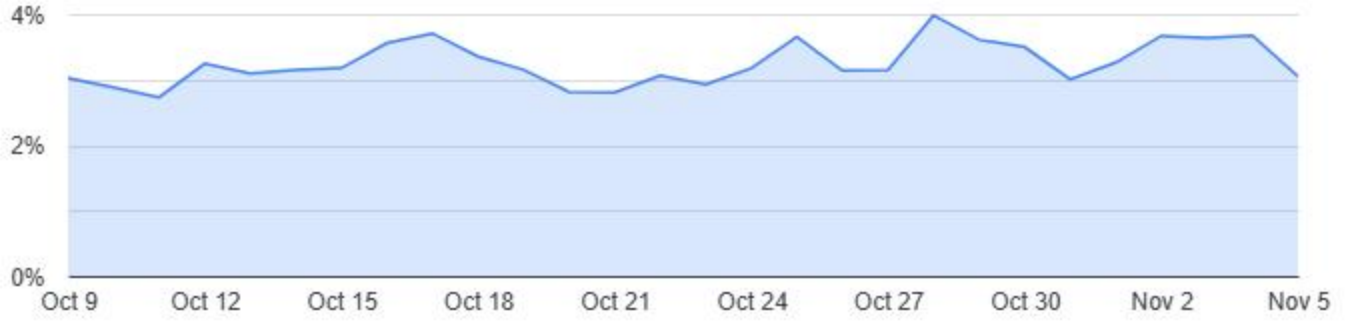
AI assistants and other channels

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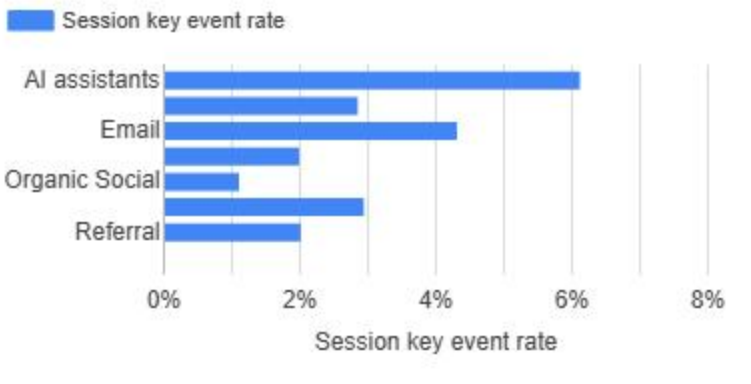
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Sessions	AI assistant sessions	AI share of sessions	AI assistant key events
14,517	473	3.26%	34
↑ 13.8% from previous 28 days	↑ 53.6% from previous 28 days	↑ 0.84% from previous 28 days	↑ 100.0% from previous 28 days

AI share of sessions by day



Session key event rate by traffic group



Sessions and key events by traffic group

	Traffic group	Sessions ▾	Engagement rate	Sessions with a key event	Session key event rate	Key events
1.	Organic Search	7,189	61.26%	144	2%	200
2.	Direct	3,631	55.05%	104	2.86%	122
3.	Paid Search	1,558	50.45%	46	2.95%	53
4.	Referral	691	60.06%	14	2.03%	21
5.	Email	509	66.4%	22	4.32%	23
6.	AI assistants	473	66.38%	29	6.13%	34
7.	Organic Social	358	45.25%	4	1.12%	5
8.	Unassigned	108	32.41%	0	0%	0

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Every Google Analytics channel. Sessions from AI assistants are moved out of their usual channel (most often Referral) into AI assistants, so the totals still match Google Analytics. AI share of sessions = AI assistant sessions ÷ all sessions.

AI landing pages

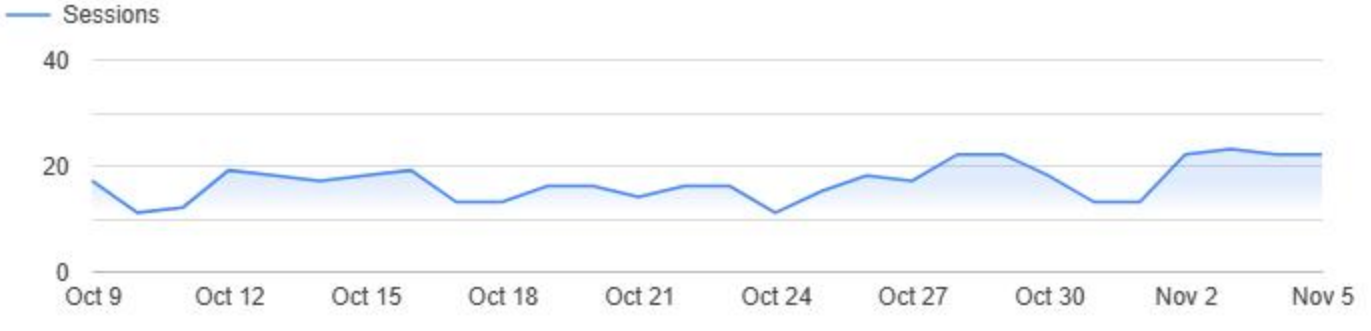
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AI assistant

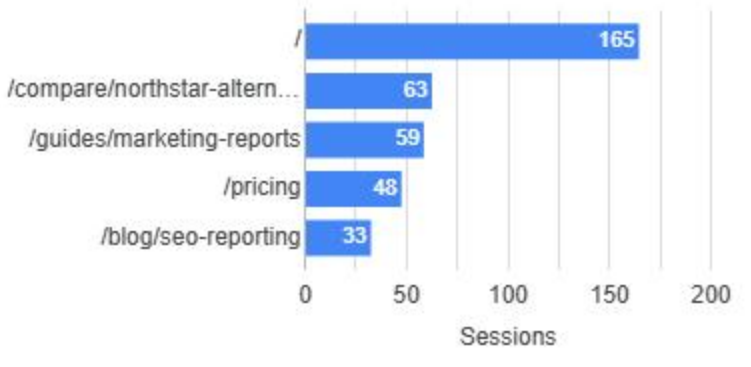
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Sessions	Engaged sessions	Sessions with a key event	Key events
473	314	29	34
↑ 53.6% from previous 28 days	↑ 57.0% from previous 28 days	↑ 107.1% from previous 28 days	↑ 100.0% from previous 28 days

AI assistant sessions by day



Top 5 landing pages by sessions



	Landing page	Sessions ▾	Engaged sessions	Sessions with key event	Engagement rate	Key events	Session key event rate
1.	/	165	97	8	58.8%	9	4.85%
2.	/compare/northstar-altern...	63	41	6	65.1%	8	9.52%
3.	/guides/marketing-reports	59	44	1	74.6%	2	1.69%
4.	/pricing	48	29	6	60.4%	6	12.50%
5.	/blog/seo-reporting	33	28	0	84.8%	0	0.00%
6.	/templates/ga4	28	22	3	78.6%	4	10.71%
7.	/features	25	18	1	72.0%	1	4.00%
8.	/integrations	22	14	3	63.6%	3	13.64%
9.	/templates/search-console	20	12	1	60.0%	1	5.00%
10.	/blog/organic-traffic	7	6	0	85.7%	0	0.00%
11.	/blog/ctr-analysis	3	3	0	100.0%	0	0.00%

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Sessions from AI assistants only. A landing page is where the visit started; rates use session totals. Key events follow your Google Analytics setup.

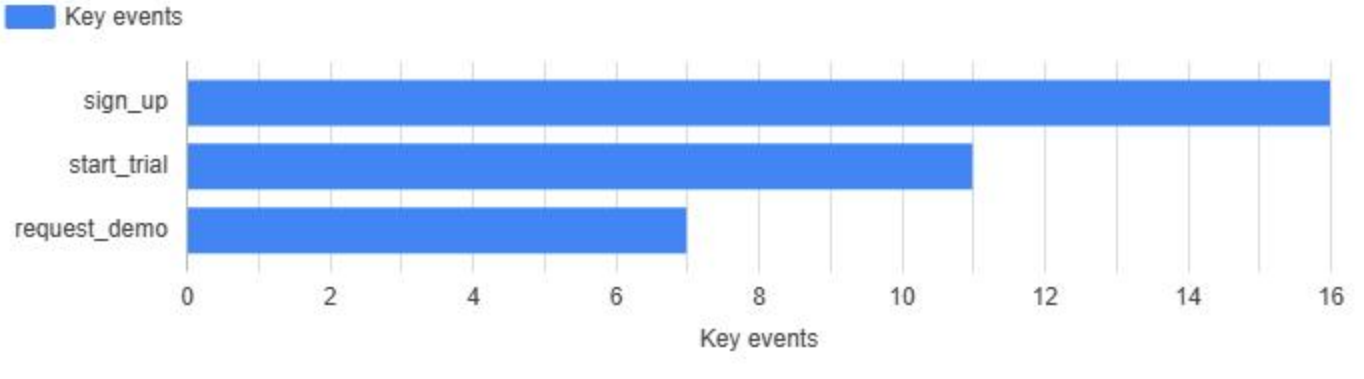
AI key events

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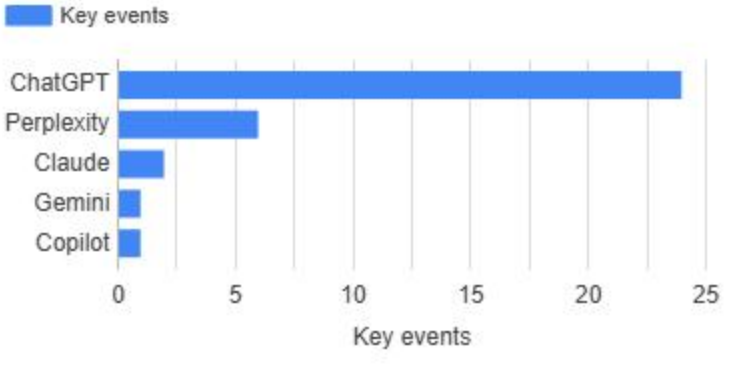
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Key events	Sessions with a key event	Session key event rate	Sessions
34	29	6.13%	473
↑ 100.0% from previous 28 days	↑ 107.1% from previous 28 days	↑ 1.59% from previous 28 days	↑ 53.6% from previous 28 days

Key events by event name



Key events by AI assistant



Key events by AI assistant and event

	AI assistant	Event name	Event count	Key events ▾
1.	ChatGPT	sign_up	11	11
2.	ChatGPT	start_trial	7	7
3.	ChatGPT	request_demo	6	6
4.	Perplexity	sign_up	3	3
5.	Claude	sign_up	2	2
6.	Perplexity	start_trial	2	2
7.	Copilot	start_trial	1	1
8.	Perplexity	request_demo	1	1
9.	Gemini	start_trial	1	1

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Key events from visits that started in an AI assistant, as set up in Google Analytics. A session with a key event counts once, however many key events it had.

AI answer visibility

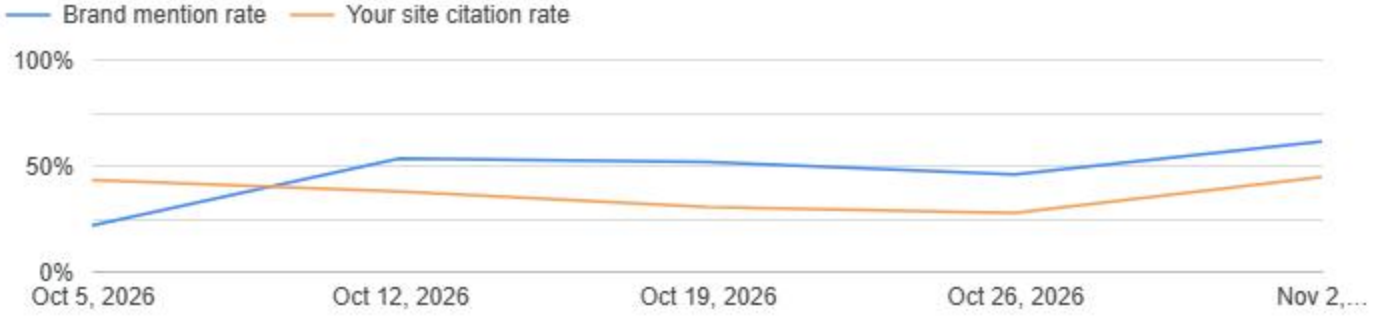
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Prompt

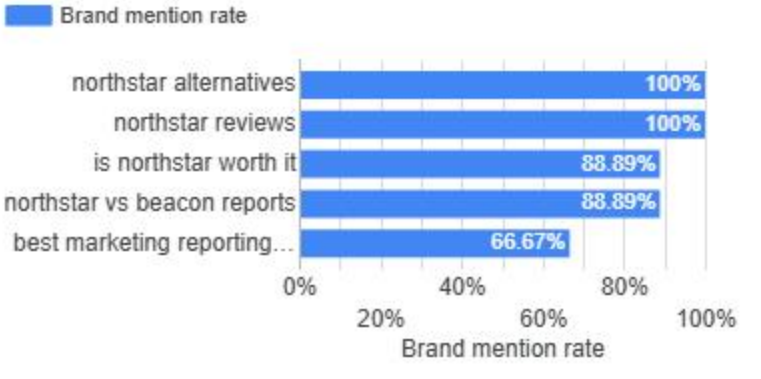
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Prompt runs	Brand mention rate	Your site citation rate	Share of voice
130	48.46%	34.62%	8.79%
-0.8% from previous 28 days	8.00% from previous 28 days	4.08% from previous 28 days	1.55% from previous 28 days

Brand mention and citation rates by week



Brand mention rate by prompt



Tracked prompts

	Prompt	Prompt runs	Brand mention rate	Your site citation rate	Competitor mentions	Citations
1.	how to combine search console and ga4 data	10	50%	10%	57	61
2.	how to build a monthly seo report	10	30%	40%	58	97
3.	best seo reporting dashboard	10	40%	30%	60	73
4.	northstar alternatives	10	100%	80%	22	95
5.	how to report on chatgpt traffic in ga4	9	22.22%	22.22%	57	68
6.	best free marketing report template	9	11.11%	22.22%	53	82
7.	how to automate client seo reports	9	22.22%	11.11%	54	69
8.	marketing dashboard software for agencies	9	11.11%	11.11%	51	64
9.	best tool to track ai search visibility	9	11.11%	11.11%	62	43
10.	best marketing reporting tool	9	66.67%	44.44%	53	89
11.	best data studio connector for ga4	9	33.33%	33.33%	53	85
12.	is northstar worth it	9	88.89%	44.44%	27	84
13.	northstar vs beacon reports	9	88.89%	55.56%	24	67

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Each prompt run asks AI models one tracked prompt. Brand mention rate = runs whose answers mention the brand ÷ prompt runs. Your site citation rate = runs that cite your domain ÷ prompt runs. Share of voice = brand mentions ÷ (brand + competitor mentions).

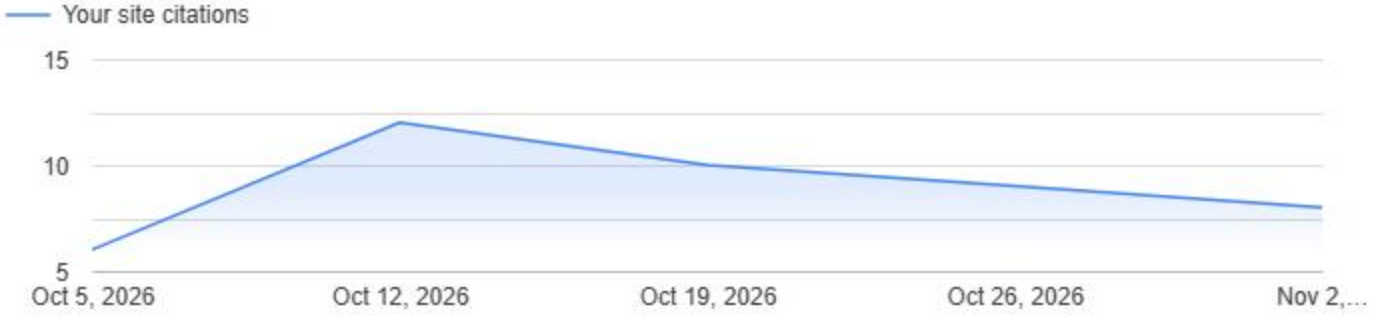
Cited domains

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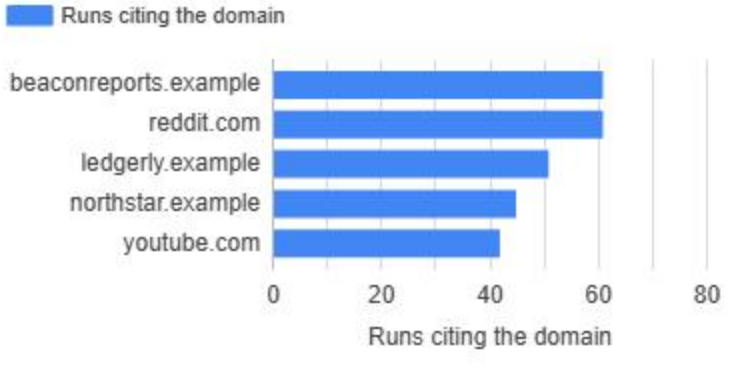
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Runs citing the domain	Unique cited domains	Your site citations	Your site share of citations
643	23	45	7.00%
-6.1% from previous 28 days	0.0% from previous 28 days	12.5% from previous 28 days	1.16% from previous 28 days

Citations of your site by week



Most-cited domains



Domains cited in AI answers

	Cited domain	Your site	Prompts citing it	Runs citing the domain
1.	reddit.com	No	14	61
2.	beaconreports.example	No	13	61
3.	ledgerly.example	No	13	51
4.	northstar.example	Yes	14	45
5.	youtube.com	No	14	42
6.	metricmill.example	No	14	40
7.	dashwise.example	No	13	40
8.	g2.com	No	14	37
9.	martechweekly.example	No	13	34
10.	seoinsider.example	No	13	25
11.	growthdigest.example	No	12	25
12.	capterra.com	No	13	21

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Domains cited in AI answers to your tracked prompts, from your AI answer tracker. Runs citing the domain counts each prompt run once per domain; Your site marks your own domain and its subdomains.