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State of AI Discovery Report

**What 6.77 Million LLM Sessions
Tell Us About the Future of Search**



By David Bell
Chief Product Officer

The largest AI traffic study Previsible has ever published covers:



6.77

million LLM
sessions

166

GA4
properties

19

months
of data*

**Nov 24 - May 2026*

**Total AI referral traffic
grew 9.9x in that window.**

But Google is still the center of gravity.

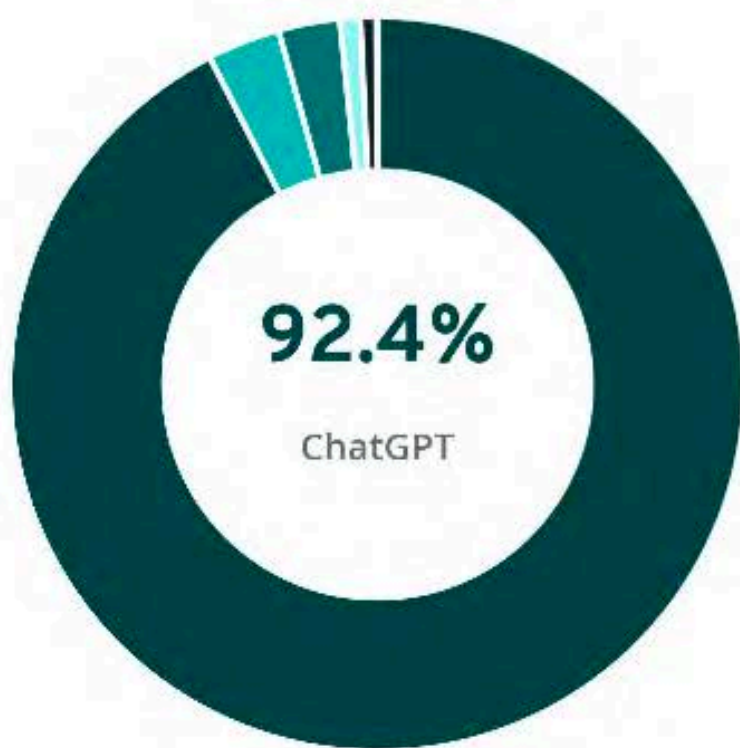
Its AI Overviews and AI Mode carry more AI-influenced discovery than every standalone assistant combined.

In good news? The future of search is unfolding inside the results page you already know.

ChatGPT leads the places people go to ask AI directly.

It carries 92.4% of trackable standalone referral traffic and is still climbing.

AI Source Share Total sessions By Source, Nov 2024 To May 2026



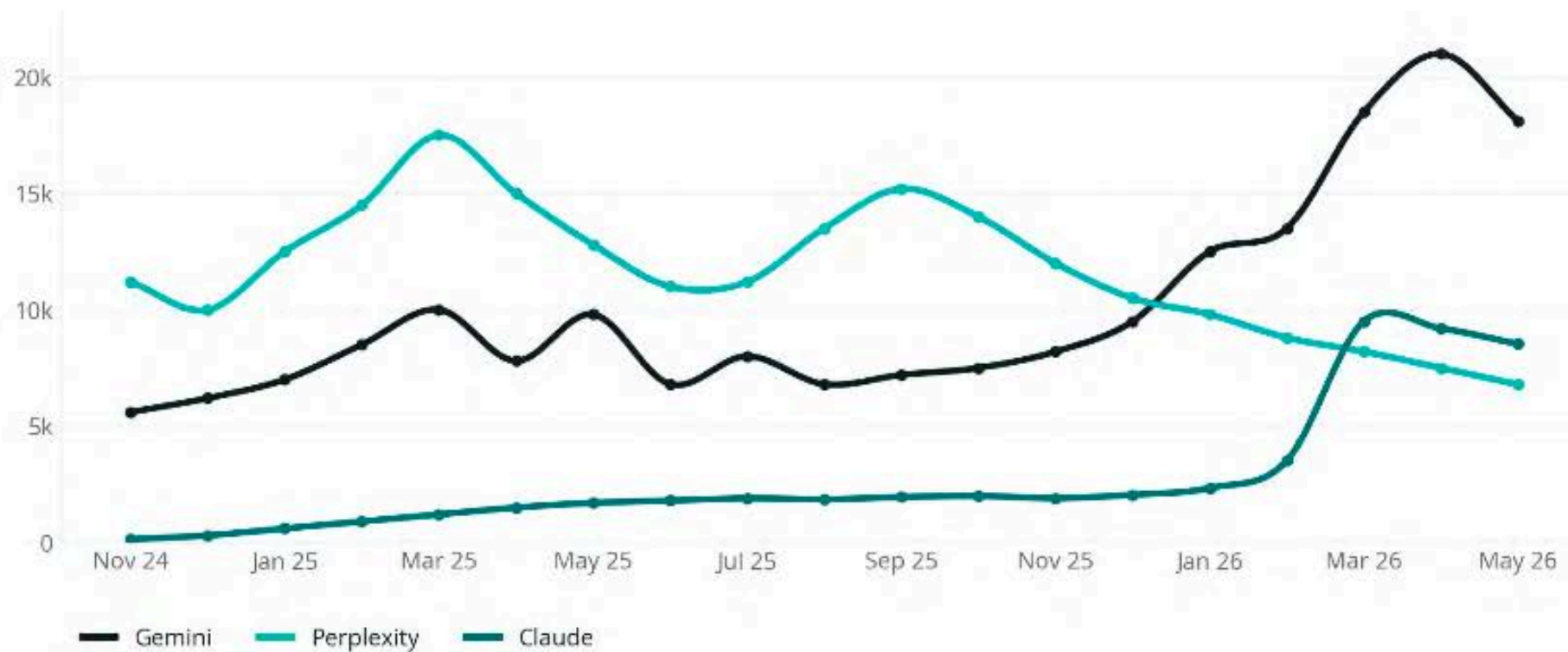
	SESSIONS	SHARE
ChatGPT	6,259,542	92.4%
Perplexity	219,277	3.2%
Gemini	182,036	2.7%
Copilot	62,977	0.9%
Claude	48,332	0.7%
Grok	2,593	0.04%

Claude has arrived.

It grew 64x and moved past Perplexity in March, and it shines with developers, technical buyers, and professional services.

Gemini vs. Perplexity vs. Claude

Monthly Referral Sessions, Nov To May 2026



Gemini is the steady companion, growing 3.2x with deep roots in Google's ecosystem.

Commerce is waking up,

with e-commerce AI traffic up 37x as shoppers arrive with intent already informed.

AI Penetration By Industry

AI/LLM Sessions As % OF Total Site Traffic, Dec 2024 To May 2026

INDUSTRY	DEC 2024	MAY 2026	GROWTH
E-Commerce	0.01%	0.37%	37x
Insurance	0.08%	1.51%	18.9x
Education	0.10%	0.54%	5.4x
Legal	0.15%	0.75%	5.0x
SMB	0.4%	1.71%	4.3x
SaaS	0.04%	0.17%	4.3x
Publisher	0.04%	0.11%	2.8x
Finance	0.56%	1.19%	2.1x
Other	0.27%	0.58%	2.1x
Health	0.23%	0.17%	0.7x
Ticketing	0%	0.02%	New

AI traffic penetration varies by vertical:

37x

E-commerce

18.9x

Insurance

5.4x

Education

5.0x

Legal

4.3x

SaaS

Health is the only vertical where AI penetration declined

Where to focus, in order:

- **Start inside Google.**
Become the source AI Overviews and AI Mode want to cite.
- **Win ChatGPT first,**
then expand outward to other LLMs.
- **Watch Claude now**
if you speak to technical or professional audiences,
because early positioning compounds.
- **Treat product pages as entry points,**
with clean, structured, comparison-ready data.
- **Make pricing transparent,**
so AI systems can summarize and recommend you confidently.
- **Measure by surface,**
tracking visibility and citations for Google's AI results, and
referral sessions for LLMs.
- **Track AI traffic by page type,**
not your site at large.

Join us

**Thursday, July 9th,
→ at 11:30 AM PT as we
share our findings live.**

