



Checklist by **Rampiq**

AI Traffic Measurement Playbook

What's inside:

- ★ Spot early effect of brand citations in AI platforms
- ★ Track and measure AI-driven traffic with ease
- ★ Optimize cited pages for higher conversions
- ★ Benchmark AI vs. organic and paid channels



Introduction

The complete checklist for tracking AI-driven website traffic

In 2025, AI technology has reshaped how audiences discover brands and content.

Searchers no longer have to compare blue links on search engine result pages. Their AI tool of choice (or AI features in search engines) does this and recommends brands tailored to the user's needs. If the searcher needs information, they get it right on the AI platform and only visit your website for further exploration.

This playbook empowers you with the proven tactics for measuring traffic your brand gets from AI-driven search.

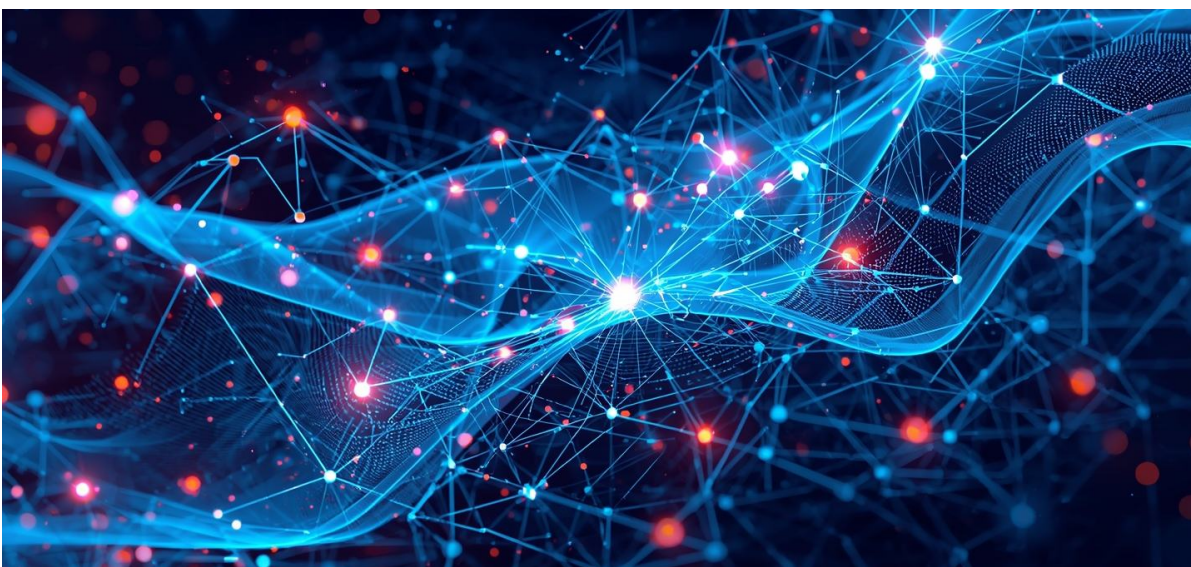
Why trust this playbook?

We have designed and executed AI Visibility strategies, and we publish the takeaways in our blogs:

- [How to optimize for ChatGPT](#)
- [How to grow AI visibility](#)
- [How to find out what ChatGPT knows about your brand](#)
- [How to get indexed and ranked in chatGPT](#)
- [The B2B Marketer's Guide to AI Search Optimization](#)

Here, we will focus on measuring AI traffic to:

- Detect early brand mentions in AI answers
- Understand visitor intent from AI-driven referrals
- Compare AI traffic quality against organic and paid channels
- Identify new growth opportunities ahead of competitors
- Optimize the pages AI already recommends



AI Traffic Sources List

To track traffic from AI sources, you should be looking at your referral traffic. Below is a maintained list of must-track referral session sources.

Platform / Domain (source)	Tracking Type (medium)	Why It Matters
chat.mistral.ai	Referral	Leading European AI chatbot with growing adoption
perplexity / perplexity.ai	Referral / (not set)	Fast-growing AI search rival to Google. Check referral or (not set)
app.edcafe.ai	Referral	Education-focused AI with high engagement
app.magicschool.ai	Referral	Teacher/educator-specific AI platform
app.peec.ai	Referral	AI-powered presentation and pitch creation
blackbox.ai	Referral	AI coding assistant targeting developers
chat.deepseek.com	Referral	Multilingual AI search/chat platform
chat.qwen.ai	Referral	AI assistant gaining traction in Asia
chatgpt.com	(not set) / Organic / Referral	The most recognized AI platform globally

copilot.cloud.microsoft	Referral	Enterprise productivity AI
copilot.microsoft.com	Referral	Public-facing Microsoft Copilot
felo.ai	Referral	AI news and research aggregator
gemini.google.com	Referral	Google's primary AI assistant
iask.ai	Referral	Q&A-style AI search engine
jobbright.ai	Referral	AI-powered career discovery
oo.ai	Referral	General-purpose AI chatbot
search.ai-pro.org	Referral	Niche AI search engine
claude.ai	Referral	Anthropic's enterprise-focused AI
openai.com	(not set)	OpenAI's main domain, sometimes without referrer data

Additional domains to add if they appear:

chat-gpt.org, quillbot.com, copy.ai, jasper.ai, aitastic.app, bnnngpt.com, writesonic.com, exa.ai

How to Track AI Traffic in Google Analytics 4

1. Create a dedicated channel group:

- Admin → Data display → Channel groups → Duplicate your default group
- Add a channel group called AI and map Source rules to these domains (include “referral,” “organic,” and “(not set)” variants)
- Position the new group above “Referral” in the list

2. Build a custom report:

- Filter by Default channel group = AI
- Add dimensions: Session source/medium, Landing page
- Add metrics: Sessions, Engaged sessions, Conversions, Revenue

3. In AgencyAnalytics:

- Create a dedicated dashboard and call it AI Traffic
- Add necessary widgets (traffic, landing pages, visited pages, etc)
- Add filters to traffic sources applying the source / medium data from the checklist



How to Turn AI Data into Action

- 1. Audit the cited page:** Confirm it's accurate, up to date, and optimized for conversion.
- 2. Replicate success:** If multiple AI tools cite the same content, create similar high-value pages.
- 3. Identify early movers:** New domains in referral data can signal platforms worth engaging with.
- 4. Benchmark performance:** Compare AI traffic against organic search for engagement and conversion rates.

Governance & Update Cycle

- ★ **Weekly:** Scan referral data for new AI domains and anomalies
- ★ **Monthly:** Add new domains, remove duplicates, update filters
- ★ **Quarterly:** Refresh dashboards and run an AI Visibility Audit to verify your brand is accurately represented

Content cited by AI is becoming as valuable as ranking #1 in Google.

Teams that track and optimize for AI traffic now will have a competitive advantage as AI-driven discovery accelerates in 2025.



Generative Engine Optimization (GEO) and AI Visibility Strategies are the future of digital growth in 2025.

By applying the practices in this playbook, your team can:

- Track AI-driven traffic with precision
- Spot early effects of brand mentions and benchmark AI vs. organic and paid traffic
- Optimize cited pages for higher conversions
- Stay ahead by monitoring the evolving AI Referral Landscape (2025)

Need Help with Your AI Visibility?

We've helped 60+ tech companies grow revenue by integrating SEO, GEO, and AI-driven marketing into their analytics stack. Now we're ready to help you.

What you'll get from this session:

- ★ A complimentary AI Platforms Visibility Audit
- ★ An expert review of your 2025 traffic & conversion goals
- ★ Clarity on what your strategy needs to succeed across AI platforms

**Book your AI audit
with Rampiq experts**