

The channel you rely on most is losing momentum:

Search Engines have delivered the majority of your traffic for the last two years. 70% of all sessions came from search. But that channel is being disrupted. After two years of steady decline, search-driven traffic is now 40% lower than it was in October 2024. This isn't a dip. It's a structural shift in how people find information.

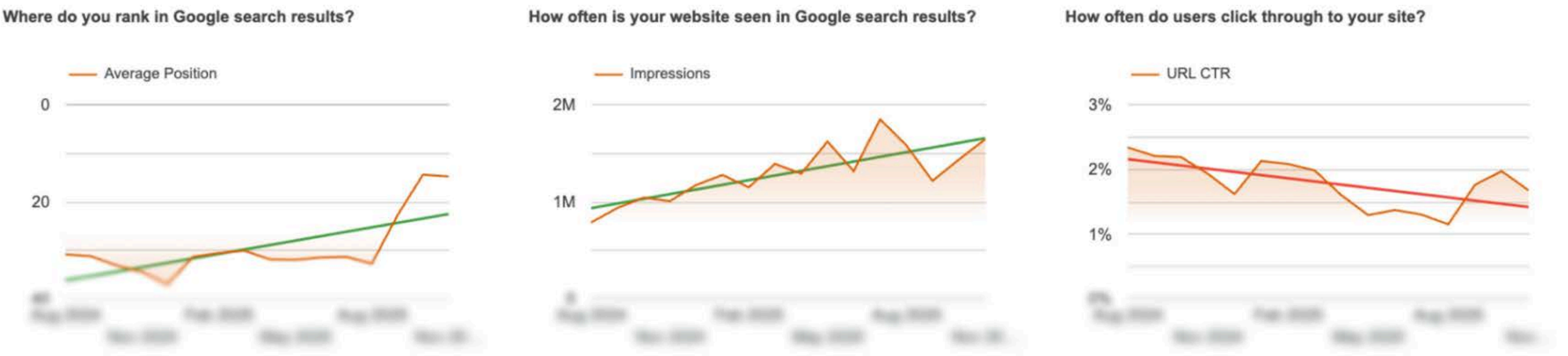
Organic traffic  
**70%**  
of total sessions

Organic traffic  
**- 25-50%**  
lower than 2024



You're ranking better than ever, but fewer people are clicking:

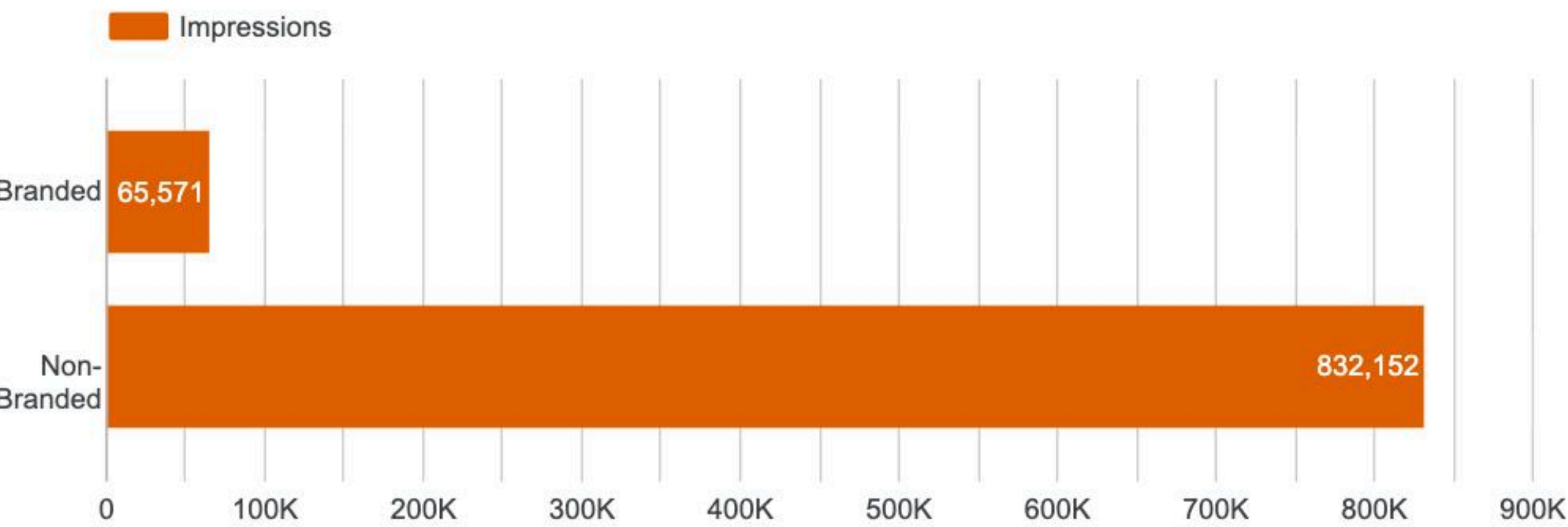
Your visibility in Google hasn't dropped. In fact, it's improved. Your average search position has risen from 32nd to 14th, and you appeared in 40% more search results last month than in October 2024. But the benefits stop there. Despite stronger rankings and higher visibility, the percentage of people clicking through to your website has fallen by 30%. This is because AI-generated overviews are answering their questions before they ever reach your site.



Nearly all of your discoverability relies on the part of search that is disappearing fastest:

Last month, you appeared in 40,000+ branded searches, showing your brand is easy to find when people look for you directly. The real exposure risk elsewhere: 80% of all your search impressions - around 800,000 - are non-branded. These are early-stage queries in which prospects explore problems, weigh options, and begin to shape their understanding of the market. This is exactly the part of search that's being hit hardest by AI. While branded CTR has risen, non-branded CTR has dropped by 30% year-on-year, showing how quickly AI-generated overviews are cannibalizing these impressions. In other words, nearly all of your discoverability relies on the part of search that is disappearing fastest. The question now is where this demand is going and how you can capture it.

What types of search did your content appear for?



Clicks from branded searches  
**+10-20%**  
higher than 2024

Clicks from non-branded searches  
**- 30-50%**  
lower than 2024



AI-driven traffic is rising fast:

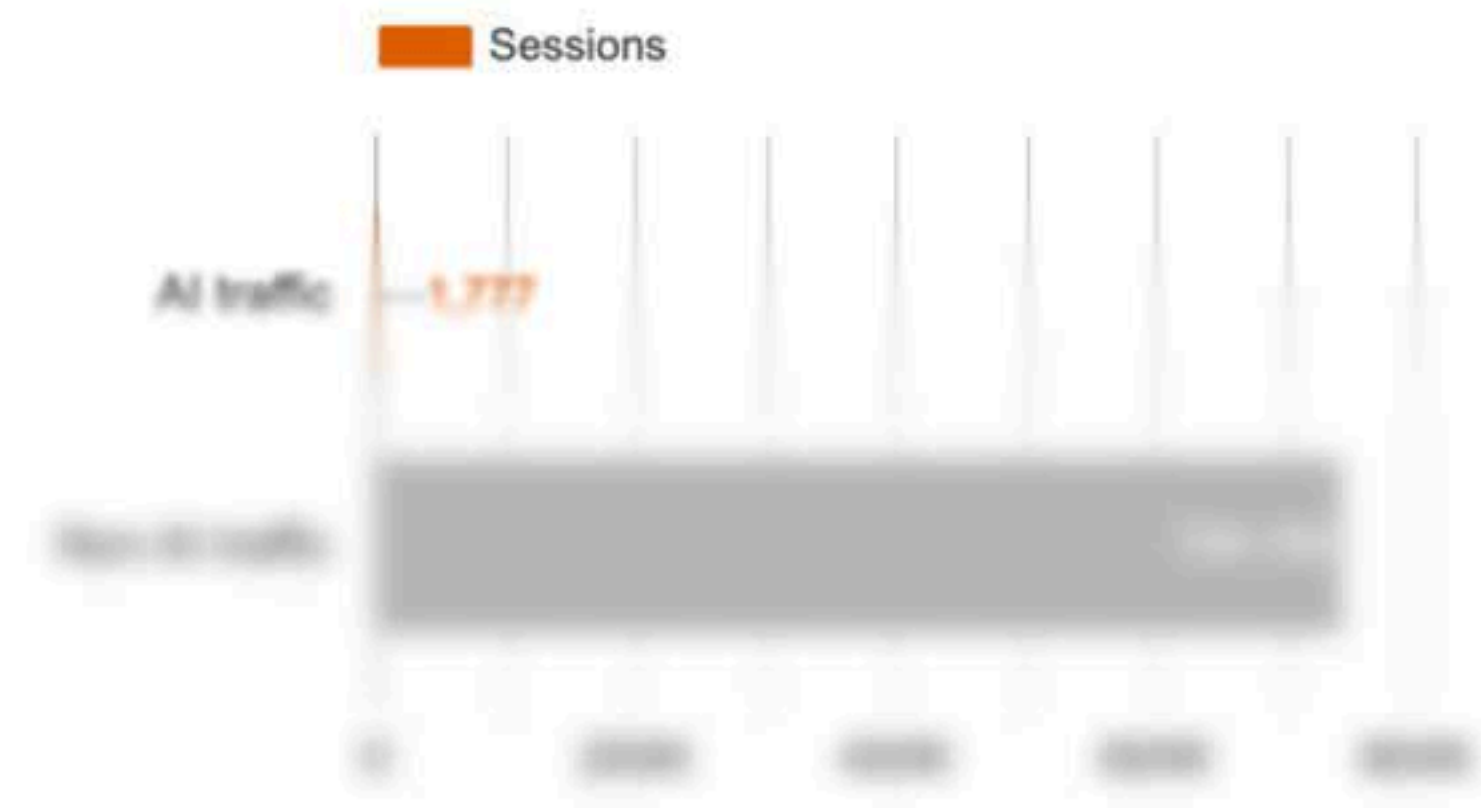
AI-referred traffic is still a small share of your overall sessions, just 0.4% today, but it's growing fast. In fact, AI-referred sessions were 175% higher than the same period in 2024.

Traffic from AI sources is accelerating rapidly. In October 2025, AI-referred sessions were 175% higher than the same period in 2024.

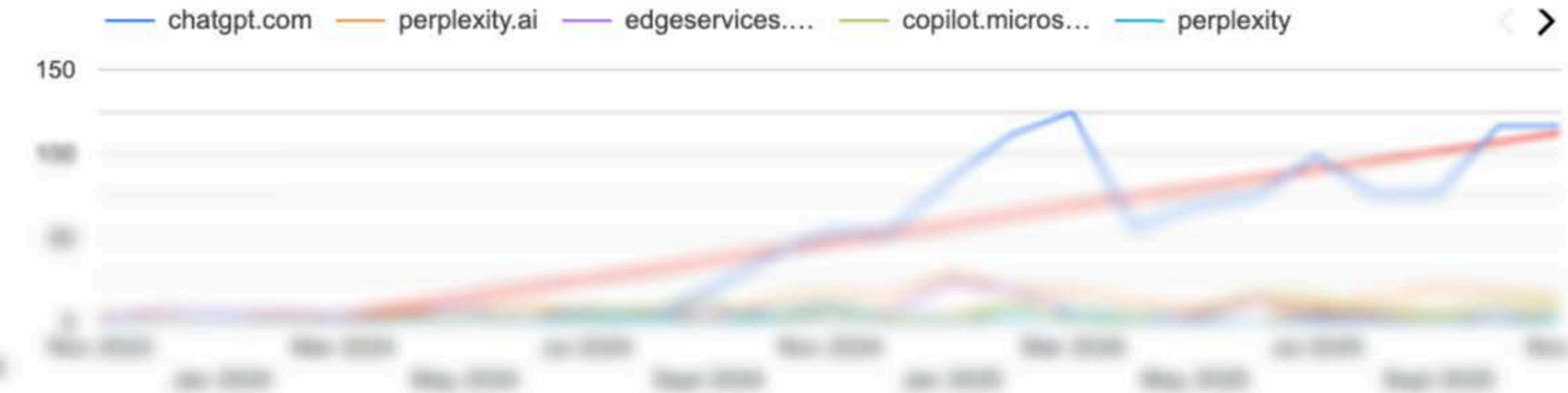
AI sessions  
0.4%  
of total sessions

AI sessions  
+ 500-800%  
higher than 2024

Where does your traffic come from?



Traffic arriving via AI platforms



AI-driven visitors show stronger engagement:

Every meaningful action a visitor takes, clicking a link, scrolling a page, expanding content, watching a video or starting a form, is recorded as an "event". These events are a reliable signal of how engaged someone is with your website.

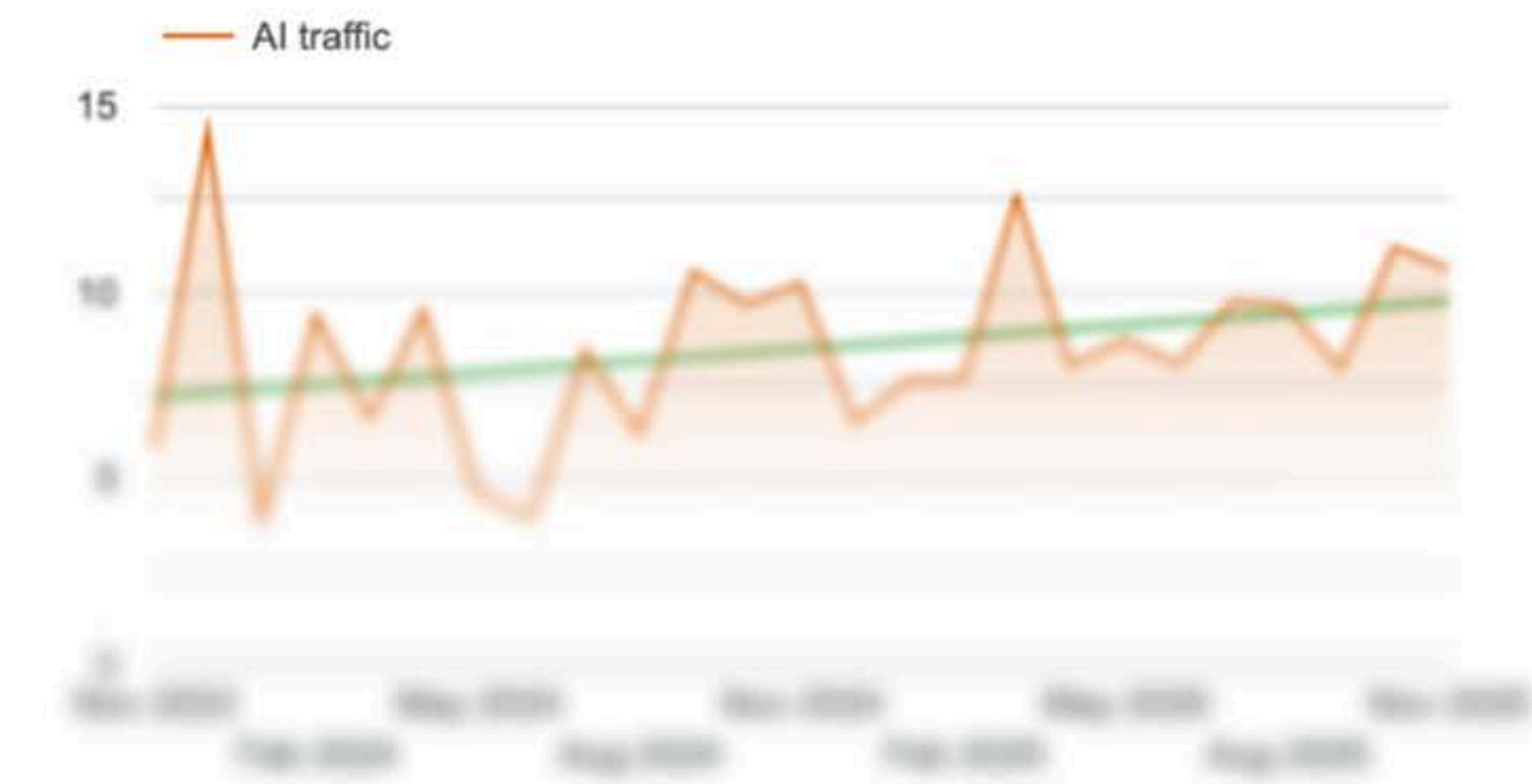
Visitors arriving via AI platforms are your second-most engaged audience, narrowly behind those referred from other websites.

Engagement levels among AI-driven visitors are also rising. They're up 16.1% compared to 2024 and have been increasing steadily for the last two years.

Events per session YTD vs 2024

Session type	Events per ...	% Δ
AI traffic	9.49	16.1% ↑
Referral	9.73	13.0% ↑
Email	9.95	9.0% ↑
Organic Search	9.41	-7.0% ↓
Direct	9.07	-9.0% ↓
Paid Search	7.19	-40.0% ↓
Organic Social	7.06	-33.0% ↓

Events per session over time



AI Events per user  
10

+ 20-40%  
higher than 2024

AI-driven visitors now convert at higher rates than traditional channels:

AI is your highest-converting channel: 66.5% of AI sessions result in a conversion. This is significantly higher than any other traffic source, with the next closest channel, referral, performing markedly lower (15.2%).

When we look specifically at form submissions, the contrast is even greater: 12 out of every 100 AI sessions result in a submission, compared with just 7 out of every 100 Organic Search sessions.

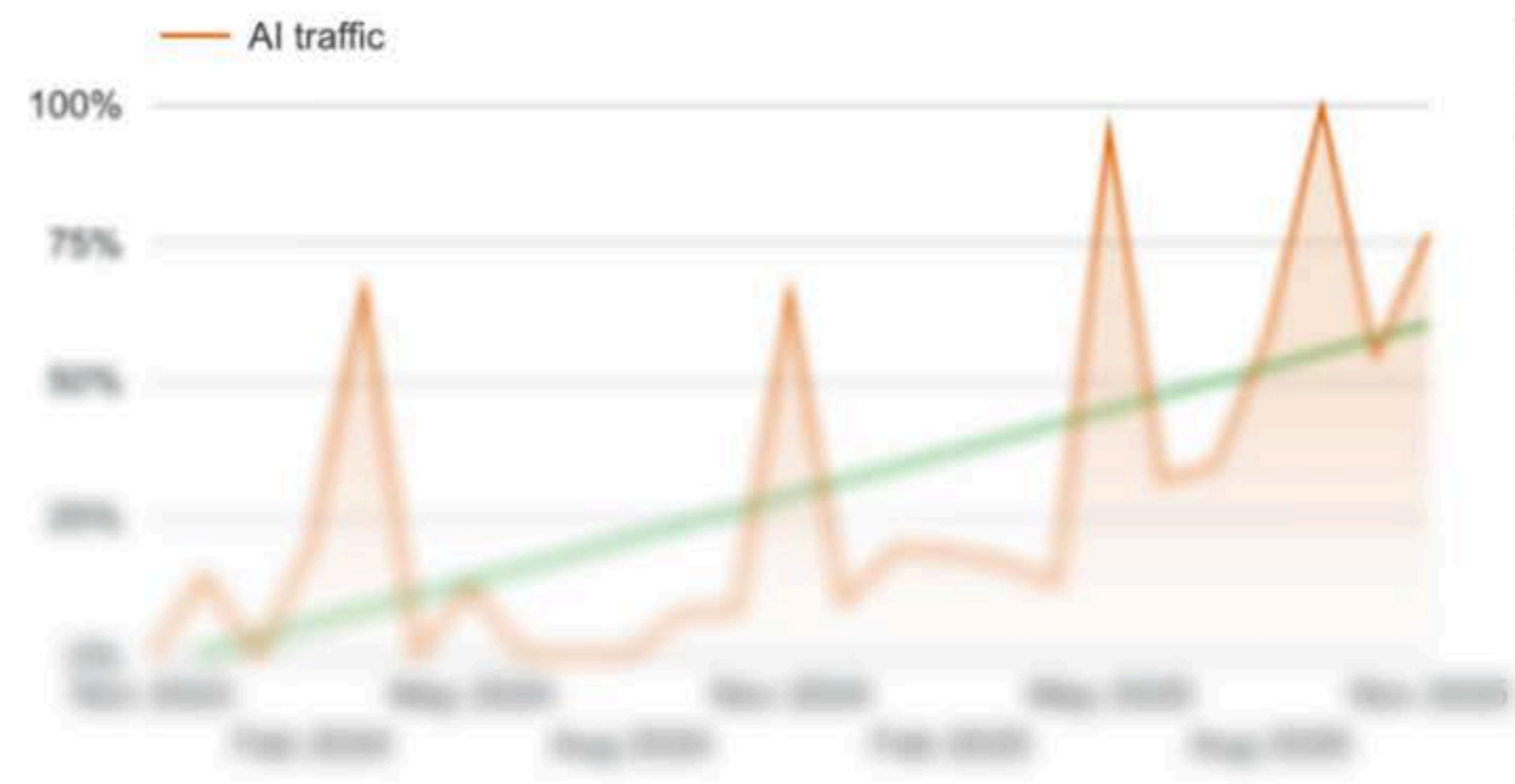
Over the last year, the percentage of sessions that include a conversion has fallen across every channel. By contrast, AI-driven sessions containing conversions have increased by 304%, a sharp and sustained rise.

AI-driven traffic is now your highest-converting channel and the one accelerating fastest. If you can increase your visibility within AI platforms and grow the volume of AI-referred visitors, you'll generate a stronger return than from any other channel.

AI session containing conversions YTD vs 2024

Session type	Sessions with conversions	% Δ
AI traffic	66.55%	304.5% ↑
Direct	5.72%	-17.8% ↓
Organic Search	5.98%	-27.8% ↓
Paid Search	7.08%	-
Organic Social	7.08%	-10.0% ↓
Referral	15.28%	-1.7% ↓
Email	16.26%	-10.0% ↓

AI session containing conversions



AI Sessions conversion rate  
66.5%

+ 300-500%  
higher than 2024