Perceptric

2026 report

AI Search Benchmark Report 2026

The public numbers on AI search use, lost clicks and cited sources, plus our own B2B citation data and 10 actions for your team.



perceptric.com

2026 edition

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01

CHAPTER ONE

Key findings

AI answers now reach billions of people each month, and they change who gets the click.

Six numbers that set the scene

What the numbers add up to

Your first step this week

Six numbers for 2026

2.5B+
Monthly users of Google AI Overviews

49%
US adults who use AI chatbots, up from a third in 2024

68.01%
US Google searches that ended without a click, January to April 2026

Sources: Google I/O keynote, May 2026. Pew Research Center, 2026. SparkToro with Similarweb data, 2026.

84%
AI citations that point to earned media, across 25M+ links

Source: Muck Rack, 2026

51%
B2B software buyers who start research with an AI chatbot more often than Google

Source: G2, 2026

50%
Citations that went to agency and vendor sites in our small B2B sample

Source: Perceptric analysis of Arrowsterr data, 2026

What the numbers add up to

Google AI Overviews reach over 2.5 billion people a month, the largest audience of any AI search feature in this report. Standalone chatbots still matter for B2B, because software buyers now start much of their research there.

Fewer searches end in a click, so a page that ranks well can still lose traffic. Pages that AI answers cite hold their clicks better than pages that are left out.

How to read this report
Each study uses its own sample and period. Compare numbers within one study, and use the ranges as a guide for your own tracking.

> **Most citations come from pages a brand does not own.**
> Perceptric, AI Search Benchmark Report 2026

In our own B2B sample, sellers' sites and "best of" listicles took most of the citations for one agency category.

Start here

Pick five questions a buyer would ask an AI tool about your category. Run them in ChatGPT and Google AI Mode today and write down every brand and source named.

02

CHAPTER TWO

How people use AI search in 2026

AI search is now a daily habit for a large share of adults. Google reaches the most people, and ChatGPT leads the standalone tools.

Google's AI features and their reach

Which chatbots US adults use

AI use next to search, and on phones

Which chatbots send traffic to websites

Google's AI features reach the largest audience

2.5B+
AI Overviews monthly active users

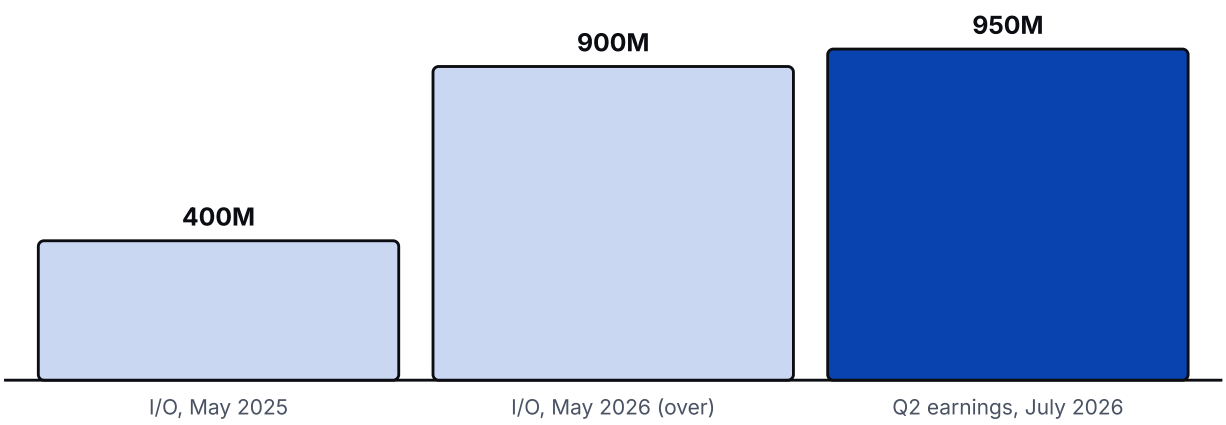
1B+
AI Mode monthly active users, about a year after launch

950M
Gemini app monthly active users, July 2026

Source: Google I/O 2026 keynote (May 2026) and Alphabet Q2 2026 earnings (July 2026).

AI Mode queries more than doubled every quarter after launch. The Gemini app grew from 400 million monthly users at the 2025 I/O to over 900 million by May 2026.

Gemini app monthly active users, millions



Source: Google I/O 2026 keynote and Alphabet Q2 2026 earnings, 2026.

Half of US adults use a chatbot

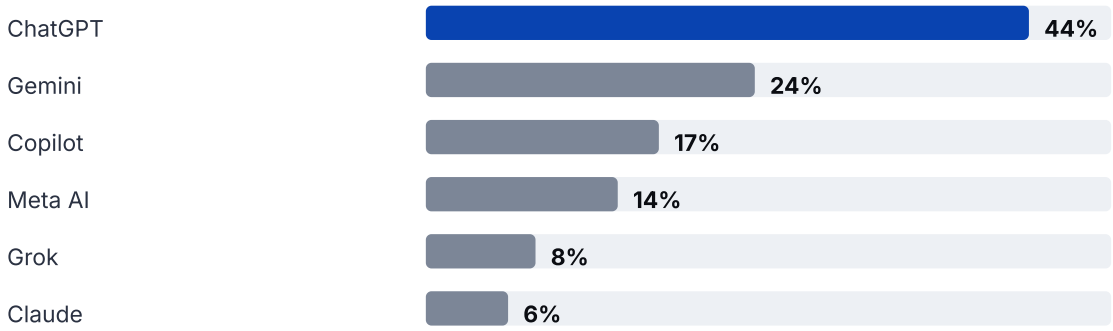
49%
use AI chatbots

24%
use them every day

42%
use chatbots to search for information

60%
read the AI summaries in search results

Share of US adults who use each chatbot



Source: Pew Research Center, 2026, survey of 5,119 US adults, February 2026.

Study: Pew Research Center, Americans and AI 2026.

AI use is big next to search

Worldwide

Monthly AI sessions are 56% the size of search. Prompts that ask for information, the kind that replace a search, are 28% the size of search.

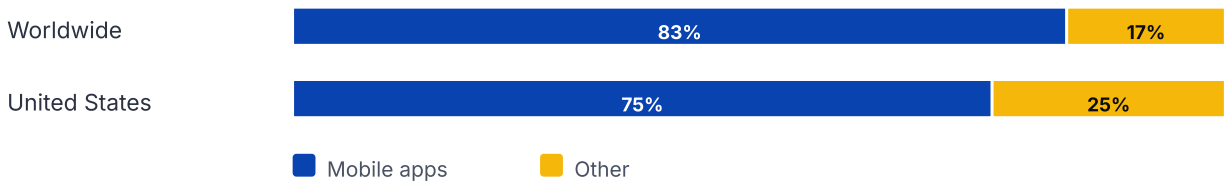
United States

Monthly AI sessions are 34% the size of search. Prompts that ask for information are 17% the size of search.

Source: Graphite, 2026, using Similarweb data.

Most of this use happens on phones. About 83% of AI use worldwide takes place in mobile apps, and 75% of AI use in the US.

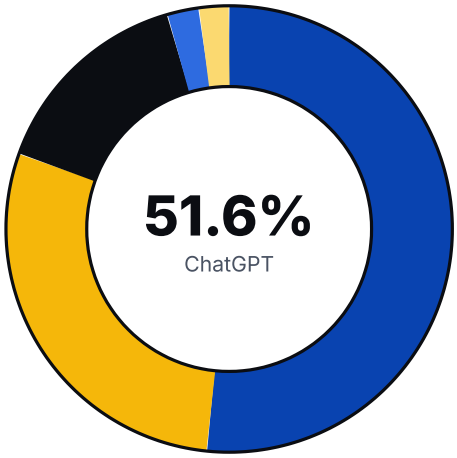
Where AI use happens



Source: Graphite, 2026, using Similarweb data.

ChatGPT sends most chatbot traffic

Share of AI chatbot traffic, October 2026



ChatGPT	51.6%
Google Gemini	28.9%
Perplexity	15%
Claude	2.3%
Microsoft Copilot	2.18%

Source: StatCounter Global Stats, worldwide, October 2026.

What this counts

StatCounter tracks which chatbots send visitors to websites. ChatGPT held just over half of that traffic worldwide, with Gemini and Perplexity well ahead of the rest.

gs.statcounter.com

What to do

- [ ] Track Google AI Overviews and AI Mode first, since they reach the most people.
- [ ] Add ChatGPT, Gemini and Perplexity to your tracking, with Claude and Copilot if your buyers use them at work.
- [ ] Write your test prompts as full questions, since most prompts match no keyword.

How people search inside ChatGPT

01

Fewer web searches

ChatGPT turned on web search for 34.5% of queries in February 2026, down from 46% in late 2024.

02

Prompts are full questions

For most of the study period, 65% to 85% of prompts matched no keyword in a 27 billion keyword database.

03

One in ten adults

About 10% of the world's adults had adopted ChatGPT by July 2025. Seeking information is one of three topics that together make up nearly 80% of conversations.

Sources: Semrush, 2026, US clickstream data, October 2024 to February 2026. NBER Working Paper 34255, "How People Use ChatGPT", 2025.

03

CHAPTER THREE

AI Overviews and clicks

AI Overviews now show on a large share of searches, and they lower the click rate on the results below them. Brands cited inside the answer lose less.

How often AI Overviews appear

What happens to organic and paid clicks

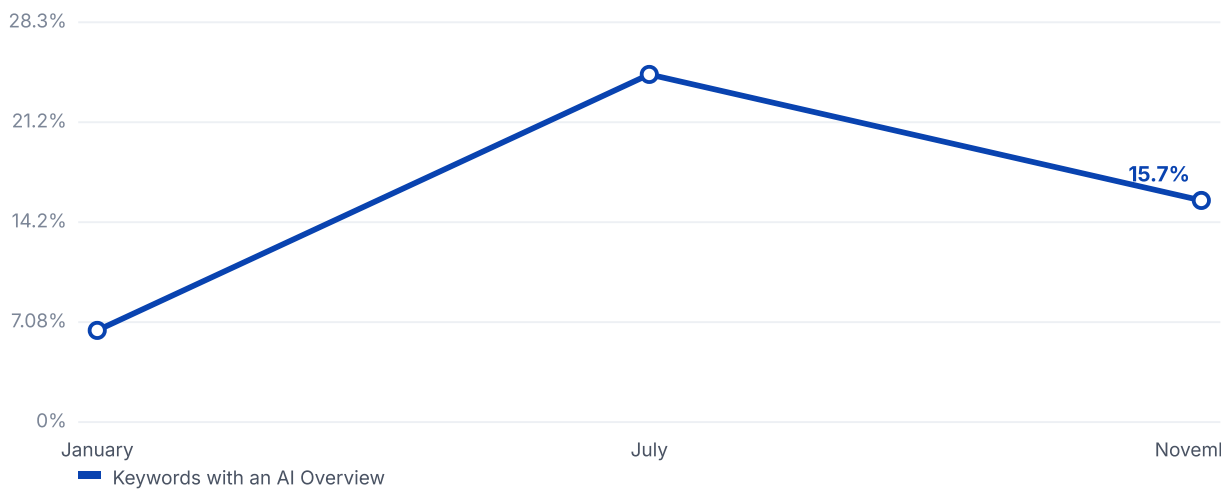
Why being cited softens the drop

AI referral traffic, and a baseline worksheet

How often AI Overviews appear

Each study samples different keywords, so the share varies a lot. Use these as ranges and measure the share on your own keyword set.

Share of 10M+ keywords with an AI Overview, 2025



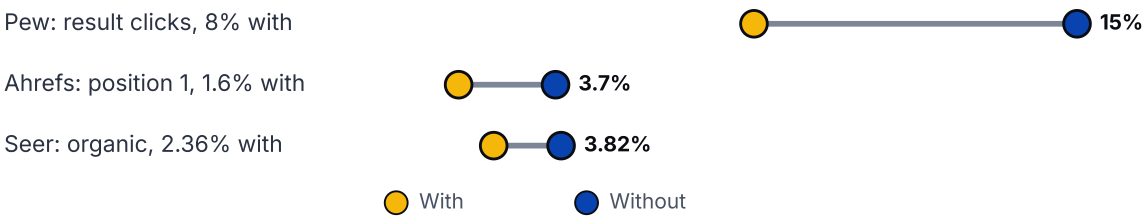
Source: Semrush, 2025.

Study	What it measured	Result
Semrush, 2025	Share of 10M+ keywords with an AI Overview	6.49% in January, 24.61% in July, 15.69% in November 2025
Conductor, 2026	Share of 21.9M US Google searches, September to October 2025	25.11%, with health care highest at 48.75%
BrightEdge, 2026	Share of tracked queries, February 2026	**48%, up from about 30% a year earlier**

AI Overviews also take up more of the page as time goes on. The average one now stands over 1,200 pixels tall, up from about 1,050 a year earlier.

What happens to clicks

Organic click rates with and without an AI summary



Sources: Pew Research Center, 2025. Ahrefs, 2026 (without = forecast CTR). Seer Interactive, 2026 (February 2026).

Study	Finding	Sample
Pew Research Center, 2025	8% of visits with an AI summary led to a click on a regular result, against 15% without one. Only 1% clicked a link inside the summary.	900 US adults' browsing, March 2025
Ahrefs, 2026	Position 1 CTR is 58% lower when an AI Overview shows: 1.6% against a forecast of 3.7%.	300,000 keywords, December 2023 and December 2025
Seer Interactive, 2026	Organic CTR was 2.36% with an AI Overview and 3.82% without one. Paid CTR was 16.21% with one and 21.85% without.	53 brands, 5.47M queries, 2.43B organic impressions

92% to 94%
AI Mode sessions that ended without a visit to another site, about 69M US desktop sessions, May to July 2025

68.01%
US Google searches that ended without a click, January to April 2026

0.34%
US Google searches that went to AI Mode in the same period

Sources: Semrush, 2025. SparkToro, 2026, Similarweb panel.

1.7x

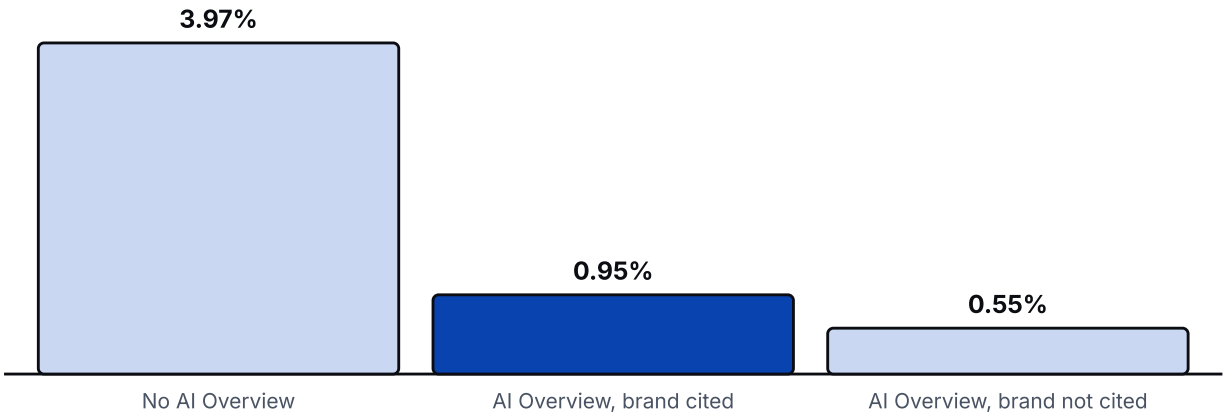
the organic CTR for brands cited in an AI Overview, compared with brands left out.

Source: Seer Interactive, 2026, December 2025 data.

Being cited softens the drop

In December 2025, brands cited in an AI Overview earned about 1.7 times the organic CTR of brands left out. Both still trailed queries with no AI Overview by a wide margin.

Organic CTR, December 2025



Source: Seer Interactive, 2026.

AI referral traffic is small and growing

01

1.08% of traffic

AI referrals were 1.08% of all website traffic, highest in IT at 2.80%, and ChatGPT sent 87.4% of those referrals.

Conductor, 2026, 1,215 enterprise domains, US, May to September 2025.

02

9.9 times in 19 months

Monthly AI referral sessions grew 9.9 times in 19 months, and ChatGPT sent 92.4% of those sessions.

Previsible, 2026, 166 GA4 properties, November 2024 to May 2026.

03

4.2% of requests

AI bots made 4.2% of HTML requests. Anthropic crawled 25,000 to 100,000 times for each referral after May, and Perplexity stayed below 200 from September.

Cloudflare Radar, 2025.

AI tools read far more pages than they send visitors to. Expect AI to shape demand well beyond the referral line in your analytics.

Worksheet: set your own baseline

Fill in your numbers next to the ranges from the studies in this chapter. Repeat the exercise each quarter to see your own trend.

Measure	Range in the studies above	Your number
Share of your tracked keywords that show an AI Overview	15.69% to 48%, by study and keyword set	
Organic CTR on your queries with an AI Overview	2.36% in the 53-brand study, February 2026	
Organic CTR on your queries without one	3.82% in the same study	
AI referrals as a share of all sessions	1.08% on average, 2.80% in IT	
Share of your top 20 AI Overview queries that cite you	No public benchmark yet	

What to do

- [ ] Tag the keywords in your tracking tool that show an AI Overview, and report their CTR apart from the rest.
- [ ] Create an "AI assistants" channel group in GA4 for chatgpt.com, gemini.google.com, perplexity.ai, claude.ai and copilot.microsoft.com.
- [ ] Add "How did you hear about us?" to your demo form, with AI tools as an answer.
- [ ] For your top 20 queries with an AI Overview, note whether your brand is cited each month.

04

CHAPTER FOUR

Which sources AI answers cite

AI answers lean on pages a brand does not own. A top Google ranking helps, and it is no longer enough to get cited.

Rankings and citations drift apart

The domains AI Overviews cite most

Earned media, listicles and reviews

Why answers change from run to run

Rankings and citations are drifting apart

37.9%
AI Overview citations that rank in Google's top 10, down from about 76% in July 2025

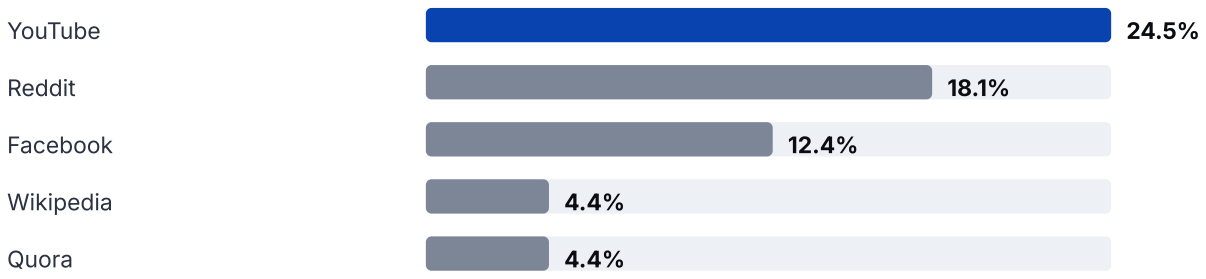
31.0%
AI Overview citations that rank outside the top 100

22.6%
B2B tech AI Overview sources that also rank in the organic top 10

Sources: Ahrefs, March 2026, 863K SERPs and 4M cited URLs. BrightEdge, February 2026.

Across all tracked queries, only about 17% of AI Overview sources also rank in the organic top 10 in BrightEdge's data. Google's AI pulls from pages well beyond the first page of results.

Platforms with user content lead AI Overview citations

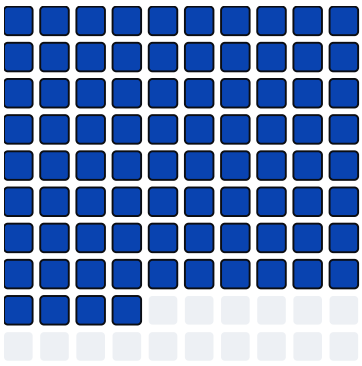


Share of citations among the top 50 cited domains, US, November 2026, 3M+ queries. Source: Ahrefs, 2026.

Study: Ahrefs, most cited domains in AI Overviews.

Earned media and listicles carry the most weight

Earned media in AI citations



84%

of AI citations pointed to earned media, with journalism at 27% and paid content at 0.3%. Sample: 25M+ links from ChatGPT, Claude and Gemini, 17 industries.

Source: Muck Rack, What Is AI Reading?, May 2026.

Share of LLM citations by content type



Source: Wix Studio AI Search Lab, 2026, 75,000 answers and 1,056,727 citations from ChatGPT, AI Mode and Perplexity.

In professional services, 80.9% of listicle citations went to third-party lists. Source: Wix Studio AI Search Lab, 2026.

Third-party mentions

On early commercial queries, brand mentions were 6.5 times more likely to come from third-party content than the brand's own site.

AirOps, 2025, 21,311 brand mentions, 500+ queries, ChatGPT, Claude and Perplexity.

Reviews

Brands with no Trustpilot profile had a median AI citation rate of 1%. Brands with 1 to 13 reviews reached 53.5%.

Seer Interactive, 2026, 804,491 AI answers, 1,926 brands, 4 AI platforms.

Answers change from one run to the next

< 1 in 100

chance that ChatGPT or Google's AI gives the same brand list twice in 100 runs

< 1 in 1,000

chance of the same list in the same order

Source: SparkToro, January 2026, 600 volunteers and 2,961 runs.

> **A single screenshot of an AI answer tells you little.**
>
> Perceptric, AI Search Benchmark Report 2026

How to measure it

Many prompts
25 to 50 buyer questions per product line

→

Repeated runs
each prompt run several times

→

Several engines
AI Overviews, AI Mode, ChatGPT, Gemini, Perplexity

→

Share of answers
how often your brand is named

What to do

- [ ] Measure the share of many answers that name your brand, across many prompts and repeated runs.
- [ ] List the 20 pages AI answers cite most for your category, and mark which ones you can influence.
- [ ] Ask the authors of third-party "best" lists in your category to review your product, with facts they can check.
- [ ] Claim your review profiles and ask recent customers for reviews each quarter.
- [ ] Plan one YouTube video for each of your top buyer questions.

05

CHAPTER FIVE

Our B2B data: who gets cited for "B2B SEO agency"

We looked at how AI engines answer buyers searching for a B2B SEO agency. The sample is small, so treat it as a snapshot next to the large public studies.

The sample: 30 answers from 5 AI engines

Citations by site type

The page types cited most

How often brands get named, and in what tone

How to run this check on your own category

The sample

30	5	5	92
AI answers	buyer prompts on one topic	AI engines	brands named in total

ChatGPT: 10 answers | Claude: 5 | Gemini: 5 | Google AI Overview: 5 | Google AI Mode: 5

We used 30 answers to 5 prompts across 5 AI engines, all on one topic: choosing a B2B SEO agency. The prompts ran from August to November 2026.

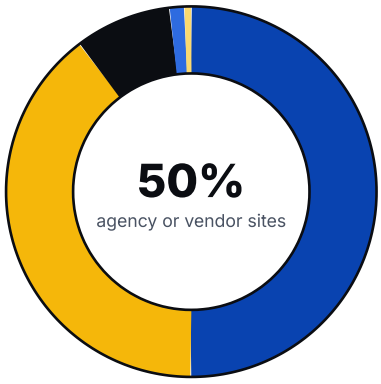
Arrowsterr is the AI search tracking platform Perceptric built. We publish aggregates only and do not name or rank any agency.

A small sample

Read these numbers as one category snapshot. The public studies in Chapters 2 to 4 cover millions of queries.

Sellers' own sites took most of the citations

Share of citations by site type



Agency or vendor sites	50.1%
Other company sites	39.6%
User content (YouTube, Reddit)	8.41%
Editorial	1.3%
Review sites	0.6%
Reference	0%

Source: Perceptric analysis of Arrowsterr data, 30 answers, 2026.

A gap any brand can work on

Half of all citations went to agency and vendor sites in the category. Editorial, review and reference sites barely appeared.

This differs from the public studies in Chapter 4, where earned media leads. In this service category, the sellers' own lists and pages filled that space.

Listicles were the most cited page type

Of the 24 most cited pages, 10 were "best B2B or SaaS SEO agencies" listicles on agency and third-party sites. About 8 were agency homepages, 3 were case studies and 1 was a YouTube ranking video.

10 of 24
Most cited pages that are "best agencies" listicles

13.3%
Answers that cite each of the two most cited pages, both listicles

20%
Answers that cite the single most cited domain

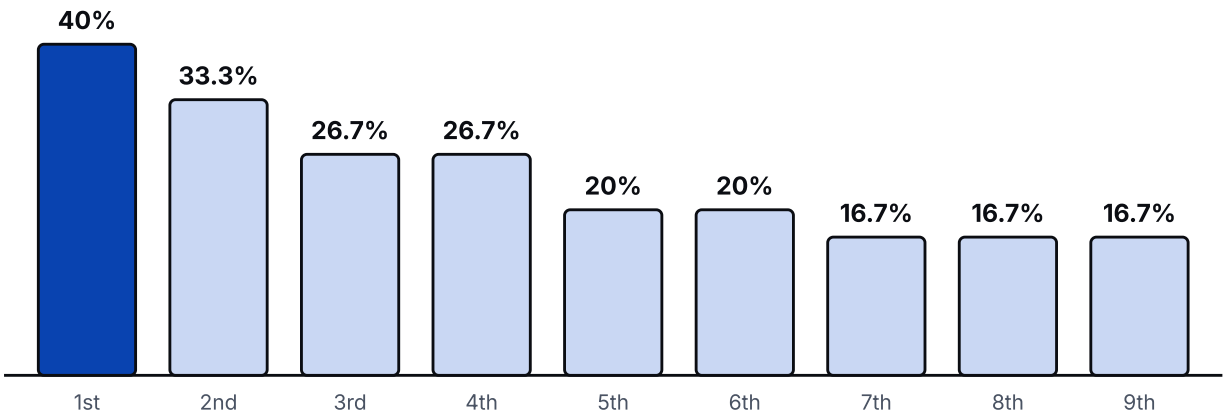
Source: Perceptric analysis of Arrowsterr data, 2026.

YouTube appeared in 13.3% of answers and Reddit in 10%. The other domains cited in at least 10% of answers were all agency sites.

A few brands get named again and again

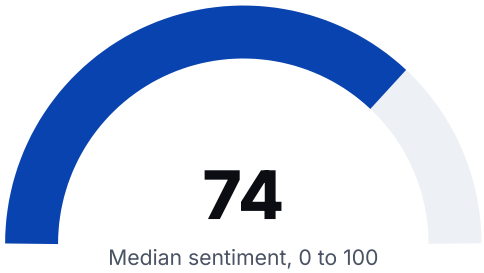
The 30 answers named 92 brands in total. The most visible brand appeared in 40% of answers, and nine brands appeared in at least 16.7%, which means 5 of 30 answers.

Share of answers that name each of the nine most visible brands



Brands not named. Source: Perceptric analysis of Arrowsterr data, 30 answers, 2026.

Tone and position of named brands



Range 65 to 85. Source: Perceptric analysis of Arrowsterr data, 2026.

The nine most visible brands

Share of answers that name each brand	16.7% to 40%
Average position in the answer's list	1.4 to 5.2
Sentiment of named brands, 0 to 100	65 to 85, median about 74

Answers described named brands in a mostly positive tone. Tone varied little between brands, so the share of answers that name you is the number to watch.

Run this check on your own category

1. Write five prompts a buyer would ask when choosing a vendor in your category.
2. Run each prompt in at least five AI engines, and repeat the runs over several weeks.
3. Save every brand named and every URL cited in each answer, with the date and engine.
4. Sort the cited URLs into the six site types used in this chapter.
5. Count the share of answers that name each brand and the share of citations by site type.

What to do

- [ ] Run your own category prompts in at least five AI engines and sort every cited URL by site type.
- [ ] Find the listicles cited for your category, and check that each one describes your product correctly.
- [ ] Publish one case study page with real client results for each core service or use case.

06

CHAPTER SIX

What this means for B2B and SaaS teams

B2B buyers now use AI tools through most of their research. Their shortlist can form before they ever visit your site.

What buyers do with AI answers

The path from prompt to pipeline

Four shifts to plan for

Who owns what on your team

What buyers do with AI answers

Share of B2B buyers who use AI while they buy



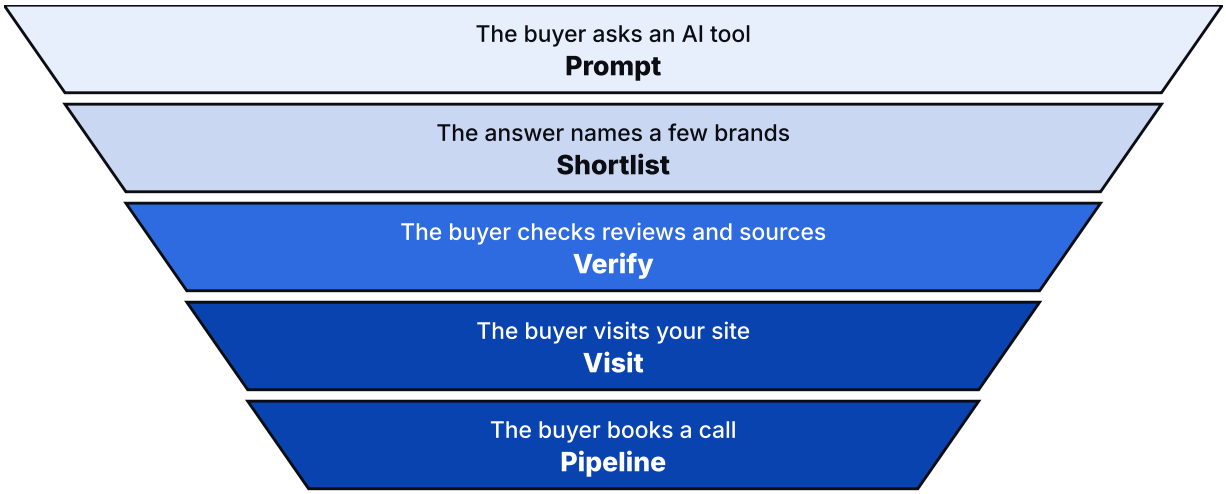
Sources: Forrester, 2026. 6sense, 2025. G2, 2026. TrustRadius, 2026.

Study	Finding	Sample
G2, 2026	71% of software buyers rely on AI chatbots at some point. 69% chose a different vendor than planned because it was part of a chatbot's recommendation.	1,076 B2B software buyers, March 2026
Forrester, 2026	94% of business buyers use AI in their buying process. Twice as many named generative AI their most important source as named any other source.	Buyers' Journey Survey, 2025
TrustRadius, 2026	63% of buyers used AI during their purchase. 94% of them fact-check AI answers at least some of the time, and 74% of buyers use reviews.	1,862 technology buyers, January 2026
6sense, 2025	94% of buyers use large language models during their buying journey.	Nearly 4,000 B2B buyers

From prompt to pipeline

Each step below is a place where AI answers shape the deal. You can win or lose the buyer before the visit shows up in your analytics.

How an AI answer becomes a sales conversation



Perceptric framework, 2026.

Four shifts to plan for

01

Visibility is a share of answers

Answers change on every run, so track how often you are named across many prompts. Report it next to rankings each month.

02

Other people's pages decide

Most citations sit on third-party pages, lists and videos. Your PR, partner and review work now feeds search results directly.

03

Your site still has to win

In our sample, sellers' own pages took half the citations. Clear service pages, case studies and fair comparisons give AI tools something to quote.

04

Buyers check what AI tells them

Most buyers verify AI answers before they act. Your pricing, proof and reviews need to match what the answers say about you.

Who owns what

Team	What changes in 2026	Prompts	Citations	Proof
SEO	Tracks share of AI answers and cited URLs next to rankings, and flags queries that show AI Overviews.	**Leads**	Leads	Helps
Content	Writes service, comparison and case study pages with plain facts that AI tools can quote.	Helps	Leads	**Leads**
PR and partnerships	Works on the third-party lists, reviews and media pages that AI answers cite for your category.	Helps	**Leads**	Helps
Product marketing	Keeps pricing, features and positioning consistent across your site and review profiles.	Helps	Helps	Leads
Sales	Asks prospects which AI tools they used and reports what those answers said about you.	Leads	Helps	Helps

Roles are a Perceptric framework. Darker cells mark the team that leads the work.

What to do

- [ ] Ask your last ten new customers which AI tools they used while choosing you.
- [ ] Share your top AI answers with sales each quarter, so reps know what buyers have already read.

07

CHAPTER SEVEN

10 actions for 2026

Work through these actions in the order shown. The first three set up the measurement for the rest.

The 10 actions as a checklist

Effort and impact for each action

A prompt set worksheet

A simple monthly scorecard

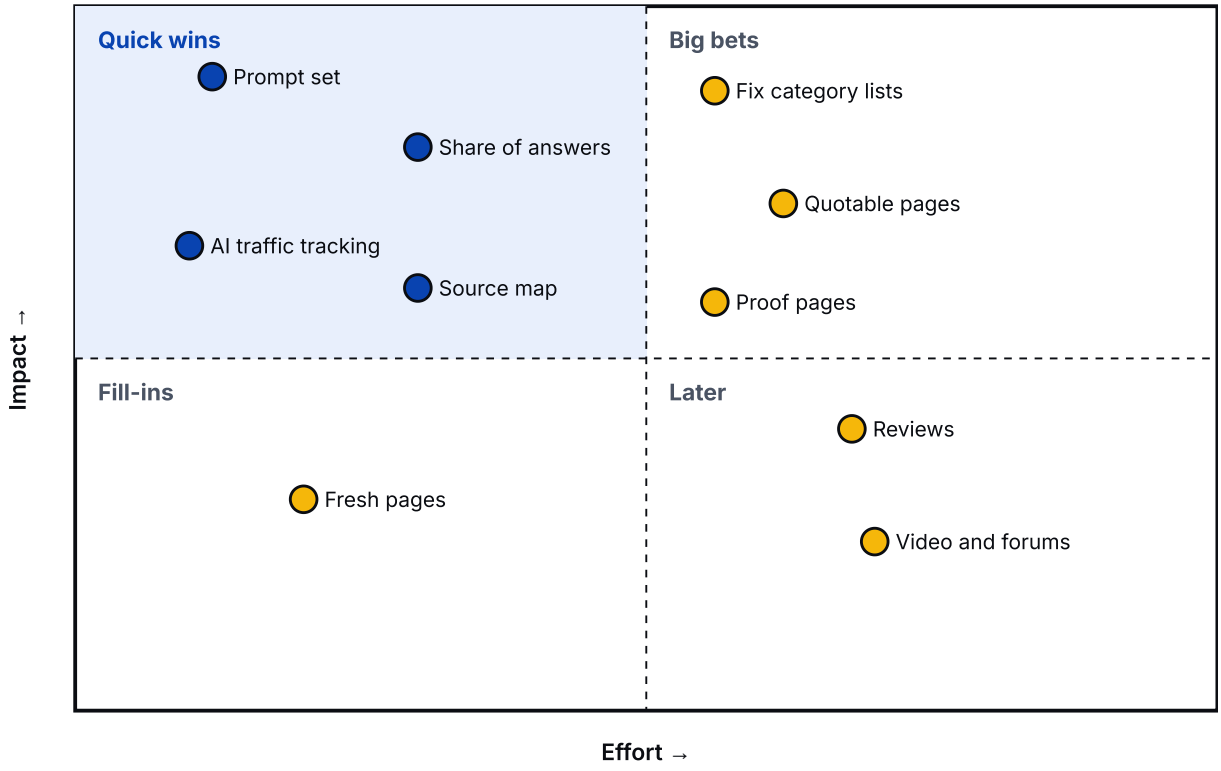
The checklist

- [ ] **Build a prompt set.** Write 25 to 50 buyer questions per product line, in full sentences, covering problems, comparisons and vendor choice.
- [ ] **Measure share of answers.** Run each prompt several times in Google AI Overviews, AI Mode, ChatGPT, Gemini and Perplexity, and record how often your brand is named.
- [ ] **Track AI traffic and its effect.** Set up an AI assistants channel in GA4 and add an AI option to your "How did you hear about us?" field.
- [ ] **Map the cited sources.** Export every URL cited for your prompts and sort it by site type: your site, competitors, lists, reviews, media, video and forums.
- [ ] **Fix the lists that shape your category.** Contact the owners of the top cited "best" pages with accurate product facts, screenshots and a customer they can quote.
- [ ] **Publish pages AI can quote.** Give each core service or product its own page with plain facts on pricing, use cases, integrations and results.
- [ ] **Add proof pages.** Publish case studies with real numbers and named clients who agree to it, linked from the matching service page.
- [ ] **Grow your reviews.** Claim your profiles on the review sites your buyers use and ask happy customers for a review after each milestone.
- [ ] **Show up on video and in forums.** Record short YouTube answers to your top buyer questions and answer relevant Reddit threads under your own name.
- [ ] **Keep key pages fresh.** Review your 20 most important pages twice a year, update facts and dates, and check robots.txt allows the AI search crawlers.

Where to start

Plot your own team's effort for each action. This map shows how we rate them for a typical B2B SaaS team.

Effort and impact of the 10 actions



Perceptric framework, 2026.

A simple monthly scorecard

Report these four numbers each month, in this order, from first signal to revenue.

Share of answers that name you → **Cited URLs** you own or influence → **AI referral sessions** in GA4 → **AI-sourced demos** from your form

Worksheet: your prompt set

Start your prompt set from these example questions for a B2B service. Swap in your own category and add rows until each buying stage has five or more prompts.

Stage	Example prompt	Engines checked	Brand named?
Problem	How do SaaS companies get more demo requests from organic search?		
Category	What does a B2B SEO agency do for a SaaS company?		
Shortlist	Best SEO agencies for B2B SaaS companies with a long sales cycle		
Comparison	In-house SEO team or agency for a Series B SaaS company?		
Vendor check	Is [your brand] a good fit for enterprise SaaS SEO?		
Pricing	How much does B2B SEO cost per month for a SaaS company?		

08

CHAPTER EIGHT

Methodology and sources

How we checked every number in this report, and where to find each study.

How we built this report

Our own data and its limits

The full list of sources

How we built this report

OPEN
We opened every study listed below and used only numbers we could confirm on the source page.

LEAVE OUT
We left out any figure we could not check.

COMPARE
Each study uses its own sample, period and definitions. Compare numbers within a study, and treat gaps between studies as differences in method.

OUR DATA
Our own data covers 30 answers to 5 prompts across 5 AI engines, on one B2B SEO agency topic, from August to November 2026. It is a small sample, credited as Perceptric analysis of Arrowsterr data.

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