

SOURCELOOP RESEARCH

AI search lead statistics

Which AI assistants send leads, what device those leads arrive on, and what kind of lead they become.

SourceLoop visit and lead data, with industry research

Key findings

Where leads from AI assistants come from, how they arrive, and what they turn into, from SourceLoop visit and lead data, April 2025 to October 2026.

3 in 4



About three in four leads that come from AI assistants are sent by ChatGPT.

SourceLoop lead data, 2025 to 2026

1 in 5



One in five leads from AI assistants is a booked meeting, more than twice the rate of organic search.

SourceLoop lead data, 2025 to 2026

89%



Nearly nine in ten leads from AI assistants arrive on a computer, not a phone.

SourceLoop lead data, 2025 to 2026

3x



AI assistants' share of leads is about three times their share of website traffic.

SourceLoop; SE Ranking

IN THIS REPORT

Which assistants send leads

Desktop, not mobile

AI leads book meetings

Share of leads vs traffic

AI traffic growth

How AI visitors convert

What to do

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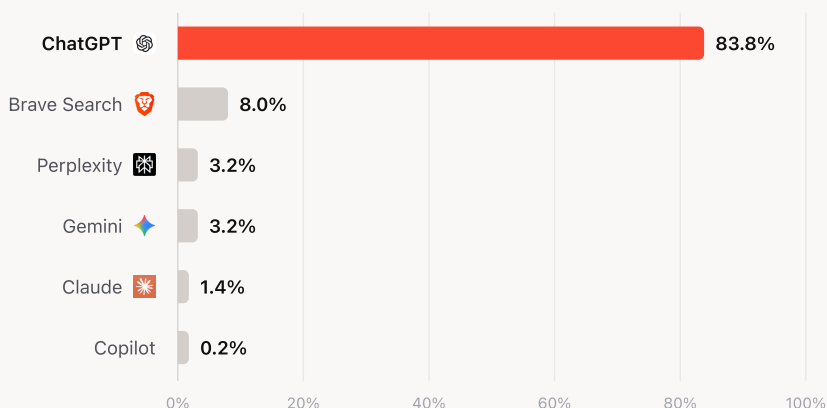
ChatGPT sends 84% of leads from AI assistants, Gemini just 3%

ChatGPT is the starting point for 84% of AI-sourced leads, and its share stays above 70% however the businesses are weighted, so "about three in four" is the fair summary. Brave Search, which answers many searches with AI, is a distant second, and Gemini sends only about 3%, well below its reach as the second-largest AI assistant.

Share of AI-sourced leads, by assistant

SourceLoop lead data, April 2025 to October 2026

SourceLoop



Source: SourceLoop, AI search lead statistics

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02

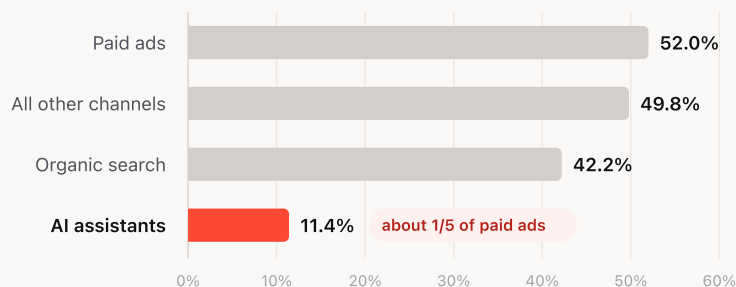
89% of AI search leads arrive on a computer, not a phone

Only 11% of leads from AI assistants arrive on a phone. Leads from organic search come from phones 42% of the time, and leads from paid ads about half the time.

Share of leads that arrive on a phone

By the channel of the lead's first visit

SourceLoop



Source: SourceLoop, AI search lead statistics

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People research with AI at their desk, then reach out from the same screen. Part of the gap is also that AI apps on phones often open links without passing along where the visitor came from.

03

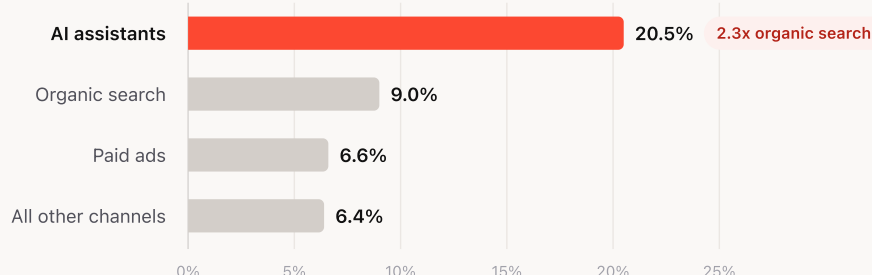
1 in 5 AI leads books a meeting, 2.3x the rate of organic search

One in five leads from AI assistants is a booked meeting rather than a form fill, compared with 9% of organic search leads and 6.6% of leads from paid ads. People arriving from an AI answer have often already compared their options and are ready to talk.

Share of leads that are booked meetings

By the channel of the lead's first visit

SourceLoop



Source: SourceLoop, AI search lead statistics

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AI assistants bring 3x more leads than their share of traffic

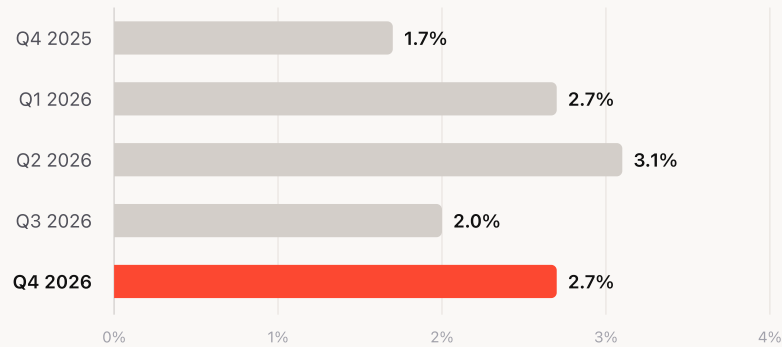
AI assistants bring about 1% of a typical business's leads, and 2.2% or more for the top quarter of businesses. That is roughly three times AI's share of website traffic, so each AI visit is worth more than an average one.

AI's share of leads has also climbed: from under 2% at the end of 2025 to between 2% and 3% through 2026, as more buyers start their research in an AI assistant.

AI assistants' share of all leads, by quarter

SourceLoop

SourceLoop lead data



Source: SourceLoop, AI search lead statistics

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Industry data

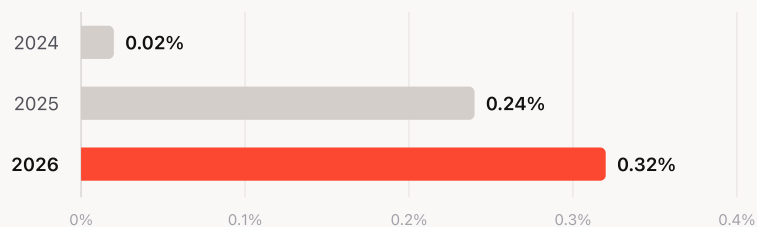
AI referral traffic has grown 16x since 2024

AI platforms sent 0.02% of all website traffic in 2024. By 2026 that reached 0.32%, according to SE Ranking's study of 101,574 websites.

AI platforms' share of all website traffic

SourceLoop

Global, by year



Source: SE Ranking, AI traffic research study, 2026

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Industry data

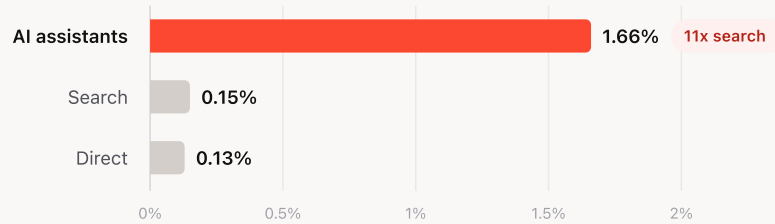
AI visitors convert about 11 times better than search visitors

Across 1,277 websites, Microsoft Clarity found that visitors from AI assistants signed up at 1.66%, against 0.15% for search and 0.13% for Direct. It fits our finding that AI leads book meetings at twice the rate of organic search.

Sign-up conversion rate, by traffic source

SourceLoop

Share of visits that end in a sign-up



Source: Microsoft Clarity, November 2025

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What to do with this



Track AI assistants as their own channel

Grouped into referral or Direct, a channel that books meetings at twice the rate goes unseen.



Design for desktop where AI sends visitors

Nearly nine in ten of these leads arrive on a computer.



Make booking a call easy

AI leads book meetings more than any other channel, so put a calendar where they land.



Judge AI by leads, not visits

A channel with a fraction of a percent of traffic can bring several times that share of leads.

Methodology

SourceLoop figures come from aggregated, anonymous visit and lead data from businesses that use SourceLoop, April 2025 to October 2026. A lead counts as AI-sourced when its first recorded visit came from an AI assistant (ChatGPT, Perplexity, Gemini, Claude, Copilot, or Brave Search's AI answers), identified by referrer or tagged link. Device is the device of the lead's visit. Meeting share counts leads created through a booking tool.

Shares are calculated so that no single business dominates a result, and "typical business" figures are medians across businesses with steady lead volume. Public figures are quoted from their original publishers, linked below. We refresh this report as new data comes in.

Sources



[SourceLoop, "Visit and lead data from businesses that use SourceLoop"](#)

April 2025 to October 2026 · Aggregated and anonymous, see Methodology



[SE Ranking, "AI traffic grew 16x from 2024 to 2026"](#)

June 18, 2026 · 101,574 websites in 250 countries, Jan 2025 to Apr 2026



[Microsoft Clarity, "AI traffic converts at 3x the rate of other channels"](#)

November 6, 2025 · 1,277 domains, mostly publishers, one month of conversions

Cite this report

You're welcome to use any stat, chart, or dataset from this report. Please link back to this page.

SourceLoop, "AI search lead statistics", updated October 2026.
<https://sourceloop.ai/reports/ai-search-leads/>

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