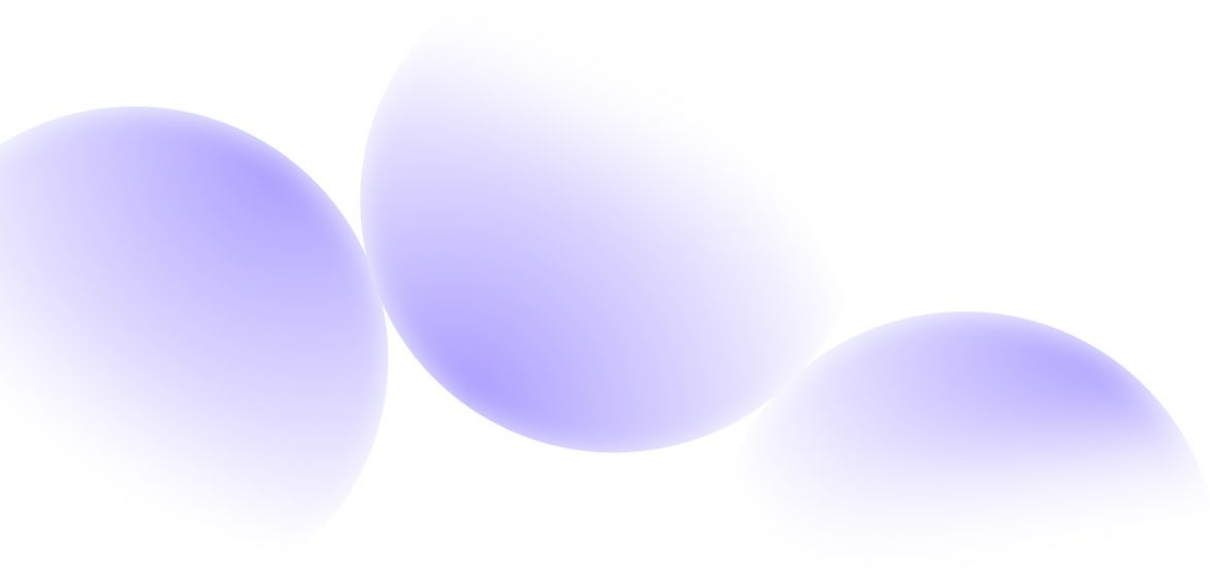




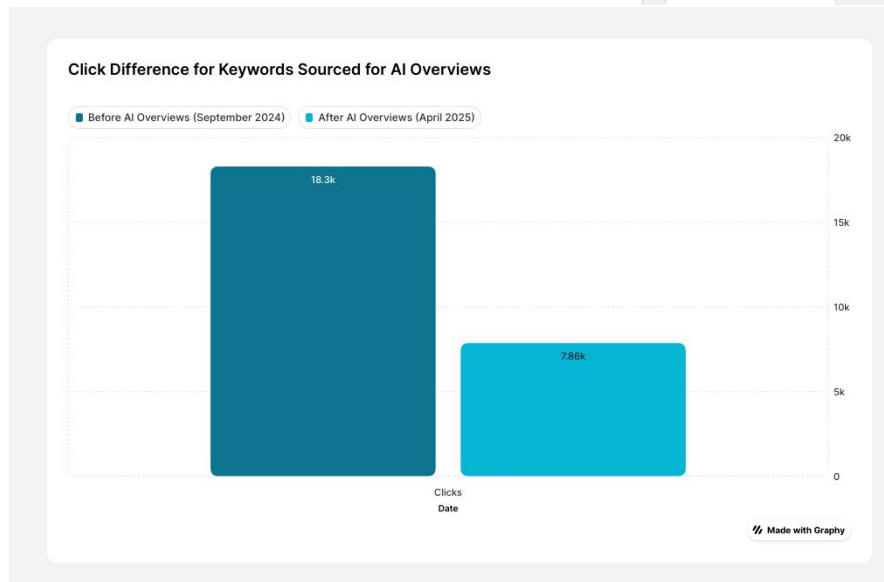
Insights from 75K monthly LLM traffic across 100 B2B SaaS Companies



THE EFFECT OF AI OVERVIEWS

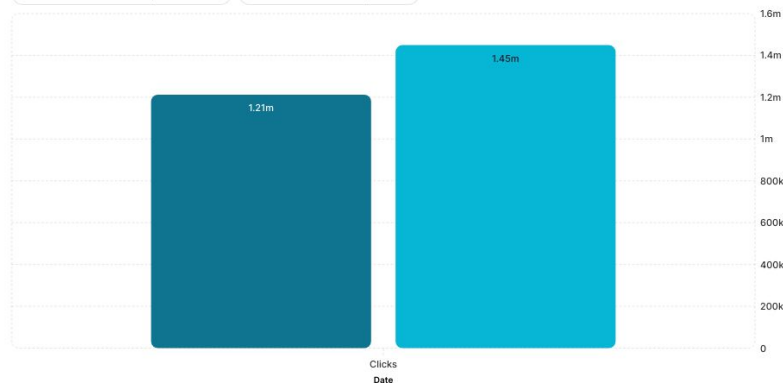
WHAT IS HAPPENING WITH **CLICKS?**

Organic Clicks ↓ 57.07% – After AI Overviews appeared, clicks to our clients' pages dropped by over half.



Impression Difference for Keywords Sourced for AI Overviews

■ Before AI Overviews (September 2024) ■ After AI Overviews (April 2025)



Made with Graphy

WHAT IS HAPPENING WITH IMPRESSIONS?

Impressions ↑ 19.58% – Surprisingly, impressions increased, indicating our pages still appeared (even slightly more often) in search results.

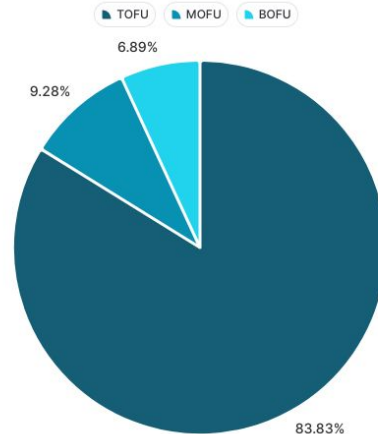
WHICH QUERY TYPES ARE MOST AFFECTED?

TOFU keywords made up 84% of our dataset—and they were the ones most frequently triggering AI Overviews.

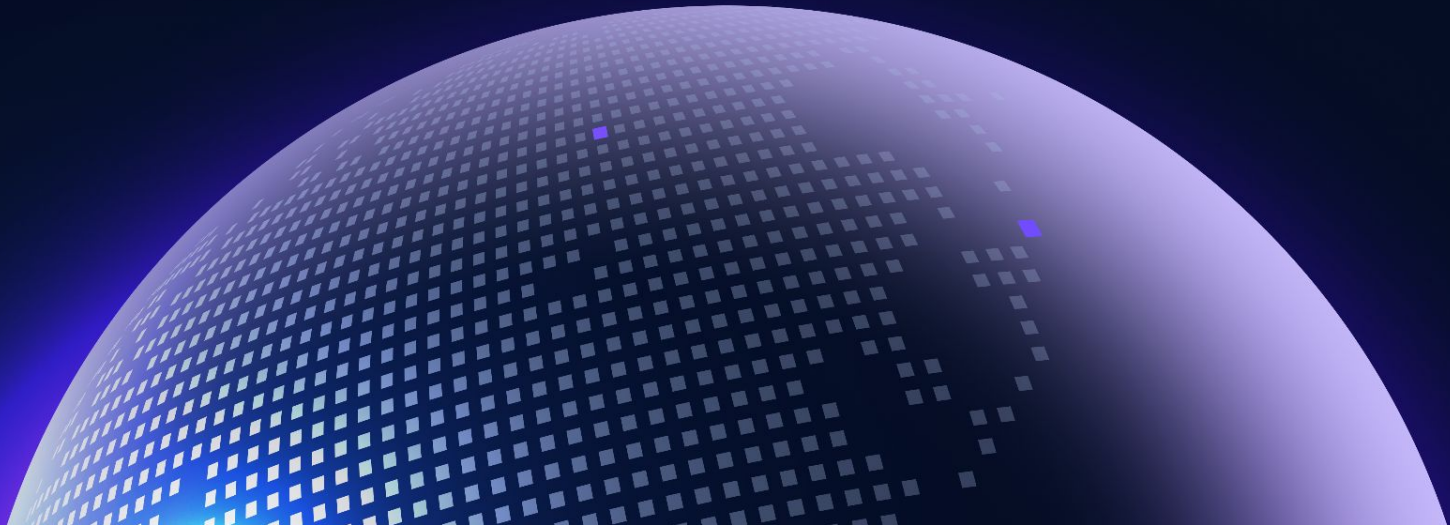
This aligns with recent studies from Ahrefs and Amsive, both of which show that informational queries are the most likely to be summarized by AI, reducing the need for users to click.

TOFU Keywords Most Frequently Trigger AI Overviews

Distribution of AIO keywords across funnel stages



LLM Traffic Growth Trend

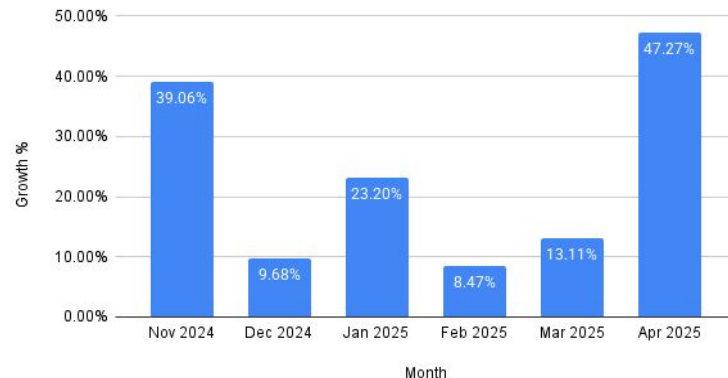


MONTHLY LLM TRAFFIC GROWTH (MOM)



LLM-driven traffic is on a steady upward trend, with a major spike **of 47.27% growth in April 2025**, indicating accelerating adoption.

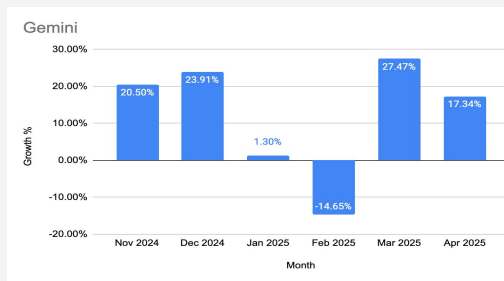
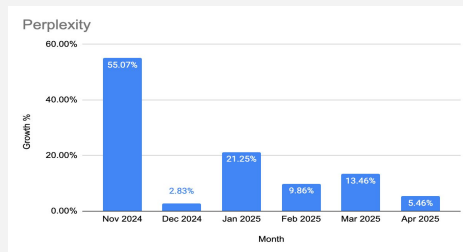
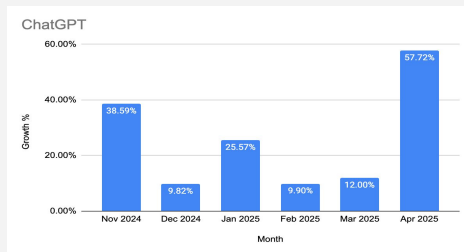
Traffic Growth % vs Month



LLM COMPARISON

MONTHLY TRAFFIC GROWTH %

- ✓ **ChatGPT leads growth** with a strong **57.72% MoM increase in April 2025**, showing sustained momentum.
- ✓ **Perplexity's growth is slowing**, down to **5.46% in April**, after peaking in November 2024.
- ✓ **Gemini shows volatility**, with a dip in February but **rebounding 27.47% in March** and **17.34% in April**.
- ✓ **Claude sees minimal traction**, with traffic consistently **below 100 visits per month**, indicating limited LLM-driven discovery.





LLM TRAFFIC ACROSS REGION



Year month / Sessions							
Region	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025
APAC	1,549	2,104	2,210	2,660	3,117	3,811	5,455
US	672	1,003	1,259	1,500	1,720	1,669	2,371
Other	674	1,010	1,160	1,567	1,488	1,542	2,546
EU	793	1,041	1,029	1,249	1,343	1,538	2,176
MEA	290	443	536	617	571	722	1,069
LATAM	311	331	370	484	475	607	1,068
Canada	122	202	164	212	277	281	292



LLM TRAFFIC ACROSS COUNTRIES



							Year month
Country	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025
India	632	978	1,128	1,472	1,723	1,855	2,954
United States	672	1,003	1,259	1,500	1,720	1,669	2,371
United Kingdom	117	252	256	294	307	384	381
Philippines	150	199	168	248	284	394	376
Canada	122	202	164	212	277	281	292
Pakistan	72	142	191	227	262	203	366
Brazil	107	125	163	161	182	251	465
Indonesia	180	178	144	160	165	163	330
Vietnam	110	138	154	110	142	227	391
Germany	114	155	153	179	214	184	263
Malaysia	71	116	133	126	115	248	242

LLM TRAFFIC ACROSS COUNTRIES

Top Geographies Driving LLM Traffic

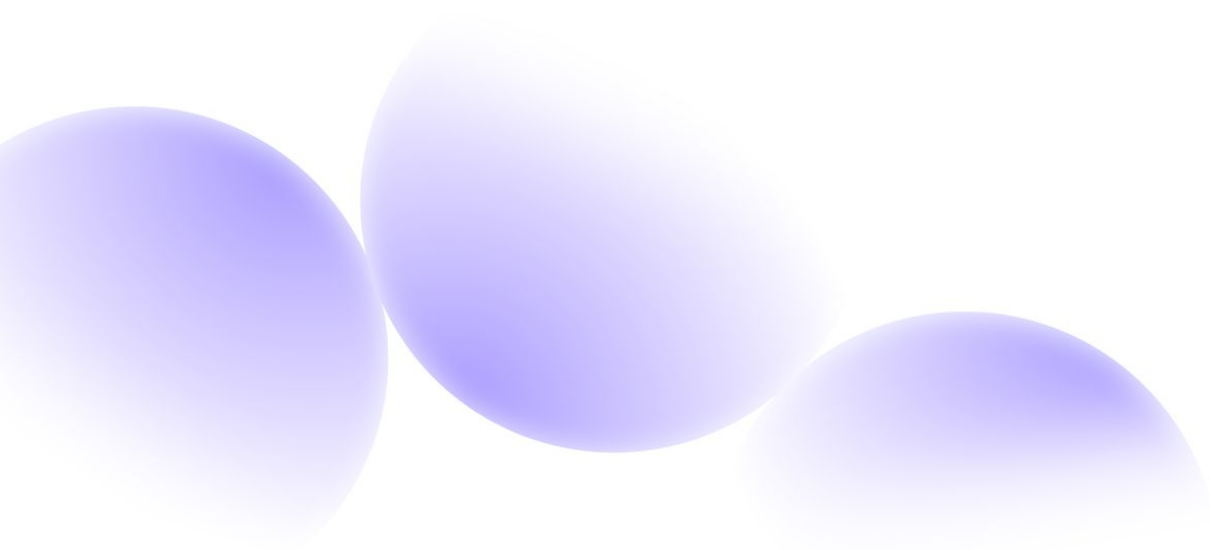
- ✓ India and the US dominate traffic, contributing over 45% of total sessions combined — India leads slightly with 10,742 sessions, followed closely by the US with 10,194 sessions.
- ✓ UK, Philippines, and Canada form the next tier of traffic contributors, showing steady month-over-month growth and reflecting strong interest from English-speaking regions.

Emerging Markets on the Rise

- ✓ Pakistan, Brazil, and Vietnam show consistent growth, with traffic nearly doubling from Oct to Apr, indicating rising LLM adoption in these regions.
- ✓ Germany and Malaysia also show healthy traction despite being non-primary English markets, with each exceeding 1,000 sessions in total.

Growth Momentum

- ✓ All countries show sustained month-over-month growth, with India seeing the sharpest April spike (from 1,855 in Mar to 2,954 in Apr — ~59% growth), suggesting increased interest in the region or better LLM optimization for local content.



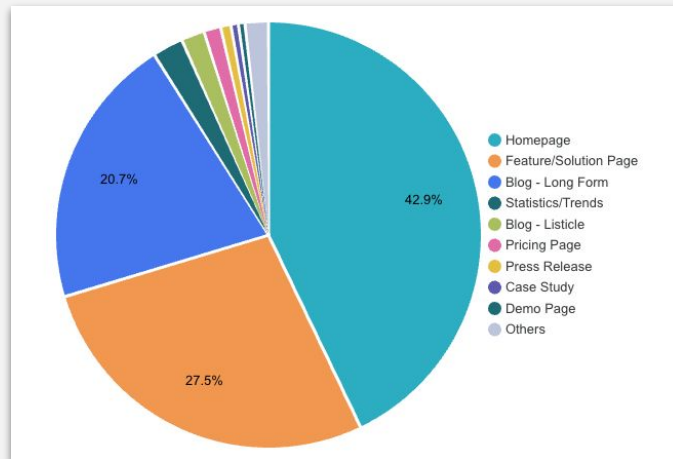
LLM TRAFFIC VS PAGE TYPES

PAGE TYPES VS. LLM TRAFFIC (CHATGPT + PERPLEXITY + CLAUDE + GEMINI)

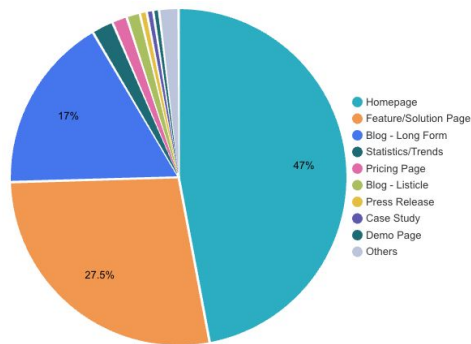
High-Intent Pages Dominate: Over 65% of the traffic is concentrated on the Homepage, Feature/Solution Pages, and Long-Form Blogs, indicating strong interest in learning about the brand and its offerings.

Blog Content Drives Awareness: Informational content (Long-form blogs + listicles + stats/trends) contributes significantly to top-of-funnel engagement, showing that users often begin their journey through content discovery.

Bottom-Funnel Pages See Low Visits: Pages like Free Trial, Demo, Comparison, and Pricing get less than 5% of total traffic, suggesting either users aren't ready to convert or these pages aren't well-optimized/discoverable by LLMs.

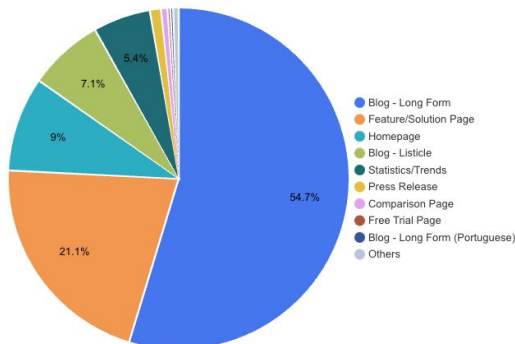


PAGE TYPES VS. LLM TRAFFIC DISTRIBUTION



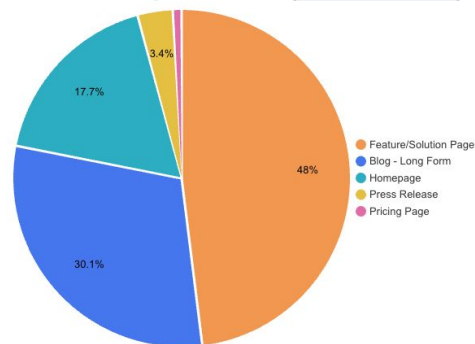
ChatGPT drives the majority of LLM traffic

accounting for over 70–80% across most page types — especially dominant on high-intent pages like Homepage and Feature/Solution pages.



Perplexity's strength lies in informational content,

contributing ~25–30% of the traffic on long-form blogs and listicles, showing it's often used for deep-dive content discovery.



Gemini's share is minimal,

generally under 5% across most page types, with slight activity on Feature/Solution and Blog pages.



BEHAVIOR COMPARISON BETWEEN LLMS

LLM	Primary Behavior	Top Page Types Visited	User Intent
ChatGPT	Product-focused, high-intent	Homepage, Feature/Solution, Pricing	Navigational & commercial
Perplexity	Research-heavy, top-of-funnel	Blog – Long Form, Blog – Listicle, Statistics/Trends	Informational & awareness-driven
Gemini	Low engagement, scattered intent	Feature/Solution, Blog – Long Form	Mixed/general-purpose queries
Claude	Negligible engagement	Very low presence across all page types	No observable behavior pattern

STATISTICS PAGES ARE LLM MAGNETS

- Over **35 unique URLs** categorized under "Statistics/Trends" were discovered and linked by LLMs.
- These pages often receive **multiple session contributions from ChatGPT, Perplexity, and even Claude**, showing cross-LLM discoverability.
- Example:** Plivo's **AI Customer Service Statistics** page was picked **up across all 3 LLMs**, totaling **129 sessions** — making it a top-performing page.

Plivo

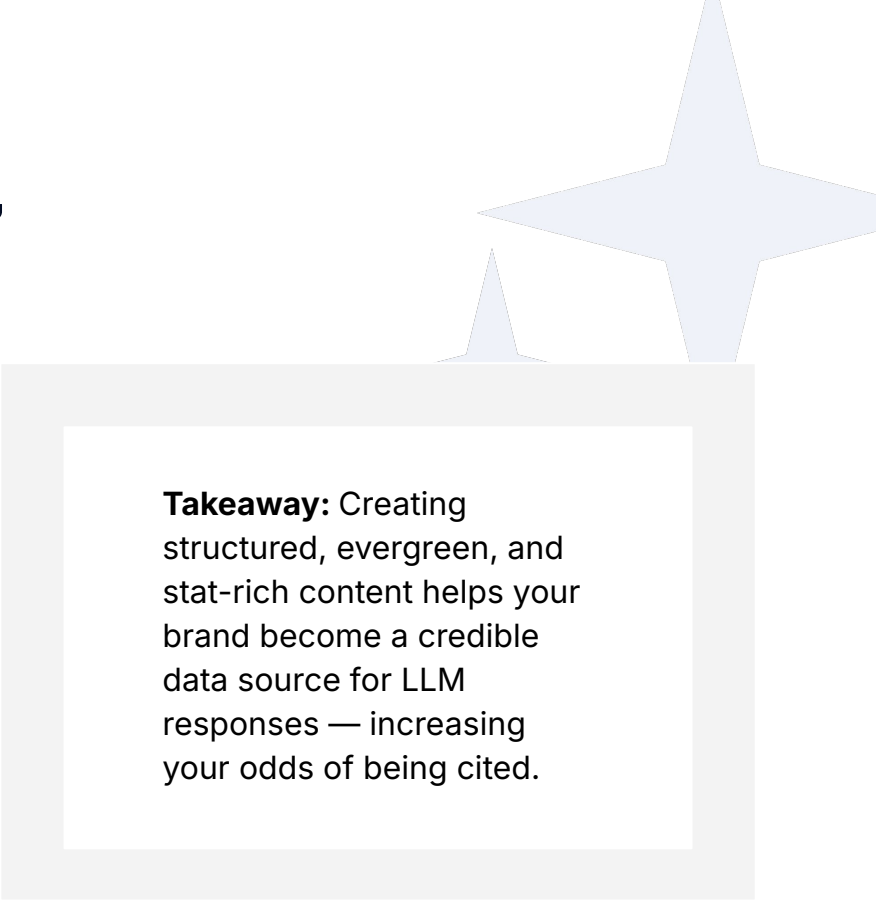
Takeaway: LLMs tend to pick up data-backed, insight-driven content that users may query in question format like **"X statistics for Y industry."**



TripleDart

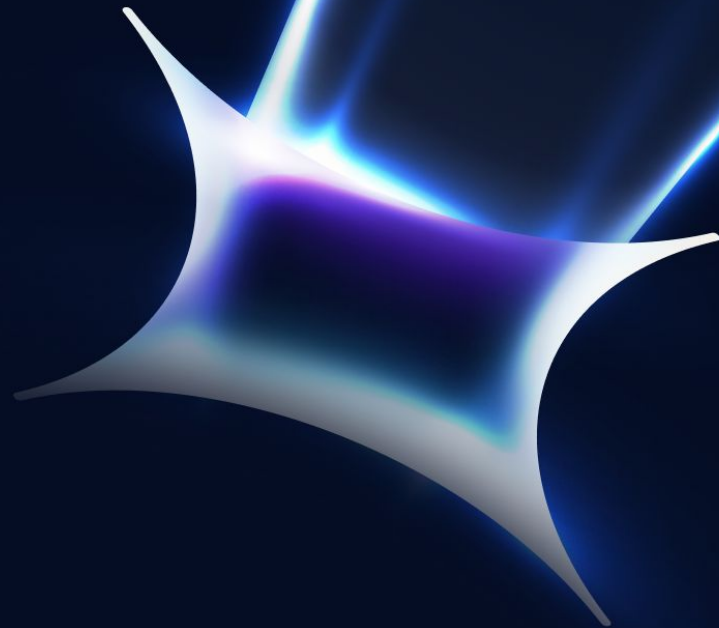
LLMS PREFER STRUCTURED, EVERGREEN, AND QUANT-HEAVY CONTENT

- Titles containing words like "**statistics**," "**trends**," "**report**," or "**benchmarks**" dominate this category.
- These pages often receive **multiple session contributions from ChatGPT, Perplexity, and even Claude**, showing cross-LLM discoverability.
- Even niche domains like **legal trends, finance reporting, or warehouse logistics** receive attention.

A large, light gray rectangular box with a thin white border is positioned on the right side of the slide. Above the box, there are two light blue stars of different sizes. The text inside the box is black and bold.

Takeaway: Creating structured, evergreen, and stat-rich content helps your brand become a credible data source for LLM responses — increasing your odds of being cited.

USER ENGAGEMENT METRICS



USER ENGAGEMENT: LLM VS. GOOGLE ORGANIC

VS.

Bounce Rate

LLM Average:

36.9%

Google Average:

35.3%

✗ Google performs better

Session Duration

LLM Average:

7.7 min

Google Average:

8.9 min

✗ Google performs better

Views per Session

LLM Average:

2.16

Google Average:

2.28

✗ Google performs better

USER ENGAGEMENT: LLM VS. GOOGLE ORGANIC

Overall Performance: LLM traffic shows slightly better bounce rates (36.9% vs 37.4%) but lower engagement metrics overall.

Engagement Gap: Google organic traffic generally shows higher engagement (longer sessions, more page views).

Quality vs Quantity: LLM traffic may be more targeted but less exploratory than organic search traffic.

USER ENGAGEMENT: LLM VS. GOOGLE ORGANIC

Intent Quality: LLM traffic appears more targeted with slightly lower bounce rates, suggesting users arrive with clearer intent.

Exploration Behavior: Google organic users tend to browse more extensively, viewing more pages and spending longer on sites, indicating more exploratory behavior.

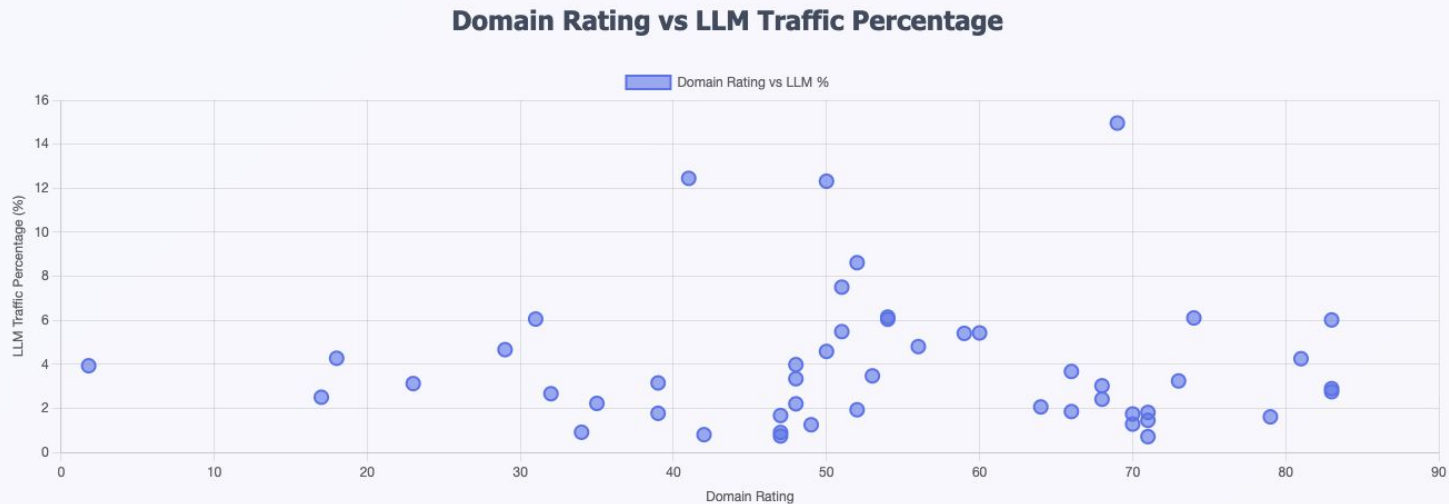
Content Type Dependency: The performance varies significantly by client, suggesting that certain content types or industries may be better suited for LLM-driven traffic.

User Journey Differences: LLM users might be more task-oriented (lower bounce, but focused sessions), while Google users are more discovery-oriented (longer, broader sessions).



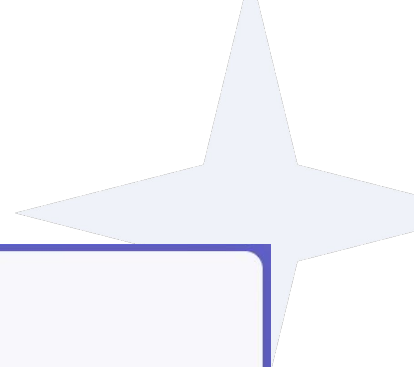
DR Vs LLM Traffic Study

DOMAIN RATING VS. LLM TRAFFIC



Key Insight: There's a moderate negative correlation (-0.23) between Domain Rating and LLM traffic percentage. Higher authority domains tend to have lower LLM traffic percentages, suggesting established sites rely less on AI-generated traffic.

LLM TRAFFIC % VS. INDUSTRIES



Industry-wise LLM Traffic Distribution

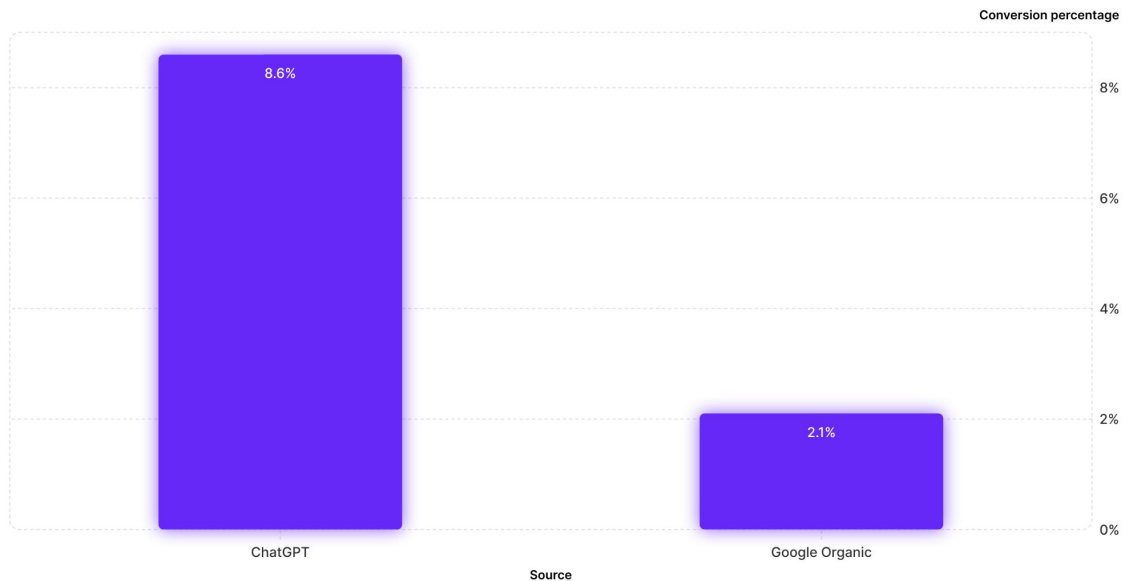




Conversion study

CHATGPT TRAFFIC IS CONVERTING 4X MORE THAN GOOGLE ORGANIC!

We saw traffic from ChatGPT converting 4x more than Google Organic
Homepage traffic to lead conversion



CHATGPT TRAFFIC IS CONVERTING 4X MORE THAN GOOGLE ORGANIC!



- The key reason? ChatGPT users arrive with **higher intent and deeper product understanding**, often after personalized, comparison-driven discovery journeys.
- This shift highlights a growing opportunity: **AI-generated traffic isn't just scalable — it's high quality and conversion-ready.**

A SaaS Acquisition Marketing
Agency that Owns Real
Growth Numbers.

We are the marketing arm
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Our Services

- * Performance Marketing
- * SEO & Content Marketing
- * Account Based Marketing
- * Marketing & Sales Operations
- * Design & Positioning

 TripleDart

Thank You!