

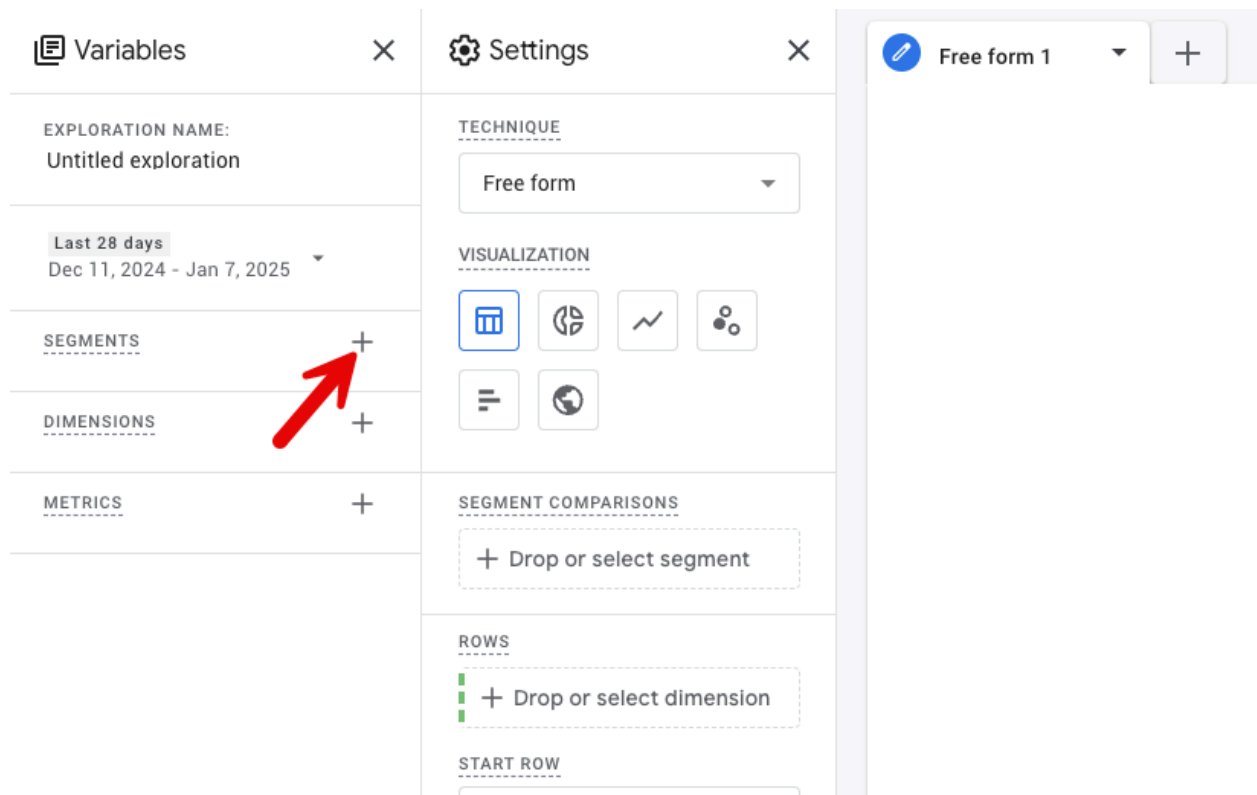
# Instant Insights: How To Track AI Searches

AI-enabled search engines like ChatGPT Search, Perplexity, and others are sending more traffic to websites as consumers begin to use AI search tools. To track these visits, here's a straightforward recipe.

First, you'll need Google Analytics 4. Go into Explore and start a new exploration.

## Create Segments

Then select the + next to Segments to create a new segment.



The screenshot shows the Google Analytics 4 Explore interface. On the left, there are tabs for 'Variables' and 'Settings'. The 'Variables' tab is active, showing an exploration named 'Untitled exploration' with a date range of 'Last 28 days' (Dec 11, 2024 - Jan 7, 2025). Below this, there are sections for 'SEGMENTS', 'DIMENSIONS', and 'METRICS', each with a '+' icon. A red arrow points to the '+' icon next to 'SEGMENTS'. On the right, the 'Settings' tab is active, showing a 'Free form 1' segment. The 'TECHNIQUE' is set to 'Free form'. The 'VISUALIZATION' section shows icons for various chart types: bar chart, pie chart, line chart, and scatter plot. The 'SEGMENT COMPARISONS' section has a '+ Drop or select segment' button. The 'ROWS' section has a '+ Drop or select dimension' button. The 'START ROW' section is empty.

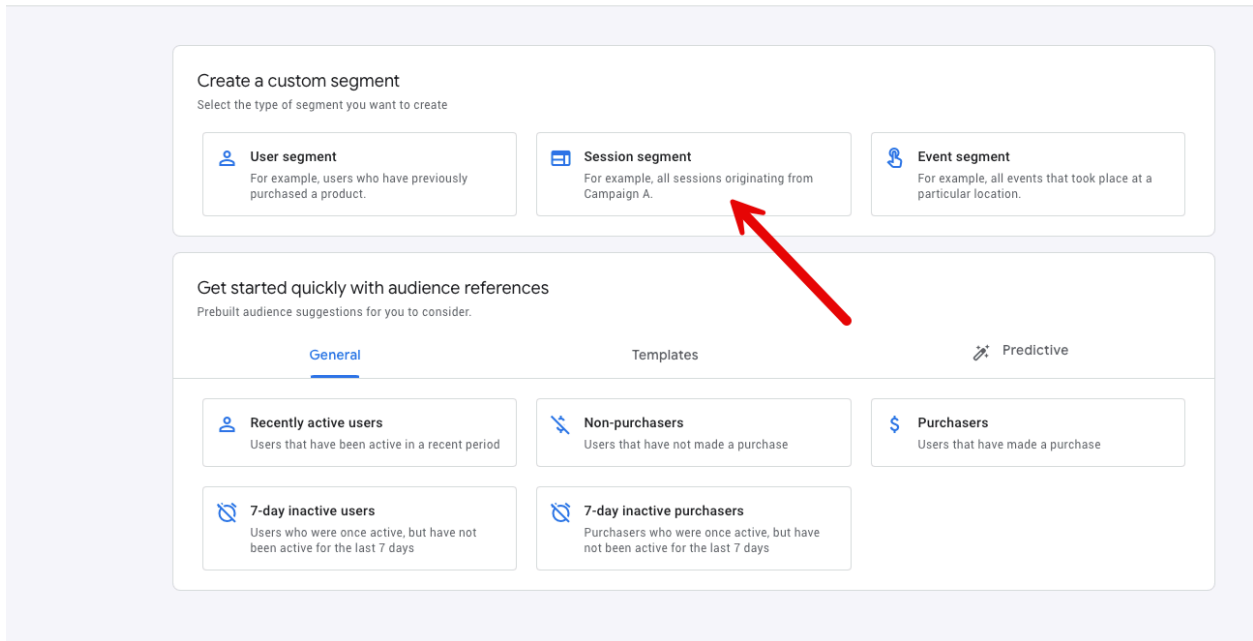
Create 3 segments, one for Perplexity, one for ChatGPT, and one for Gemini. Create more segments as needed, as search engines change.

Be sure they are session scoped.

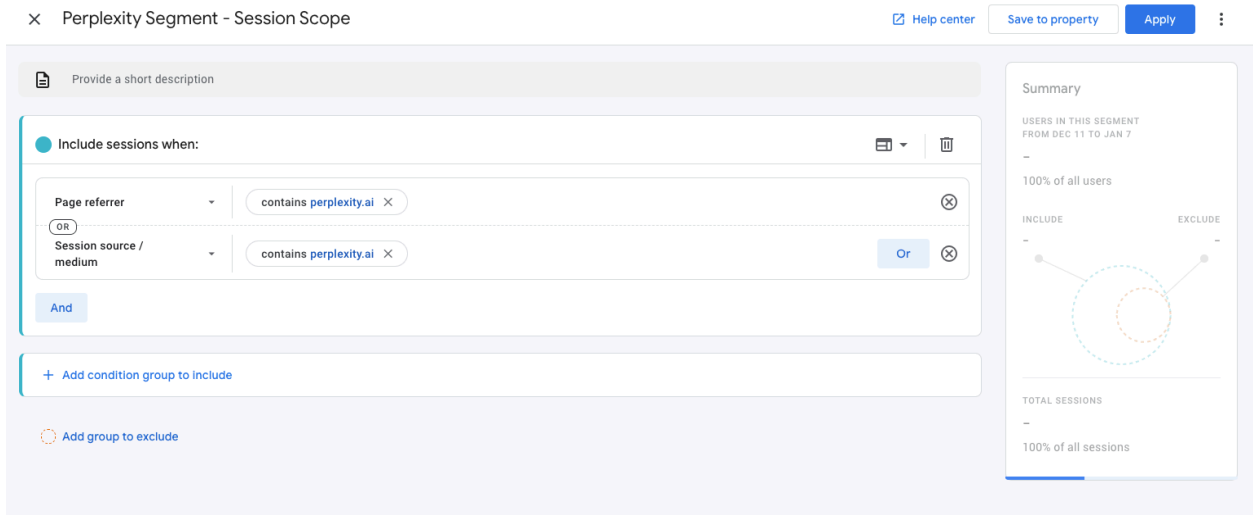
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## Build new segment



## Perplexity:



## ChatGPT:

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← ChatGPT Segment - Session Scope Help center Save to property Apply

Provide a short description

Include sessions when:

Page referrer contains chatgpt.com

OR

Session source / medium contains chatgpt.com

And

+ Add condition group to include


Add group to exclude

**Summary**

USERS IN THIS SEGMENT FROM DEC 11 TO JAN 7

58  
0.8% of all users

INCLUDE 58 EXCLUDE -



TOTAL SESSIONS

88  
0.91% of all sessions

## Google Gemini:

× Gemini Segment - Session Scope Help center Save to property Apply

Provide a short description

Include sessions when:

Page referrer contains gemini.google.com

OR

Session source / medium contains gemini

And

+ Add condition group to include

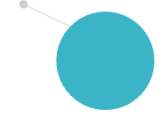
Add group to exclude

**Summary**

USERS IN THIS SEGMENT FROM DEC 11 TO JAN 7

4  
0.06% of all users

INCLUDE 4 EXCLUDE -



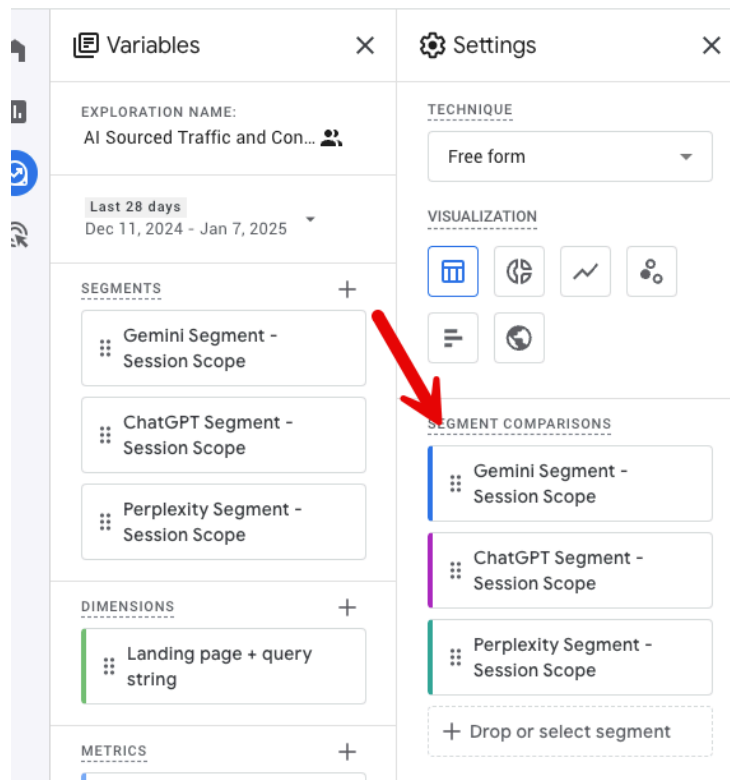
TOTAL SESSIONS

4  
0.04% of all sessions

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## Add Segments to Table

Drag all the new segments to the segment comparisons.

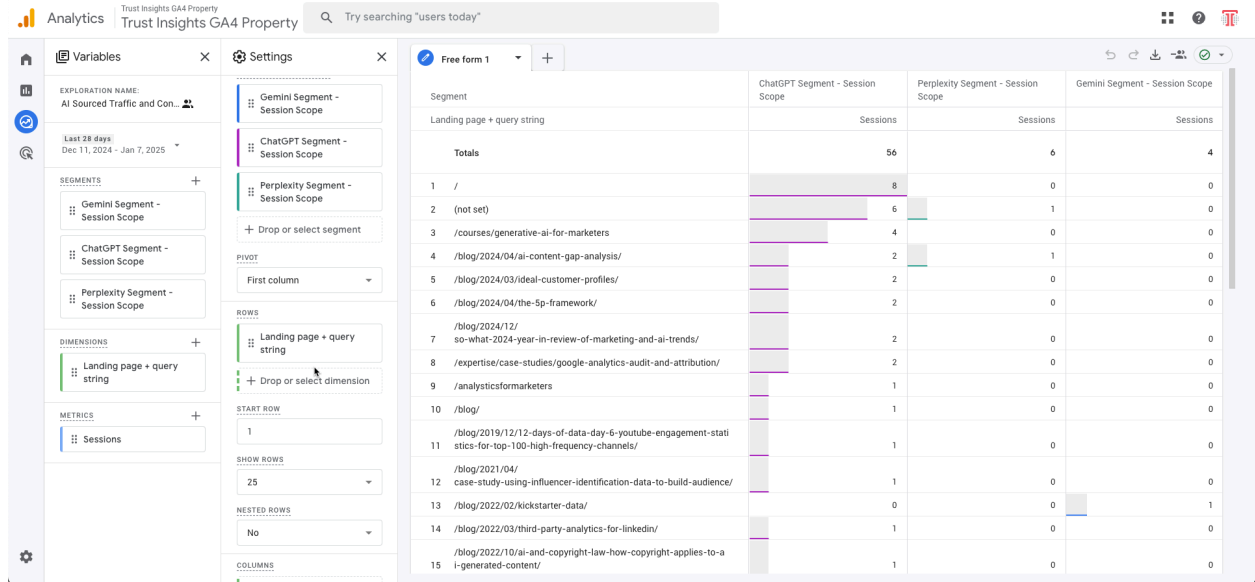


The screenshot displays the Trust Insights interface with two panels: 'Variables' and 'Settings'. The 'Variables' panel shows the exploration name 'AI Sourced Traffic and Con...', a date range of 'Last 28 days' (Dec 11, 2024 - Jan 7, 2025), and a list of segments: 'Gemini Segment - Session Scope', 'ChatGPT Segment - Session Scope', and 'Perplexity Segment - Session Scope'. The 'Settings' panel shows the technique 'Free form' and visualization options. A red arrow points from the 'Gemini Segment - Session Scope' in the 'SEGMENTS' list to the 'SEGMENT COMPARISONS' table, which already contains the other two segments. The 'SEGMENT COMPARISONS' table has three rows, each with a colored bar and the segment name. Below the table is a button that says '+ Drop or select segment'.

## Add Dimensions and Metrics

Then add in Landing Page + Query String as your dimension, so you can see what pages they landed on (you cannot get the search query, nor would it be helpful), and add Sessions as your metric.

Your final report should look like this:



The screenshot shows a Google Analytics GA4 report for 'Trust Insights GA4 Property'. The report is titled 'Free form 1' and displays data for 'Sessions' across various segments and landing pages. The left sidebar shows the configuration: Segments include Gemini, ChatGPT, and Perplexity; Dimensions include 'Landing page + query string'; and Metrics include 'Sessions'. The main table shows the following data:

Segment	ChatGPT Segment - Session Scope	Perplexity Segment - Session Scope	Gemini Segment - Session Scope
Landing page + query string	Sessions	Sessions	Sessions
<b>Totals</b>	<b>56</b>	<b>6</b>	<b>4</b>
1 /	8	0	0
2 (not set)	6	1	0
3 /courses/generative-ai-for-marketers	4	0	0
4 /blog/2024/04/ai-content-gap-analysis/	2	1	0
5 /blog/2024/03/ideal-customer-profiles/	2	0	0
6 /blog/2024/04/the-5p-framework/	2	0	0
7 /blog/2024/12/so-what-2024-year-in-review-of-marketing-and-ai-trends/	2	0	0
8 /expertise/case-studies/google-analytics-audit-and-attribution/	2	0	0
9 /analyticsformarketers	1	0	0
10 /blog/	1	0	0
11 /blog/2019/12/12-days-of-data-day-6-youtube-engagement-statistics-for-top-100-high-frequency-channels/	1	0	0
12 /blog/2021/04/case-study-using-influencer-identification-data-to-build-audience/	1	0	0
13 /blog/2022/02/kickstarter-data/	0	0	1
14 /blog/2022/03/third-party-analytics-for-linkedin/	1	0	0
15 /blog/2022/10/ai-and-copyright-law-how-copyright-applies-to-ai-generated-content/	1	0	0

From here you can manipulate the data any way you like.

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