

AI Discovery & Ecommerce Visibility Report 2026

Built on performance data from **35,000 analyzed ecommerce brands**.

Designed for operators who want to see where demand is being influenced before it becomes obvious in standard dashboards.



Data was collected through Le Pixel, Lebesgue's first-party ecommerce intelligence and attribution infrastructure. The report provides a grounded view of AI-referred sessions, conversion behavior, and revenue outcomes.



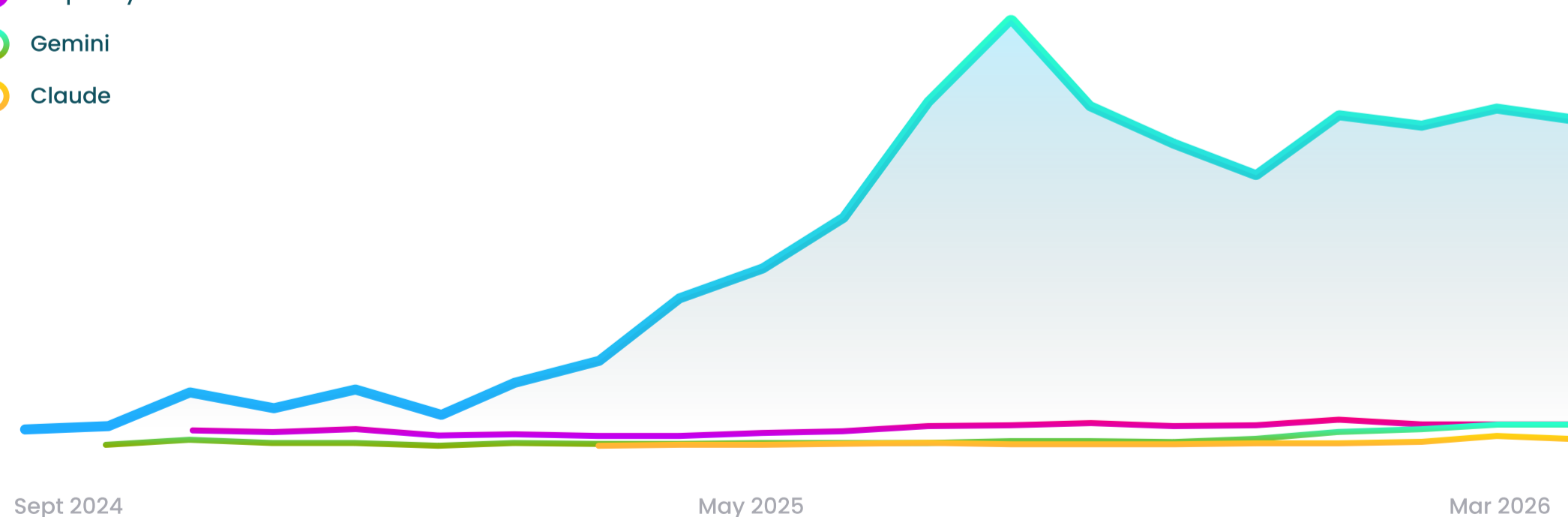
AI-referred traffic is **growing 15x YoY.**

The channel is still early, but the signal is now strong enough to monitor as a separate discovery layer.

AI traffic growth by referral source

Inspired by observed AI referral trends. ChatGPT currently drives most measurable volume; Gemini, Perplexity, and Claude remain smaller but visible.

- Chat GPT
- Perplexity
- Gemini
- Claude



AI referrals are not yet a dominant channel, but **measurable AI traffic is growing quickly and behaves differently once it arrives.**

This is no longer noise

The traffic layer is still emerging, but the growth curve is now strong enough to monitor independently.

What to watch next

- Referral volume
- Prompt visibility
- Competitor presence
- Source influence
- Whether AI-assisted sessions continue to show stronger quality metrics

AI-assisted commerce is already measurable.

Measurable AI-assisted commerce behavior is already appearing across a meaningful portion of observed ecommerce brands.



35,000+

analyzed ecommerce brands

Observed Shopify and ecommerce brands across AI-assisted referral activity.



90%

of brands had measurable AI-assisted traffic

AI-referred sessions are already appearing across the vast majority of observed brands.



68%

of brands recorded at least one AI-attributed purchase

AI discovery is no longer just a traffic story. Purchase behavior is already measurable.

AI-referred traffic behaves differently.

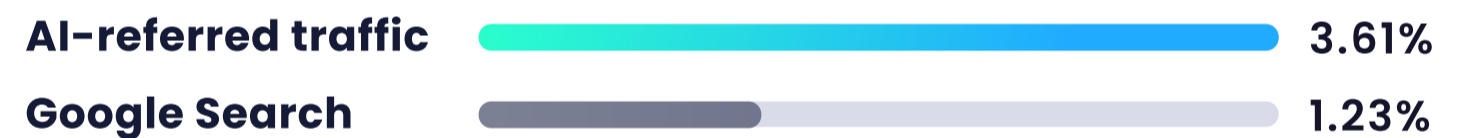
Across observed Shopify data, AI-referred sessions converted at **3.61%**, compared with **1.23% from Google Search**.



AI discovery may send fewer visitors than other channels today, but the sessions are stronger. The channel should not be judged only by current traffic share, but by the commercial potential it brings.

Conversion rate comparison

AI traffic is early, but the behavioral signal is strong enough to watch now.



+30%

higher revenue per session from AI-referred traffic.

2.9x

higher conversion rate than Google Search in the observed sample.



Why it matters:

AI traffic may represent shoppers who have already used a recommendation layer to narrow the market before they reach the site.

AI buying behavior differs by category.

The early signal is not evenly distributed. Some ecommerce categories already show stronger ChatGPT-assisted conversion behavior than broader non-AI traffic.

Beauty & Wellness

ChatGPT conversion rate **8.25%**



Non-AI conversion rate **5.00%**



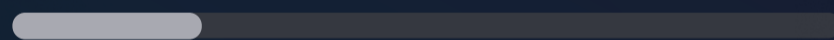
Beauty discovery and comparison journeys may already align naturally with AI-assisted shopping behavior.

Fitness & Outdoors

ChatGPT conversion rate **3.59%**



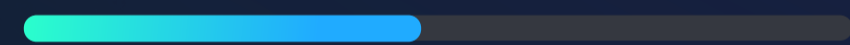
Non-AI conversion rate **1.71%**



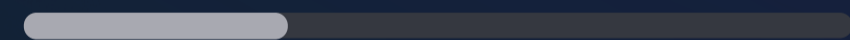
Research and problem-led buying journeys appear well-suited to conversational discovery.

Fashion & Luxury

ChatGPT conversion rate **3.72%**



Non-AI conversion rate **2.42%**



Style, gifting, and comparison-led journeys may already be influenced before search begins.

AI traffic generates higher revenue per session.

In several ecommerce categories, ChatGPT-assisted sessions already generate higher revenue per session than traditional non-AI traffic..



AI-assisted sessions may be especially valuable in categories where shoppers research, compare, and narrow options before they click.



The industry is already adapting.

The biggest ecommerce and search platforms are already reacting to AI-assisted discovery. The signal is not theoretical anymore.



Agentic commerce is entering ecommerce platforms.

Product discovery is moving closer to AI-assisted buying journeys, not just storefront browsing.



AI referrals are becoming a traffic layer worth separating.

Measurement teams are starting to isolate AI traffic from classic search, social, and direct sessions.



AI search guidance changes the visibility problem.

Search is no longer only a ranking surface. Content, sources, and brand clarity influence how AI systems summarize and recommend.



Paid AI discovery is becoming commercially meaningful.

Paid visibility is emerging, but organic recommendation visibility may influence decisions earlier in the journey.



"The ecommerce measurement question is shifting from 'which channel got the click?' to 'which environment shaped the shortlist before the click?'"

JOSIP BEGIC,
Founder and CEO of Lebesgue

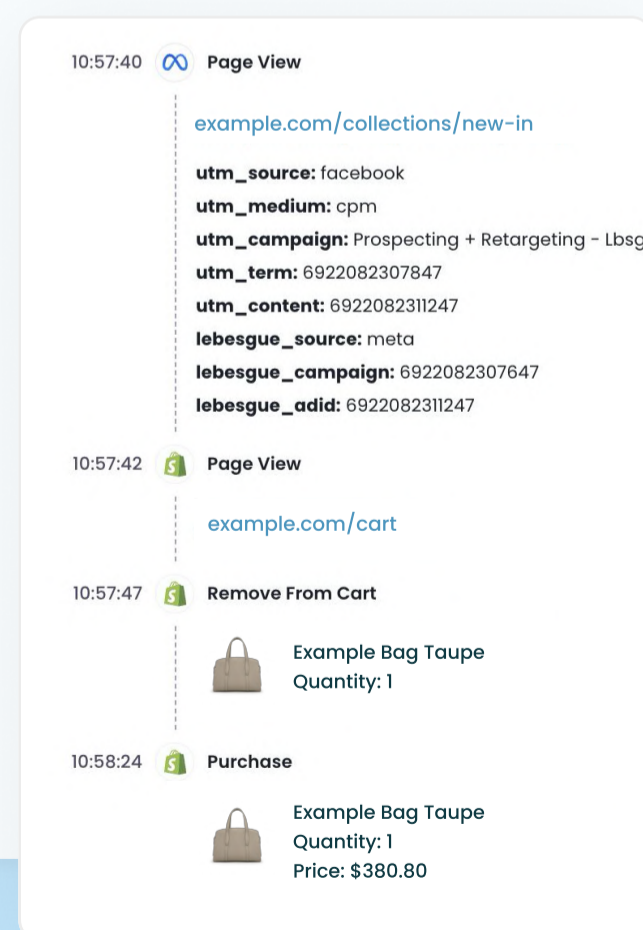
The ecommerce funnel may now start before Google.

Shoppers increasingly use AI tools to compare options and narrow choices before they search. By the time a branded search or direct visit happens, part of the decision may already be shaped.

Traditional discovery

Intent Visible

For years, most teams could see demand once it became a click, search, email visit, or direct session.

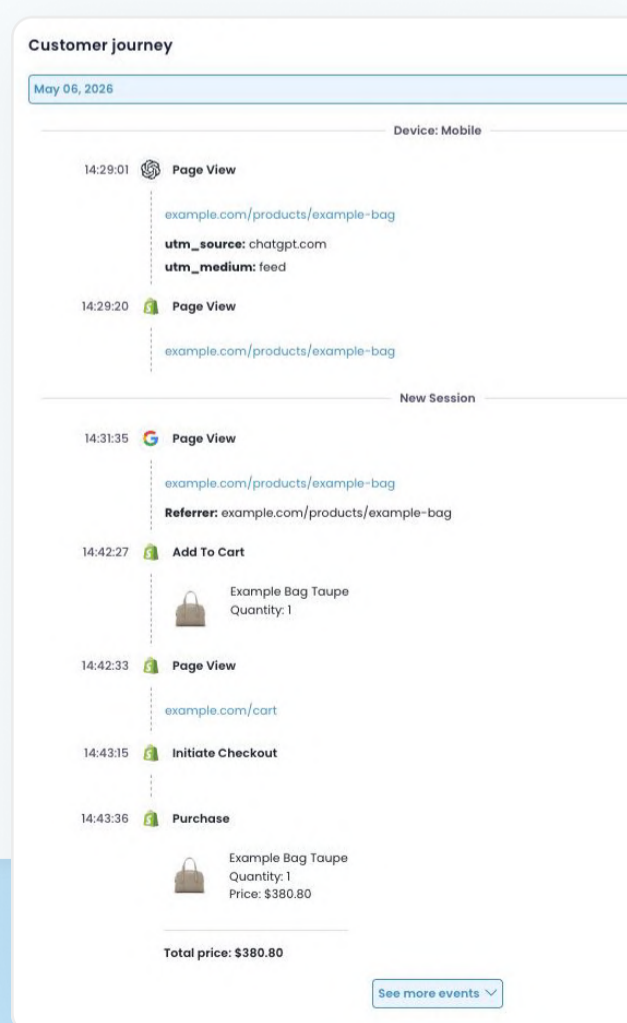


- 01 Ad impression or search result
- 02 Click or branded search
- 03 Site visit and purchase

AI-assisted discovery

Intent Shaped Earlier

AI recommendations can shape the shortlist before traditional intent is visible.



- 01 AI-assisted product research
- 02 Recommendation set
- 03 Branded search or direct visit
- 04 Purchase

AI Visibility shows what recommendation environments see.

Operators need a way to see how AI systems describe the brand, which prompts matter, which competitors appear, and what sources may shape recommendation outcomes.



PRIMARY GAP

Lack of brand presence in comparison content

You are absent from top-roundup and comparison articles where competitors like Herman Miller and Pelcase are frequently highlighted.

Create Comparison Content

Develop content that showcases your chairs' ergonomic features against competitors

- Reach out to industry blogs for featuring in roundups
- Ensure your product line is included in top chair comparison roundups

01

AI Brand Overview

Understand how your business is currently interpreted by AI systems and what sources shape that perception.

02

Prompt Analysis

See which real buying questions, prompts, and comparison queries may trigger your brand visibility.

03

Source Influence

Understand which websites, reviews, retailers, and content sources may influence recommendation outcomes.

04

You vs Competitors

See which competitors dominate recommendation visibility before shoppers ever search your brand.

Most brands are blind to AI recommendation behavior.

Your competitors may already be influencing discovery in places you do not measure today. Recommendation visibility may form before search, before the click, and before traditional dashboards ever detect intent.



Inside the AI Visibility feature

Operators can see which prompts are tracked, whether their brand is mentioned, which competitors appear instead, what sources are used, and the insight behind the result.

?

Why does ChatGPT recommend competitors instead of us?

?

Which sources have the strongest impact on our visibility?

?

Which prompts do competitors dominate?

?

Where are we visible and where are we missing completely?

?

Does Gemini understand our products correctly?

?

Where is invisible market share forming before search?

| Prompt | Your presence | Top brands mentioned |
|--|---|---|
| <i>Category: Comparison</i> | | |
| alternatives to Herman Miller Embody for ergonomic seating | MENTIONED LIGHTLY See why > | <ul style="list-style-type: none"> Steelcase Autonomous Haworth Anthros |

What ecommerce brands should monitor now.

The advantage comes from seeing the shift earlier, while the channel is still forming and before competitors turn it into another crowded acquisition surface.

01

Monitor AI visibility early.

Separate AI visibility before it disappears inside blended reporting.

02

Map category prompts.

Identify the prompts shaping category consideration before search begins.

03

Track competitor presence.

See which brands are being recommended before customers search directly.

04

Improve source signals.

Improve the assets and external sources that shape how the brand is understood.

05

Connect to performance.

Connect visibility signals to first-party tracking and incrementality, not vanity reporting.

• Editorial / Blog
27.30%

Understand how AI recommends your brand.

See where your brand appears, which competitors are recommended instead, and what signals shape AI recommendation visibility.

GET YOUR AI VISIBILITY AUDIT →

35,000 Shopify brands analyzed

First-party tracking

Competitor intelligence

Operator-ready next steps



Herman Miller

COMPARISON ROUNDUP

LUXURY LEADER

- ✓ Appears predominantly in comparison roundups as a benchmark in luxury office seating with iconic ergonomic designs.
- ✓ Renowned for high-quality materials and innovative designs, particularly the Aeron chair.

E

Eureka Ergonomic

PRODUCT COLLECTION

MODERN DESIGNS

- ✓ Highlighted in product collections for stylish and functional office chairs prioritizing ergonomic seating and aesthetics.
- ✓ Emphasized for combining ergonomics with modern design features.