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Similarweb Expands Digital Visibility to AI Chatbots Like ChatGPT and More

Similarweb reveals AI referrals and top chatbot prompts, giving digital leaders the visibility they need to optimize for new patterns of consumer behavior.

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb (NYSE: SMWB), a leading digital intelligence company, now reveals AI Chatbot Traffic as a distinct traffic source from traditional search and other referrals. The new AI Chatbot Traffic screen allows marketers and SEO professionals to identify and analyze web traffic originating from popular AI chatbots like ChatGPT, Perplexity, and Claude - eliminating what would otherwise be a growing blind spot in digital analytics.

This press release features multimedia. View the full release here:
https://www.businesswire.com/news/home/20250407068734/en/

Animation showing how to navigate through AI referrals and see top chatbot prompts.

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As AI chatbots become core to how people search and make decisions, they're also emerging as powerful new sources of referral traffic. This new feature reflects Similarweb's commitment to providing the most comprehensive picture of the digital world across more than 200 million websites, 4 million apps, and 7 billion search keywords and now popular AI chatbots.

With AI Chatbot Traffic, users see the overall estimated traffic volume and **which platforms are linking to their content the most**. In addition, they can see which pages are receiving the most AI chatbot referrals – **displayed along with a list of top prompts** that would direct users to each page's content.

These capabilities are now available within the familiar Similarweb platform that digital professionals use for SEO and competitive intelligence. Much like knowing the keywords that drive the most traffic is important to traditional search engine optimization, knowing the pages that attract the most AI chatbot traffic allows marketers to adjust their content strategy for the next generation of digital marketing optimization.

"The digital landscape is undergoing a profound transformation with the rise of AI-driven search," said Or Offer, CEO of Similarweb. "Our AI Chatbot Referral Traffic monitoring empowers businesses to navigate this new terrain by providing unparalleled insights into how AI interactions drive web traffic, enabling our clients to stay ahead in the competitive digital marketplace."

As generative AI reshapes how people discover, evaluate, and engage with brands, Similarweb is decoding this shift - ensuring that its customers don't just keep up with change, but lead it.

For more details, see the [AI Chatbot Referral Traffic blog post](#).

About Similarweb

Similarweb powers businesses to win their markets with Digital Data. By providing essential web and app data, analytics, and insights, we empower our users to discover business opportunities, identify competitive threats, optimize strategy, acquire the right customers, and increase monetization. Similarweb products are integrated into users' workflow, powered by advanced technology, and based on leading comprehensive Digital Data.

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Press:
David F. Carr
Similarweb
david.carr@similarweb.com

Investors:
Rami Myerson
Similarweb
rami.myerson@similarweb.com

Source: Similarweb