SOP: AI Traffic Source Report – GA4

Objective

To **track and analyze referral traffic from generative AI platforms** using **Google Analytics 4 (GA4)**. This report provides insight into how users are arriving at your website through AI-generated content, search summaries, or chat-based suggestions from platforms such as **ChatGPT, Gemini, Perplexity, Claude**, and others.

Prerequisites

- You must have **Admin access** to your GA4 property.

Training Video

Watch the walkthrough:
https://us06web.zoom.us/clips/share/eYY7blFuR7C1bx2wUalG1g

Tools Required

- Google Analytics 4 (GA4)

Report Overview

- **Report Name:** AI Traffic Source Referrals
- **Report Description:**
  This report tracks website traffic referred from major generative AI platforms such as ChatGPT, Gemini, Perplexity, Claude, and others.

Steps to Create the Report

Option 1: Create from Traffic Acquisition

1. In GA4, go to:
   Reports > Acquisition > Traffic Acquisition
2. Click the **pencil icon** in the top-right corner of the report panel.
3. Select **Customize Report**.
4. Click **Save as a new report**.
5. Name the report:
   AI Traffic Source Referrals
6. Under **Filters**, click **Add filter** and configure the following:
   - **Dimension:** Session source (Mark as DEFAULT)
   - **Match Type:** Regex (ignore case)
   - **Value:**
     i. chatgpt\.com|openai\.com|perplexity\.ai|perplexity|gemini\.google\.com|bard\.google\.com|chat\.deepseek\.com|you\.com|claude\.ai|anthropic\.com|pi\.ai|mistral\.ai|phind\.com|poe\.com|huggingface\.co|caktus\.ai|writesonic\.com|copy\.ai|notion\.so|chatpdf\.com|chatdoc\.com|scispace\.com|magical\.ai|neeva\.com
7. **Click Apply, then Save.**
8. **Navigate to Library and add the saved report to the appropriate collection (e.g., Traffic Sources or Custom Reports) for quick access.**

Option 2: Duplicate from Library

1. Go to:
   Reports > Library
2. Locate the Traffic Acquisition report.
3. Click the three-dot menu (⋮) and choose Duplicate.
4. Customize the duplicated report:

   - Rename: AI Traffic Source Referrals
   - Add the same Session source filter as outlined above.

5. Save and add the report to the desired collection.