CLIENT DELIVERABLE · MARKETING MEASUREMENT

The AI Signal

We measured AI in two ways. Referral tracking found 6 customers. Asking customers how they heard about us found 39. This report explains what each measure captures and how to use them together.

Window **6 to 12 months** Source **Product database, CRM** Prepared by **Mark Barrera**

A · WHAT OUR TRACKING SEES

417 signups

Arrived on the site directly from an AI tool, over twelve months. **6** became customers.

REFERRALS

B · WHAT CUSTOMERS TELL US

228 signups

Picked “AI” when asked how they heard of us, over six months. **39** became customers.

EVERY CUSTOMER ANSWERS

IN BOTH A AND B

24 accounts

Few accounts appear in both lists, so one measure can’t stand in for the other.

OVERLAP

Anonymized for publication. Client details removed, counts scaled by a fixed factor, deal values indexed. Ratios and rates are unchanged.

The two counts disagree

Measure A counts customers who clicked through from an AI answer. Measure B counts customers who told us an AI assistant is how they heard of us. Measure A covers twelve months and Measure B covers six, and B still finds far more customers.

How to read them

Measure A records identifiable AI referrals. It misses visits that leave no AI referral signal, including later searches or direct visits. This group produced 6 customers.

Measure B records reported discovery. Every customer answers the question. Over six months, 39 named AI. That measures recall, not AI’s total or incremental impact.

A records a tracked route. B records reported discovery. Read both. They do not prove what caused the purchase.

Where these customers landed

The 228 signups from Measure B, grouped by where tracking says they arrived. Paid search brought in the most. Arrivals directly from an AI tool ranked fourth.

These signups named AI even when tracking recorded paid search, organic search or direct traffic. The overlap supports keeping both fields. It does not establish the order of touches or each touch's causal contribution.

The channel field does two jobs

Today's reporting has one field called channel. It records who brought a customer in, and it also gets read as what made them start looking. Those are different questions. Splitting them is what makes the AI number visible.

DIMENSION 1

Capture

Who brought the customer in. Paid search, direct, organic, partner, SDR. This is what spend attaches to, and none of it changes.

DIMENSION 2

Origin

Where customers say they first heard about us: an AI assistant, a search engine, a partner, an email or someone they know.

Reported discovery is missing from the channel view. AI can be absent from that report even when a customer names it. Paid search records capture. It does not prove what created demand.

What to do with the overlap

Some signups name AI while tracking records paid search. That overlap changes how we read the channel report. It does not establish which touch created demand or whether the paid click was incremental.

Of the 228 signups naming AI, 69 were assigned to paid search. Retain paid search for those 69 and AI as their reported discovery source. The other 159 stay in their recorded channels.

A controlled test can estimate paid brand’s incremental value. The survey and tracking cannot show what would happen without the ads. A well-designed geo holdout or switchback test can compare outcomes with and without brand advertising.

How this sits against the channel numbers

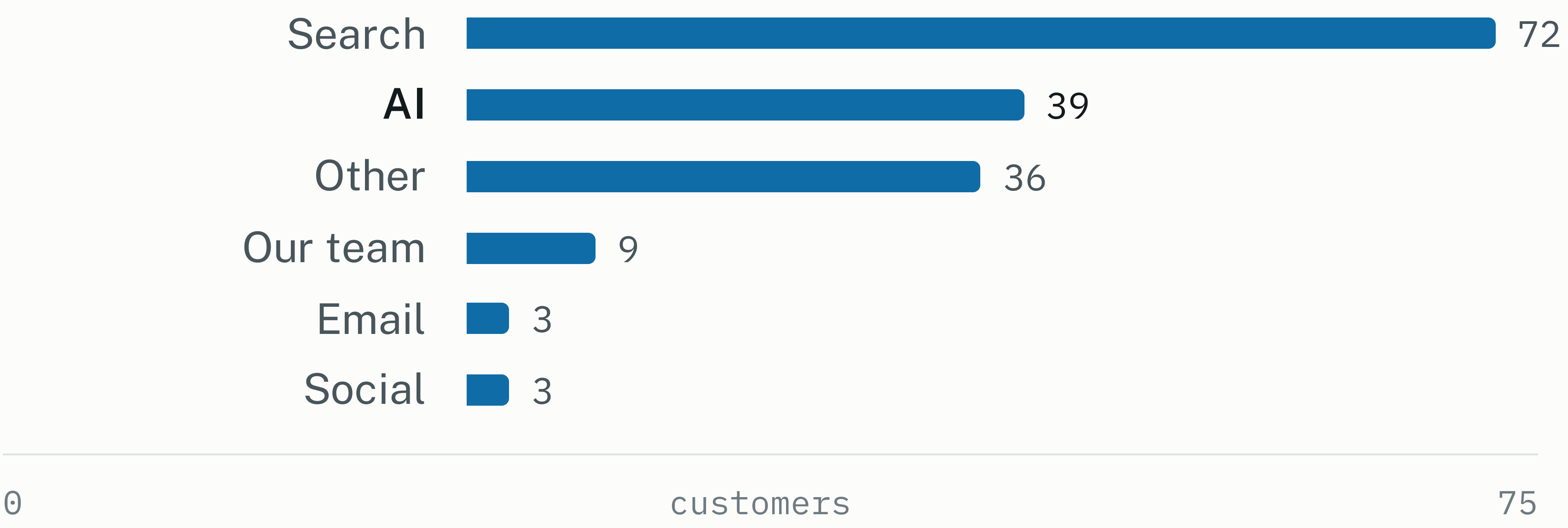
Customers in the six-month window. Each is assigned to one channel based on who brought them in: Partner and SDR are sales-led, Marketing covers everything the marketing team drives. Every one of them answered the question, so no account is missing.

CHANNEL	CUSTOMERS	SAID AI	AI SHARE
Marketing	162	39	24%
Partner	24	0	0%
SDR	15	0	0%
Total	**201**	**39**	**19%**

About a quarter of Marketing's customers name an AI assistant. The 39 Partner and SDR customers gave other answers. These are observed answers, not proof that sales-led buyers never use AI. Research and sales outreach can occur in the same path.

AI is the second most common answer

Inside Marketing, ranked by what customers said.



Search is the most common answer, and AI is second.

Why AI isn’t added as its own channel

Those 39 customers are already included in Marketing’s 162. AI is their reported discovery source. The channel table records capture. Read the dimensions side by side. Adding them together would count the same customers twice.

Are AI-sourced customers worth more or less?

Every customer this year who answered the question, grouped by what they said. Year to date, so the AI row is 48 rather than 39. Deal values are indexed to the search median (100).

WHAT THEY SAID	CUSTOMERS	MEDIAN DEAL	AVG DEAL	BUYS EACH	DAYS TO CLOSE	SHARE OF REVENUE
Search	114	100	318	1.97	11	48.2%
Other	75	134	257	1.40	12	25.7%
AI	**48**	**134**	**274**	**2.06**	**16**	**17.5%**
We reached out	18	195	277	1.17	8	6.6%
Social	9	134	123	1.00	2	1.5%
Blog or podcast	3	101	101	2.00	13	0.4%
Email	3	34	34	1.00	2	0.1%

AI respondents represent 17.8% of customers and 17.5% of revenue in this window. Their revenue share is close to their customer share. Purchases per customer are descriptive. Cohort age and time to repurchase can affect the comparison.

Where AI looks better, and where it looks worse

WHERE AI LOOKS BETTER

The observed median AI deal indexes at 134, against 100 for search. Search has the higher average: 318 versus 274. Its average is 3.2 times its median, compared with 2.0 for AI. These summaries do not show the full distribution.

Observed purchases per customer are 2.06 for AI and 1.97 for search. Different cohort ages and follow-up time can affect this result. It does not establish stronger repeat buying.

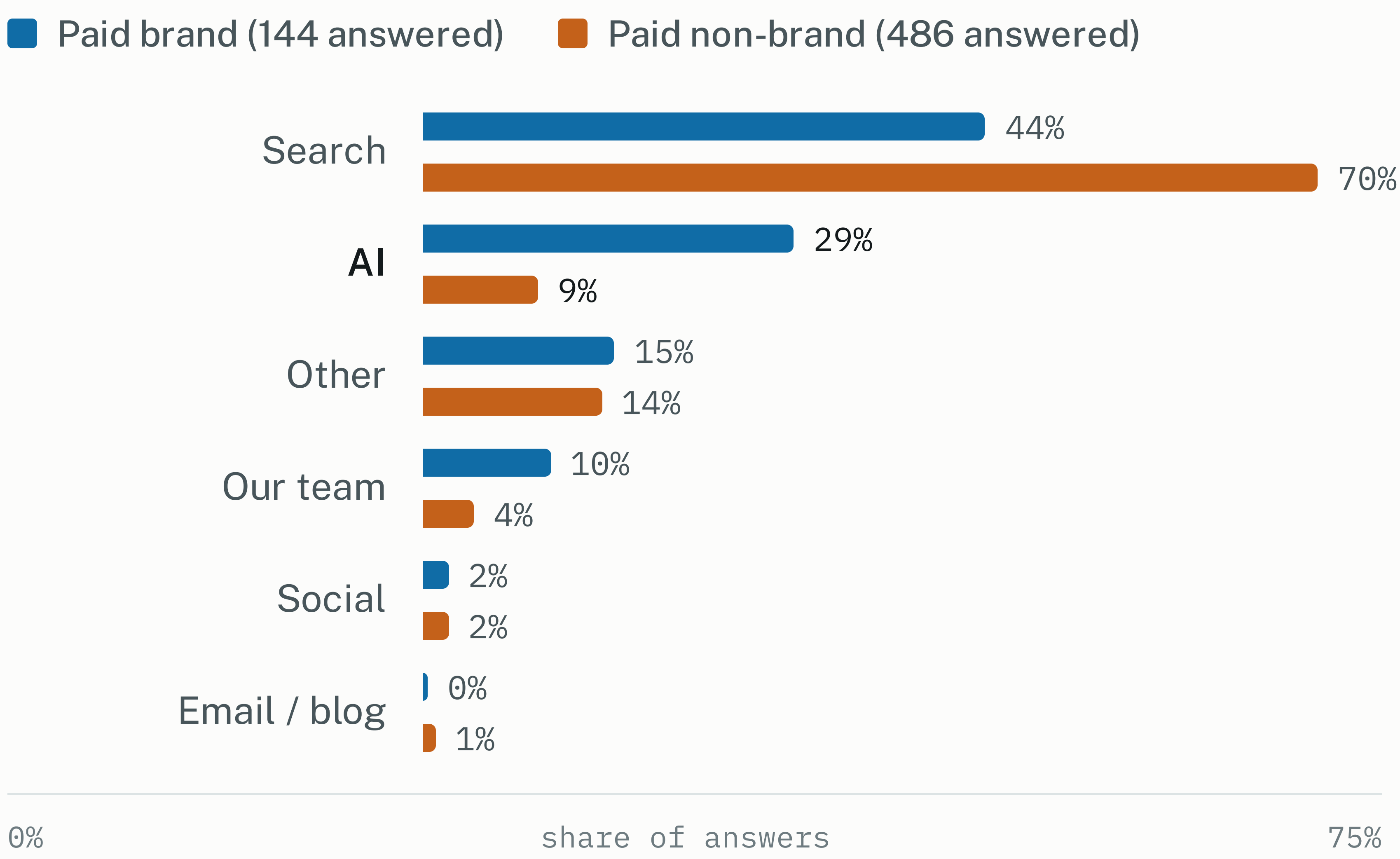
WHERE AI LOOKS WORSE

Observed time to first purchase is 16 days for AI, against 11 for search and 8 for customers we reached out to. This describes this sample, not a stable channel difference.

The underlying AI group is small. We have not established statistical reliability. Compare cohorts with equal follow-up time before treating these differences as durable.

Paid brand campaigns are where this shows up most

Paid clicks only. Signups who arrived on a paid ad, split by brand and non-brand campaigns and grouped by what they said later.



Signups from a paid brand ad named AI 3.2× as often as signups from a paid non-brand ad. 44% of the brand group named search, compared with 70% of the non-brand group.

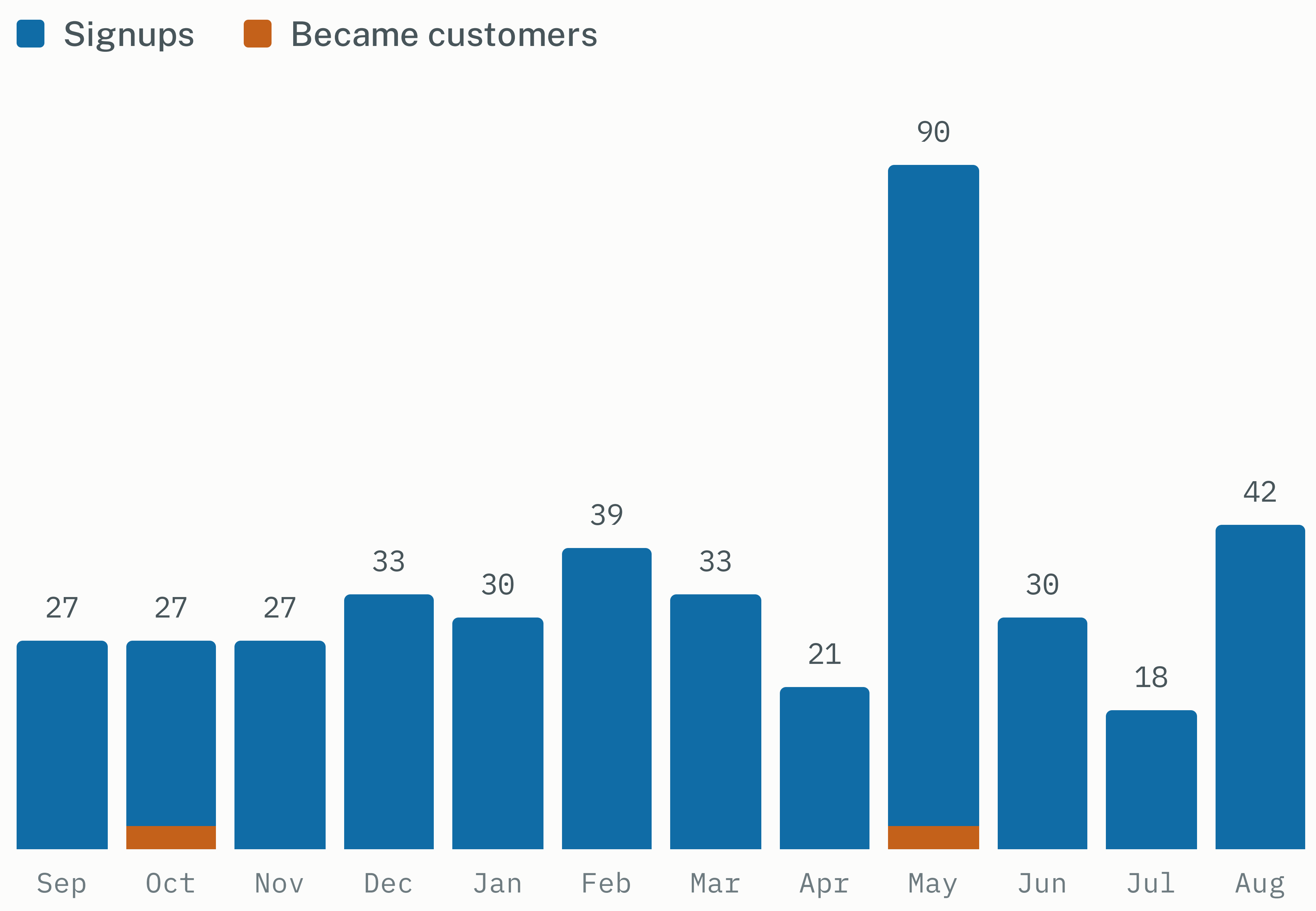
Prior contact adds evidence

Among paid brand signups, 7.0% had prior SDR contact, against 2.0% of paid non-brand signups. This supports prior brand exposure in some paths. It does not validate the AI answers or prove what caused the later paid click.

> Prior exposure is not a reason to cut paid brand. A later ad may still help capture a customer. The data here does not establish whether that customer would convert without it.
>
> A controlled test can estimate paid brand’s incremental contribution. These observations alone cannot.

Measure A, month by month

Signups arriving directly from an AI tool over twelve months. Around thirty a month, with one spike in May. Very few became customers.



This counts identifiable AI referrals. Later searches, direct visits and missing referral data can fall outside it. It measures a tracked route, not all AI discovery or influence.

Limits on these numbers

- The “how did you hear about us” question is answered by 11 to 15% of signups and by every customer, because it sits in a step every customer completes. Figures about customers cover everyone. Figures about signups are a sample.
- The underlying groups are smaller than the scaled counts suggest. These are descriptive comparisons. Statistical reliability has not been established, even for large differences.
- Measure A depends on identifiable referral information. It misses AI discovery followed by a different route to the site.
- The windows differ: twelve months for A, six for B. Align the dates before comparing counts or estimating a gap.
- Measure B records reported discovery. Recall, answer options and multiple touches can affect it. It does not measure incremental impact.
- The “AI” option doesn’t separate a ChatGPT recommendation from an AI summary at the top of Google results. Those call for different responses.