AI Traffic Trends Report

Adobe Digital Insights
August 2026

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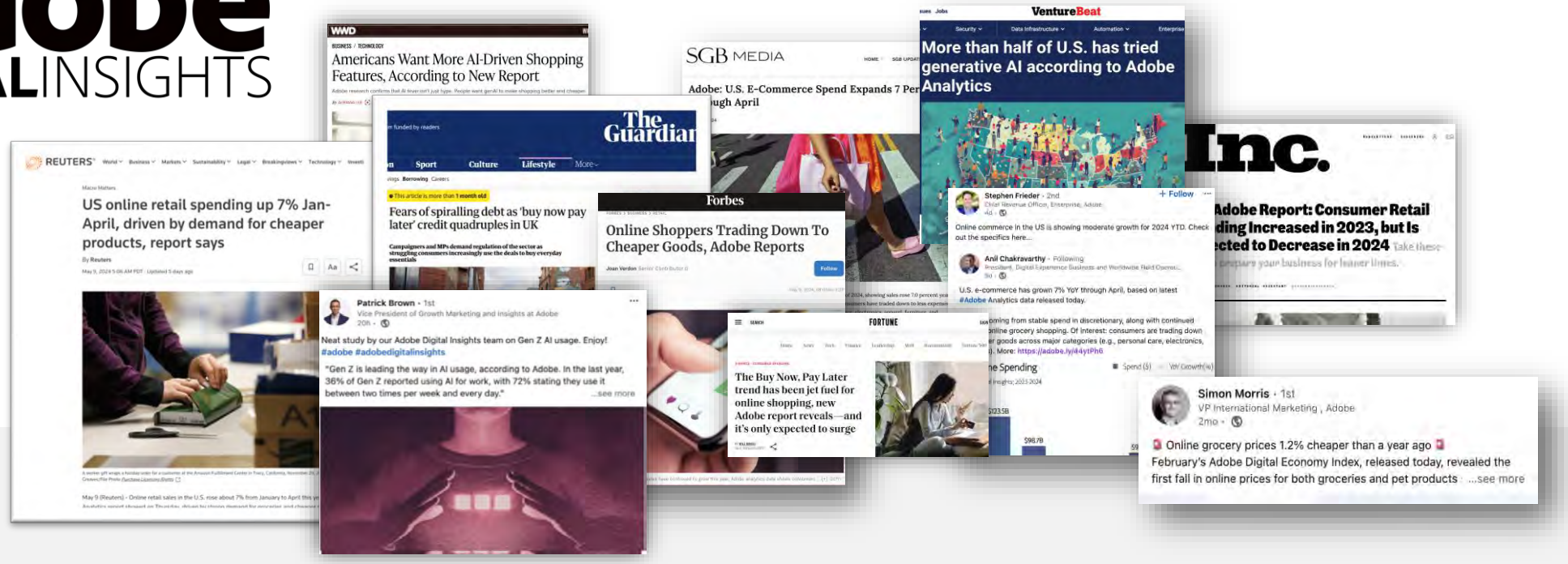


Methodology

Adobe Digital Insights (ADI) offers the most comprehensive set of insights of its kind based on analysis that covers more than *one trillion* visits to U.S. retail sites and more than *100 million* SKUs, more than any other technology company. Analysis is significantly more in-depth and precise compared to other data sources because only Adobe has access to this volume of real-time, granular, transactional consumer data. It is aggregated and anonymized to provide insights on consumer spending and emerging trends.

Adobe additionally conducted consumer surveys of more than 5,000 U.S. respondents in July 2026 on the use of, and attitudes toward, generative AI (GenAI), focusing on how consumers use AI in their online shopping journey—from discovery and product research to purchase decisions. The survey reveals a clear story of growing usage and improving perceptions of GenAI.

To learn more about ADI and the opportunity to receive bespoke reports, speak with your Adobe Account Team.

Key Insights

AI traffic momentum continues to surge	Travel flew ahead in AI-driven visit share growth in July (+119% YoY) followed by Retail (+62% YoY) and Financial Services (+31% YoY)
AI traffic is more engaged, bounces less	Across Retail, Travel, and Financial Services, AI-referred traffic is more engaged, is less likely to leave immediately, and spends more time on site
AI retail visits are worth more	AI-referred shoppers generate more revenue per visit (+53%) than non-AI traffic, a massive swing from just 12 months ago when non-AI visits were worth 128% more
Conversion gap has disappeared in Retail, narrowed in Travel	AI retail visitors now convert at a 60% higher rate than non-AI traffic; in Travel, non-AI sees higher conversion, but the gap has narrowed to just 1% in July
Structured, informational content wins, but, dynamic content struggles	Blogs, guides, FAQs, and support pages consistently have the highest AI citation readability across all industries. Booking, checkout, and account-creation flows consistently score lowest, regardless of industry.
AI now rivals search on trust	95% of consumers who turn to AI say its responses are at least as trustworthy as a traditional search engine, rising to 97% among regular users.

AI Referrals: Industry Snapshot

AI-Driven Traffic Accelerates Across All Industries in July 2026

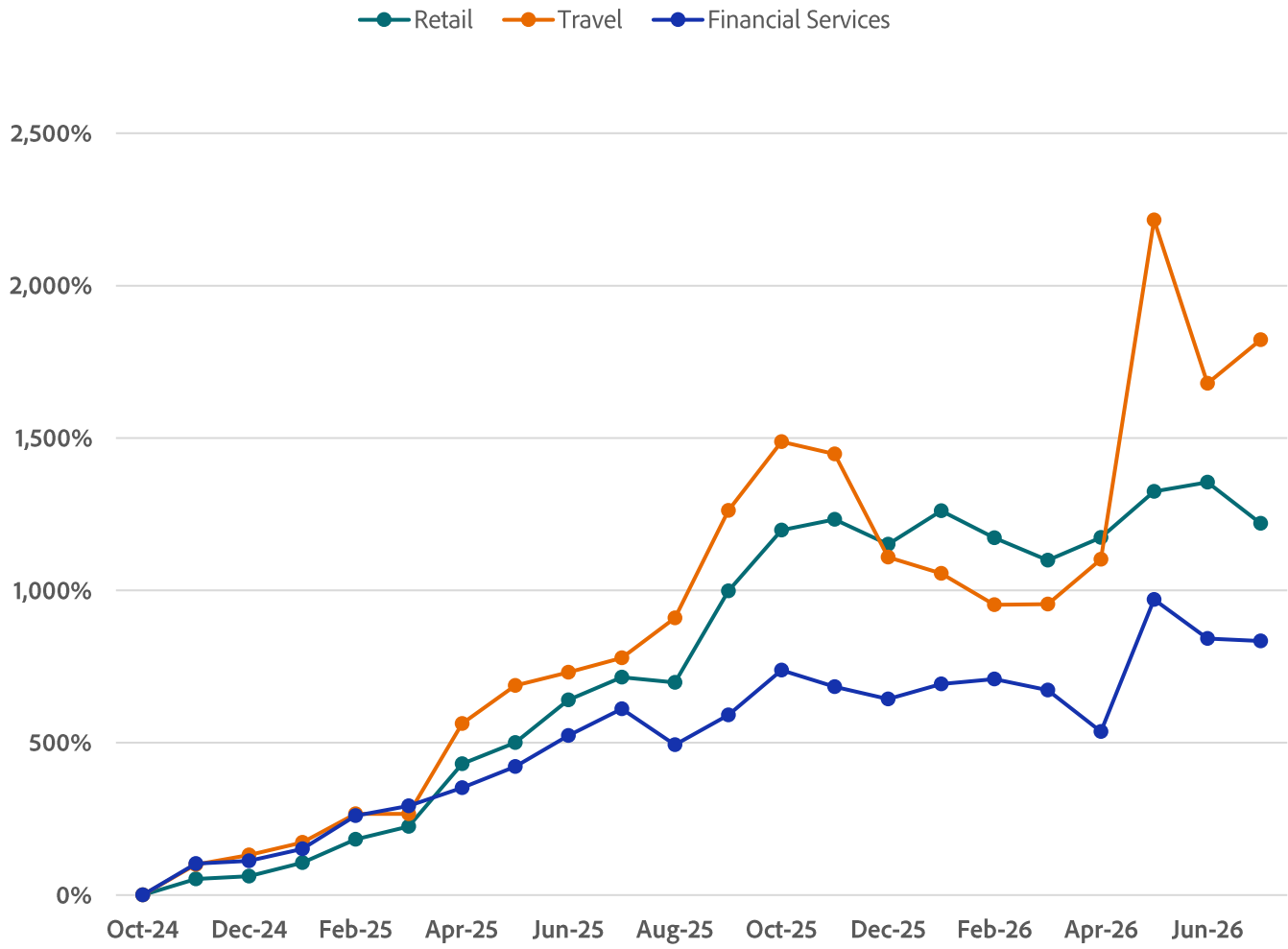
Retail, Travel, and Financial Services saw an AI traffic boost during July 2026:

- Retail: **+62% YoY**
- Travel: **+119% YoY**
- Financial Services: **+31% YoY**

In the July 2026 Adobe Consumer Survey, 55% of consumers say they are turning to AI more, and 59% having used AI in the past week (up from 54% and 58% in March 2026).

Growth in AI Visit Share by Industry

Adobe Digital Insights, October 2024 – July 2026



Retail

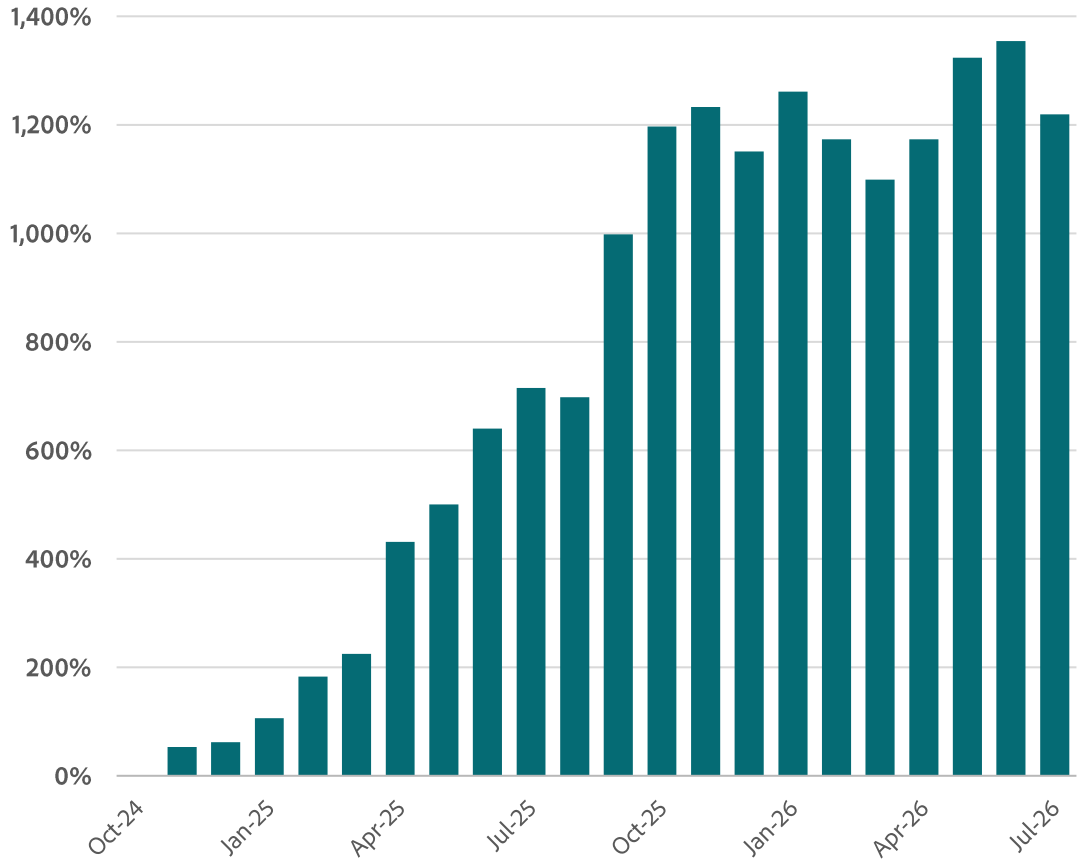
Retail

AI-Driven Traffic to Retail Sites Up 62% YoY in July 2026

- AI-driven retail traffic continues to hit new highs, with July 2026 seeing **62% growth YoY**.
- The sustained growth through the first half of the year and into the summer reinforces that AI-referred traffic is here to stay, signaling a permanent change in how shoppers find and engage with retail brands.
- According to the July 2026 Adobe Consumer Survey, **42% of consumers have used AI assistants** for online shopping (a 4-point jump since March 2026), and 83% of those who use AI for shopping agree that AI assistants have improved their online shopping experience.

Growth in AI-Driven Visit Share (Retail)

Adobe Digital Insights, October 2024 – July 2026



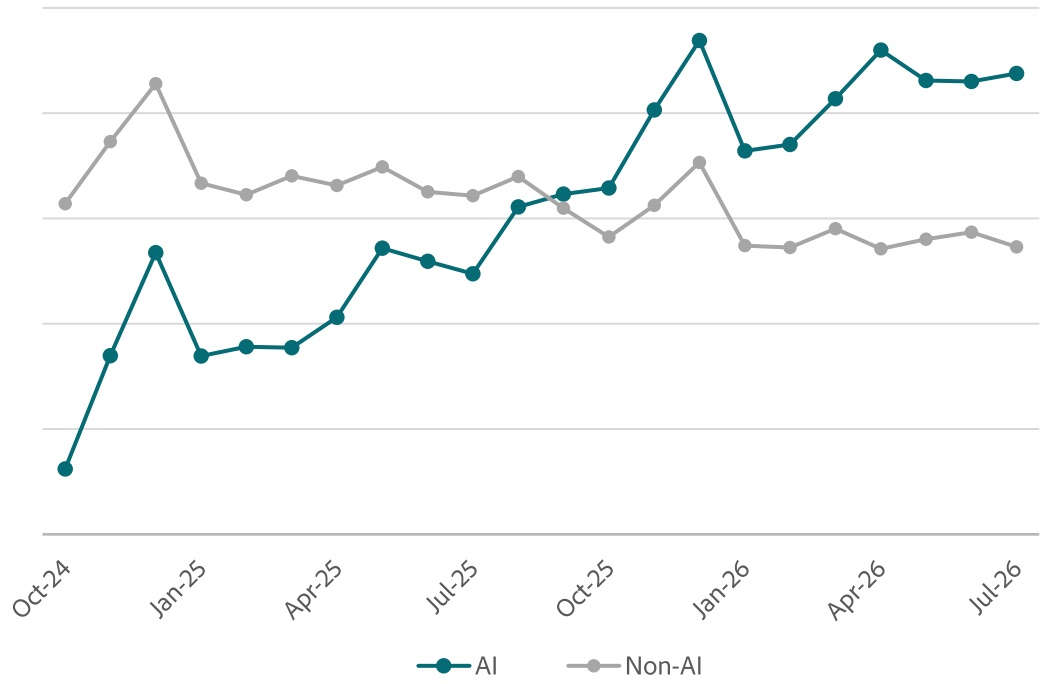
AI Conversion Is Now 60% Higher

- In July 2026, AI-referred retail visitors converted at a rate **60% higher than non-AI traffic** (up from 54% in May 2026). That gap has completely reversed from where it stood a year earlier, when non-AI traffic was still comfortably out-converting AI visitors.
- Consumer sentiment backs this up. Trust in AI tools is growing, with 66% of consumers agreeing that GenAI provides accurate results and 38% saying they trust AI more than they used to.

Key Insight: Shoppers who use AI assistants are less likely to regret a purchase. **77%** of consumers using AI for online shopping report feeling more confident in a purchase after using an AI assistant; **69%** say they are less likely to return an item they bought with the help of an AI assistant.

Monthly AI vs. Non-AI Conversion Rate (Retail)

Adobe Digital Insights, October 2024 – July 2026

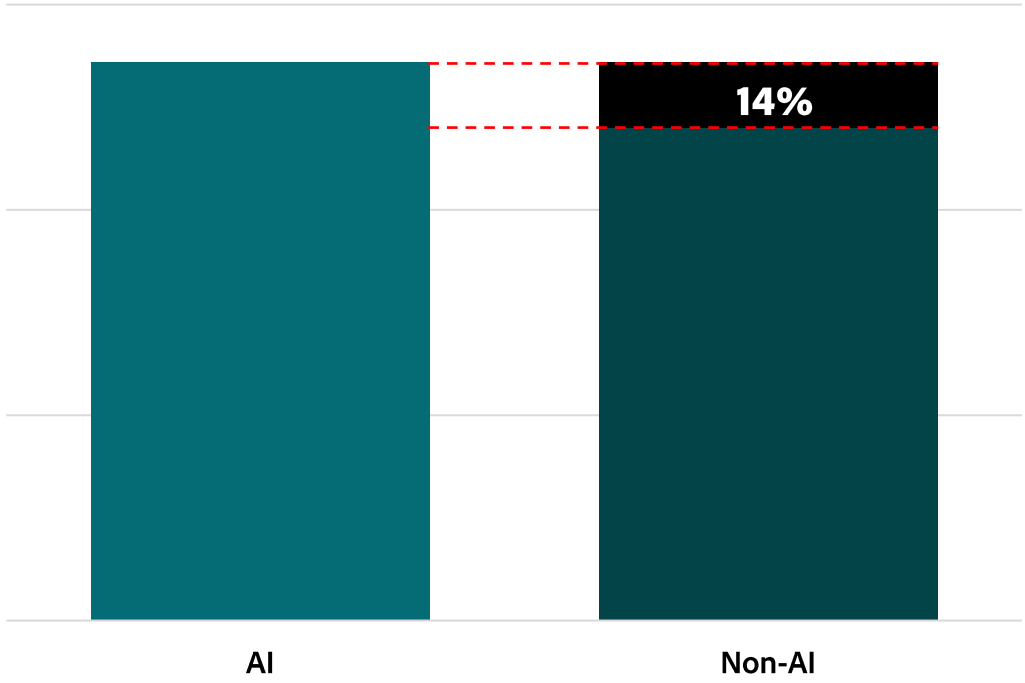


AI-Referrals Drive 14% Higher Engagement Than Non-AI Channels

- AI-referred retail visitors showed **14% higher engagement than non-AI traffic** in July 2026, roughly the same from May 2026 (15%). This continues a pattern of steady growth from the 9%-14% range seen throughout late 2024 and 2025.
- This engagement premium has now held consistently for more than a year, suggesting this is a durable trait of AI-referred traffic rather than a one-time spike.
- Shoppers arriving via AI assistants tend to know what they want before they get there, and the data suggests they are less likely to leave without buying.

AI vs. Non-AI Engagement Rate (Retail)

Adobe Digital Insights, July 2026

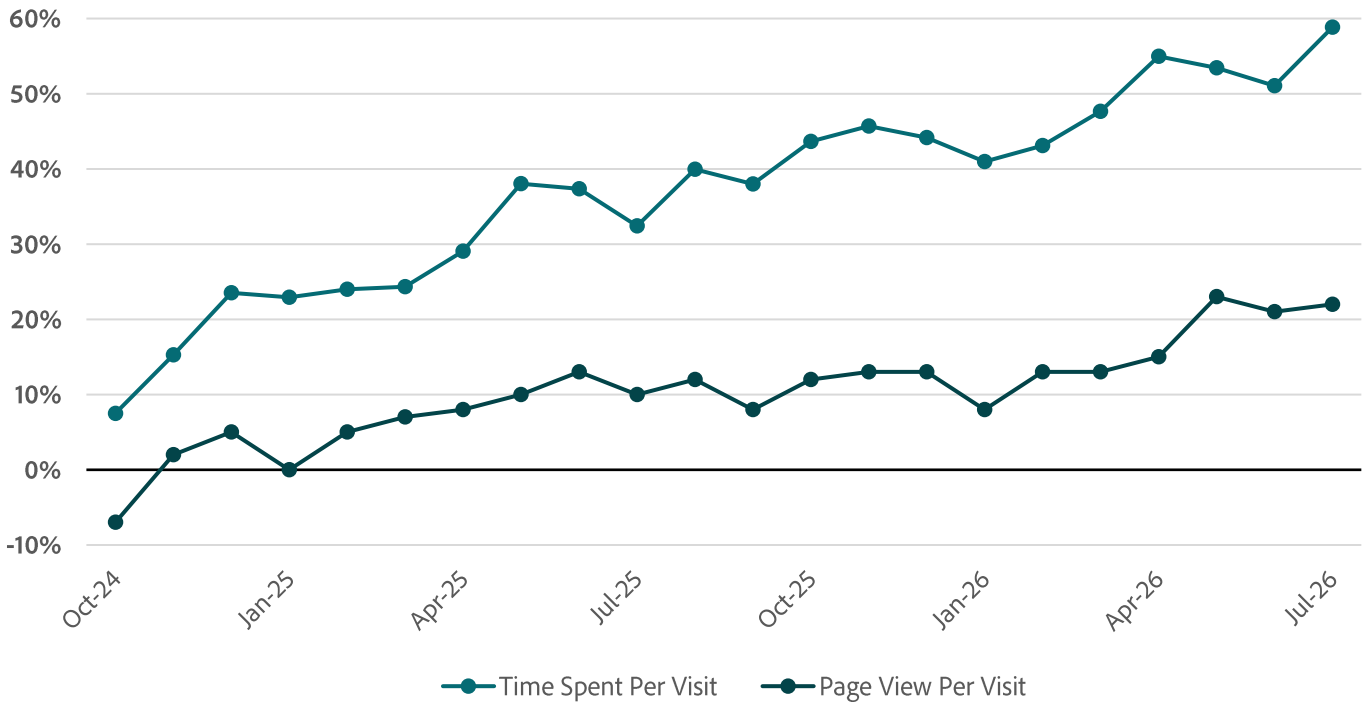


AI-Referred Shoppers Linger Longer, Outpacing Other Channels

- In July 2026, AI-referred retail visitors spent **59% more time on site than visitors from other channels,** which marks the highest time-on-site advantage to date (up from 53% in May 2026).
- Browsing depth is accelerating too. AI-referred users viewed **22% more pages per visit than non-AI visitors** in July, roughly the same from May 2026 (23%). Both metrics moving up together suggest AI is not just driving longer visits, but more exploratory ones as well.
- The widening gaps in both time and pages reinforce the same signal: AI assistants are delivering shoppers with genuine interest, not just a fleeting click.

Monthly AI vs. Non-AI Time Spent per Visit/Page Views per Visit Percent Difference (Retail)

Adobe Digital Insights, October 2024 – July 2026



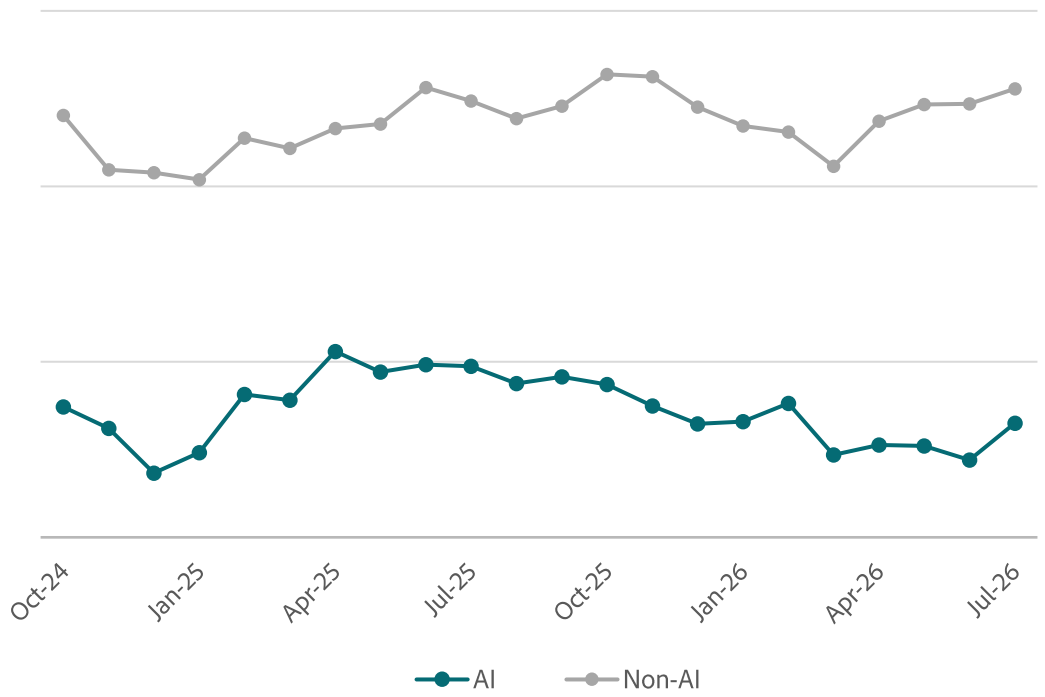
AI-Referred Consumers Are 34% Less Likely to Bounce

- AI referrals consistently outperform in bounce rate, reflecting stronger content relevance and user intent.
- AI-referred retail visitors were **34% less likely to bounce** in July 2026 than visitors from other channels, a slight decrease from the record gap recorded in May 2026 (36%).
- The consistency behind that number is just as telling. AI bounce rates have held in a tight 17%-20% band for more than a year while non-AI rates hover near 27%. The gap is not a fluke of any single month; it reflects AI assistants reliably matching users to content that meets their expectations.

Key Insight: **66%** of consumers say they visit a brand's website directly to verify an AI recommendation, and **89%** say they click on links or sources an AI assistant provides.

Monthly AI vs. Non-AI Bounce Rate (Retail)

Adobe Digital Insights, Oct 2024 – July 2026

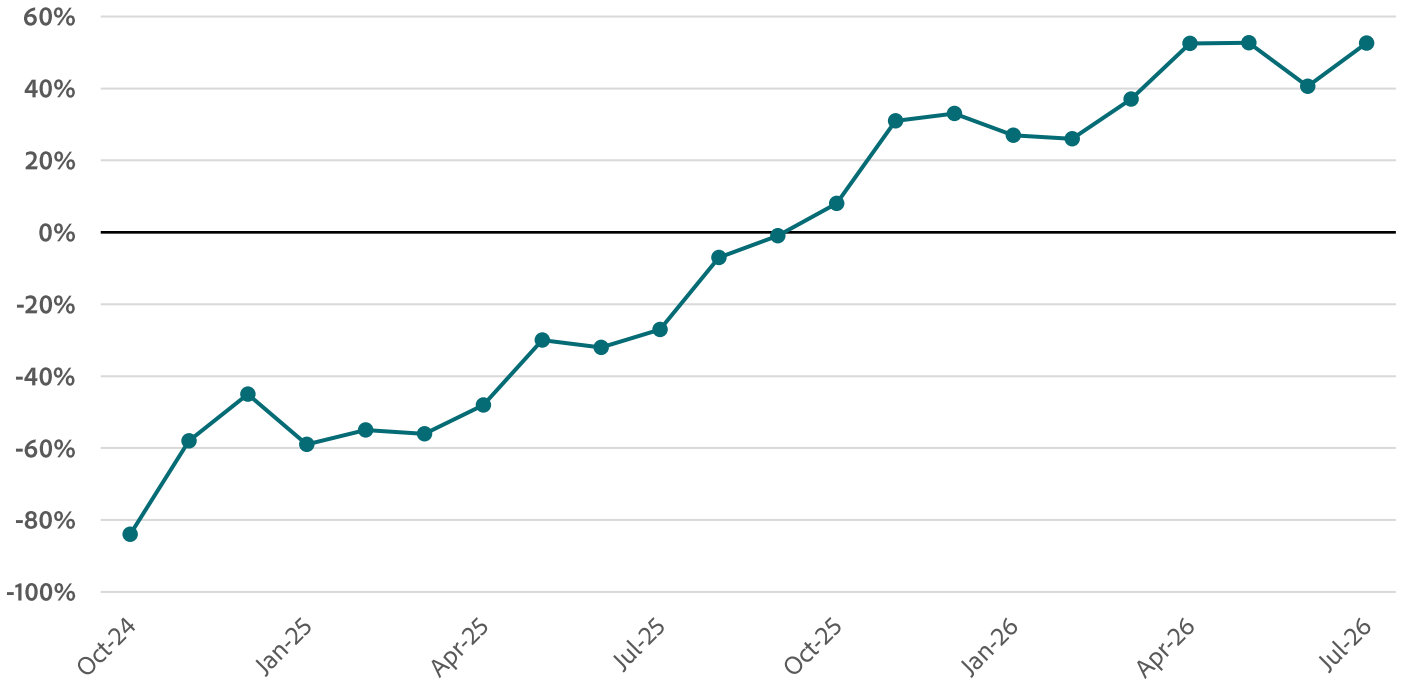


AI Visits Are Worth 53% More Than Non-AI Visits

- AI-referred retail visitors generated **53% more revenue per visit than non-AI traffic** in July 2026, the strongest RPV advantage on record (on par with May 2026) and a sharp climb from 37% in March.
- The contrast with a year ago is stark. Twelve months prior, non-AI visits were worth 128% more than AI visits. That gap has not just closed, it has fully inverted, with AI-referred visits now commanding a substantial premium.
- The July 2026 figure shows the advantage is not plateauing. As AI assistants get better at surfacing relevant products to higher-intent shoppers, the revenue gap continues to widen.

Monthly AI vs. Non-AI Revenue per Visit Percent Difference (Retail)

Adobe Digital Insights, October 2024 – July 2026



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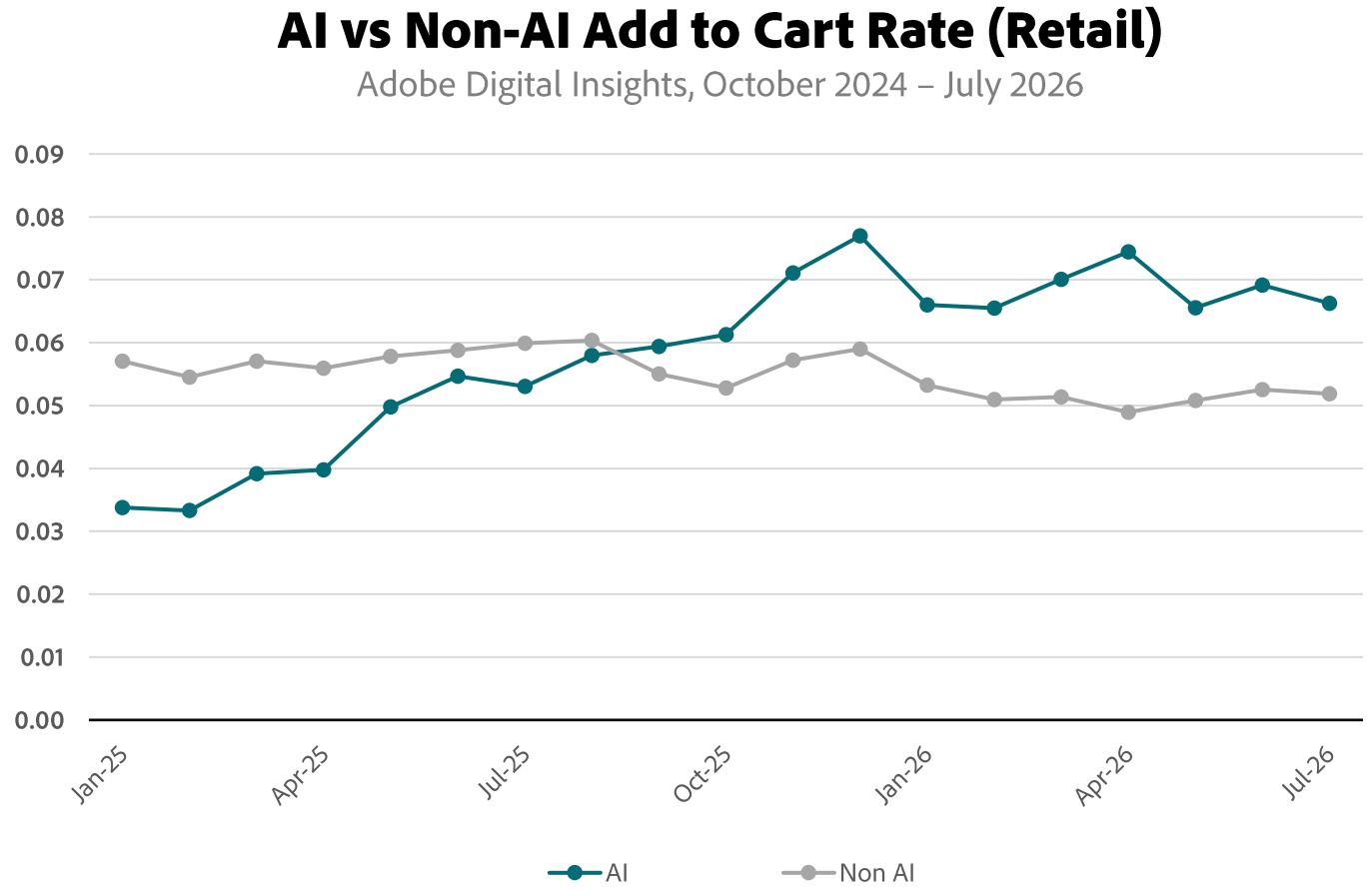
AI Add-to-Cart Rate is 28% Higher

- AI-referred visitors **added items to cart at a 28% higher rate** than non-AI traffic in July 2026, continuing to hold steady after peaking at 52% in April 2026 – the strongest gap on record for this metric.
- This turnaround is a complete inversion of where this metric started in January 2025, when non-AI visitors were adding to cart at a 69% higher rate.
- AI-referred visitors pulled ahead in September 2025 when they added to cart at a higher rate than non-AI traffic for the first time.



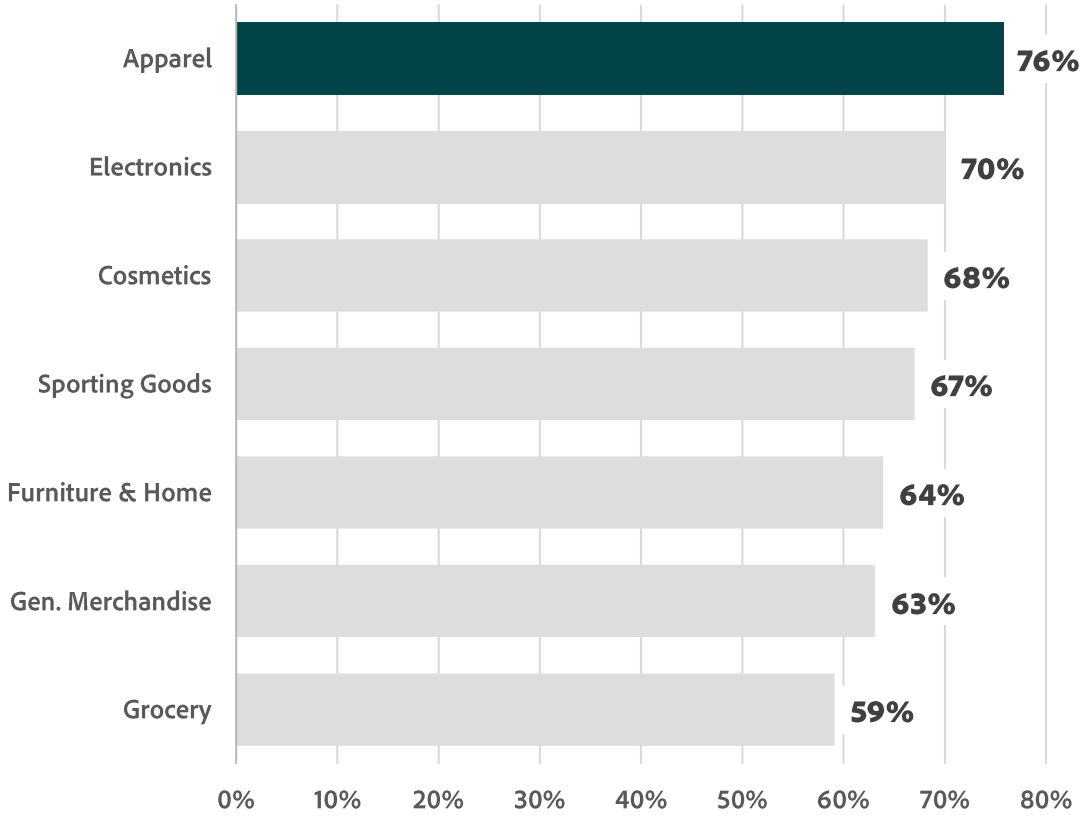
Retail
AI Citation Readability

Apparel and Electronics Lead Retail AI Citation Readability

- **Apparel (76%)** leads all retail sub-industries — consistent content structure across homepage, blog, and product pages carries the category to the top this period.
- **Electronics (70%) holds second**, ahead of Cosmetics, Sporting Goods, Furniture & Home — spec-heavy product pages and structured technical content continue to support strong AI citation readability.
- **Grocery (59%) is the lowest-scoring sub-industry** — trailing General Merchandise (63%) and the rest of the field despite broad site coverage.
- **A 17-point gap separates Apparel from Grocery** — the widest sub-industry spread in this analysis, and a direct measure of how much content structure varies by category.

Overall Average Citation Readability by Retail Sub-Industry

Adobe Digital Insights, July 2026



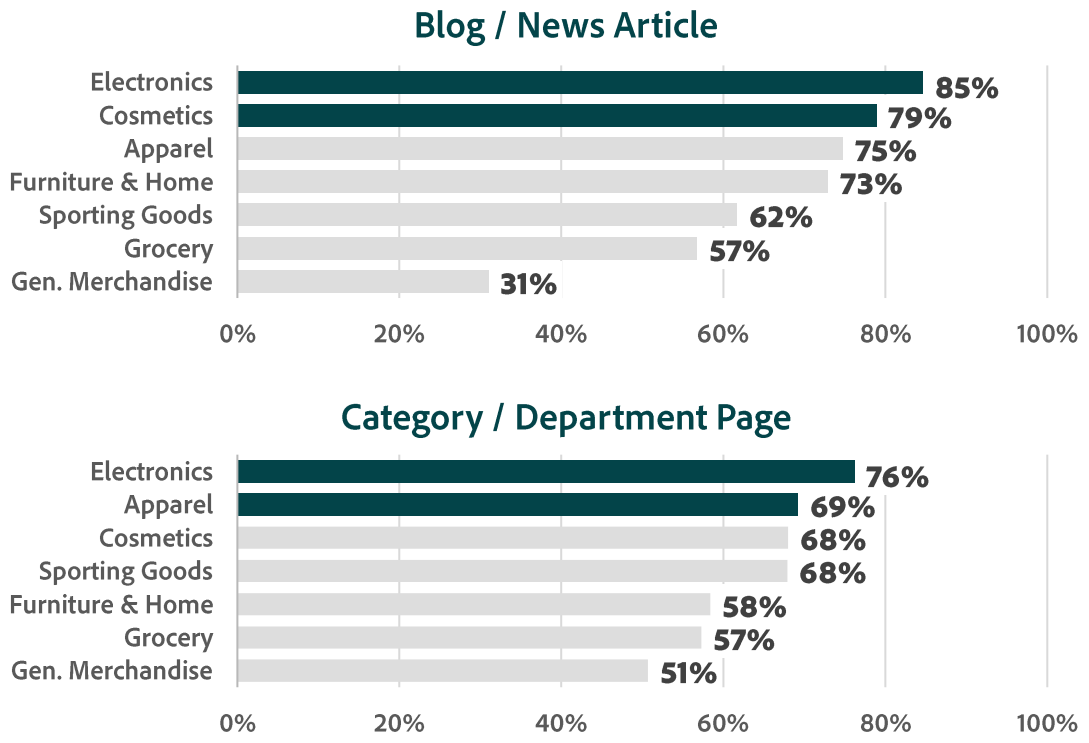
Electronics Leads Both Content and Browse Pages

- **Electronics (85%) leads Blog & News pages** — followed by Cosmetics (79%) and Apparel (75%); editorial and educational content remains a strength across several categories.
- **General Merchandise (31%) scores lowest on Blog & News** — the lowest score among all seven sub-industries on this page type.
- **Electronics also leads Category/Department pages (76%)** followed by Apparel (69%) and Cosmetics (68%) — well-structured category pages reinforce strong AI citation readability.
- **General Merchandise (51%) ranks lowest on Category/Department pages** — the greatest opportunity to improve browse-page readability.

Key Insight: Content-rich and browse-oriented experiences consistently achieve the highest AI citation readability. Electronics leads both page types, while stronger editorial content and well-structured category pages emerge as common strengths among top-performing sub-industries.

Content & Browse Pages: AI Citation Readability Scores (Retail)

Adobe Digital Insights, July 2026



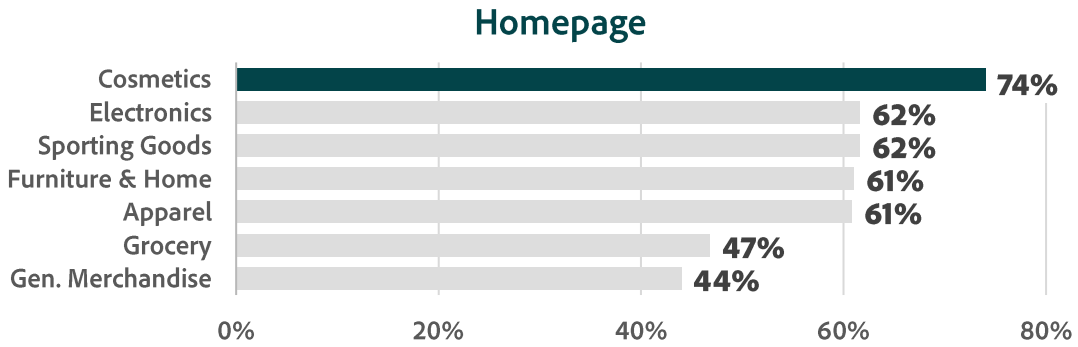
Cosmetics Leads Homepages; Electronics Leads Customer Service

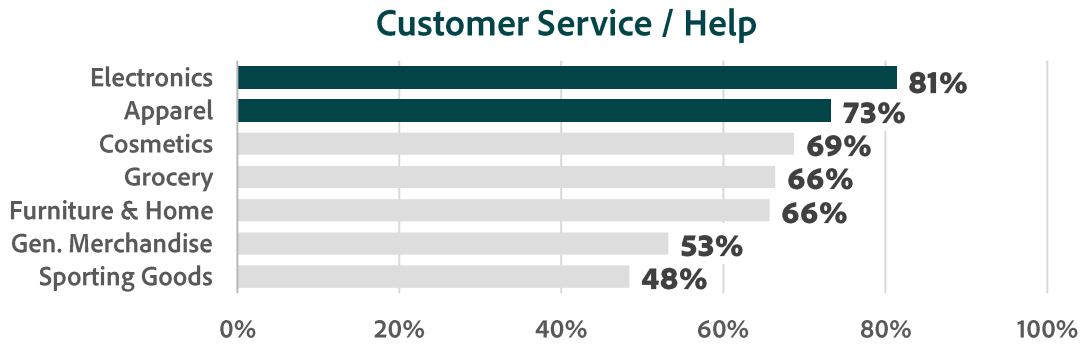
- **Cosmetics (74%) leads Homepage readability,** likely driven by richer brand storytelling, ingredient-focused messaging, and educational content that provides AI with clearer context beyond navigation.
- **General Merchandise (44%) trails Cosmetics by 30 pp points on Homepages**— while Grocery (47%) also underperforms, indicating more navigation-heavy, promotional homepages offer limited context for AI citation.
- **Electronics (81%) leads Customer Service pages** — reflecting comprehensive support resources such as setup guides, troubleshooting articles, FAQs, and product documentation that AI systems can readily interpret and cite.
- **Sporting Goods (48%) trails on Customer Service pages** — suggesting support content is less comprehensive or structured, providing fewer AI-friendly resources for citation.

Key Insight: AI citation readability is driven by rich, structured content. Cosmetics leads through informative Homepage experiences, while Electronics excels with comprehensive Customer Service content.

Exploration Pages: AI Citation Readability Scores (Retail)

Adobe Digital Insights, July 2026





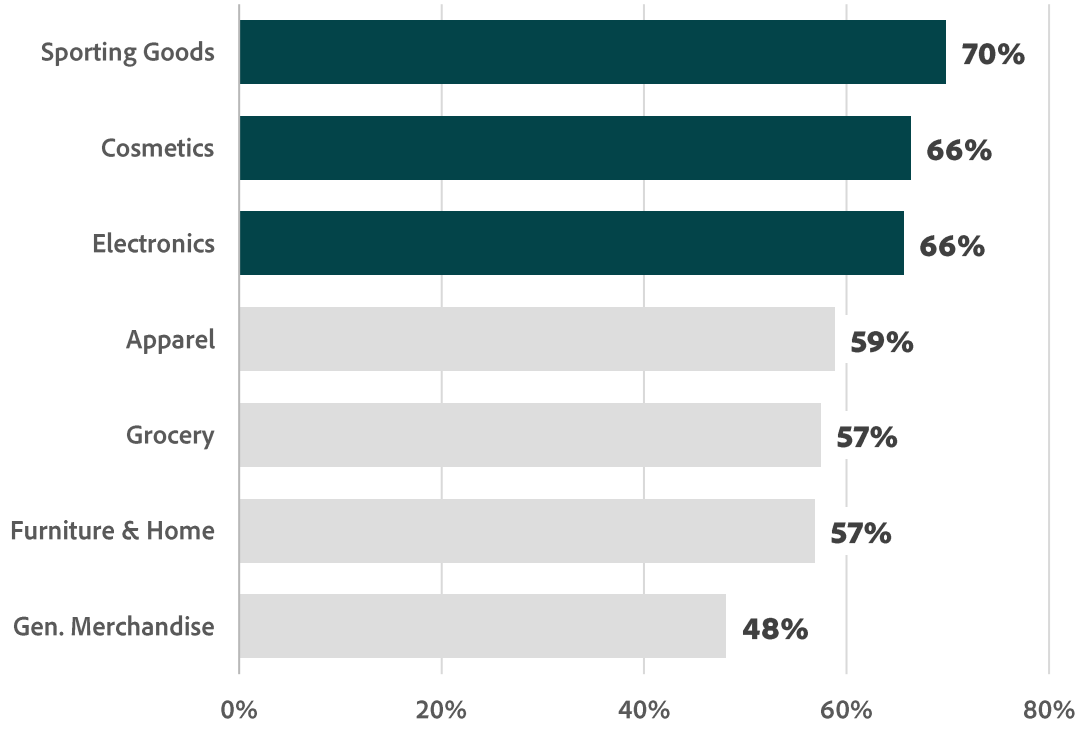
Sporting Goods Leads Product Detail Page Readability

- **Sporting Goods (70%) leads Product Detail Pages** — structured gear specs and product data continue to translate into strong AI citation readability.
- **Cosmetics (66%) follows closely behind Sporting Goods** — ingredient-rich product content and detailed specifications provide rich AI-readable context.
- **Electronics (66%) also performs strongly** — comprehensive technical specifications and product documentation provide rich AI-readable context.
- **General Merchandise (48%) ranks lowest on Product Detail Pages,** trailing Sporting Goods by 22 percentage points — Furniture & Home (57%) is also weak, suggesting greater reliance on imagery and less structured descriptive content.

Key Insight: Product Detail Pages achieve the strongest AI citation readability when they provide rich, structured product information. Detailed specifications, product benefits, and instructional content consistently support AI understanding and citation.

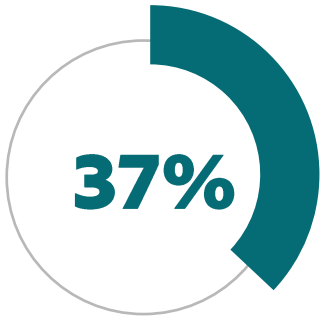
Product Detail Pages: AI Citation Readability Scores (Retail)

Adobe Digital Insights, July 2026



Retail Product Trends

AI-Boosted Product Categories in July 2026



of consumers say they turn to AI for inspiration and ideas — **most often before they begin shopping.**

STRONG BOOST

- Office Supplies
- Auto Parts
- Home & Garden
- Misc. Personal goods

MODERATE BOOST

- Apparel
- Appliances
- Window & Floor Coverings
- Tools & Home Improvement

WEAKER BOOST

- Jewelry
- Furniture & Bedding
- Housekeeping Supplies
- Sporting Goods
- Toys

Products that experienced strong AI-referral growth in July 2026 included:

- Luggage
- Office Supplies
- Lamps, Lighting & Ceiling Fans
- Home & Garden - Storage Furniture
- Battery & Related Parts
- Kids Apparel
- Home Decor
- Bathroom Linens

Travel

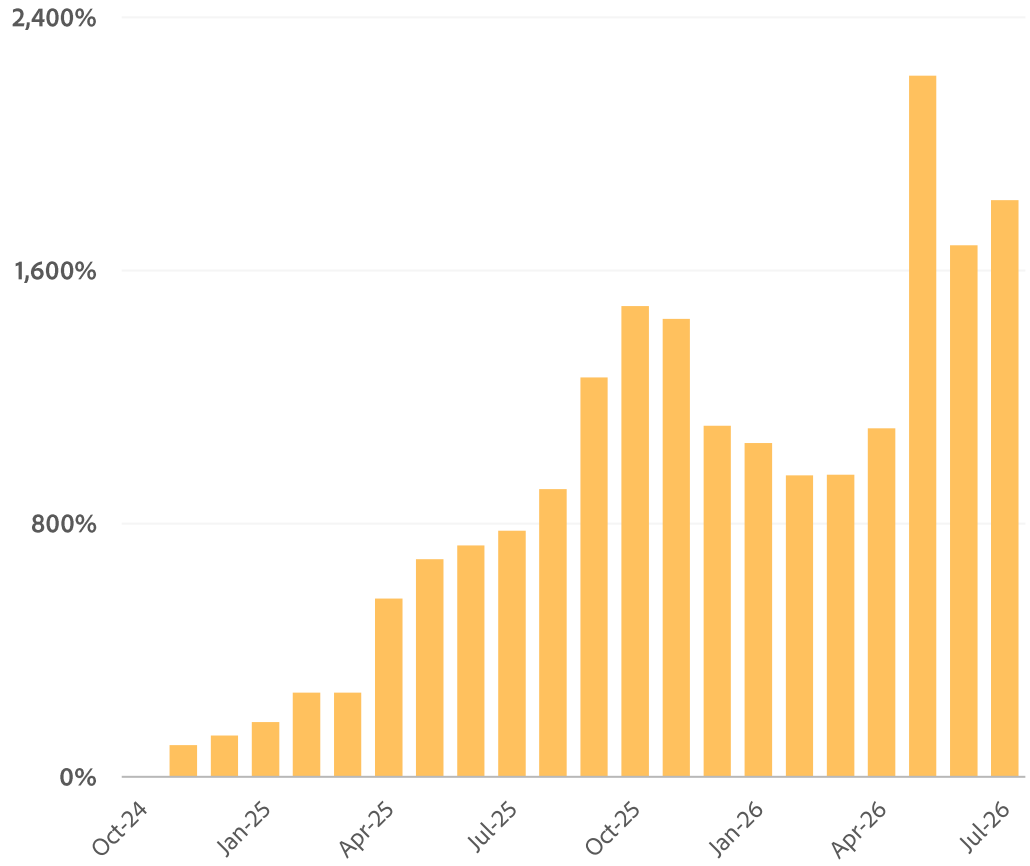
Travel

AI Visit Share on Travel Sites Grows 119% YoY in July 2026

- **AI-driven visits to travel sites grew 119% YoY in July 2026,** extending a streak of consistent double- to triple-digit growth across every measured month since October 2024.
- In the July 2026 Adobe Consumer Survey, 84% of travelers reported an improved experience when planning through an AI assistant. Respondents report using AI for a wide range of travel tasks:
  - Research: **49%**
  - Inspiration and recommendations: **43%**
  - Transportation planning: **41%**
  - Local food recommendations: **35%**
  - Itinerary creation: **34%**
  - Budget help: **30%**
  - Packing help: **20%**

Growth in AI-Driven Visit Share (Travel)

Adobe Digital Insights, October 2024 – July 2026

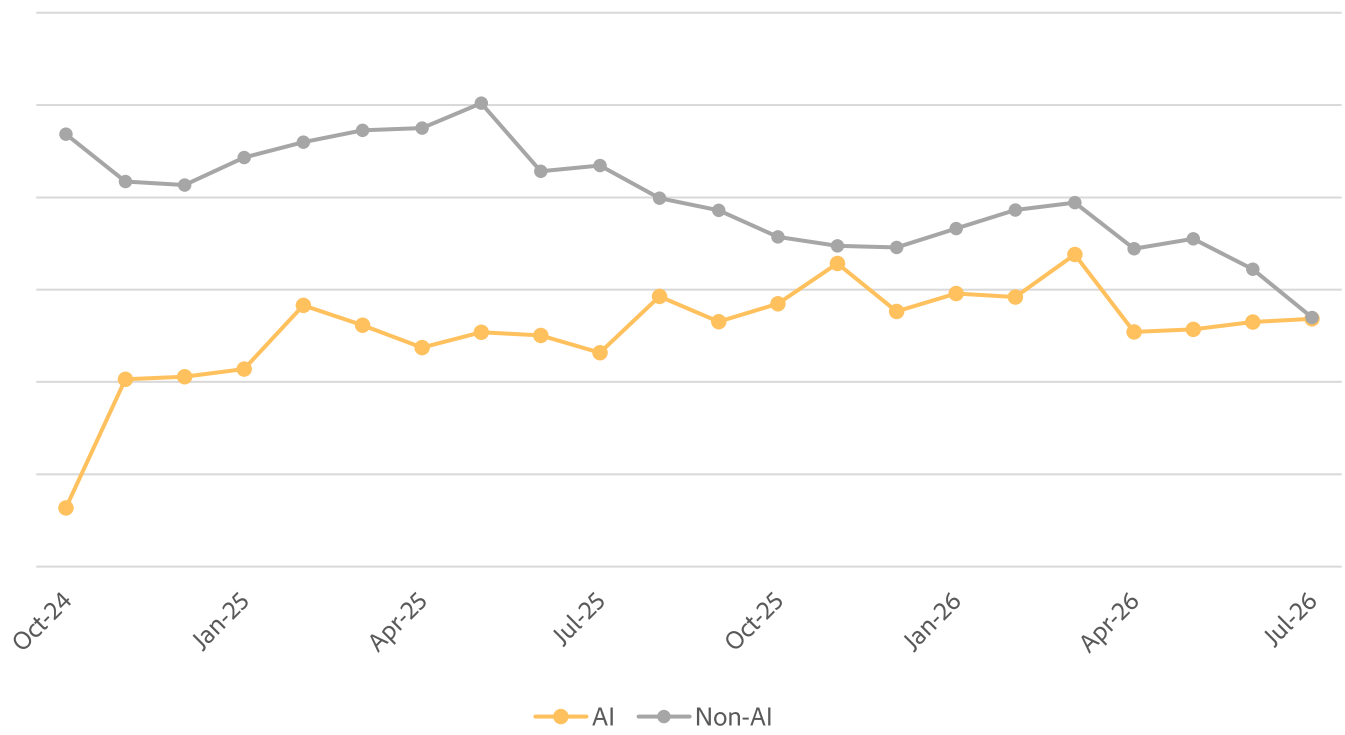


AI Conversion Gap at Its Narrowest Since October 2024

- The conversion gap between AI and non-AI sources was at its narrowest in July 2026, with AI-referred traffic seeing a **conversion rate only 1% lower** than non-AI.
- This is a strong signal of AI's growing role in converting high-intent travel browsers into actual bookings.
- In July 2026, AI-referred traffic's conversion rate was up 16% YoY. By comparison, non-AI traffic's conversion rate was down 38% YoY.

Monthly AI vs. Non-AI Conversion Rate (Travel)

Adobe Digital Insights, October 2024 – July 2026



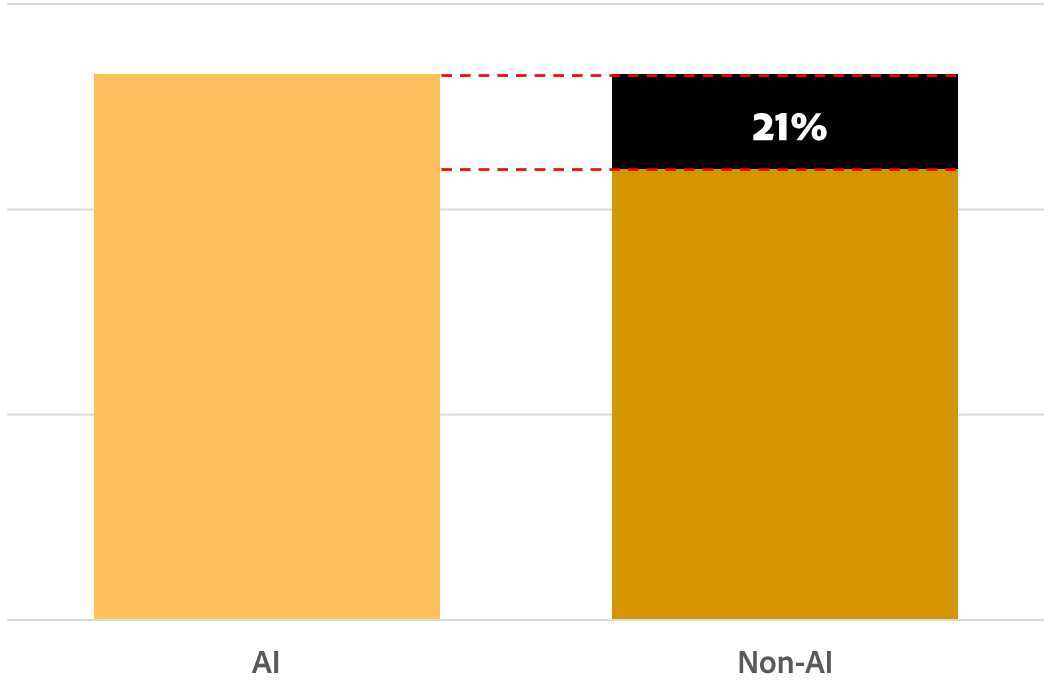
Travel

AI-Driven Travel Traffic Delivers 21% Higher Engagement in July 2026

- The engagement gap between AI and traditional traffic widened in May 2026, with **AI-referred visitors outperforming non-AI sources by 21%** in engagement rate.
- That gap has held steady in the low 20s throughout June (22%) and July (21%).
- Behind that number is a behavioral shift worth noting: travelers who arrive via AI tools are not browsing passively. They are engaging deliberately, suggesting that the research and planning happening in AI interfaces is translating into more purposeful on-site behavior once they land.

AI vs. Non-AI Engagement Rate (Travel)

Adobe Digital Insights, July 2026

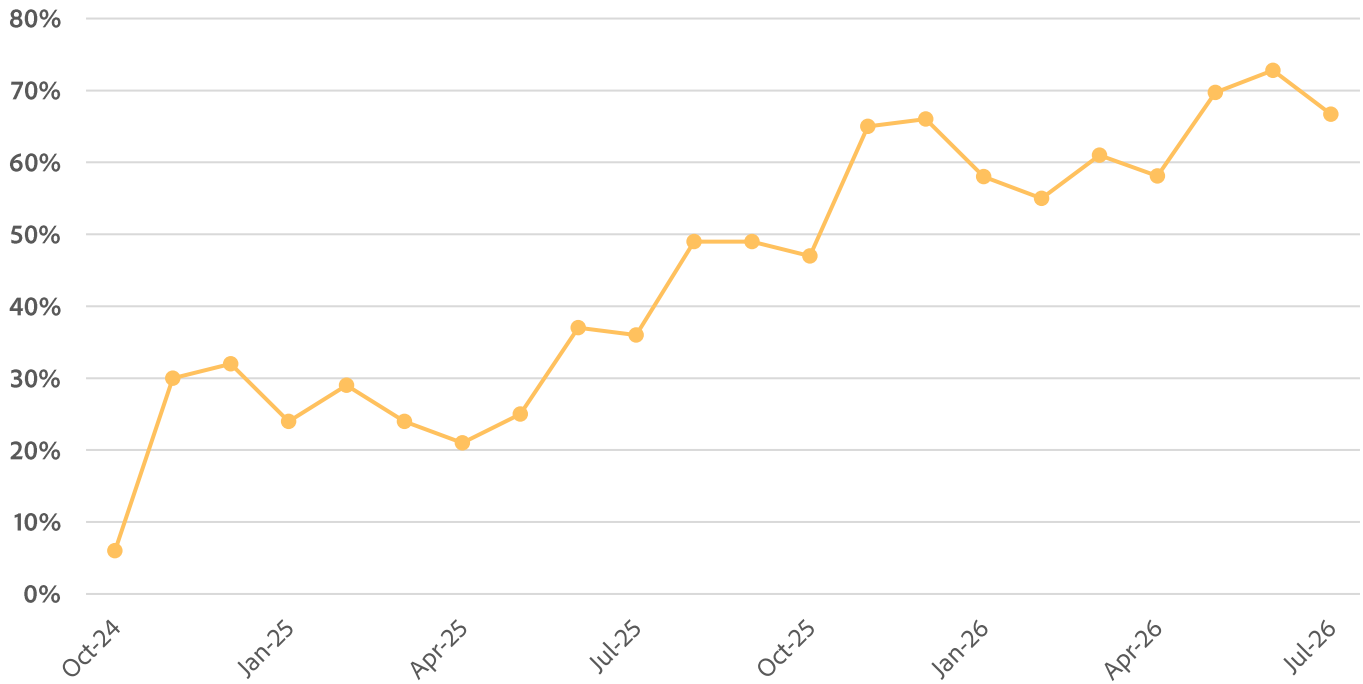


AI-Referred Travel Visitors Spend 67% More Time on Site

- In July 2026, AI-referred sessions lasted **67% longer than non-AI visits.** Although slightly down from May 2026 (70%), it's still up significantly from January (58%).
- Paired with a **21% higher engagement rate,** AI is sending visitors to travel sites who actively explore content rather than bounce after a quick look.
- In the July 2026 Adobe Consumer Survey, respondents were asked what would be most helpful to have AI make easier:
  - Booking a hotel: **42%**
  - Booking a flight: **33%**
  - Booking restaurants: **32%**

Monthly AI vs. Non-AI Time Spent per Visit % Difference (Travel)

Adobe Digital Insights, October 2024 – July 2026

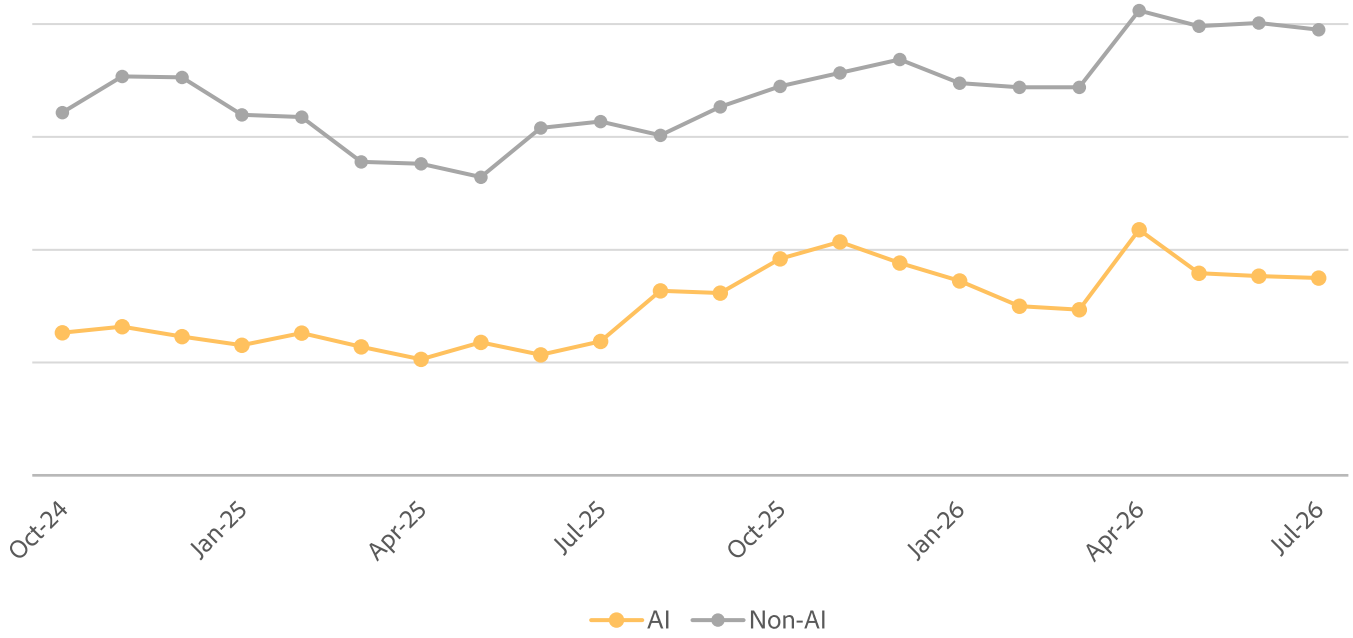


AI-Referred Travel Visitors 42% Less Likely to Leave Immediately

- In July 2026, AI-referred visitors **bounced at a rate 42% lower than those from traditional sources,** the gap widening just slightly from May 2026 (41%) reinforcing that this is not a one-month anomaly.
- The consistency of this gap across multiple months points to something structural: travelers who arrive via AI have already done their research. They land on site knowing what they want, and that pre-visit intent translates directly into deeper engagement with travel content.

Monthly AI vs. Non-AI Bounce Rate (Travel)

Adobe Digital Insights, October 2024 – July 2026



Travel
AI Citation Readability

Travel AI Citation Readability

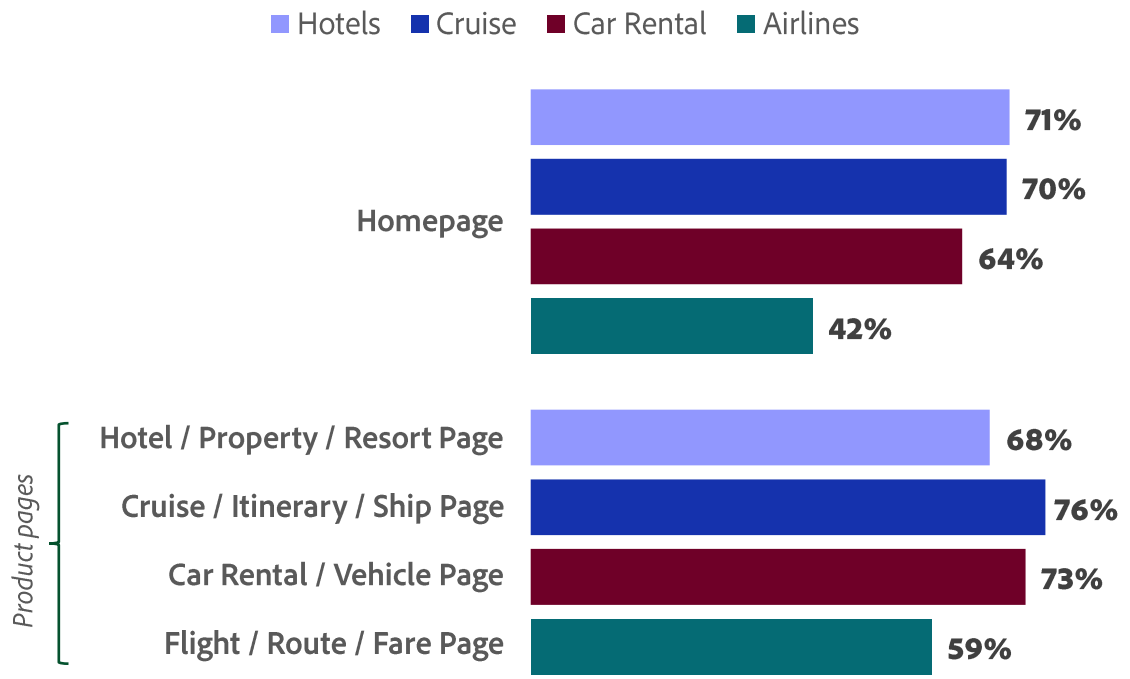
Cruise and Hotels Lead AI Citation Readability Across Homepage and Product Experiences

- **Cruise leads Product page readability (76%), while Hotels lead Homepages (71%),** highlighting strong AI citation performance across both brand discovery and detailed product experiences.
- **Airlines rank lowest on both Homepage (42%) and Flight/Route pages (59%),** highlighting the largest opportunity to strengthen AI-readable brand and product content.
- **Product pages outperform Homepages across most travel sectors,** with Airlines showing the largest improvement (+17 pp) followed by Car Rental (+9 pp), highlighting the stronger AI readability of detailed offering-level content.
- Hotels stand apart, with **Homepage readability (71%) exceeding Product pages (68%),** suggesting particularly strong destination storytelling and brand content on Homepages.

Key Insight: The strongest AI citation readability comes from balancing rich brand context with detailed product content—Hotels and Cruise demonstrate that optimizing both experiences drives the highest AI understanding and citation potential.

Homepage and Product Pages: AI Citation Readability Scores (Travel)

Adobe Digital Insights, July 2026



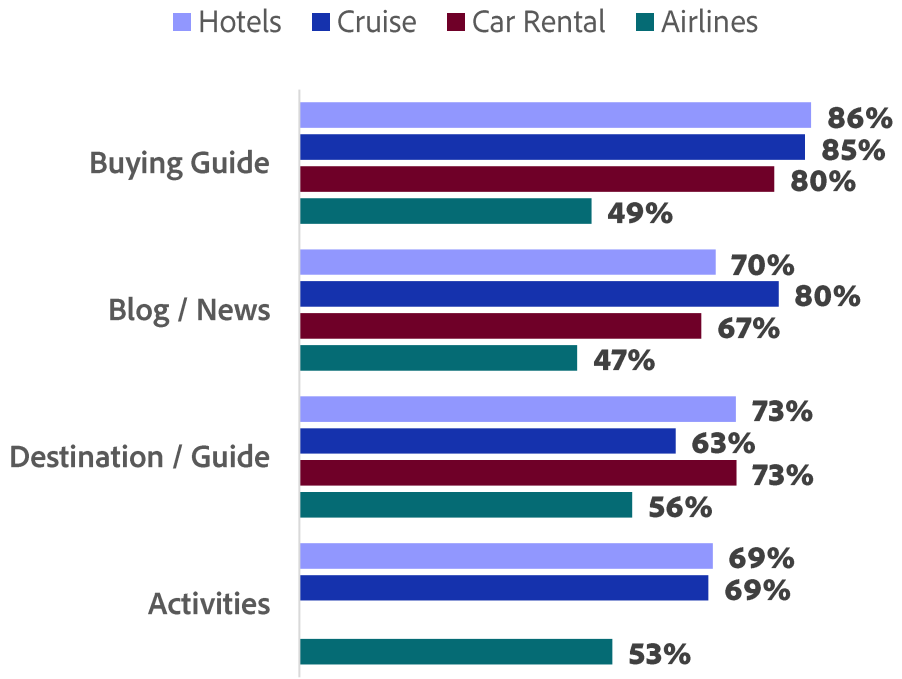
Trip Planning Content Delivers the Highest AI Citation Readability

- **Buying Guide content is the strongest-performing exploration page type overall,** led by Hotels (86%) and Cruise (85%), highlighting the value of structured, educational trip-planning content.
- **Cruise leads Blog content (80%), while Hotels and Car Rental tie on Destination Guides (73%),** demonstrating strong, AI-readable research-stage content.
- **Airlines trail every exploration page type, scoring just 47–56%** across Blogs, Destination Guides, and Activities, and 49% on Buying Guides — up to 37 percentage points behind category leaders.

Key Insight: Educational, trip-planning content, particularly Buying Guides, Blogs, and Destination Guides deliver the highest AI citation readability, making research-stage content one of the strongest opportunities to improve AI understanding and recommendations.

Exploration Pages: AI Citation Readability Scores (Travel)

Adobe Digital Insights, July 2026



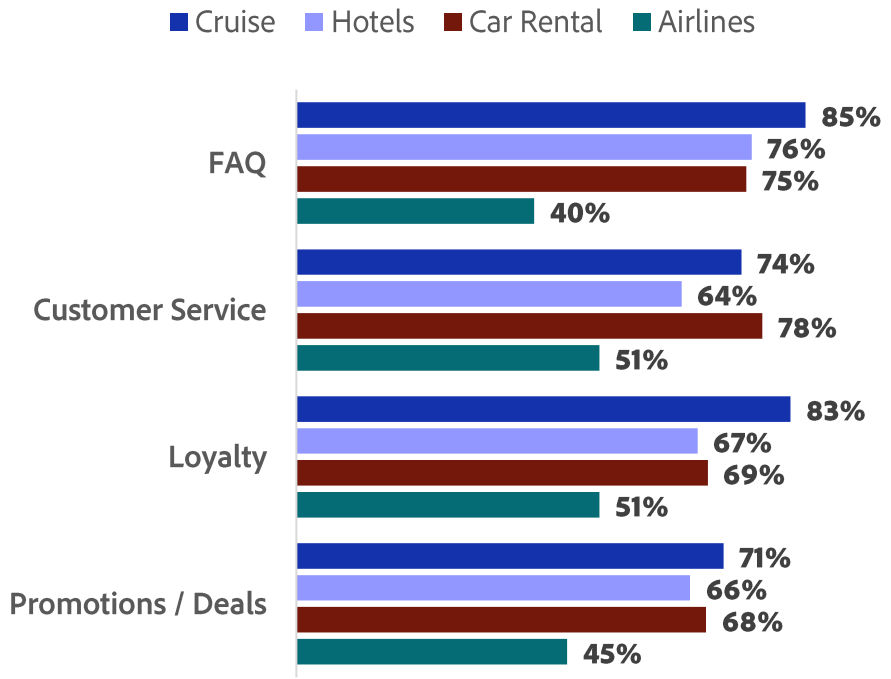
Well-Structured Support Content Improves AI Citation Readability

- **Cruise leads three of four support categories — FAQ (85%), Loyalty (83%), Promotions & Deals (71%)** — while Car Rental tops Customer Service (78%), highlighting the value of well-structured support and rewards content.
- **Loyalty and Promotions emerge as key differentiators,** with Cruise leading Loyalty readability (83%) by 16 percentage points over Hotels (67%), while Promotions & Deals also perform strongly for Cruise (71%) and Car Rental (68%), highlighting the value of clearly communicating member benefits, rewards, and traveler offers.
- **Airlines trail every support category by 26-45 points,** from Customer Service (51% vs. 78%) to FAQ (40% vs. 85%), pointing to an opportunity to strengthen guidance around policies, benefits, and support resources.

Key Insight: Support and loyalty experiences have become strategic AI content assets, helping AI better understand policies, rewards, and promotional value throughout the customer journey.

Support Pages: AI Citation Readability Scores (Travel)

Adobe Digital Insights, July 2026



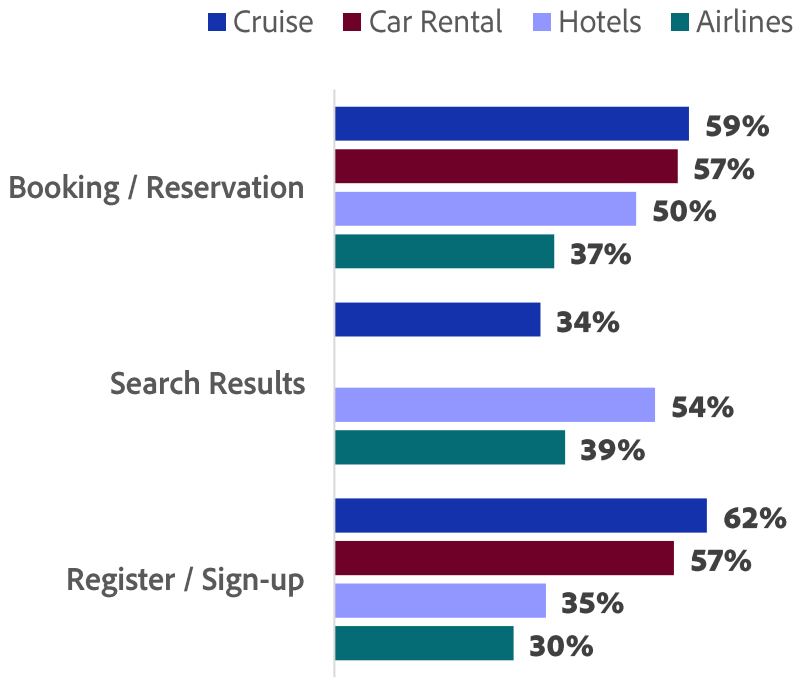
Transaction & Booking Experiences Continue to Challenge AI Interpretation

- **Booking & Reservation pages show moderate variation across travel sectors,** led by Cruise (59%) and Car Rental (57%), while Airlines trail at 37%.
- **Search Results remain challenging for AI, with Hotels leading at 54%,** 15 points ahead of Airlines (39%) and 20 points ahead of Cruise (34%), highlighting the value of richer contextual information.
- **Register/Sign-up experiences show the widest performance gap,** with Cruise leading at 62% while Hotels (35%) and Airlines (30%) lag, reflecting differences in the amount of contextual information surrounding registration flows.
- **Transactional experiences generally score below informational content,** as dynamic and personalized pages provide fewer AI-readable signals.

Key Insight: Dynamic booking experiences provide fewer AI-readable signals than informational content, creating opportunities to strengthen contextual guidance across transactional journeys.

Transactional/Booking Pages: AI Citation Readability Scores (Travel)

Adobe Digital Insights, July 2026



Financial Services

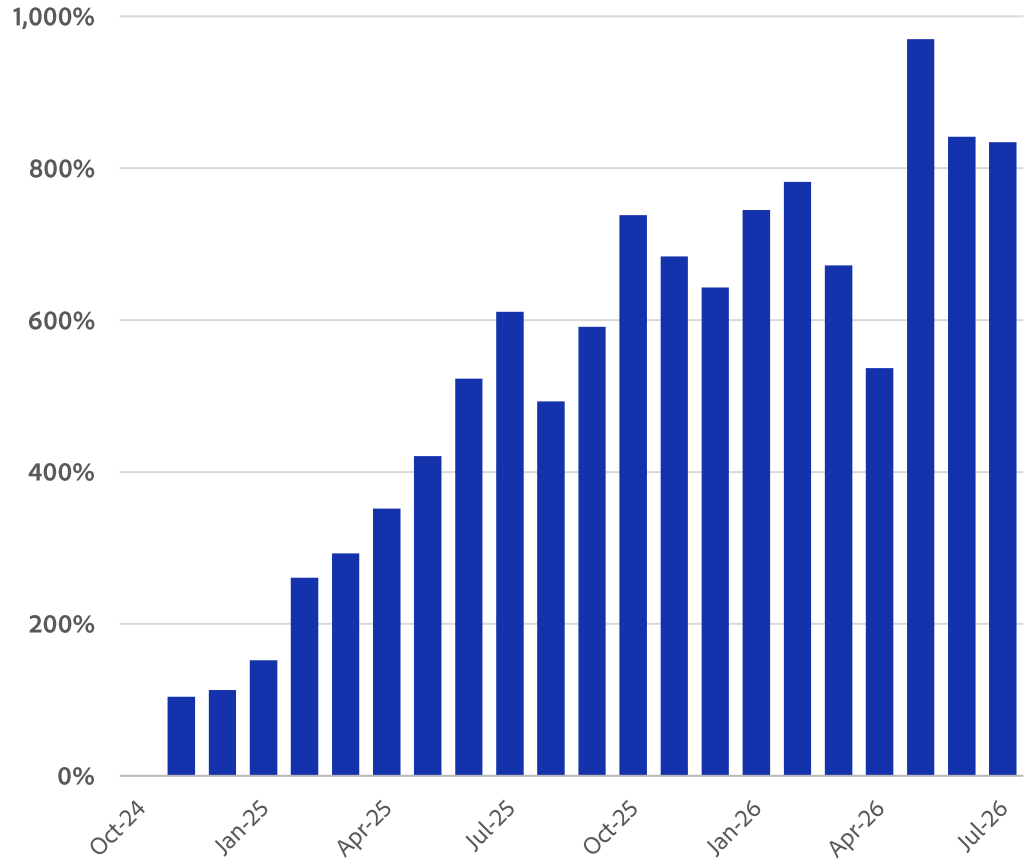
Financial Services

AI Visit Share on Financial Services Sites Up 31% YoY in July 2026

- In July 2026, **AI-driven visits to financial services sites grew 31% YoY,** marking 21 consecutive months of growth since October 2024.
- According to the July 2026 Adobe Consumer Survey, **25% of consumers have used AI assistants** for financial needs and 79**% reported an improved banking experience** because of GenAI.

Growth in AI-Driven Visit Share (Financial Services)

Adobe Digital Insights, October 2024 – July 2026

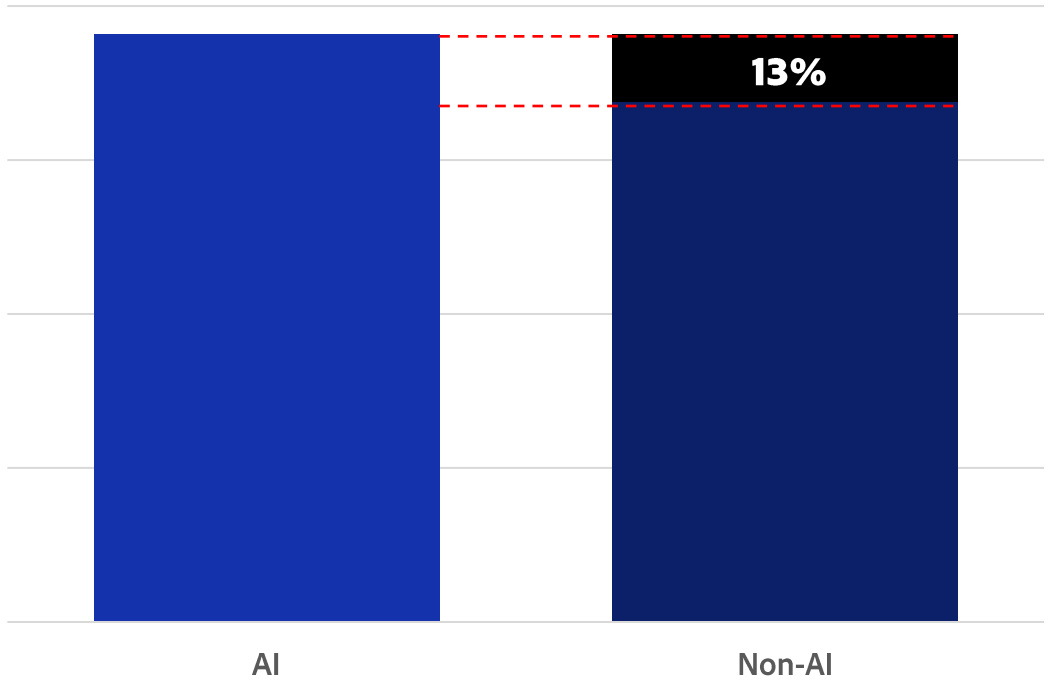


AI Drives 44% More Time on Financial Services Sites

- In July 2026, AI-referred visitors to financial services sites **spent 44% more time per visit than those from traditional sources,** a significant increase from May 2026 (27%).
- They also **engaged at a rate 13% higher** (up from 8% in May 2026), continuing a consistent pattern of deeper and more meaningful engagement from AI-referred traffic.
- The July 2026 Adobe Consumer Survey results show consumers are using AI across a wide range of financial activities, including:
  - Banking Recommendations for Checking & Savings Accounts: **37%**
  - Understanding Complex Topics (i.e., Strategies, Concepts): **34%**
  - Understanding Financial Products: **34%**
  - Personalized Budgeting: **33%**
  - Investment Recommendations: **31%**
  - Understanding Tax Implications: **30%**

AI vs. Non-AI Engagement Rate (Financial Services)

Adobe Digital Insights, July 2026

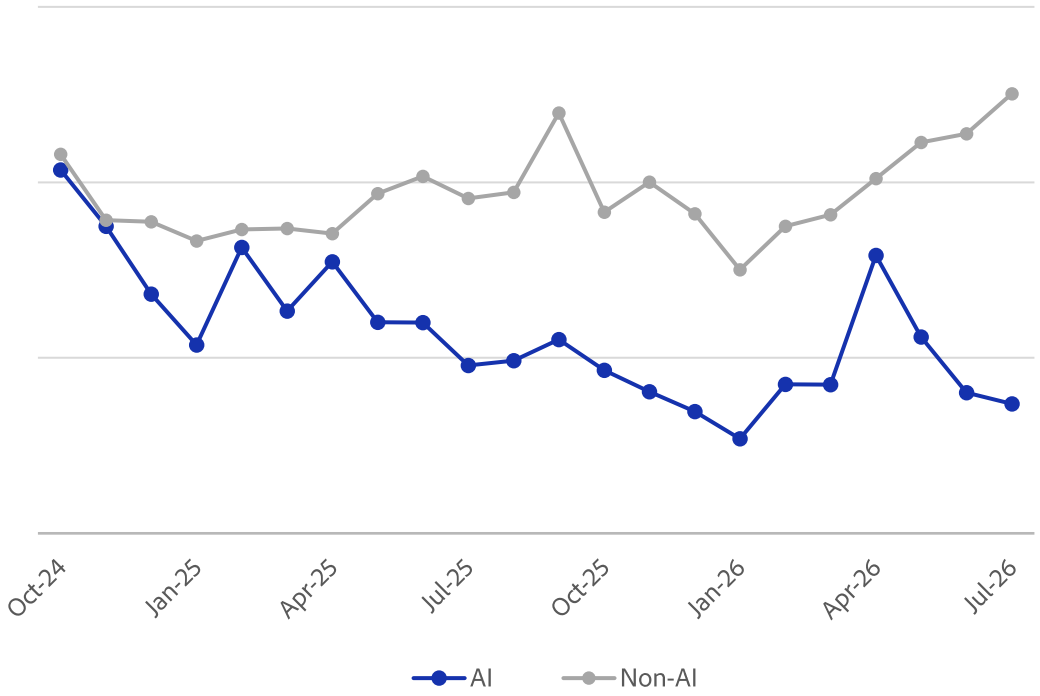


AI Referrals Bounce 27% Less

- In July 2026, AI-referred visitors to financial services sites were **27% less likely to leave immediately compared to non-AI sources,** reflecting stronger pre-visit intent from AI-referred visitors. This is up from May 2026 when they were only 18% less likely to bounce
- The July 2026 Adobe Consumer Survey results show consumer trust in AI for financial services is strengthening:
  - **89%** of consumers say they trust AI to provide financial recommendations without human input, and **47%** of those fully follow the advice.

Monthly AI vs. Non-AI Bounce Rate (Financial Services)

Adobe Digital Insights, October 2024 – July 2026



Tech/Software AI Citation Readability

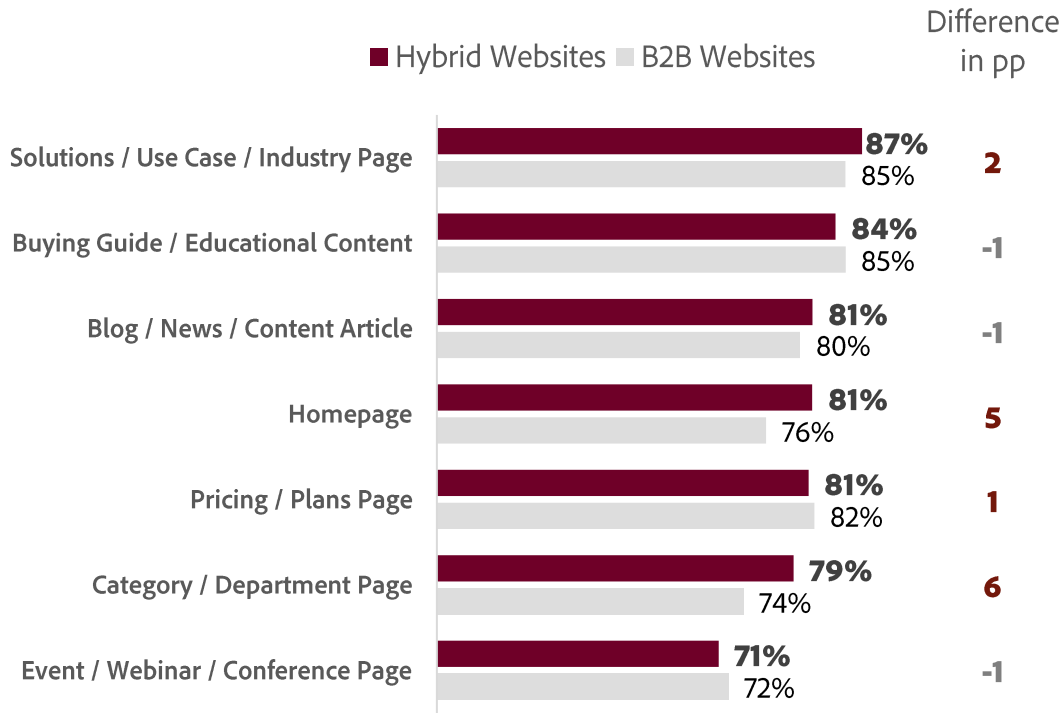
Solutions and Educational Content Drive the Strongest AI-Readable Discovery Experience

- **Discovery content performs best when it helps customers evaluate products.** Solutions / Use Case pages lead Hybrid websites (87%), while Solutions and Buying Guides jointly lead B2B websites (85%), reinforcing AI's preference for educational, decision-support content.
- **Hybrid websites outperform B2B on broader awareness pages**. Homepages (+5 pp) and Category pages (+6 pp) score higher, suggesting broader Tech sites provide richer context for AI to understand products and navigate the ecosystem.
- **Content quality remains the biggest opportunity.** Across Discovery page types, the average gap between top- and bottom-performing pages is 69 pp for Hybrid websites and 71 pp for B2B websites, demonstrating substantial optimization potential.

Key Insight: AI favors discovery pages that explain business problems, product capabilities, and buying decisions over promotional or navigational content.

Discovery Pages: AI Citation Readability Scores (Tech/Software)

Adobe Digital Insights, July 2026



Hybrid Websites: Average Readability Gap in Top and Bottom Discovery Pages

69 pp

B2B Websites: Average Readability Gap in Top and Bottom Discovery Pages

71 pp

Hybrid Websites = Companies serving both B2C and B2B audiences

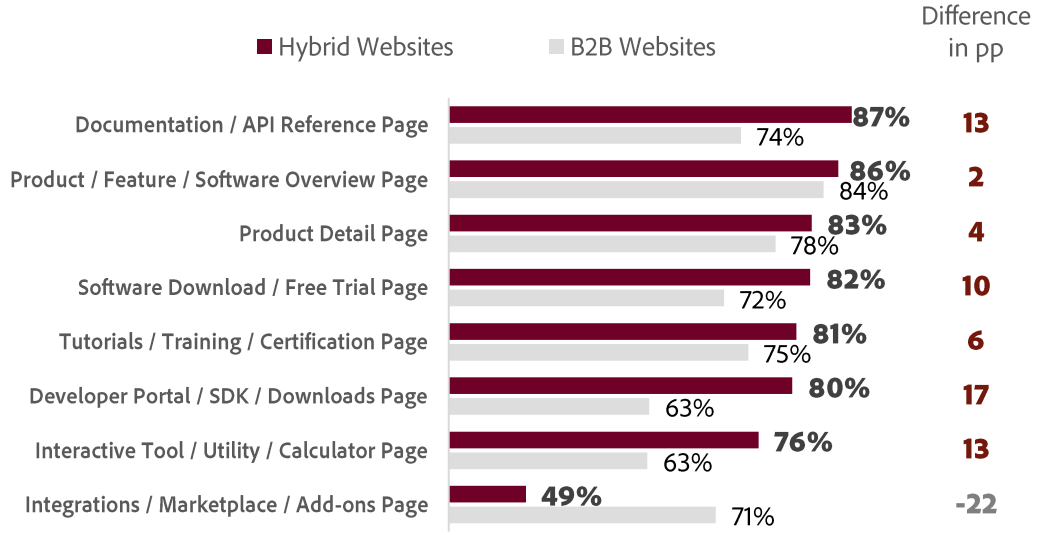
Product & Technical Content Performs Best When It Explains Products, Ecosystems, and Implementation

- **Hybrid websites outperform B2B across most product and technical page types,** with the largest advantage on implementation resources such as Documentation, Developer Portals, Interactive Tools, and Downloads (11–17 pp), suggesting broader Tech sites provide richer implementation guidance and technical context.
- **Integrations are the one exception.** B2B sites outperform Hybrid on Marketplace and Integration pages (71% vs. 49%), reflecting the importance of integrations in enterprise software evaluation.
- **Optimization opportunities remain substantial across technical content.** Top-performing pages score 81–86 percentage points higher than bottom-performing pages across both website segments.

Key Insight: AI readability is strongest when technical pages explain how products work, how they integrate, and how customers implement them—not simply provide downloads or developer resources.

Product & Technical Pages: AI Citation Readability Scores (Tech/Software)

Adobe Digital Insights, July 2026



Hybrid Websites: Average Readability Gap in Top and Bottom Product Pages
81 pp

B2B Websites: Average Readability Gap in Top and Bottom Product Pages
86 pp

Hybrid Websites = Companies serving both B2C and B2B audiences

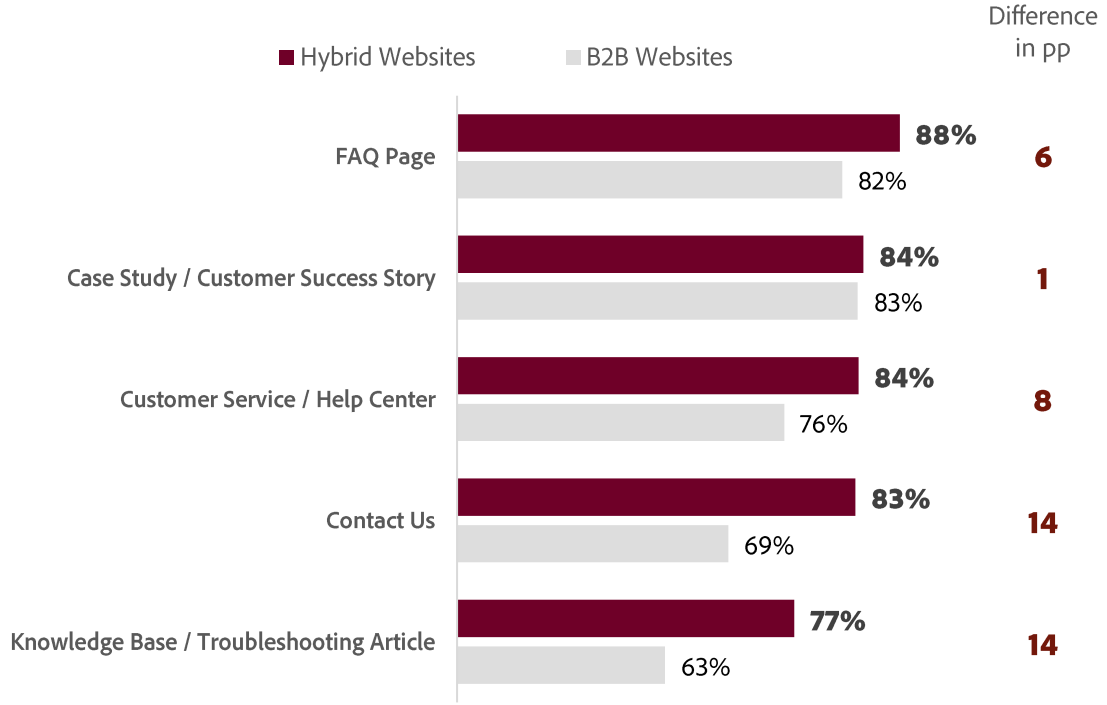
Direct Answers and Customer Proof Build the Strongest AI-Readable Support Experience

- **Across both Hybrid and B2B websites, customer support and trust-focused pages are the strongest-performing assets.** FAQs (88%), Customer Service (84%), Contact Us (83%), and Case Studies (84%) provide the structured guidance and customer proof that AI interprets well.
- **The performance gap between Hybrid and B2B sites is driven primarily by self-service resources.** Hybrid sites outperform on Contact Us, Knowledge Base, Customer Service, and FAQ experiences, while B2B sites perform similarly on structured informational content like Case Studies.
- **B2B's biggest opportunity is self-service content.** Knowledge Base and Contact Us pages trail Hybrid websites by 14 percentage points, indicating room for stronger support experiences.

Key Insight: AI readability is strongest when support content provides direct answers, customer proof, and clear next steps.

Support Pages: AI Citation Readability Scores (Tech/Software)

Adobe Digital Insights, July 2026



Hybrid Websites = Companies serving both B2C and B2B audiences

Appendix

About Citation Readability Scores (Tech/Software)

- Tech websites use a distinct content structure, centered around **solutions, product pages, technical documentation, developer resources, and support content.**
- Pages were classified into standardized Tech page categories (right) using page purpose, content, and URL patterns for consistent benchmarking.
- Categories were grouped into three customer journey stages: **Discovery, Product & Technical, and Support**.
- Citation Readability Score measures how well a page can be understood, structured, and surfaced by AI systems. Higher scores indicate stronger AI readability and citation potential.
- Website segments: Hybrid websites serve both B2C and B2B audiences (e.g., Adobe, Samsung, Dell), while B2B websites primarily target enterprise customers (e.g., Cisco, Autodesk).

Page Category	Description
Tutorials / Training / Certification Page	Online courses, tutorials, certification programs, and learning paths. URL patterns: learn.<host>, academy.<host>, /courses/, /certification/, /tutorials/
Solutions / Use Case / Industry Page	Solution or use-case pages targeted at an industry vertical or business function. URL patterns: /solutions/, /industries/, /use-cases/, /applications/
Software Download / Free Trial Page	Software or app download, or free trial signup. URL patterns: /download/, /free-trial/, /get-started/
Product / Feature / Software Overview Page	Marketing/overview page for a software product, platform, or feature - not a literal SKU purchase page. URL patterns: /products/<name>, /platform/<feature>
Partner / Reseller / Distributor Program Page	Partner program pages, reseller/distributor portals, and vendor directories. URL patterns: partners.<host>, /partners/, /reseller/
Knowledge Base / Troubleshooting Article	Individual knowledge-base articles, troubleshooting steps, and how-to support articles. URL patterns: kb.<host>, /kb/, /knowledge-base/, /how-to/
Interactive Tool / Utility / Calculator Page	Embedded interactive tools, calculators, and generators. URL patterns: /calculator, /password-generator, /tool/
Integrations / Marketplace / Add-ons Page	Third-party app, integration, or add-on marketplace listings. URL patterns: /marketplace/, /integrations/, /add-ons/
Event / Webinar / Conference Page	Events, webinars, conferences, and on-demand sessions. URL patterns: /events/, /webinars/, events.<host>
Documentation / API Reference Page	Product/technical documentation and API reference material. URL patterns: docs.<host>, techdocs.<host>, /docs/, /documentation/, /api-reference/
Developer Portal / SDK / Downloads Page	Developer hub, SDK downloads, API key management, and dev tools. URL patterns: developer.<host>, dev.<host>, /developers/, /sdk/, /devcenter/
Customer Service / Help Center	Support resources and help documentation
Community Forum / Discussion / Wiki Page	User forums, discussion boards, and community wikis. URL patterns: community.<host>, wiki.<host>, /community/, /forums/
Case Study / Customer Success Story	Customer stories, case studies, and client work showcases. URL patterns: /customers/, /case-studies/, /success-stories/

AI Demographics

AI Demographics

Leading States Still Ahead on Usage, Trust Gap is Narrowing

- GenAI adoption is still accelerating fastest in innovation corridors where technology, education, and digital industries converge.
- According to the July 2026 Adobe Consumer Survey, states with the highest AI traffic still lead the national average on regular use and familiarity but no longer clear the pack on trust and appetite to use AI more.
- Respondents in these states remain more likely to use AI regularly and are less likely to have never heard of AI assistants – but trust in AI-generated results and the desire to turn to AI more grew faster in the laggard states this quarter, narrowing what was previously a wide gap.

AI Traffic Leaders

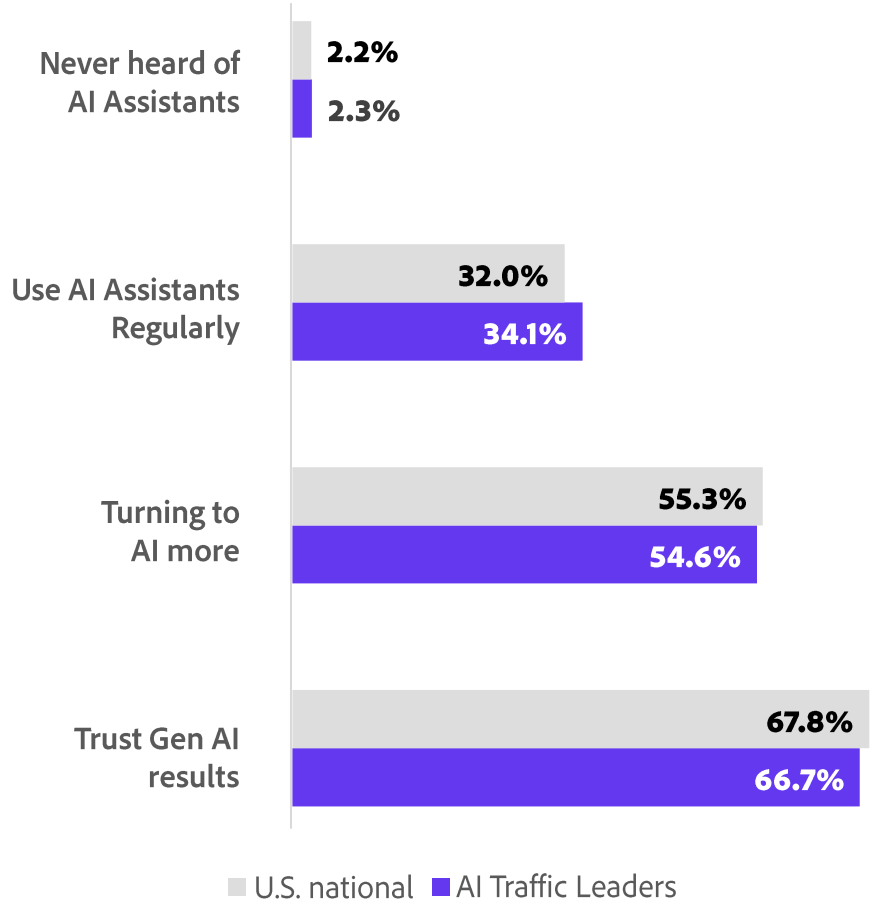
Virginia

Washington

New York

Massachusetts

California



Laggard States Close the Trust Gap, Even as Usage Lags

- AI engagement still lags in parts of the South and Appalachia: Mississippi, West Virginia, Louisiana, Kentucky, and Arkansas continue to trail the national average on regular use and familiarity.
- According to the July 2026 Adobe Consumer Survey, states with the lowest AI traffic continue to underperform on adoption and awareness but now report higher trust in AI results and a stronger pull toward using AI more than the national average.
- The pattern suggests skepticism, not lack of usage, was the bigger barrier in these states – and that barrier is easing faster than adoption itself is catching up.

AI Laggards

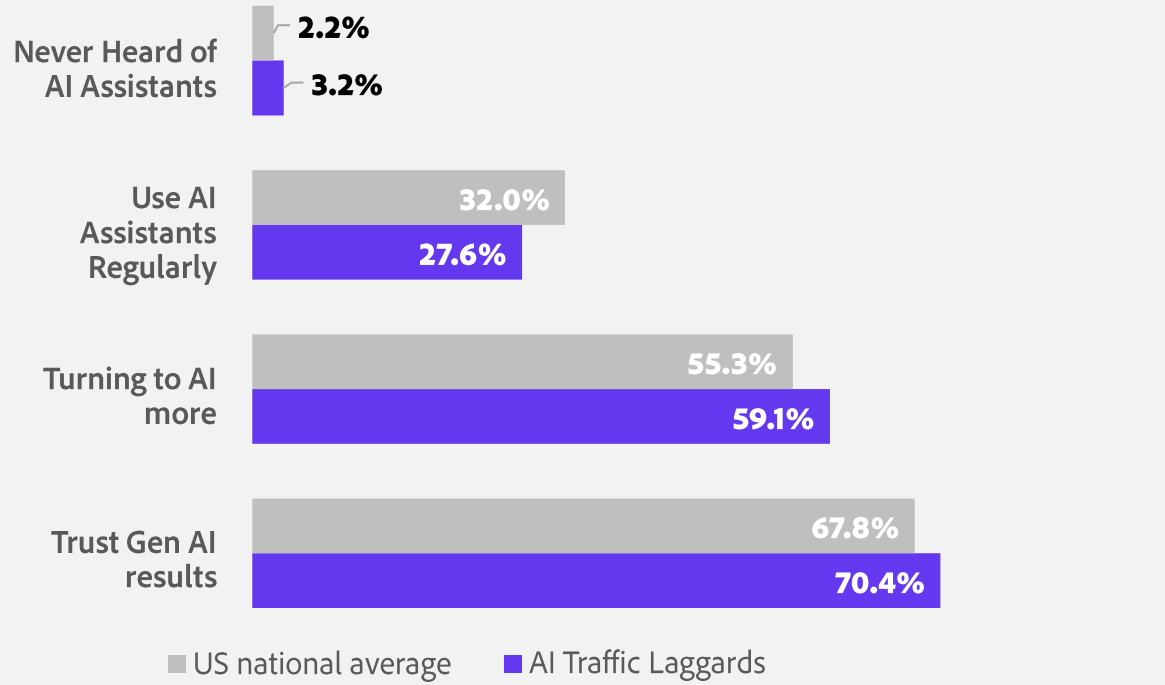
Mississippi

West Virginia

Louisiana

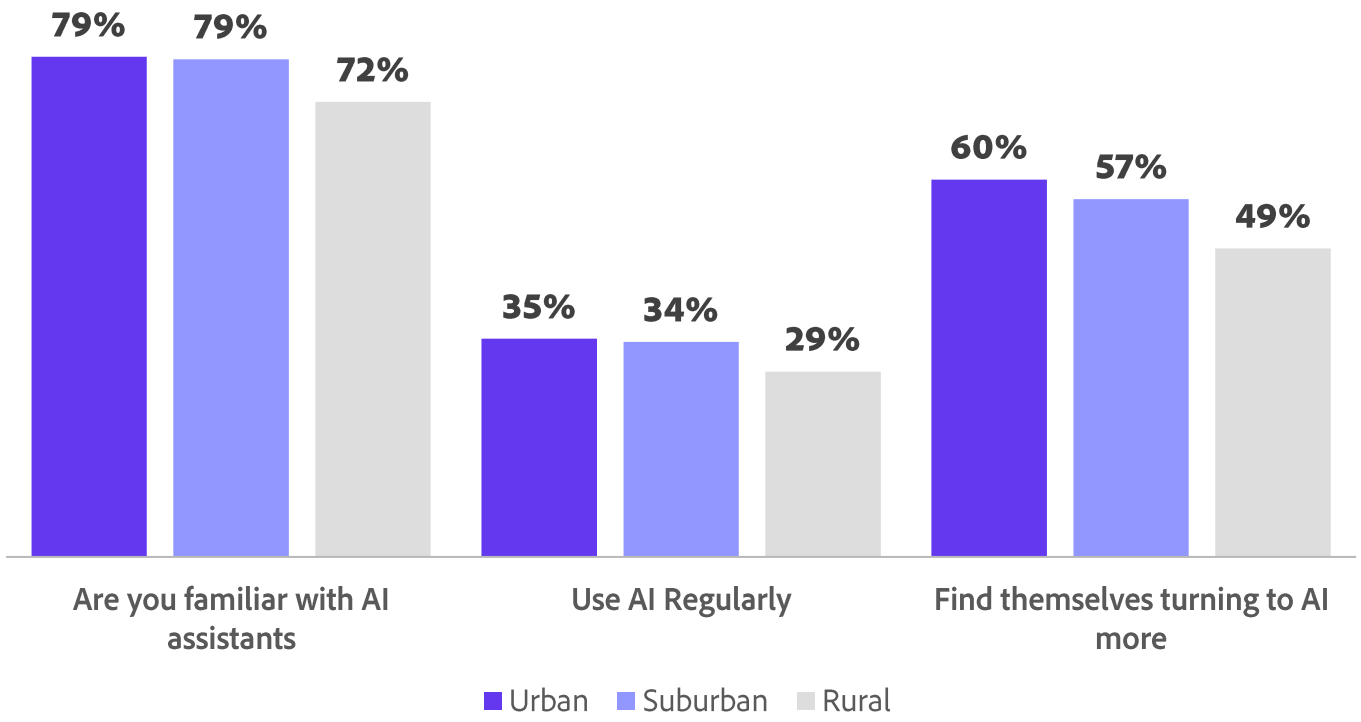
Kentucky

Arkansas



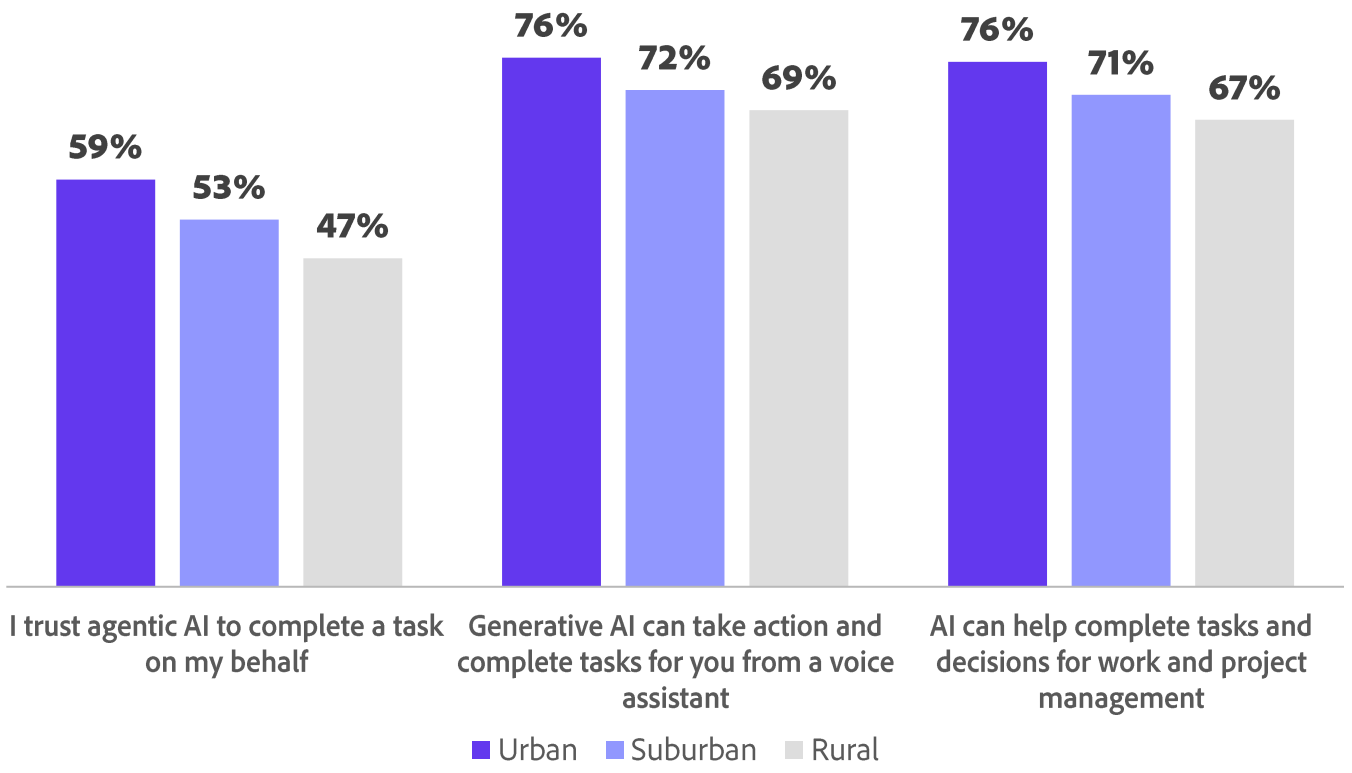
Urban Life Accelerates AI Adoption Beyond Familiarity

- Consumers in **urban and suburban communities are both more aware of and more likely to use AI assistants** than those in rural areas, according to the July 2026 Adobe Consumer Survey.
- Urban areas are ahead in AI use, not just familiarity, which is high in both urban and suburban areas. Urban respondents are slightly more likely to use AI regularly and are turning to AI more often.
- Rural respondents still trail on all three measures, suggesting that denser, faster environments translate familiarity into habitual use.



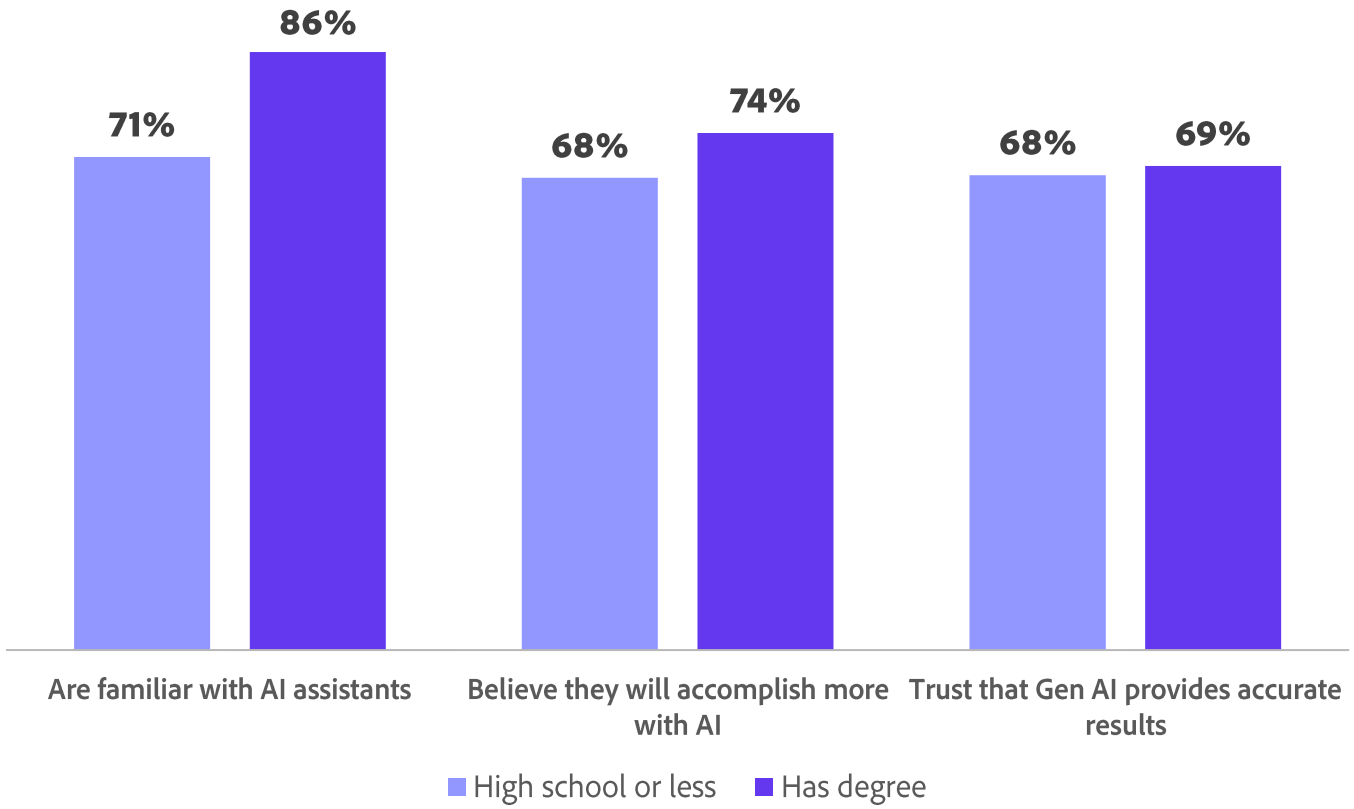
Urban Users Show Higher Confidence in AI for Decision-Making and Task Completion

- Urban consumers show **higher trust and reliance on agentic AI,** especially for task completion and decision-making support.
- Suburban consumers follow similar patterns but at **moderately lower levels,** while rural consumers consistently lag across all measures.
- The gap is most pronounced in **trust and willingness to delegate tasks to agentic AI,** indicating slower adoption and comfort in less connected regions.



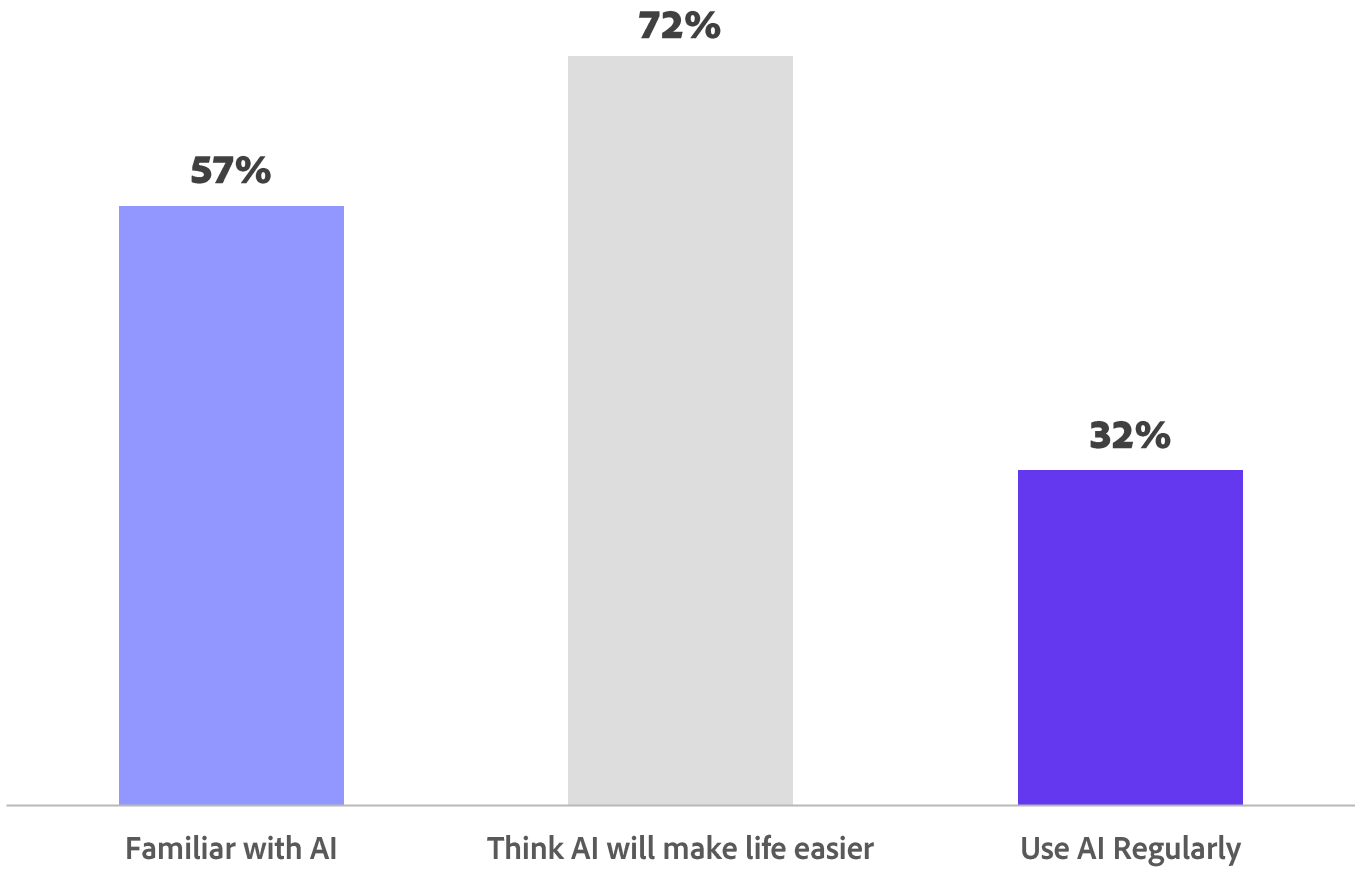
Higher Education Deepens AI Understanding Beyond Trust

- Respondents with a degree are far more likely to say they are familiar with AI assistants and that they will achieve more with it than respondents who stopped at high school.
- However, belief in the accuracy of GenAI outputs is nearly identical across education levels (**68% vs. 69%**), highlighting a gap in familiarity and understanding what you can do with the tool rather than a distrust in it.



Awareness and Optimism are High, but Usage Yet to Catch Up

- According to the July 2026 Adobe Consumer Survey, AI awareness remains high, with **57%** of respondents reporting they are familiar with it.
- Even more respondents (**72%**) believe that AI will make life easier.
- However, despite strong awareness and positive expectations, only **32%** report using AI regularly.



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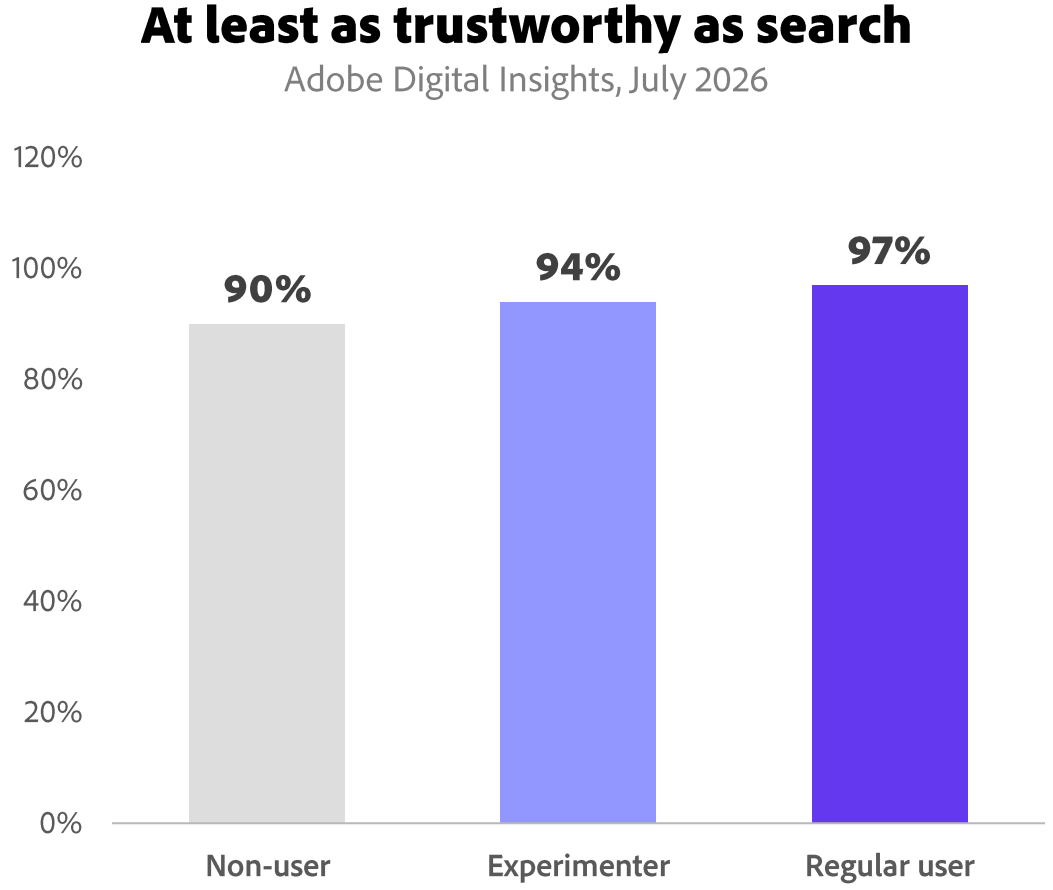
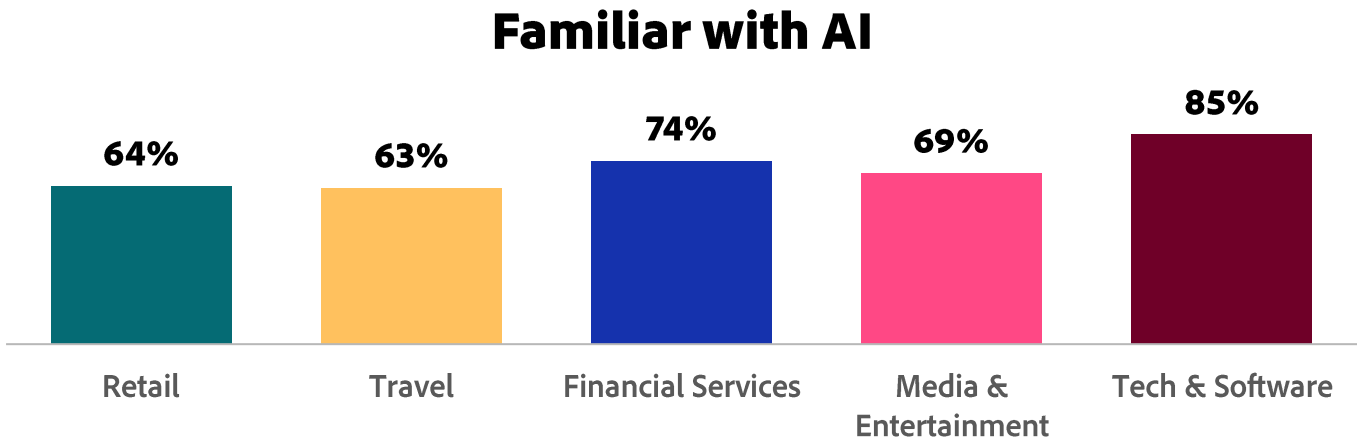
AI Now Rivals Search on Trust

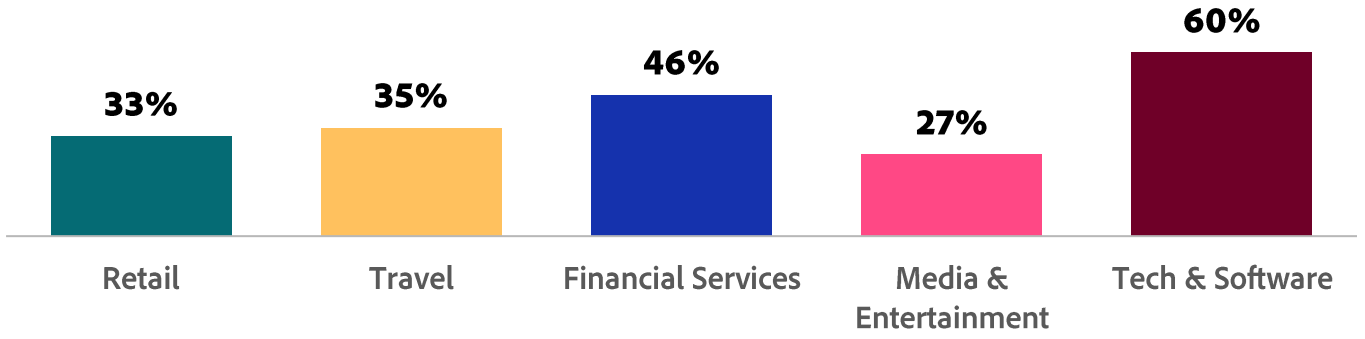
- According to the July 2026 Adobe Consumer Survey, **95% of people who turn to AI find its responses at least as trustworthy as a traditional search engine,** including 29% of respondents who call it very trustworthy.
- Trust climbs with familiarity but starts high everywhere; **90% of non-users already rate AI at least as trustworthy as search,** rising to 94% among experimenters and 97% among regular users.
- Conviction is generational even though the baseline isn't: **34% of Gen Z and 36% of Millennials call AI very trustworthy** vs. 25% of Gen X and 19% of Baby Boomers.



Tech/Software Employees Lead in Familiarity and Usage

- Familiarity remains highest in more technical industries like tech/software (**85%**) and financial services (**74%**), according to the July 2026 Adobe Consumer Survey.
- Tech/software also holds a significant lead in AI use, with **60%** of employees leveraging the technology regularly.
- Financial services now leads travel in regular AI use as well (46% vs. 35%) despite comparable familiarity between the two industries.
- Retail has the lowest AI familiarity (**64%**) and percentage of regular AI users (**33%**).



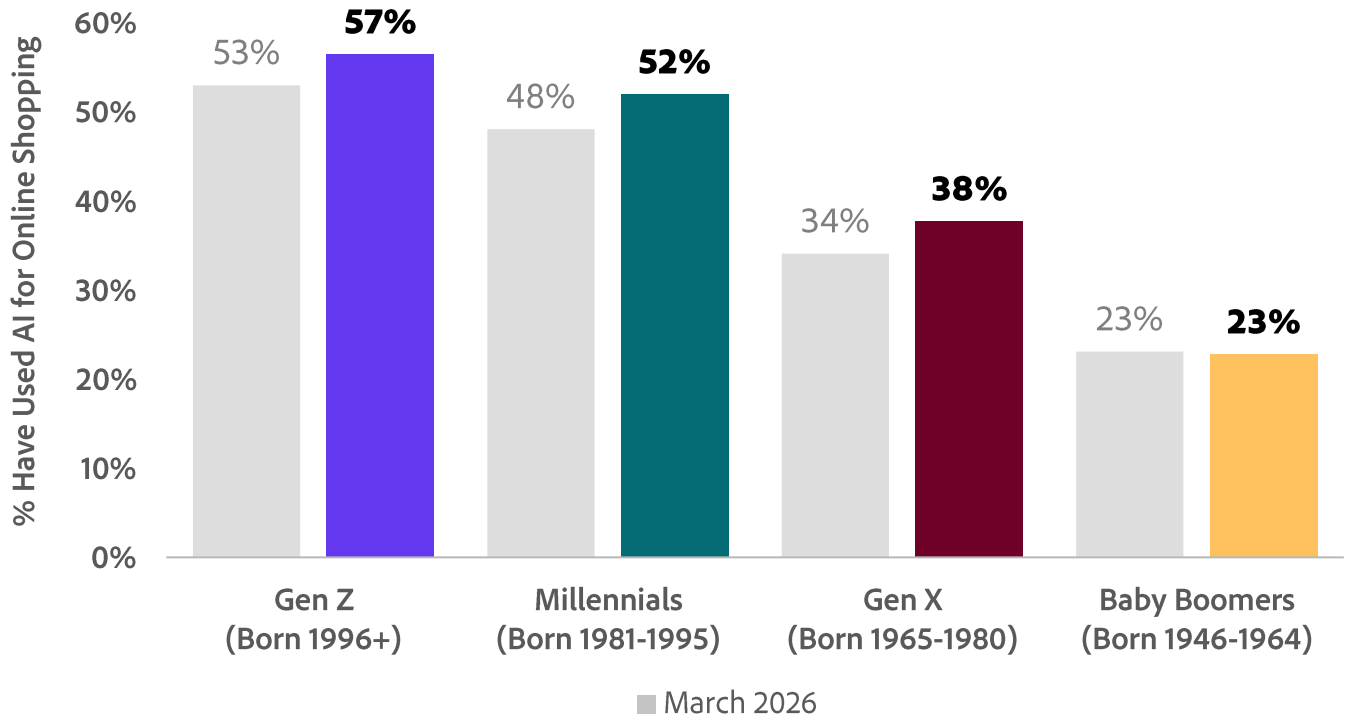


Younger Generations Lead AI Adoption for eCommerce

- Unsurprisingly, younger generations lead AI adoption for online shopping: **56%** of Gen Zs and **52%** of Millennials have used AI assistants compared to **38%** for Gen X and **23%** for Baby Boomers.
- Gen Z also leads in using AI for tech support: **63%** have used AI to understand or troubleshoot tech products compared to **47%** of Gen X and **30%** of Baby Boomers.

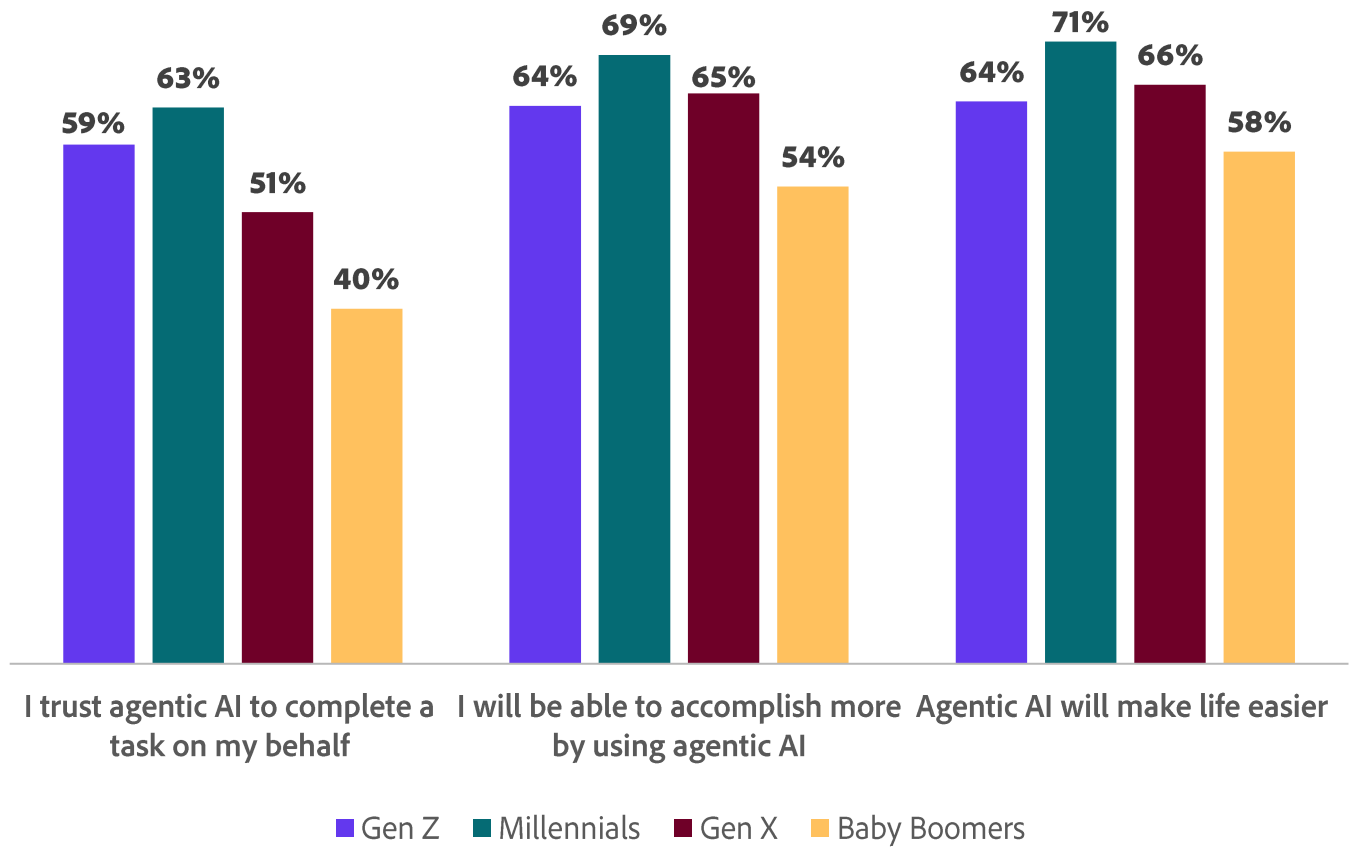
AI Adoption for Online Shopping by Generation

US July 2026 Adobe Consumer Survey



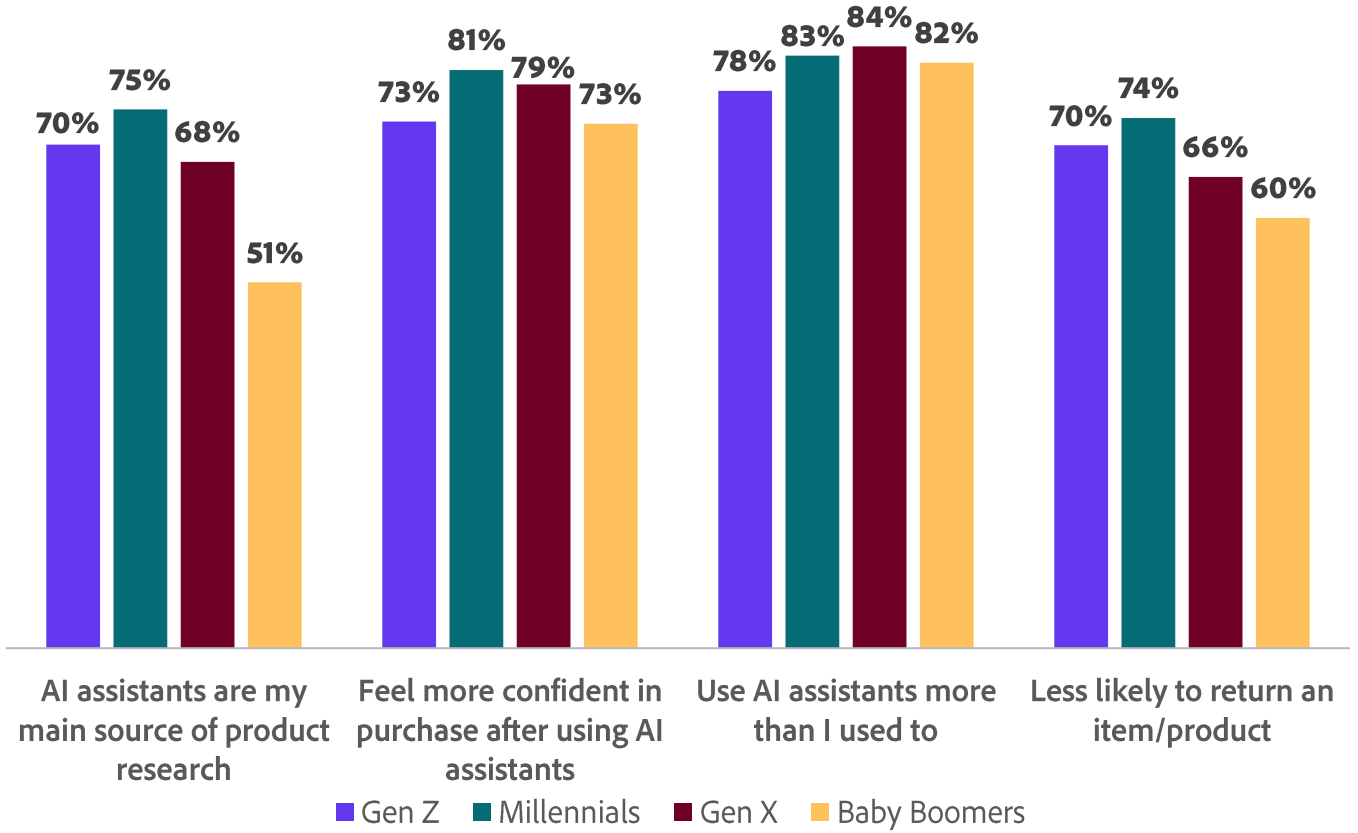
Younger Consumers Drive Adoption of Agentic AI Experiences

- Younger consumers, particularly Millennials and Gen Z, continue to show higher trust in agentic AI for task completion and automation, indicating greater comfort with AI-led automation.
- AI-driven productivity confidence is strong across generations but declines with age.
- Willingness to delegate tasks to AI is highest among younger cohorts, signaling faster adoption of agentic experiences.
- Perception that **agentic AI makes life easier declines with age,** with Baby Boomers showing notably lower confidence, highlighting a generational trust gap.



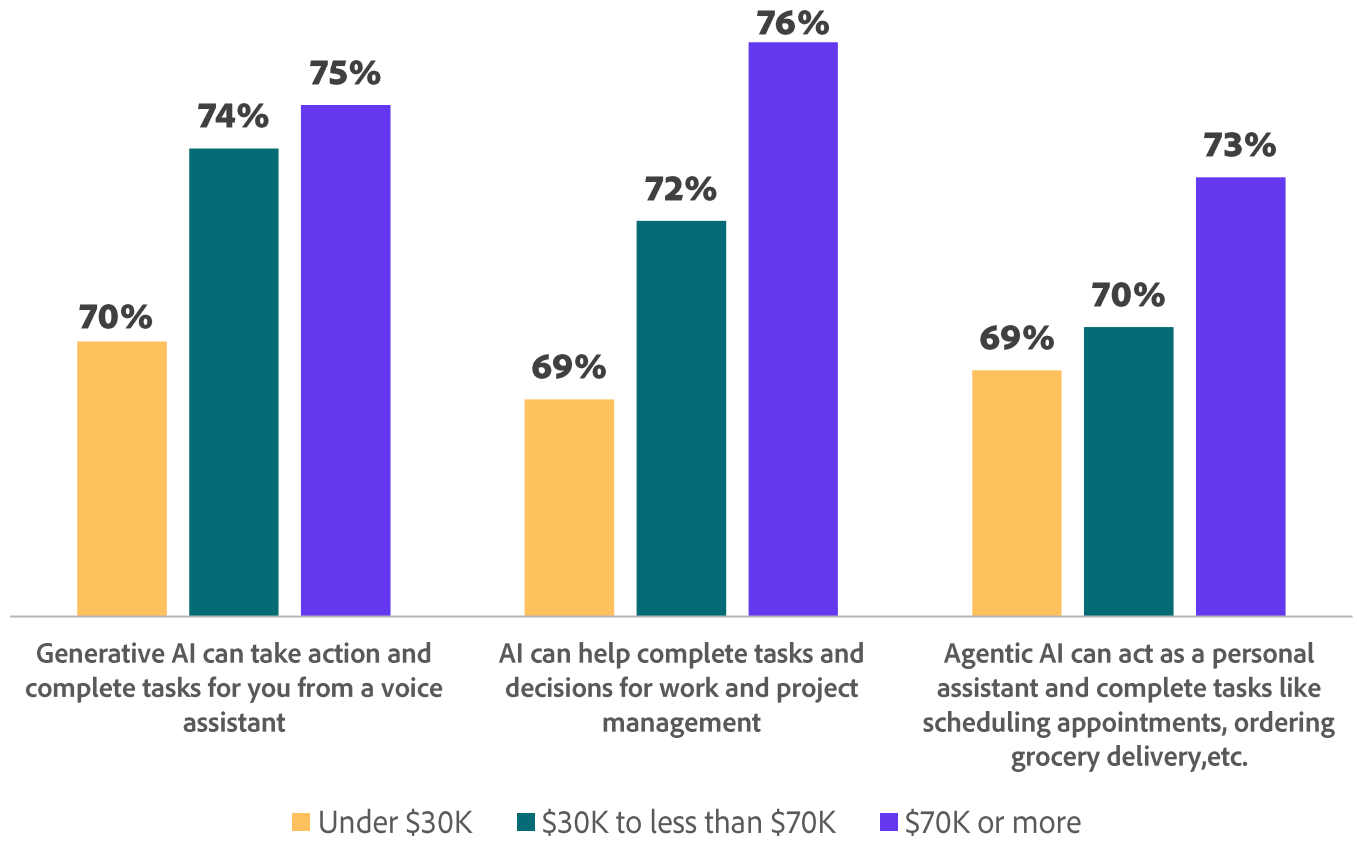
Gen Z and Millennials Set the Pace for AI-Powered Commerce

- Younger consumers, especially Gen Z and Millennials, are **more likely to use AI assistants across the full shopping journey,** from discovery to post-purchase.
- Confidence in AI-driven purchase decisions is **consistently high across generations, but drops slightly among older cohorts,** indicating trust gaps.
- AI's impact on reducing returns is **strongest among younger shoppers,** suggesting more effective decision-making with AI support.



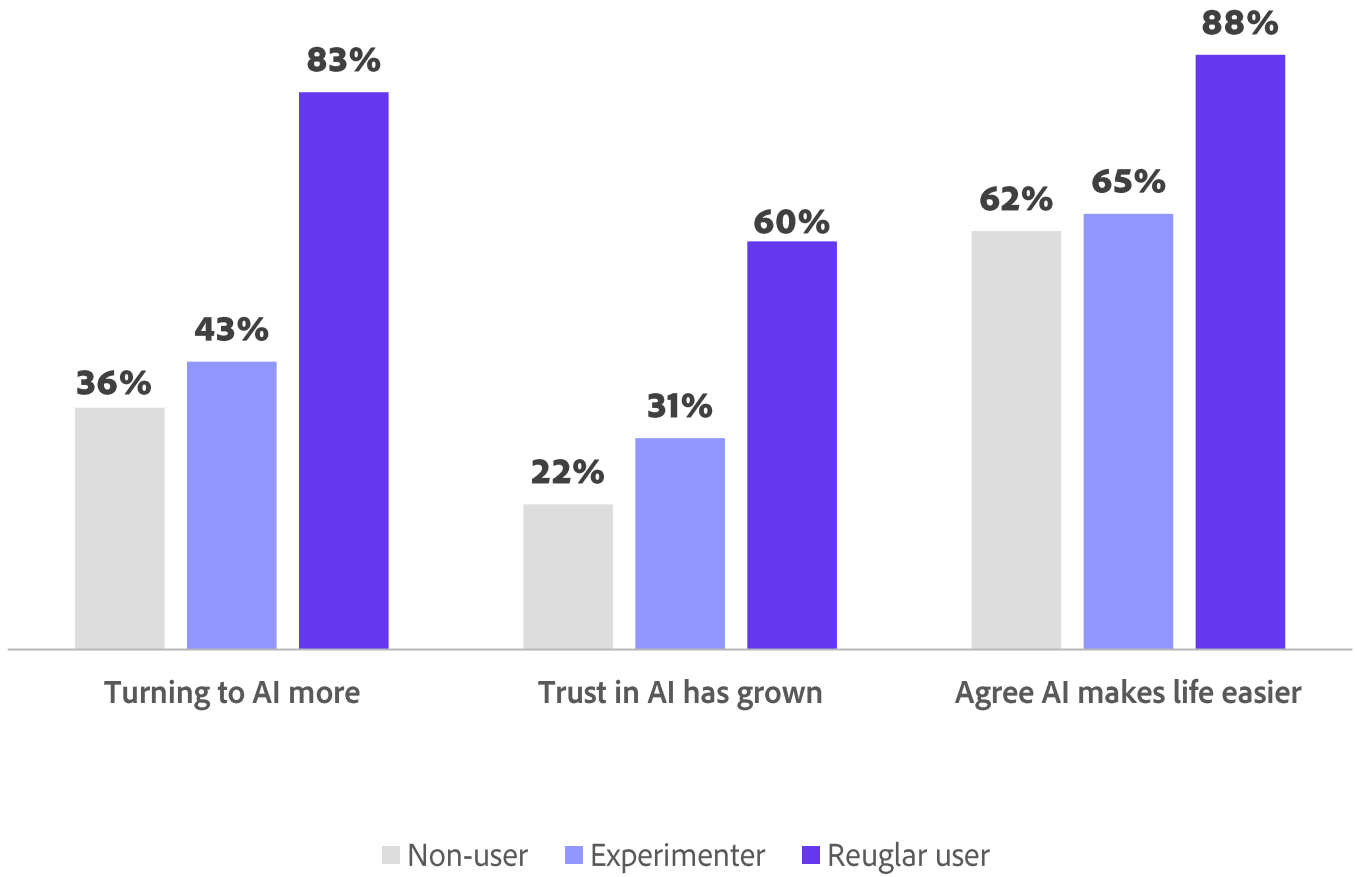
Higher-Income Consumers Lead in Confidence Across Agentic Use Cases

- Higher-income consumers ($70K+) show **stronger confidence in AI across advanced use cases,** including task automation and personal assistant capabilities.
- Adoption follows a clear gradient: **confidence increases with income,** with lower-income groups consistently trailing.
- The gap is most pronounced in **agentic AI use cases (i.e., automation, personal assistants),** indicating higher readiness among affluent consumers.



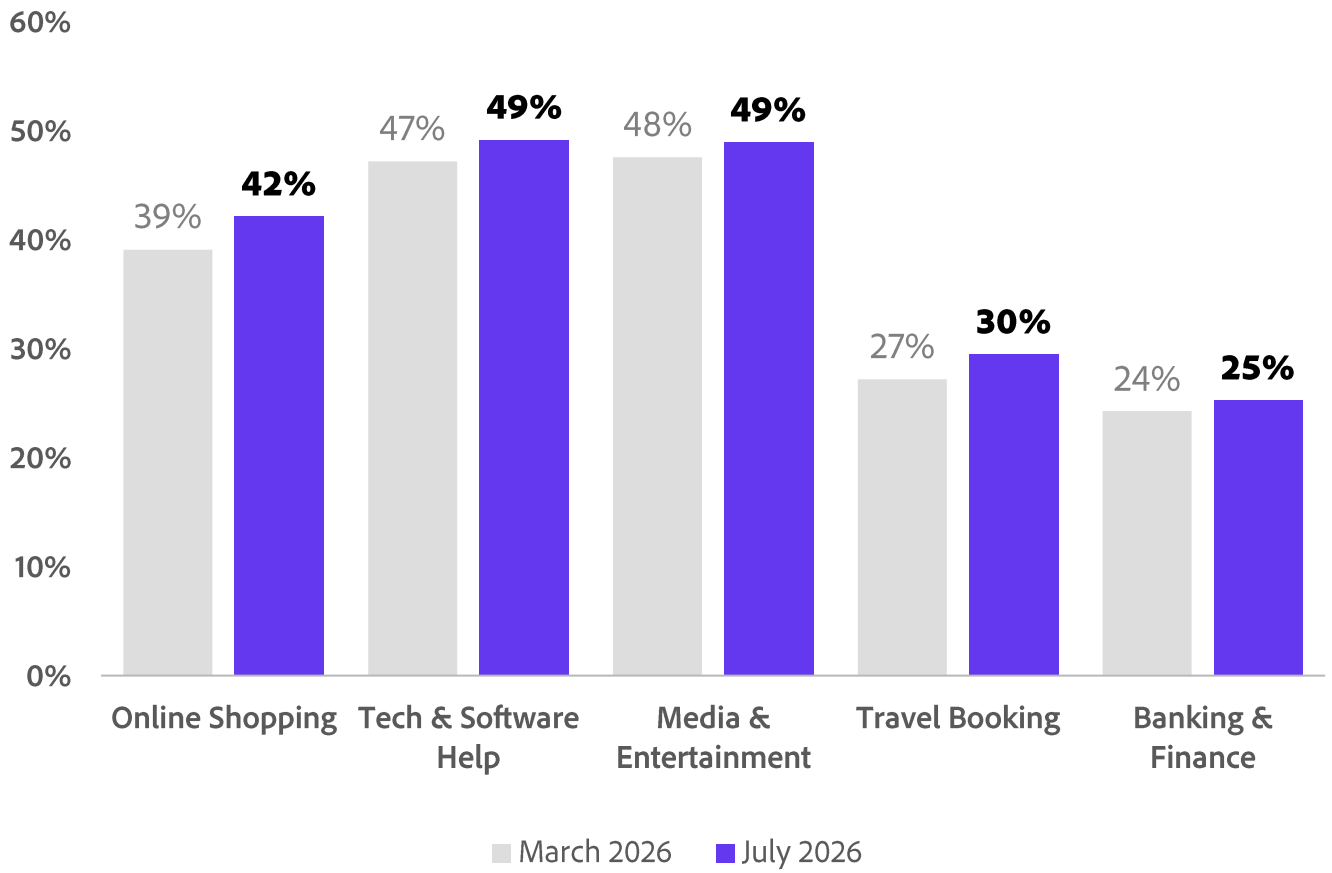
AI-Adoption Tier Compounds Trust and Appetite to Use More AI

- According to the July 2026 Adobe Consumer Survey, **regular users** of AI assistants are far more likely to say they're **turning to AI more (83%)** than experimenters (43%) or non-users (36%).
- **Most regular users (60%)** say their trust in AI has grown over time, nearly three times the rate of non-users (22%).
- **The vast majority of regular users (88%) agree AI makes life easier,** versus 62% of non-users – a 26-point conviction gap that's wider than any demographic cut in the survey.



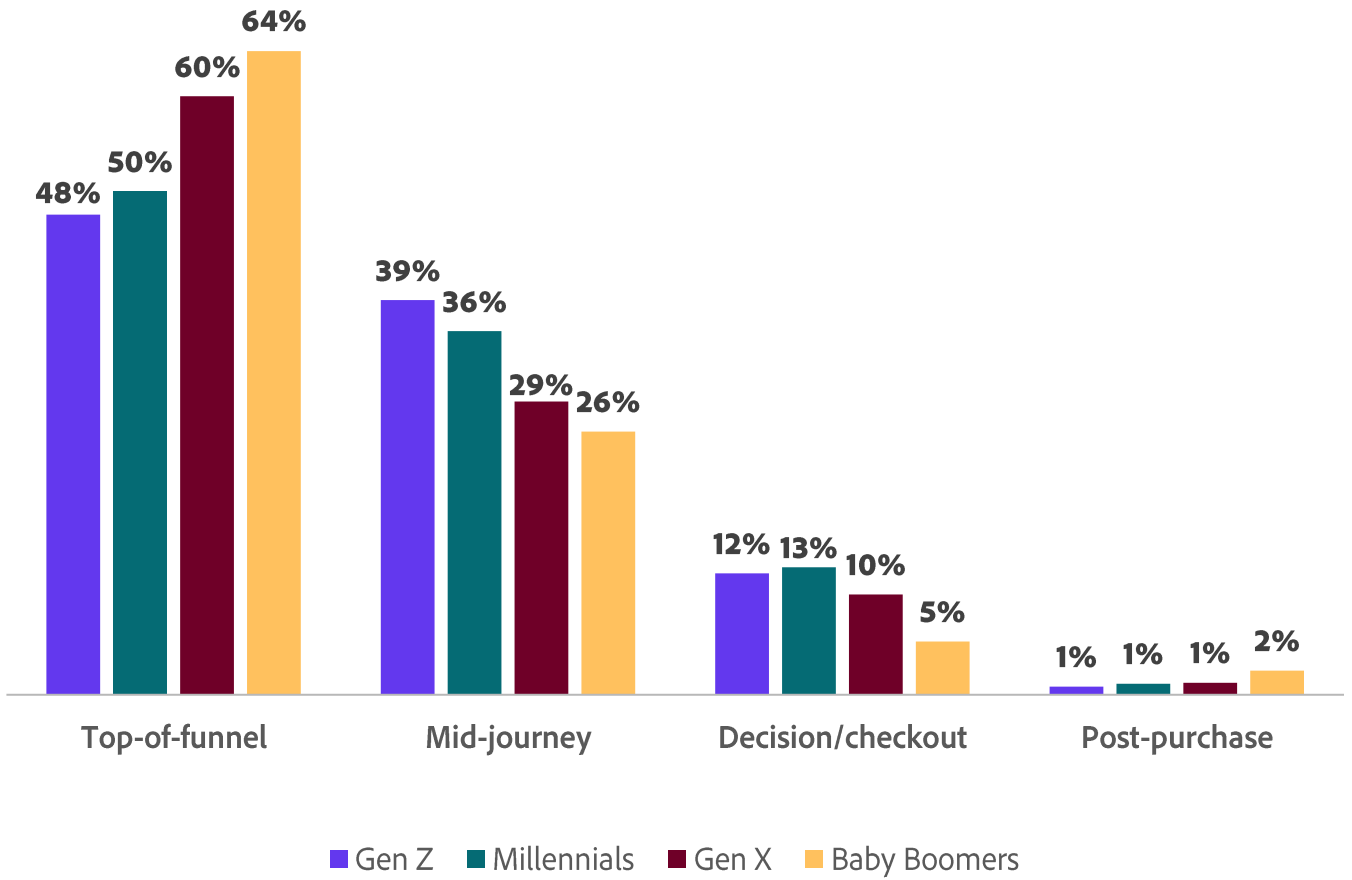
AI Use is Broadening Across Categories, Quarter-Over-Quarter

- According to the July 2026 Adobe Consumer Survey, every use case tracked grew from March to July 2026. AI use is broadening, not just deepening among existing users.
- Use of AI for online shopping saw the **largest relative jump, from 39% in March to 42% in July.**
- Tech support (47% → 49%) and media and entertainment (48% → 49%) remain the most-penetrated use cases; banking (24% → 25%) and travel booking (27% → 30%) trail but are catching up.



AI Shopping Skews Top-of-Funnel, Especially for Older Generations

- According to the July 2026 Adobe Consumer Survey, **AI shopping is heavily front-loaded:** 53% of use happens at the top of the funnel (inspiration/discovery) and just 1% happens after purchase.
- Baby Boomers concentrate almost entirely on inspiration (64% top-of-funnel, only 5% near checkout), while Gen Z and Millennials lean on AI as an ongoing companion through the middle journey (36%-39% mid-journey) and are more than twice as likely to use it at the decision/checkout stage (12% vs. 5%).

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Appendix

Appendix

About Citation Readability Scores

- AI visibility is emerging as a critical layer alongside traditional SEO, as AI systems increasingly drive discovery and content recommendations.
- **Citation Readability Score** measures **how well a page's content can be understood, parsed, and surfaced by AI systems.** It evaluates the extent to which content is structured, complete, and aligned to how AI models process information.
- The score reflects the proportion of content that is effectively visible to AI, indicating how likely a page is to be interpreted and cited in AI-generated responses.
- **Higher scores indicate stronger machine readability,** increasing the likelihood that content is surfaced and cited by AI assistants.
- AI models favor content that is structured, complete, and context-rich, while missing information, sparse content, or poor organization can limit visibility and reduce citation potential.

Page Category	Description
Blog / News / Content Article	Editorial content, news articles, and blog posts
Brand Landing Page	Dedicated pages for specific brands or brand collections
Buying Guide / Educational Content	How-to guides, product comparisons, and educational resources
Category / Department Page	Main category or department listing pages
Collection Page	Curated collections of products (seasonal, themed, etc.)
Contact Us	Contact information and inquiry forms
Customer Service / Help Center	Support resources and help documentation
FAQ Page	Frequently asked questions and answers
Homepage	Main landing page of the website
Individual Store Page	Physical store location details and information
Loyalty / Membership	Rewards programs, membership benefits, and loyalty information
Product Detail Page	Individual product information and purchase pages
Returns & Exchanges	Return policy and exchange process information
Search Results Page	Product search results and filtering pages
Store Locator	Tool for finding physical store locations