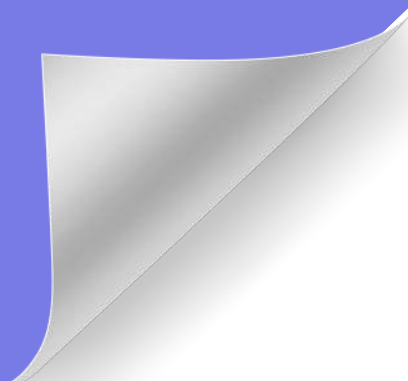


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Generative AI & Dealership Website Traffic: A Data-Driven 24-Month Study

Wikimotive Research & Insights, November 2025



EXECUTIVE SUMMARY

Artificial intelligence is already reshaping how consumers search, research, and interact online. Every month, new platforms powered by large language models, such as ChatGPT, Microsoft Copilot, and Perplexity, are changing how answers are found and who gets seen.

For the automotive industry, the implications are enormous. Dealerships depend on search visibility to drive real conversations and showroom traffic. Yet until now, there has been little clarity on how much of today's website activity actually comes from AI-driven sources or what those visitors do once they arrive.

Over the past two years, Wikimotive tracked and analyzed traffic across more than 150 dealership websites to answer a single question:

IS AI ALREADY CHANGING THE FLOW OF REAL DEALERSHIP TRAFFIC, OR IS IT JUST CHANGING THE CONVERSATION AROUND IT?

This report presents the data, context, and early signals that define the answer. It evaluates AI referral traffic and conversion performance alongside well-established search channels, including Google and Bing. The findings provide a clear, data-driven view of how AI discovery is emerging within dealership analytics and where it currently fits in relation to traditional sources of website traffic.

DEFINING THE LANDSCAPE

Search, whether through traditional engines or emerging AI platforms, is no longer a single behavior. Through search, consumers now navigate three distinct pathways to a dealership's website: organic search, paid search, and AI-assisted discovery. Each path carries different intent, visibility, and potential for conversion.

To understand the changes in traffic and conversion, we first need to define search intent and how that intent drives behavior across each channel.



Primary search intent categories within automotive retail: Informational, Branded, and Transactional. Each represents a distinct stage of consumer readiness and conversion potential.

TRANSACTIONAL SEARCH

Queries showing clear purchase or service intent, such as "Ford dealer near me," "oil change specials," or "used trucks under 30k," are the most valuable searches for any dealership because they represent active buyers or service customers ready to engage and transact.

Traditional search engines like Google naturally prioritize this type of intent locally, matching users with businesses in their immediate market area. As a result, transactional searches not only sit furthest down the funnel but also carry the highest probability of converting into real showroom or service traffic.

BRANDED SEARCH

Queries that include a dealership's name, such as "Bob Miron Toyota" or "Honda of Palm Beach," originate with shoppers who are already familiar with the business and are close to making a decision.

In organic results, the dealer typically benefits from strong authority, so visibility is rarely at risk within the dealer's immediate geographical region. In paid search, these terms only warrant attention when competitors bid on them.

Dealer-branded search is valuable for protecting existing demand and maintaining loyalty, but it contributes little to new customer acquisition.

INFORMATIONAL SEARCH

Research-oriented queries, such as "best SUV for winter driving" or "F-150 Towing Capacity," are generally posed by users early in the buying process or simply looking for information on a vehicle they already own. As a rule, informational searches rarely convert.

Informational pages tend to draw significant traffic only when they rank at a national level, which results in visits from users outside the dealer's geography. This means even high-interest sessions rarely become local opportunities. For dealers, the impact is limited to general awareness.

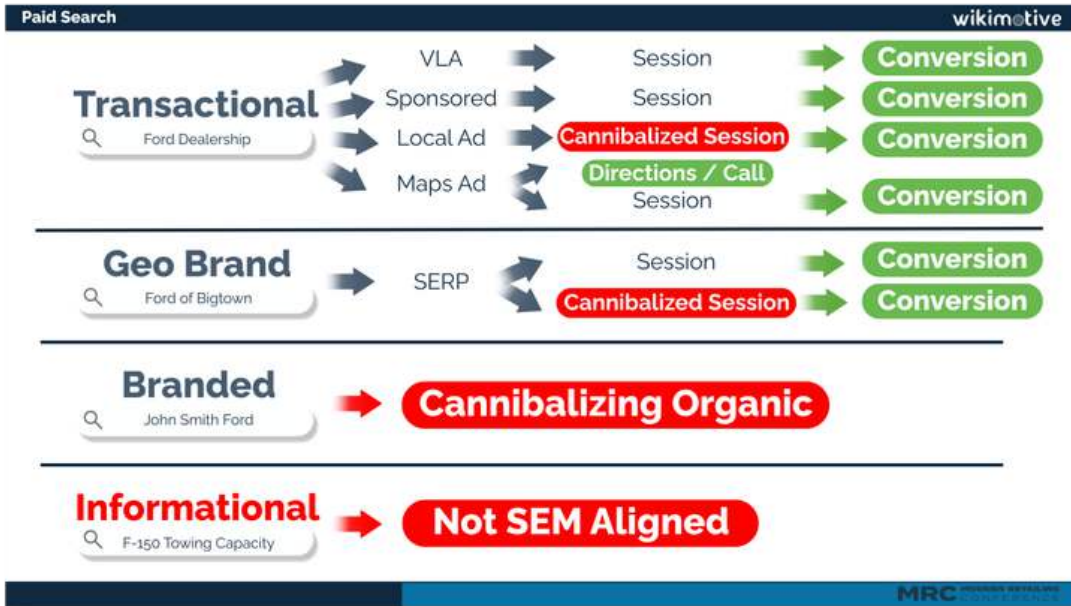
Understanding these intent types is critical to interpreting how new AI-driven pathways will reshape the balance between awareness, discovery, and transaction.

Next: Search Pathways to Conversion

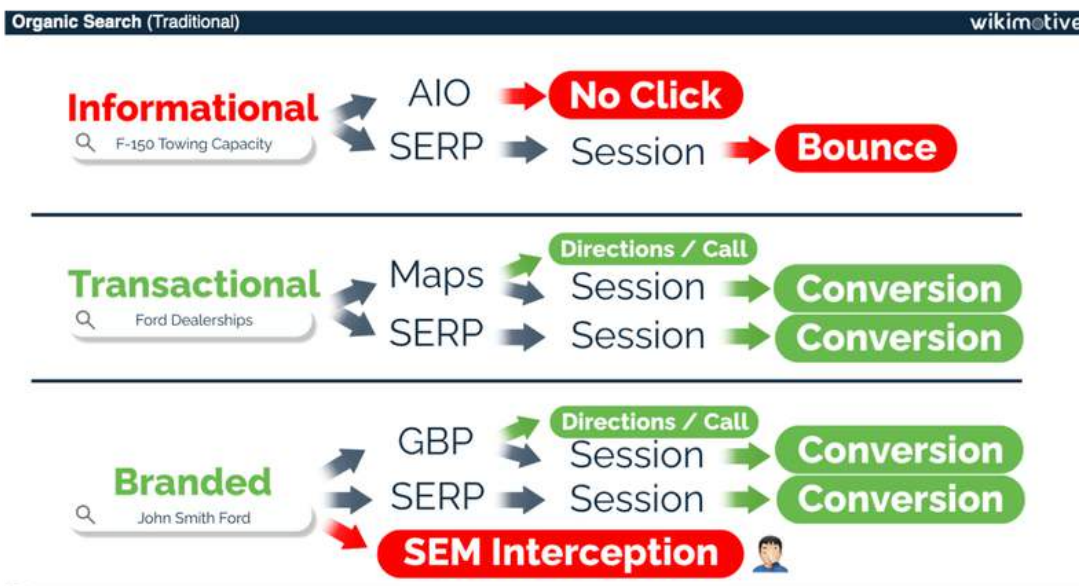
SEARCH PATHWAYS TO CONVERSION

Traditional search channels map directly to consumer intent. Generative AI introduces a conversational layer that changes when and how those intents are expressed.

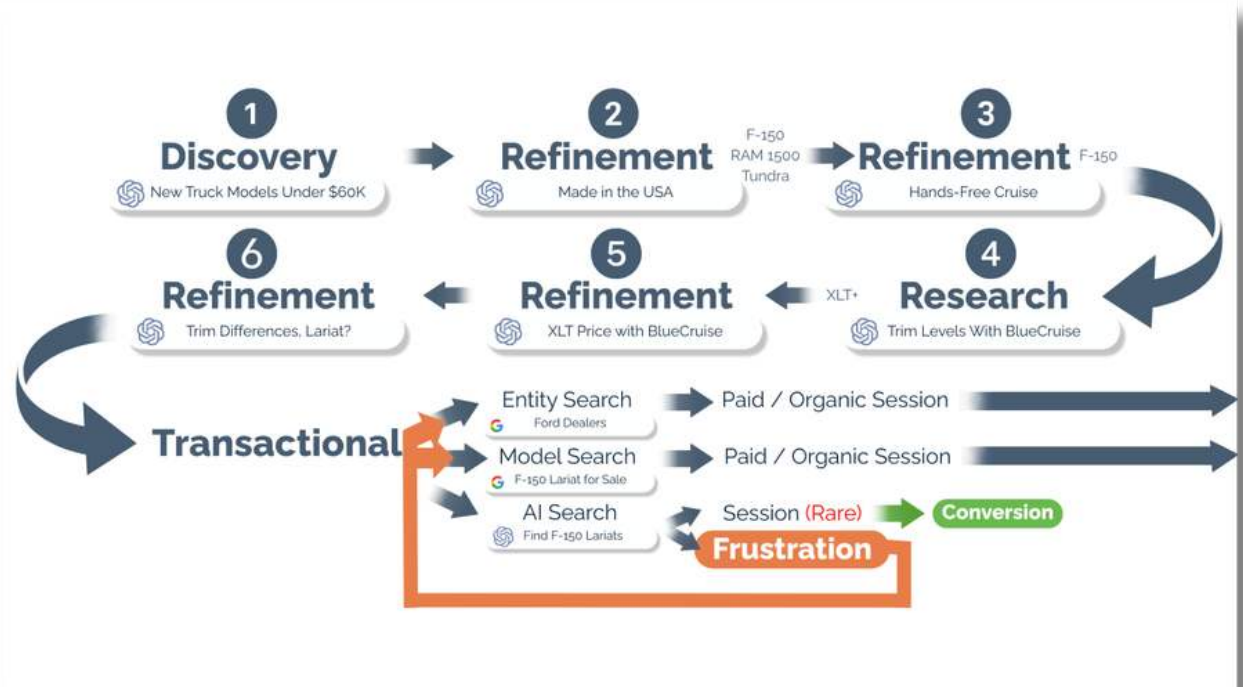
PAID SEARCH CONVERSION PATH



ORGANIC SEARCH CONVERSION PATH



LLM / AI DISCOVERY LOOP & CONVERSION BLOCKERS



Conversion path models for Paid, Organic, and LLM / AI discovery loop and conversion path blockers, showing how user control and dealer influence vary across each funnel.

Understanding this shift is essential to interpreting traffic patterns and preparing for the next stage of search evolution.

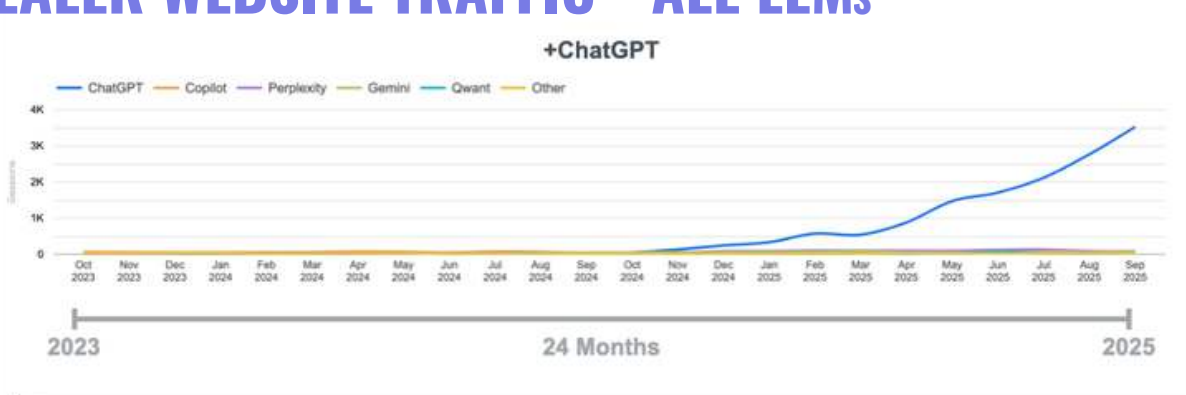
Next: Traffic in Context

TRAFFIC IN CONTEXT

Over two years of traffic data from more than 150 dealership websites show that, on its own, AI-generated referral traffic displays a significant uptick in growth. However, when viewed alongside the long-term performance of Bing and Google, a very different picture emerges.

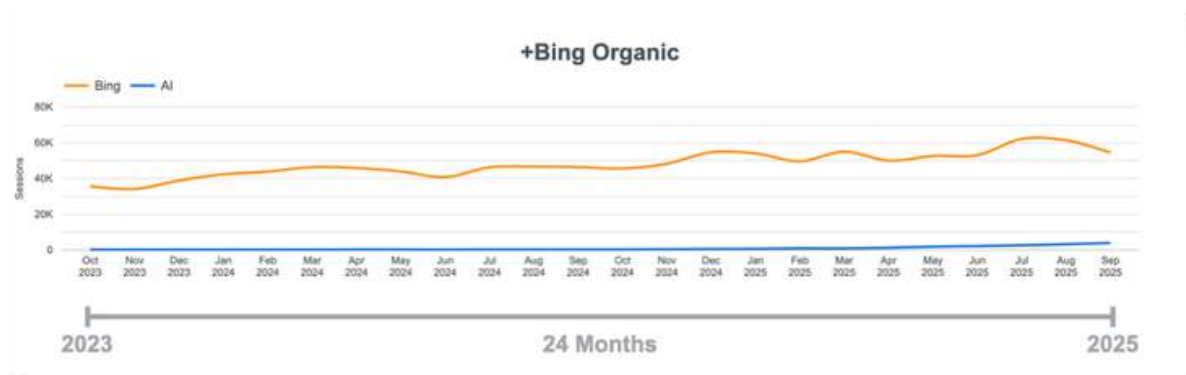
The scale of AI traffic remains small, and its impact diminishes sharply when compared to established search engines that continue to dominate transactional discovery.

DEALER WEBSITE TRAFFIC - ALL LLMs



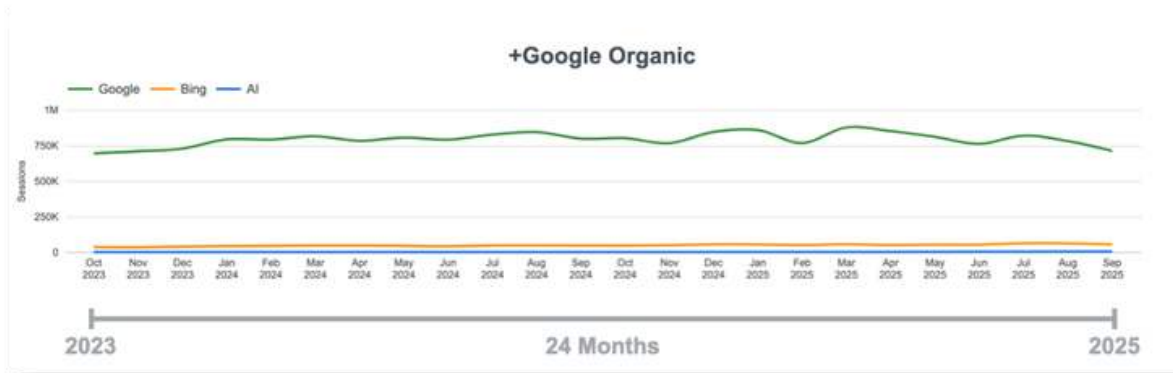
All primary LLMs' referral traffic shows measurable, accelerating growth.

DEALER WEBSITE TRAFFIC - ALL LLMs + BING ORGANIC



When charted against Bing organic traffic, AI referral traffic flattens almost completely, highlighting the scale gap between emerging and established search engines.

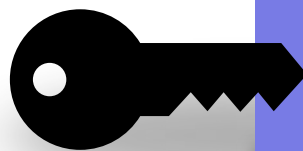
DEALER WEBSITE TRAFFIC + GOOGLE ORGANIC



Google's scale overshadows both Bing and AI referrals, emphasizing how early AI-driven discovery remains within dealership analytics.

Once ChatGPT and other AI referrals are included, overall traffic growth becomes noticeable but remains proportionally small. When Bing traffic is layered in, the sharp rise in AI activity quickly flattens, showing how early this trend still is. Adding Google to the comparison brings the broader landscape into focus, whereas AI referrals account for only a small fraction of total dealer website traffic.

The intent here is perspective, not projection. The data confirms that AI-driven referrals are measurable and growing, yet they are still minimal when compared to established search engines that continue to dominate high-intent, transactional discovery.



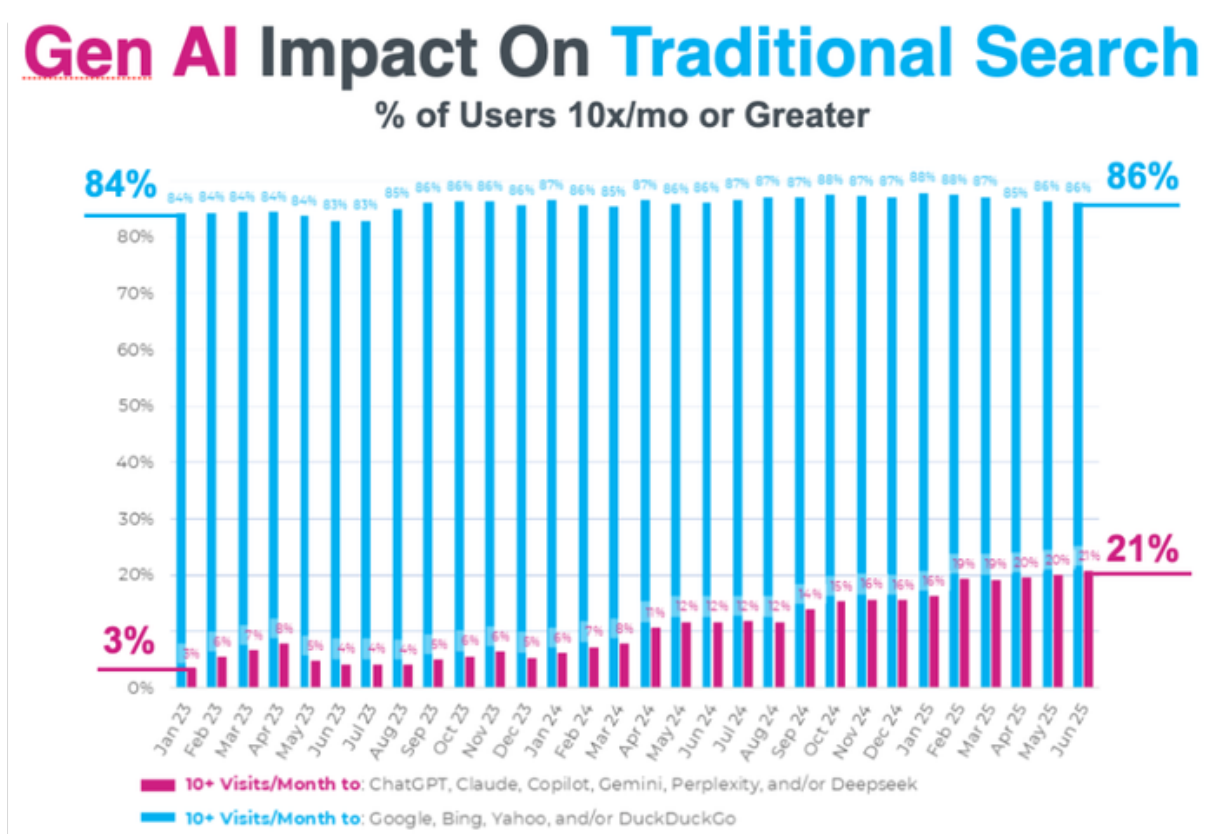
KEY TAKEAWAY

AI referrals are an early signal, not a sales driver. Dealers who measure and learn from this data now will be better positioned when AI adoption accelerates.

Next: User Behavior and Market Adoption

USER BEHAVIOR AND MARKET ADOPTION

While AI referral traffic is increasing, usage data helps keep that growth in perspective. Most consumers still rely on traditional search for transactional queries, where intent and action connect directly. AI-powered platforms are indeed attracting attention quickly, but sustained growth will depend on the technology's ability to meet consumer needs and align with predictable consumer adoption behavior patterns.

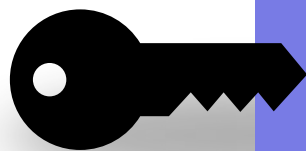


LLM usage is rising, but traditional search remains steady, highlighting slow consumer adoption and the early, non-transactional nature of AI tool use (SparkToro/Datos, 2025).

Across millions of tracked devices, only a small percentage of users currently engage with AI-powered tools more than ten times per month. By comparison, traditional search, including Google, Bing, and Yahoo, maintains adoption rates above 80%. This gap highlights both how new generative platforms are and how gradual consumer adoption tends to be when mapped against historic S-curve trends.

For automotive retail, that distinction is critical. Even as consumer interest in AI grows, large language models remain limited in their ability to support transactional search intent. At present, LLMs excel at making recommendations for users within informational search, but they cannot yet reliably complete the actions that drive direct dealership transactional search. Until both technology and user behavior mature together, AI's impact on retail-level conversions will remain minimal.

The long-term potential is significant. When these systems begin supporting transactional queries reliably, consumer adoption will accelerate more rapidly. For now, dealers should view AI visibility as early awareness, not as a replacement for search-driven sales activity.



KEY TAKEAWAY

Consumer adoption of AI tools is following a predictable curve. Technology and consumer readiness must evolve together before AI becomes a true transactional channel for dealerships.

Next: Conversion Impact

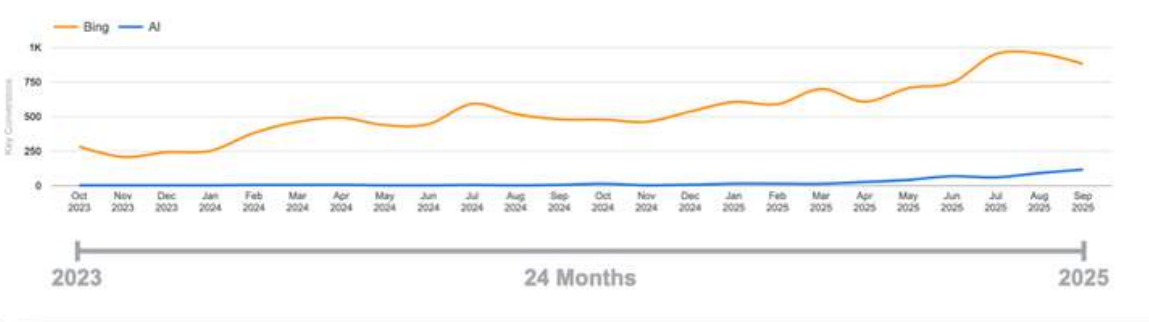
CONVERSION IMPACT

Traffic growth alone does not tell the full story. The real question is what happens when AI-sourced visitors reach a dealer's website. Using the same 24-month dataset, Wikimotive measured verified conversion events, such as click-to-call and form submissions.

AI REFERRAL CONVERSIONS



BING ORGANIC + AI REFERRAL CONVERSIONS



GOOGLE AND BING ORGANIC + AI REFERRAL CONVERSIONS



AI referral conversion performance across 150 dealer websites, measured by verified click-to-call and form-submission events.

AI referrals make up a minor portion of overall traffic. Engagement is observable but not yet reliable, limited by the current challenges of using large language models to deliver accurate, actionable results that can lead to a transaction.

When AI referral conversions are compared directly to Bing, the growth curve flattens almost entirely. When Google is included, AI conversions become nearly invisible in the broader dataset. The data confirms that AI-assisted discovery can generate intent-driven visits; however, the volume remains too small to influence overall dealer performance.



SUMMARY INSIGHT

AI-driven discovery demonstrates that qualified traffic can originate from emerging platforms, although its current contribution is statistically minimal. Dealers should monitor this data closely as both technological capabilities and consumer adoption evolve.

Next: Implications for Dealers

IMPLICATIONS FOR DEALERS

The data points to one immediate conclusion for dealers: AI is becoming part of the research landscape, but traditional search continues to drive the actions that matter. Consumers are beginning to use LLMs to explore information and compare options, yet the behaviors tied to purchase intent still originate from established search engines. For dealers, the priority is not to shift strategy, but to measure these early signals accurately and understand where they fit within the broader mix of website traffic.

Recognizing the role AI plays today will help dealers identify when both technology and consumer adoption begin to move in a more meaningful direction. Until that occurs, traditional search remains the most reliable source of high-intent, transaction-ready shoppers.

KEY RECOMMENDATIONS

AUDIT YOUR ANALYTICS

Ensure your tracking scripts, UTM parameters, and GTM containers are up to date. AI referral sources must be captured cleanly in order to avoid misattribution or lost signals.

IMPLEMENT ASC COMPLIANT GA4 EVENT TRACKING

Adopt the Automotive Standards Council (ASC) specification for GA4 to unify event naming and measurement across platforms. Standardized ASC events create consistent reporting, improve vendor alignment, and ensure reliable attribution of actions such as VDP views, form-submissions, and click-to-call.

ENSURE ORGANIC SEARCH VISIBILITY

Traditional search continues to drive nearly all purchase intent, which makes strong SEO fundamentals essential. Dealers should maintain a balanced SEO strategy that builds long form authoritative content to strengthen topical depth and expertise, while also prioritizing clear transactional pathways such as inventory pages, service offerings, and local intent queries. Both are needed to maintain visibility across the full spectrum of search behavior.

OPTIMIZE FOR STRUCTURED DATA

Early indications show that LLMs rely on verified, context-rich information. Clean metadata, accurate inventory fields, and consistent business listings help surface your dealership within AI-generated responses and support stronger rankings in traditional search engines.

MONITOR AI REFERRAL PATTERNS

Track AI-related domains separately in your analytics. Growth will start slowly, but consistent tracking will clarify when these platforms begin to influence real buyer behavior.

PREPARE FOR CONVERGENCE

As AI capabilities become integrated into Google, Bing, and platforms such as ChatGPT Atlas in 2026, generative and traditional search pathways will begin to overlap. Dealers who maintain strong data practices today will be better prepared as these systems evolve.

Next: Stay Ahead of the Curve

STAY AHEAD OF THE CURVE

The rise of AI-assisted discovery is visible in dealership analytics, but its influence remains centered on early research behavior. Consumers are experimenting with LLMs to gather information and compare options, yet the steps that lead to real purchase intent still come from traditional search. The data shows a clear pattern. Awareness is shifting faster than transactional behavior, and traditional search continues to generate the traffic that moves shoppers toward a sale.

Dealers who understand this balance will be better prepared for the next stage of search evolution. Accurate tracking, clean data, ASC-compliant GA4 events, and consistent measurement will allow dealerships to recognize when both technology and consumer adoption begin to shift in a meaningful way. The opportunity today is in visibility and readiness, not in changing strategy.

Wikimotive will continue monitoring AI-driven behavior across hundreds of dealership websites to provide clarity as these signals develop. Our ongoing research focuses on how AI platforms influence discovery, how traditional search maintains its role in transactional outcomes, and how both forces will intersect in the years ahead.

**EXPLORE YOUR DEALERSHIP'S ANALYTICS,
OR REQUEST A MORE IN-DEPTH CONVERSATION.**



Email Zach directly:
zach@wikimotive.com



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