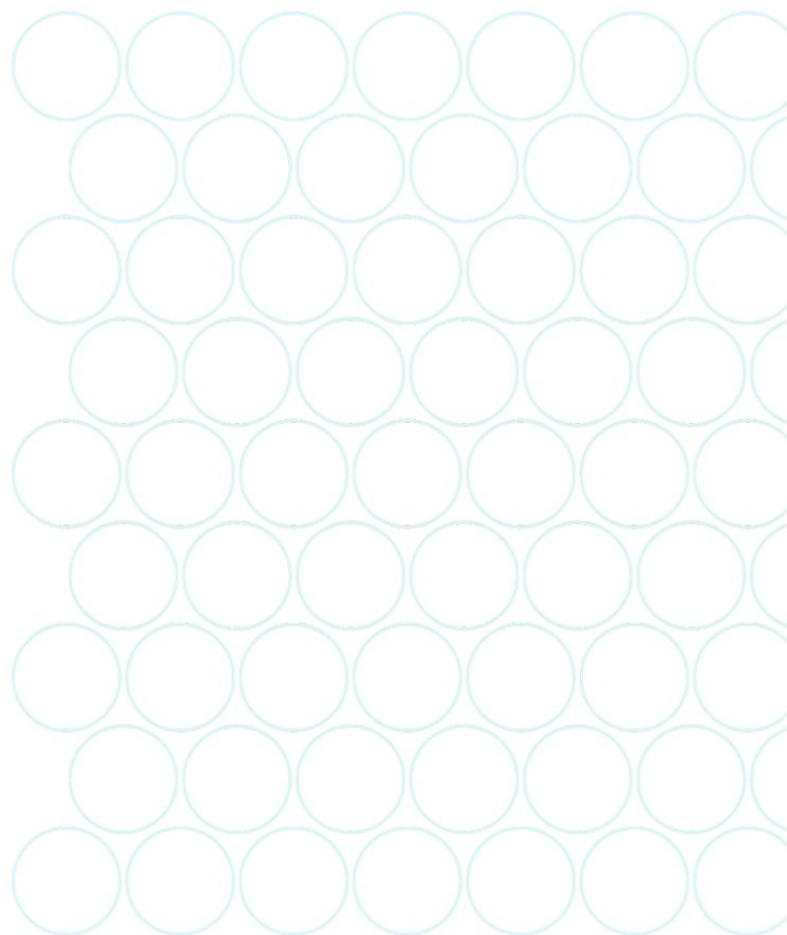


# How to start using Matomo's AI reports

For Matomo Cloud and On-Premise  
Take control of your data, without compromise.

Resource Guide



## How to start using Matomo's AI reports

AI tools are changing how people discover websites, and that could be messing up your analytics.

Some users now arrive after clicking a link suggested by ChatGPT. Some AI systems read your content in the background without showing it to any human at all. And some agents are autonomous enough to browse your site the way a human would.

Matomo tracks all three separately, with **AI Assistants**, **AI Agents**, and **AI Chatbots** reports. This guide shows you which reports to use and how to get started.

This is especially useful for non-technical users who need clear guidance.

## Quick overview of our AI reports in Matomo

Matomo tracks AI activity from three different angles, because not all AI interactions work the same way. A human clicking a link in a ChatGPT answer is very different from a chatbot quietly fetching your page content in the background.



AI Assistants



AI Agents



AI Chatbots

Each report covers one of these different scenarios:

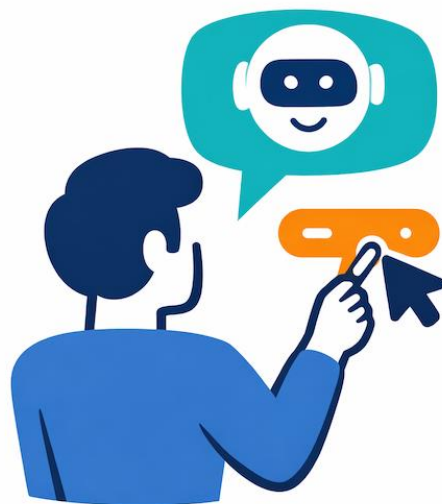
Report	What it measures	I want to know...	Where to find it	In visit totals
<b>AI Assistants</b>	Human visits referred by AI tools	Which AI tools are sending real human visitors to my site?  How does it compare with other channels?	Acquisition > AI Assistants	Yes
<b>AI Agents</b>	Browser-based AI agent sessions	Are AI agents visiting my site automatically?  How do AI agents behave on your website compared with human visitors?	AI Assistants > AI Agents Overview	Yes
<b>AI Chatbots</b>	Server-side chatbot requests	How do AI chatbots read and use my content in their answers?  Which content AI chatbots rely on most in their answers?	AI Assistants > AI Chatbots Overview	No

# 1. Acquisition > AI Assistants

## What it is

When someone asks ChatGPT a question, gets a link to your site in the answer, and clicks it: it's a real human visitor, referred by an AI tool.

Matomo groups all these visits into a dedicated acquisition channel, just like search or social. The **AI Assistants** acquisition channel shows visits from **human users** who arrive on your website after interacting with an AI tool such as ChatGPT, Copilot, or Gemini.



## What it helps you understand

Use this report to see whether AI tools are already sending real humans to your website.

This can help you answer questions like:

- Which AI platforms are already sending you traffic
- Whether AI traffic is becoming a meaningful acquisition source

- How this channel compares with channels such as Search or Social
- Whether visitors from AI tools engage with your content
- Whether that traffic is growing over time
- Whether AI visibility is becoming a channel worth tracking and investing in over time

**Important:** This report belongs in Acquisition because it measures human acquisition, not automated bot traffic.

## Where to find it

Acquisition > AI Assistants

The screenshot shows the Matomo web analytics interface. At the top, there is a search bar, a dropdown for 'MYWEBSITE', a date selector for 'OCTOBER 2025', and a filter for 'ALL VISITS'. The left sidebar contains a navigation menu with categories: Dashboard, Visitors, Behaviour, Acquisition (selected), and Campaigns. Under 'Acquisition', sub-items include Overview, All Channels, Search Engines & Keywords, Websites, Social Networks, AI Assistants (highlighted), Campaigns, and Campaign URL Builder. The main content area is titled 'AI Assistants' and features a table with the following data:

AI ASSISTANT	VISITS
ChatGPT	1
Copilot	1
Gemini	1
Le Chat	1
Meta AI	1

Below the table, there is a pagination indicator '1-5 of 5' and a total visits count of '25'.

## Report summary

- This report is already available as an acquisition channel.
- It shows human visitors **only**, who clicked links shared by AI tools.
- It does not include server-side AI chatbot requests or AI Agents activity acting on their own.
- Because these are regular human visits, you can also see them across Matomo like any other visit. This report simply makes AI-driven acquisition easier to see.

Learn more: [How to track and analyse traffic from AI Assistants in Matomo reports](#)

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## 2. AI Assistants > AI Agents

### What it is

AI agents are tools that act on your behalf. When you ask ChatGPT's Agent Mode to research something, it opens a browser, navigates pages, clicks links, fills out forms... just like a human would.

Matomo detects this activity and shows it in a dedicated AI Agents report. AI Assistants in Acquisition shows human visits, while AI Agents report shows autonomous agent activity. These are different reports for different types of behaviour. In most other Matomo reports, AI agent visits are still included in the overall totals unless you apply a segment to separate them.



## What it helps you understand

Use this report to compare AI agent behaviour with human behaviour in a dedicated view. This helps you understand how automated agent visits differ from human visits without having to build a custom segment first.

This can help you answer questions like:

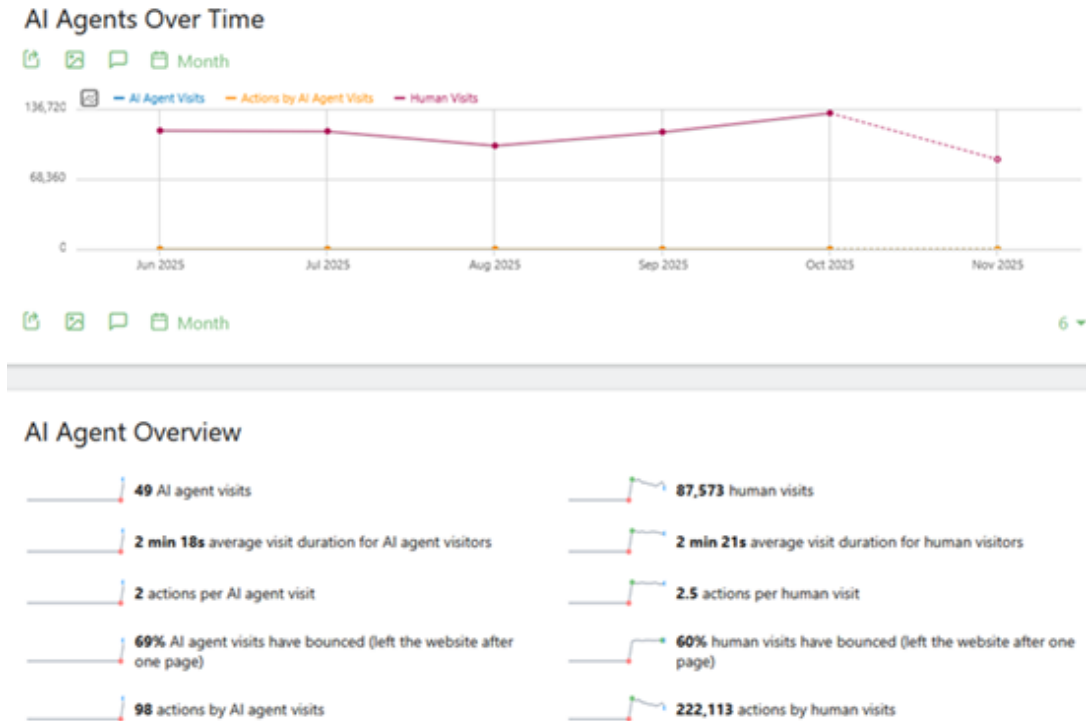
- Are AI agents browsing my website differently from people
- How many actions do AI agents perform per visit
- How long do AI agent visits last
- Do AI agents bounce more often than human visitors
- How to identify and separate AI agent traffic from real user behaviour

If you notice a high volume of agent visits with lots of 404 errors, that's worth investigating (it can point to broken links or outdated content that AI systems are repeatedly hitting).

**Tip:** The report is **built to support side-by-side comparison with human traffic**, including metrics such as number of actions, average visit duration, and bounce rate.

## Where to find it

AI Assistants > AI Agents Overview



## Report summary

- AI Agent traffic is broken out in the AI Agents Overview report for comparison with human visits.
- AI Agent visits **do not** appear in the AI Assistants acquisition channel.
- In other Matomo reports, AI agent visits are still included in the overall totals unless you use a segment to isolate them. The AI Agents report gives you this view without needing to create a segment manually.

Learn more: [AI Agents Overview report](#)

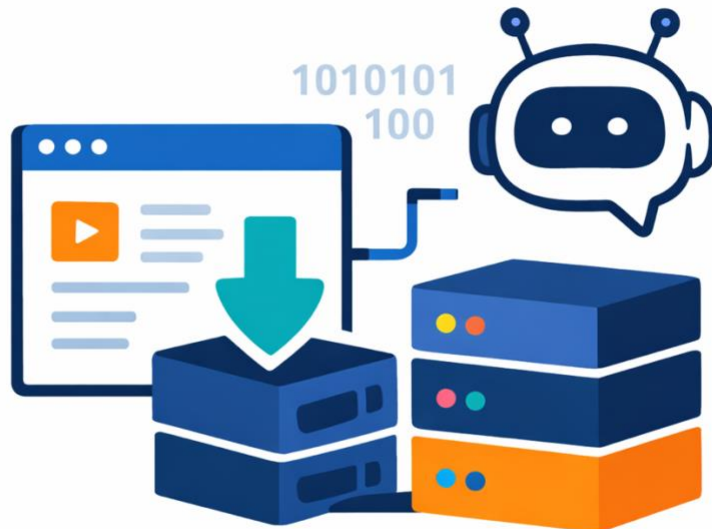
## 3. AI Assistants > AI Chatbots

### What it is

When you ask ChatGPT a question and it fetches information from a website to answer you, it does that without opening a browser. Unlike human visitors, chatbots do not load pages in a browser. They send requests directly from their servers to your website to fetch content.

Because these requests do not execute JavaScript, the standard Matomo tracking script cannot detect them. Matomo captures these requests through server-side tracking, making invisible traffic visible.

**Supported setup methods:** WordPress, Cloudflare, Amazon CloudFront, and the Matomo HTTP Tracking API.



## What it helps you understand

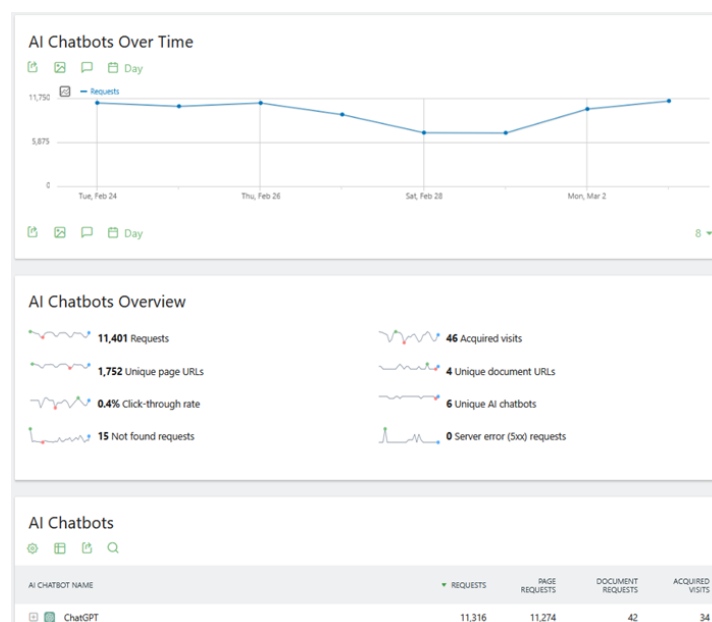
Use this report to understand how AI chatbots (ChatGPT, Gemini, Perplexity, Claude, and others) access and consume your content. This can help you answer questions like:

- Which AI chatbots are accessing your website
- How many chatbot requests your site receives
- Which pages or documents are being accessed most often
- How many chatbot interactions later resulted in a real visit
- Whether your content is being consumed by AI systems even when there is no direct click

This is a way to make AI-driven content usage visible, so teams can better understand volume, pages accessed, and content consumption patterns. It's useful for understanding how your content is being consumed by AI. These insights can then help with your SEO, GEO (Generative Engine Optimisation), content strategy, product or API decisions.

## Where to find it

AI Assistants > AI Chatbots Overview



## Report summary

- This report needs a one-time server-side configuration. Instructions are available directly in the report interface once you open it.
- AI chatbot requests are tracked separately and shown **only** in the AI Chatbots Overview report.
- AI chatbots **do not** appear as regular visits in standard Matomo reports such as Pages, Channels, Behaviour, or Goals.
- At the moment, you cannot compare two chatbots side by side using a segment or directly in the graph. However, you can click on any chatbot row in the report to load its data in the graph, then select another row to compare them one at a time.

Learn more: [AI Chatbots Overview report](#)

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## Where to start

If you are just getting started, follow this order:

1

### Start with AI Assistants

This is the easiest place to begin. It shows whether AI tools are already sending human visitors to your website, with no extra setup required.


2

### Then check AI Agents

This helps you understand whether autonomous AI systems are browsing your website and how their behaviour compares with human visits.

3

### Explore AI Chatbots next



Use this when you want deeper visibility into how AI systems access your content behind the scenes. If no data shows yet, you'll see a prompt to set up tracking.

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## How these reports are useful in practice

Not sure how these reports fit into your day-to-day work?

Here are three concrete scenarios:

### For growth marketers

Go to **Acquisition > AI Assistants** and see whether AI tools are already sending real visitors to your website, and identify whether this is becoming a meaningful acquisition channel. This is useful for GEO and SEO strategy, campaign reporting, content visibility, and proving impact.

### For SEO experts exploring AI-driven traffic

Open **AI Assistants > AI Agents Overview** to compare automated browsing behaviour with human visits. This gives you a clearer view of how AI-driven interactions affect engagement patterns on your website.

### For content teams

Once AI Chatbot tracking is set up, open **AI Assistants > AI Chatbots Overview** to understand which pages or documents AI systems are accessing most often. This can help you prioritise the content that is most visible and most useful in AI-generated answers.

## A simple way to think about the AI reports in Matomo

If you only remember one thing, remember this:

**AI Assistants** → a person clicked a link from an AI tool and visited your site

**AI Agents** → an autonomous system browsed your site like a human, on behalf of a human

**AI Chatbots** → a chatbot fetched your content directly from your servers

Together, these reports give you **a more complete view and control** of how AI tools influence website discovery, traffic, and content consumption.



## More resources

New to AI traffic concepts? Read [From humans to AI agents](#) for the full picture before diving in.

Want to learn more about our features?

- [AI Agents Overview report](#)
- [AI Chatbots Overview report](#)
- [What are AI Assistants in Matomo](#)