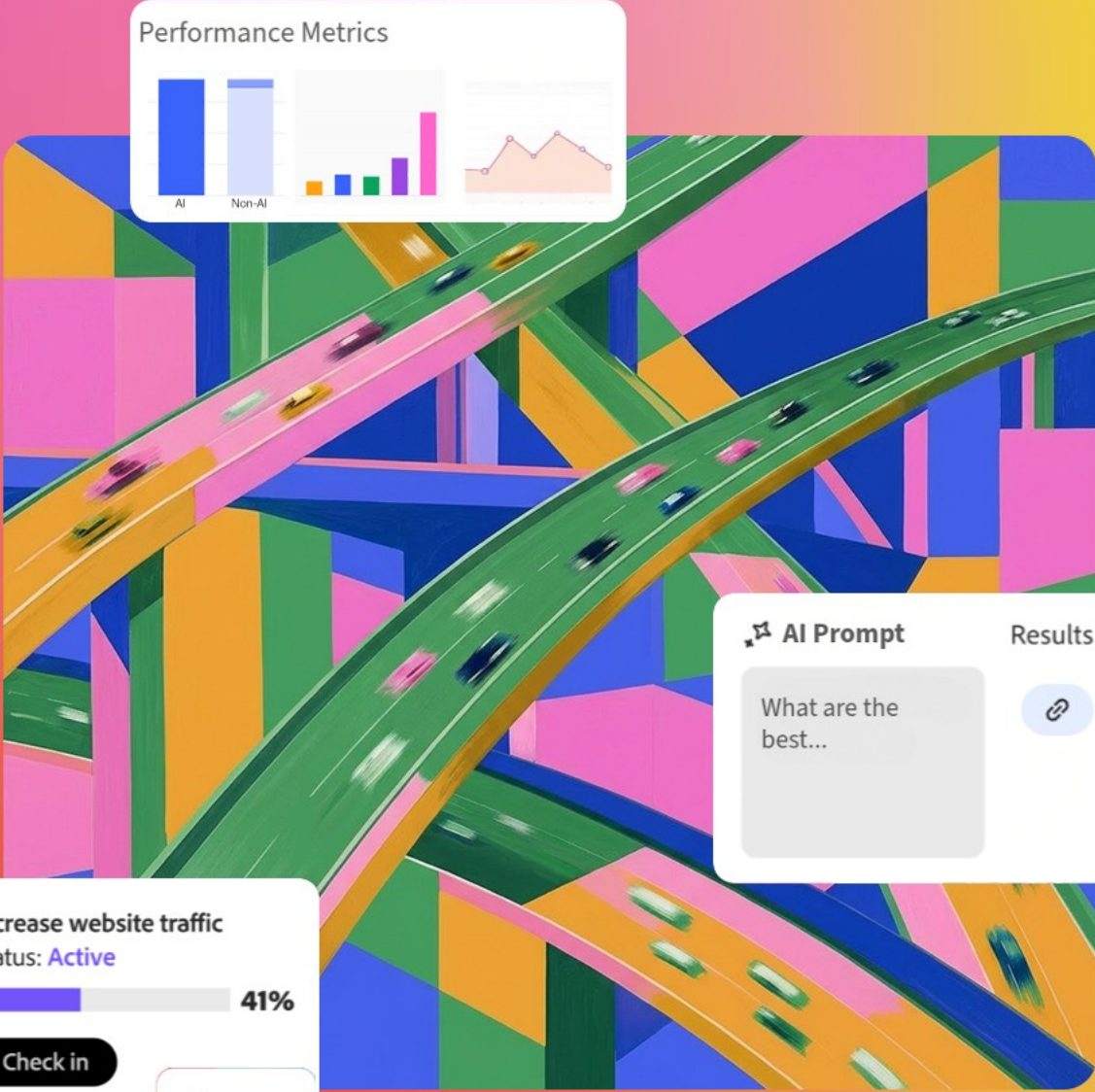
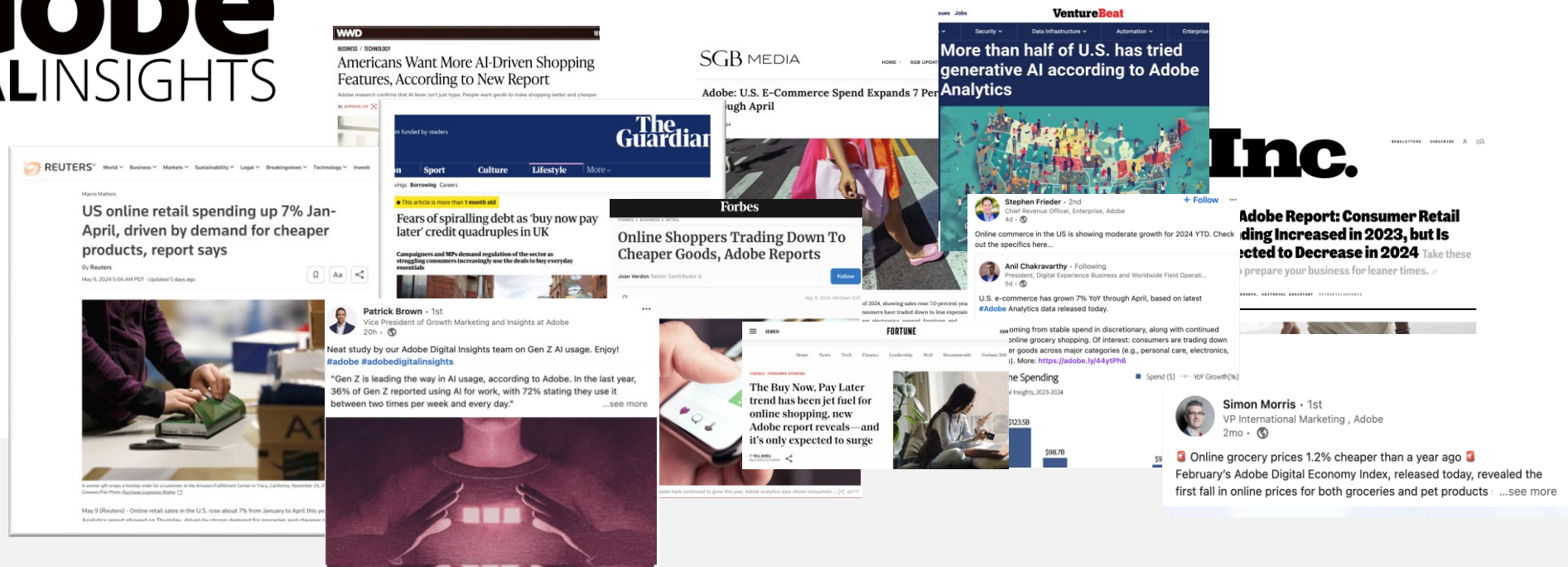


Q3 AI Traffic Trends Report

Adobe Digital Insights
June 2026



Adobe DIGITAL INSIGHTS



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 March 2026 on the use and attitudes toward generative AI (GenAI), focusing on how consumers leverage 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.

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Key Insights

AI traffic momentum continues to surge

Travel flew ahead in AI-driven visit share growth in quarter two (+194% YoY) followed by Retail (+138% YoY) and Financial Services (+105% 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 54% higher rate than non-AI traffic; in Travel, the gap has narrowed 67% since October 2024

Cosmetics leads Retail, Hotels pace Travel in citation readability

Cosmetics leads retail sub-industries in AI citation readability behind strong editorial, educational, and customer service content; Hotels lead Travel with brand positioning and core product pages

AI Referrals: Industry Snapshot

AI-Driven Traffic Accelerates Across All Industries in Quarter Two

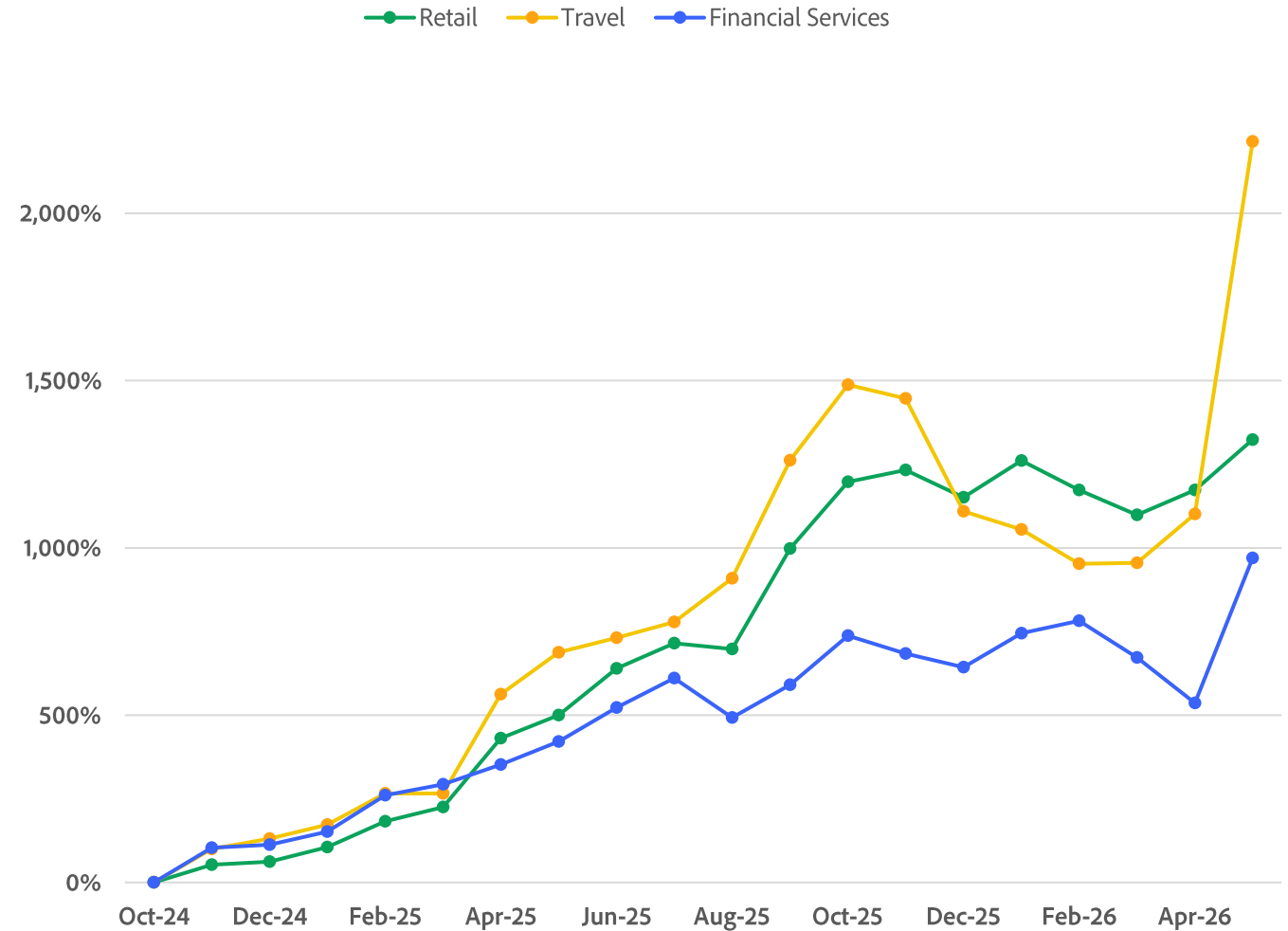
Retail, Travel and Financial Services saw an AI traffic boost during May 2026:

- Retail: **+138% YoY**
- Travel: **+194% YoY**
- Financial Services: **+105% YoY**

In the March 2026 Adobe Consumer Survey, 54% of consumers say they are turning to AI more, with 58% having used AI in the past week.

Growth in AI Visit Share by Industry

Adobe Digital Insights, October 2024 – May 2026



Retail

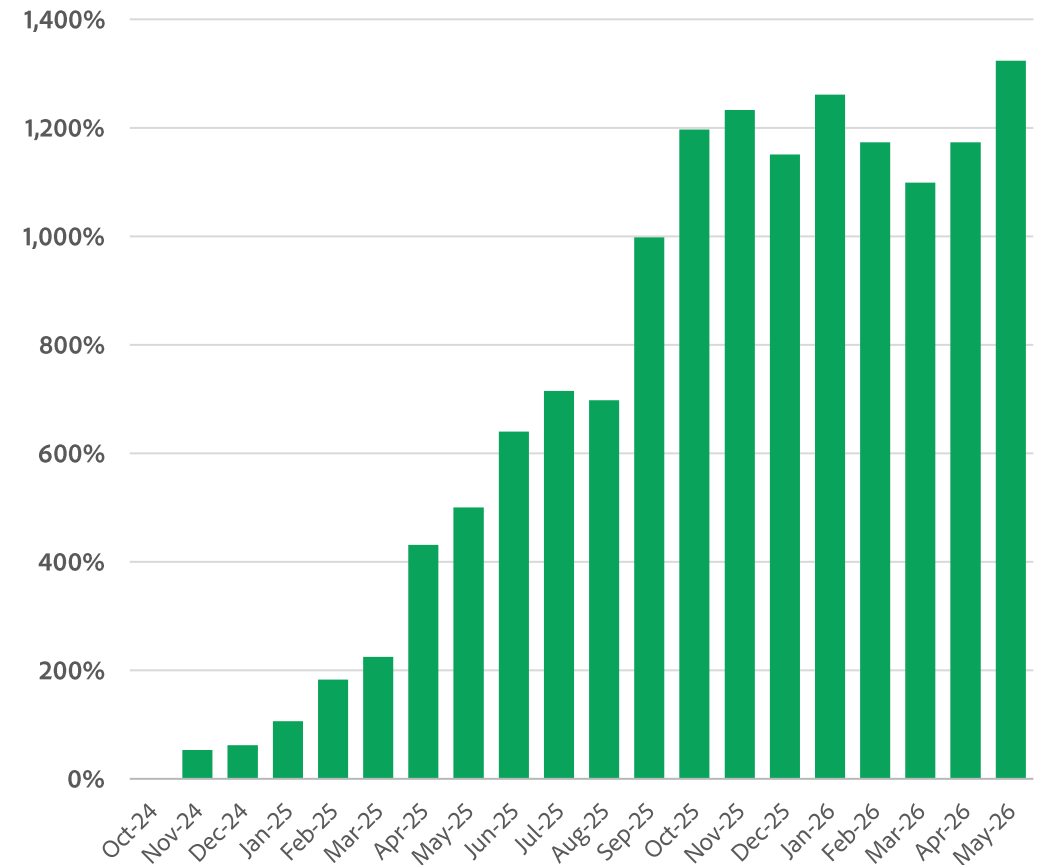
Retail

AI-Driven Traffic to Retail Sites Up 138% YoY in May 2026

- AI-driven retail traffic hit a new high in May 2026, growing 138% YoY and reaching its highest share of total retail visits since tracking began in October 2024.
- The sustained growth through spring reinforces that AI-referred traffic is not just a holiday phenomenon. Even without a seasonal lift, AI visit share in May surpassed every month in 2025, signaling a permanent change in how shoppers find and engage with retail brands.
- According to the March 2026 Adobe Consumer Survey, 39% of consumers have used AI assistants for online shopping, and 85% 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 – May 2026



Retail

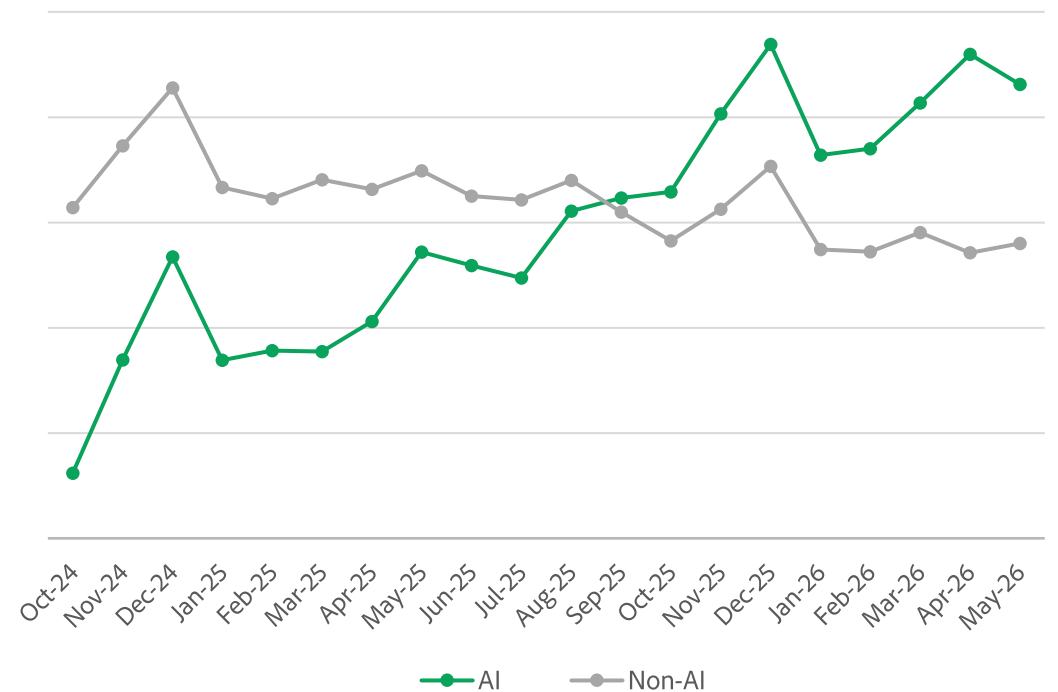
AI Conversion Is Now 54% Higher

- In May 2026, AI-referred retail visitors converted at a rate **54% higher than non-AI traffic**. That gap has completely flipped from a year ago, when AI visitors were converting at nearly half the rate of their non-AI counterparts.
- 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:** The downstream effect on purchase quality is clear. **79%** 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 – March 2026

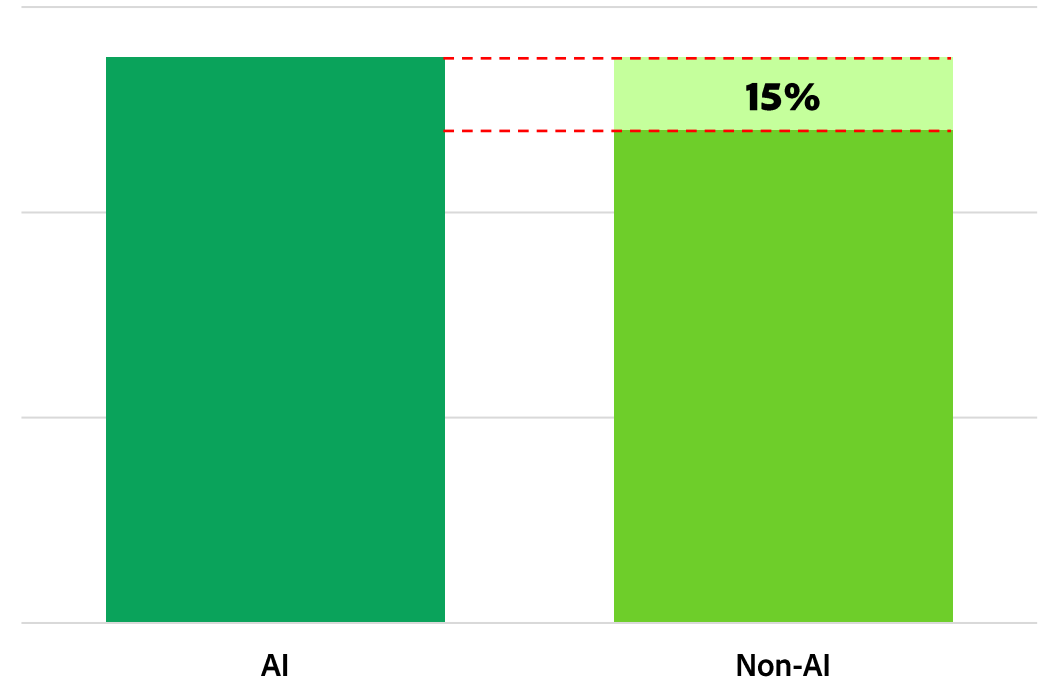


AI-Referrals Drive 15% Higher Engagement Than Non-AI Channels

- AI-referred retail visitors showed **15% higher engagement than non-AI traffic** in May 2026, the strongest advantage recorded since tracking began. This continues a pattern of steady growth from the 9-14% range seen throughout late 2024 and 2025.
- The 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, May 2026

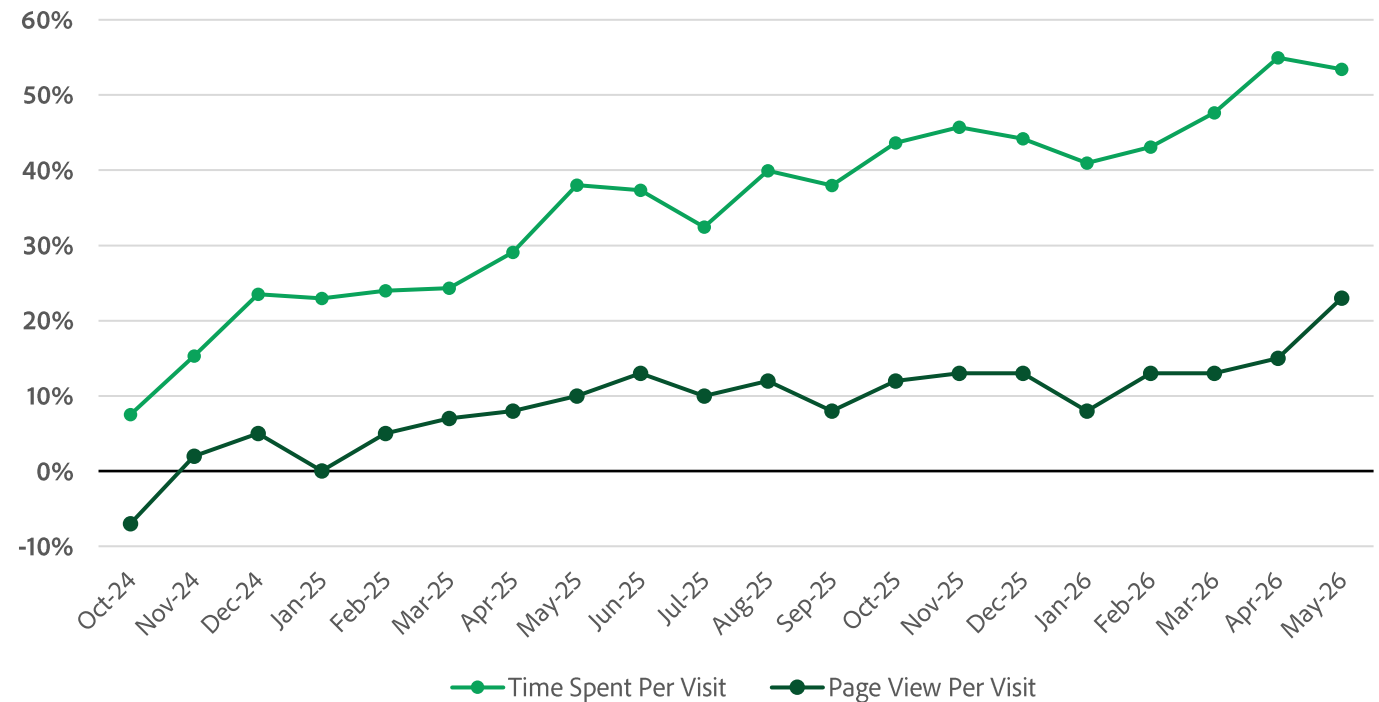


AI-Referred Shoppers Linger Longer, Outpacing Other Channels

- In May 2026, AI-referred retail visitors spent **53% more time on site than visitors from other channels**, slightly above April's peak (+55%), which marked the highest time-on-site advantage to date.
- Browsing depth is accelerating too. AI-referred users viewed **23% more pages per visit than non-AI visitors** in May, nearly double the 13% gap seen just two months prior. 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 – May 2026



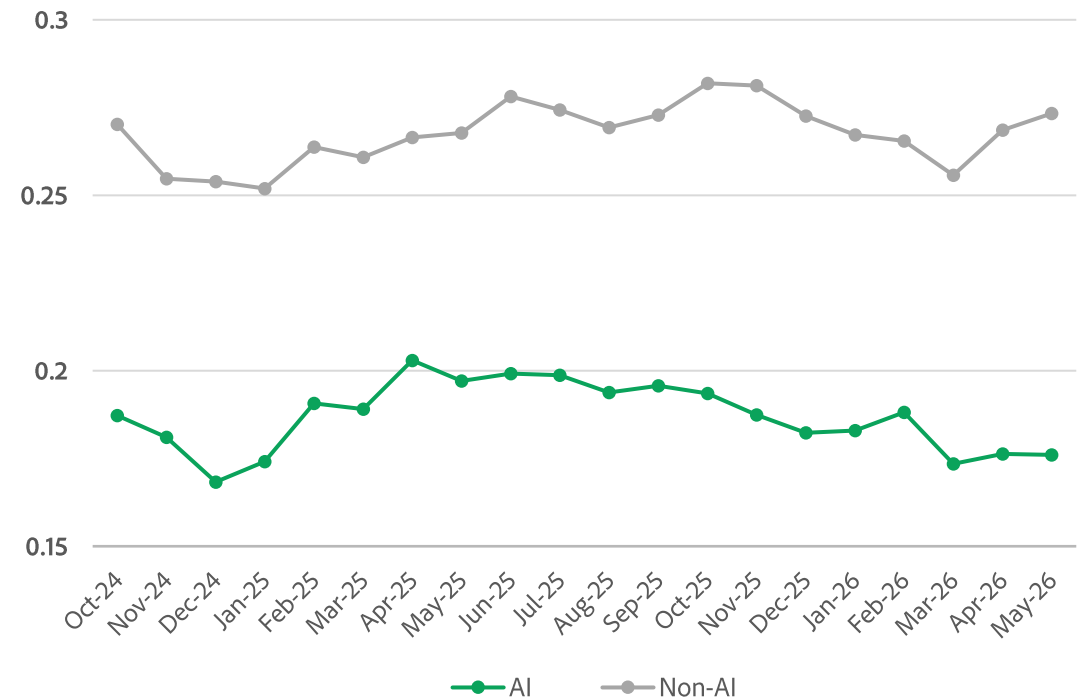
AI-Referred Consumers 36% Less Likely to Leave Immediately

- AI referrals consistently outperform in bounce rate, reflecting stronger content relevance and user intent.
- AI-referred retail visitors were **36% less likely to bounce** in May 2026 than visitors from other channels, the largest gap recorded and up from 32% in March.
- 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:** **50%** of consumers say they click on the links provided by an AI assistant when shopping online, and **27%** complete their purchases directly through those links.

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

Adobe Digital Insights, Oct 2024 – May 2026



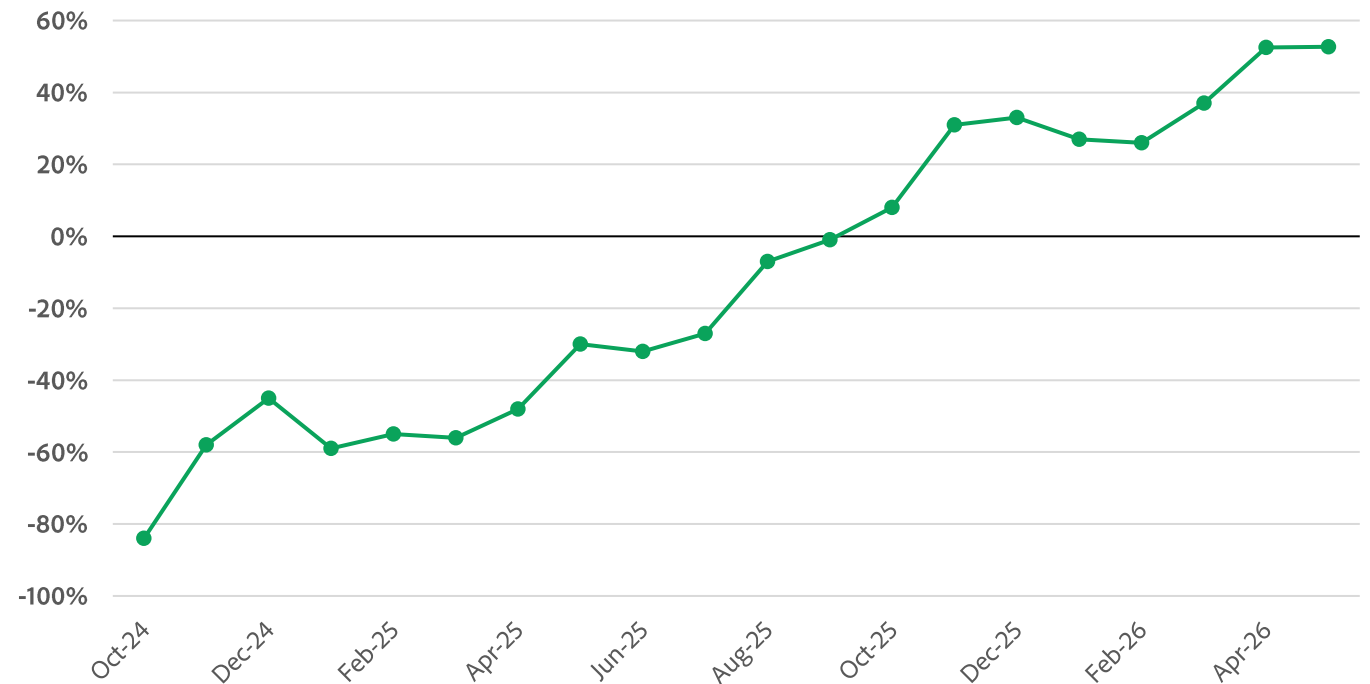
Retail

AI Visits Worth 53% More Than Non-AI Visits

- AI-referred retail visitors generated **53% more revenue per visit than non-AI traffic** in May 2026, the strongest RPV advantage on record 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 May 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 – May 2026



Retail AI Citation Readability

Retail AI Citation Readability

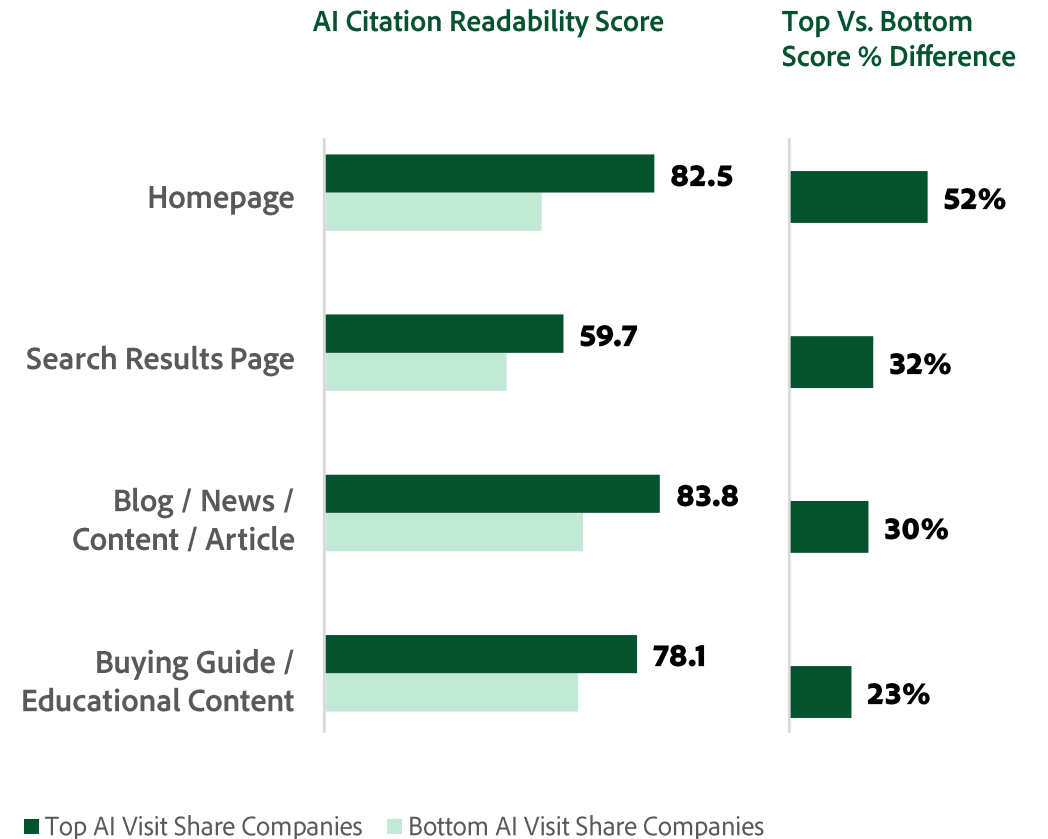
Top Performers Lead Through Stronger Entry and Discovery Experiences

- **Companies with high AI visit share lead at the primary entry layer** with a significant **homepage advantage (+52%)**, highlighting the impact of clear brand context and structured content in driving AI understanding from the first touchpoint.
- **Search experience shows a notable advantage (+32%)**, where stronger taxonomy, filtering, and query alignment enable more efficient AI interpretation and content routing.
- **Content pages, including blogs and buying guides**, show strong gains (+23-30%), reinforcing how structured, intent-driven, and conversational content supports AI discovery.
- **Overall, top performers excel in discovery-first experiences**, proving that optimizing entry points and informational content is critical to improving AI visibility and discovery.

💡 **Key Insight:** AI visibility is strongest at the entry layer, with top performers winning by making discovery pages more interpretable, structured, and aligned to user intent.

Entry & Discovery Pages: AI Citation Readability Scores (Retail)

Adobe Digital Insights, February 2026



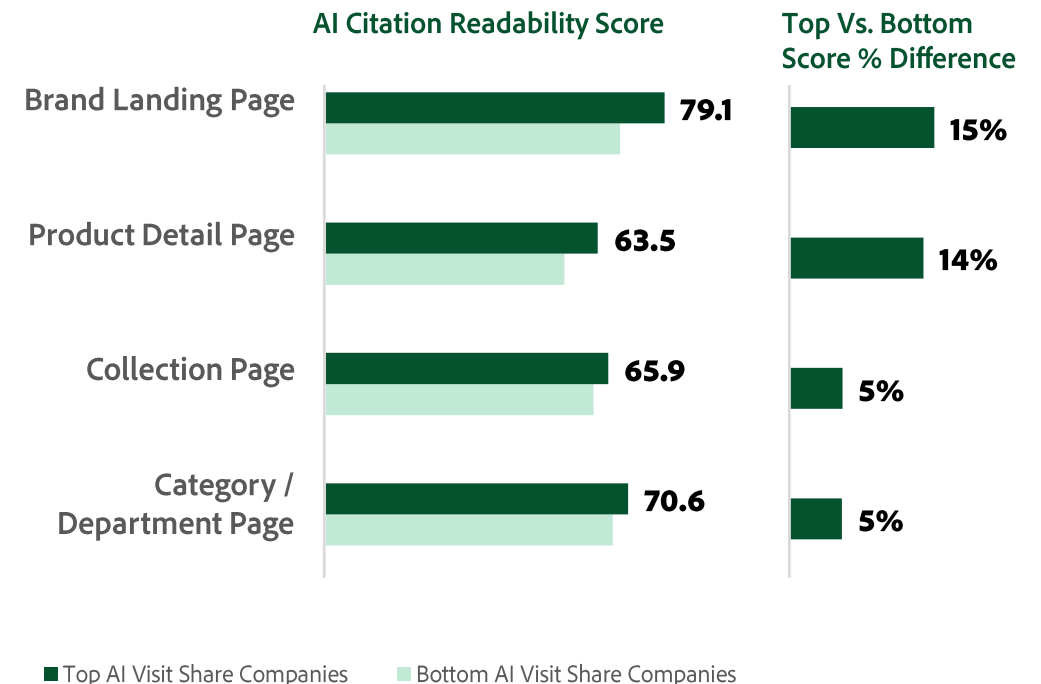
Exploration Pages Show Consistent but Moderate AI Readability Gains

- **Exploration pages (Brand Landing Pages [BLPs] and Product Description Pages [PDPs]) show consistent readability gains (+14-15%),** indicating that even within standardized templates, high AI visit share companies can drive meaningful differentiation through **stronger structure** and **content quality**.
- **Category and Collection pages** remain highly standardized (**+5% gap**) but still reflect a steady readability advantage for top performers, suggesting incremental **optimizations at scale** can drive consistent performance improvements.
- Overall, top performers maintain a clear **edge across evaluation layers**, demonstrating that even small structural and content enhancements can **compound to strengthen AI readability and product discovery**.

💡 **Key Insight:** In the evaluation phase, differentiation narrows as page structures become more standardized, with AI readability gains primarily driven by incremental structural and content optimizations.

Exploration Pages: AI Citation Readability Scores (Retail)

Adobe Digital Insights, February 2026



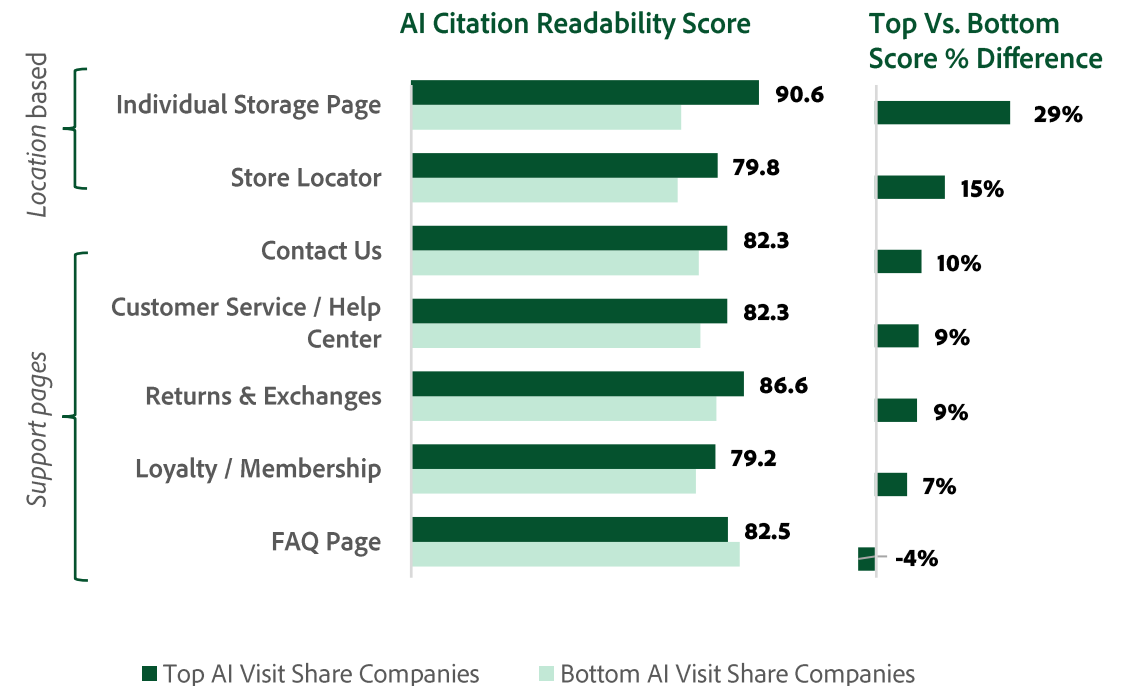
Top Performers Maintain Edge in Standardized Pages

- **Top performers lead in local and location-based pages (+29%),** highlighting the value of well-structured, context-rich store content in improving AI relevance for local queries.
- **Support pages** show steady, consistent performance across retailers (**7–10% gaps**), indicating a strong industry baseline with incremental gains driven by clarity and structure.
- Even in highly standardized formats, top performers maintain a readability edge, reinforcing the **importance of content clarity and organization across all page types.**
- FAQ performance remains competitive across groups, suggesting that clear, structured Q&A formats are consistently effective across retailers for AI interpretation and visibility.

Key Insight: Even in standardized page types, consistent improvements in content clarity, structure, and context enable top performers to maintain a measurable AI readability advantage.

Support Pages: AI Citation Readability Scores (Retail)

Adobe Digital Insights, February 2026



Top Performers Win by Closing Content Gaps on High-Impact Pages

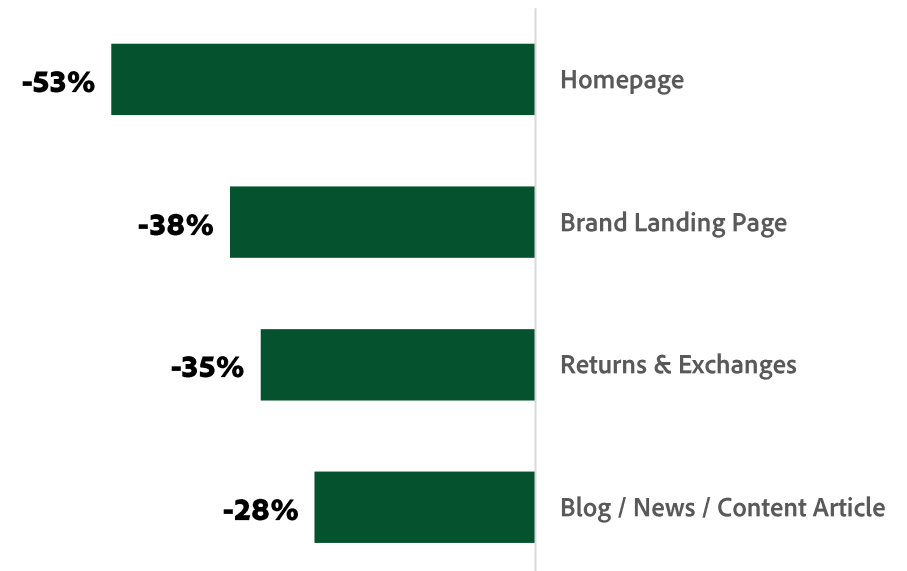
- **Top performers** show significantly **stronger content coverage across high-impact pages**, with fewer missing words on **Homepage (-53%), BLP (-38%), and Content pages (-28%)** compared to bottom performers, reinforcing their depth and completeness.
- Content completeness peaks on entry and discovery pages, enabling better AI interpretation and increasing the likelihood of being surfaced and cited.
- Fewer content gaps reliably predict higher AI readability scores, most strongly on high-intent pages: Search Results, PDPs, Store Pages, and Returns & Exchanges.
- Overall, top performers demonstrate a more comprehensive content strategy, ensuring broader topic coverage and stronger alignment with AI-driven discovery.

Key Insight: Strong AI visibility is driven by comprehensive content coverage. Top performers consistently reduce content gaps on high-impact pages, improving AI understanding and citation potential.

Top vs Bottom: % Difference in Missing Words (Retail)

Adobe Digital Insights, February 2026

Top Vs. Bottom Missing Words Difference



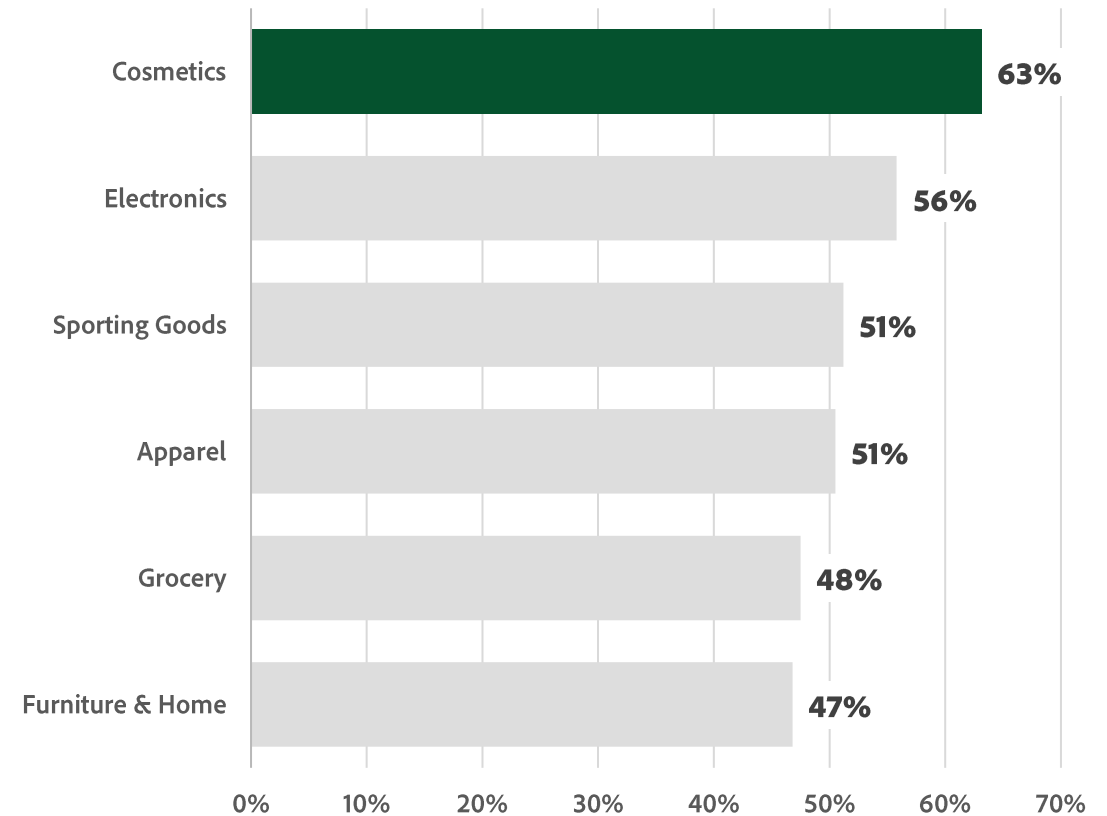
Retail AI Citation Readability

Cosmetics and Electronics Lead Retail in AI Citation Readability

- **Cosmetics (63%)** leads all retail sub-industries — a content-rich category where editorial, ingredient education, and tutorial pages are exactly what AI cites most
- **Electronics (56%) surprises in second place**, ahead of Sporting Goods, Apparel, and Grocery. Spec-heavy product pages and tech editorial give Electronics structured, AI-parseable content across page types.
- **Grocery (48%) and Furniture & Home (47%) lag the pack** — both categories face structural page-type challenges that suppress AI citation readability despite broad site coverage
- **A 16-point gap separates Cosmetics from Furniture & Home** — the widest sub-industry spread in this analysis, and a direct measure of how much content strategy shapes AI readability.

Overall Average Citation Readability by Retail Sub-Industry

Adobe Digital Insights, May 2026



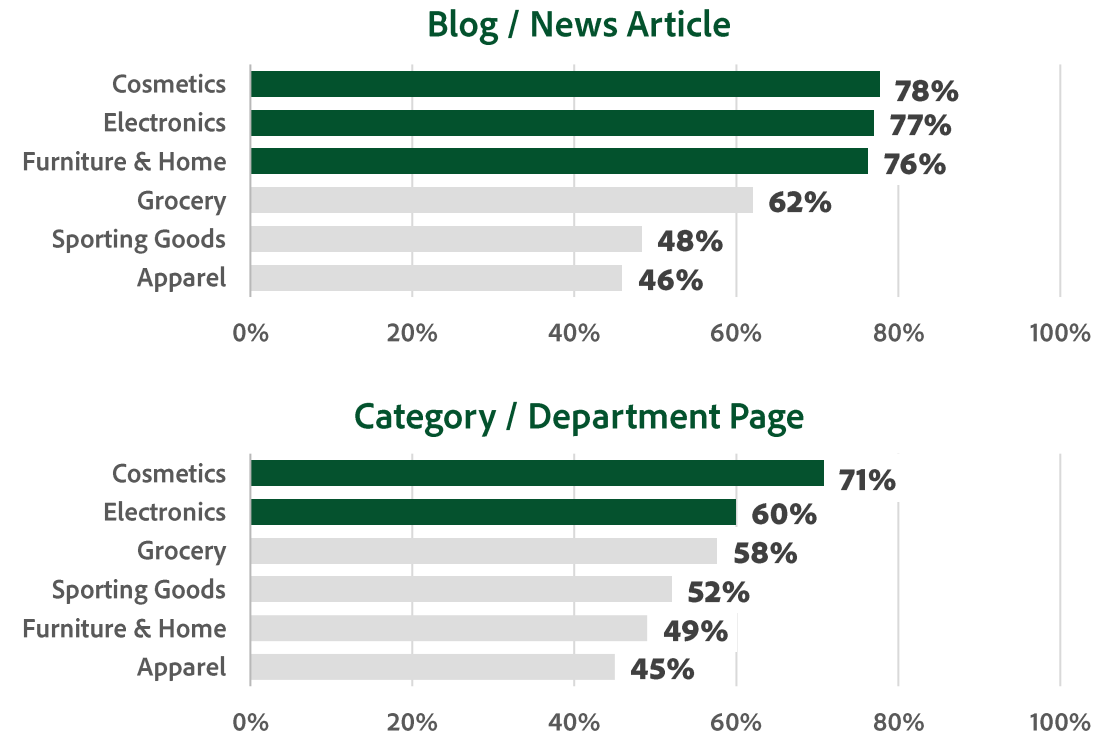
Cosmetics and Electronics Lead Content and Browse Pages

- **Cosmetics (78%) and Electronics (77%) nearly tie at the top of Blog & News pages** — editorial and educational content is where both categories over-index on AI readability.
- **Furniture & Home (76%) follows closely behind on Blog & News**, clustering three sub-industries near the top while Apparel (46%) trails by 30+ points.
- **Cosmetics leads Category/Department pages (71%)** with Electronics second at 60% — clear category hierarchy and structured browse content help AI navigate and cite these pages.
- **Apparel lags on both page types** — a consistent signal that Apparel's content strategy leaves significant AI readability opportunity on the table.

Key Insight: Blog and Category pages reward sub-industries with strong editorial and educational content. Cosmetics and Electronics lead because their category content is naturally structured for AI parsing — ingredient lists, specs, and how-to guides.

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

Adobe Digital Insights, May 2026



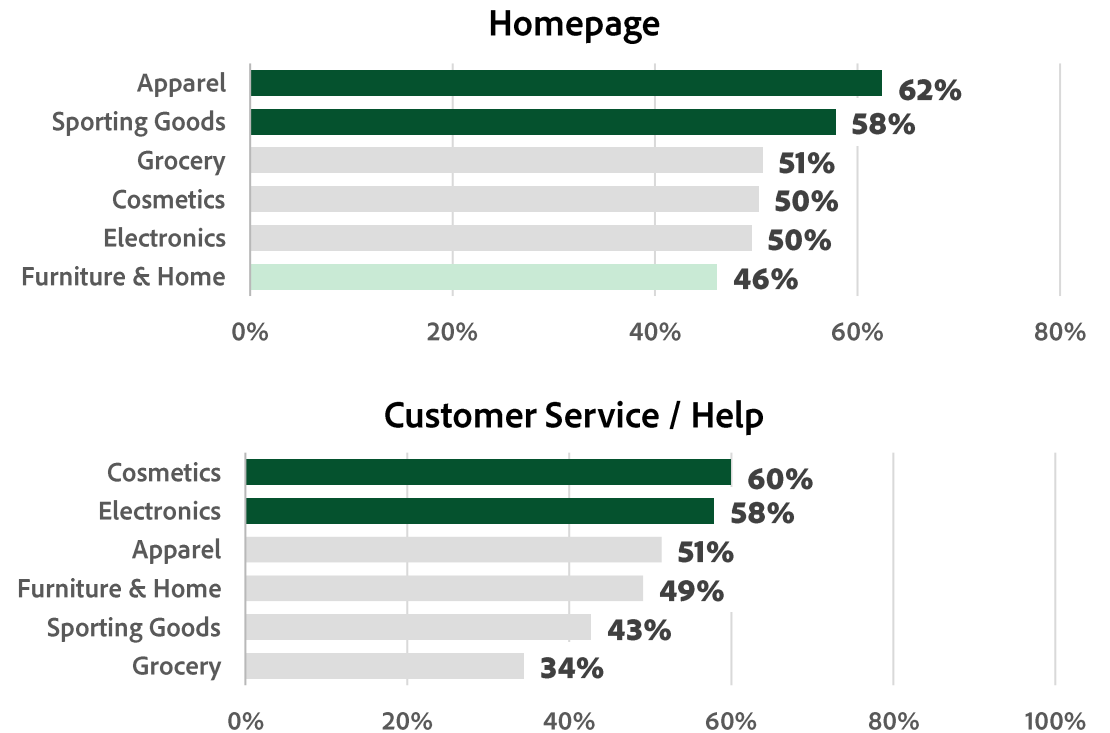
Cosmetics Leads Support Pages, Apparel Leads Homepages

- **Cosmetics (60%) leads Customer Service pages** followed closely by Electronics (58%) — help center and support content in these categories are structured and AI-readable
- **Grocery (34%) trails Cosmetics by 26 points on Customer Service** — the largest gap on this page type and a clear signal that Grocery's support content lags in AI readability
- **Apparel (62%) leads all sub-industries on Homepages** — fashion brands invest in front-door brand storytelling, and that structured narrative content scores well for AI
- **Furniture & Home (46%) lags on both Customer Service and Homepages** — a cross-page-type weakness pointing to a broad content opportunity across the full site

Key Insight: The Customer Service gap tells a content strategy story: Cosmetics and Electronics invest in structured, informative support content. Apparel's Homepage lead reflects brand storytelling that AI can readily parse and cite.

Exploration Pages: AI Citation Readability Scores (Retail)

Adobe Digital Insights, May 2026



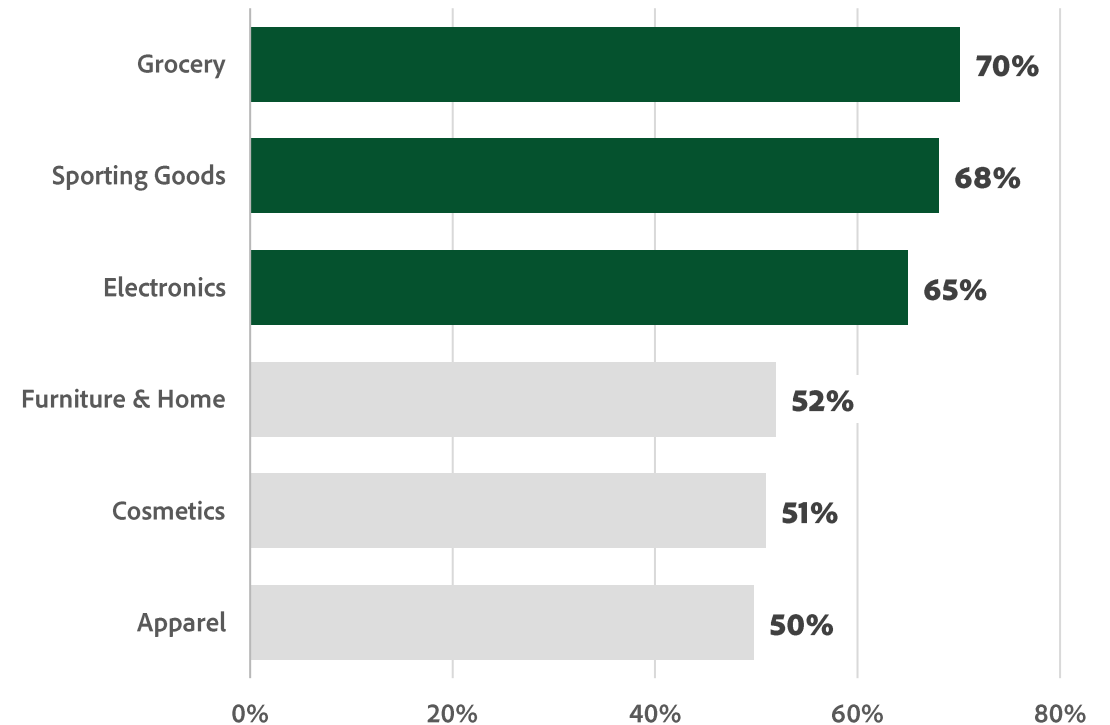
Grocery and Sporting Goods Lead Product Detail Pages

- **Grocery (70%) and Sporting Goods (68%) lead Product Detail Pages** — structured ingredient lists, nutrition info, and gear specs give AI the dense, parseable content it needs to cite
- **Electronics (65%) performs well on PDPs** despite lagging on content pages — spec-heavy product pages align with AI citation patterns even without strong editorial presence
- **Apparel (50%) trails by 20 points.** Fashion-forward PDPs often prioritize imagery and visual merchandising over the structured text AI can read and cite
- **Cosmetics (51%) and Furniture & Home (52%) cluster in the middle.** Both categories have room to deepen product content structure to close the gap with Grocery and Sporting Goods

💡 **Key Insight:** Grocery and Sporting Goods lead because their products demand structured, detailed text — nutrition facts, ingredient lists, gear specs. Apparel's PDP gap is structural: the category prioritizes imagery over parseable product content.

Product Detail Pages: AI Citation Readability Scores (Retail)

Adobe Digital Insights, May 2026



Retail Product Trends

AI-Boosted Product Categories in March 2026



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



STRONG BOOST

- Toys
- Baby and Toddler Products
- Apparel
- Pet Products
- Home & Garden
- Misc. Personal goods
- Personal Care Products



MODERATE BOOST

- Sporting Goods
- Auto Parts
- Furniture & bedding
- Appliances
- Electronics



WEAKER BOOST

- Housekeeping Supplies
- Home Improvement
- Grocery
- Jewelry

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

- Cosmetics, perfume, bath, nail preparations
- Bedroom Linens/Furniture
- Home Décor
- Luggage
- Dresses
- Pants and Shorts
- Deodorant, suntan, sanitary, footcare products
- Footwear

Travel

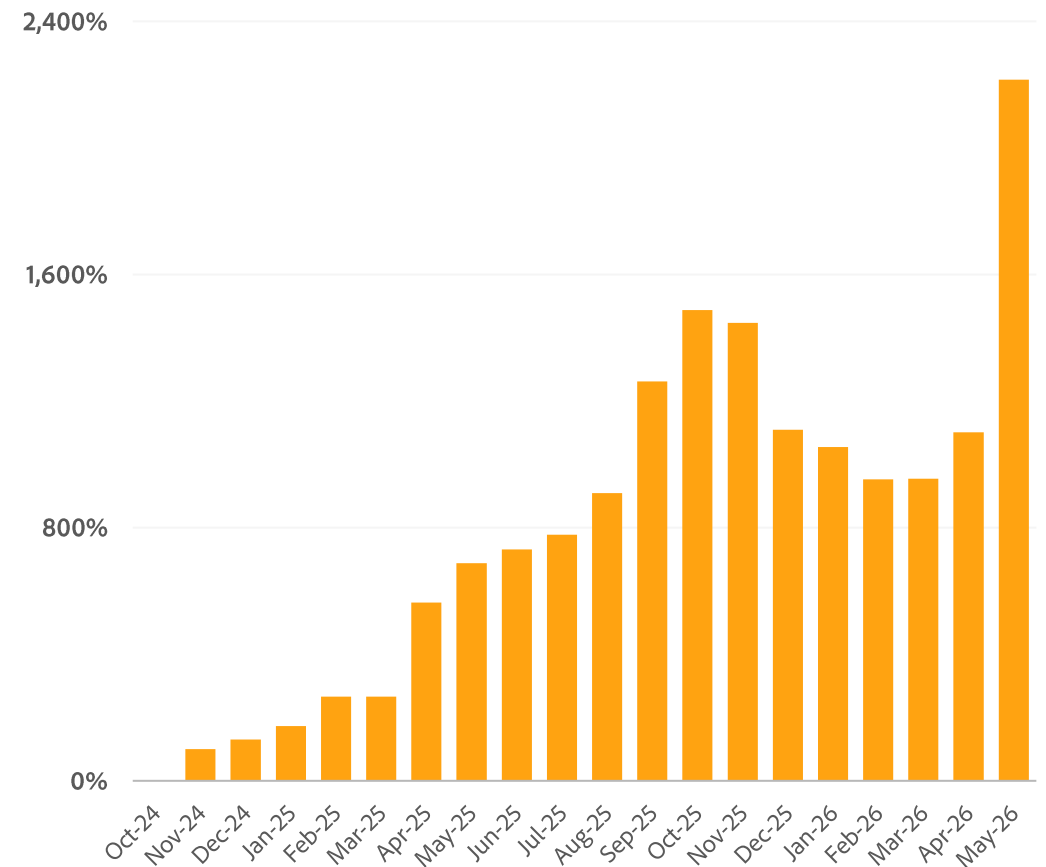
Travel

AI Visit Share on Travel Sites Grows 194% YoY in May 2026

- Consumers are increasingly turning to AI for travel planning and inspiration as adoption of these tools continues to accelerate.
- **AI-driven visits to travel sites grew 194% YoY in May 2026**, extending a streak of consistent double to triple-digit growth across every measured month since October 2024.
- In the March 2026 Adobe Consumer Survey, 86% of travelers reported an improved experience when planning through an AI assistant. Respondents report leveraging AI for a wide range of travel tasks:
 - Research: **48%**
 - Inspiration and recommendations: **44%**
 - Budgeting: **30%**
 - Packing help: **21%**

Growth in AI-Driven Visit Share (Travel)

Adobe Digital Insights, October 2024 – May 2026

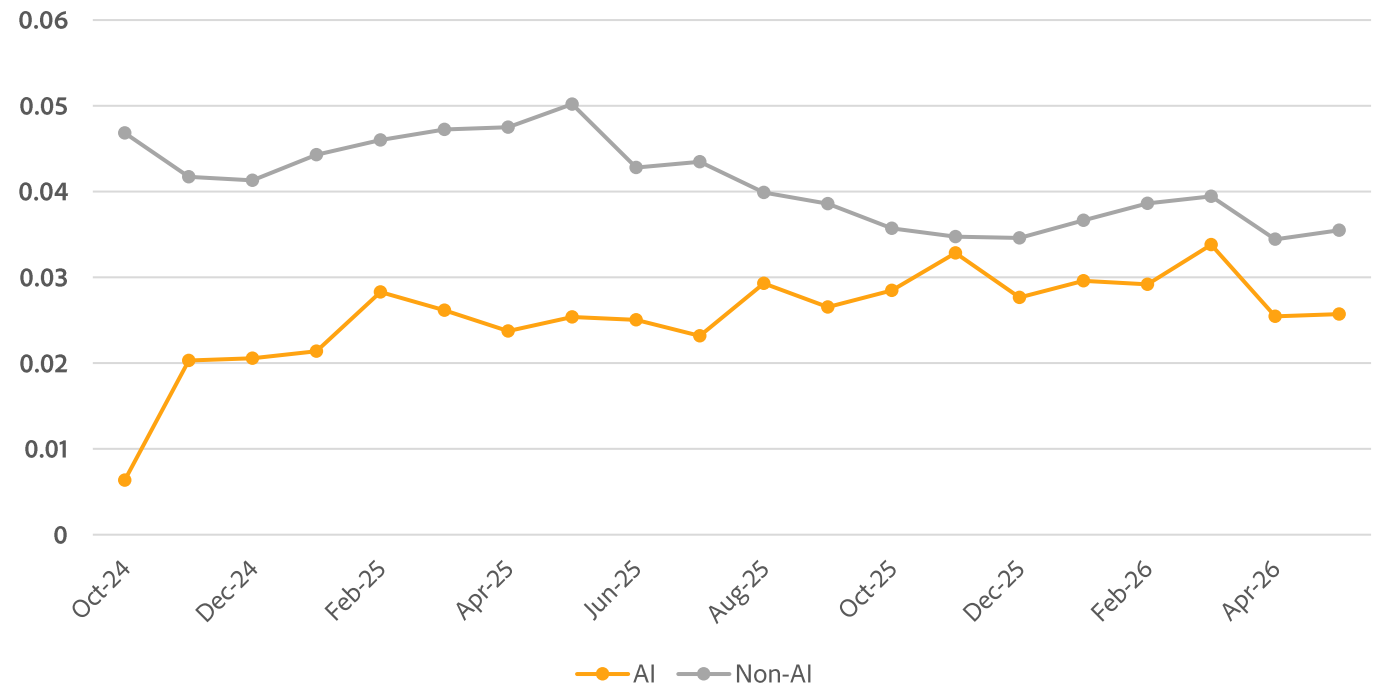


AI Conversion Gap Narrows by ~70% Since October 2024

- The conversion gap between AI and non-AI sources **narrowed from about 86% in October 2024 to just 14% in March 2026**, a strong signal of AI's growing role in converting high-intent travel browsers into actual bookings.
- In May 2026, the **gap widened slightly to 28% but remains 67% narrower** than it was in October 2024.

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

Adobe Digital Insights, October 2024 – May 2026

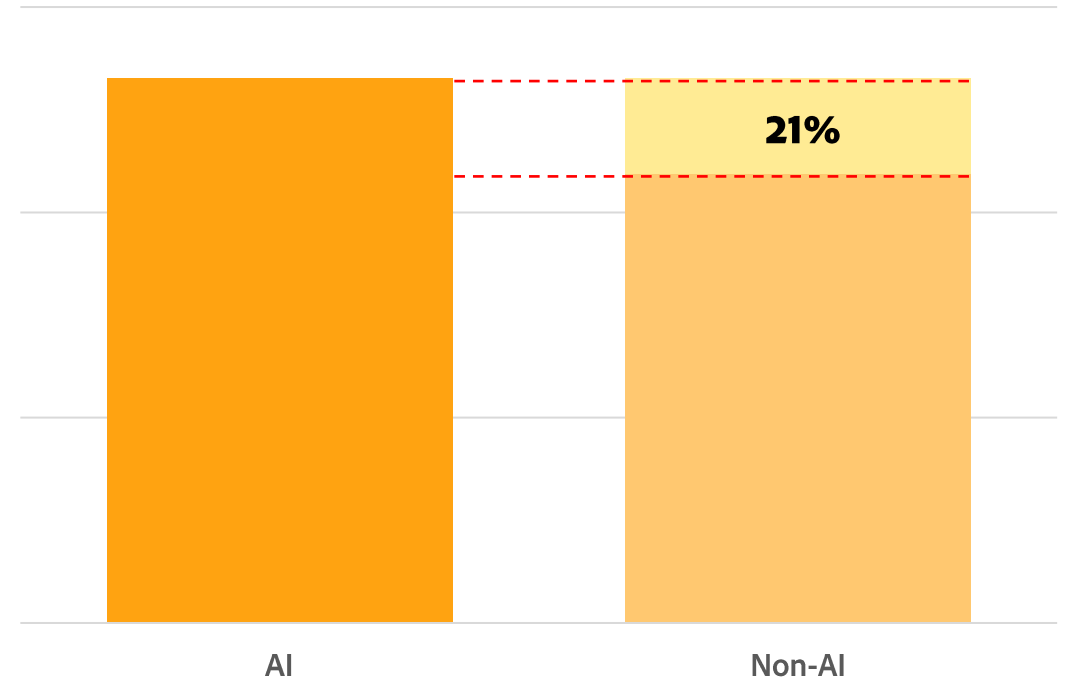


AI-Driven Travel Traffic Delivers 21% Higher Engagement in May 2026

- 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.
- 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; May 2026

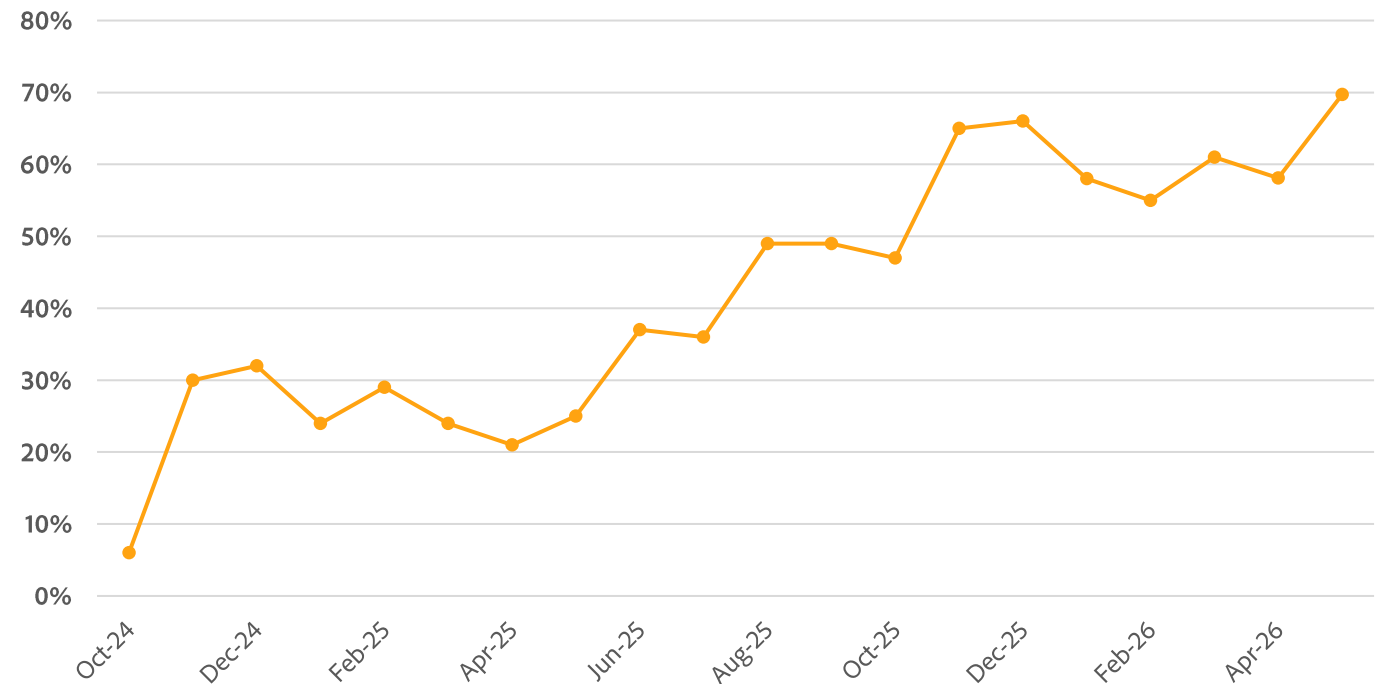


AI-Referred Travel Visitors Spend 70% More Time on Site

- In May 2026, AI-referred sessions lasted **70% longer than non-AI visits**, up from 61% in March — a two-month jump that suggests the gap is still widening rather than stabilizing.
- Paired with a **21% higher engagement rate**, the data points to AI sending travel sites visitors who are actively exploring content rather than bouncing after a quick look.

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

Adobe Digital Insights; October 2024 – May 2026

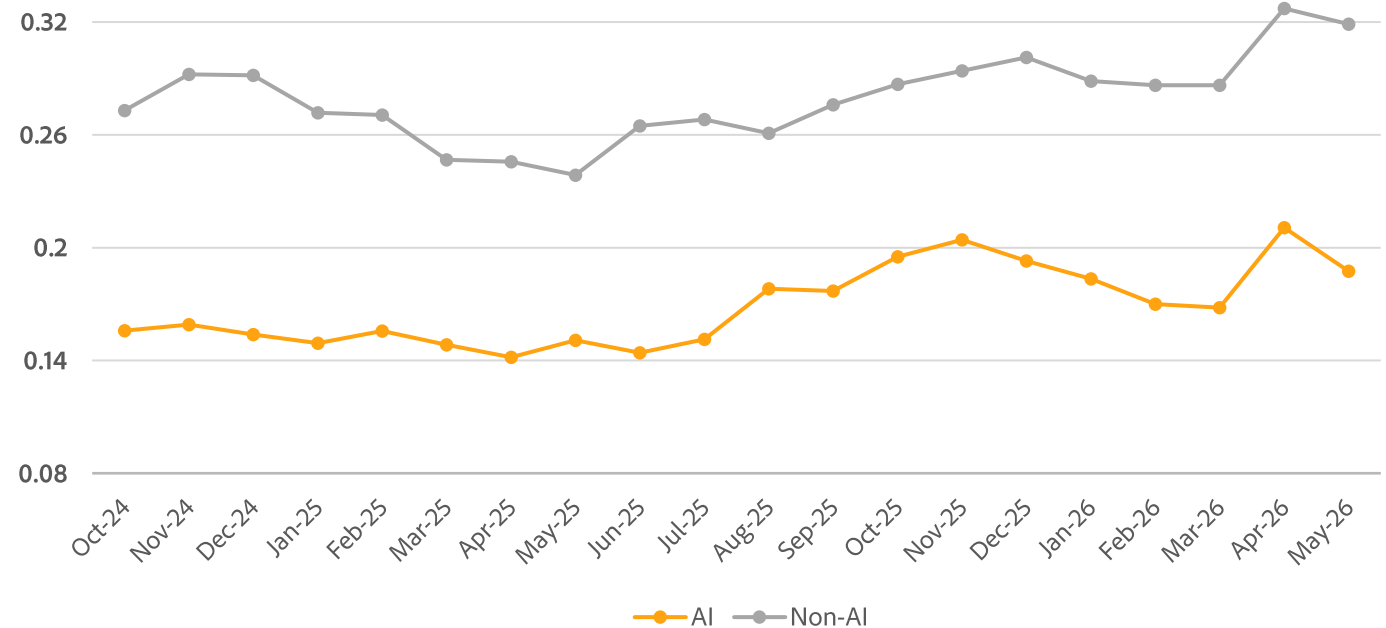


AI-Referred Travel Visitors 41% Less Likely to Leave Immediately

- In May 2026, AI-referred visitors **bounced at a rate 41% lower than those from traditional sources**, holding steady from March and 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 – May 2026




Travel AI Citation Readability

Travel AI Citation Readability

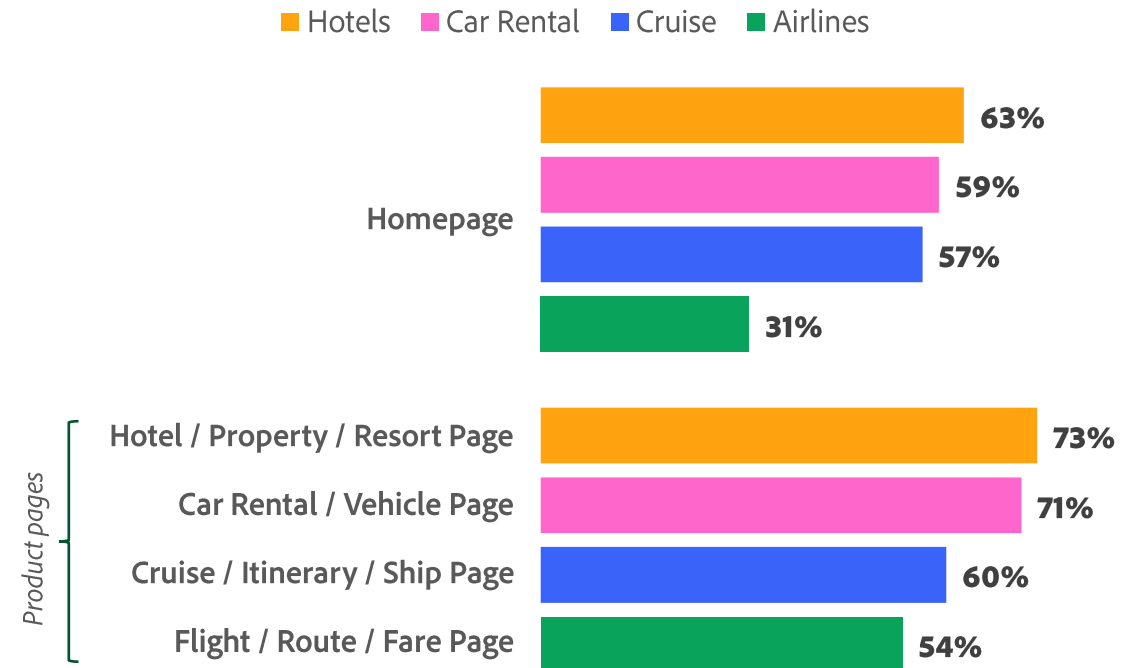
Hotels and Car Rental Lead Travel in AI Citation Readability for Brand and Product Offerings

- **Hotels (63% Homepage, 73% Product)** and **Car Rental (59%, 71%)** lead all sectors, indicating stronger AI understanding of both brand positioning and core offerings.
- **Airlines score lowest on both Homepage (31%) and Flight/Route pages (54%),** indicating a more limited AI understanding of airline offerings relative to other travel sectors.
- **All travel sectors** see improved readability from Homepage to Product pages, reinforcing the importance of detailed product-level content (e.g., amenities, vehicle details, itineraries) in helping AI better understand offerings.
- **Cruise brands maintain similar Homepage (57%) and Itinerary (60%)** readability, reflecting the complexity of cruise products and package structures.
- Strong Homepage performance generally aligns with stronger Core Service readability, suggesting AI benefits from consistent brand and product storytelling.

 **Key Insight:** Travel sectors that clearly communicate both brand context and product details create a stronger foundation for AI-driven discovery, comparison, and recommendation.

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

Adobe Digital Insights, May 2026



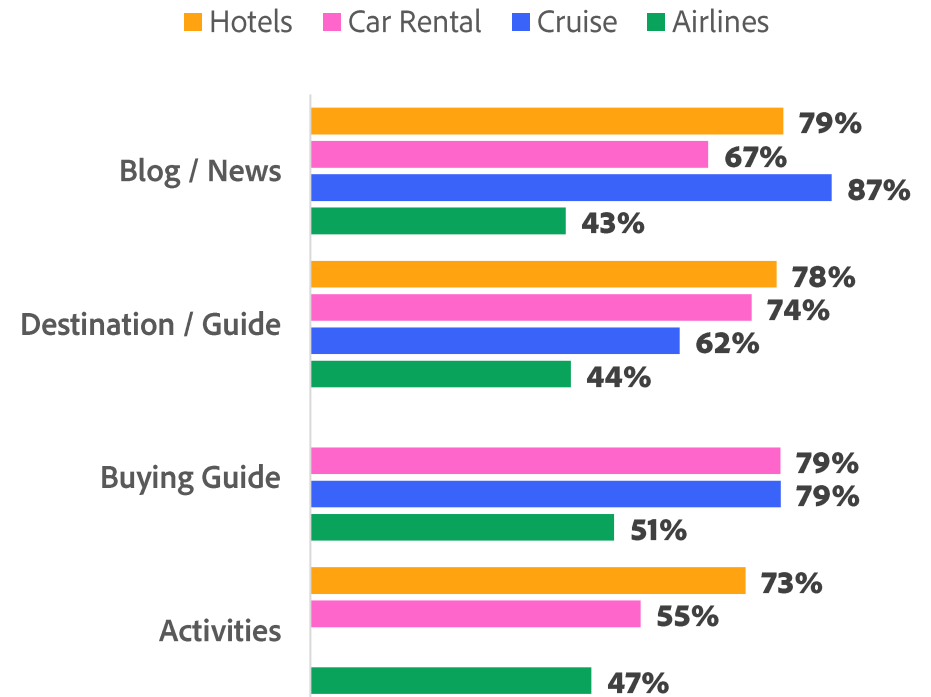
Content Supporting Trip Planning Drives the Highest AI Readability

- AI readability is strongest on content that **helps travelers research destinations, evaluate options, and plan trips** before booking.
- Blog and destination content are among the strongest-performing page types**, led by Cruise Blog/News (87%) and Hotel Destination Guides (78%), highlighting AI's preference for content-rich planning experiences.
- Hotels lead on experience-focused content**, with Blog content (79%), Destination Guides (78%) and Activities (73%) all ranking among the highest scores in the sector.
- Airlines trail other travel sectors across exploration content**, with Blog (43%), Destination Guides (44%), and Activities (47%) scoring 25-40 points below leading sectors.

Key Insight: Travel brands can strengthen AI readability by investing in destination, educational, and planning content that helps travelers evaluate options before booking.

Exploration Pages: AI Citation Readability Scores (Travel)

Adobe Digital Insights, May 2026



Trust, Loyalty & Support Content Has Become a Strategic AI Visibility Asset

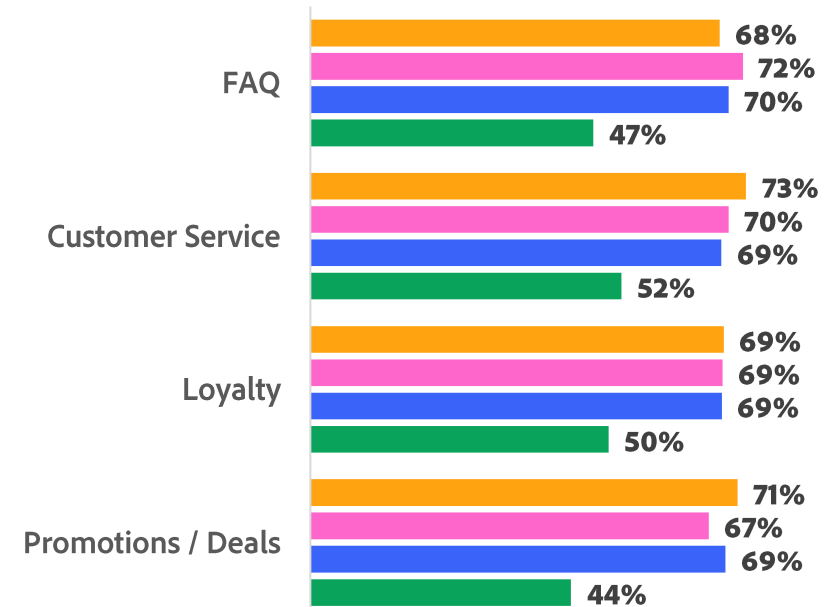
- **Pages that explain traveler benefits, policies, support options, and promotional value** consistently achieve strong AI readability across travel sectors.
- Customer Service pages are among the strongest-performing categories, led by **Hotels (73%), Car Rental (70%), and Cruise (69%)**, suggesting AI systems readily interpret support-oriented content.
- **FAQ and Loyalty pages perform consistently well**, reaching 69–72% across Hotels, Car Rental, and Cruise providers, highlighting the value of structured answers, rewards, and membership information.
- **Promotions & Deals perform strongly for Hotels (71%) and Cruise (69%)**, suggesting AI readily interprets pages that clearly communicate offers, inclusions, and traveler value.
- **Airlines trail other sectors across support content, scoring 15-25 points below leading sectors**, suggesting an opportunity to strengthen traveler-facing guidance around policies, benefits, and support resources.

Key Insight: Travel brands can strengthen AI readability by clearly communicating benefits, policies, rewards, and promotional value, content that helps travelers build confidence.

Support Pages: AI Citation Readability Scores (Travel)


Adobe Digital Insights, May 2026

Hotels Car Rental Cruise Airlines



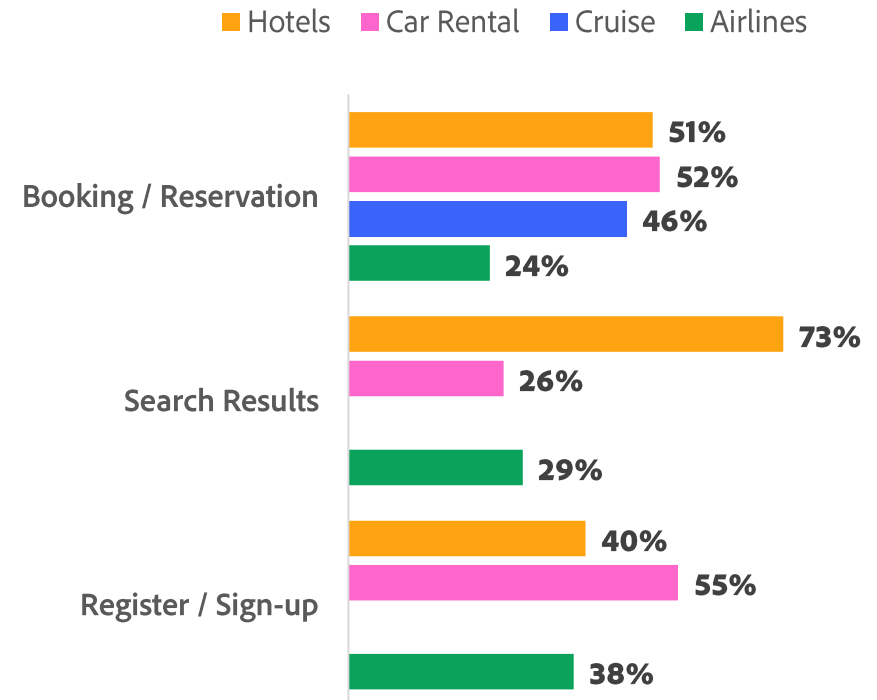
Transaction & Booking Experiences Remain Challenging for AI Interpretation

- **Pages driven by traveler inputs, availability, pricing, and personalization** consistently exhibit lower AI readability than informational and support-oriented content.
- Booking & Reservation pages show similar readability across **Hotels (51%), Car Rental (52%), and Cruise (46%)**, while Airlines trail significantly at 24%.
- **Hotels lead on Search Results (73%)**, far outperforming Car Rental (26%) and Airlines (29%), suggesting richer contextual content (property descriptions, amenities) helps AI better interpret available options.
- **Register / Sign-up experiences remain among the lowest-scoring categories** across sectors (38-55%), reflecting their focus on account creation rather than explanatory content.

 **Key Insight:** AI visibility declines as experiences become more dynamic and personalized, creating opportunities to enrich booking journeys with clearer context and decision-support content.

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

Adobe Digital Insights, May 2026



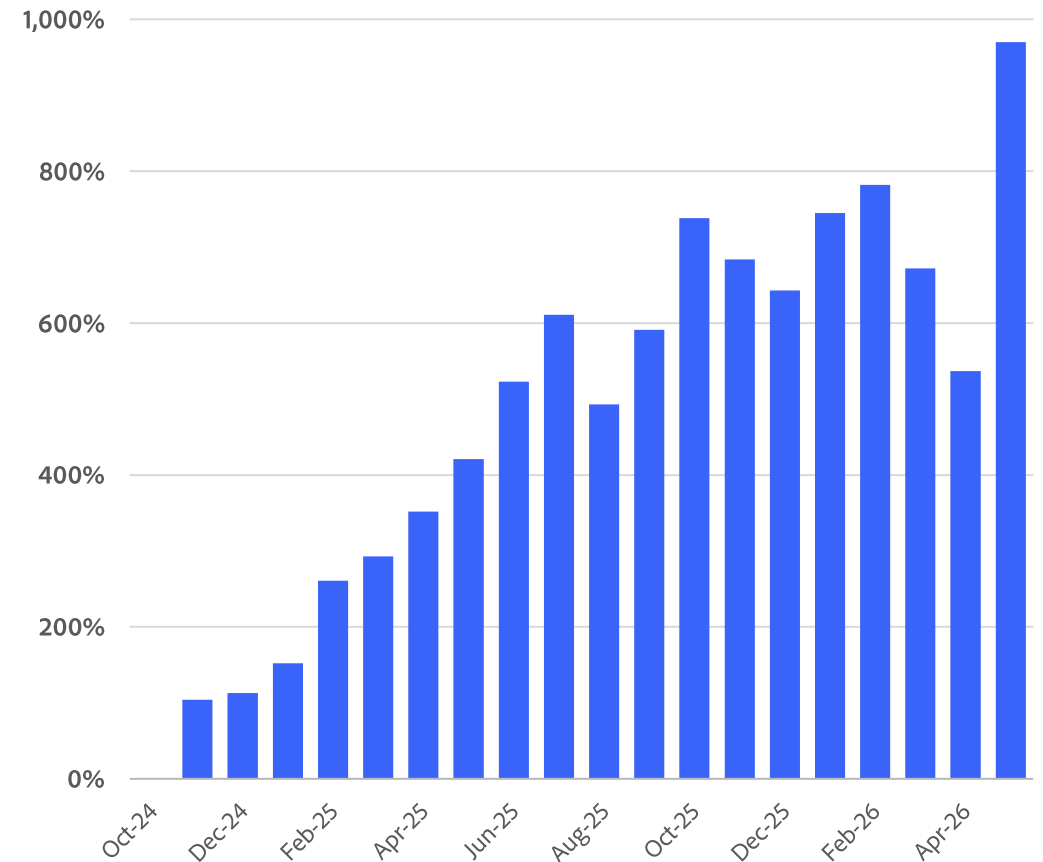
Financial Services

AI Visit Share on Financial Services Sites up 105% YoY in May 2026

- In May 2026, AI-driven visits to financial services sites grew 105% YoY, marking 19 consecutive months of growth since October 2024.
- According to the March 2026 Adobe Consumer Survey, **24% of consumers are using AI assistants** for financial needs and **25% reported an improved banking experience** because of GenAI.

Growth in AI-Driven Visit Share (Financial Services)

Adobe Digital Insights, October 2024 – May 2026

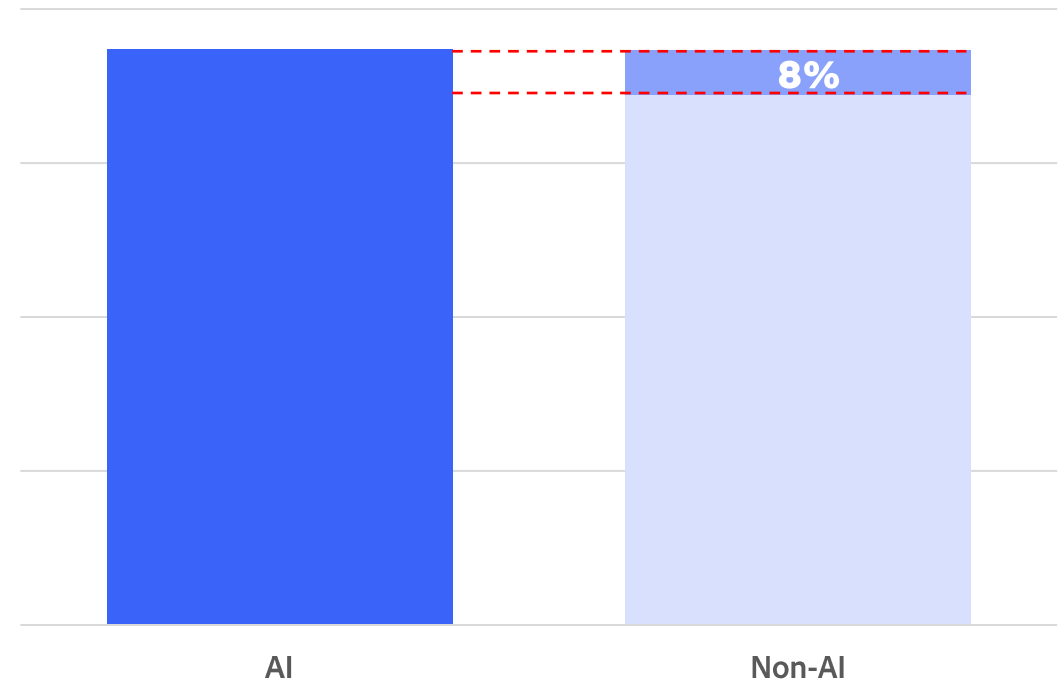


AI Drives 27% More Time on Financial Services Sites

- In May 2026, AI-referred visitors to financial services sites spent **27% more time per visit than those from traditional sources**, and **engaged at a rate 8% higher**, continuing a consistent pattern of deeper and more meaningful engagement from AI-referred traffic.
- The March 2026 Adobe Consumer Survey results show consumers are using AI across a wide range of financial activities, including:
 - Banking Recommendations for Checking & Savings Accounts: **39%**
 - Understanding Complex Topics (i.e., Strategies, Concepts): **36%**
 - Understand Financial Products: **35%**
 - Personalized Budgeting: **32%**
 - Investment Recommendations: **31%**

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

Adobe Digital Insights, May 2026

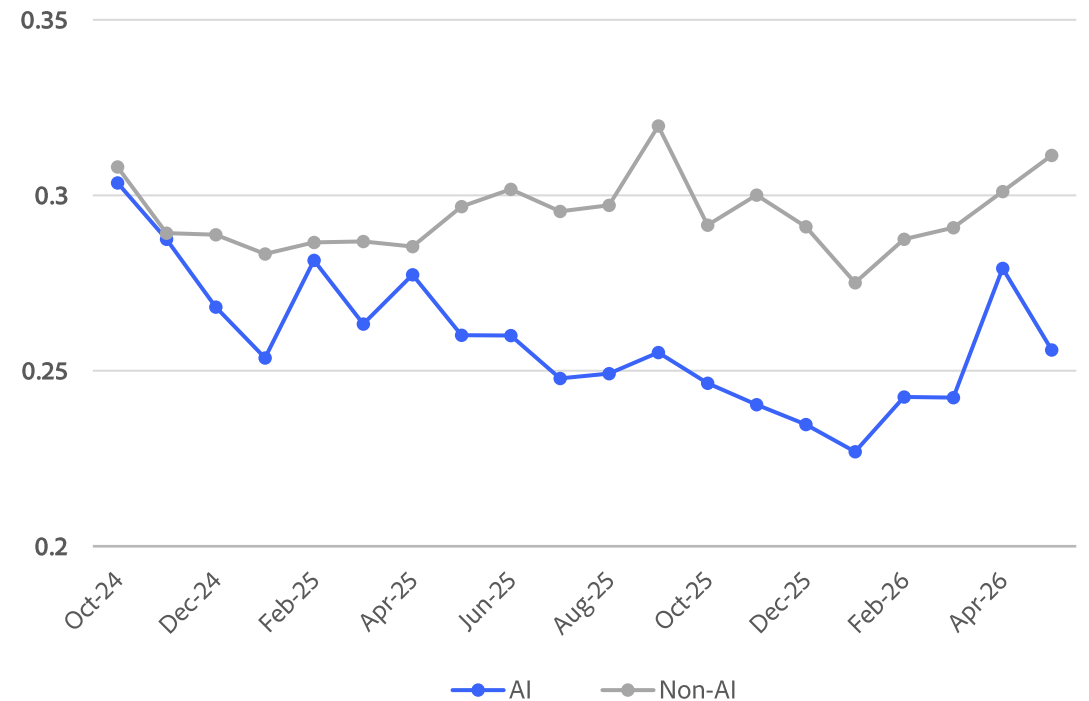


AI Referrals Bounce 18% Less

- In May 2026, AI-referred visitors to financial services sites were **18% less likely to leave immediately compared to non-AI sources**, reflecting stronger pre-visit intent from AI-referred visitors.
- The March 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 **46%** of those fully follow the advice.

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

Adobe Digital Insights, October 2024 – May 2026



AI Demographics

AI Demographics

Leading States Show Stronger AI Awareness, Adoption, and Trust

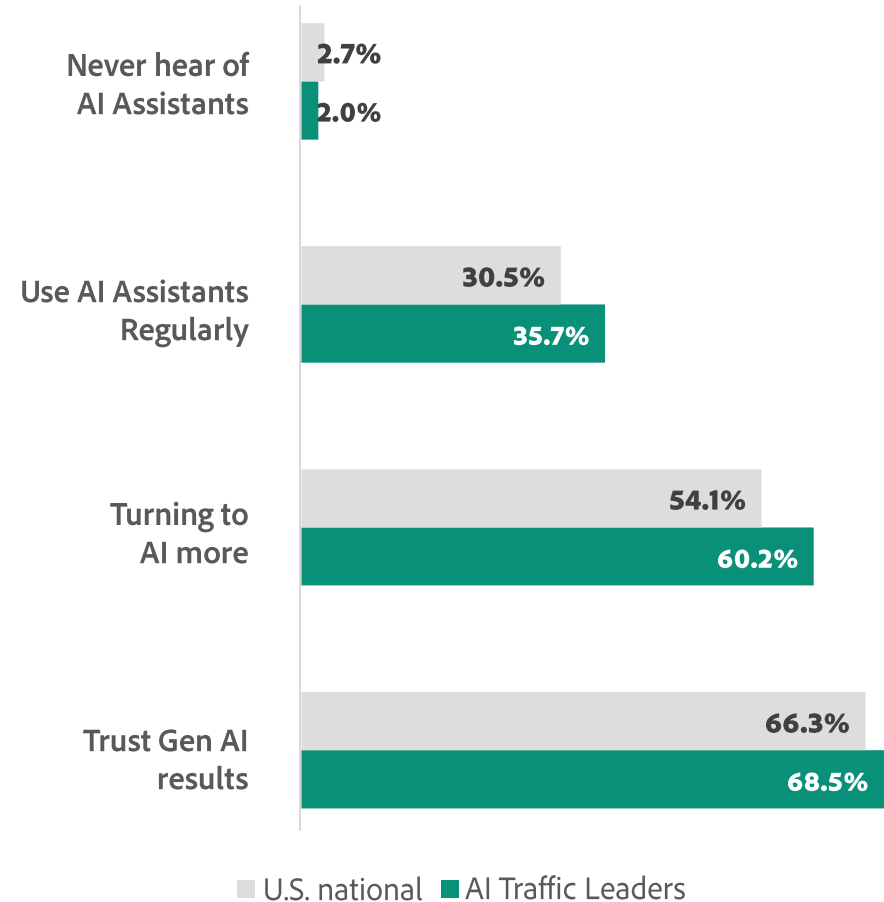
- GenAI adoption is accelerating fastest in innovation corridors where technology, education, and digital industries converge.
- According to the March 2026 Adobe Consumer Survey, states with the highest AI traffic consistently outperform the national average across key adoption metrics.
- Respondents in these states are more likely to use AI regularly, are increasing their usage over time, and trust the AI-generated output. They are also less likely to have never heard of AI assistants.



AI Traffic Leaders

Virginia
Washington
New York
Massachusetts
California

AI Traffic Leaders



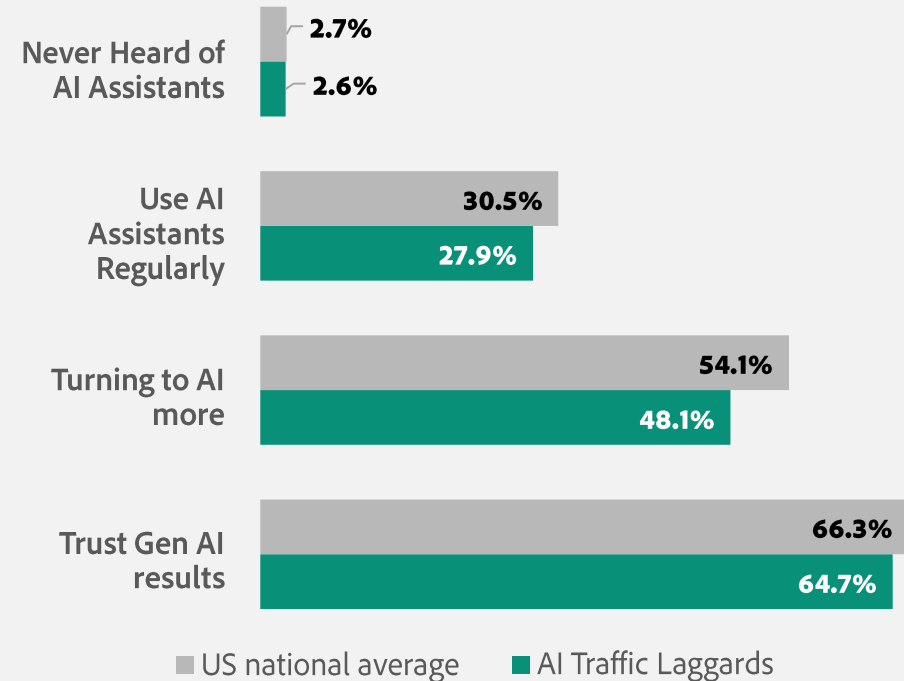
Laggard States Trail National Averages in AI Engagement

- AI engagement lags in parts of the South and Appalachia: Mississippi, West Virginia, Louisiana, Kentucky, and Arkansas trail with less than half of the national average.
- According to the March 2026 Adobe Consumer Survey, states with the lowest AI traffic underperform in key areas when compared to the national average.
- Laggard states score worse than the national average when asked about AI usage, growth in adoption, and overall trust in generated results.

AI Laggards

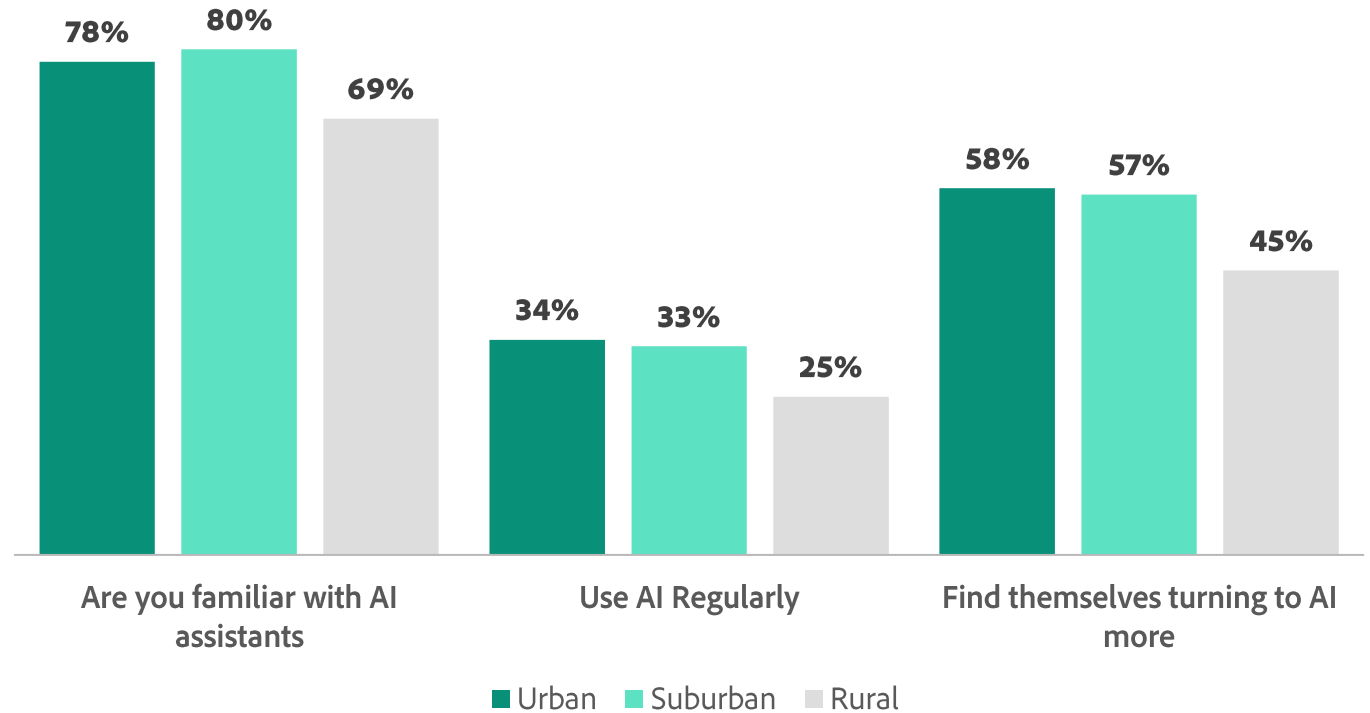
- Mississippi
- West Virginia
- Louisiana
- Kentucky
- Arkansas

AI Traffic Laggards



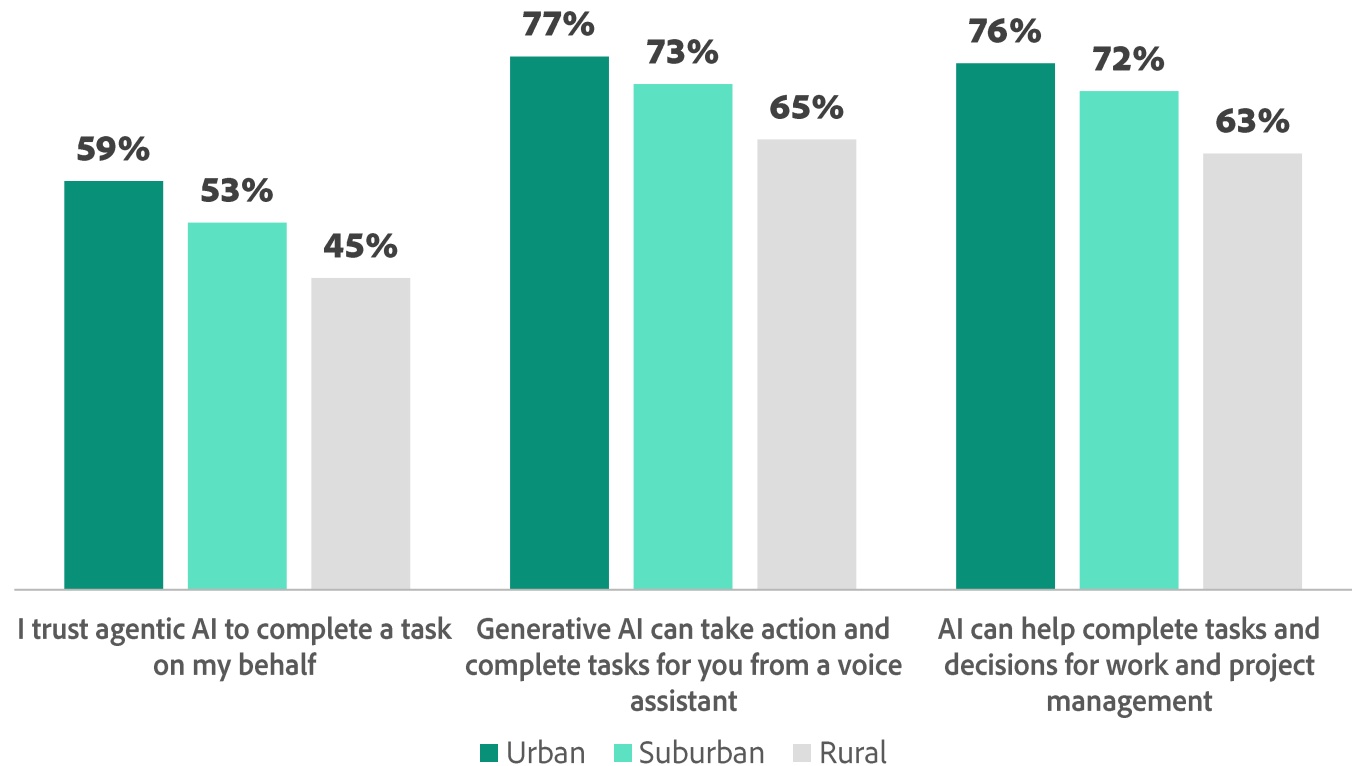
Urban Life Accelerates AI Adoption Beyond Familiarity

- 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 March 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 trail on all three measures, suggesting that denser, faster environments translate familiarity into habitual use.



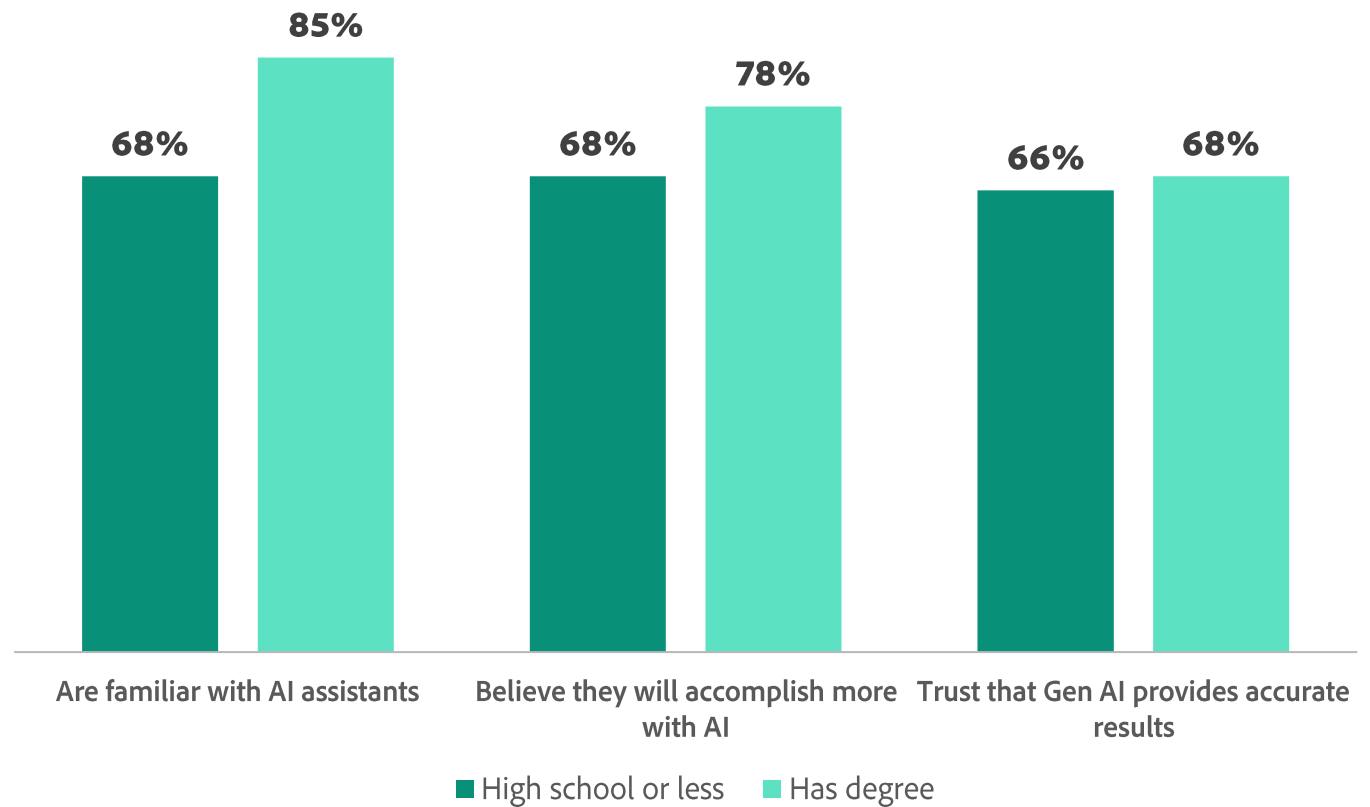
Urban Users Show Higher Confidence in AI for Decision-Making and Task Completion

- 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.



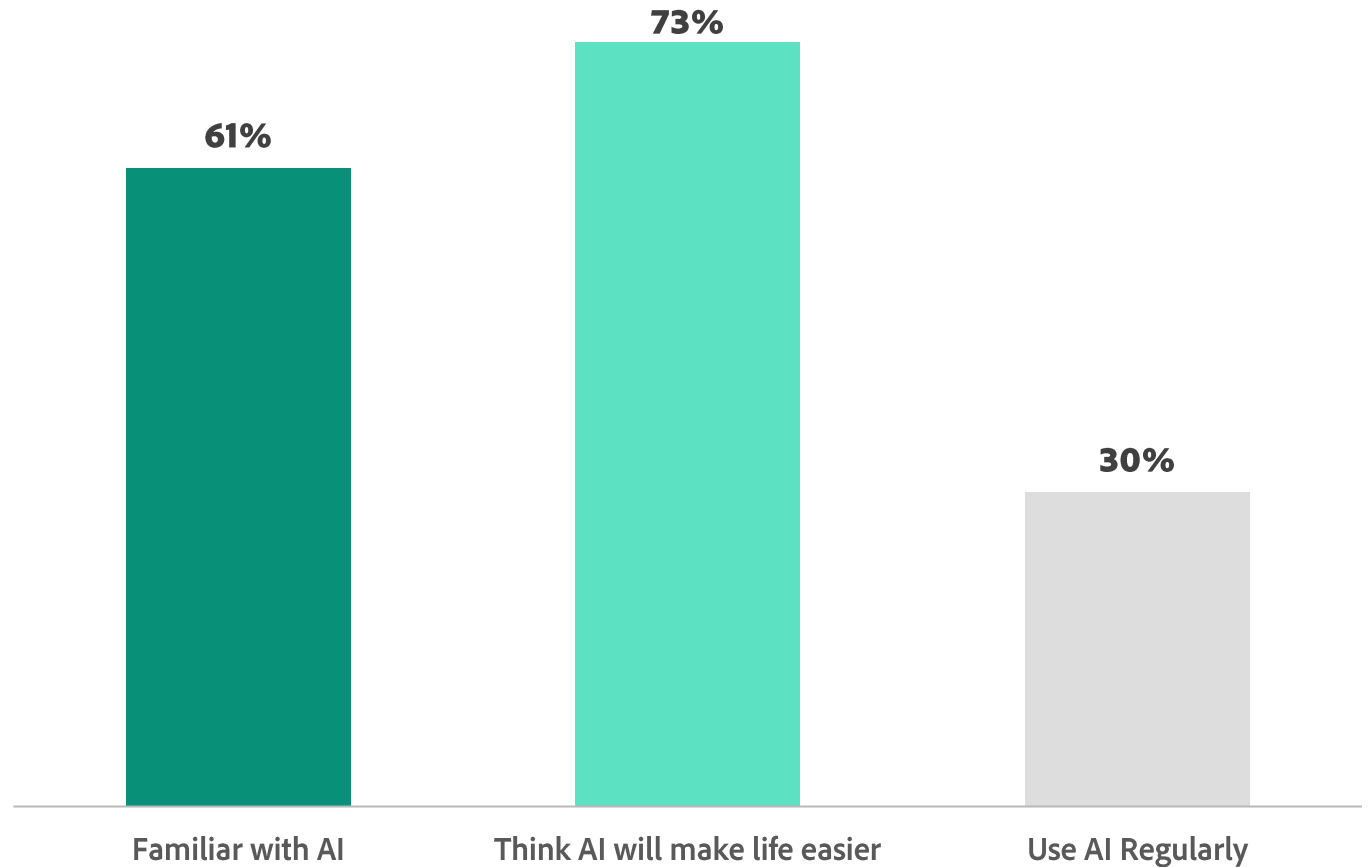
Higher Education Deepens AI Understanding Beyond Trust

- 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.
- Belief in the accuracy of GenAI outputs is nearly identical across education levels (**66% vs. 68%**), highlighting a gap in 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

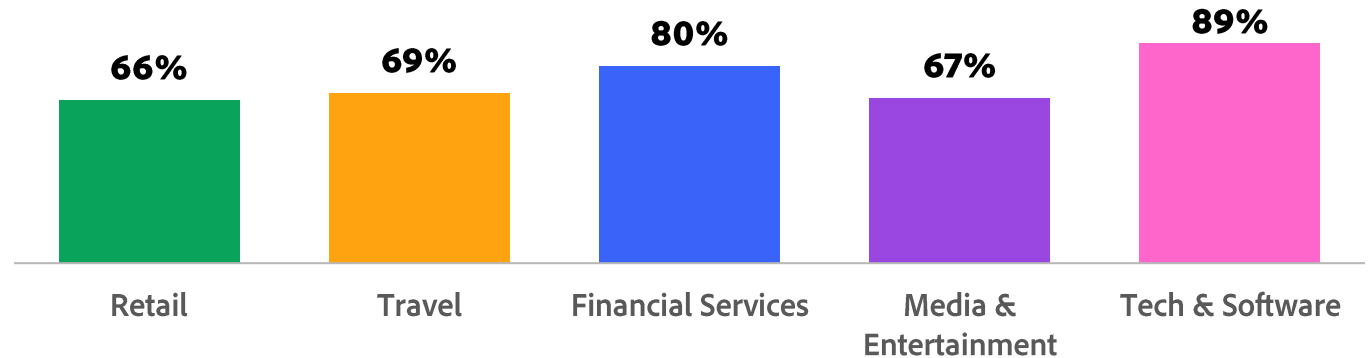
- According to the March 2026 Adobe Consumer Survey, AI awareness is high, with **61%** of respondents reporting they are familiar with it.
- Even more respondents (**73%**) believe that AI will make life easier.
- However, despite strong awareness and positive expectations, only **30%** report using AI regularly.



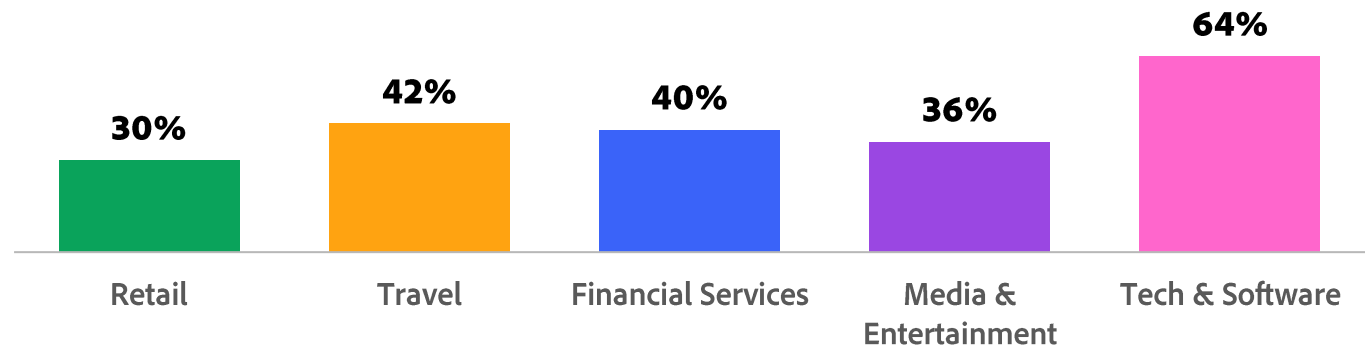
Tech/Software Employees Lead in Familiarity and Usage

- Familiarity is highest in more technical industries like tech/software (**89%**) and financial services (**80%**), according to the March 2026 Adobe Consumer Survey.
- Tech/software also holds a significant lead in AI use, with **64%** of employees leveraging the technology regularly.
- Surprisingly, while less familiar with AI, a higher percentage of respondents in the travel industry (**42%**) are using AI regularly compared to financial services (**40%**).
- Retail has the lowest AI familiarity (**66%**) and percentage of regular AI users (**30%**).

Familiar with AI



Use AI Regularly

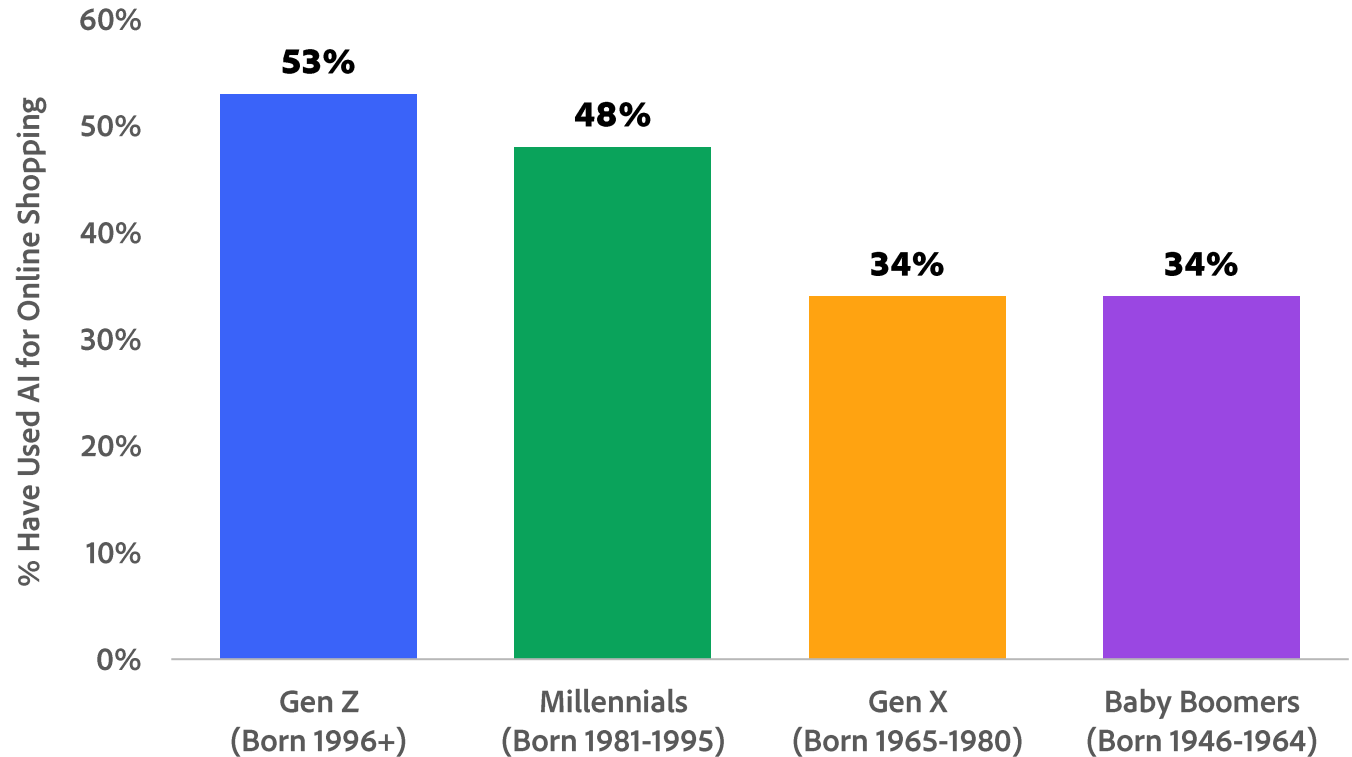


Younger Generations Lead AI Adoption for Ecommerce

- Unsurprisingly, younger generations lead AI adoption for online shopping: **53%** of Gen Z's and **48%** of Millennials have used AI assistants compared to **34%** for Gen X and Baby Boomers.
- Gen Z also leads in using AI for tech support: **61%** have used AI to understand or troubleshoot tech products compared to **41%** of Gen X and Baby Boomers.

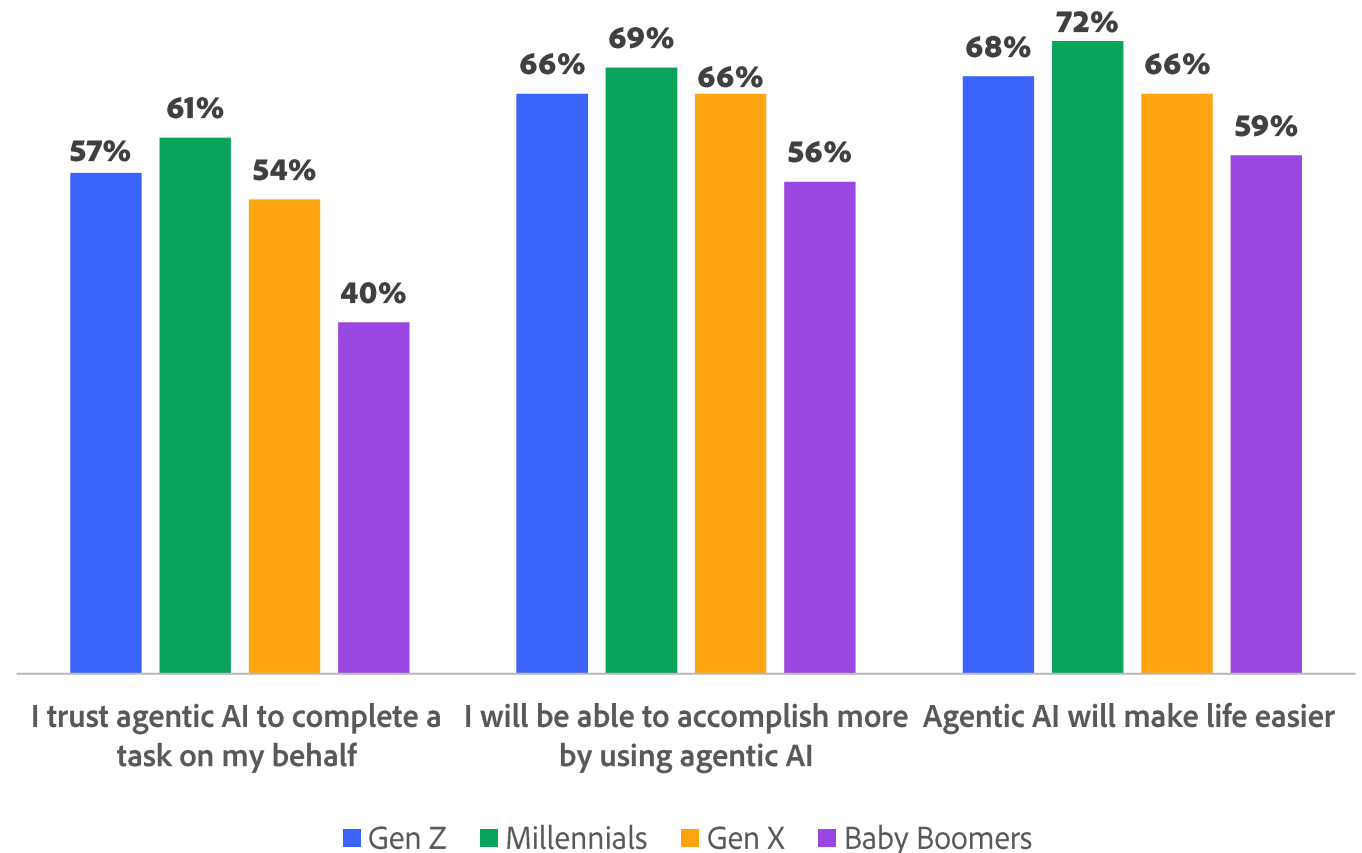
AI Adoption for Online Shopping by Generation

US March 2026 Adobe Consumer Survey



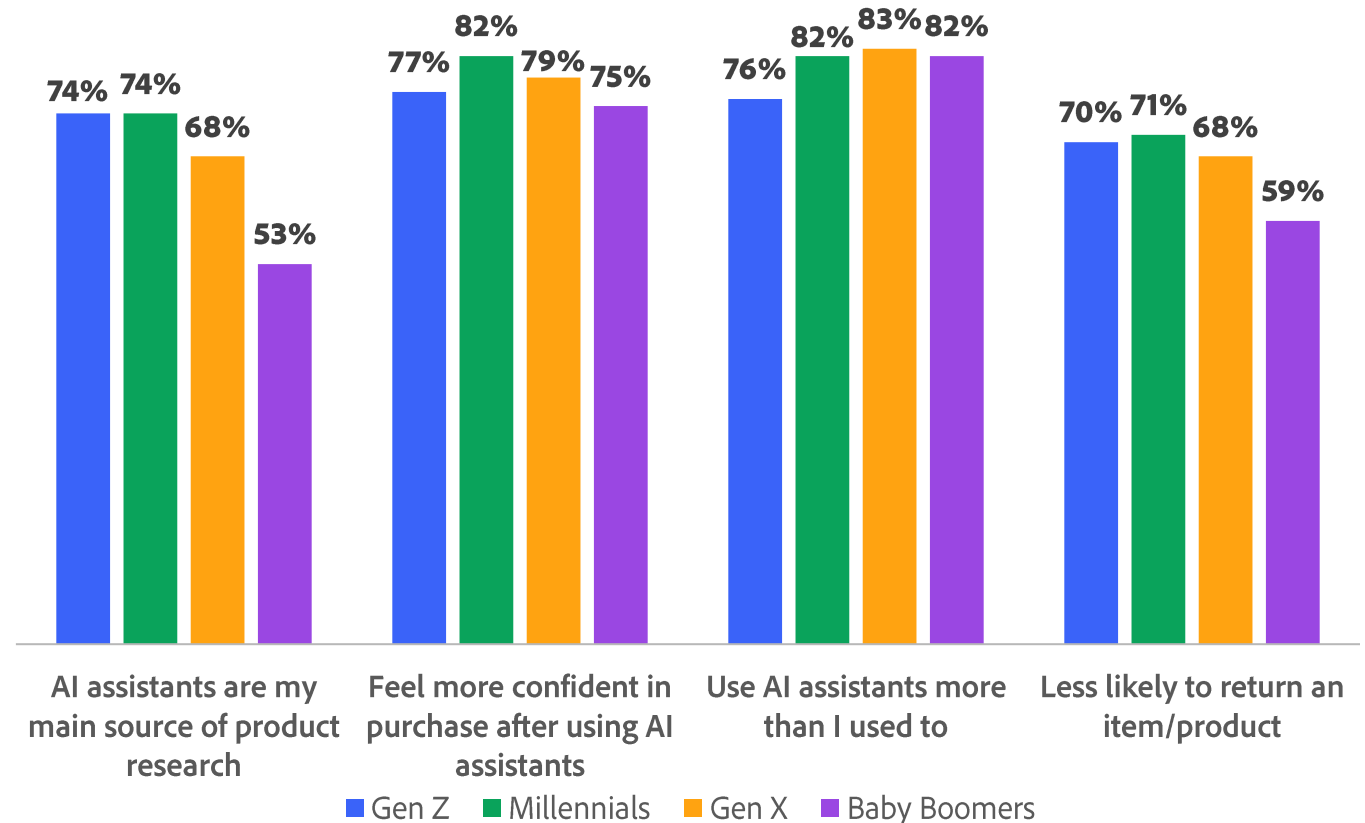
Younger Consumers Drive Adoption of Agentic AI Experiences

- Younger consumers, particularly Millennials and Gen Z 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.



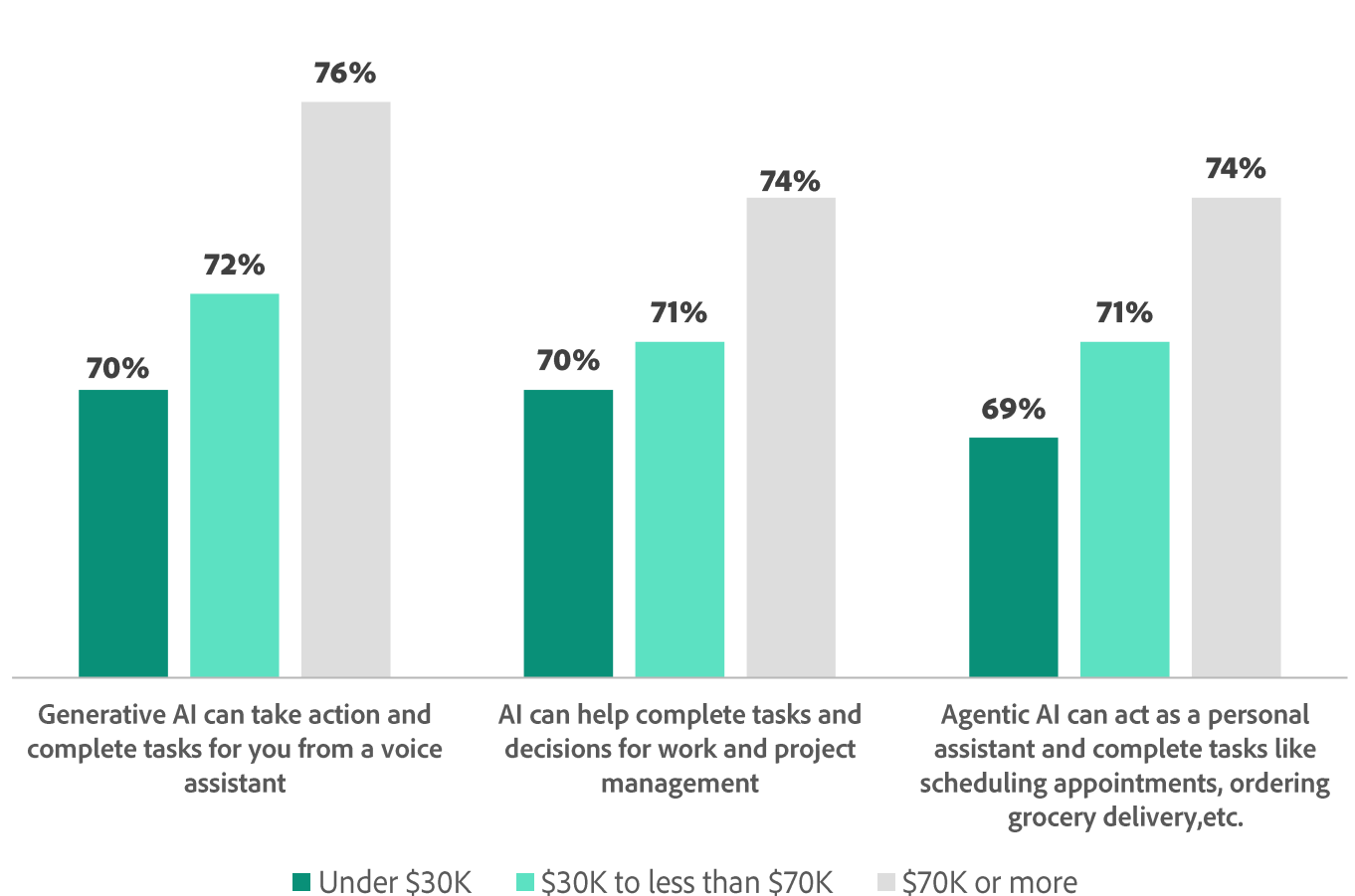
Gen Z and Millennials Set the Pace for AI-Powered Commerce

- 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.



Adobe



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