

AI Search Adoption & Digital Marketing Trends (2024)

1) AI Search Platform Usage (2024)

ChatGPT vs Google (scale)

- ChatGPT: 1.77B worldwide visits in March 2024 (Similarweb).
- Google Search: ~90–91% global search market share in 2024 (StatCounter).

Perplexity, Claude, others (usage)

- Perplexity: ~10M monthly active users (MAU) as of May 2024 (Reuters).
- Claude: 2024 traffic rose after Claude 3 launch (Similarweb coverage).

Voice search adoption

- US smart-speaker ownership (12+): 34% in 2024 (Edison Research, Infinite Dial 2024).

Mobile vs desktop (AI search behavior)

- ChatGPT skew: Desktop heavier than broader web, mobile growth accelerating in late 2024 (Similarweb).

2) Engagement Metrics (2024)

Average session duration

- ChatGPT: ~425 seconds (~7:05) average visit time; 4+ pages/visit (Similarweb).

Pages per session / Bounce rate

- March 2024: 1.77B visits noted; specific bounce/page metrics not separately published for that month (Similarweb).

Conversion rates (AI vs traditional)

- No peer-reviewed/industry report in 2024 with direct cross-industry conversion-rate comparison between AI and traditional search traffic.
- Most analyses rely on private datasets without methodological transparency.

3) Industry Benchmarks (Travel/Rental, 2024)

Google Ads (Travel – Search Ads, Apr 2023–Mar 2024 dataset)

- Average conversion rate: 5.36% (Travel).
 - Average cost per lead/acquisition: \$66.02 (Travel).
- (Source: WordStream/LocaliQ Google Ads Benchmarks 2024, published May 14, 2024).

Overall 2024 averages (all industries)

- CTR 6.42%, CPC \$4.66, CVR 6.96%, CPL \$66.69 (WordStream/LocaliQ).

Customer Lifetime Value (CLV) – RV rentals

- No published numeric CLV benchmarks in 2024 for RV/campervan rentals.
- Literature provides methodologies, not standardized numbers.

Notes & Gaps

- ChatGPT vs Google: Similarweb (Mar 2024, 1.77B visits) vs StatCounter (90–91% global share).
- Perplexity: ~10M MAU (Reuters, May 2024).
- Voice search adoption: 34% smart-speaker ownership (Edison Research, 2024).
- AI skew: Desktop heavier for ChatGPT vs overall web (Similarweb, 2024).

- Travel ads: CVR 5.36%, CPA \$66.02 (WordStream/LocaliQ, 2024).
- CLV: No numeric benchmarks for RV rentals in 2024.

Full Source List

- Similarweb — ChatGPT Rebuilds (Mar 2024, 1.77B visits).
- StatCounter — Global Search Engine Market Share 2024.
- Edison Research — The Infinite Dial 2024 (34% smart-speaker ownership).
- Reuters — Perplexity ~10M MAU (May 2024).
- WordStream/LocaliQ — Google Ads Benchmarks 2024 (Travel CVR/CPA).
- Similarweb — Device mix insights (late-2024 trend).