

# Analyze AI traffic

AI Crawl Control metrics provide you with insight on how AI crawlers are interacting with your website ([Cloudflare zone](#)).

To view AI Crawl Control metrics:

1. Log in to the [Cloudflare dashboard](#) ↗, and select your account and domain.
2. Go to **AI Crawl Control**.

Go to **AI Crawl Control** ↗

You can find meaningful information across the **Overview**, **Crawlers**, and **Metrics** tabs.

## View the Overview tab

The **Overview** tab provides a snapshot of AI crawler activity:

Component	What you can do
<b>Executive summary</b>	Review total request volume, volume change, most common status code, most popular path, and high-volume crawler activity.
<b>Managed robots.txt</b>	Check whether <a href="#">Cloudflare managed robots.txt</a> is enabled for your zone.

status

Metrics with trend charts	Monitor total requests, allowed requests, unsuccessful requests, and total referrals (paid plans only).
Crawlers grouped by operators	Explore crawlers organized by company (OpenAI, Microsoft, Google, ByteDance, Anthropic, Meta) with allowed requests, referrals (paid plans only), and activity change percentages. Select a crawler or operator to drill down in the <b>Crawlers</b> tab.
Filters	Customize your view by date range, crawler, operator, hostname, or path. All metrics update dynamically.

# View the Crawlers tab

The **Crawlers** tab provides detailed information about individual AI crawlers and allows you to set **Block** or **Allow** controls:

Column	Description
Crawler	The name of the AI crawler.
Operator	The company that operates the crawler.
Data transfer	Total bandwidth consumed by this crawler's requests. Formatted as KB, MB, or GB.
Requests	Total number of requests from this crawler.
Action	Current access control setting (Allow or Block).

For more information on managing crawler access, refer to [Manage AI crawlers](#).

# View the Metrics tab

The **Metrics** tab provides detailed analytics and charts to help you understand how AI crawlers are interacting with your website.

## Requests over time

Visualize crawler activity patterns over the selected time period. Use the view selector to switch between metrics:

View	Description
All requests	Total requests including blocked and error responses.
Allowed requests	Requests that received a successful response (status 200-299).
Data transfer	Bandwidth consumption for allowed requests over time, formatted as KB, MB, or GB.

You can group the data by different dimensions:

Dimension	Description
Crawler	Track activity from individual AI crawlers (such as GPTBot, ClaudeBot, Bytespider).
Category	Analyze crawlers by their purpose or type.
Operator	Discover which companies (such as OpenAI, Anthropic, ByteDance) are

crawling your site.

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<b>Host</b>	Break down activity across multiple subdomains.
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### **Note**

The Data transfer view shows `edgeResponseBytes`. Some crawlers may show higher data transfer per request than others, depending on the content they request.

## Status code distribution

The **Status code distribution** chart shows HTTP response codes for AI crawler requests over time:

- **2xx** — Successful responses
- **3xx** — Redirects
- **4xx** — Client errors (including 403 blocked and 402 payment required)
- **5xx** — Server errors

Use this chart to identify patterns in how your site responds to AI crawlers, including the distribution of error codes and the volume of redirects.

## Top referrers

### **Note**

This feature is available for customers on a paid plan.

Identify traffic sources with referrer analytics to understand discovery patterns and content popularity from AI operators.

View	Description
Referral sources	Top domains sending AI-driven referral traffic to your site (for example, chatgpt.com, perplexity.ai).
Destination patterns	Which site areas receive the most AI-driven referral traffic, grouped by pattern (for example, /blog/*, /api/.*).

Toggle between views using the tabs in the Top referrers section.

## Referrals over time

Track referral traffic trends over your selected time period. Group by:

Dimension	Description
Operator	Stacked area chart showing referrals by company (OpenAI, Anthropic, etc.).
Source	Top referral URLs driving traffic.
Total	Aggregate referral volume.

## Most popular paths

The **Most popular paths** table shows which pages on your site are most frequently requested by AI crawlers.

Column	Description
Path	The page path that was requested.

Hostname	The hostname of the requested page.
Referrals	Number of referral visits to this path from AI platforms.
Allowed requests	Number of successful requests to this path.

To see a breakdown by crawler per path, use the top-level filters.

## Analyze site areas with pattern grouping

Select the **Patterns** tab to see requests grouped by URI pattern (such as `/blog/*`, `/api/v1/*`, or `/docs/*`). This helps you quickly identify which areas of your site AI crawlers target most.

Pattern grouping aggregates individual paths into site areas:

- Patterns include up to 2 levels of depth (for example, `/api/*`, `/api/v1/*`)
- The root pattern `/*` shows total traffic across your site
- Patterns are not aggregated across hostnames
- Single-path patterns display without wildcards (for example, `sitemap.xml` instead of `sitemap.xml/*`)

Additional tabs include:

- **All** — Combined content and media requests (individual paths, not patterns)
- **Content** — HTML, JSON, and text content
- **Media** — Images, videos, and other media files

# Filter and export data

Use the filter bar to narrow your analysis by multiple criteria:

Filter	Description
Date range	Select the time period to analyze.
Crawler	Filter to specific AI crawlers.
Operator	Filter to specific companies.
Hostname	Filter to specific subdomains.
Path	Filter to specific URL paths or patterns.

Combine multiple filters for complex analysis. All metrics and charts update dynamically based on your filter selection.

To export your data, select **Download CSV** or **Download image**. Downloads include all applied filters and groupings.

## Per-crawler drilldowns

The **Crawlers** tab includes an actions menu for each crawler with the following options:

Action	Description
View Metrics	Filter the <b>Metrics</b> tab to the selected crawler.
View on Cloudflare Radar	Learn more about each verified crawler on Cloudflare Radar.
View in Security Analytics	Filter Security Analytics by detection IDs ( <a href="#">Bot Management</a> customers).
Copy User Agent	Copy user agent strings for use in <a href="#">WAF custom rules</a> , <a href="#">Redirect</a>

[Rules](#), or robots.txt files.

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<b>Copy Detection ID</b>	Copy detection IDs for use in <a href="#">WAF custom rules</a> ( <a href="#">Bot Management</a> customers).
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## Programmatic access

For programmatic access to AI Crawl Control analytics, use the [GraphQL Analytics API](#). The API provides access to the same data available in the dashboard, including detection IDs, referrer data, and data transfer metrics.

## Related resources

- [GraphQL API reference](#)
- [Manage AI crawlers](#)
- [Track robots.txt](#)







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Manage AI crawlers →

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Resources	Support	Company	Tools	Community
API	Help Center	cloudflare.com	Cloudflare Radar	 X
New to Cloudflare?	System Status	Our team	Speed Test	 Discord
Directory	Compliance	Careers	Is BGP Safe Yet?	 YouTube
Sponsorships	GDPR		RPKI Toolkit	 GitHub
Open Source			Certificate Transparency	