

AI search is already sending calls to businesses.

Is your attribution catching them?

Is your business showing up in AI search, and can you prove it?

Businesses are getting leads from AI search right now. Yours may be too. Odds are none of it shows up in anyone's attribution — buried under "direct" or "other" instead.

CallRail has analyzed nearly 30 million inbound calls since November 2025, and a growing share traces straight back to ChatGPT, Perplexity, and Claude. It started at 0.073% of all calls and has climbed steadily or months, with no signs of slowing.

Real calls, from real prospects, going uncredited. The marketers tracking them can now show where demand is coming from instead of relying on guesses.



01

The numbers you haven't seen yet

↑ 58.15% (0.073% → 0.115%)

AI-driven calls climbed across every industry, all the way through H1.

Why it matters: This is the growth curve. Moving this fast across every industry means it's moving in yours too — and these callers aren't browsing. They're ready to buy.

Three consecutive months above 0.1%

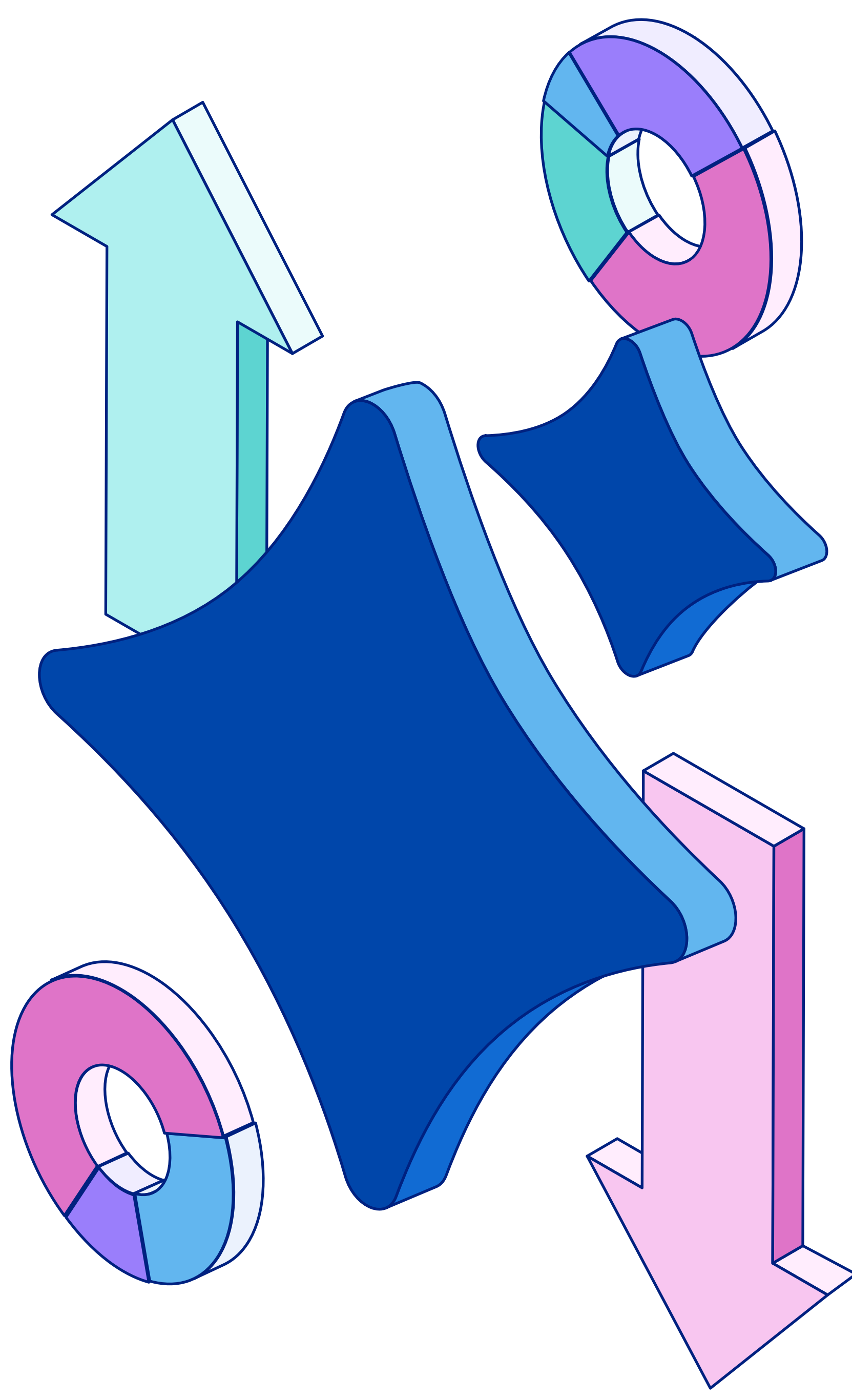
AI-driven calls crossed 0.1% in April and held there through the close of H1.

Why it matters: Three months of consistent data means this belongs in every report, not just something to keep an eye on.

Travel & Hospitality: 0.273%

Up 82% month over month in June, as summer travel picked up.

The marketer move: If your industry has an obvious seasonal peak, pull your AI-driven call data before it hits.



02

AI platforms driving calls right now

 ChatGPT

91.48% (+1.55% since November)

ChatGPT drives the overwhelming majority of AI-directed calls, and that hasn't changed all year.

The marketer move: This is where the volume is. Make sure your business is showing up here first.

 Claude

+192% growth, now at 3.502%

Claude grew faster than any other platform and has held those gains through H1, with strength in education, real estate investment, and legal.

The marketer move: Claude is already sending calls in categories you're likely managing. Add it to your attribution setup now.

 perplexity

Down 20.6% over H1, but up 8.94% in June

Perplexity lost ground for most of H1 before rebounding in June.

The marketer move: Don't write it off yet. If June's bump holds into H2, it's worth tracking closer.

 Gemini

Down nearly 99% since November

Gemini's been dropping since tracking began.

The marketer move: The calls aren't coming from here. Put that energy into the platforms actually sending them.

03

Leadership keeps rotating

No industry holds the top spot for long. Legal led first, then manufacturing, then travel & hospitality on a seasonal surge — three different leaders inside a single data window, while home services has held a steady top-tier position without ever taking the lead itself.

The marketer move: Check where your business ranks now, not after its category's moment passes.

Where marketers win

- Identify** whether your industry is seeing the most AI call volume.
- Audit** your business name, address, phone number, and hours from your first-party data across every directory AI search platforms reference.
- Sharpen** your service descriptions so AI can confidently recommend your business.
- Add** AI search as a distinct call source in your attribution setup.
- Track** calls from AI search platforms month-over-month and watch for seasonal surges in your industry.
- Report** on AI-driven leads alongside your other marketing channels so you can see how it impacts revenue.



LOCAL SINK

“What we are seeing from our CallRail attribution reports is the collapse of the sales funnel as we know it. It's forcing us to rethink the buyer's journey as AI-directed callers have higher sales intent and move faster when compared to traditional inbound leads. With LLMs fast becoming the go-to, having visibility into how AI demand at the top of the funnel translates to revenue will be key to ensuring success.”

— Will Troup, CEO of [LocalSink](#), CallRail agency partner

Turn AI discovery into something you can prove

AI search is already sending your business real leads. Make sure it shows up as AI search in your attribution, not lost in "direct" or "other." See exactly which AI platforms are driving leads and how they're contributing to your business.

[Start your 14-day free trial](#)