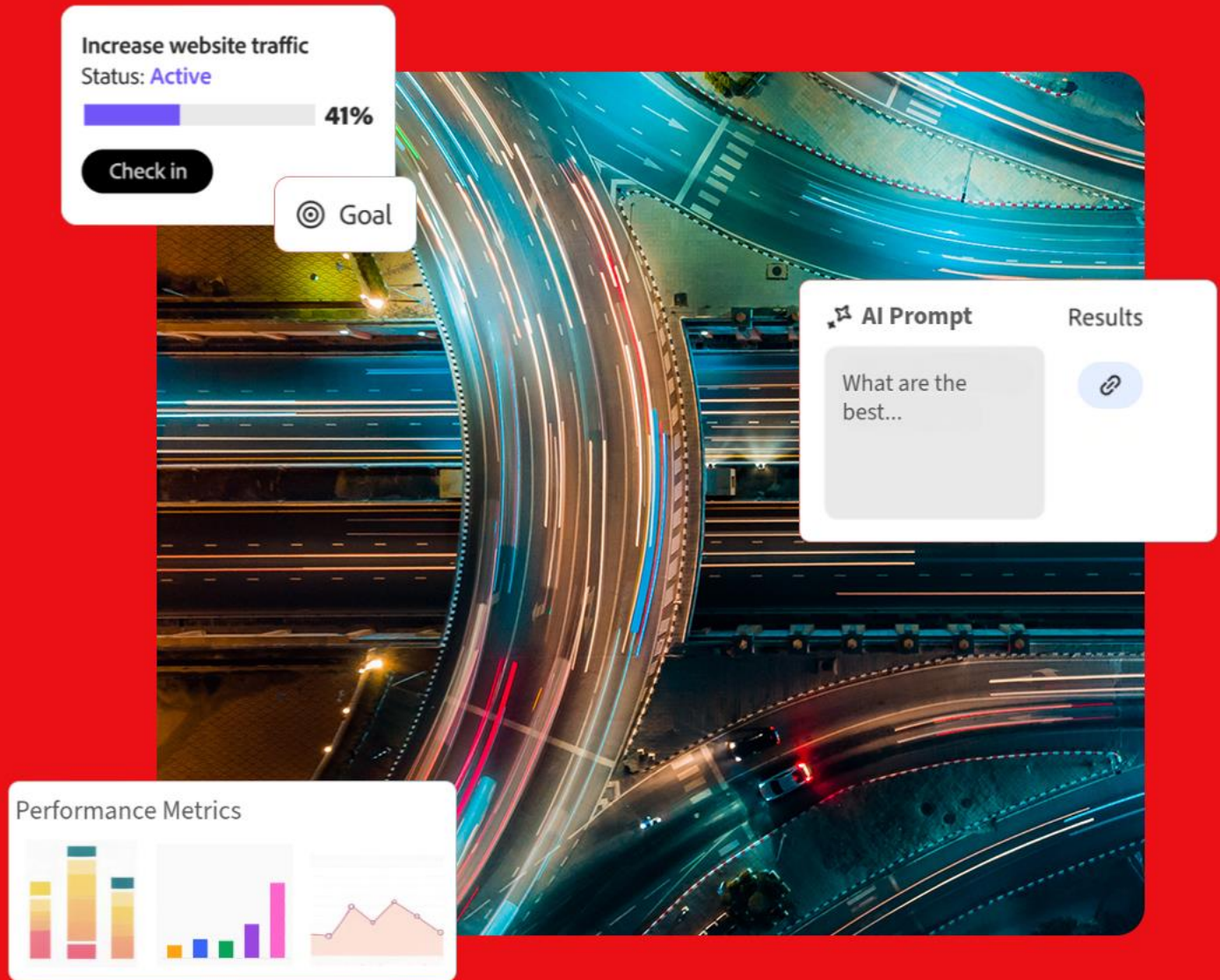


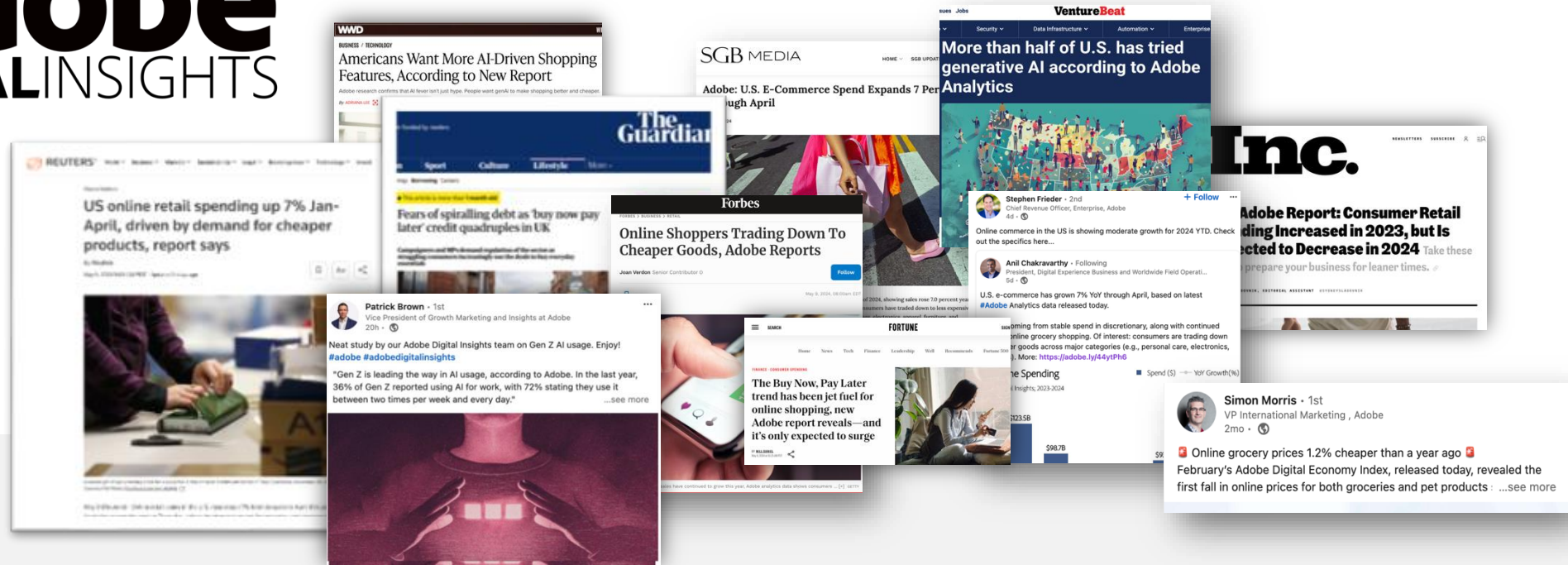
Quarterly AI Traffic Report

Adobe Digital Insights
April 2026

Adobe



Adobe DIGITALINSIGHTS



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.

Disclaimer: The information and analysis in this release have been prepared by Adobe Inc. for informational purposes only and may contain statements about future events that could differ from actual results. Adobe Inc. does not warrant that the material contained herein is accurate or free of errors and has no responsibility to update or revise information presented herein. Adobe Inc. shall not be liable for any reliance upon the information provided herein.

Key Insights

AI traffic is growing across all industries

Retail had the strongest growth in AI visit share in quarter one (+393 YoY), followed by Travel (+233% YoY), Financial Services (+158% YoY), Media/Entertainment (+84% YoY), and Tech/Software (+63% YoY)

Tech/Software leads in AI share

Tech/Software had the highest AI visit share, roughly 2x Media/Entertainment and 4x Retail

Top retailers have high AI visit share and citation readability

Top-performing retailers in AI traffic consistently pair high AI visit share with strong citation readability across various page categories

AI traffic is more engaged

Across all industries, AI-referred traffic is more engaged than non-AI traffic

Bounce rates are lower for AI traffic

Across all industries, AI-referred traffic has a lower bounce rate than non-AI-referred traffic

Travel is closing the conversion gap

The AI versus non-AI conversion gap in Travel narrowed from 86% in October 2024 to 14% in March 2026

AI Referrals: Industry Snapshot

AI-Driven Traffic Accelerates Across All Industries in Quarter One

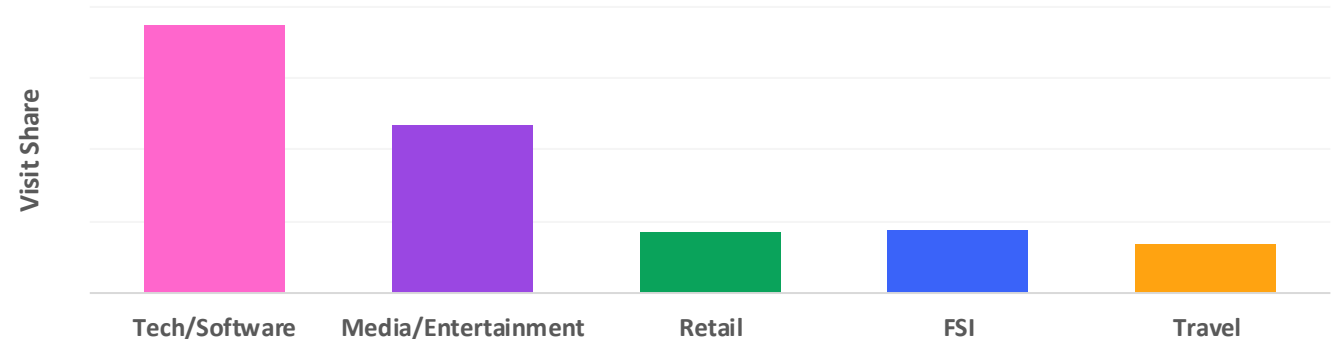
Every industry saw an AI traffic boost during the first quarter of 2026:

- Retail: **+393% YoY**
- Travel: **+233% YoY**
- Financial Services: **+158% YoY**
- Media/Entertainment: **+84% YoY**
- Tech/Software: **+63% 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.

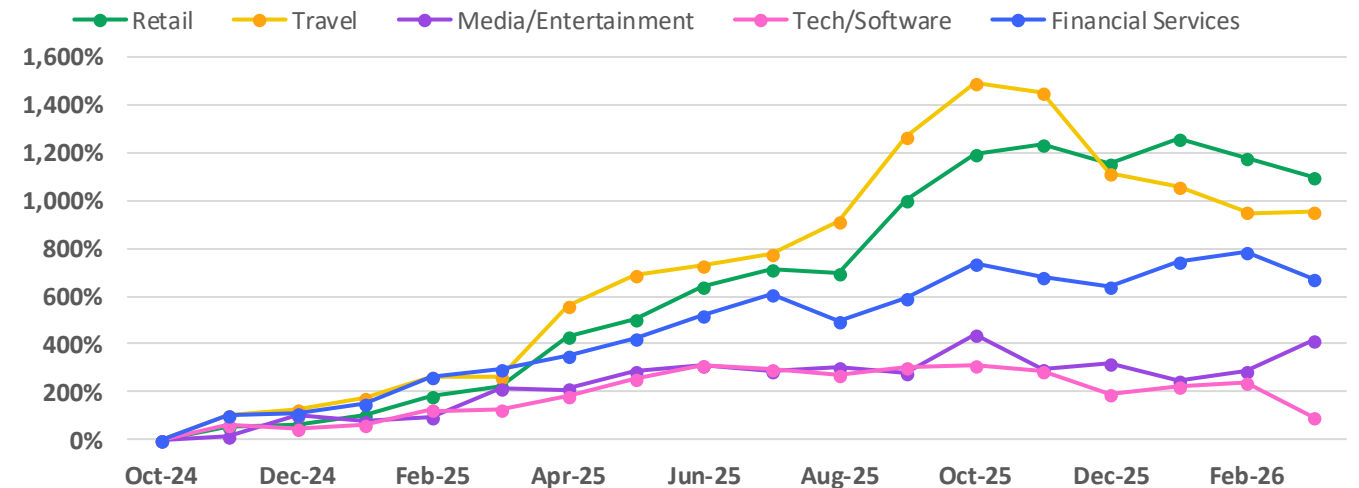
Visit Share by Industry

Adobe Digital Insights, March 2026



Growth in AI Visit Share by Industry

Adobe Digital Insights, October 2024 – March 2026



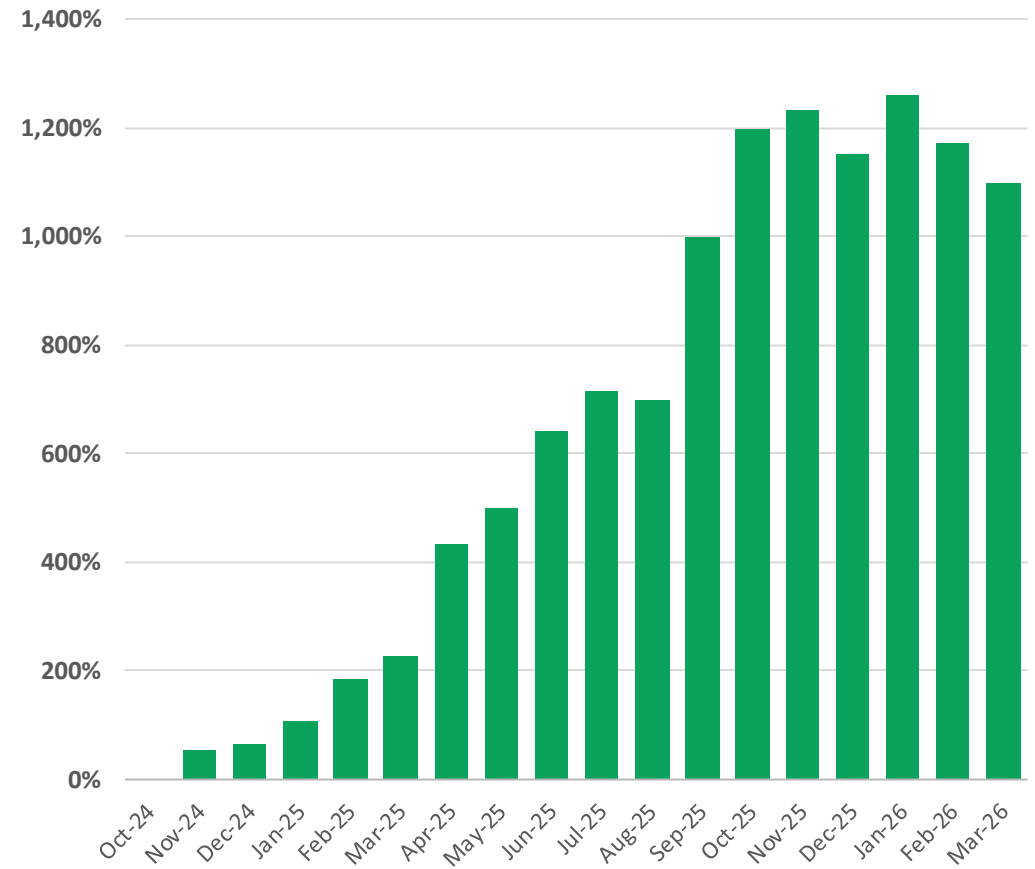
Retail

AI-Driven Traffic to Retail Sites Up 393% YoY in Quarter One

- GenAI-driven retail traffic continued its explosive growth in the first quarter of 2026, increasing **393% YoY**, sustaining the massive momentum from the holiday season.
- Despite a natural pullback from the holiday peak (1,151% in December), the first quarter's 393% YoY growth shows AI-driven traffic is not a seasonal anomaly—it is becoming a structural shift in how consumers discover retail products.
- 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 – March 2026



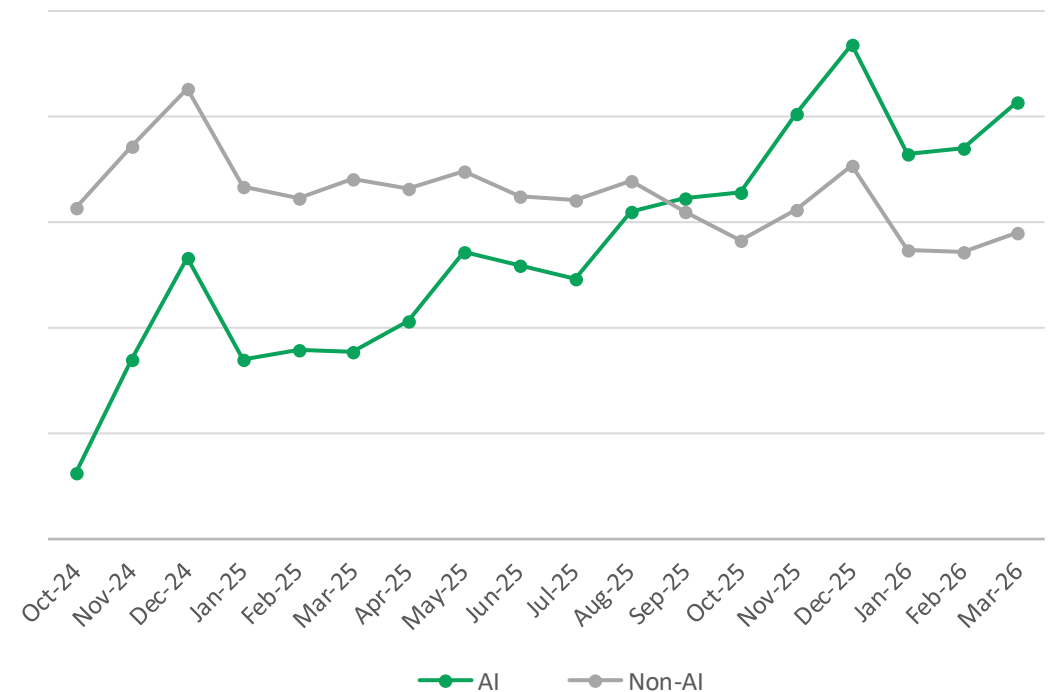
AI Conversion Now 42% Higher

- A year ago, AI-referred visitors converted at nearly half the rate of non-AI traffic. In March 2026, they converted **42% more**. This complete reversal reflects how AI assistants have evolved from a browsing tool to a genuine purchase driver.
- Growth is fueled by AI search adoption, rising consumer trust, and familiarity with AI assistants—**66% of consumers agree they trust GenAI tools** to provide accurate results and 38% trust AI now more than they used to.
- 80% of consumers who use AI for online shopping say they use AI assistants more than they used to.

💡 Key Insight: Purchase confidence is also rising. **79%** of consumers using AI for online shopping agree they feel more confident in a purchase after using an AI assistant; **69%** report 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

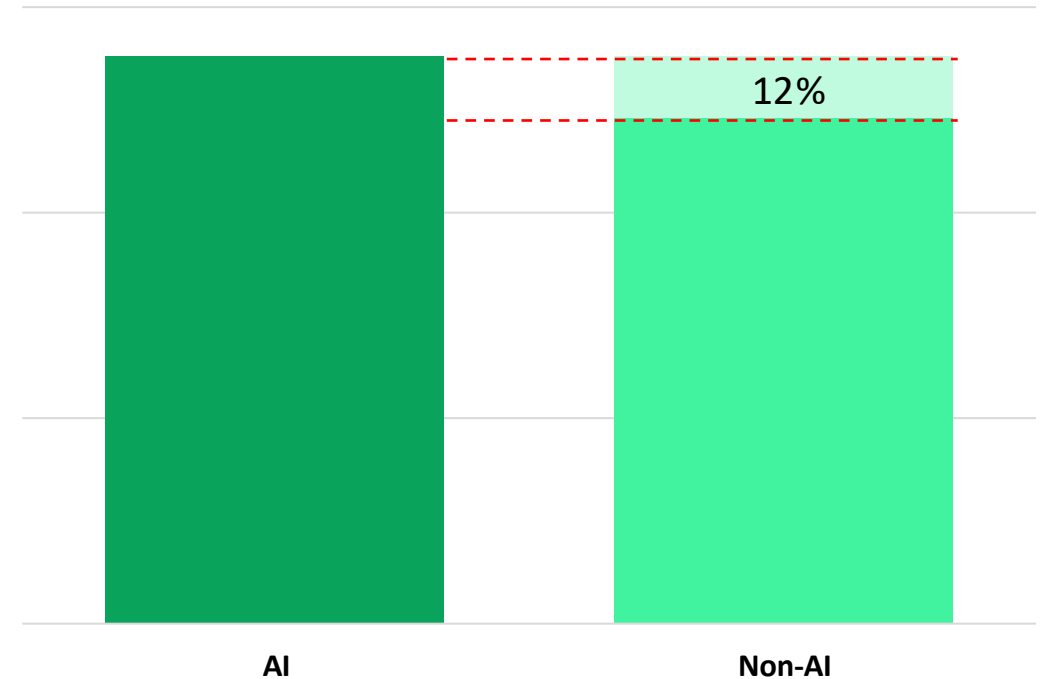


AI-Referred Visitors Engage 12% More Than Other Traffic Sources

- AI referrals are drawing more engaged, research-oriented users, with AI-driven traffic showing **12% higher engagement** (visits minus bounces) during March 2026 compared to non-AI sources.
- This elevated engagement is still consistent with the 9-14% lift seen since September 2024, signaling a **lasting shift in user behavior**.
- The engagement premium holding at 12% in a post-holiday month like March—when browsing intent typically drops—underscores that AI-referred users are fundamentally more engaged regardless of seasonal shopping patterns.

AI vs. Non-AI Engagement Rate (Retail)

Adobe Digital Insights, March 2026

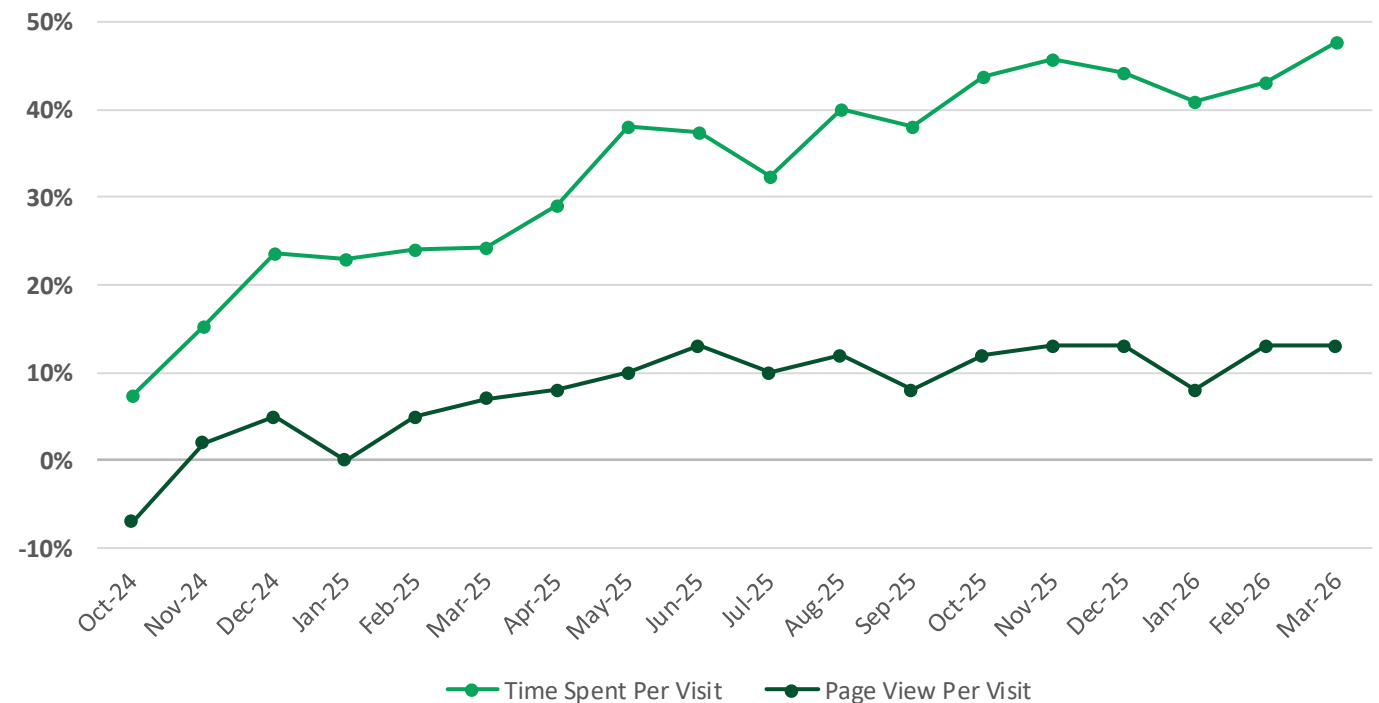


AI-Referred Shoppers Linger Longer, Outpacing Other Channels

- **AI-referred users consistently spend more time on site**, with time per AI visit **48% longer** than visits from other channels in March 2026.
- AI-driven sessions are now surpassing non-AI sessions in browsing depth, reflecting deeper engagement. **AI-referred users viewed 13% more pages per visit** than other sources in March 2026.
- The time gap between AI and non-AI visits is widening, a sign that AI assistants are delivering shoppers who have genuine interest rather than just fleeting intrigue.

Monthly AI vs. Non-AI Time Spent per Visit/Page Views per Visit Percent Difference (Retail)

Adobe Digital Insights, October 2024 – March 2026



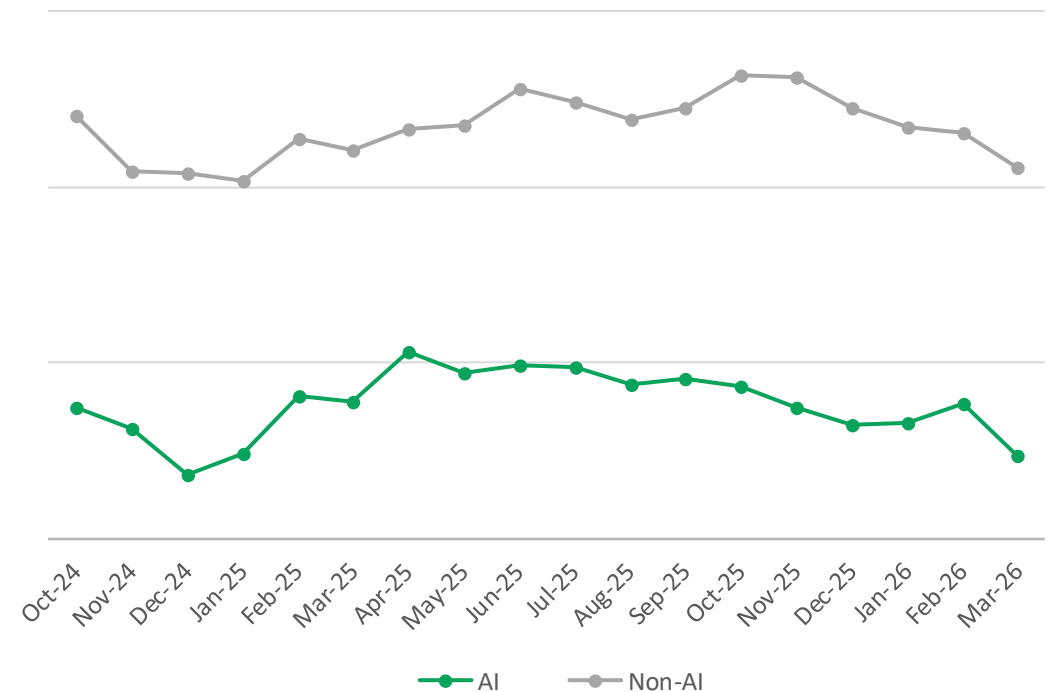
AI-Referred Consumers 32% Less Likely to Leave Immediately

- **AI referrals consistently outperform in bounce rate**, reflecting stronger content relevance and user intent.
- As AI recommendations improve, bounce rates remain significantly lower—**32% lower than non-AI traffic** in March 2026.
- AI bounce rates have remained in a tight 17-20% band for over a year while non-AI rates hover near 27%. This suggests AI assistants are consistently matching users with relevant retailer content—a quality signal that strengthens the case for AI as a premium traffic source.

💡 Key Insight: Half of consumers (50%) report that when using AI for online shopping, they click on the links provided by the AI assistant, and 27% report they make their purchases directly through those links.

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

Adobe Digital Insights, Oct 2024 – March 2026

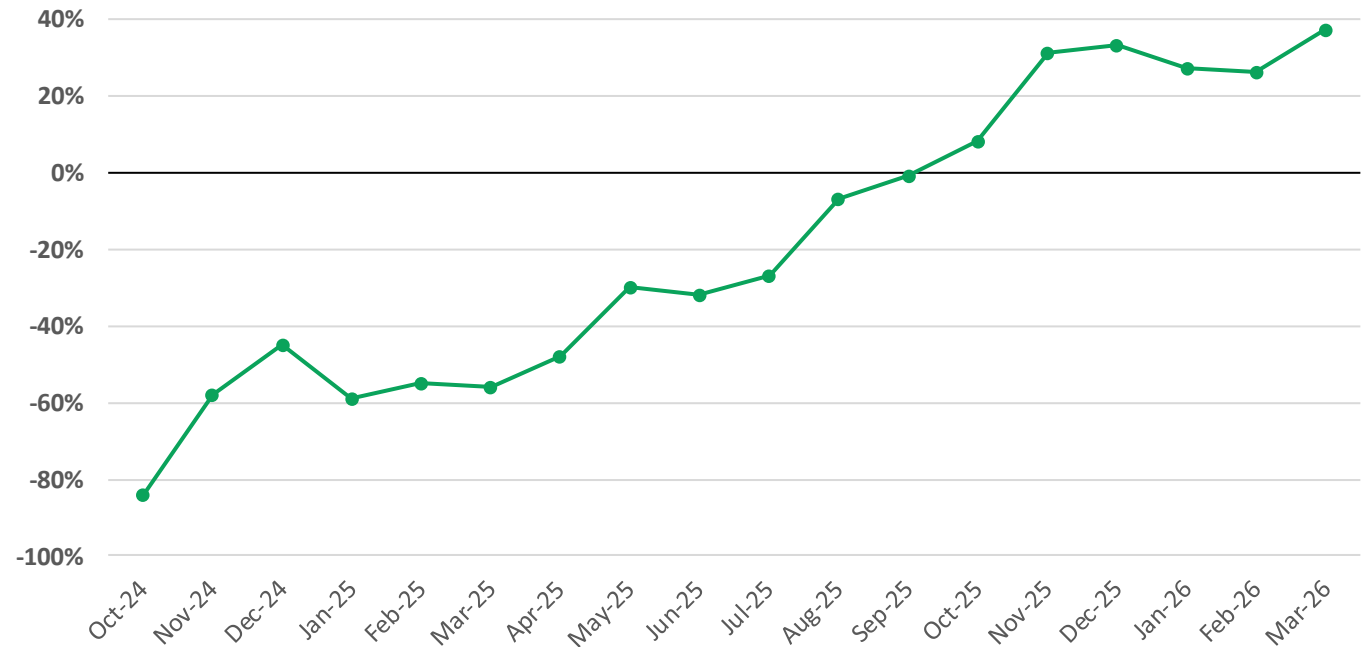


AI Visits Worth 37% More Than Non-AI Visits

- AI-driven Revenue Per Visit (RPV) continued its lead in March 2026, **delivering 37% higher RPV than non-AI traffic.**
- This is a seismic shift from just 12 months ago when non-AI-driven visits were worth **128%** more than AI visits.
- February's 26% premium showed AI value holding in a slower month; March's 37% premium aligns with holiday-era strength, signaling **durable purchase intent for AI-referred visits.**

Monthly AI vs. Non-AI Revenue per Visit Percent Difference (Retail)

Adobe Digital Insights, October 2024 – March 2026



Retail AI Citation Readability

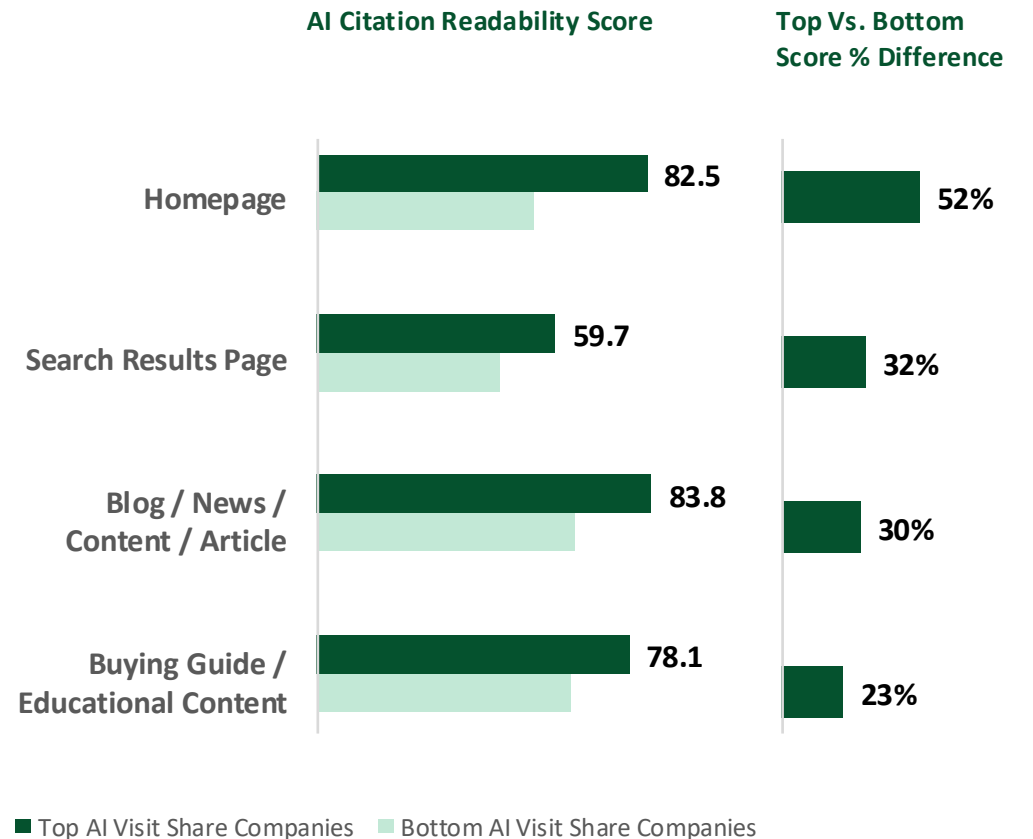
Top Performers Lead Through Stronger Entry and Discovery Experiences

- **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



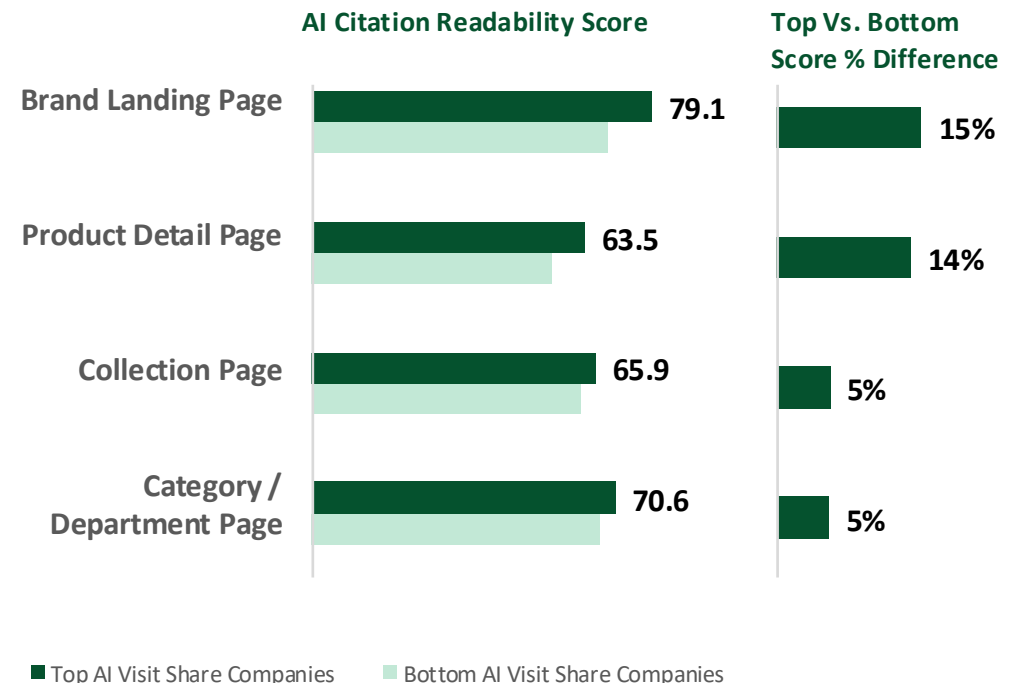
Exploration Pages Show Consistent but Moderate AI Readability Gains

- **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



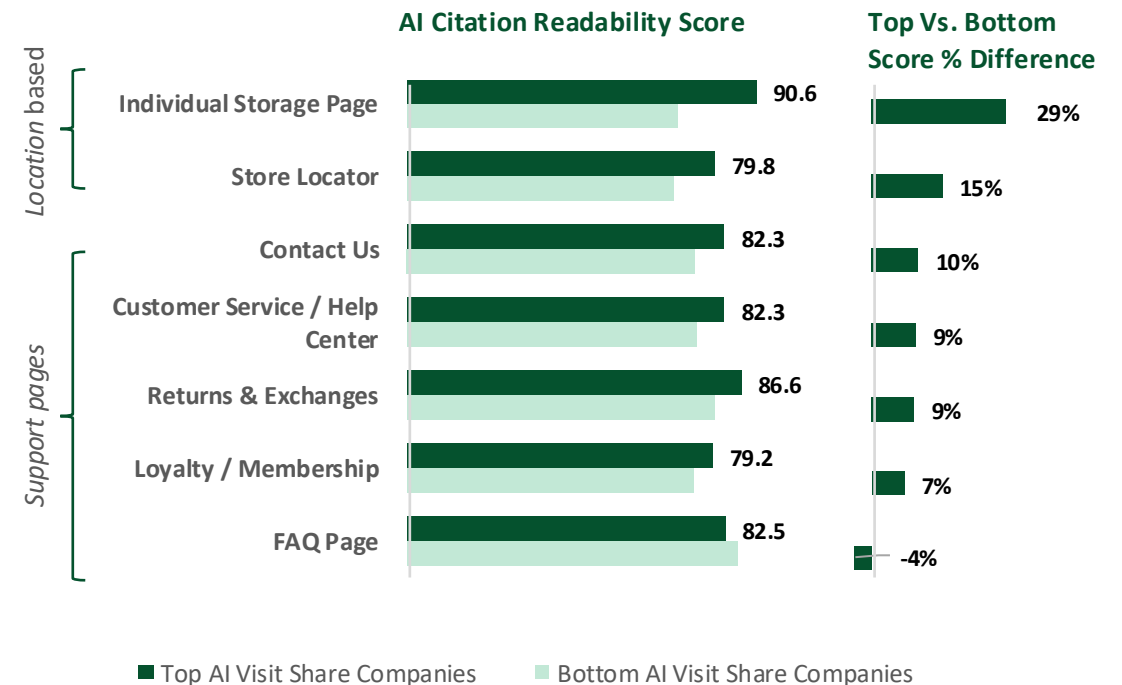
Top Performers Maintain Edge in Standardized Pages

- **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

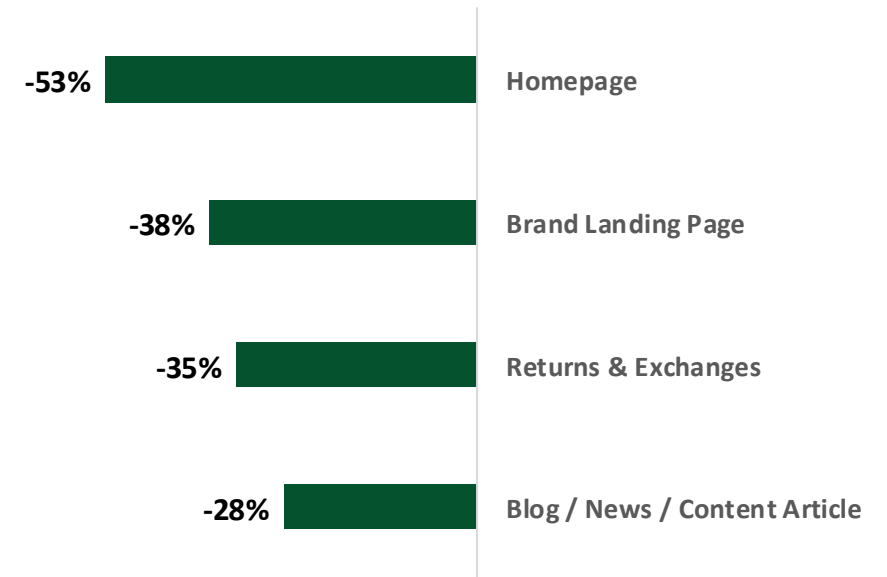
- **Top performers** show significantly **stronger content coverage across high-impact pages**, with fewer missing words on **Homepage (-53%)**, **BLP (-38%)**, and **Content pages (-28%)** compared to bottom performers, reinforcing their depth and completeness.
- Content completeness peaks on entry 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)

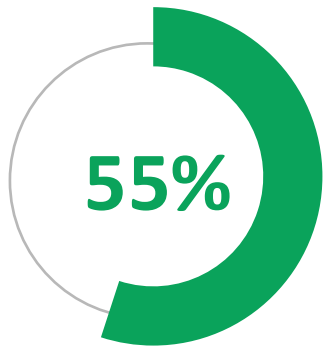
Adobe Digital Insights, February 2026

Top Vs. Bottom Missing Words Difference



Retail 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

AI Discovery Surges Around Super Bowl Sunday

- On Super Bowl Sunday (February 2026), AI referral visit share was **425% higher** than during the Super Bowl a year before.
- AI referrals **surged 430% YoY** the week before the Super Bowl, indicating more shoppers and fans turning to AI assistants for game-day planning, deals, and product discovery.
- On Super Bowl Sunday, AI-driven visit share was **162% higher** than on a typical Sunday, confirming that major events drive a clear spike in AI-driven discovery.



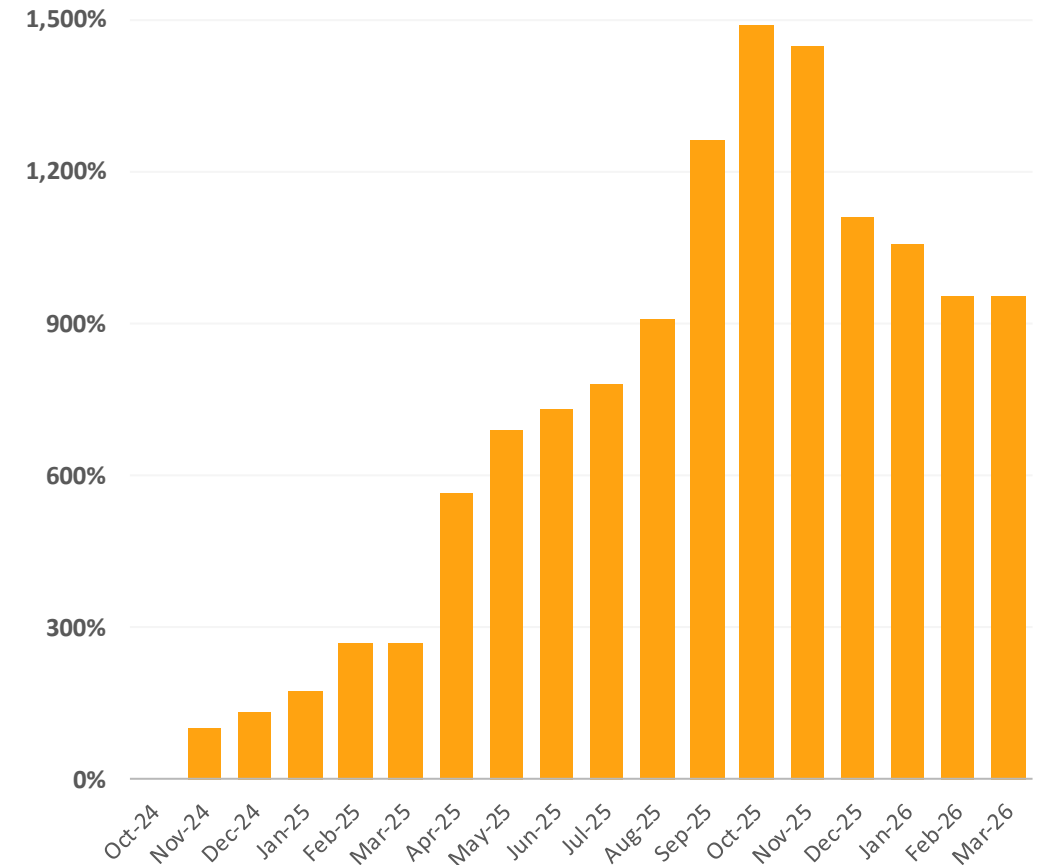
Travel

AI Visit Share Grows 233% YoY in Quarter One

- Consumers are increasingly turning to AI for travel planning and inspiration as research and recommendations from these tools become more widely adopted.
- In the first quarter of 2026, **AI-driven visits to travel sites grew 233% YoY**, 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 – March 2026

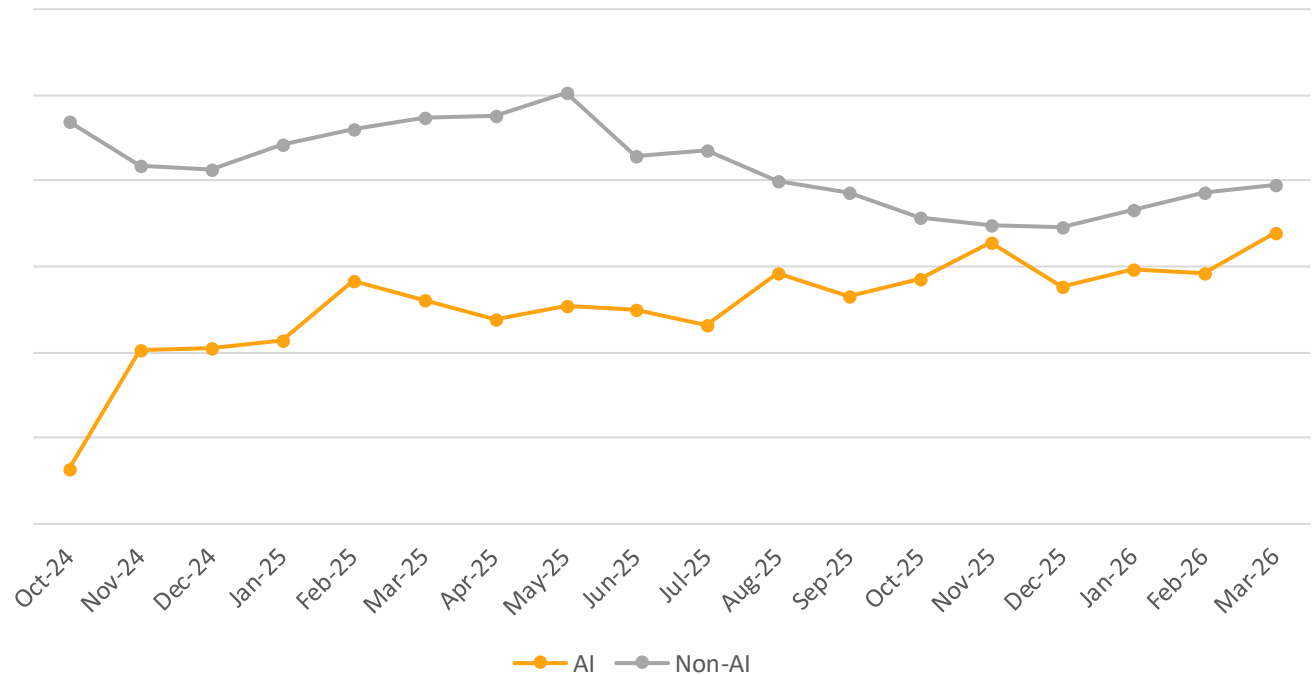


AI Conversion Gap Narrows More Than 80% Since October 2024

- The conversion gap between AI and non-AI sources narrowed from about 86% in October 2024 to 24% in February 2026 to 14% in March 2026.
- Although AI conversions still trail non-AI sources, the narrowing trend signals AI's growing role in converting high-intent travel browsers into actual bookings.

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

Adobe Digital Insights, October 2024 – March 2026

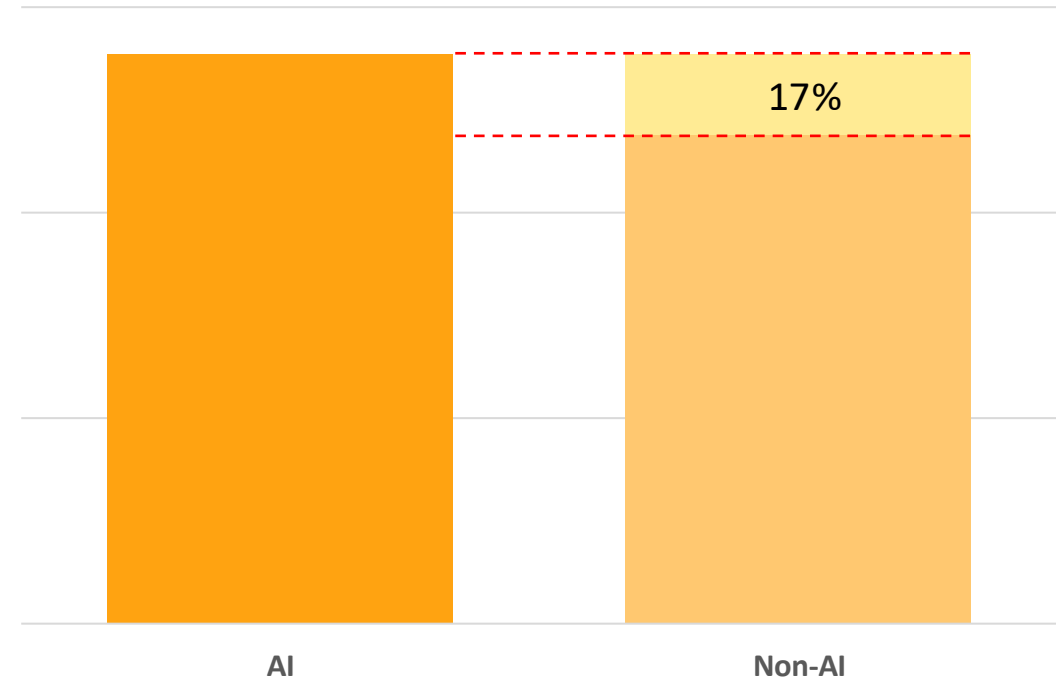


AI Drives Higher (and Higher-Quality) Engagement to Travel Sites

- In March 2026, AI-driven traffic to travel sites **outperformed traditional sources by 17%** in engagement rate, demonstrating that AI-referred visitors interact more meaningfully with travel content upon arrival.
- This advantage reflects AI's role in attracting higher-intent travelers who arrive on-site with a clearer purpose, resulting in measurably better engagement outcomes compared to traditional traffic sources.

AI vs. Non-AI Engagement Rate (Travel)

Adobe Digital Insights; March 2026

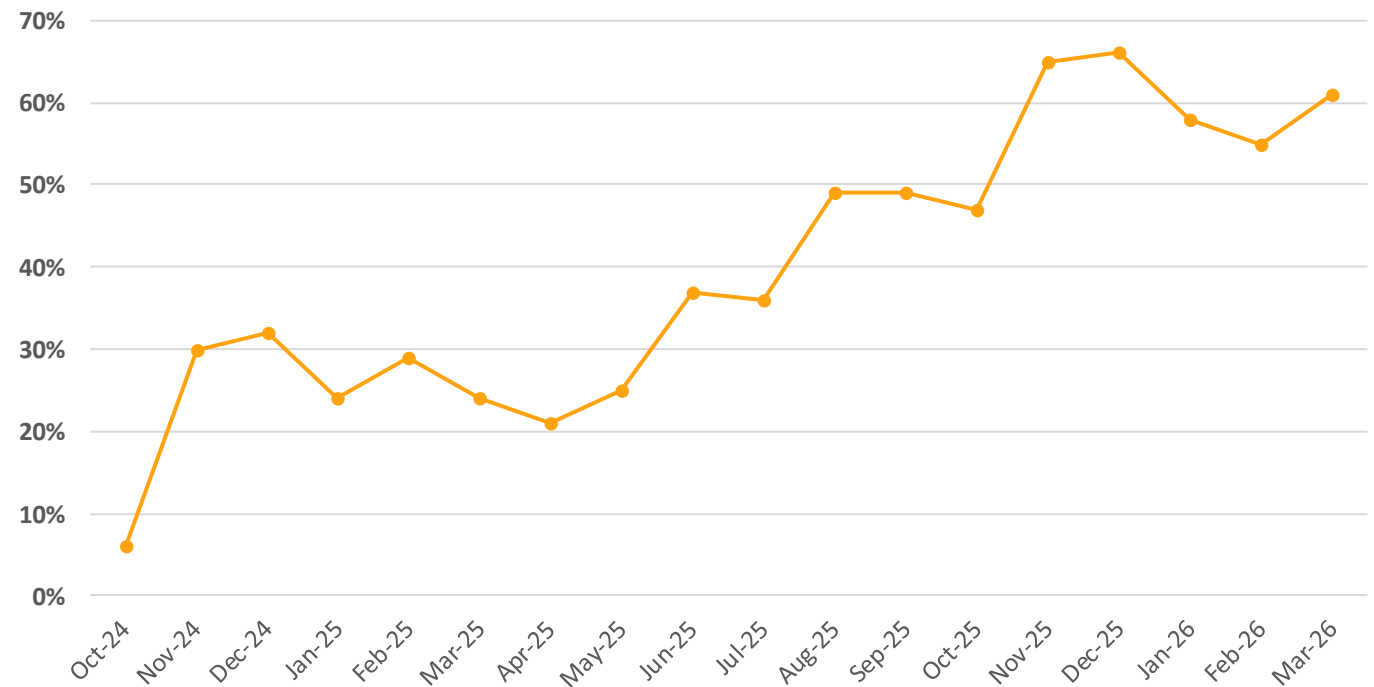


AI-Referred Travel Visitors Spend 61% More Time on Site

- AI-referred visitors to travel sites consistently spend significantly more time on site than those arriving from traditional channels.
- In March 2026, **AI-referred sessions lasted 61% longer** per visit than non-AI traffic—a gap that has grown wider throughout the year.

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

Adobe Digital Insights; October 2024 - March 2026

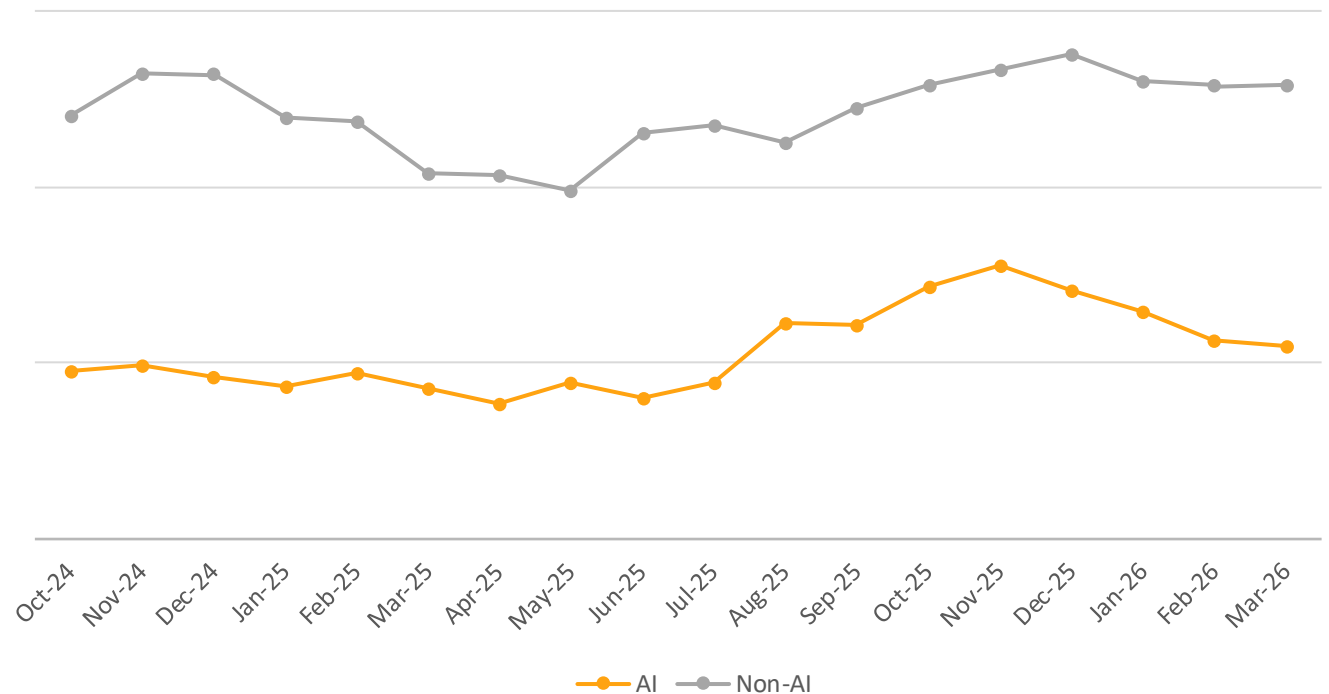


AI-Referred Travel Visitors 41% Less Likely to Leave Immediately

- AI referrals to travel sites **consistently deliver a significantly lower bounce rate** than traditional channels, reflecting stronger pre-visit intent.
- In March 2026, AI-referred visitors bounced at a rate **41% lower** than non-AI sources—a gap that has remained wide throughout the tracked period.

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

Adobe Digital Insights; October 2024 – March 2026



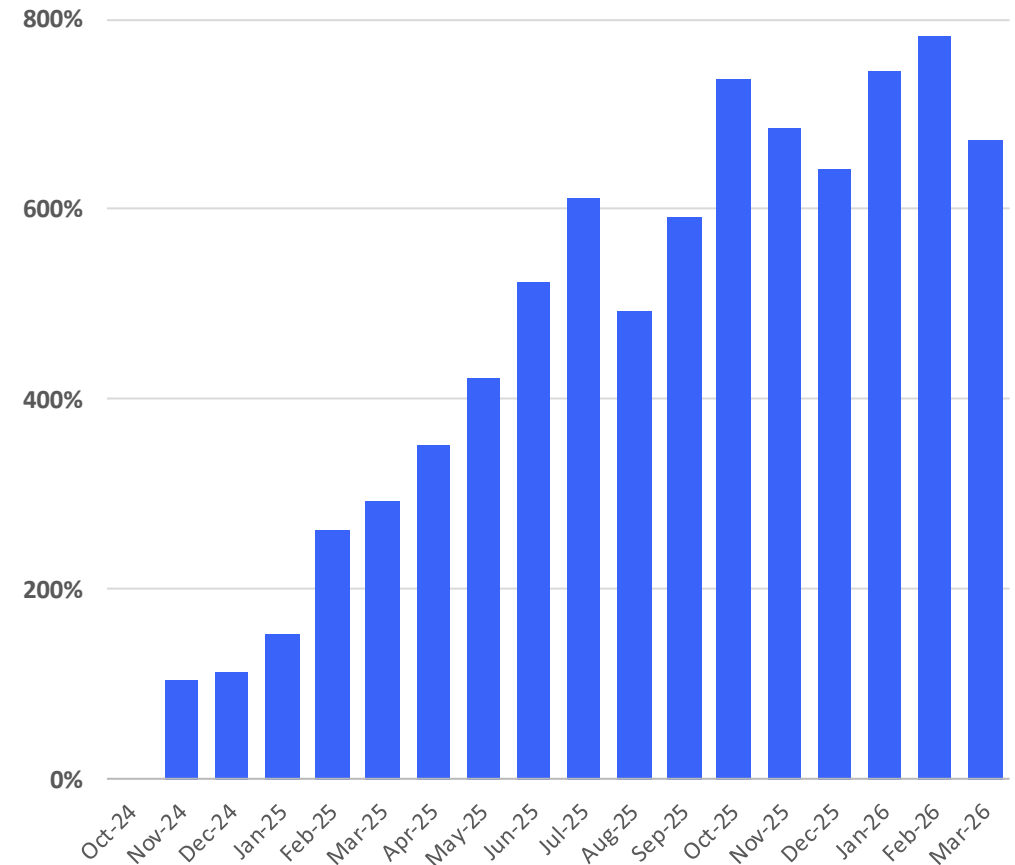
Financial Services

AI Visit Share on Financial Services Sites up 158% YoY in Quarter One

- In the first quarter of 2026, AI-driven visits to financial services sites grew 158% YoY—extending 15 consecutive months of consistent 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 – March 2026

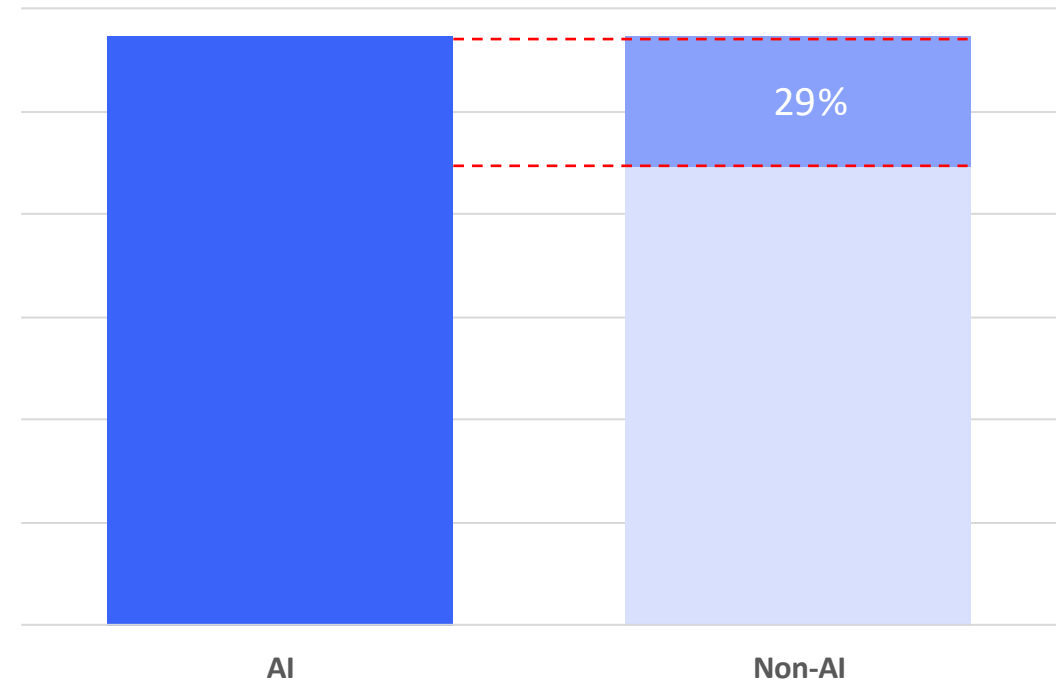


AI Drives 29% More Time on Financial Services Sites

- In March 2026, AI-referred visitors to financial services sites **spent 29% more time per visit** than non-AI visitors, reflecting deeper exploration and engagement.
- 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 Time Spent per Visit (Financial Services)

Adobe Digital Insights, March 2026

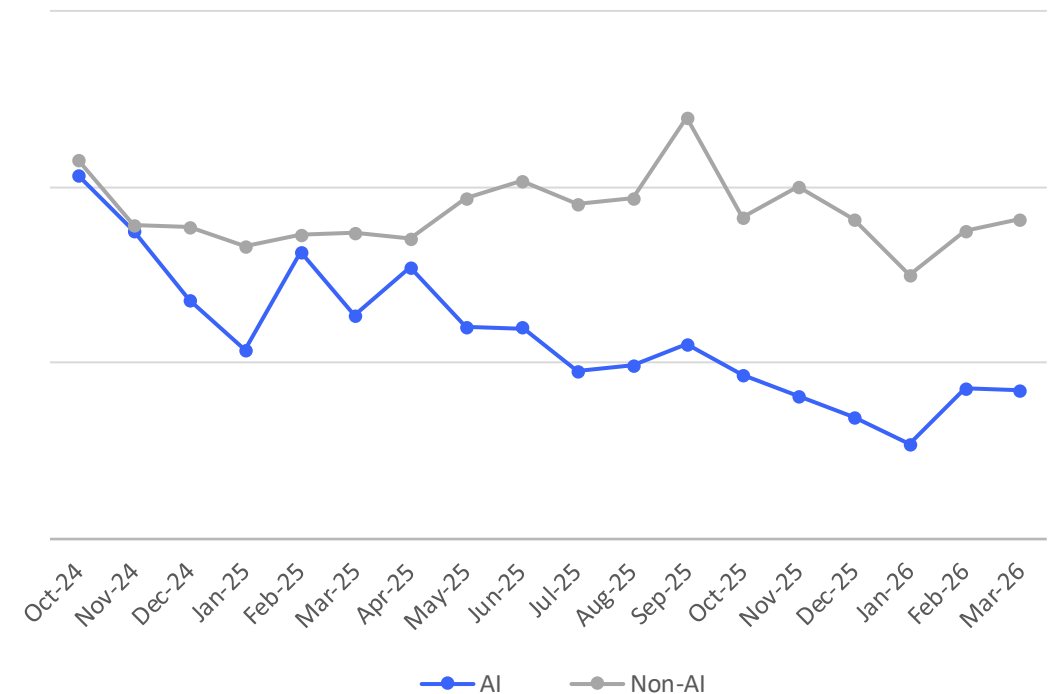


AI Referrals Bounce 17% Less

- In March 2026, AI referrals were **17% less likely** to leave a financial services page immediately compared to non-AI sources—reflecting stronger pre-visit intent from AI-referred visitors.
- As a result, engagement rates (visits minus bounces) were **7% higher** for AI traffic than traditional sources.
- 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 – March 2026



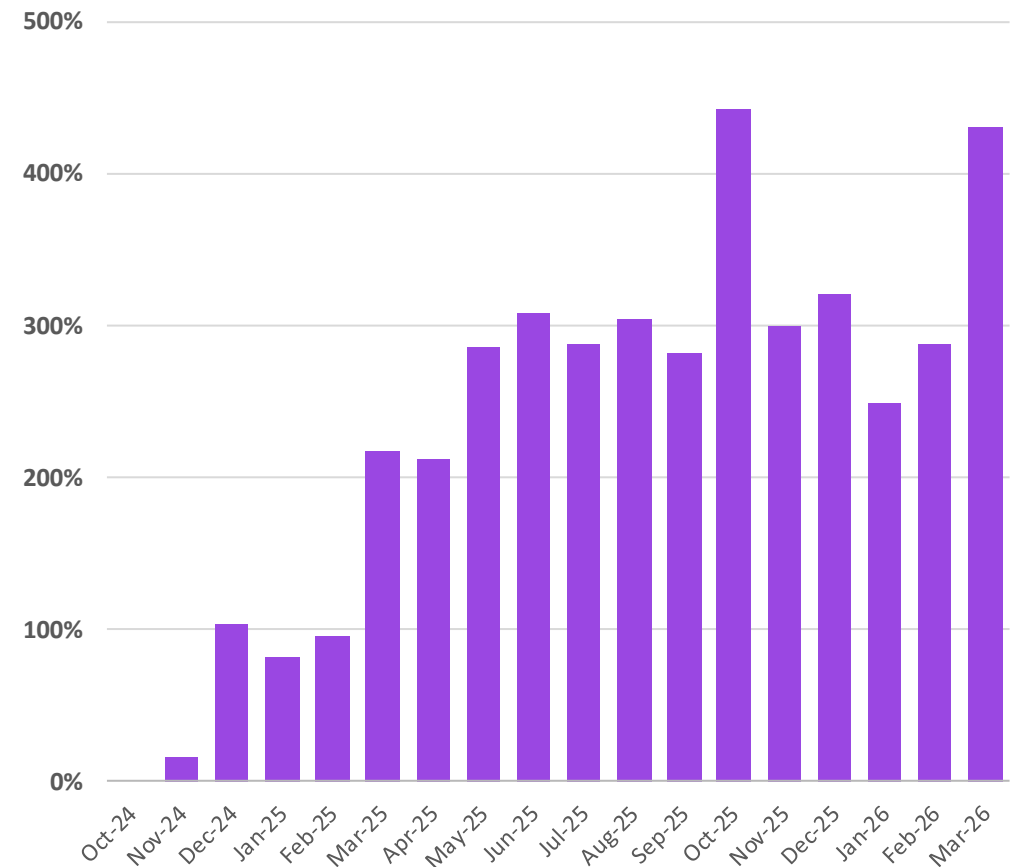
Media/Entertainment

AI Visit Share on Media/Entertainment Sites Up 84% YoY in Quarter One

- In the first quarter of 2026, AI-driven visits to media/entertainment sites grew 84% YoY—extending consistent growth since October 2024.
- According to the March 2026 Adobe Consumer Survey, **48% of consumers are using AI assistants to engage with media/entertainment**, and **56% say they plan to do so in the near future**.
- Consumers use AI assistants across a variety of media activities, including:
 - TV Shows or Movies: 56%
 - News & Current Events: 47%
 - Social Media & Influencer Content: 42%
 - Books & Podcast Recommendations: 25%

Growth in AI-Driven Visit Share (Media/Entertainment)

Adobe Digital Insights, October 2024 – March 2026



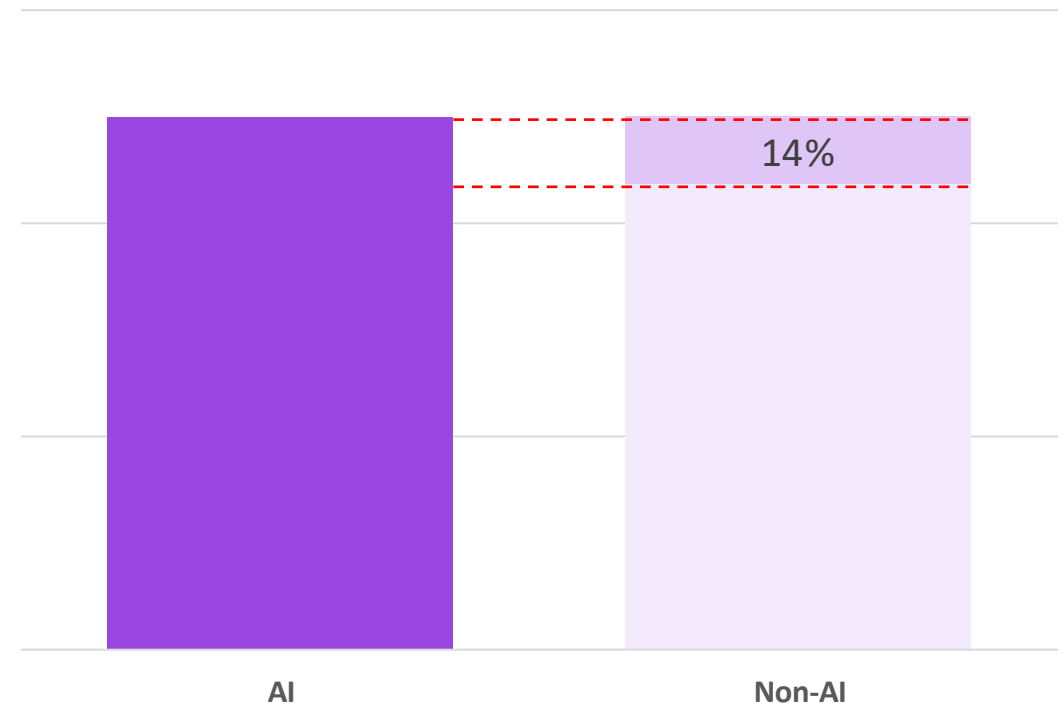
AI Traffic Drives Sustained Gains in User Engagement

- AI referrals are attracting more research-oriented, highly engaged users, with AI-driven traffic **showing 14% higher engagement** (visits minus bounces) in March 2026 compared with non-AI sources.
- This engagement lift has persisted since November 2024, with AI-driven traffic **consistently delivering 13–18% higher engagement**, signaling a lasting shift in user behavior.

💡 Key Insight: Higher engagement from AI-referred traffic suggests that users are spending more time exploring content, likely because AI-generated results are more relevant and closely aligned with user intent. In fact, according to the March 2026 Adobe Consumer Survey, **84%** of consumers using AI for media/entertainment purposes are likely or very likely to purchase the recommended content.

AI vs. Non-AI Engagement Rate (Media/Entertainment)

Adobe Digital Insights, March 2026

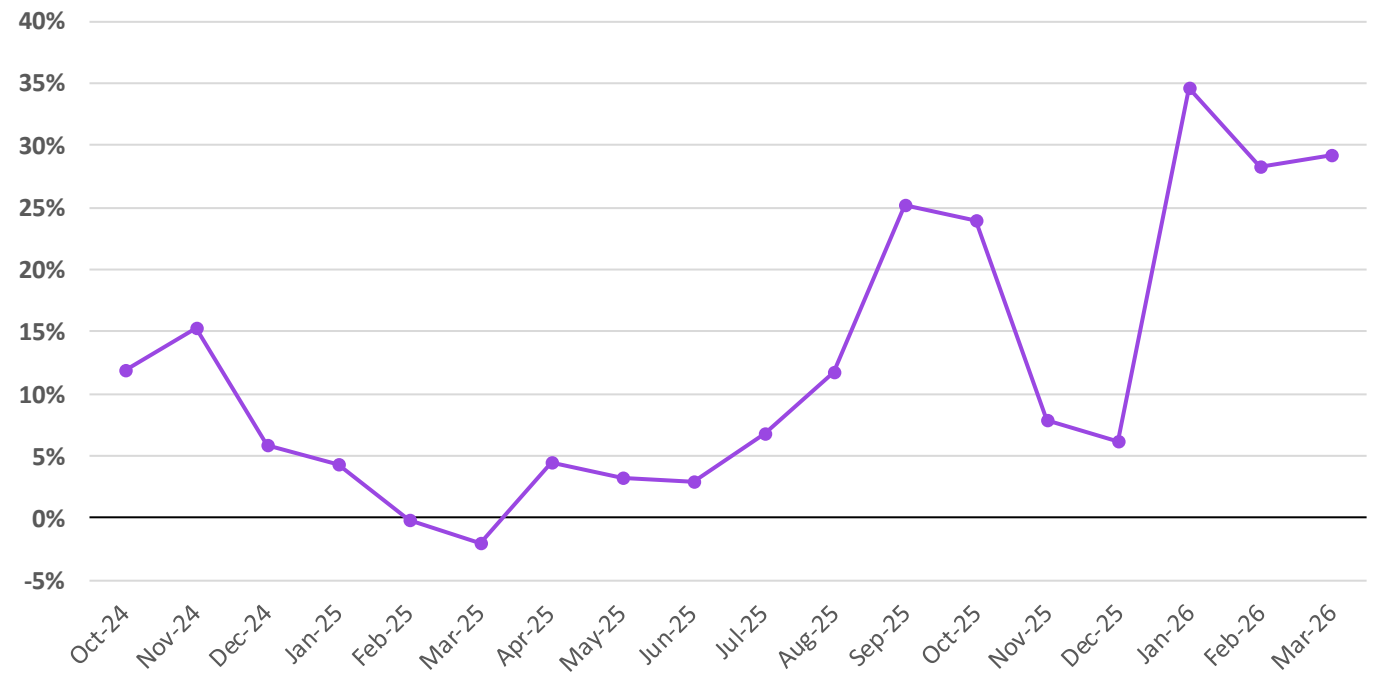


AI Visitors Stay Longer on Media/Entertainment Sites

- AI is not only attracting more engaged users but is **sustaining its lead over non-AI referrals**, pointing to a lasting behavioral shift.
- In March 2026, AI-referred visitors to media/entertainment sites spent 29% more time per visit than non-AI visitors.

Monthly AI vs. Non-AI Time Spent per Visit Percent Difference (Media/Entertainment)

Adobe Digital Insights, October 2024 – March 2026



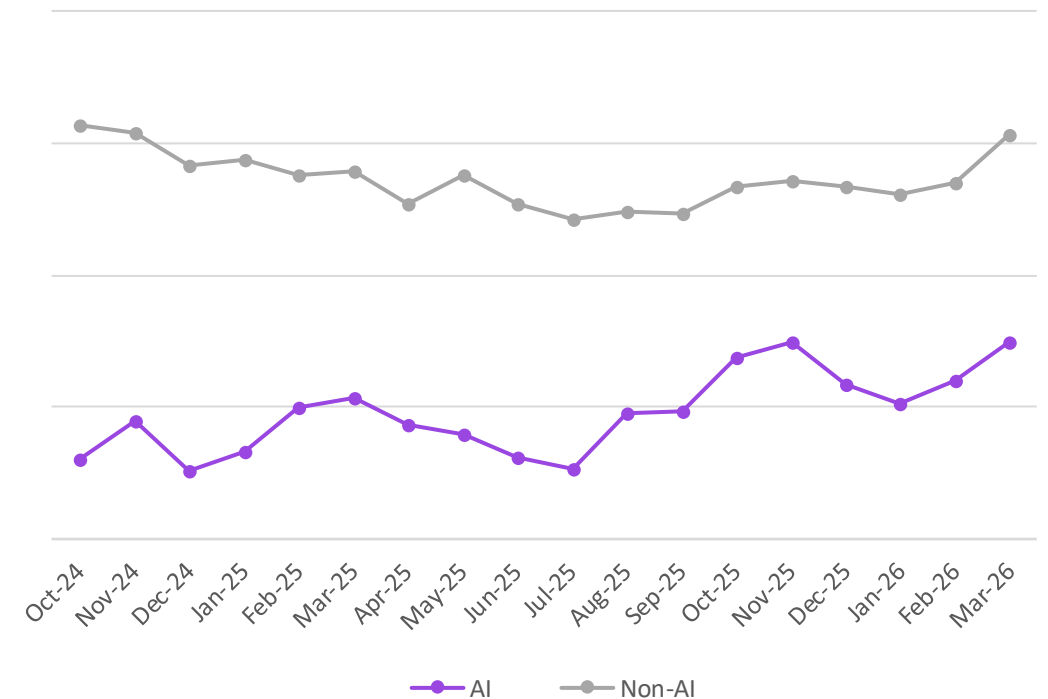
AI Referrals Bounce Less, Signaling Stronger Content Alignment

- AI referrals **consistently outperform non-AI sources in bounce rate**, signaling stronger content relevance and higher user intent.
- As AI recommendations improve, bounce rates remain significantly lower—**17% lower than non-AI traffic** in March 2026.
- The persistent gap in bounce rate reinforces AI's long-term advantage in driving more engaged, higher-quality visits.

💡 Key Insight: In the March 2026 Adobe Consumer Survey, **68%** of consumers report that they are satisfied with the recommendations that AI provides in this space.

Monthly AI vs. Non-AI Bounce Rate (Media/Entertainment)

Adobe Digital Insights, October 2024 – March 2026



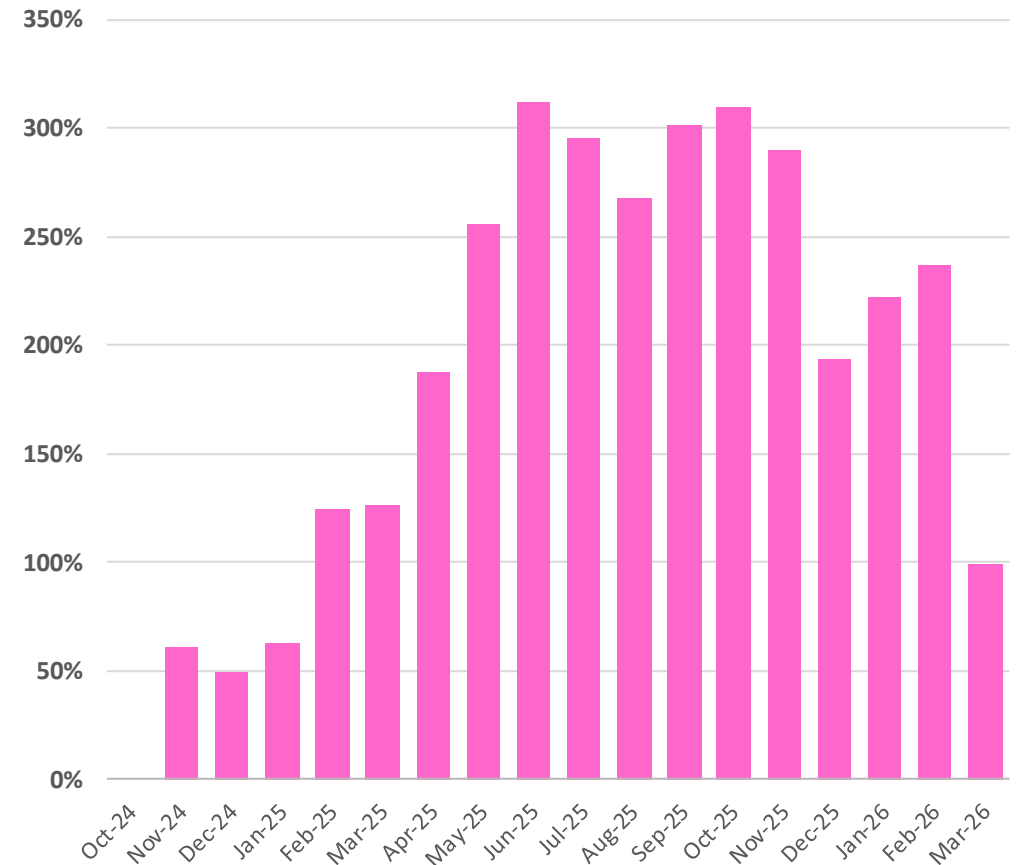
Tech/Software

AI Visit Share on Tech/Software Sites Up 63% YoY in Quarter One

- In the first quarter of 2026, AI-driven visit share to tech/software sites grew 63% YoY, reflecting sustained momentum.
- In the March 2026 Adobe Consumer Survey, **47% of consumers report using AI to understand, troubleshoot, or make decisions** about tech products/services, and 61% intend to do so in the near future.

Growth in AI-Driven Visit Share (Tech/Software)

Adobe Digital Insights, October 2024 – March 2026



Tech/Software Leads Other Industries in AI Visit Share

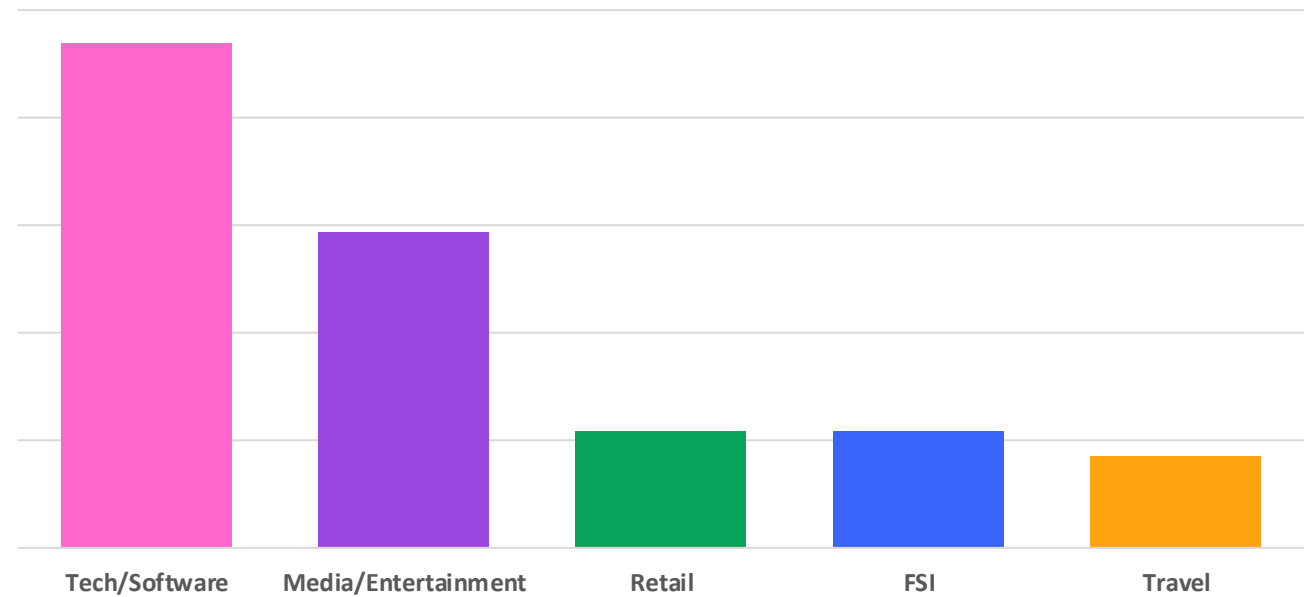
- In March 2026, tech/software led other industries in AI-driven visit share, which was **nearly double** that of media/entertainment, **10 times more than banking**, and about **4 times higher than retail and travel**.

- According to the March 2026 Adobe Consumer Survey, **21% of consumers report making a tech/software purchase with the help of AI** spanning a wide range of products including:

- Electronics: **32%**
- IT & Cloud Software: **16%**
- Hardware & Electronics: **15%**
- Consumer Software: **11%**
- Analytics Tools: **10%**
- Cyber Security Software: **9%**
- Infrastructure Tools: **7%**

Visit Share by Industry

Adobe Digital Insights, March 2026

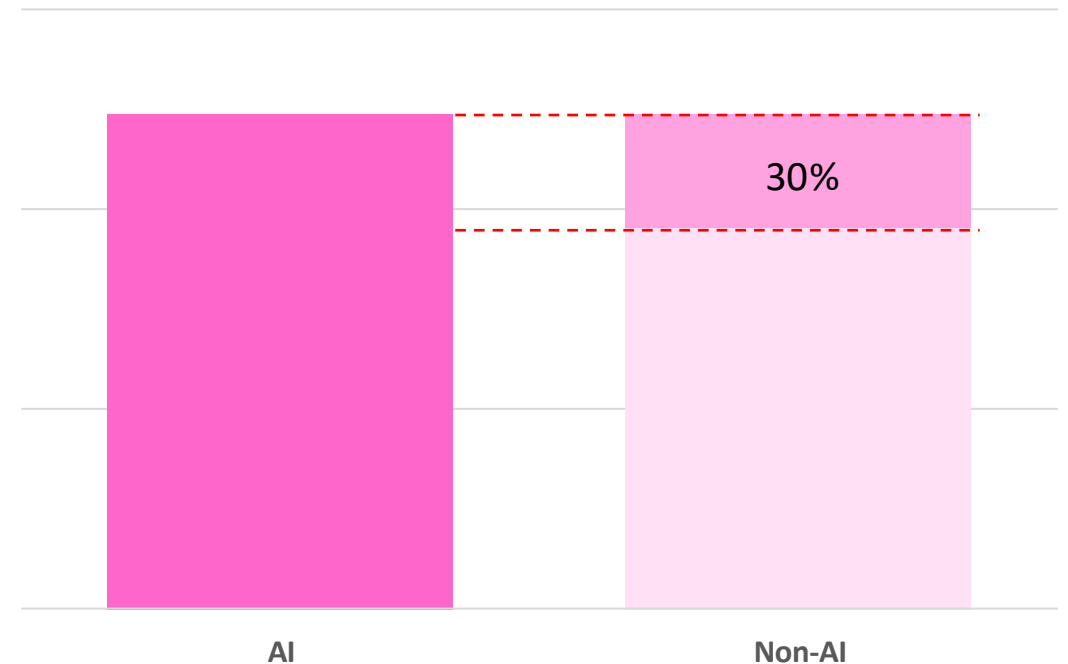


Tech/Software Outperform Other Industries in AI Bounce Rate and Engagement

- In March 2026, **AI-driven visits to tech/software sites had a 30% higher engagement rate** (visits minus bounces) than non-AI sources—the largest gap compared with retail, travel, financial services, and media/entertainment.
- **High engagement in tech/software indicates users are relying on AI for research and discovery** in complex, fast changing areas.
- Bounce rates are declining across all traffic, but AI is improving faster:
 - In March 2026, the AI bounce rate for tech/software was **40% lower than non-AI**, further widening the engagement gap.


AI vs. Non-AI Engagement Rate (Tech/Software)


Adobe Digital Insights, March 2026



AI Visitors Stay Longer and View More on Tech/Software Sites

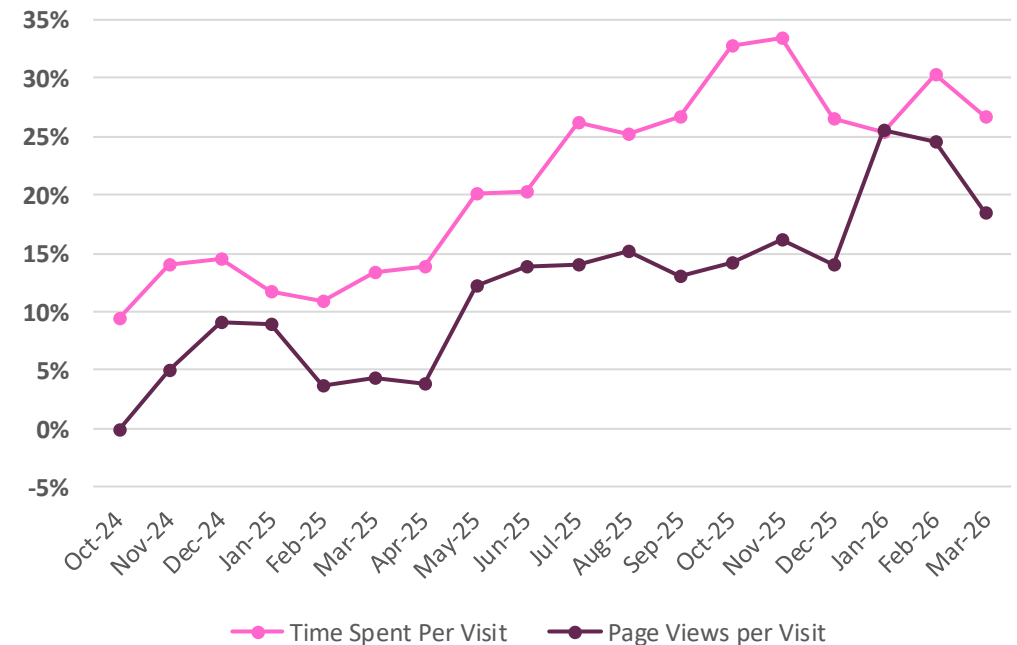
- AI referrals are consistently driving more engaged visits, with users **spending more time and viewing more content per session.**
 - In March 2026, AI referrals spent **40% more time** on tech/software sites and viewed **23% more pages** per visit than non-AI traffic.
- This sustained lift in engagement underscores AI's growing ability to **guide users to more relevant and engaging resources.**


+40%
More time Spent


+23%
More Pages Viewed

Monthly AI vs. Non-AI Time Spent per Visit/Page Views per Visit Percent Difference (Tech/Software)

Adobe Digital Insights, October 2024 – March 2026



AI Demographics

Leading States Show Stronger AI Awareness, Adoption, and Trust

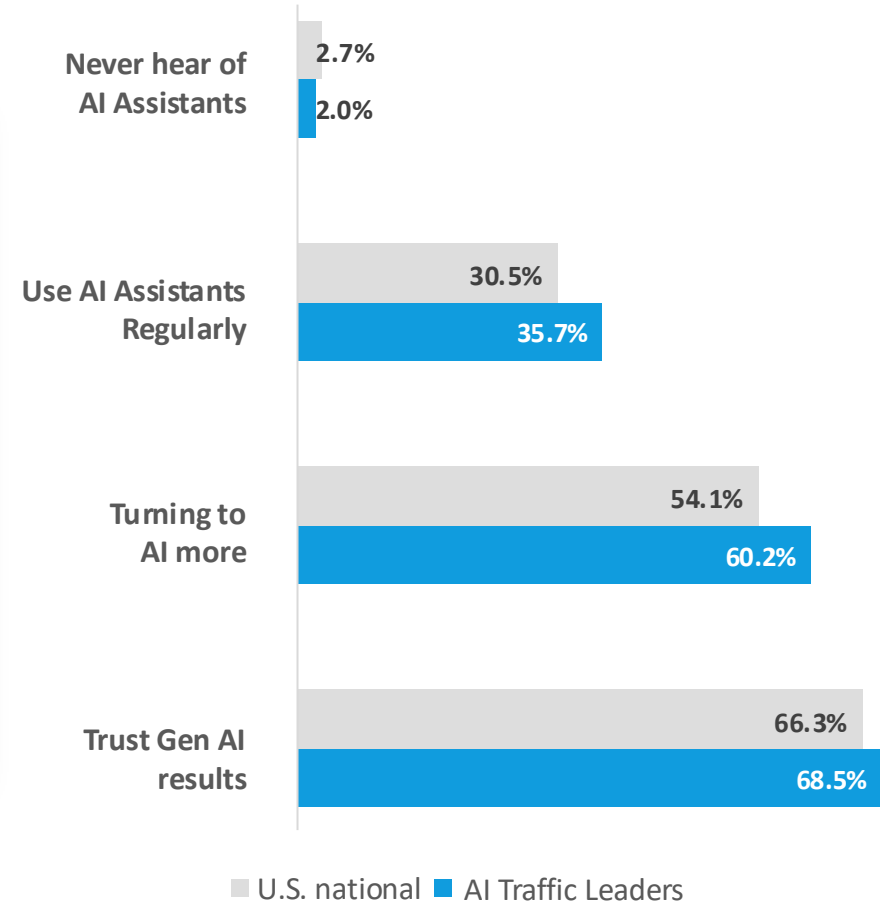
- GenAI adoption is accelerating fastest in innovation corridors where technology, education, and digital industries converge.
- According to the March 2026 Adobe Consumer Survey, states with the highest AI traffic consistently outperform the national average across key adoption metrics.
- Respondents 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

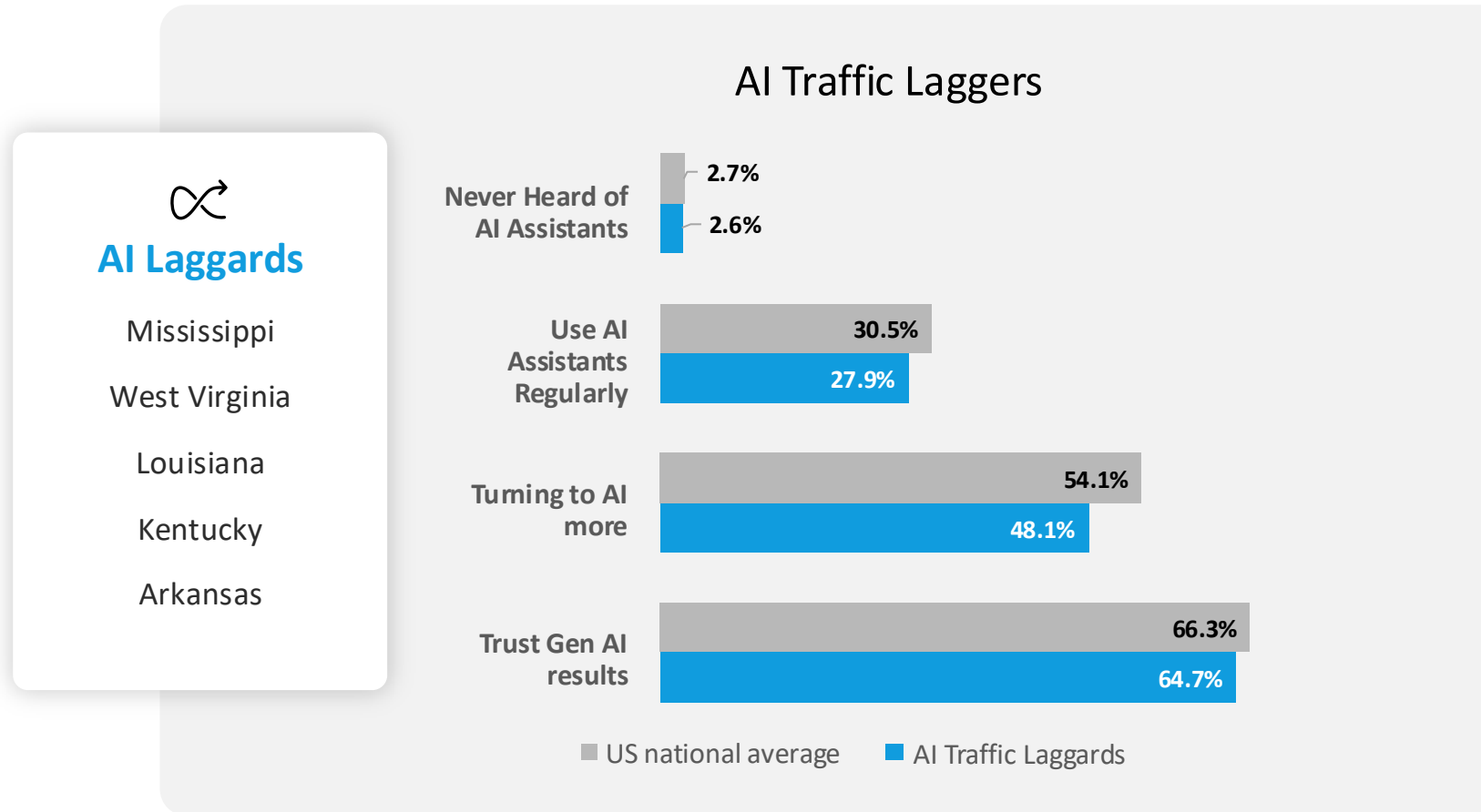
- Virginia
- Washington
- New York
- Massachusetts
- California

AI Traffic Leaders



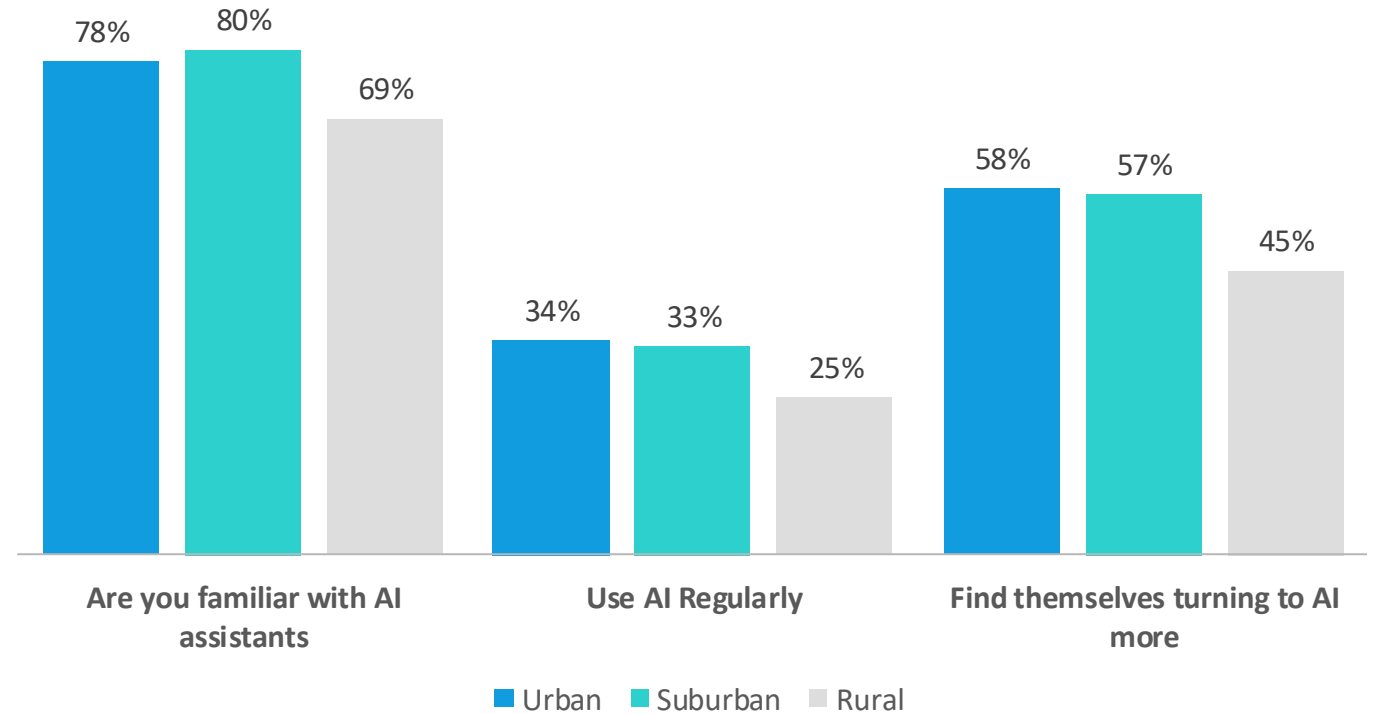
Laggard States Trail National Averages in AI Engagement

- 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.



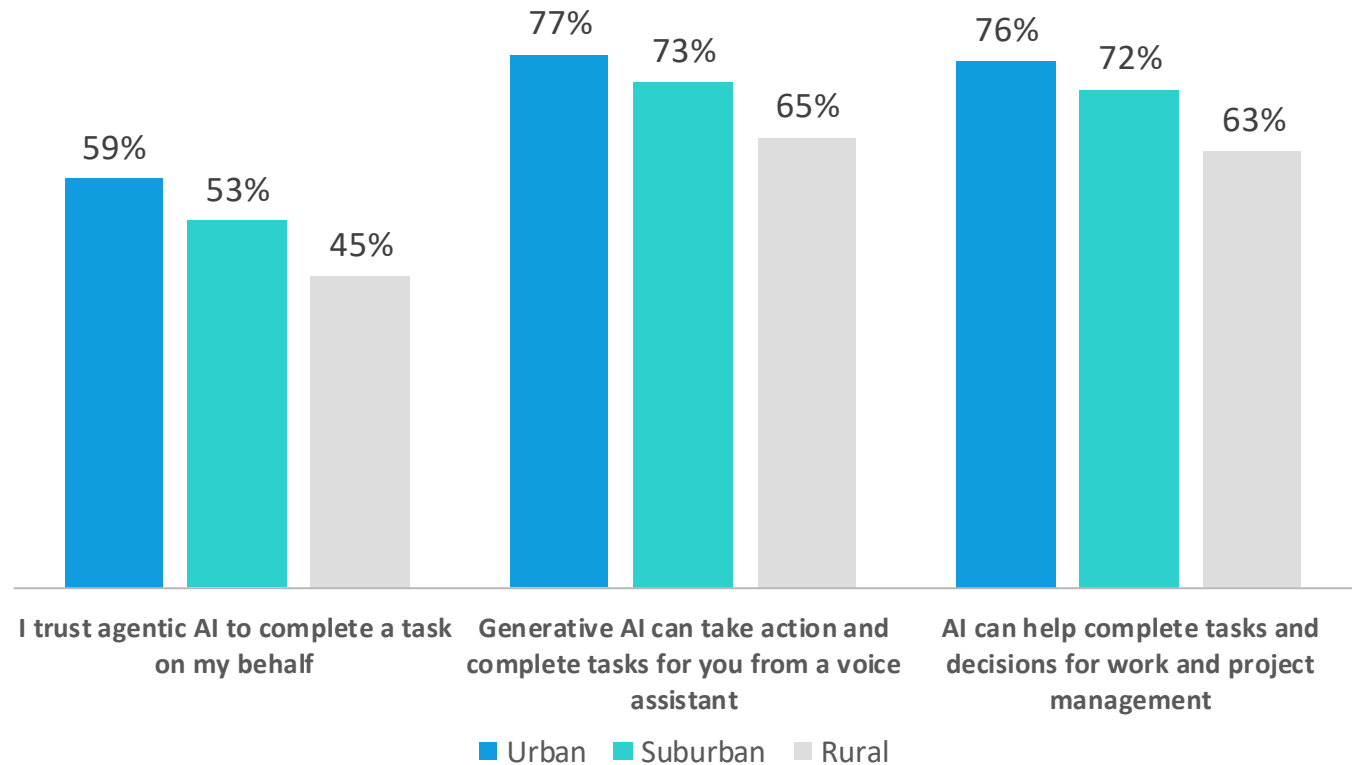
Urban Life Accelerates AI Adoption Beyond Familiarity

- 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.



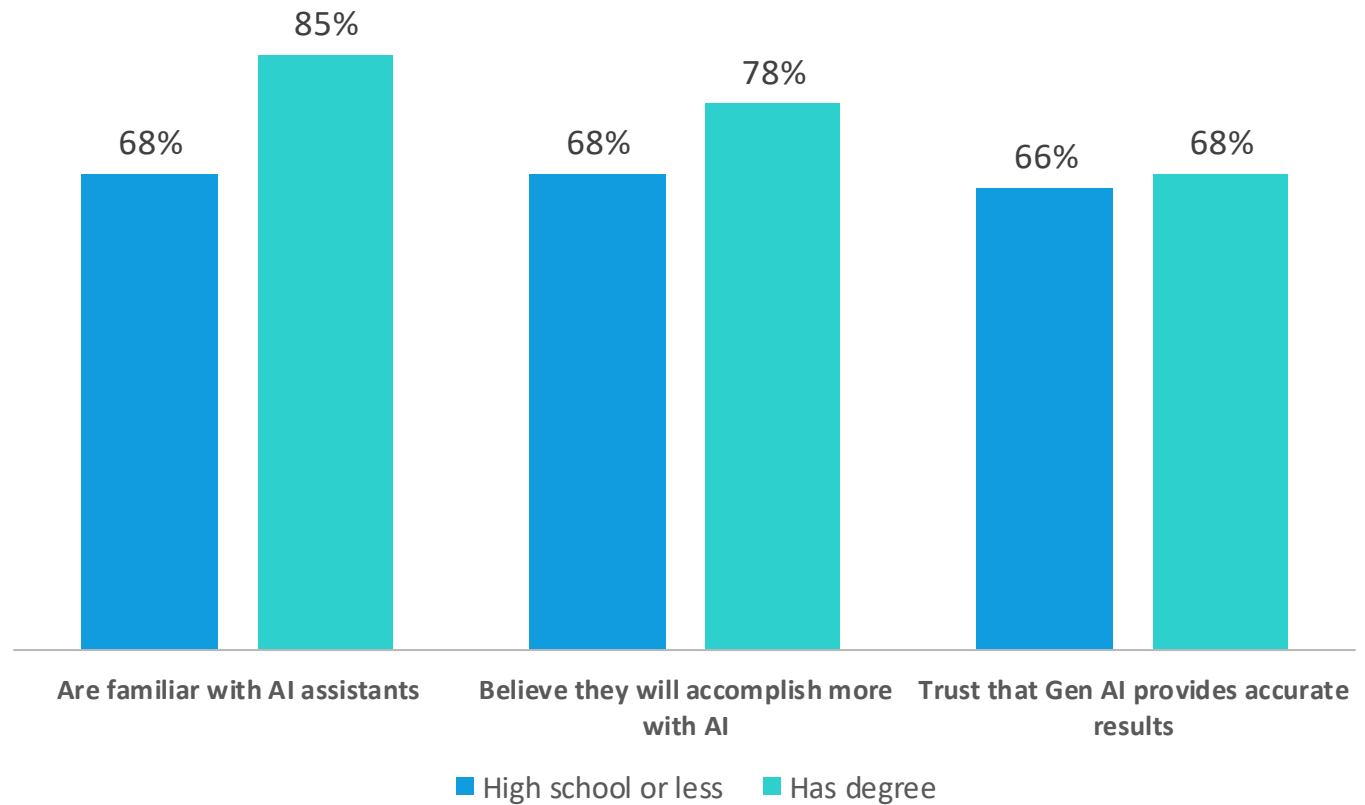
Urban Users Show Higher Confidence in AI for Decision-Making and Task Completion

- 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.



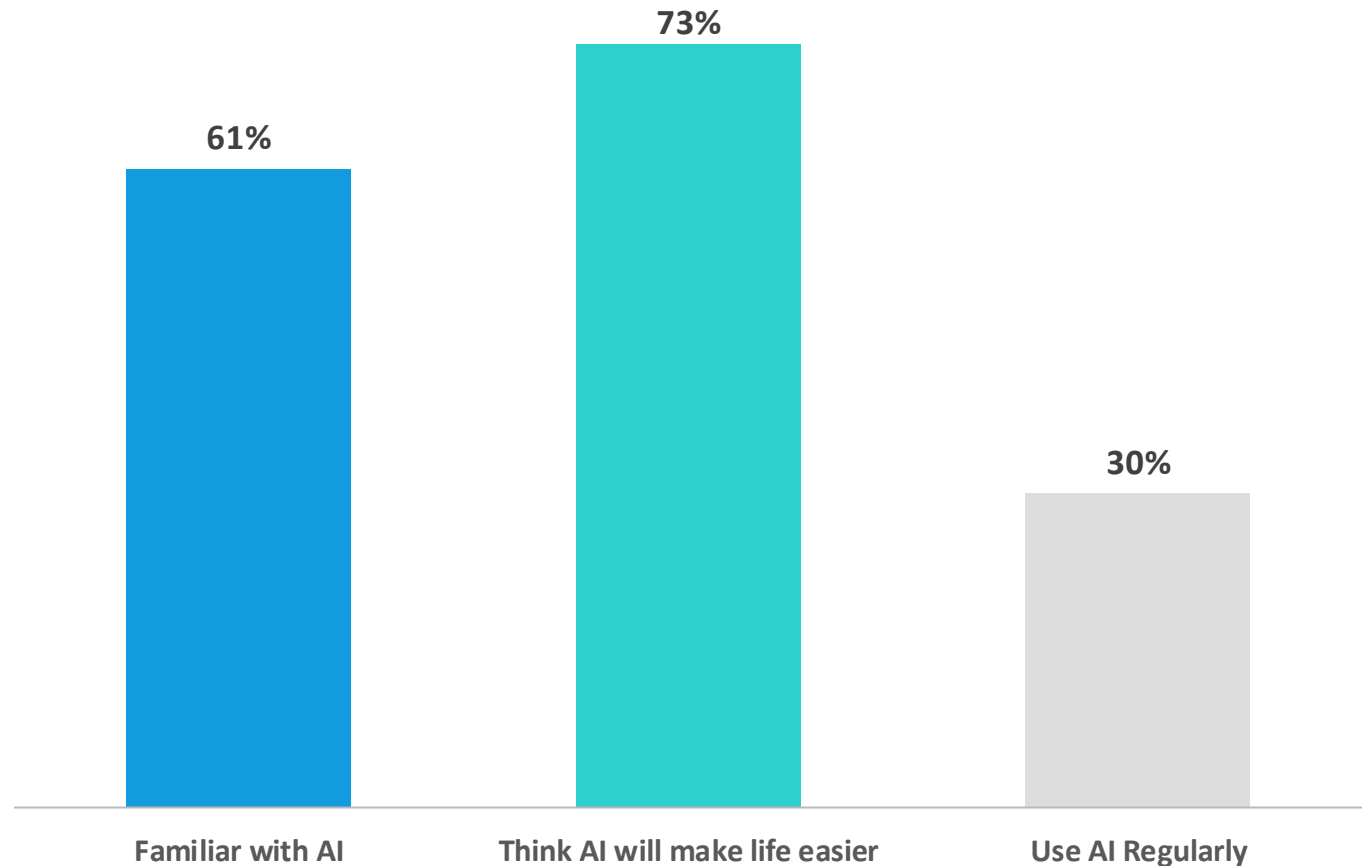
Higher Education Deepens AI Understanding Beyond Trust

- 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.



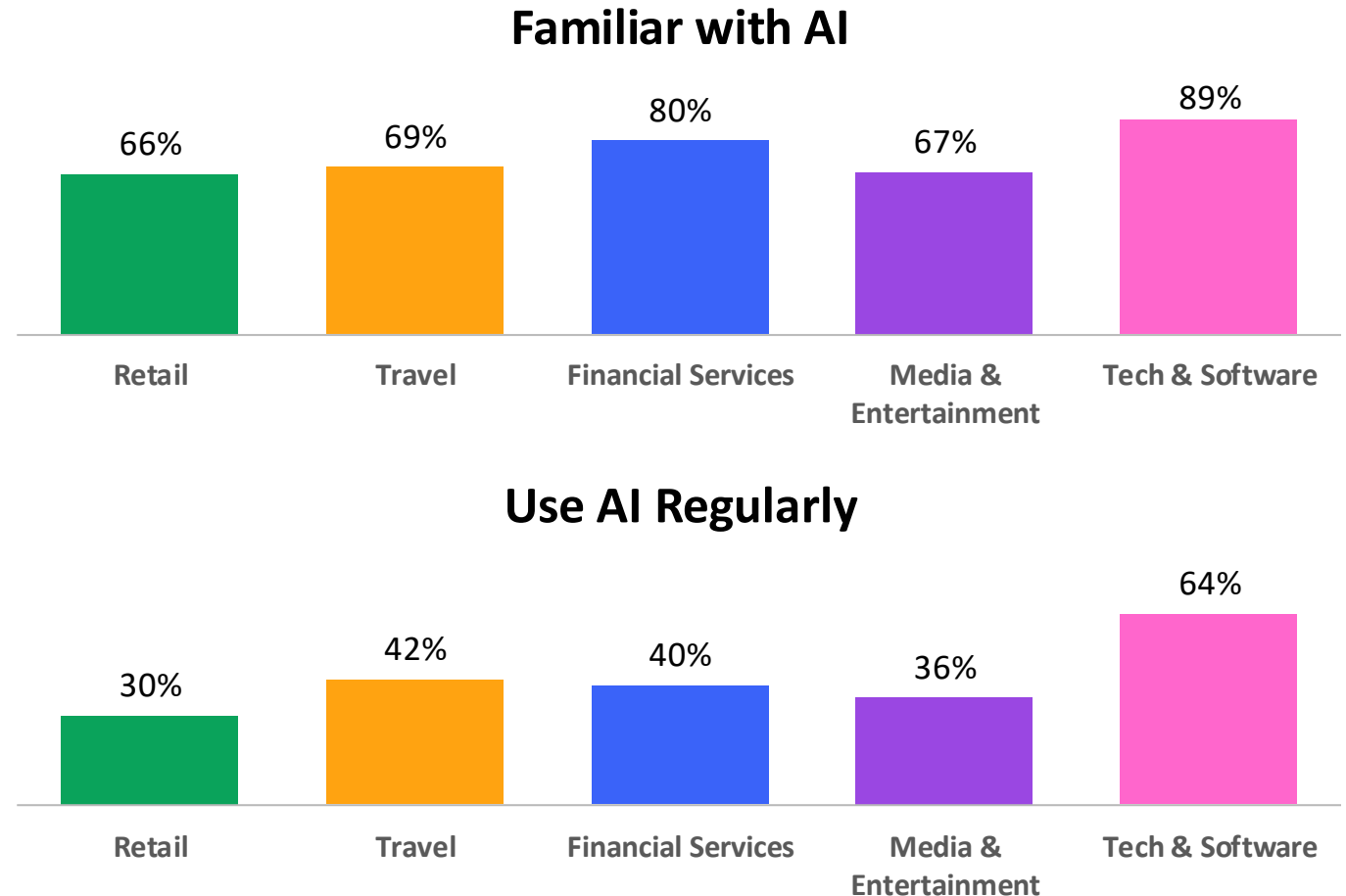
Awareness and Optimism are High, but Usage Yet to Catch Up

- 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.



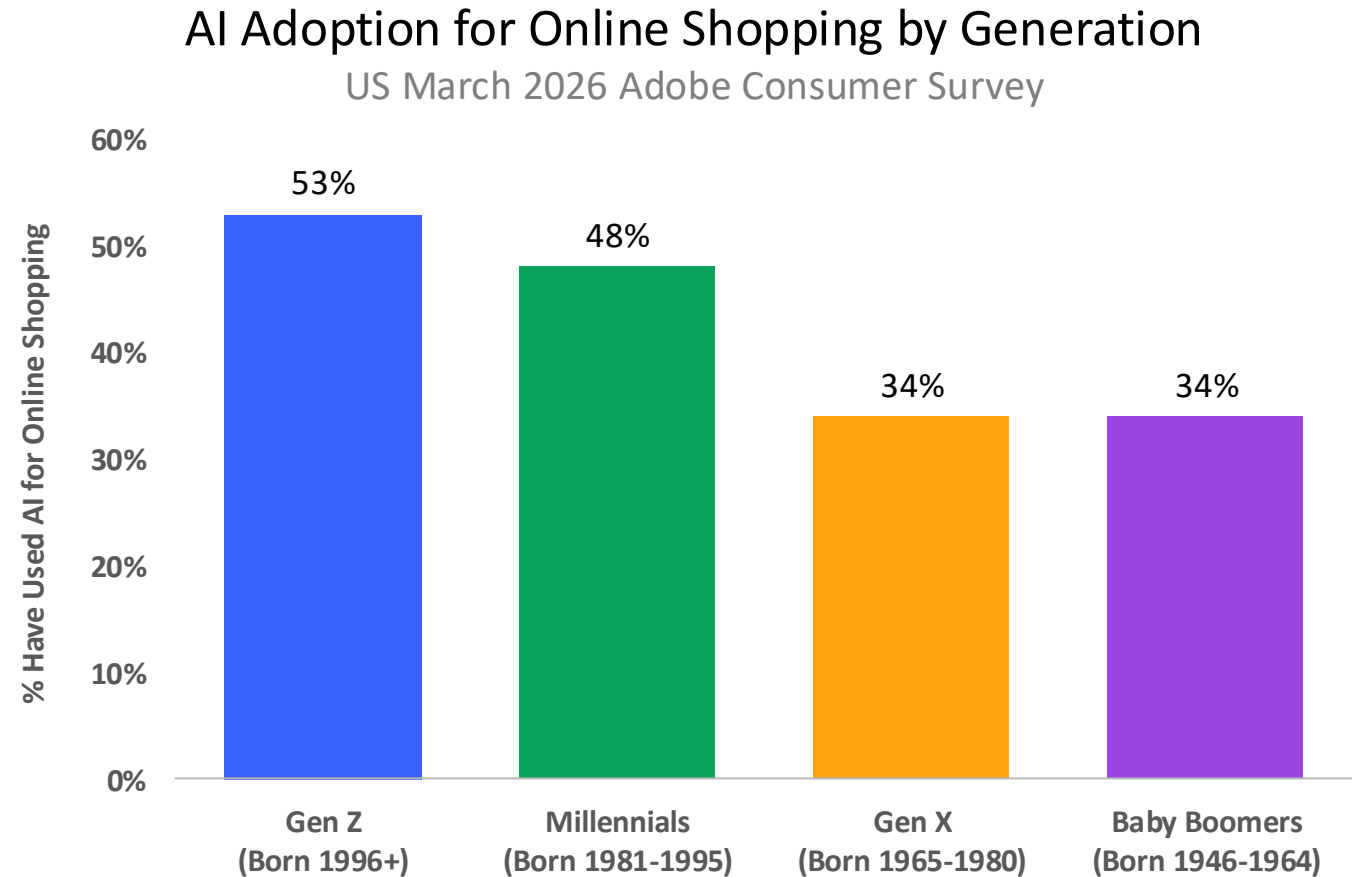
Tech/Software Employees Lead in Familiarity and Usage

- 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%).



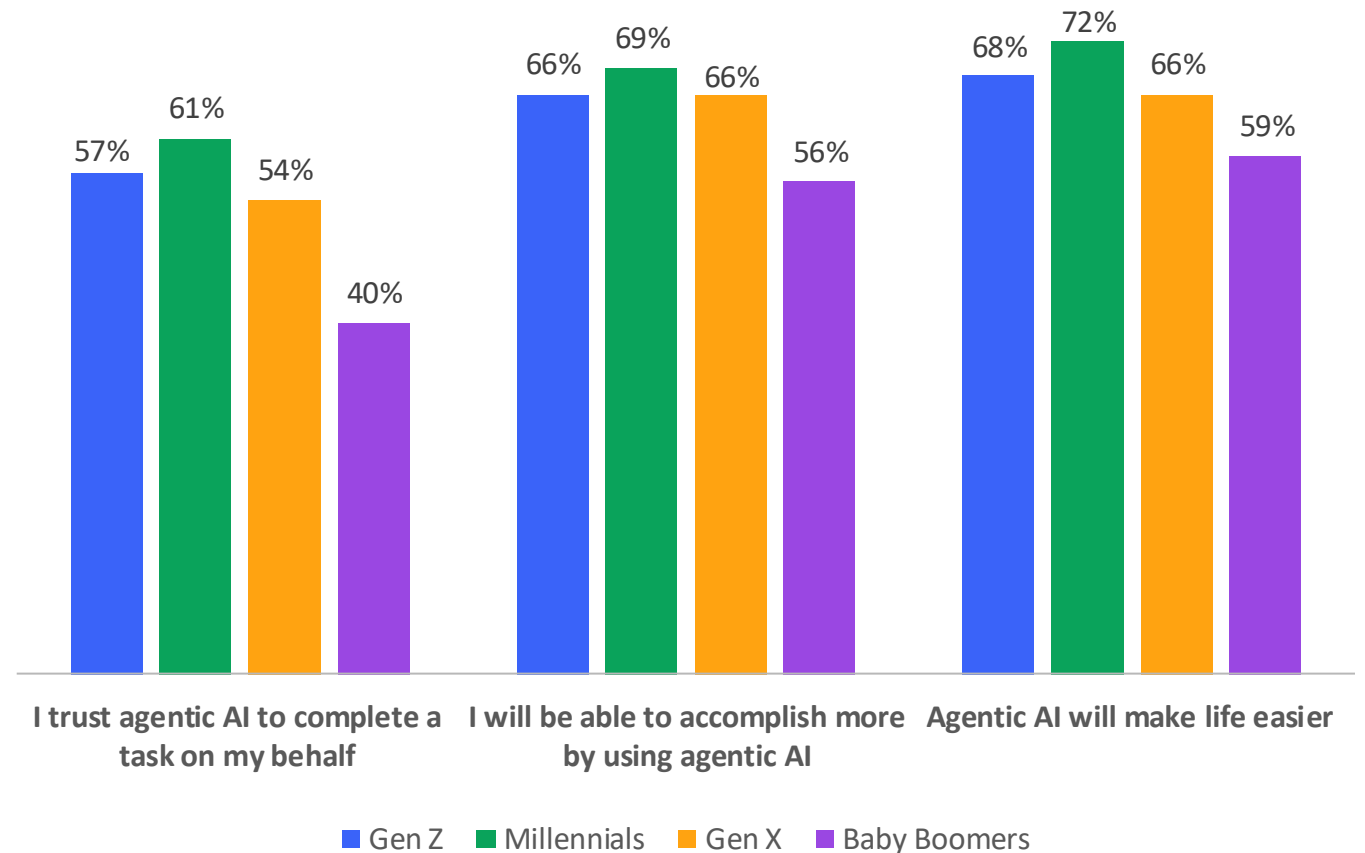
Younger Generations Lead AI Adoption for Ecommerce

- 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.



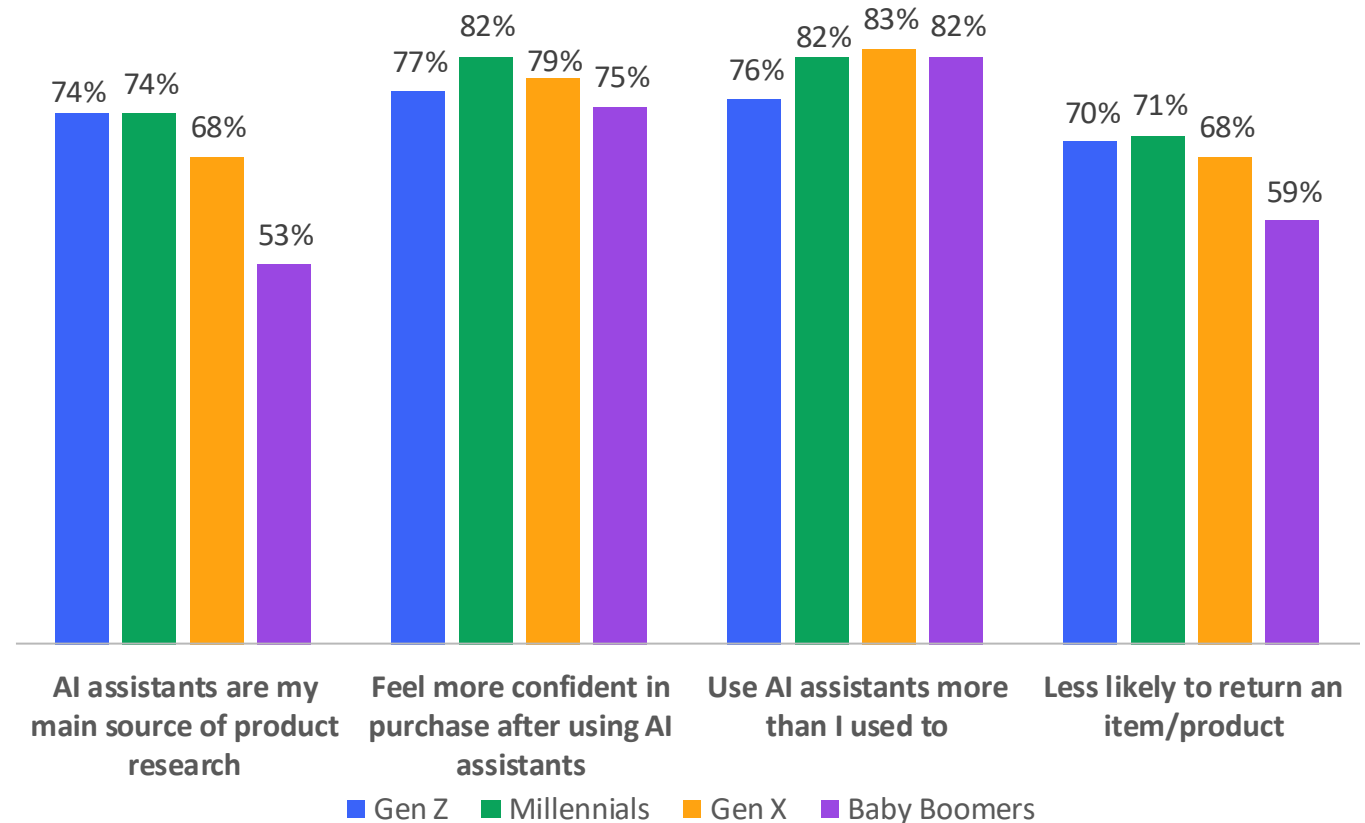
Younger Consumers Drive Adoption of Agentic AI Experiences

- 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.



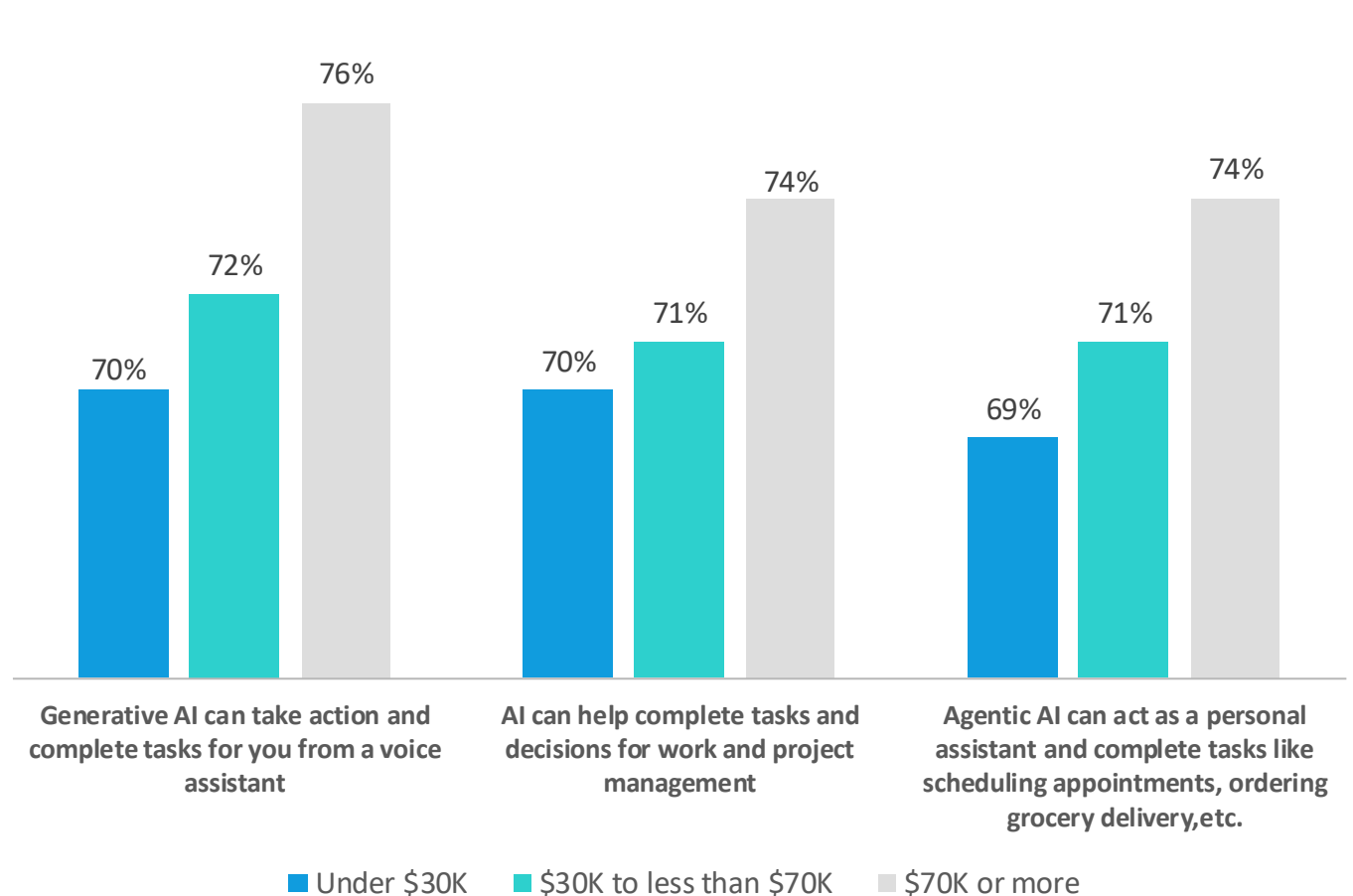
Gen Z and Millennials Set the Pace for AI-Powered Commerce

- 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.



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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