

AI on the website: How SMEs convert more visitors - 24/7

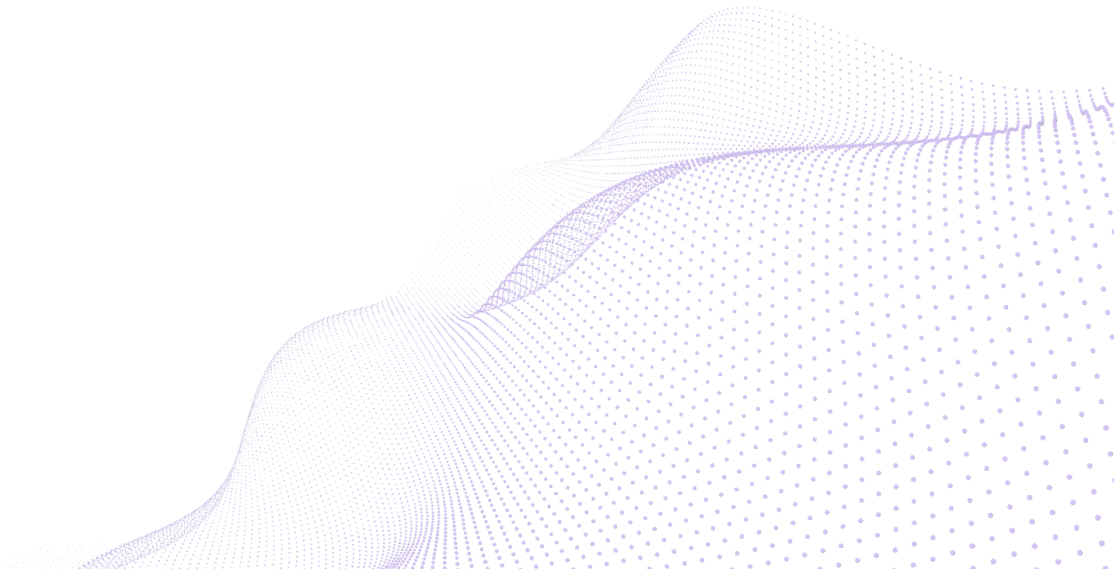
Get +28% longer sessions, +42% more conversions and better leads - without more hours from you.



raffle

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1. Introduction

Most SMEs invest in ads and content to drive traffic to their website. But too many visitors disappear without taking action. A great-looking website is no longer enough - users expect an immediate response.

This report shows how AI chat and intelligent search can significantly boost your conversion rate - without spending hours or money on development.

2. Why is user behavior changing?

Since ChatGPT's breakthrough, the way we use the internet has fundamentally changed. We expect conversations, not clicks. We type phrases, not keywords. And we want answers - now. In the old days you googled it - today you ask ChatGPT

The biggest changes:

- ChatGPT has 80% of AI search traffic
- Click-through rates to websites from Google have dropped by up to 80%
- Safari searches are declining due to switch to ChatGPT and Perplexity
- Google's share of the search market has fallen for the first time since 2015

3. What does this mean for your website?

When people get answers directly from ChatGPT or AI in Google, they don't click through. That means fewer visitors - and even worse: fewer conversions.

Users might find you - but they won't stay. They don't get answers. And they move on. This is where AI can make a difference: **by answering questions, removing friction and retaining the visitor.**

4. The solution: AI chat and AI search

Imagine if your website could have a conversation like ChatGPT - but only with your content.

With Raffle you can:

- Answer user questions in real-time
- Guide them to purchase, contact or signup
- Understand what they're looking for - and what they're not finding
- Collect data and continuously improve

It all requires just 3 lines of code and is live within 24 hours.

5. Business value and results

Companies that have implemented AI chat and search report:

- +28% longer sessions
- +42% higher conversion
- Better qualified leads
- Fewer customer service calls

And most importantly, more value from the traffic you're already paying for.

6. Real-life examples

Profil Rejser got 28% more leads - without changing their website.

Kalundborg Municipality saves time by using Raffle as their AI assistant.

Molslinjen uses AI chat to help customers around the clock - without having to increase staffing levels.

7. Get started in under 24 hours

It's easy to get started:

1. We scan your site and identify the potential
2. You get a demo and free conversion audit
3. You add 3 lines of code - and we take care of the rest

No development, no risk – **just results.**

Want to see how AI is already affecting your visibility?

Book a short review with an AI expert - **it only takes 20 minutes** and you'll gain insights:

- How changing user behavior and reducing click-through rates affect your conversions
- What you can do to protect and regain visibility in an AI-driven search world

[Book a demo](#)

8. Sources and references

- **Similarweb:** ChatGPT has 80% AI search market share
- **WSJ, May 2025:** AI's threat to Google just got real
- **Business Insider, April 2025:** Apple records drop in Safari searches
- **Search Engine Journal, 2025:** Google click-through rate drops up to 80%
- **Wikipedia:** AI search market share 2025