

A blank field is not a zero.

**Know what was observed and what still
needs input.**

Useful analytics begin with the right evidence.

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Collected AI answers

Mentions, citations and original wording

These describe retained responses to the recorded question and scope.

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Modelled demand

Research context for prioritisation

Demand estimates are not a record of every private assistant conversation.

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AI referrals

Supply the stated analytics export.

Keep landing pages, source/medium, dates and metrics.
Identified referrals do not capture every AI-influenced visit.

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Crawler activity

Supply server-log evidence.

An allowed bot is not proof of a visit. A declared user agent is not independent identity verification.

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Keep the datasets distinct

Match the question to the evidence.

Use each view for the decision it can support.

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