

AIO TRAFFIC LOSS

# 58% Of Your Clicks Are Gone

The vertical-by-vertical breakdown of AI Overview traffic loss, and how to calculate your specific exposure.

01

# Why This Matters Now

## Real CTR vs Dashboard CTR

Your rankings dashboard shows position.  
Real CTR shows what users actually clicked.  
The gap is now 40-60%.

## Vertical Exposure Math

Multiply AIO trigger rate by your query mix  
by your CTR loss factor. That's your true  
revenue exposure.

## Recovery Pattern By Vertical

Healthcare recovers through entity schema.  
SaaS recovers through comparison pages.  
Fintech recovers through YMYL compliance.

**58%** median CTR loss

02

## The Core Framework

A

### AIO Trigger Rates

Healthcare hits 92%, SaaS 78%, fintech 84%. The higher the trigger rate, the deeper the CTR collapse.

B

### The 58% Number

Median CTR loss across informational queries that now trigger AIO. Your vertical will swing 20-30% above or below.

C

### Dashboard Blind Spot

Rankings dashboards show position, not clicks. A #1 ranking below an AIO loses 48-62% of clicks silently.

D

### Vertical Calculation

Take your organic sessions, multiply by AIO-triggering query mix, then apply the CTR decay factor for your vertical.

### UPGROWTH CASE

#### Lendingkart

5.7x lead volume, 30% CPL reduction, 4x ad spend scaling after shifting to GEO-first architecture.

03

## Your Working Checklist

### REAL CTR VS DASHBOARD CTR

Your rankings dashboard shows position. Real CTR shows what users actually clicked. The gap is now 40-60%.

### VERTICAL EXPOSURE MATH

Multiply AIO trigger rate by your query mix by your CTR loss factor. That's your true revenue exposure.

### RECOVERY PATTERN BY VERTICAL

Healthcare recovers through entity schema. SaaS recovers through comparison pages. Fintech recovers through YMYL compliance.

### CITATION SHARE AS LEADING INDICATOR

Track citation share on your top 50 queries before rankings shift. Citations lead, rankings follow.

**PRO TIP** Score your site once, fix the weakest category, re-score in 4 weeks. Compound this loop.

## 04 The Execution Loop

1

### AIO Trigger Rates

Healthcare hits 92%, SaaS 78%, fintech 84%. The higher the trigger rate, the deeper the vertical



2

### The 58% Number

Median CTR loss across informational queries that now trigger AIO. Your vertical



3

### Dashboard Blind Spot

Rankings dashboards show position, not clicks. A #1 ranking below an AIO loses 4



4

### Vertical Calculation

Take your organic sessions, multiply by AIO-triggering query mix, then apply the

#### Run This Monthly

Measure, identify weakest signal, fix, re-measure. Compound for 12 weeks to see step-change in citation share.

05

# Your 90-Day Action Plan

## PHASE 1

### Measure

- Audit current citation share
- Map your vertical exposure
- Score your GEO readiness

## PHASE 2

### Rebuild

- Fix the weakest signal category
- Add schema saturation
- Publish first-party data

## PHASE 3

### Compound

- Track citation share weekly
- Close gaps against top 3 competitors
- Scale the playbook across sections