

Spyglasses Launches Intent Classifier for AI Website Traffic

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CRANBERRY TOWNSHIP, PA - October 14, 2025 -
Orchestra AI, Inc. today announced the general availability of its AI Search Intent Classifier, which categorizes brand mentions in AI chat platforms to help marketers understand prospect behavior during AI-driven discovery.

As consumer research behavior shifts toward AI-powered search, with ChatGPT receiving 3 billion monthly visits, most marketers remain unaware of an emerging traffic source. Unlike traditional search engine visits, AI-driven discovery does not register in standard analytics platforms, creating a gap in understanding the customer journey.

"Most marketers do not realize it is possible to track brand mentions in AI chats," said Jim Wrubel, CEO of Orchestra AI. "When someone asks ChatGPT for project management software recommendations and your brand appears in that answer, that interaction does not appear in Google Analytics. Spyglasses tracks this hidden traffic source and our Intent Classifier reveals whether someone discovered your brand while researching solutions, comparing alternatives, or ready to make a purchase."

The AI Search Intent Classifier automatically categorizes each AI chat citation into one of sixteen intent categories. Research-focused mentions indicate prospects are early in their discovery journey, exploring options and gathering information. Product-focused citations signal active evaluation and comparison. Support-related mentions often represent existing customers seeking help, while Trust citations indicate prospects validating their decision before purchase.

For marketing agencies and mid-market brands, this data addresses two challenges: developing evidence-based AI optimization strategies and demonstrating measurable impact to stakeholders. Rather than reporting "your brand appeared in AI chats 150 times," agencies can show clients that 60 percent of those mentions occurred during high-intent research and product evaluation, supporting pipeline generation.

The classifier uses Spyglasses' proprietary algorithm that analyzes conversational context, query structure, and cited content to determine user intent. Results integrate with existing analytics platforms including Google Analytics, PostHog, and Mixpanel, providing a unified view of traffic sources.

"With OpenAI's recent announcement of a complete eCommerce platform inside ChatGPT, understanding AI-driven discovery intent is becoming necessary," added Wrubel. "Brands that understand this channel early will be better positioned as consumer behavior continues to shift."

The AI Search Intent Classifier is available to all Spyglasses customers as part of the platform's AI traffic analytics capabilities. The tool provides data for mid-market businesses to build strategies based on actual prospect behavior in AI chat platforms including ChatGPT, Claude, Perplexity, and Google AI Overviews.

About Orchestra AI, Inc.

Orchestra AI, Inc. develops analytics solutions that help businesses navigate the AI-driven transformation of digital marketing and customer discovery. Based in Pittsburgh, PA, the company focuses on making AI insights accessible to mid-market businesses. Learn more at https://orchestra-ai.com.

About Spyglasses

Spyglasses is an analytics platform designed for tracking and optimizing AI search visibility. The platform provides insights into brand mentions across ChatGPT, Claude, Perplexity, Google AI Overviews, and other AI assistants, while integrating with existing marketing analytics tools. Learn more at https://www.spyglasses.io.

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Orchestra AI, Inc.

Orchestra is a platform with a Press Kit and Brand Book that creates interactive microsites to manage and showcase all your brand assets?logos, team info, brand voice, and press?giving your company a consistent, professional online presence.

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