LEAD EAGLE
THE FUTURE OF LEAD GEN

CASE STUDY / AI SEARCH

How Perfect 12 Got Nearly 4x More Visitors From ChatGPT and AI Search

An executive matchmaking service picked up 600 visits and 29 inquiries from AI assistants in the first 10 months of 2026.

600
visits sent by AI assistants, Jan to Oct 2026

Nearly 4x
monthly AI visits, from 26 per month in Q1 to 100 per month in Sep and Oct

29
inquiries from those visits (forms and phone clicks)

90%
of AI visits came from ChatGPT

CLIENT	INDUSTRY	SERVICE	PERIOD
Perfect 12	Executive matchmaking	Search Eagle (AI search and SEO)	Jan to Oct 2026

SECTION 1 / THE CLIENT

A matchmaking service whose buyers now ask AI first

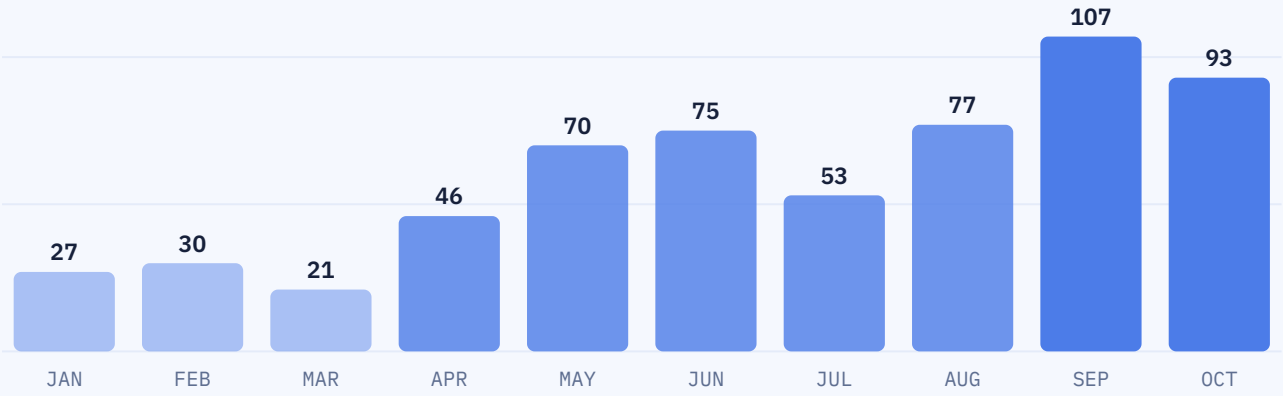
Perfect 12 is an executive matchmaking service based in Beverly Hills, led by Founder and CEO Simona Fusco. Its clients are successful, high net worth singles, so every new inquiry matters.

People looking for a matchmaker now ask ChatGPT, Gemini and Perplexity questions like "top luxury matchmaking services in the USA" and get a short list of names back. Perfect 12 wanted to be on that list, and wanted those people to land on its website.

SECTION 2 / THE RESULTS

AI visits grew from 26 per month to 100 per month

Visits to perfect12.com from AI assistants, per month, 2026



Q1 averaged 26 visits per month. September and October averaged 100.

Visits by AI assistant, Jan to Oct 2026

ChatGPT	539
Gemini	30
Perplexity	22
Claude	7
Copilot	2

29 inquiries came from AI visitors between January and October.

23
form submissions

6
phone clicks

SECTION 3 / WHERE AI SENT THEM

AI assistants linked to more than 50 different pages

The visits didn't all land on the home page. ChatGPT and the other assistants sent people to more than 20 city and country pages, to articles that answer specific questions, and straight to the application pages.

That matters for a business like this one, since someone who asks an AI assistant about matchmakers in a specific city lands on the page written for that city.

Most viewed pages by AI visitors (page views, Jan to Oct 2026)

Home page	**128**
Application pages	**66**
Contact page	**31**
Women's matchmaking page	**27**
Switzerland page	**27**
Canada page	**16**

SECTION 4 / THE WORK

How Search Eagle works

Search Eagle is Lead Eagle's service for getting a business found on Google and named by AI assistants.

STEP 1

Find the questions

We track the questions buyers ask AI assistants about your category, and which businesses get named in the answers.

STEP 2

Publish the answers

Every week we plan new pages and articles for your website that answer those questions directly, so AI assistants have a reason to name you and link to you.

STEP 3

Measure what comes back

We track visits and inquiries from each AI assistant in Google Analytics, so you see what the work produces every month.

See how your business shows up in AI search

Book a call and we'll show you what ChatGPT, Gemini and Perplexity say about your business today, and what it would take to get named more often.

BOOK A CALL	https://leadeagle.io/book/
PHONE	(707) 329-3313
EMAIL	info@leadeagle.io
WEB	https://leadeagle.io

Source: Google Analytics 4 for perfect12.com, January 1 to October 31, 2026. Visits are sessions referred by ChatGPT, Gemini, Perplexity, Claude and Copilot. Inquiries are form submissions and phone clicks recorded in those sessions.