

Chat to purchase 2026: what happens after a shopper talks to an AI assistant

Attributed orders equal 9.3% of conversations on stores with purchase attribution. 58% of those orders are placed within an hour of the chat, 56% from a phone, and a shipping question converts 3.7 times better than a product question. Every figure carries its data set and date.

How often a conversation turns into an order

Measured on online stores where Chatonbo purchase attribution is on. An order counts only when the shopper's cart matches the chat session, or the checkout email matches an email the shopper left in the chat.

9.3%

order rate: attributed orders equal 9.3% of conversations on stores with purchase attribution.

Roughly one order for every eleven conversations the assistant handles.

Orders from shoppers who never opened the chat are not counted, and neither are

65%

of buying shoppers asked a single question before ordering.

35% asked two or more. Most purchases follow one answered question: the shipping date, the size, the price. The assistant is closing on the first reply, not after a long conversation.

Source: Orders linked to a chat session, same window

orders the attribution cannot tie to a conversation.

Source: Stores with purchase attribution, July 3 to October 15, 2026

14.2%

of conversations about shipping were followed by an order, against 3.8% of product questions.

A shipping question is a buying signal: 3.7 times the order rate of a product question. Pricing questions sit in between at 8.0%. Shoppers asking about delivery have already chosen; they are checking the last detail.

Source: Topic as classified by the assistant, conversations on stores with attribution, same window

How fast shoppers buy after chatting

Time from the last message in the conversation to the order, for orders linked to a chat session.

58%

of orders are placed within one hour of the last chat message.

The median is 28 minutes. The purchase usually happens in the same visit, right after the answer.

Source: Orders linked to a chat session, July 3 to October 15, 2026

83%

of orders arrive within 24 hours of the conversation.

The remaining 17% come later than a day after the chat, the shoppers who went away to think and came back. A same-day attribution window would miss one order in six.

Source: Same orders

49%

of chat-attributed orders are placed outside 09:00 to 17:59 in the shopper's local time.

29% in the evening and 20% at night. Half of the buying happens when a human sales team is offline.

Source: Orders with a mapped visitor country, same window

Who buys after a chat, and from where

Device from the browser user agent at the start of the conversation; local time from one fixed offset per visitor country.

56%

of chat-attributed orders are placed from a phone.

Phones are 66% of conversations on these stores, so the order rate per conversation is 4.3% on a phone and 5.7% on a desktop. Shoppers chat on phones; a slightly larger share of them complete the order on a desktop.

Source: Orders linked to a chat session, same window

44%

of orders start from a conversation that began outside business hours.

The order rate is 4.5% for after-hours conversations and 5.1% for business-hours conversations. The assistant converts at night almost as well as during the day, with nobody on the team online.

Source: Conversations with a mapped visitor country, same window

33%

of buyers' conversations were about shipping, and 44% about a product.

Pricing is 15%. Words about size, fit or dimensions appear in 31% of buyers' conversations, which is why a store assistant that knows measurements sells more than one that only knows descriptions.

Source: Orders linked to a chat session; topic by assistant classification, keyword pass for sizing

What this means for a store

- Answer shipping questions with a date, not a policy. Shipping is the question most likely to precede an order, and shoppers who ask it are checking the last detail before they buy.
- Give the assistant measurements. Size, fit and dimensions appear in a third of buyers' conversations; an assistant that only has product descriptions cannot answer them.
- Keep the assistant on at night. Nearly half of chat-attributed orders are placed after hours, at an order rate close to the daytime rate.
- Attribute over at least 24 hours. 17% of orders arrive more than a day after the chat; a same-session window undercounts the assistant.
- Let a phone shopper finish on a desktop. Most buyers chat on a phone; keeping the cart and the conversation available across devices protects the order.

Methodology

Sample: 89 attributed orders and 960 storefront conversations on 11 Shopify stores using Chatonbo with purchase attribution, July 3 to October 15, 2026. Conversations are storefront sessions only; dashboard tests, internal workspaces and app-review installs are excluded. An order is attributed when the shopper's cart token matches the chat session (48 orders) or the checkout email matches an email left in the chat (41 orders). The order rate uses all 89 orders over the 960 conversations. Timing, device, local-hour, depth and topic figures use the 48 orders linked to a specific conversation. After hours means a

start outside 09:00 to 17:59 after shifting UTC by one fixed offset per visitor country, the same rule as the [Chat Index](#); conversations from unmapped countries are left out of the hour figures. Device comes from the browser user agent. Topic is the assistant's own classification of the conversation; the sizing figure is a keyword pass over buyers' messages. A split is published only when both sides have at least 15 orders, which is why weekday against weekend and conversation depth beyond one question are not broken out. No revenue figures are published; results are from stores that chose to enable attribution, not from every Chatonbo customer.

Chat to purchase FAQ

What percentage of chatbot conversations lead to a sale?

On online stores with Chatonbo purchase attribution, attributed orders equal 9.3% of conversations (July 3 to October 15, 2026). Shipping questions convert best, 14.2% of them are followed by an order, against 3.8% of product questions.

How soon after chatting with an AI assistant do shoppers buy?

58% of chat-attributed orders are placed within one hour of the last chat message, with a median of 28 minutes, and 83% within 24 hours. 17% arrive later than a day after the conversation.

Do shoppers buy on their phones after a chat?

Yes: 56% of chat-attributed orders are placed from a phone. Phones are 66% of conversations on these stores, so the order rate per conversation is slightly higher on desktop (5.7%) than on a phone (4.3%).

What questions do shoppers ask before they buy?

Among buyers, 44% of conversations were about a product, 33% about shipping and 15% about pricing. 65% of buyers asked a single question before ordering. Words about size, fit or dimensions appear in 31% of buyers' conversations.

Do AI chat assistants sell after hours?

44% of chat-attributed orders come from conversations that began outside 09:00 to 17:59 local time, and 49% of the orders themselves are placed after hours. The after-hours order rate (4.5%) is close to the business-hours rate (5.1%).

How is a sale attributed to the chat?

Two ways. The shopper's Shopify cart token matches the chat session (same visit), or the checkout email matches an email the shopper left in the chat. Orders from shoppers who never opened the chat are not attributed. Timing, device and hour-of-day figures use only the orders linked to a chat session.

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