

**Did you
know**



**Perplexity AI has
introduced an
innovative
advertising model. 🚀**

**Perplexity's AI chatbot
provides
comprehensive AI
responses to search
queries which brands
can now sponsor. 🤖**

**Brands like Nike and
Marriott are in talks to
bid for "sponsored"
AI-generated
answers. 💡**

**Marketers pay circa
\$50 for every 1,000
impressions on
Perplexity, vs. \$1,000
for the same number
of impressions on
Google. 💸**

**Perplexity handled
250mn queries in July,
with revenues growing
from \$5mn in January
to \$35mn in August. 📈**

**Despite competition,
Google remains strong
in AI and search. Its
search business grew
by 14% in Q2,
accounting for \$48.5bn
in revenue. 📊**

**Perplexity's innovative
ad model and rapid
growth signal a
potential shift in the
digital ads landscape.
Keep an eye on this AI-
driven disruptor. 👁️👁️**

**Imagine
Better.**



Powered by Search



x

passion
digital 