

# DID YOU KNOW?

in partnership with



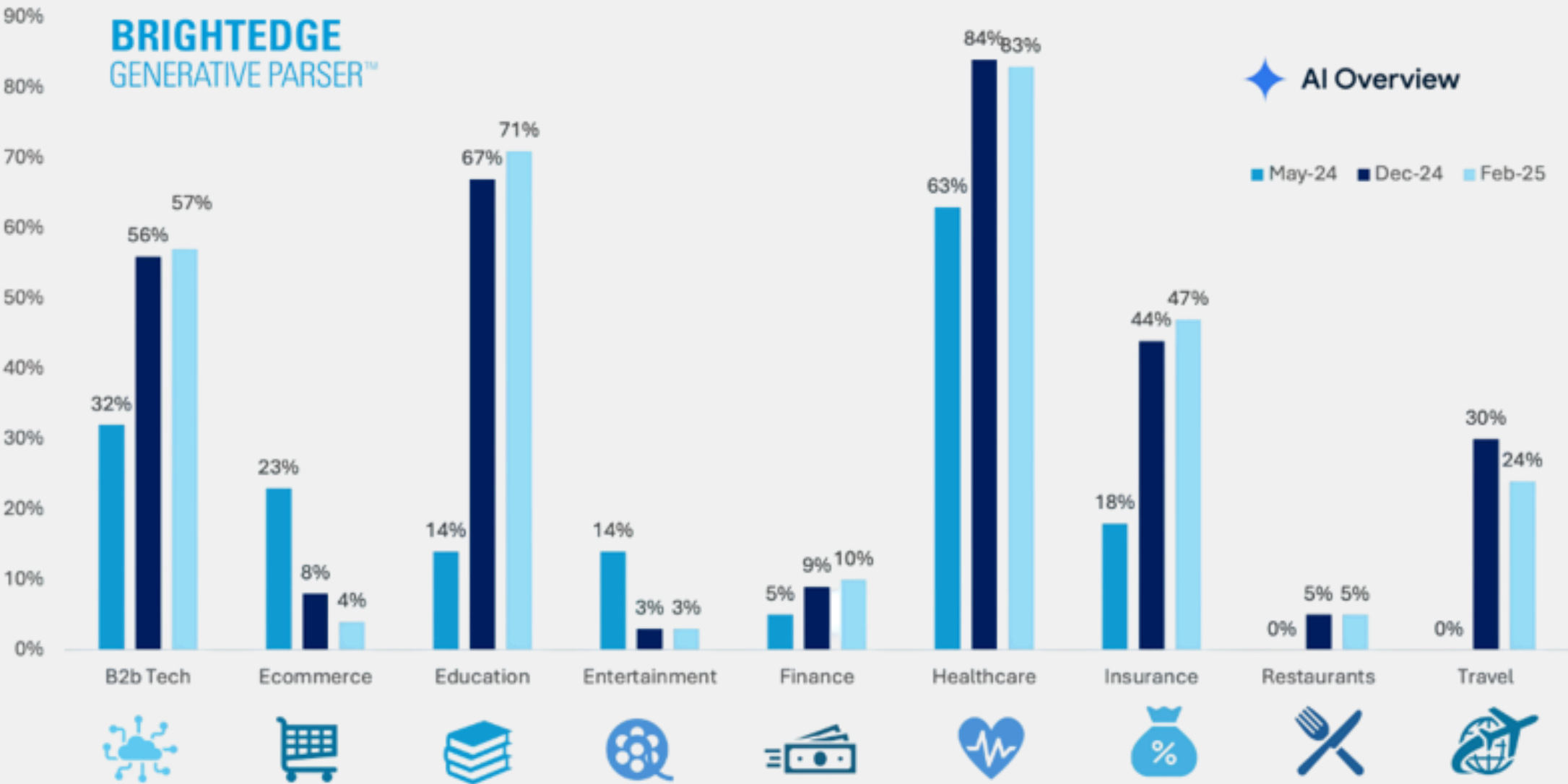
**CROFT**  
ANALYTICS





# 57% of B2B tech queries trigger AI Overviews.

This is changing how  
decision-makers find and  
evaluate solutions.



Source: BrightEdge, February 2025

AI Overviews simplify  
complex B2B queries.

B2B buyers aren't just looking  
for products, they're  
researching solutions.



Google prioritises educational content over product pages for searches like “data modelling” or “associative analytics engine.”

Takeaway: Explain,  
don't just sell.



# Google favours authoritative content in B2B AI Overviews

SaaS and B2B brands using jargon-heavy sales copy may lose visibility. Instead, Google surfaces content that clearly explains what a technology does and why it matters.

Tip: Simplify technical topics to align with AI-generated answers.



Decision-makers are getting answers **directly on Google**, which means less traffic to websites.

## What can brands do?

- ✓ Create in-depth content that AI can't summarise in a single snippet
- ✓ Build **authority** so your site is referenced in AI Overviews

## **B2B SEO strategies need to evolve.**

**What should marketers do?**

- ✓ **Focus on education:** Help buyers understand complex solutions
- ✓ **Use clear, concise language:** No jargon-heavy sales copy
- ✓ **Demonstrate expertise:** Thought leadership content is key



The future of  
search isn't coming.

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It's already here.  
Are you ready?



**Imagine  
better.**