

# DID YOU KNOW?

in partnership with





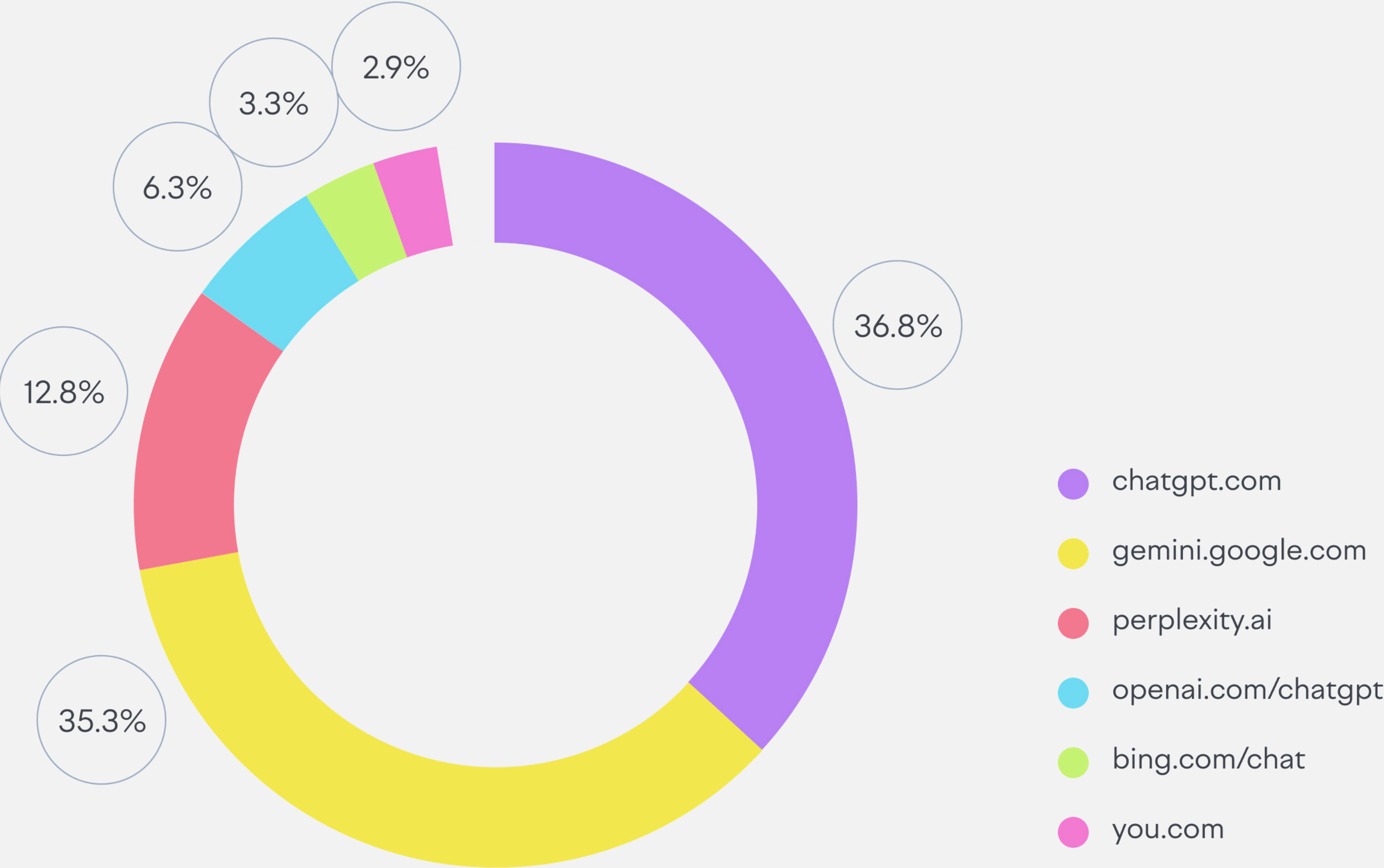
1 in 10

internet users now  
**search with AI first**  
instead of Google

AI Search is taking over  
with ChatGPT and Gemini  
dominating, grabbing  
**78% of all AI search traffic,**  
as of July 2024

# AI Platforms Traffic Share Breakdown

Global, 2024





From  
13M to 90M+  
users!

It is projected that by 2027,  
**over 90 million people** will  
rely on AI-first search



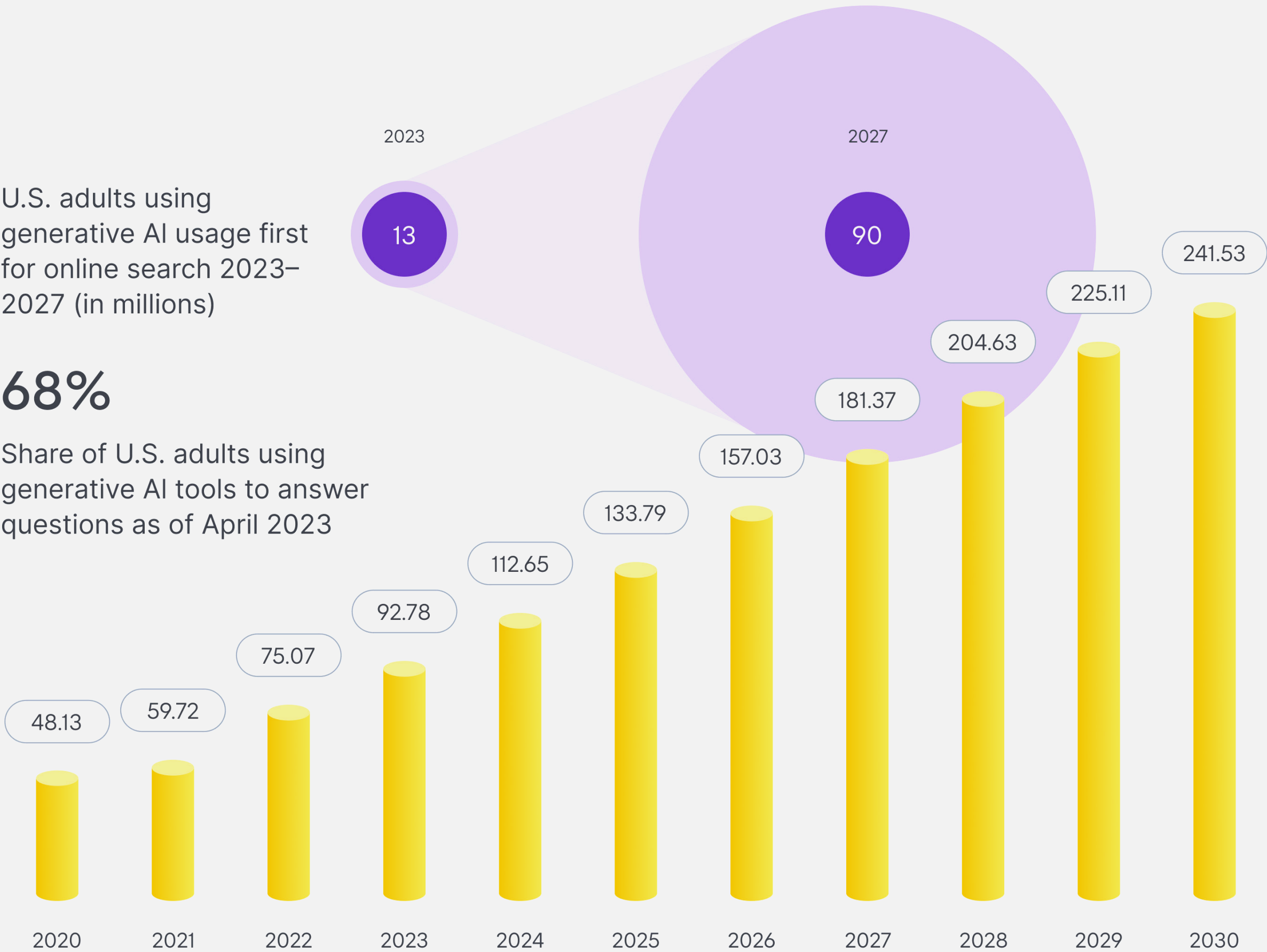
# Number of AI Tool Users (Millions)

U.S, 2020–2023

U.S. adults using  
generative AI usage first  
for online search 2023–  
2027 (in millions)

68%

Share of U.S. adults using  
generative AI tools to answer  
questions as of April 2023





That means **SEO, content  
and marketing strategies  
must evolve—fast**



## What This Means for Marketers

- ✓ AI-first SEO—optimise for chatbot-driven search
- ✓ Conversational content—align with how people search through AI, focus on specific, conversational, intent-driven long-tail keywords
- ✓ New strategies—embrace AI-powered search or risk falling behind



The future of  
search isn't coming  
—

It's already here  
Are you ready?



**Imagine  
better.**