

**Did you
know**



**Keywords might
become a thing of
the past. 🔄**

**Generative AI is
changing the
search game. Think
your AI assistant
won't remember
those cool trainers
you browsed
earlier? 🟡**

Think again. 🤔

**Imagine searching
for "those shoes I
saw earlier" and
your assistant
understanding
exactly what you
mean. 🤖**

Context is king with
generative search,
leading to more
relevant results and
happier users. 👑

Studies show ads with generative AI features see higher click-through rates. Microsoft Bing Copilot ads saw a 1.8x lift in CTR compared to regular ads. 📈

The numbers don't lie: clicks are up!

1.8x

**LIFT IN BING AD CTR
VS SEARCH ADS**

3.0x

**LIFT IN CTR FOR
MULTIMEDIA ADS**

1.2x

**LIFT IN CTR IN
PRODUCT ADS**

**As AI gets smarter
about user intent,
keywords might
become less
crucial.** 🧠

Imagine

Better.



Powered by Search



x

