



AI Search Ads: The Advertiser Intelligence report

SEARCH INTELLIGENCE REPORT | APRIL 2026

9.9%

Acceleration in AI SERP
presence

13-17%

of AI search queries
trigger product ads

35%

CTA click uplift: 'Compare'
vs 'Shop Now'

2024 was the year of AI hype.

2025 was the year of AI integration.

**2026 is the year advertisers
must get AI search right.**

About this report

Scope of research

- * Auction-level visibility into AI Overview and AI Mode ad placements across Google Search
- * Ad copy, CTA language, and creative strategy across 10+ industries
- * Share of voice shifts: who is entering AI ad auctions and who is being displaced
- * CTA impact analysis: which call-to-action phrases correlate with higher engagement
- * Industry-level exposure: how AI ad penetration differs by vertical
- * ChatGPT placement tracking: monitoring Branded Card visibility and sponsored response triggers
- * Conversational ad performance: analyzing dialogue-based copy vs. traditional search creative
- * Platform-specific economics: benchmarking CPM and minimum spend thresholds for LLM-native ads
- * Prompt-intent mapping: identifying high-value conversational triggers for competitor displacement

What Adthema measured

29.1m+
Queries analyzed

10+

Industries covered,
including Retail,
Finance, Healthcare,
Travel and Auto

3

Markets: US, EMEA
and APAC

25,000

SERPs monitored

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Key findings

+9.9%

AIO visibility rising fast

AI-driven search auctions are now outperforming traditional search in growth. Finance (+9.9%) and Healthcare (+8.3%) sectors lead with the sharpest acceleration in visibility

#1

Retail dominates — but gaps exist

Retail advertisers command the highest AIO share (84% AIO presence), but financial services (79%) and travel (32%) represent significant and fast-growing untapped opportunity.

+31%

CTA language drives uplift

Intent-aligned AI traffic delivers a 31% uplift in conversion and engagement. CTAs like 'Compare' and 'Get a Quote' significantly outperform generic 'Shop Now' in AI Overview positions.

84%

Query length = AIO opportunity

AI ad visibility scales to 84% (Retail) and 79% (Finance) when search terms exceed 9 words — making long-tail, conversational queries the primary driver of AIOs opportunity.

60%

Mid-tail queries = AI ad opportunity

Ads in AI Overviews aren't being won on long, conversational queries - they're being won on 3–4 word searches. That's where 60%+ of all AIO ad appearances are concentrated.

900m

ChatGPT ads = AI ad opportunity

OpenAI's total weekly user base. Free (85%) & Go (8%) tiers are the addressable ad audience.

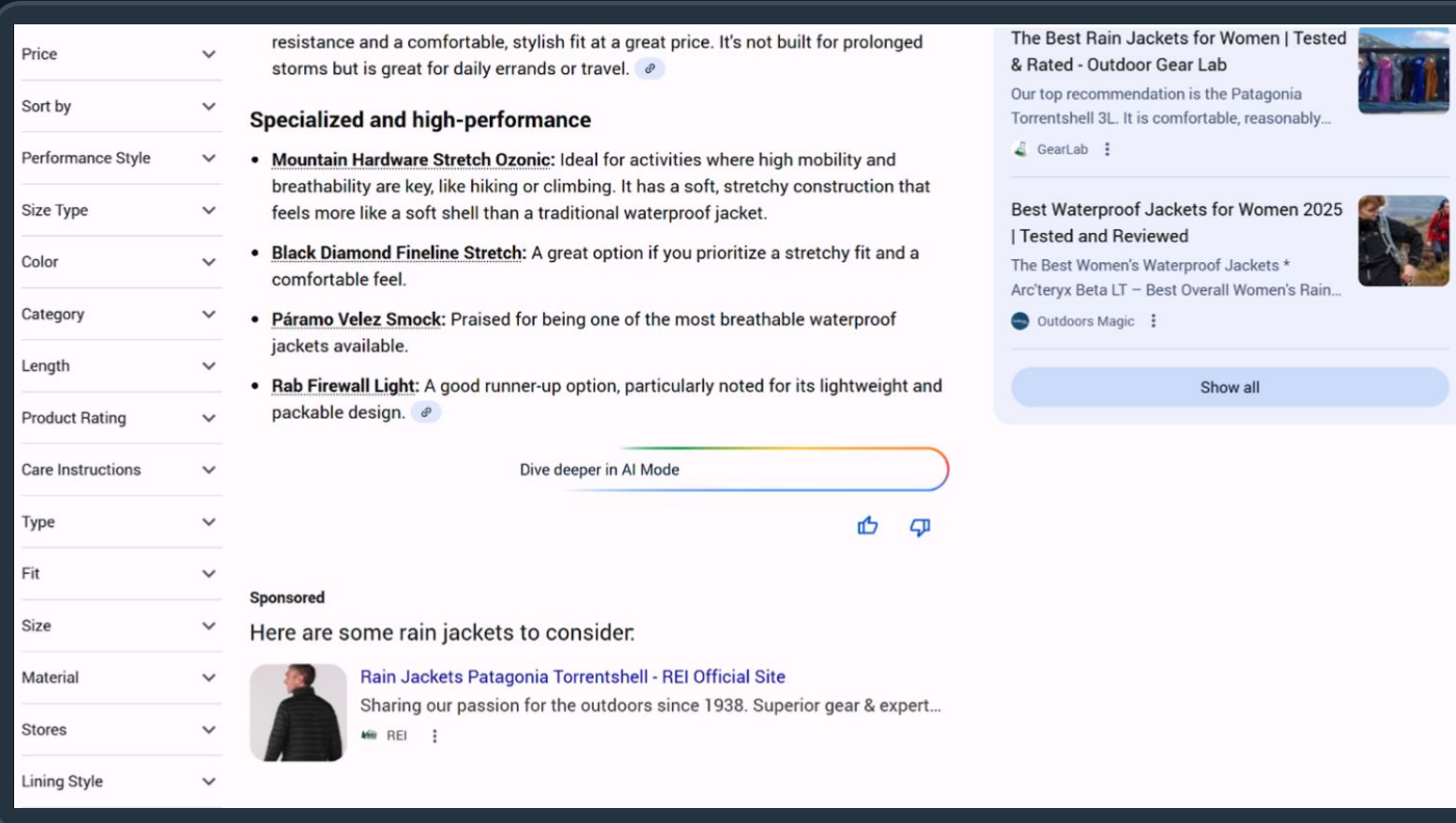
Chapter 1

Which queries trigger AI ads?

Understanding the prompt patterns that surface paid placements in AI-generated search results.

AIO Ad penetration is growing fast

Adthema auction data shows accelerating AI placement competition across Google Search.



Adthema was the first to detect Ads in Google AI Overview search results in November 2025.

~15%

QoQ growth in AI Overview auction entries

0.12%

of tracked queries trigger AI ad placement in US

0.05%

of tracked queries trigger AI ad placement in AU

The query intent test

While long queries typically trigger informational AI Overviews and short queries drive transactions, industry data reveals a counterintuitive shift.

This table shows the relationship between query complexity (user intent) and AI Overviews dominance across query lengths from one to 10 words.

		Word count in search query									
AIO Frequency / Dominance %	Industry	1	2	3	4	5	6	7	8	9	10
	Automotive	21.9%	45.9%	68.9%	74.3%	65.3%	66.6%	79.0%	57.5%	56.3%	33.3%
	Energy	42.1%	74.4%	79.9%	84.0%	72.7%	66.0%	55.1%	45.7%	52.4%	57.8%
	Financial Services	70.3%	79.3%	79.6%	76.1%	72.4%	76.4%	71.9%	70.3%	43.2%	40.2%
	Gaming	0.0%	75.0%	33.3%	44.4%	66.7%	100%	100%	—	—	—
	Healthcare	23.3%	51.2%	32.3%	34.2%	27.2%	37.9%	39.3%	26.3%	58.1%	0.0%
	Retail	44.3%	64.2%	77.8%	78.6%	75.6%	65.3%	56.3%	61.0%	38.5%	—
	Travel	30.7%	72.0%	73.3%	79.3%	85.8%	84.0%	91.1%	87.1%	87.5%	0.0%

Healthcare (Information Dominance): As query length increases (10+ words), ads above AIOs drop to **0.0%**. Google prioritizes purely informational results for complex health questions.

Gaming (Long-Tail Opportunity): Ad visibility hits **0.0%** for single-word terms but peaks at 100% for 6–7 word queries. This is a precise window to intercept high-intent, deep-research users before the AI dominates the fold.

Auto & Travel (The Funnel Flip): Surprisingly, ads perform better on **longer, informational queries**. Automotive ad visibility above AIOs jumps from **21.9% (1 word)** to **74%+ (4 words)**.

Strategic intent: The AIO ad opportunity

Informational queries of 6+ words account for 80%+ of AI ad impressions — representing 11% more opportunity vs. standard search.

1. Sector-specific visibility

Healthcare: Long-tail queries (10+ words) effectively kill ad visibility (0%) above AI Overviews, as Google prioritizes informational safety.

Gaming: 1-word queries see a 0.0% ad visibility blackout. Ad visibility peaks at 100% for 6–7 word queries

2. The mid-funnel goldmine (Auto & Travel)

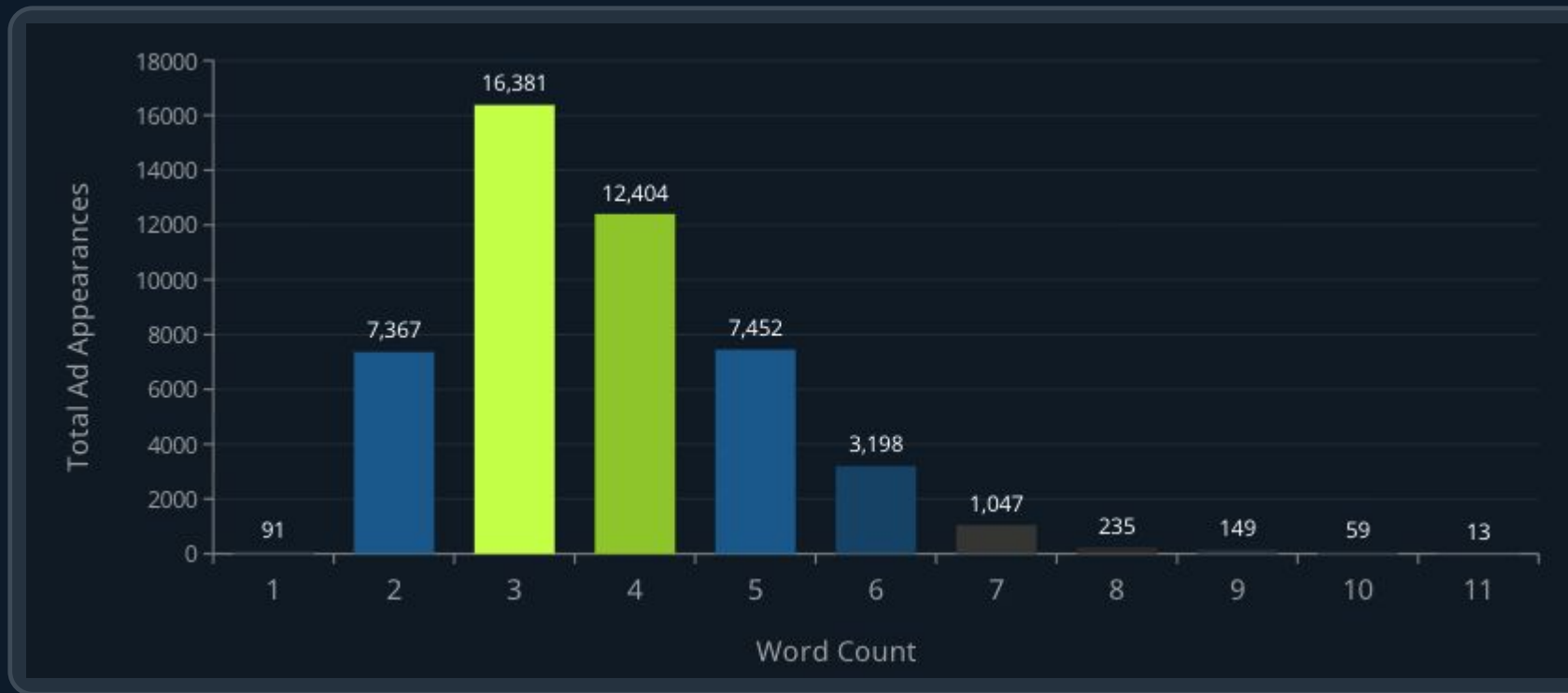
The Trend: Longer, informational queries outperform short, high-volume terms. In Automotive, ad placement above AIO jumps from 21.9% (1 word) to 74% (4 words).

The Shift: Ignore the "AIOs kill CTR" myth. Aggressively bid on upper-funnel informational queries where ads still dominate the top-of-page real estate.

The Bottom Line: Don't avoid AIOs - target the specific long-tail "visibility windows" where ads still sit above the AIO.

Mid-tail queries are the AIO ad opportunity

Total ad appearances in AI Overview by search term word count



Mid-tail is where the money is

Ads in AI Overviews aren't being won on long, conversational queries - they're being won on 3–4 word searches. That's where 60%+ of all AIO ad appearances are concentrated.

Long-tail queries - where AI Overviews are most naturally triggered, are a largely uncontested space. Brands aren't bidding there, or Google isn't surfacing ads. Either way, it's a gap hiding in plain sight.

The opportunity: Get ahead of the curve on longer, intent-rich queries before competitors catch on.

Where AI ads don't show and why it matters



OPPORTUNITY

Sensitive categories under-index

Medical, financial advice, and safety-related queries show significantly lower AI ad penetration. Advertisers in regulated sectors have a compliance-safe window while competition remains low.



STRATEGY

Seasonal queries lag on AI ads

Time-specific and event-driven searches (e.g. 'Black Friday deals') under-index for AI placements. Evergreen, utility-focused content dominates - a signal for always-on strategy.



WARNING

Navigational intent = blind spot

Brand-name navigational queries rarely trigger AI ad carousels. Advertisers relying solely on branded terms may be invisible in AI-generated results.

Chapter 2

Which advertisers are winning

Share of voice, category leaders, and the competitive dynamics reshaping AI search.

Retail leads, but challengers are closing fast

Retail

AIO presence: **84%** | Current dominance

84% presence in long-tail product queries (9–10 words).

75%+ Ad Prominence: Retail ads still appear above the AIO in over 75% of instances, maintaining the strongest defensive position of any vertical.

Finance

AIO presence: **79%** | Entering

The fastest-growing challenger with a +9.9% surge in AIO visibility this year.

Travel

AIO presence: **32%** | Entering

Currently has a lower AIO presence but is seeing a massive shift in "informational intent" queries where AI is starting to replace traditional comparison sites.

The commercial impact

CTR Erosion: In saturated Retail categories, Paid Search CTRs have dropped by 8–12 percentage points (a 20–40% relative decline) as users find answers within the AI summary.

The Visibility Floor: Across all Challenger industries, ad visibility is lost 25% of the time when an AI Overview triggers, forcing a shift from Keyword Bidding to Entity Optimization.

Top 5 domains in AI

Overviews ads by vertical

Retail & Shopping



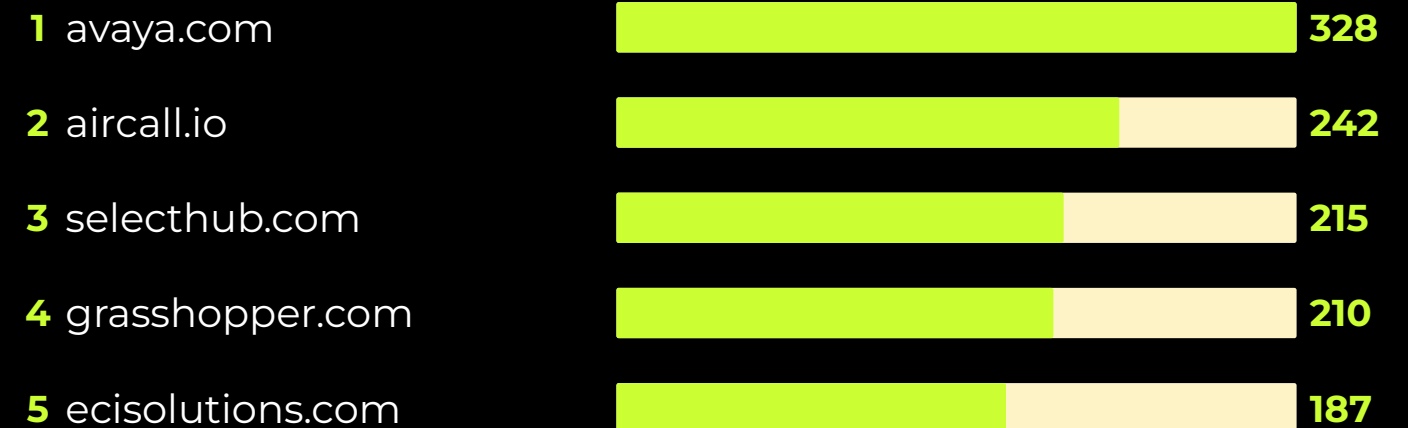
Financial Services



Travel & Autos



Tech & Electronics



Chapter 3

CTA & creative impact

How ad copy and call-to-action choices
shape AI ad performance and click-through rates.

CTA language drives measurable uplift

Advertisers using intent-matched CTAs win higher AI ad positions and generate more downstream traffic

"Compare"

CTR index: +35%

Best for considered purchases & Finance

"Get a Quote"

CTR index: +22%

High performance in insurance & utilities

"Shop Now"

CTR index: Baseline

Common but generic - over-used

"Find a Store"

CTR index: -20% to -40%

Under-performs in AI placement context

The intent gap strategy

Move beyond "Shop Now": While it remains the industry baseline, generic CTAs fail to capitalize on the exploratory mindset of AI searchers.

The conversion multiplier: Aligning your CTA to the user's specific research phase (e.g. using Compare for high-consideration purchases) generates a 31% overall uplift in conversion and engagement.

Win the top spot: Intent-matched language is a primary lever for securing Rank 1-2 in the AI carousel, which drives a +91% site visit uplift compared to lower positions.

What winning AI ad copy looks like

01

Problem-first framing

AI users are in exploratory mode. Top ads lead with the user's problem, not the product. E.g. 'Struggling with [pain point]? Here's how...'

02

Specificity wins

Vague headlines lose to keyword-dense, attribute-rich copy. AI systems reward semantic relevance between query context and ad content.

03

Offer clarity

Ads with a clear, quantified offer (e.g. '0% APR for 12 months', 'Free next-day delivery') outperform those without in carousel position.

04

Trust signals matter

Review counts, ratings, and recognised brand cues increase CTR in AI carousels - particularly for unfamiliar or challenger brands.

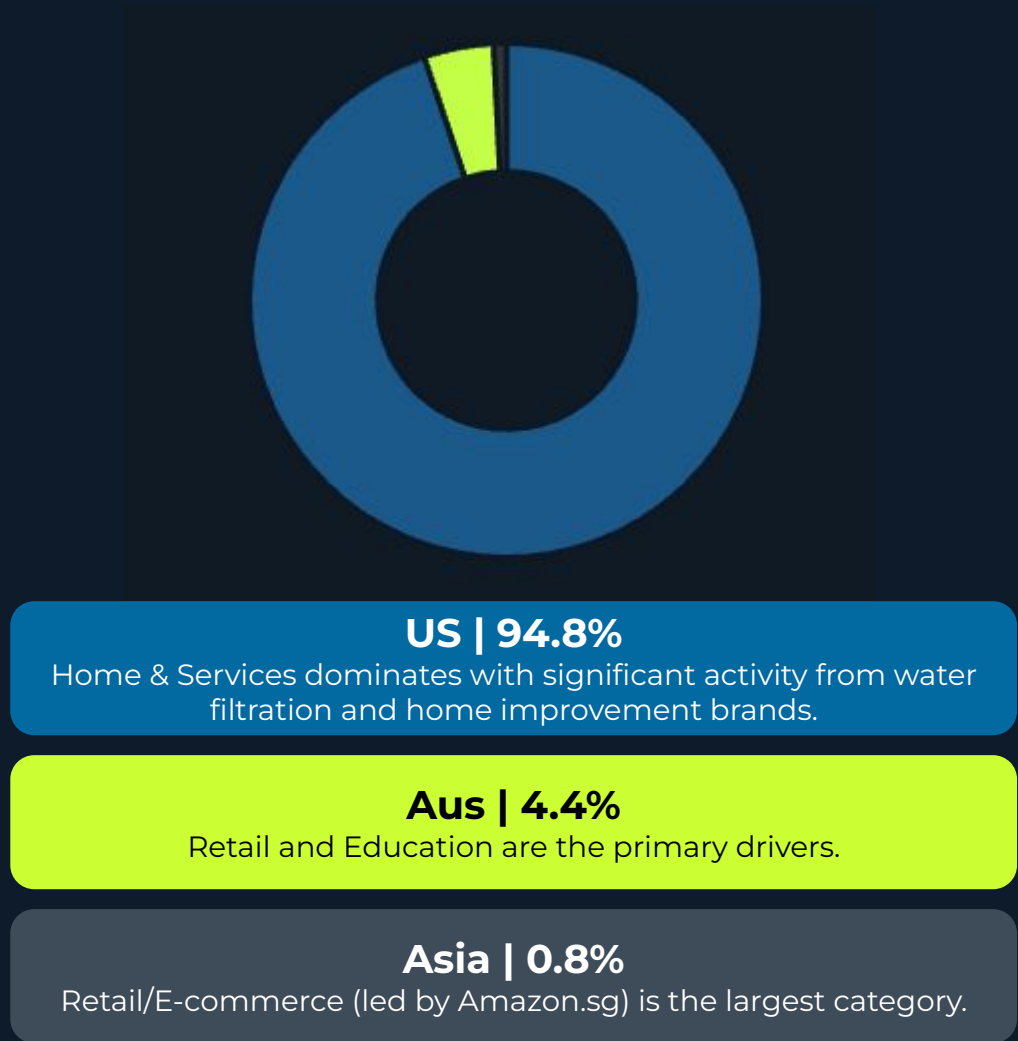
Chapter 4

Industry level intelligence

AI ad exposure by vertical - where competition is heating up and where the white space remains.

AIO ad exposure by industry

Industry	Total	USA	AU	Asia
Other / General	13,399	12,254	1,009	136
Home & Services	10,750	10,649	98	3
Education	8,652	8,250	383	19
Retail/E-commerce	5,079	4,403	505	171
Business & Technology	4,610	4,523	58	29
Automotive	1,485	1,470	14	1
Telecom & Media	935	910	24	1
Reviews & Guides	837	837	0	0
Food & Pets	764	750	13	1
Finance & Insurance	625	608	17	0
Real Estate	436	431	5	0
Health & Wellness	351	349	2	0
Legal	263	259	4	0
Travel & Hospitality	210	186	14	10



AI ad exposure regional and industry dynamics

The AIO ad landscape is a US-centric environment. Home & Services and Education are dominant sectors. Regional triggers (Retail in APAC) and YMYL caution (Finance) define this early-adopter phase.

USA
Primary market
94.8%

AU
Retail & Higher Ed
4.4%

AS
Measured Rollout
0.8%

The rank 1 mandate

91%

more visits from carousel positions 1-2 vs. lower ranks (US market)

Query length boost

84%

higher ad visibility in Retail when search terms exceed 9 words

Sector insights

Home & Services

Volume leader

High-value research queries (Water/HVAC) are the most frequent ad triggers.

Education

Informational fit

Natural synergy with AIO's summary nature; resilient across all geographies.

Retail

Visual shift

Growth driven by Product Carousels, especially in AU and AS regions.

Finance

Quality guardrail

Lower volume (YMYL sensitivity) but highest growth in competition.

STRATEGIC PRIORITY › Protect top-of-funnel CTR in Education & Legal · Dominate Rank 1-2 carousel in US · Target 9+ word queries in Retail

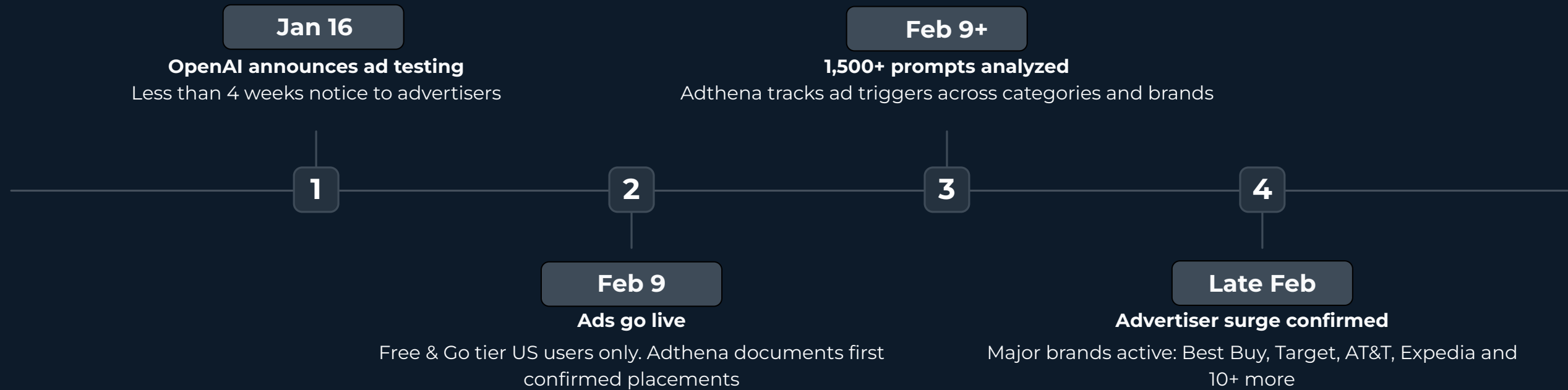
Chapter 5

Ads in ChatGPT

What Adthena's first-to-market research reveals about OpenAI's ad rollout and what it means for advertisers.

ChatGPT ads: What happened on day one

Adthena was first to document confirmed ChatGPT ad placements — here's what we found



\$60 cpm

~3× Meta average rates. Comparable to NFL broadcast inventory

800m users

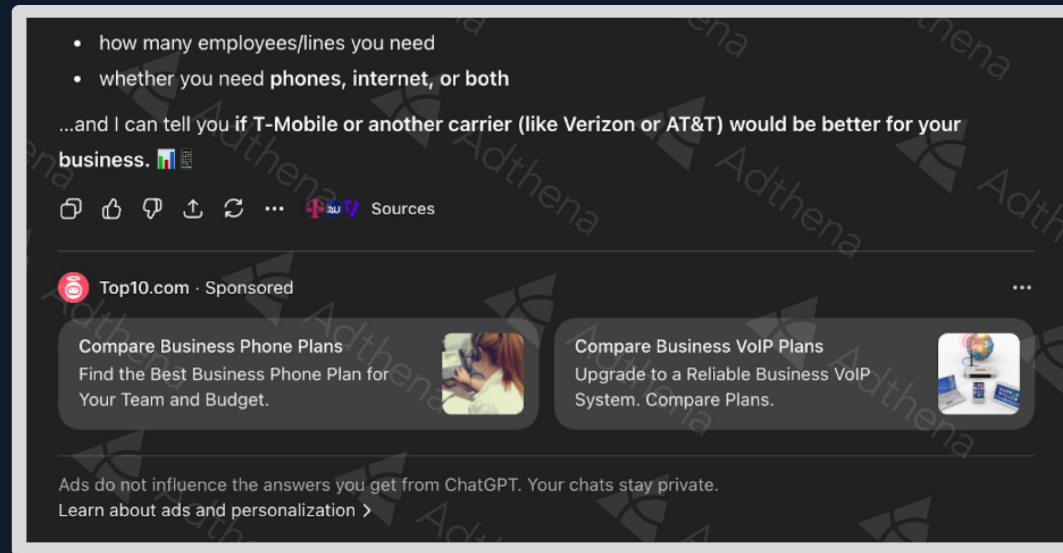
OpenAI's total user base. Free & Go tiers are the addressable ad audience

Free & Go tiers

Plus, Pro, Business, Enterprise & Education remain ad-free

The anatomy of a ChatGPT ad

A new branded card format designed to maintain conversational trust.



Placement: Embedded "Branded Cards" within the flow; visually distinct from AI text.

Targeting: Pure Intent: Matched to the prompt, *not* user cookies or profiles.

Labels: Clear "Sponsored" badge with brand favicon/logo.

Triggers: High-intent modifiers like **"best," "new," and "buy"** are the primary catalysts.

User control: Robust "Three-dot" menu: Hide, Report, or **"Ask ChatGPT"** about the ad.

The SERP has moved inside the conversation



Death of the cookie

This is a 100% privacy-first model. Advertisers receive aggregate stats (views/clicks) but zero personal chat history.



The Double-Click disruption

Users no longer need to open new tabs. Consideration and clicks happen in one interface.



Premium inventory & fixed costs

High barrier to entry with a high-entry \$60 CPM and limited below-the-fold real estate. Brands must optimize for Engagement Rate to justify the premium, as you pay for the impression regardless of the click.



Action item

Brands must map which specific prompt triggers (e.g. "I am going to buy...") activate their competitors to defend their market share.

The new era of conversational monetization

The strategy: Privacy-first & intent-driven



Targeting: Ads appear in ChatGPT Go (Free/Low-cost) tiers; Higher tiers remain ad-free.



Placement: "Sponsored" units sit below the main response to avoid interrupting the AI's core answer.



Constraint: OpenAI maintains a strict "no-influence" rule - ads will not change the chatbot's organic logic.

The advertiser checklist: requirements for success



High-quality data feeds: Structured info (prices, URLs, images) is mandatory for matching.



Proximity logic: Localized attributes (shipping speed, neighbourhood) are prioritised.



Real-time signals: Integration of live inventory and booking availability to prevent "dead" ads.



Prompt-matching: Content must align with the intent of the conversation, not just keywords.

Vertical deep dive: Retail vs. Travel

Retail & FMCG

Triggers: Ingredient lists, DIY tasks, product needs.

Visuals: Product carousels (Price, Stock, Delivery).

Copy: Short headlines (approx. 20-character limit).

CTA: Transaction: Focus on same-day delivery.

Travel & Vacations

Triggers: Location-based queries, itineraries.

Visuals: Image thumbnails (Amenities, Location).

Copy: Short headlines + Brand name.

CTA: Conversation: Direct "Chat with Vendor" button.

The Bottom Line: Success in ChatGPT ads will be defined by **data quality and contextual relevance** rather than traditional bid-to-win volume.

Who is already advertising in ChatGPT?

Adthena's analysis of 300k+ daily prompts confirmed advertisers as of late March 2026

Retail & E-commerce



Travel & Autos



Tech & Telecoms



Food & Lifestyle



Shopify has integrated its Shop Campaigns network, opening ChatGPT ad inventory to its entire merchant ecosystem - potentially thousands of brands overnight.

Source: Adthena research, analysis of 300k+ prompts, Mar 2026.

A selection of ads we've spotted

A common strategy:
Many budget shoppers buy **produce staples at Aldi** (bananas, apples, lettuce) and go to **Kroger for specialty items or sale produce**.

✓ If you want, I can also show which produce items are almost always cheaper at Aldi vs Kroger (there are some consistent patterns).

Albertsons · Sponsored

In season picks
Shop seasonal produce now with easy pickup or delivery.

Tip: If you don't have a car in Hoboken, many people take:

- the PATH to Jersey City
- then Uber or bus to the big box stores.

✓ If you want, tell me:
• what kind of project you're doing (e.g., mounting TV, building shelves, plumbing repair, etc.)

...and I can suggest the best store near you for that specific project.

Wayfair · Sponsored

Wayfair | Greenhouses
Shop finds for every space, style, and budget with always-on deals on all things home.

Wayfair | Shed Accessories
Shop finds for every space, style, and budget with always-on deals on all things home.

Tips for maximum battery life:

- Apple's M-series chips and Snapdragon X-series Windows laptops consistently deliver some of the longest real-world runtimes.
- Look for models with **energy-efficient processors** (e.g., ARM-based or Intel "Ultra" low-power chips) and **optimized displays** (like OLED or low-power LCDs) for best endurance.

Would you like me to narrow these down for a specific budget or use case (e.g., students, business, gaming)?

HP · Sponsored

Great for Work & Gaming
HP Omnibook Laptops with Intel® Core™ Ultra processors.

Quick Summary
What people love about New Balance:

- ✓ Great fit for different foot shapes
- ✓ Plush yet responsive cushioning
- ✓ Durable and breathable materials
- ✓ Strong stability options
- ✓ Classics that work as everyday sneakers

If you want, tell me what you're planning to use the shoes for (e.g., long runs, tempo workouts, casual wear), and I can suggest specific New Balance models with these cool features.

New Balance · Sponsored

New Balance Fresh Foam X More
A New Kind Of Runners High.

The New Balance 880v15
An Evolution In Everyday Reliability.

Map showing locations in Hoboken, NJ, including Journal Square, Hilltop, and Downtown.

Etsy · Sponsored

Home Craft
Find Home Crafts You'll Love. Buy Directly From Makers. Only On Etsy.

Kits
Find Kits You'll Love. Buy Directly From Makers. Only On Etsy.

well-rounded gaming machine and don't mind a few tradeoffs (weight and battery life), they're a strong choice.

If you tell me your budget and what you'll mostly use the laptop for (e.g., AAA gaming, video editing, school), I can suggest specific Legion models to consider!

Lenovo · Sponsored

Level Up with Legion PCs
Need more power? Browse Legion Gaming Desktops & Laptops.

Legion vs Alienware
Compare FPS and cooling

Ads do not influence the answers you get from ChatGPT. Your chats stay private. Learn about ads and personalization >

ChatGPT Ads vs. Google AI Overviews

Two AI ad environments, fundamentally different in format - targeting, pricing, and access. Here's how they stack up.

Dimension	Google AI Overview	ChatGPT
Ad format	Product carousel (images, price, rating)	Text/conversational — no carousel yet
Targeting	Query-matched via query-matched via product feed/ai driven keywords	Contextual topic-matching; no behavioral tracking
Pricing model	CPC via existing campaigns (Search/PMax)	\$60 CPM beta — ~3× Meta rates
Entry requirement	Existing Google Shopping/PMax/Search campaign	\$200K minimum commitment (beta)
Ad placement	Within AI Overview response block	Adjacent to / after conversational response
User eligibility	All users (not gated by tier)	Free & Go tier US users only
Sensitive topics	Avoids medical, finance, safety queries	Restricts health, mental health, politics
Traffic uplift	+22% for rank 1–2 placement	Adthenea post-ad visit rate data pending

What advertisers should do about ChatGPT

Six action areas to navigate ChatGPT's ad environment - from economics to compliance.



Budget

At \$60 CPM and a \$200K minimum, ChatGPT ads cost ~3× Meta. Model ROI carefully before committing.



Creative

Generic search copy will feel jarring. Write for dialogue — problem-framing, natural-language CTAs, solution-oriented messaging.



Intelligence

The \$200K barrier is high — but major competitors in retail, travel, and tech are already in. Use Adthena to surface new entrants early.



Strategy

ChatGPT targets conversational Free/Go users. Google AIO targets active searchers. Treat them as complementary, not competing.



International

US and AU only as of March 2026, but the Go tier launched in 171 countries. UK, DACH, and APAC advertisers should prepare now.



Compliance

OpenAI restricts ads near health, mental health, and political content. Know where your category sits before committing budget.

Chapter 6

COX[®]

AIO action in motion

How Cox Communications responded to the AIO squeeze and saved \$117,000 in wasted auction spend.

The AIO squeeze

AI Overviews transformed the Cox Internet Plans SERP into a zero-click environment — driving up costs while cutting returns.

84 - 94%

AIO Frequency

On the 'Cox Internet Plans'
SERP

+97%

CPC Increase

\$2.45 rising to \$4.82

-34%

CTR Drop

Click-through fell from 68%
down to 45%

+\$400K

Extra Spend

For rapidly diminishing
returns

The Problem

Winning the wrong battle

Cox held **95% above-AIO position** and so did competitors at 91%. The fight for Top of Page had become a bidding war for window shoppers: users who read the AI summary and never click through.

The Insight

Paying a vanity tax

Above-AIO position sounds like a win. But when AIO frequency hits **88%+** and CTR falls 34%, that premium placement absorbs budget without driving conversions. The algorithm was overbidding just to stay above the AI.

The two-part response

Stop the algorithm runaway. Then target the users who actually want to buy.

01

THE SAFETY PLAY

The \$3.75 Goldilocks bid

- Move [cox internet plans] to a Portfolio Target CPA with a Hard CPC Cap
- Cap set at \$3.75 - above the 2023 baseline (\$2.45) but below the inflated average (\$4.82)
- 4-week ramp: \$4.20 → \$4.00 → \$3.80 → \$3.75 to avoid conversion cliff
- Exits 'hyper-competitive' auctions (\$5–\$8+ bids) while winning ~80% of efficient auctions

02

THE OPPORTUNITY PLAY

Below-the-fold transactional copy

- Intentionally allow 'Above AIO' rate to decrease slightly — targeting post-AI scrollers
- Users who scroll past the AIO have rejected the generic summary and are ready to buy
- Old headline: 'Fast Home Internet Plans' (informational)
- New headline: 'Skip the Research: Order Your Plan Here' (transactional)

Outcomes & Success Criteria

What winning looks like and why this playbook applies to any advertiser facing AIO squeeze.

\$117k

annualized spend reclaimed

By stabilizing average CPCs in the \$3.50–\$3.75 range

<10%

conversion volume variance target

Proving waste was cut without losing genuine customers

\$3.75

Goldilocks CPC cap target

Above 2023 baseline, below the inflated AIO-era average

The Playbook That Scales

1

Identify your AIO frequency. If it exceeds 80%, you're in a zero-click squeeze and every CPC increase is pure waste unless CTR holds.

2

Cap your CPC below the AIO inflation ceiling. The Goldilocks zone sits above your pre-AIO baseline but below the hyper-competitive ceiling.

3

Pivot copy from informational to transactional. Post-AIO scrollers are ready to buy. Give them a reason to act, not another answer.



The AI search revolution is happening in the auction right now.

Adthena gives you the whole-market intelligence to
compete where it matters.

[Get your custom AI Search audit](#)

About Adthena

Adthena's AI search intelligence platform gives advertisers and agencies a whole-market view of paid search competition. From auction dynamics to ad copy analysis to competitive share of voice, Adthena turns search data into a clear competitive edge.

www.adthena.com

AI Search readiness scorecard

How prepared is your brand for AI search advertising?

Query Strategy

- ☐ Captured high-intent, 6+ word informational patterns via Broad Match to overcome exact-match eligibility barriers
- ☐ Identified top long-tail triggers in your category
- ☐ Built ad groups around problem-aware, conversational search terms
- ☐ Excluded navigational queries from AI ad budget

CTA & Creative

- ☐ Audited all active CTAs against AI performance benchmarks
- ☐ Replaced 'Shop Now' / 'Find a Store' with intent-specific CTAs
- ☐ Tested problem-first headline framing in at least one campaign
- ☐ Added quantified offers (price, APR, delivery) to top ad creatives

Visibility & Position

- ☐ Tracking carousel position — not just presence — in AI Overviews
- ☐ Optimised product titles for semantic keyword density
- ☐ Benchmarked your AI visibility index vs. category average
- ☐ Set rank 1-2 as a KPI target (not just impressions)

ChatGPT Readiness

- ☐ Assessed whether \$200K CPM entry threshold is viable for your brand
- ☐ Monitored which competitors have entered ChatGPT ad inventory
- ☐ Prepared conversational ad copy formats (not repurposed search copy)
- ☐ Flagged any sensitive category restrictions that apply to your vertical

Score yourself: 0-4 ticks per category. 13-16 = AI-ready | 9-12 = Progressing | 5-8 = Urgent action needed | 0-4 = At serious competitive risk

Your 30/60/90 day AI Search action plan

Competitors who started this quarter will be structurally harder to displace by Q3. Here's how to close the gap fast.

QUICK WINS

Days 1–30

Audit, fix, activate

- 1 Audit your top 20 ad CTAs. Replace any 'Shop Now' or 'Find a Store' with intent-matched alternatives. Target +35% CTR uplift.
- 2 Pull your AI Overview impression share. Identify which campaigns are triggering AIO placements — and which aren't.
- 3 Rewrite product titles in your top Shopping campaigns to be keyword-dense and attribute-rich. Directly impacts AIO placement eligibility.
- 4 Flag your carousel position data. Are you below rank 3? If yes, that's your highest-value optimization target this month.

BUILD

Days 31–60

Restructure for AI

- 1 Build dedicated ad groups around 6-9+ word, informational queries in your top categories. Model these on your highest-converting long-tail terms.
- 2 A/B test problem-first headline framing vs. product-first across at least 3 campaigns. Measure position index and downstream visit rate.
- 3 Establish a competitive monitoring cadence: which rivals are entering AI ad auctions in your category? Who is gaining share?
- 4 Map your industry against the AI ad penetration benchmarks in this report. Identify if you are above or below sector average — and act accordingly.

SCALE & FUTURE-PROOF

Days 61–90

Win the long game

- 1 Model ChatGPT ad ROI for your category. At \$60 CPM and \$200K minimum, is first-mover advantage worth the entry cost before rates normalise?
- 2 Develop conversational ad copy formats that feel native to a chat context. Do not repurpose standard search copy — test and learn now before scale.
- 3 Review visibility index across all AI platforms. Set rank 1-2 carousel position as a quarterly OKR. The +91% site visit uplift makes this your best-ROI lever.
- 4 Brief your agency or in-house team on the 13-17% AI query threshold. Any query volume below that line is traditional search. Above it? Different playbook.