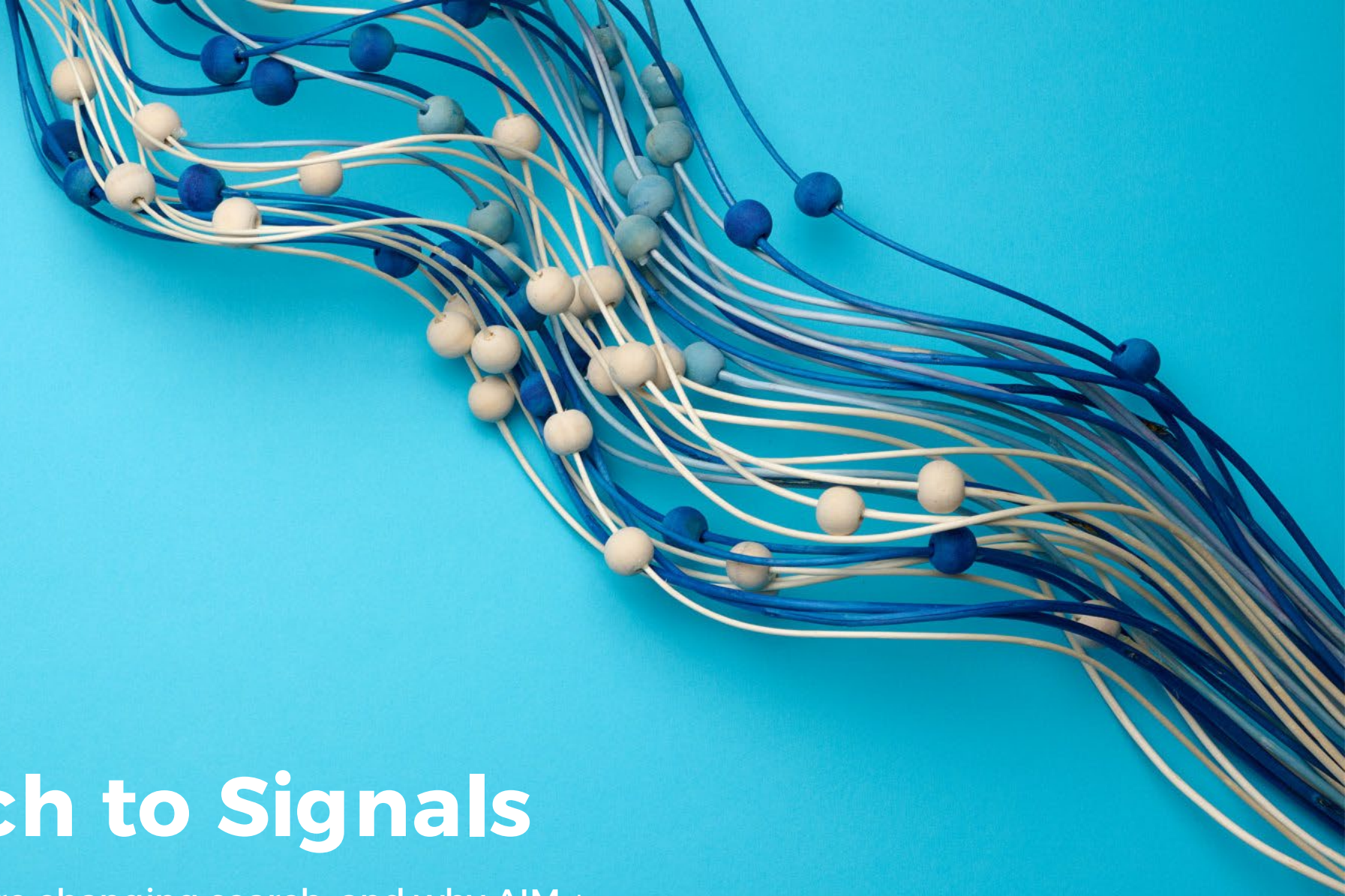




Pipeline Power Hour

From Search to Signals

How Google AI Overviews are changing search, and why AIM + Multi-Channel should anchor client conversations

AI Overviews and the Click Behavior Shift

The issue is not hype. Multiple data points show fewer outbound clicks when AI summaries appear.

8%

Users clicked traditional search results when an AI summary appeared

15%

Users clicked traditional results when no AI summary appeared

1%

Users clicked a cited source inside the AI summary

26%

Ended session after AI summary page

- If fewer users click through, the client may see softer organic traffic even if demand still exists.
- If traffic is less predictable, sellers need to uncover how the client is identifying intent beyond site visits.
- AIM gives us a way to talk about audience signals, activation and ROI instead of chasing clicks alone.



Takeaway: Finding demand is harder. Tracking customer journeys is harder. And proving marketing ROI is harder.

Field evidence: AI Overviews reduce outbound organic clicks

A randomized field experiment gives a more causal read on the impact.

39.8%

Reduction in outbound organic clicks when AI Overviews appeared

34.5%

Increase in zero-click searches when AI Overviews appeared

No effect

Reported for sponsored clicks or overall search frequency

- The study randomly assigned Chrome users to standard Google Search with AI Overviews or a version without them.
- The finding supports the idea that AI Overviews can divert traffic away from downstream websites.
- This does not mean paid search disappears. It means the path from research to action is changing.



Takeaway: This is not an SEO and Paid Search issue. It is a buyer journey issue.

Google is also rewriting the ad surface

The ad ecosystem is adapting as AI summaries become part of the search experience.

200+

Markets where ads are eligible above or below AI Overviews

English

Ads in AI Overviews are available in English on mobile and desktop in listed countries, including the U.S.

Text + Shopping

Existing Search, Shopping and Performance Max campaigns are eligible within AI Overviews

Query + AIO

Google considers both the query and AI Overview content when serving ads

- Google is not abandoning monetization. It is moving ads into and around AI-powered search experiences.
- This makes campaign performance more dependent on platform-controlled signals and automated matching.
- AIM gives CMG a client-friendly way to talk about owning the audience strategy, not just buying within a platform.

What clients will feel before they understand the cause

Most advertisers will not say “AI Overviews changed my funnel.” They will describe business symptoms.

This is the opening for AIM.

- “My website traffic is down, but I do not know why.”
- “Lead volume feels inconsistent.”
- “Google does not feel as predictable as it used to.”
- “We are spending in multiple channels, but I cannot tell what is working.”
- “We need to reach buyers earlier before they contact competitors.”

AIM connects the conversation to:

- Audience clarity
- In-market intent
- Cross-channel activation
- Frequency continuity
- Outcome measurement

AIM solves the problems AI search is making louder

Use the market shift to open a better discovery conversation.



Fragmented targeting

AIM builds one audience strategy that can be activated across channels.



Limited visibility

AIM helps identify high-value prospects using audience and intent signals.



Wasted spend

AIM improves precision, suppression and frequency continuity.



Attribution pressure

AIM supports outcome measurement and ROAS conversations.



Best seller line: “If your funnel is getting harder to track, we should start with the audience, not just the channel.”

Reframe the sale: from channel plan to audience plan

The client does not need more isolated tactics. They need a better way to identify and activate buyers.

Old conversation

- Do you want SEO?
- Do you want SEM?
- Do you want OTT?
- Do you want display?
- Do you want social?

New conversation

- Who are your highest-value prospects?
- How are you identifying intent?
- Can you reach the same audience everywhere?
- Can you control frequency?
- Can you prove what drove outcomes?



AIM + Multi-Channel positioning for this moment

A simple seller-ready narrative.

When search is less predictable, brands need audience intelligence they can activate beyond search.



Identify

Use AIM to define high-value audiences and in-market buyers.



Activate

Deploy the same audience across CTV, Display, Social, Video, Search and Audio.



Measure

Use attribution and matchback reporting to connect exposure to outcomes.



The goal is not to scare clients about Google. The goal is to show them a smarter way to find, reach and measure buyers.

Discovery questions sellers can use this month

Use these to uncover business pain before pitching products.

Traffic + demand

Have you noticed changes in website traffic, organic leads or search-driven inquiries?

Audience clarity

How confident are you that you know who your best prospects are right now?

Cross-channel reach

Can you reach the same audience consistently across CTV, social, display, video, audio and search?

Measurement

How are you connecting media exposure to leads, sales or revenue outcomes?

Risk

How dependent is your current plan on one platform or one source of leads?

Key takeaway: sell the business problem, not the AI news cycle

AIM + Multi-Channel is the practical answer to a more fragmented customer journey.

What sellers should remember

- AI Overviews are changing click behavior and discovery patterns.
- Clients will feel the impact as traffic volatility, lead uncertainty and attribution pressure.
- Our best response is not another isolated channel pitch.
- Our best response is an audience-first strategy powered by AIM and activated across channels.

Close with this line

“If customer journeys are harder to see, the answer is not to guess across more channels. The answer is to start with the audience.”

AIM helps identify, activate and measure that audience across the media plan.

