

Key Trends Reshaping Search

Conversational Search as the Interface

Users now ask complex, natural-language questions to Al agents. This is transforming search engines into answer engines, where the ad opportunity sits inside or adjacent to summaries.



New Monetization Models

Al-native search platforms are experimenting with sponsored answers, contextual commerce recommendations, and hybrid subscription+ad models.



As identity-based targeting declines, AI systems that infer user intent and

Contextual & Semantic Targeting

context are becoming central to ad placement strategies.



Al engines reference and cite brands in generated answers.

Generative Engine Optimization (GEO)

Measurement & Attribution Shifts

Just as SEO evolved for traditional search, GEO focuses on optimizing how



The classic "click-landing page-conversion" journey is fragmenting. Al may deliver answers or close transactions within the interface itself, demanding new attribution methods.

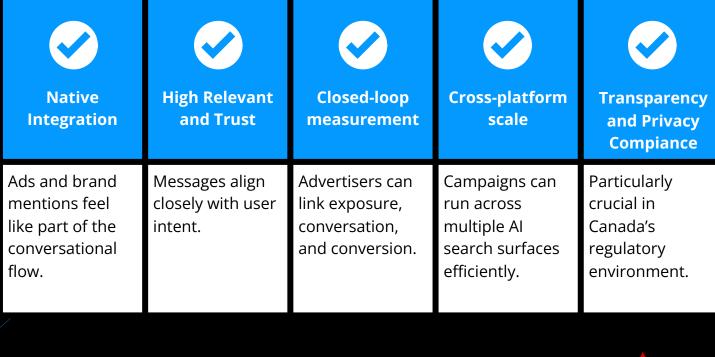


Opportunity Areas for Advertisers

Area	Why it Matters	Example
AI-Native Ad Serving	Reaches users inside conversational flows	 Sponsored Answers (e.g. Perplexity or Brave) Google Al Mode (ads in Al Overviews) Microsoft Copilot Ads (ads in conversational answers)
Generative Ad Creative	Scales personalization beyond keywords	 Tailored ad text or visuals per query Rembrand (dynamic visuals per query) Google Automatically Created Assets for RSAs Microsoft Copilot generating headlines, descriptions, and images
Conversational Ads	Deepens engagement within the search experience	 Dappier's interactive Q&A ad units Microsoft Conversational Ads (search + chat extensions) Google Ads Q&A ad experiments within Al Mode
GEO & Semantic Optimization	Improves brand inclusion in Al answers	 Profound's GEO monitoring tools Structured data optimization for inclusion in Google AI Overviews
Contextual Targeting	Works without cookies or identity tracking	 Classify.ai contextual targeting engine Brave Search contextual ads Microsoft Audience Network context-based targeting
Measurement Innovation	Matches Al-mediated paths to business outcomes	 Share-of-answer metrics in GEO tools Google Ads Insights & Attribution (ad impact in Al Mode)

The winners in this space will likely have five key attributes:

What "Winning" in Al Search Advertising Looks Like



Audit your current search footprint beyond 1 Google and Microsoft.

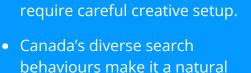
How to Get Started

- Experiment with one emerging platform 2 (e.g., Perplexity sponsorships or Brave
- contextual). Integrate GEO and structured content to 3
- journeys. 5 Maintain dual strategies: optimize core
- boost brand visibility in answers. Rethink attribution for conversational 4

platforms today, test future ecosystems in



Canada



- testing ground for new Alnative formats. Privacy rules (PIPEDA, provincial regulations) mean
- contextual and semantic targeting will play a bigger role.



parallel.

