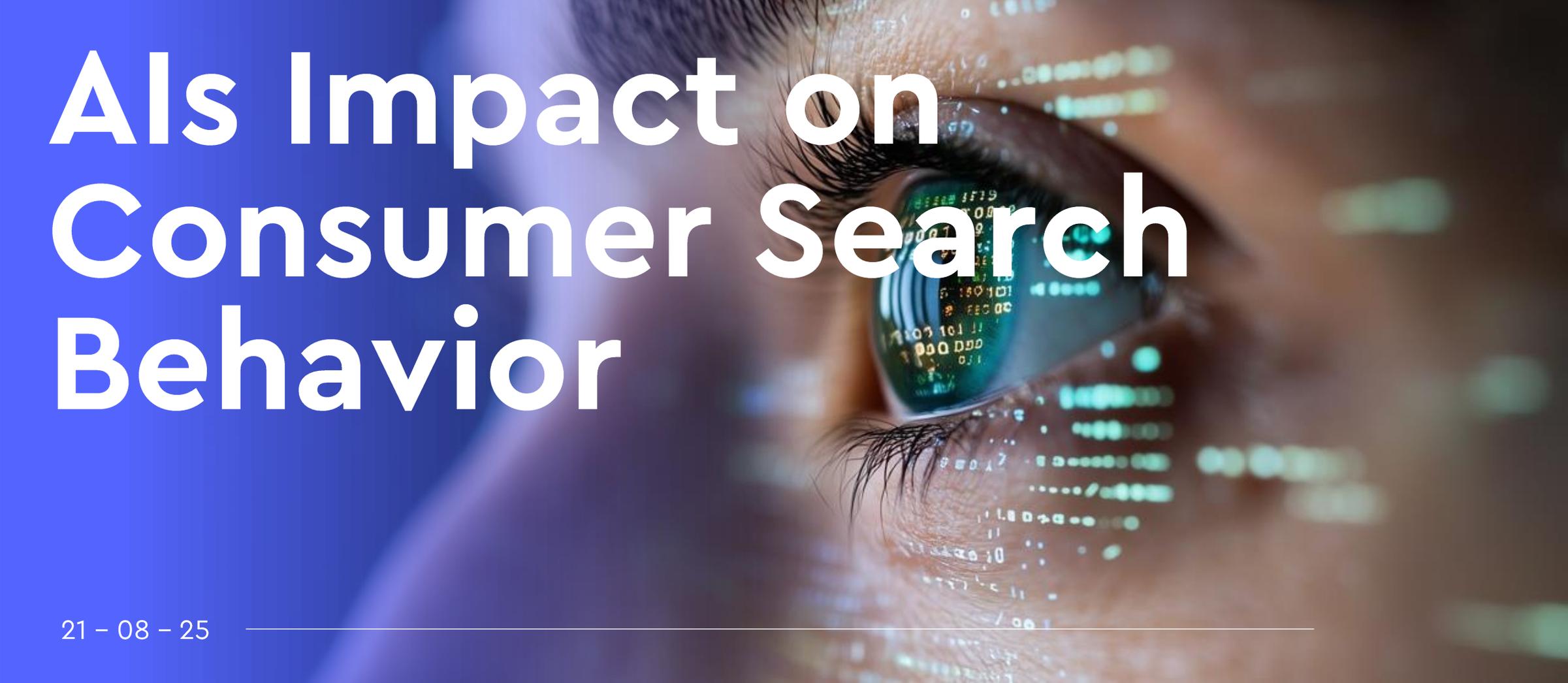


AI's Impact on Consumer Search Behavior

A close-up photograph of a person's eye, looking slightly to the right. The eye is the central focus, with a digital overlay of binary code (0s and 1s) and various data points in shades of green and blue. The background is a blurred, light blue and green gradient, suggesting a digital or technological environment. The overall composition is clean and modern, emphasizing the theme of artificial intelligence and its impact on consumer search behavior.



Nicholas Jakobsen

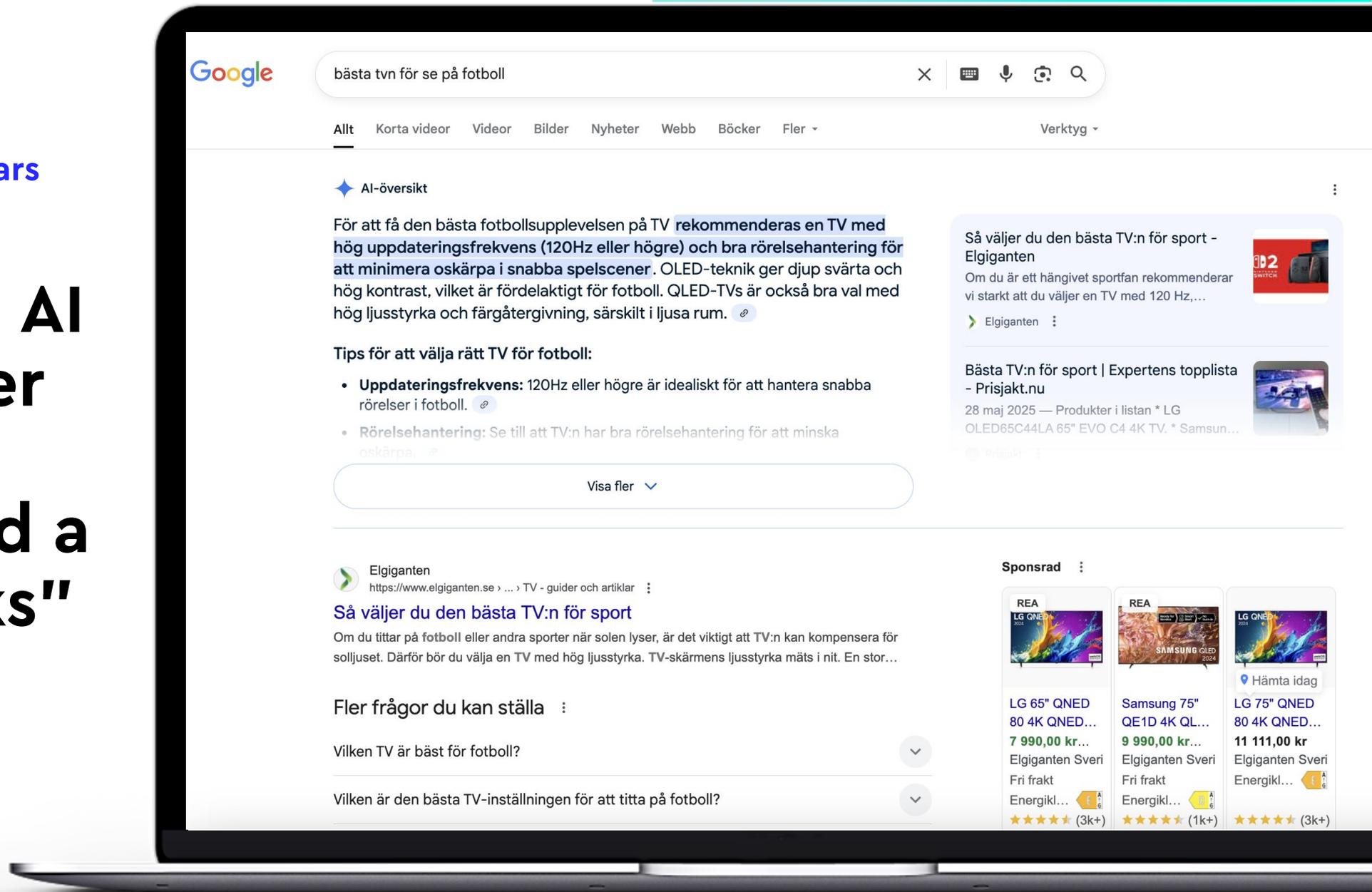
Director of Paid Search @ WPP Media

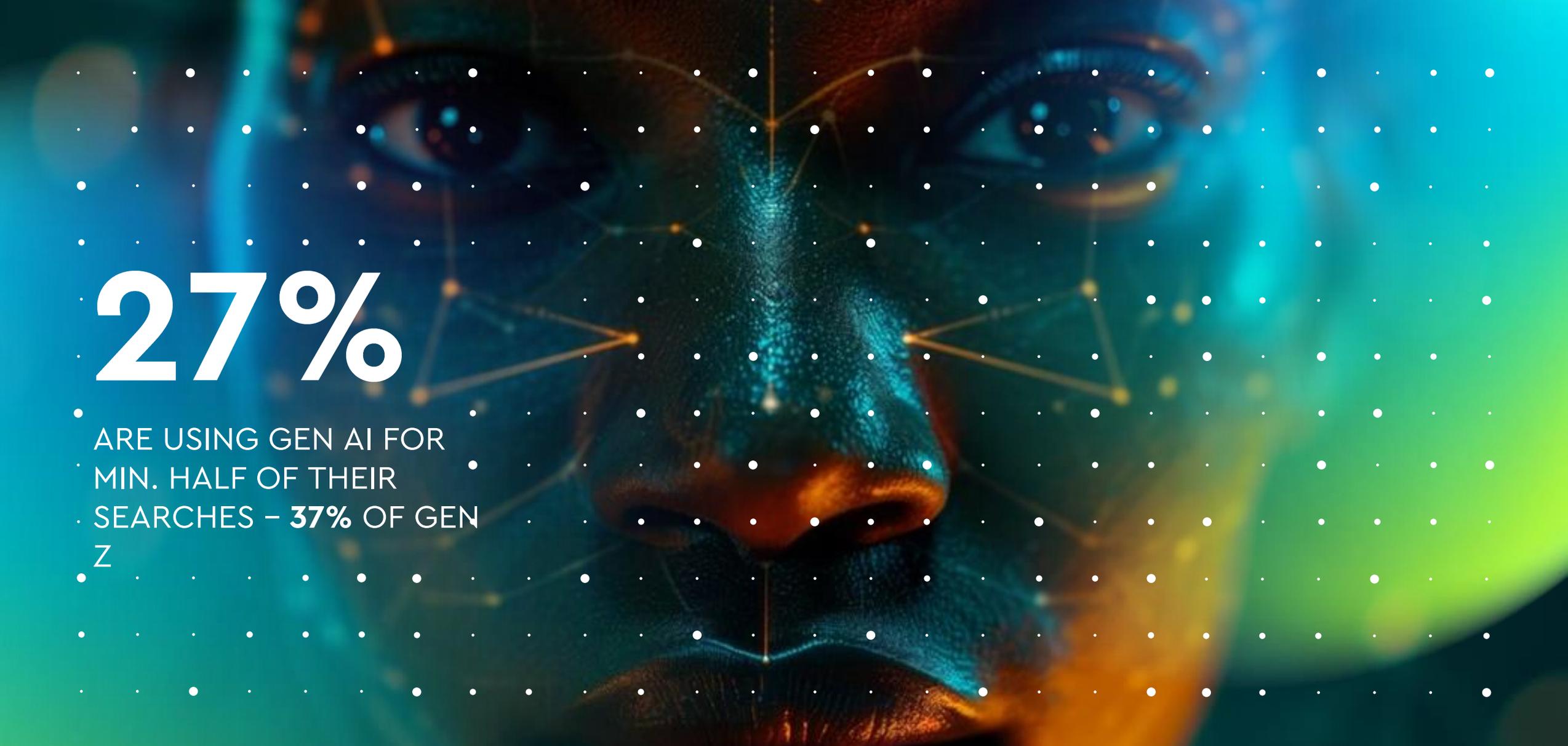
Today's Mission:

**How and why consumers
are adopting Gen AI to
explore their needs**

Explain it like I was 5 years old:

"Generative AI is like a super smart friend that has read a million books"





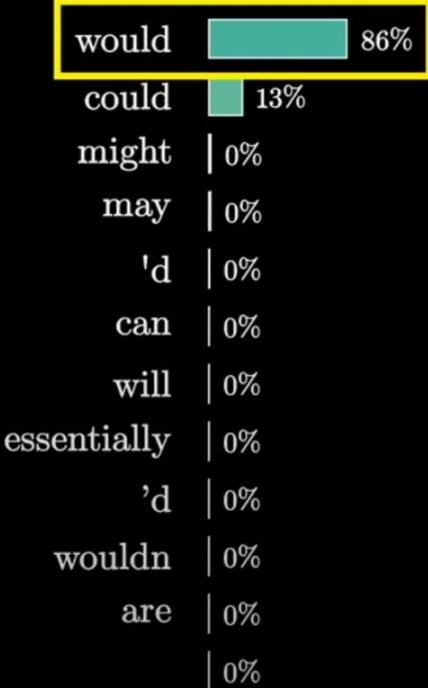
27%

ARE USING GEN AI FOR
MIN. HALF OF THEIR
SEARCHES – **37%** OF GEN
Z

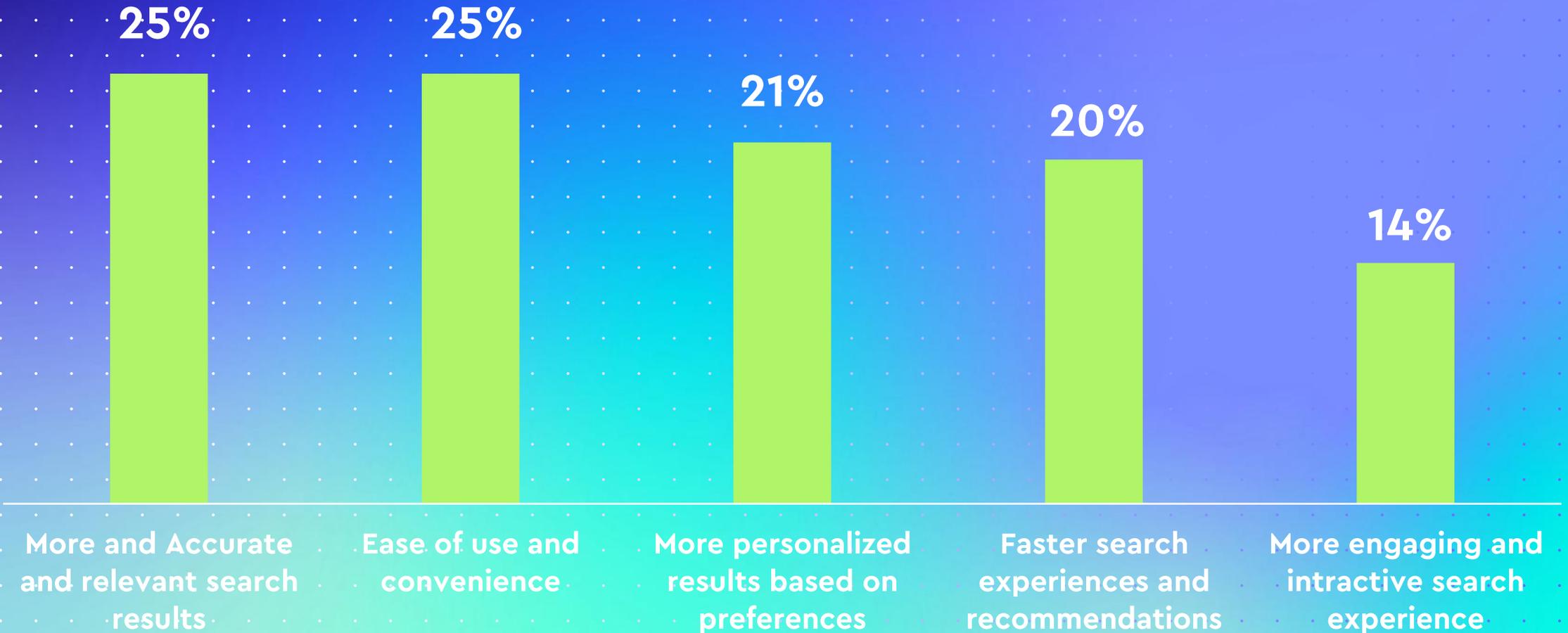
If you could see the underlying probability distributions a large language model uses when generating text, then you **would**

1B

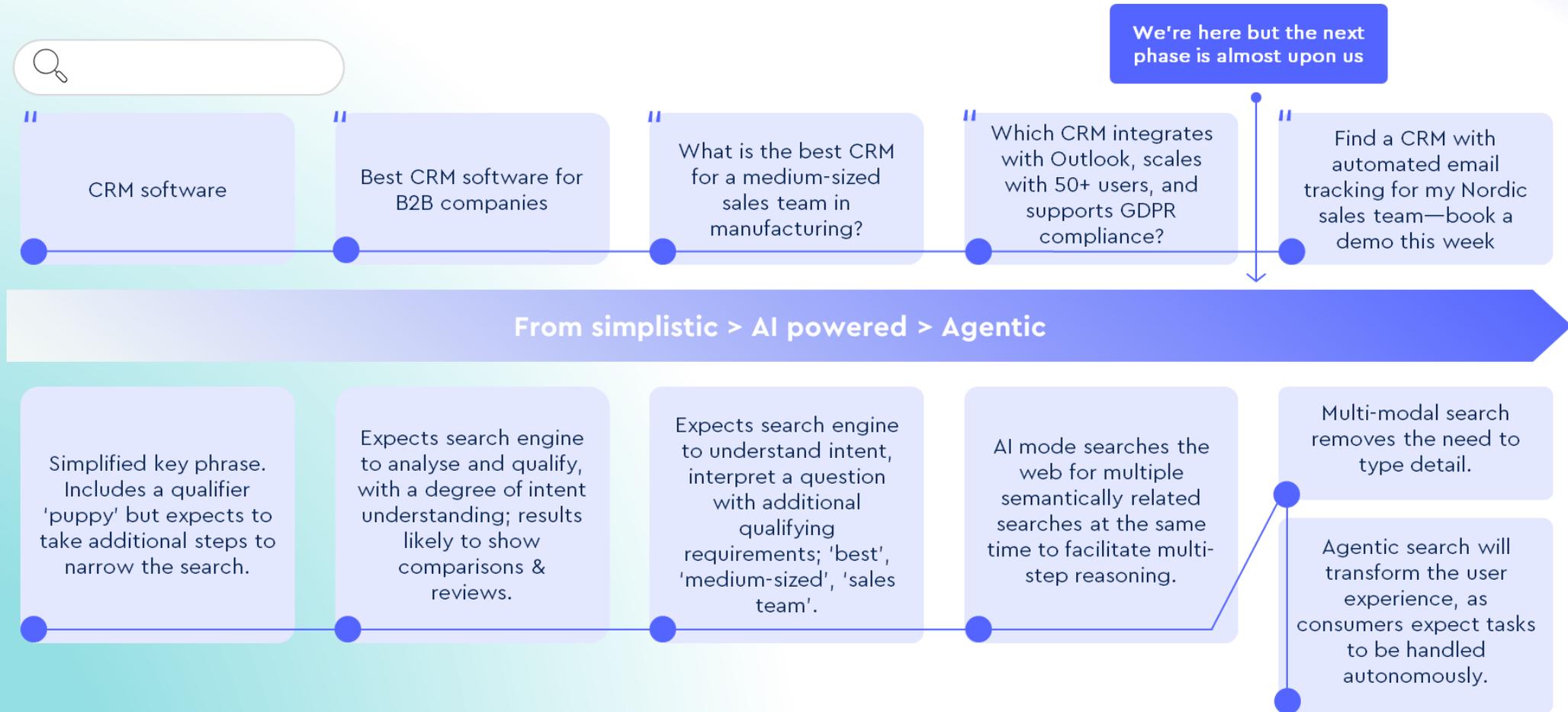
MONTHLY USERS
PROJECTED IN 2025



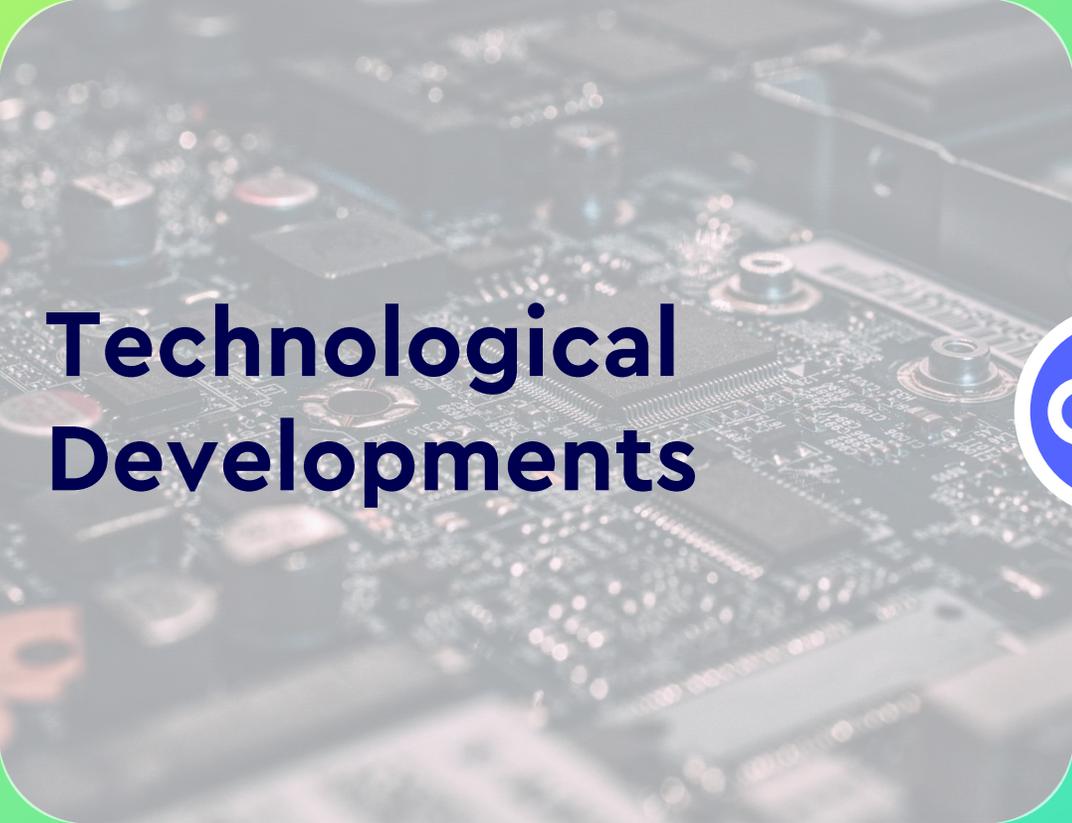
Why Consumers Use Gen AI



Consumer search behavior has changed fundamentally since the first search bar



The drivers of changing search behavior



**Technological
Developments**



**Consumer Mindsets
& Behavioural Swifts**

The main drivers of new AI search patterns is convenience and relevance

80%

Of users rely on AI summaries for half of their searches.

GENERATION AI

ZERO CLICK CONVINIENCE

60%

Of searches on search engines end without progressing to another destination from the SERP

46%

are more likely to remember a search result if the content is visual.

VISUALS ANCHORS MEMORY

SEEKING SOCIAL PROOF

206%

Increase in global traffic to platforms like Reddit

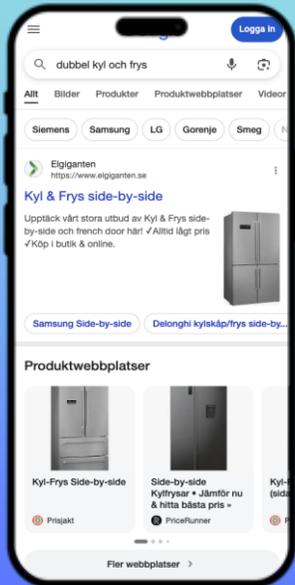
63%

of all traffic referrals to websites comes from Google.

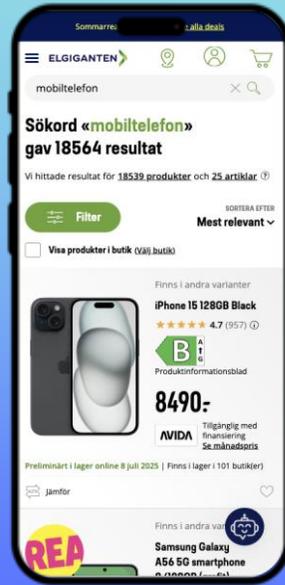
GOOGLE STILL WINS

Search behavior is cross platform and multimodal

Integrated Search



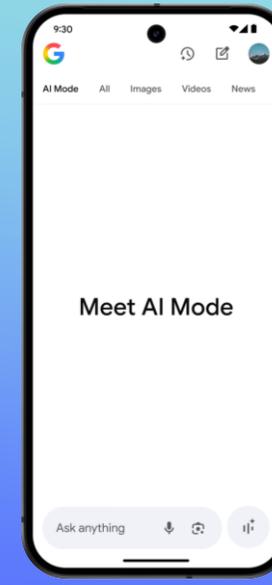
Commerce Search



Social Search



Generative Search



... with multimodal capabilities



Modern search behaviour differs across Categories & Demographics

Top three places used to search, by category and audience
UK consumers



Buying sneakers should be easy

 Integrated Search



DuckDuckGo, Google, Bing

Generative Search 



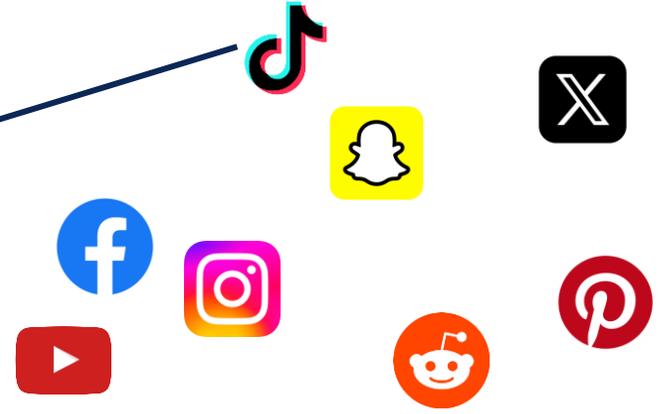
Copilot, Perplexity, Gemini, OpenAI

 Commerce Search



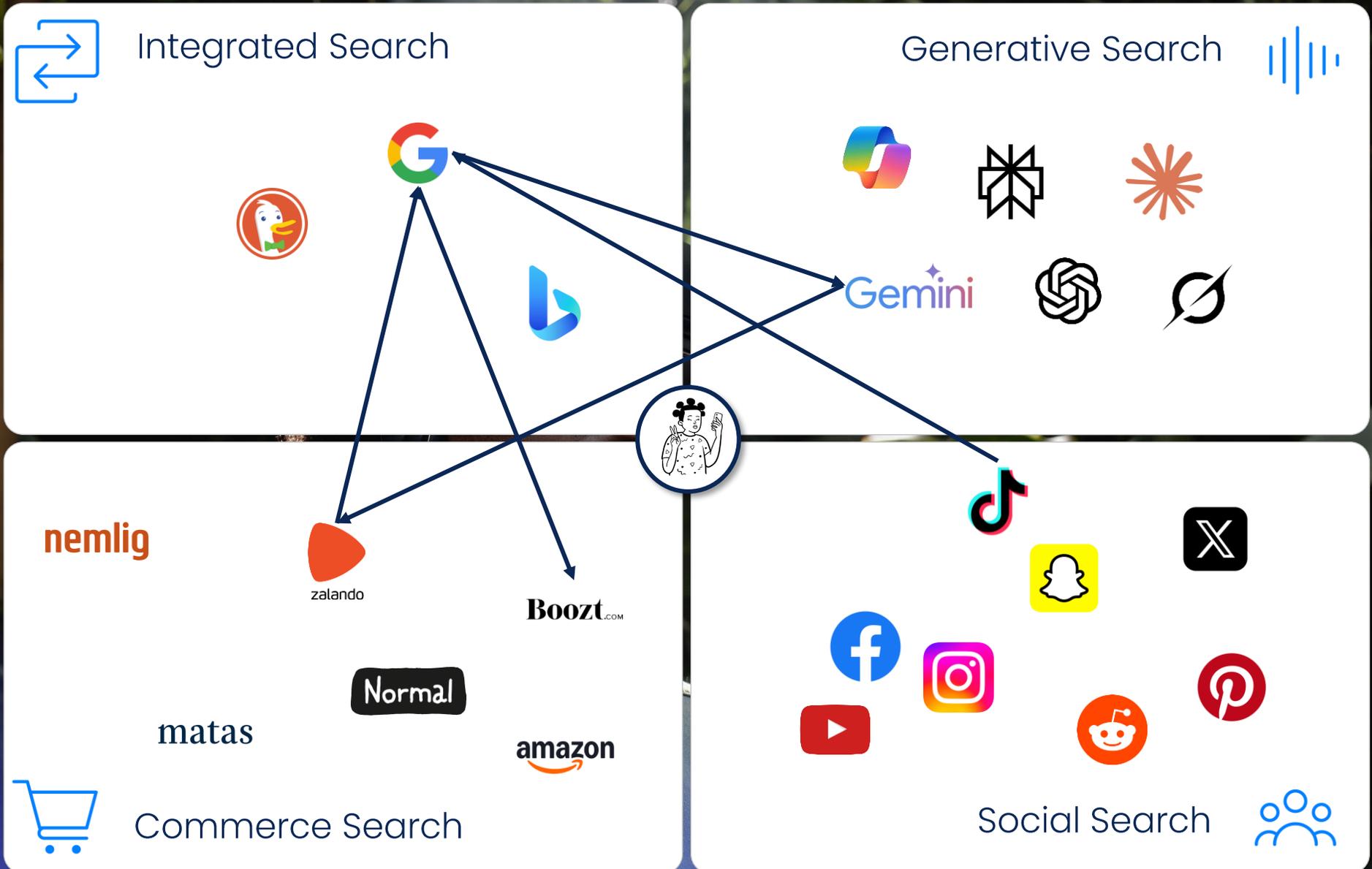
nemlig, zalando, matas, Normal, amazon, Boozt.com

Social Search 



TikTok, X, Snapchat, Facebook, Instagram, YouTube, Reddit, Pinterest

Humans make it difficult



“

Search behavior is not a place,
it is an activity we perform
every day

”

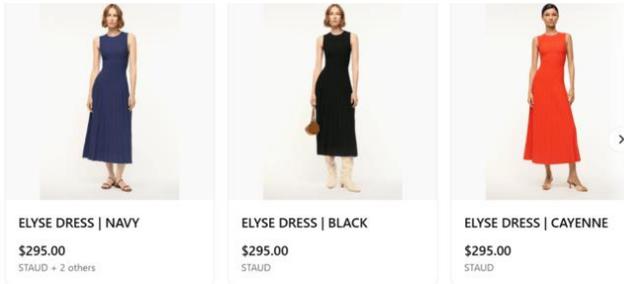
The Future of AI is conversational and seamless



Agentic AI that can do real world tasks



Personalized assistant that remembers you



ChatGPT chooses products independently. [Learn more >](#)

Among these options:

- **ELYSE DRESS | NAVY:** A classic choice that offers versatility for both day and evening events.
- **ELYSE DRESS | BLACK:** Timeless and elegant, suitable for formal occasions or a chic night out.

Advertising as part of the conversation

AI as we see it in dystopian science fiction



Increased Loneliness and emotional dependence especially among Gen Z



Decreased critical thinking, decision making and memory



Confirmation Bias and misinformation

**Today's Mission:
How and why
consumers are
adopting Gen
AI to explore
their needs**

**Consumers want
convenience & relevance.**

**Search is now
conversational,
not transactional.**

**Brands must join the
conversation.**

Thank you!