



# AI's Impact on Discovery, Advertising & Brand Marketing

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# A tectonic shift is taking place!

- **+1,200%**  
traffic increase ('24-'25) from GenAI sources (Adobe)
- **15%**  
traffic reduction to sites due to Google AI Overviews
- **65%**  
of searches now zero-click (Google)
- **35%**  
of US consumers use AI at the product discovery stage (SimilarWeb)
- **778%**  
increase YoY in AI referral traffic (SimilarWeb)

# Transformation isn't just in B2C

Explore (Awareness)

Evaluation

Purchase

**79%** Will rely more on **AI tools to help navigate complex buying processes**, make informed decisions, relying less on salespeople



**80%** Will use **AI guided selling assistants** to act as an intermediary between our company and vendors (i.e. comparisons, configuration, RFI/RFP response, quote)



**77%** Will use **AI agents to proactively engage**, personalize and support our buying process and rely less on salespeople



**74%** Will **assign buying tasks to AI agents**, using set parameters (e.g. price, availability, fit)



**85%** Will use AI tools to **streamline internal buying processes**



# IDC FutureScape: Worldwide Chief Marketing Officer 2026 Predictions



# The shift from multiple results to single responses (AEO)

**Oneclearwinner**  
https://oneclearwinner.ca › best cheapest › apparel › Deal

**Top 10 Best running shoes | Top Picks: Best**

Sponsored 10 Best Deals Canada: Find the best Best ru...  
Canada: Discover top 10 Best running shoes for perfe...  
Site visitors: Over 100K in the past month  
Cushioned Support · Buttery Soft Yoga Pants · Eco-Frie...  
Winter Sale: 40% off our #1 product! · Valid Dec 1 - Feb...

Top Picks: Best

best trell


**Runner's World**  
https://www.runnersworld.com › gear › best-running-shoes

**The 15 Best Running Shoes of 2026**

Feb 2, 2026 · From road to trail, cushioned to lightweight...  
deem the best that are available right now.  
Drop: 0 mm      Weight: 10.6 oz (M), 8...  
Author: Michael Charboneau      Location: 300 W 57th...

**Videos of What Are The Best Shoes For A New Runner >**


22:14



10 Best Shoes for New Runners in 2025 (100+ Shoes Tested)

YouTube · Yovana  
25.3K views · Jan 4, 2025


14:51



The Best Running Shoes To Buy 2025: Our top picks from Puma, Adidas, Saucony, Hoka, Asics and more

YouTube · The Run Testers  
147.6K views · 6 months ago

14:23



Our favourite running shoes of 2025 | Nick's full list best running shoes this year

YouTube · The Run Testers  
48.9K views · 6 months ago


**Prevention**  
https://www.prevention.com › fitness › best-running-shoes ...

**9 Best Running Shoes for Beginners in 2025 - Prevention**

Dec 30, 2024 · After consulting with podiatrists and running coaches—as well as ...  
Author: Mary Honkus

**RunRepeat**  
https://ru...



**7 Best Running Shoes For Beginners in 2025 - RunRepeat**




See More

lab testing. We award the best...  
feet, best shock absorption and ...

**Sponsored products :**

<p>SALE</p>  <p>On Men's Cloudswift 4...</p> <p><del>\$140.00</del> \$200</p> <p>On</p> <p>Free</p>	<p>ASICS GEL-CONTEND ...</p> <p>\$100.00</p> <p>ASICS</p> <p>★★★★★ (1k+)</p>	<p>SALE</p>  <p>Asics   Men's GEL-Pulse ...</p> <p><del>\$89.98</del> \$150</p> <p>Sporting Life</p> <p>★★★★★ (900)</p>	<p>HOKA Bondi...</p> <p>\$160.00</p> <p>HOKA</p> <p>★★★★</p>
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**AI Overview**



The **Asics Novablast 5** is widely regarded as the top, most versatile running shoe for 2026, offering a blend of high cushioning, speed, and comfort. Other top contenders include the **Brooks Ghost 17** for reliability, **HOKA Clifton 10** for cushioned comfort, and **Saucony Endorphin Speed 4** for faster training. Fleet Feet +4

# The shift from multiple results to single responses

## Customized Generative Responses

Wine Name	Novelty	Review	Flavor	Body	Markup %	My Rating
Qta Dos Roques Touriga	★★★★☆	92	3.5	5	189%	★★★★½
Rodrigo Mendez Cies	★★★★★	93	3.5	4	162%	★★★★½
Planeta Cerasuolo	★★★★☆	91	4.5	3	182%	★★★★☆
Filipa Pato D.N.M.C	★★★★☆	92	3.5	3.5	183%	★★★★☆
Sobroso Reserva '19	★★★★☆	91	4	4	220%	★★★½☆
Niepoort Natcool 1L	★★★★☆	90	4	2	150%	★★★☆☆
Gagliardo 'Da Batie'	★★★★☆	91	3	4	200%	★★★☆☆
Vina De Ayer Garnacha	★★★★☆	92	4	3	241%	★★★☆☆
Pra 'Morandina'	★★★★☆	91	4	2.5	233%	★★½☆☆
Carm Reserva '19	★★★★☆	91	4	4	257%	★★½☆☆
Argiano 'NC'	★★☆☆☆	89	5	3.5	357%	★★☆☆☆

## Agentic Discovery

- Common locations
- Prioritized criteria
- Health concerns
- Past/related purchases
- Budget thresholds
- Timing



# AI visibility: The new SEO dashboard

## Prompt

What's the best running shoe brand on the market?

## LLM response ( read only )

Short answer: there isn't one single "best" running-shoe brand — the best brand (a)ys (357 results) (daily miles vs. racing), terrain (road vs. trail), and budget. ([switchbacktravel.com](https://switchbacktravel.com))

Quick overview of widely recommended brands and what they're best known for:

- Brooks — excellent everyday trainers and stability options; often recommend ([switchbacktravel.com](https://switchbacktravel.com))
- Hoka One One — known for very plush/max cushioning and long-run comfort
- Nike / Adidas / ASICS / Mizuno — strong in performance and racing shoes (in paces. ([runnersworld.com](https://runnersworld.com)))
- New Balance — versatile trainers, often good sizing options (including wider t
- Saucony, On, Altra, Mizuno — each has clear strengths (Saucony = versatile sole tech; Altra = zero-drop/wide toe box; Mizuno = responsive racers). ([switchbacktravel.com](https://switchbacktravel.com))

How to pick the "best" for you (practical steps):

1. Match the shoe to the run: lighter, lower-stack or plated shoes for races and t ([switchbacktravel.com](https://switchbacktravel.com))

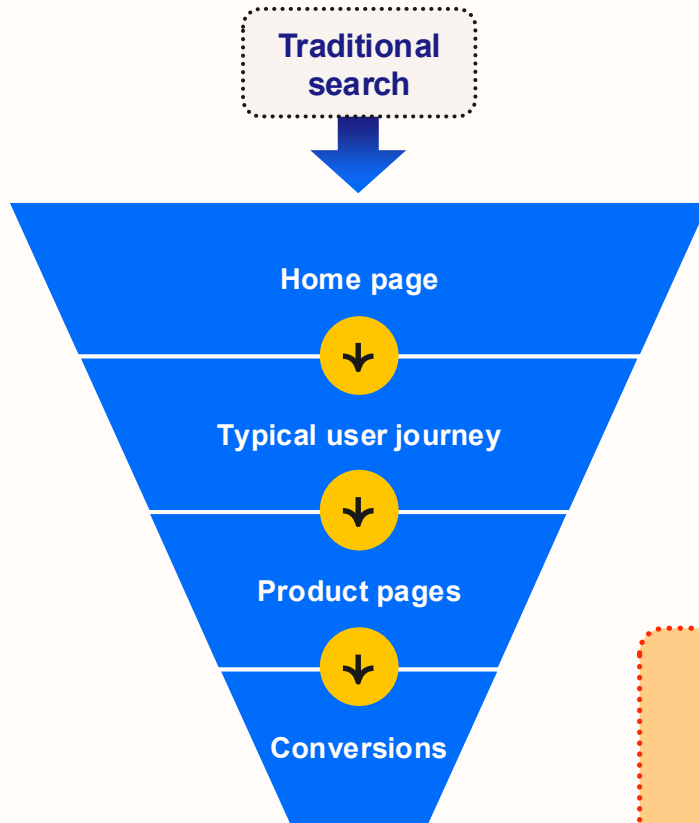
The screenshot shows a dashboard with a 'Create prompt' button at the top right. Below it, a table displays search results for the prompt. The table has columns for Date, Sentiment, Key phrases, Org/Brands, Products/People, and Links. The first row shows a result from 07/20/2025 with a 😊 sentiment, key phrases 'Product Launch' and 'New Release +4', brands 'Electric Motors' and 'Stream', products 'Skye Blue' and 'Louisa Lane', and link 'EM.com stream.com'. The second row shows a result from 07/15/2025 with a ❤️ sentiment, key phrase 'New Release +2', brands 'Pear Inc.' and 'World Traveler', product 'The Product Group', and link 'pear.org'. The third row shows a result from 07/02/2025 with a 😞 sentiment, key phrase 'Product Launch +3', brands 'Autonomous Vehicles' and 'Tech.tec +2', products 'Ray O'Sun' and 'May O'Neil', and link 'AV.com'. At the bottom right, there is a 'Rows per page: 10' and '1 - 3 of 10' indicator.

Date	Sentiment	Key phrases	Org/Brands	Products/People	Links
07/20/2025	😊	Product Launch New Release +4	Electric Motors Stream	Skye Blue Louisa Lane	EM.com stream.com
07/15/2025	❤️	New Release +2	Pear Inc. World Traveler	The Product Group	pear.org
07/02/2025	😞	Product Launch +3	Autonomous Vehicles Tech.tec +2	Ray O'Sun May O'Neil	AV.com

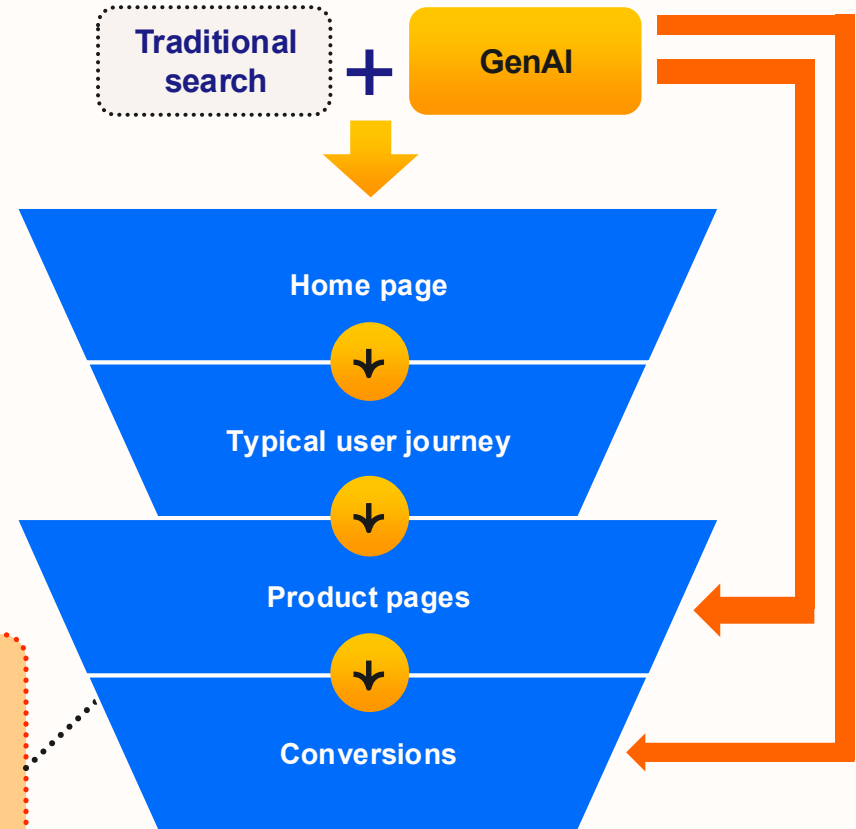


# Funnel disruption (again)

The “SEO” funnel



The Hybrid funnel



Only **35%** of orgs describe having “enterprise wide” content capabilities

# Content strategy components for the AI era



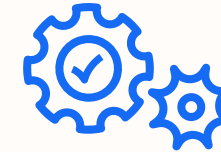
## AI Visibility

- Track LLM presence
- Use analytics and data to prioritize
- Leverage GenAI and human-experts to optimize content catalogue



## Content Engine

- Machine discoverable
- Authoritative
- Regularly refreshed



## Connected Stack

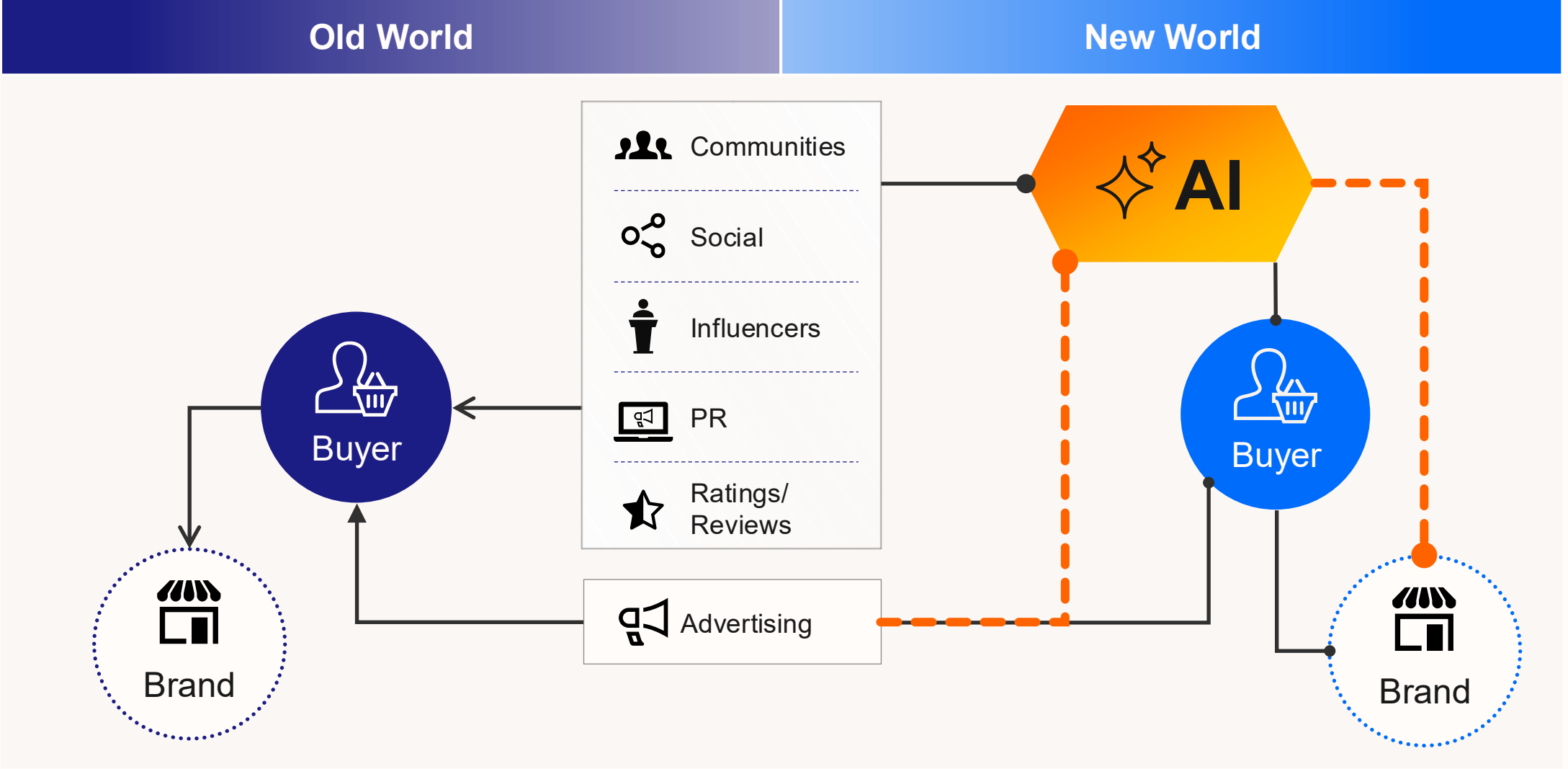
- Bridge content silos (PIM, CMS, DAM, etc.)
  - Rethink the Unified Content Model
- Align Tech and Content goals
- Leverage GenAI-content optimization tools

# Brand positioning: Monoliths & micro-niche

	Scale	Speciality
<b>LLM Alignment</b>	High trust, massive data footprint, and "safe" logistics.	Perfect alignment with "exacting specifications" or unique constraints.
<b>Branding Opportunity</b>	Ubiquity. Being the "Kleenex" of the category so the AI assumes it's the standard.	Ultra-Data. Having the most specific technical documentation or "vibes" that AI can parse.
<b>Messaging Risk</b>	Becoming a commodity that the AI treats as a utility.	Being so obscure that the AI hasn't indexed your unique value.



# AI impacted promotional ecosystem



# Advertising in LLMs

67.5%

Consumers agree advertising is acceptable

## ChatGPT ads collapse the wall between SEO and

Perplexity's 'Co  
users' data to se  
ads

IDC PERSPECTIVE (APR 21, 2025)

13 min read



## Search in the Age of AI: Navigating from SEO to GEO

By:  Roger Beharry Lall

campaign

- **Prepare for advertising-powered AI:** As AI platforms evolve, and monetization becomes focal, new brand opportunities are likely to arise in the coming 6–12 months. Just as today's marketers balance SEO with SEM, brands will need to integrate targeted messaging strategies, ensuring synergy between paid and organic AI channels.

by Bijal Shah | 02/06/2026



# Agentic Buyer Lifecycle



## Discovery

Search, Marketing, Advertising

1

## Recommendations

On-Site Personalization,  
Merchandising, Recommendations

2

## Purchase

Promotions, Pricing, Payments

3

## Fulfillment

Order Orchestration, Shipping, Post-Purchase Communication

4

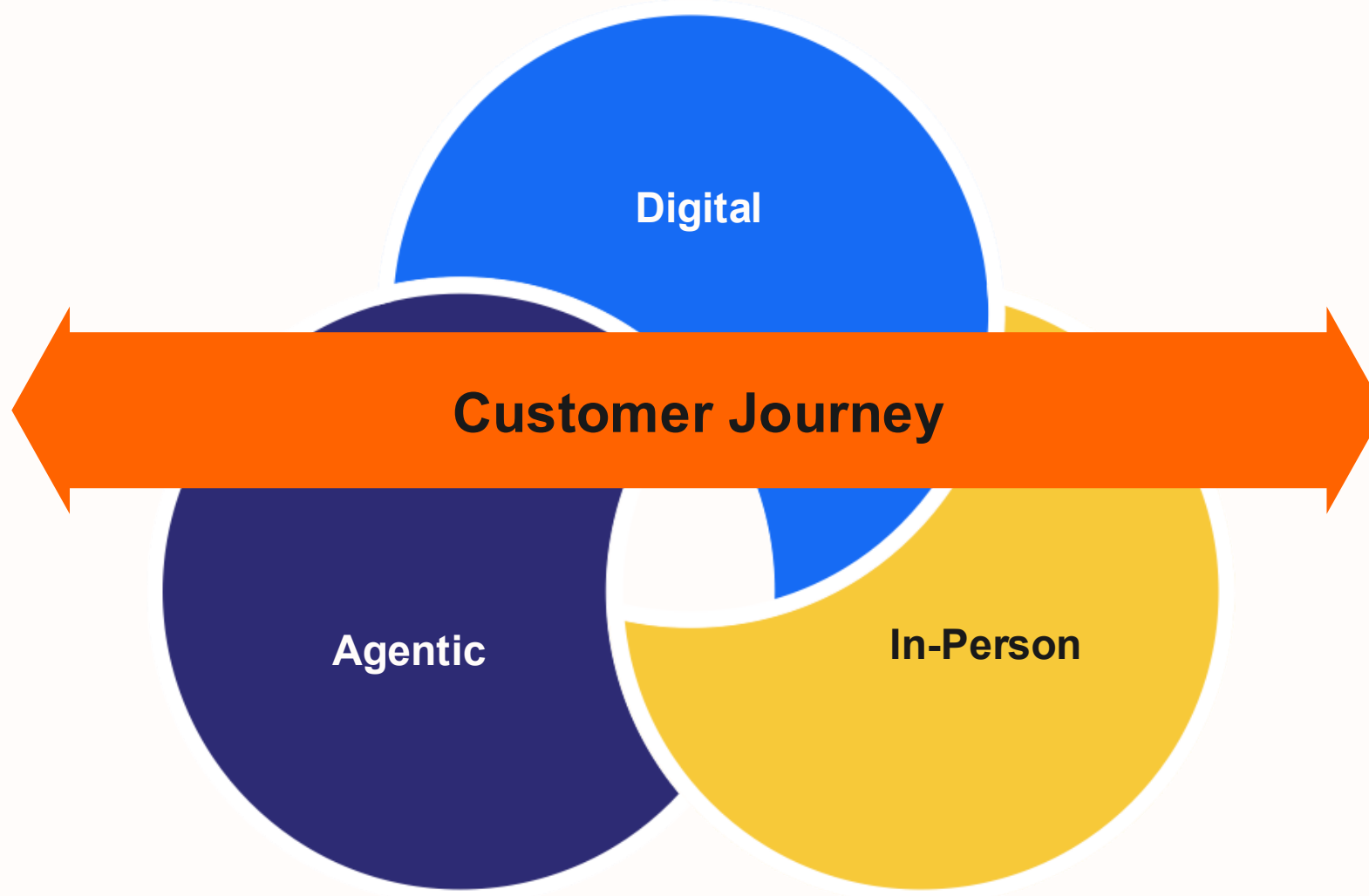
## Post-Purchase

Continued Communication,  
Customer Service, UGC Curation

5



# Brands must be clickable, computable, and relatable





“

In the era of generative engines, brands win by becoming relevant, trusted, and interesting. Discovery depends on understanding customers, channels, and the contextual signals machines use to decide which brands win and lose.”



Roger Beharry Lall

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Advertising Technologies &  
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IDC

DIRECTIONS

