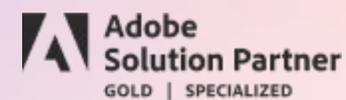


Knowledge Sharing

Vol 27





Ayko Acknowledgements

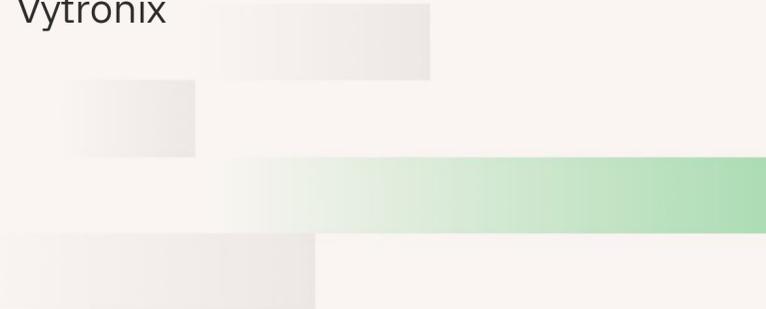
We've evolved! Our refreshed brand reflects our collaborative nature, working side by side with ambitious B2B and DTC organisations.

Check out our new look if you haven't already → <https://www.ayko.com/>



20%

Increase in ROAS and conversions this month for Vytronix



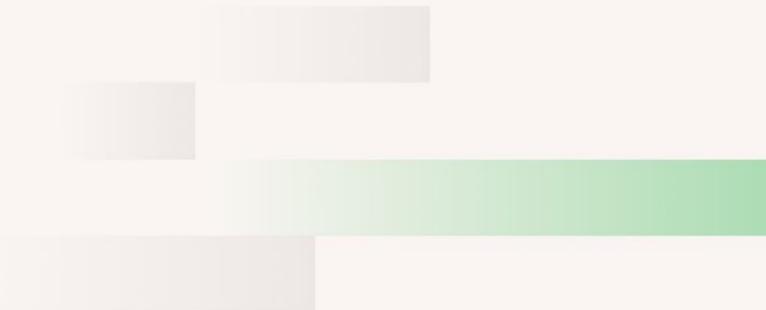
DCO continues to increase their visibility in AI Overviews and ChatGPT searches!

Following an optimisation plan created bespoke by our SEO team, DCO has also continued increasing in Farrow and Ball rankings



68%

Increase in session YoY for Bath Shop Online



Thank to our Amazon team, our client Woven Label has hit all their ROAS, and spend targets this month!



SEO





43% of Consumers Now Use AI Tools Daily

Consumers are increasingly relying on AI tools to discover and buy from brands.

- 57% of consumers prefer search engines for personal, medical, or financial research.
- 10% of consumers trust the first AI result
- 48% verify answers across multiple platforms.
- Only 19% trust AI results (versus 45% for search engines).

Despite rapid adoption, consumers don't blindly trust AI. Most double-check responses, meaning brands must ensure consistent information.





New GSC Insights

Google have recently added insights to Search Console.

Gives an overview of current top performing pages and upward and downward trends in pages and keywords

What this means for SEO:

Gives performance insights at a glance which is good for daily checks on client strategies

Allows us to jump on trends more quickly e.g. decreases in rankings

More informed optimisation strategies based on current data

Your content ? [View more >](#)

Top Trending up Trending down Clicks

	Vax Spotwash Duo Spot Carpet Cleaner Direct Vacuums https://www.directvacuums.co.uk/vax-cdcw-csxa-carpet-cleaner-spotwash-duo-spot-cleaner-powerful-compact-washer...	↑ 101%	+134
	De'Longhi PACES72 Classic Portable Air Conditioner & Dehumidifier Pinguino White https://www.directvacuums.co.uk/de-longhi-paces72-classic-portable-air-conditioner-dehumidifier-pinguino-white.html	↑ 1,288%	+103
	AirCraft Home 74786 Lume Remote Control Fan LED Backlight & Timer Stone White https://www.directvacuums.co.uk/aircraft-home-74786-lume-remote-control-fan-led-backlight-timer-stone-white-like-new...	↑ 117%	+91
	AEG AXP26U338CW ChillFlex NEW Pro Portable Air Conditioner Unit 9k 64db White https://www.directvacuums.co.uk/aeg-axp26u338cw-new-chillflex-pro-9k-64db-portable-air-conditioner.html	↑ 475%	+76
	Vax Platinum SmartWash Carpet Cleaner Direct Vacuums https://www.directvacuums.co.uk/vax-cdcw-swxs-platinum-smartwash-upright-carpet-cleaner-washer-1200w-3-5l.html	↑ 149%	+64

Queries leading to your site ? [View more >](#)

Top Trending up Trending down Clicks

direct vacuums	↑ 21%	+86
vax platinum smartwash carpet cleaner	↑ 211%	+38
hetty hoover	↑ 47%	+37
delonghi pinguino compact pac es72 classic	↑ 3,100%	+31
aeg chillflex pro axp26u338cw	↑ 967%	+29



Google Trends API

While Trends data is available through the Trends website, the API provides new ways to use the data in a scalable way. Based on early UX research, here are some use cases:

- **Research:** Developers can influence public resources allocation and scientific research priorities.
- **Publishers:** Use data to track topics and spot emerging trends, and use that data to tell compelling stories about the issues that matter.
- **Business:** Marketers and SEOs can prioritise resource investment and better develop their business' content strategy.

The API will provide consistently scaled search interest data, going back 1800 days (5 years), including daily, weekly, monthly, and yearly aggregations; it'll also offer geo restriction (region and sub-region)





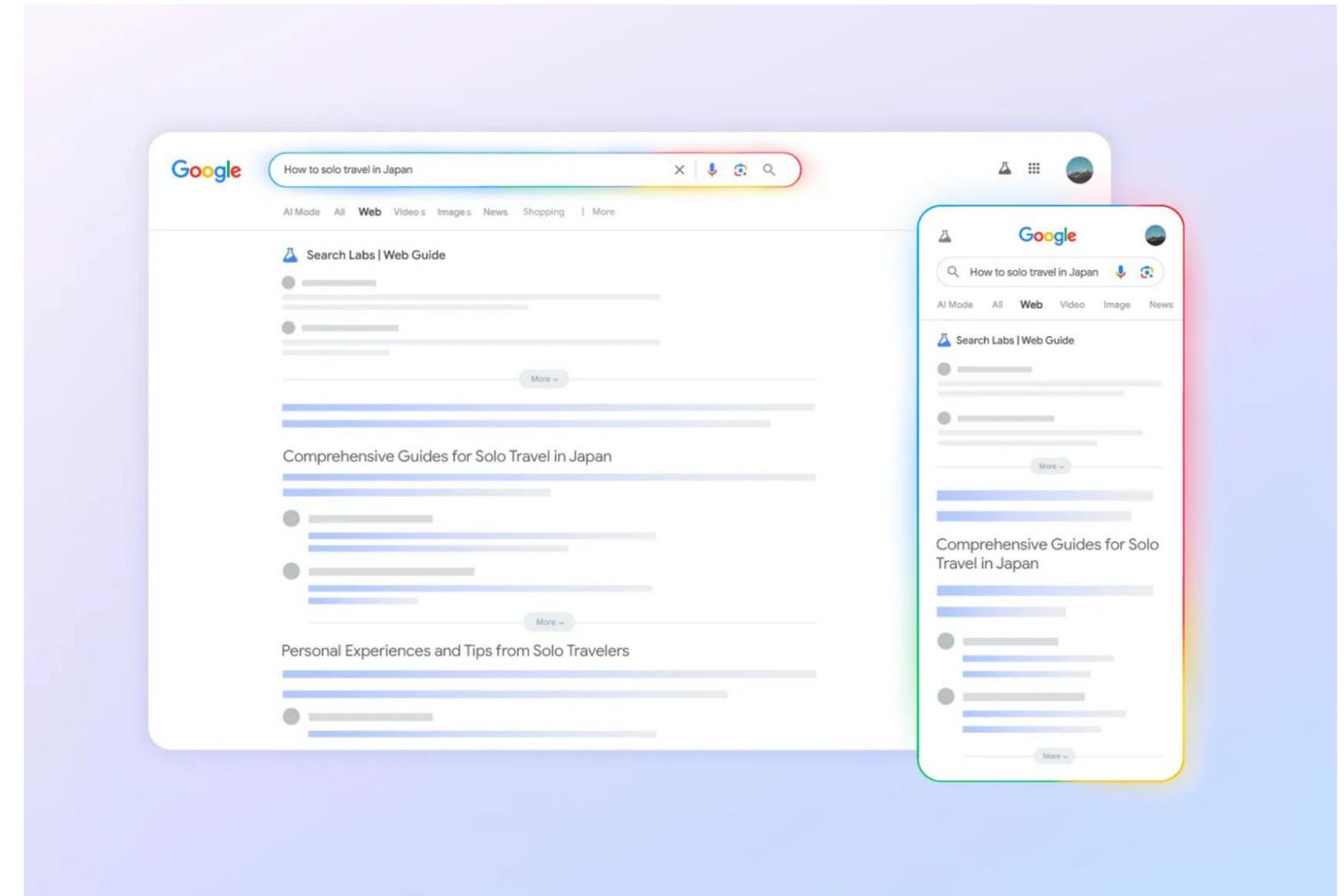
Web Guide: AI Organised SERPs

Web Guide: a Search Labs experiment that uses AI to intelligently organise the search results page, making it easier to find information and web pages.

Web Guide groups web links in helpful ways, like pages related to specific aspects of your query.

It uses a custom version of Gemini to better understand both a search query and content on the web, creating more powerful search capabilities that better surface web pages you may not have previously discovered.

Similar to AI Mode, Web Guide uses a query fan-out technique, concurrently issuing multiple related searches to identify the most relevant results.





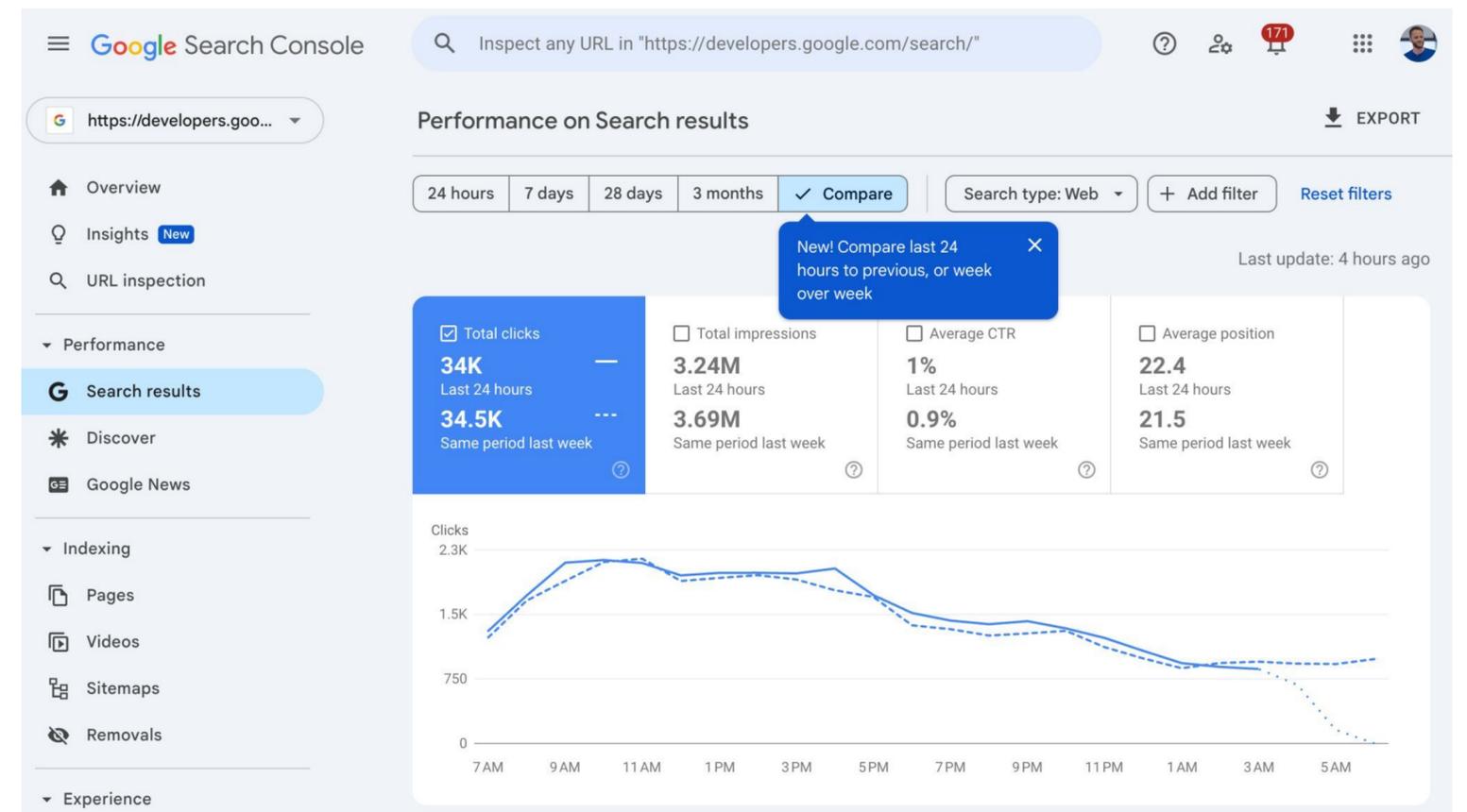
Compare Date Ranges in Google Search Console 24 Hour View

You can now compare date ranges in Google Search Console. You can find a comparison mode for recent data, showing an hourly breakdown comparison for the last 24 hours against the previous 24 hours, and the last 24 hours against the same day in the previous week.

The '24 hours' view

The new view includes data from the last available 24 hours and will appear with a delay of only a few hours. This view can help you find information more easily, for example:

- How your pages and queries are performing in this recent timeframe
- The performance of content you recently published
- What search queries are driving users to your content in the last 24 hours





Cloudflare To Block AI Bots By Default

Content Delivery Network and DNS management tool Cloudflare have announced plans to enable its customers to block AI bots from crawling their site or charge bots to be allowed to crawl a site.

The new feature will block bots by default for new accounts and enable existing customers to turn the feature on.

Some websites will embrace AI and allow them to crawl the site with many sites seeing the benefit of ranking in AI tools such as chat GPT. However publishers who rely on web traffic for commercial purposes such as news publications see a real hit commercially with the use of AI overviews and AI based searches.





Google is indexing ChatGPT conversations

Google is now indexing ChatGPT conversations in the SERPs.

Conversations remain anonymous, but is a significant change as previously searches were not being indexed in Google.

It may be used to identify queries and FAQs which users are looking for.

The screenshot shows a Google search interface with the search query 'site:chat.openai.com/share'. The search results are filtered to 'All' and show four results from openai.com. Each result includes the site name, URL, a title, and a snippet of text.

Google × 🔊 📷 🔍

All Shopping Images Short videos Forums Videos Web More filters ▾ Tools ▾

 openai.com
https://chat.openai.com › share ⋮
ChatGPT - Programmatic vs. Performance Marketing
Programmatic Marketing · Performance Marketing · Differences Between Programmatic and Performance Marketing · Programmatic Marketing for the Yoga Studio.

 openai.com
https://chat.openai.com › share · Translate this page ⋮
Opções Binárias: Segurança e Riscos - ChatGPT
Opções binárias oferecem uma forma emocionante, mas arriscada, de investir nos mercados financeiros. Para quem está disposto a aprender e assumir riscos, podem ...

 openai.com
https://chat.openai.com › share · Translate this page ⋮
ChatGPT - 미래 고민 책 읽기
4 days ago — 일단 나는 이 책을 읽기 전에 "내가 하고 싶은 일이 무엇인지 어떻게 알 수 있을까?" 라는 질문을 적어보고 책을 읽기 시작했어.

 openai.com
https://chat.openai.com › share ⋮
ChatGPT - Genetic Inconsistency Defies Randomness
You said: Walter Gilbert and Sidney Altman are both _____. (four letter word). ChatGPT said: Walter Gilbert and Sidney Altman are ...



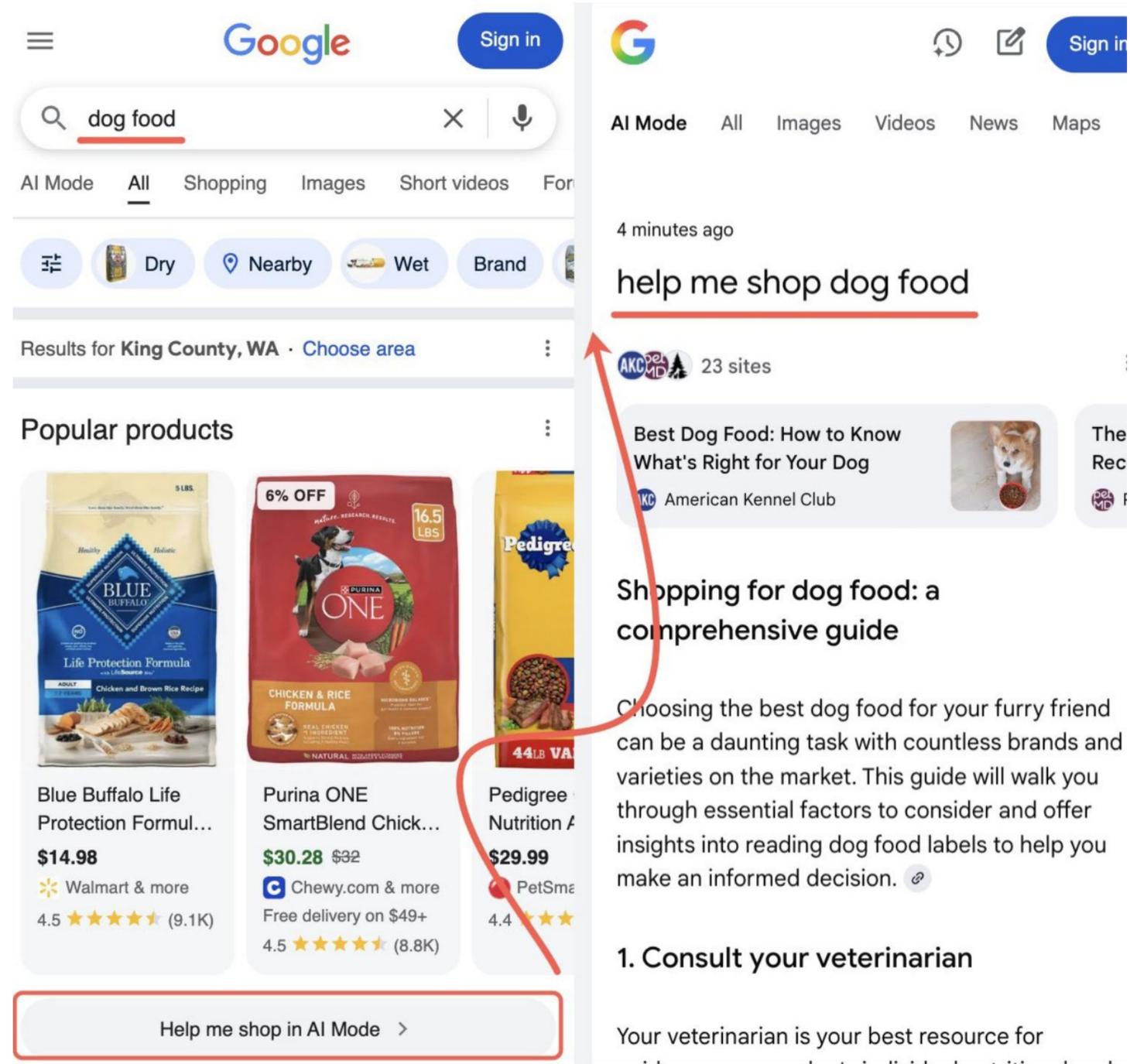
Google push users to AI Mode outside of AI overviews

AI Mode is now appearing in place of the 'More products' extension to surface additional product listings, particularly when deeper research is likely helpful.

Queries are auto-modified with prompts like "Help me shop", indicating strong purchase intent.

You can now track AI Mode impressions in Search Console by filtering relevant queries, though a dedicated filter doesn't yet exist.

This shift signals the growing integration of AI Mode in core search results, especially relevant for eCommerce and SEO teams to monitor.

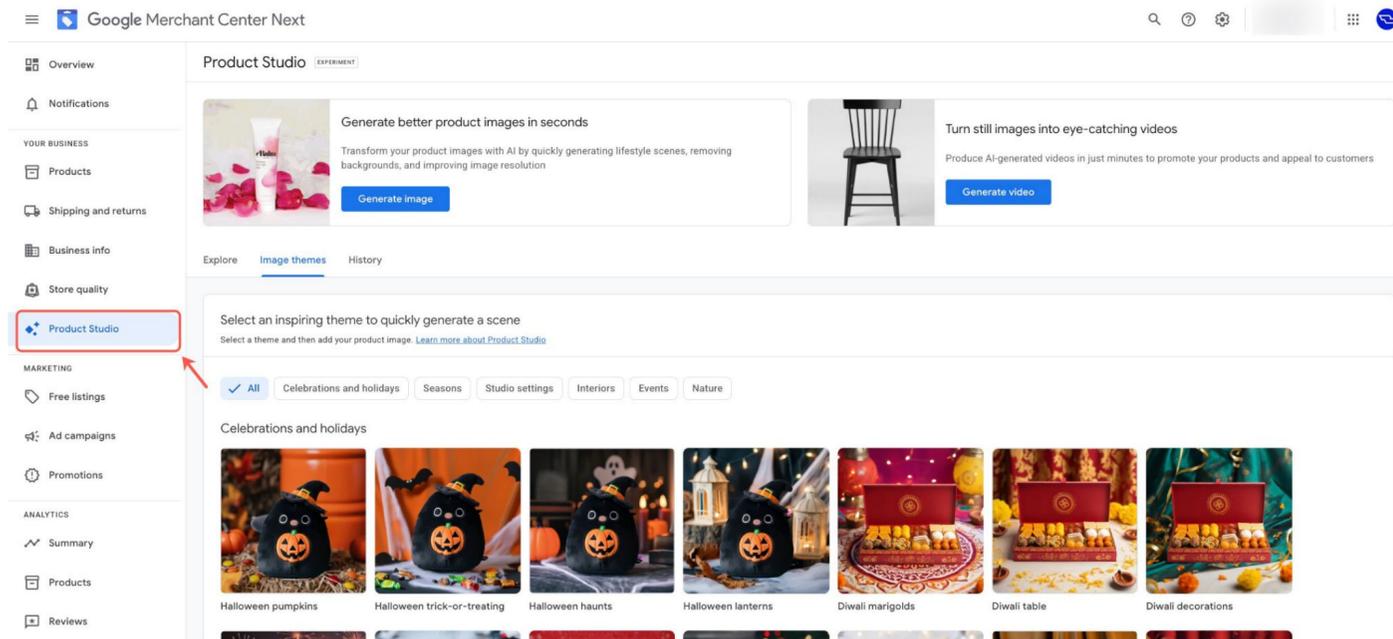


Paid Media





Product Studio: Video Tools Now in Merchant Center Next



Google’s Product Studio in Merchant Center has offered AI-powered image editing tools like background removal and scene generation to help merchants enhance product photos easily for a while now.

Now, the platform adds video generation capabilities (initially US-only, now expanding internationally), allowing merchants to automatically create short promotional videos from static product images. This helps brands produce engaging, dynamic content for listings without costly video shoots.

These AI-generated videos can be used directly in Google Shopping ads, Performance Max campaigns and synced to platforms like Shopify, making it easier to boost engagement and conversions with richer visuals.



PMax Now Supports Campaign-Level Negative Keyword Lists

View (2 filters) 🏠 All campaigns Campaign 📌 DACH | PMax | Prospecting | High performing | ROAS 350%

Enabled
 Status: **Bid strategy learning**
 Type: Performance Max
 Budget: €20.00/day
 Optimization score: 100%

Keywords

Negative keywords

Add negative keywords

Add negative keywords or create new list
 Use negative keyword list

Negative keyword lists are sets of negative keywords that you can use across multiple campaigns.

Add to Campaign DACH | PMax | Prospecting | High performing | ROAS 350%

Select lists

Search	None selected
<input type="checkbox"/> 3 lists	
<input type="checkbox"/> Brand Neg KW List	
<input type="checkbox"/> Competitors KW List	
<input type="checkbox"/> General Neg KW List	

Some Google Ads users are reporting the ability to add negative keyword lists to Performance Max campaigns. This is a surprising development given Google’s own documentation still states this feature isn’t available.

Advertisers shared screenshots showing negative keyword lists active in their PMax campaign settings.



AI Max Now Required for Brand Controls in Search

Google now requires advertisers to enable AI Max when launching new Search campaigns if they want to use brand controls - including brand inclusions and exclusions. Previously, these settings lived under each ad group, but they've now been moved to the AI Max settings panel at the campaign level, effective May 27, 2025

What This Means:

- ❑ To manage brand safety and targeting, you must adopt AI Max for future campaigns.
- ❑ The shift signals Google's strategy of deepening automation, even for brand-sensitive features

What We Can Still Do:

Add your own brand or competitor brands as negative keywords at -

- ❑ Campaign level
- ❑ Shared negative keyword lists

This works the same way as before and is a separate feature from the new "brand controls" system being moved into AI Max settings.

Brands Use brand settings to ensure that your campaign meets your branded traffic needs. You can add up to 20 brand lists across your brand inclusions and exclusions. [Learn more about brand settings](#)

Brand inclusions
Your ads will only show on searches that match your keywords and mention selected brands, including related products and services. Brand inclusions will limit search traffic, so apply only necessary brands.

🔍 Add brand lists

Brand exclusions
Your ads won't show on searches that mention selected brands or related products and services. If you exclude and include the same brand, only the exclusion will work.

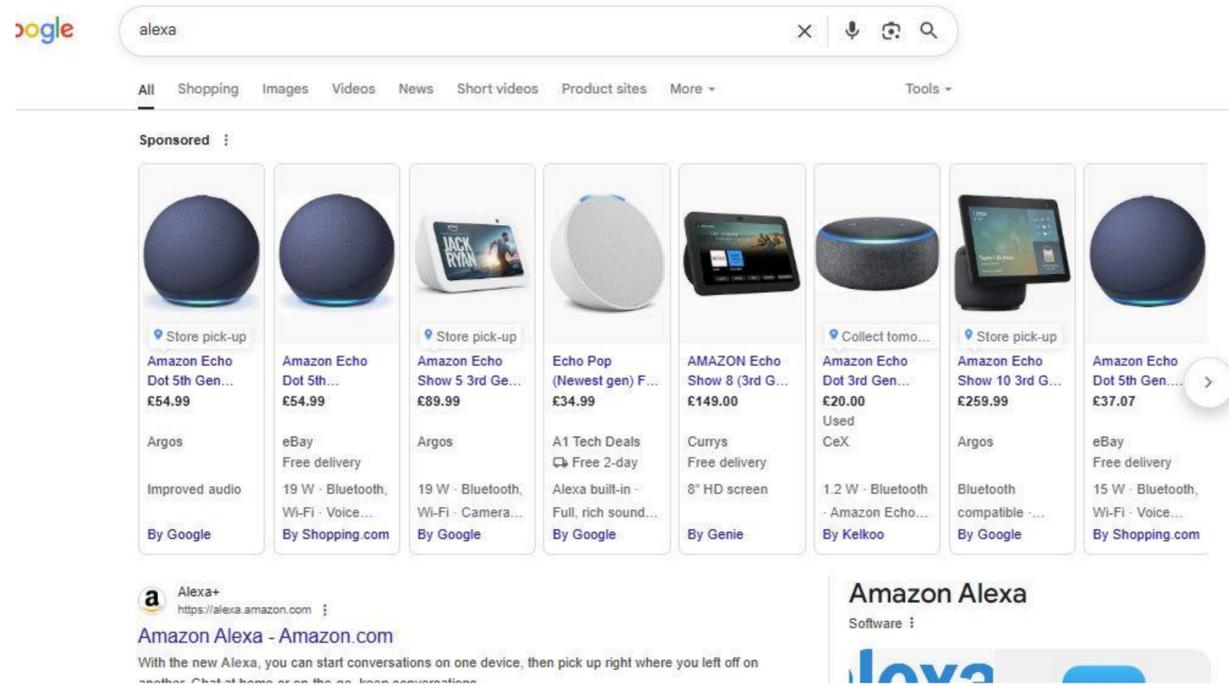
🔍 Add brand lists

➡️ Turn on AI Max in your campaign to use brand inclusions and exclusions

Cancel Save



Has Amazon Pulled Ads on Google Ads?



Many advertisers are reporting that Amazon has pulled out of the auction for search terms they are advertising on.

For over a third of advertisers amazon appear in the ad auction and Amazon plays a big factor in taking a proportion of click share and as a result leads to an increase in CPCs.

Since Tuesday 22nd July it has been reported they are no longer showing ads these appear to still be showing on Google ads transparency centre so it's unclear yet if this is a total pause or some queries. Amazon has paused advertising in the past.

However it will be interesting to see what impact this has on CPCs and click share.



You Can Now View Asset Level Conversion Data

Assets Today 24 Jul 2025 < > Show last 30 days

Associations Performance Asset coverage Expanded final URL assets

All
 Headline
 Long headline
 Description
 Horizontal image
 Square image
 Vertical image
 Logo
 Horizontal logo
 YouTube video
 HTML5
 Business name
 Business logo
 Image
 Call to action
 Sitelink
 Call
 Callout
 Structured snippet
 Lead form
 Price
 Promotion
 App

Data for your assets is updated once daily. Changes you make to your assets won't be reflected in real time. [Learn more about asset reporting.](#)

Improve your Performance Max asset groups: Get more conversions by adding or improving your assets +3 more +0.1% View

Asset	Used by	Asset type	Pinned	Asset source	↓ Conversi	Conv. value	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conv. rate	Conversions	Cost / conv.
		Business logo		Advertiser	4.00	4.00	2,649	262 Clicks	9.89%	€0.67	€175.80	1.53%	4.00	€43.95
		Business name		Advertiser	4.00	4.00	2,446	214 Clicks	8.75%	€0.76	€162.79	1.87%	4.00	€40.70
2 ads		Headline		Advertiser	3.00	3.00	2,260	182 Clicks	8.05%	€0.65	€118.10	1.65%	3.00	€39.37
2 ads		Headline		Advertiser	3.00	3.00	834	79 Clicks	9.47%	€0.67	€52.62	3.80%	3.00	€17.54
2 ads		Description		Advertiser	3.00	3.00	2,006	170 Clicks	8.47%	€0.66	€113.04	1.76%	3.00	€37.68
2 ads		Description		Advertiser	3.00	3.00	2,634	203 Clicks	7.71%	€0.67	€136.75	1.48%	3.00	€45.58
2 ads		Headline		Advertiser	3.00	3.00	1,357	105 Clicks	7.74%	€0.68	€71.81	2.86%	3.00	€23.94
2 ads		Headline		Advertiser	3.00	3.00	1,177	107 Clicks	9.09%	€0.64	€68.65	2.80%	3.00	€22.88
		Sitelink		Advertiser	3.00	3.00	1,074	107 Clicks	9.96%	€0.68	€72.73	2.80%	3.00	€24.24

Some accounts are now showing click and conversion data for responsive search ads. This replaces previous “Good” or “Best” ratings from Google which will allow advertisers to get greater insight on asset level ad copy testing. For accounts with the feature available you can see this by going to Campaigns > Assets and adding the columns.



Google Ads: Search Term Categories for RSAs

Responsive search ad

Assets Combinations

Ad strength Good

Search term categories your ad appears for

View more details

Responsive search ads usually need around 2,000 impressions in the "Google Search" segment over 30 days to display a rating in the Performance column. [Learn more](#)

Asset	Level	Asset type	Position pinning	Perfor
1200 x 1200	Ad group	Image	None	-
1200 x 1200	Ad group	Image	None	-
1200 x 1200	Ad group	Image	None	-
1200 x 1200	Ad group	Image	None	-

Google has introduced Search Term Categories within RSA reports, grouping performance-across search terms into themes. This was previously only available for Pmax campaigns.

Instead of analysing performance through individual search terms, you can now see which types of search queries, such as branded searches or product-specific features, are driving the most value.

It's meant to help you spot high performing patterns so that you can adjust your ad copy, extensions, prioritise budgets and discover new keyword opportunities.

It makes it easier to understand what is resonating with your audience across broader user intent, not just individual search terms.



Google Is Enforcing EU User Consent Policy More Aggressively

Dear Advertiser

We have reviewed your account and found that the attached site(s)/app(s) do not comply with Google's [EU User Consent Policy](#). Further to our previous correspondence, as a result of this ongoing non-compliance, we will now take action including disabling personalised and non-personalised ads, remarketing and conversion tracking functionality.

We understand that you may still be working to bring your site(s)/app(s) into compliance. If this is the case, please [contact us](#), we are here to help!

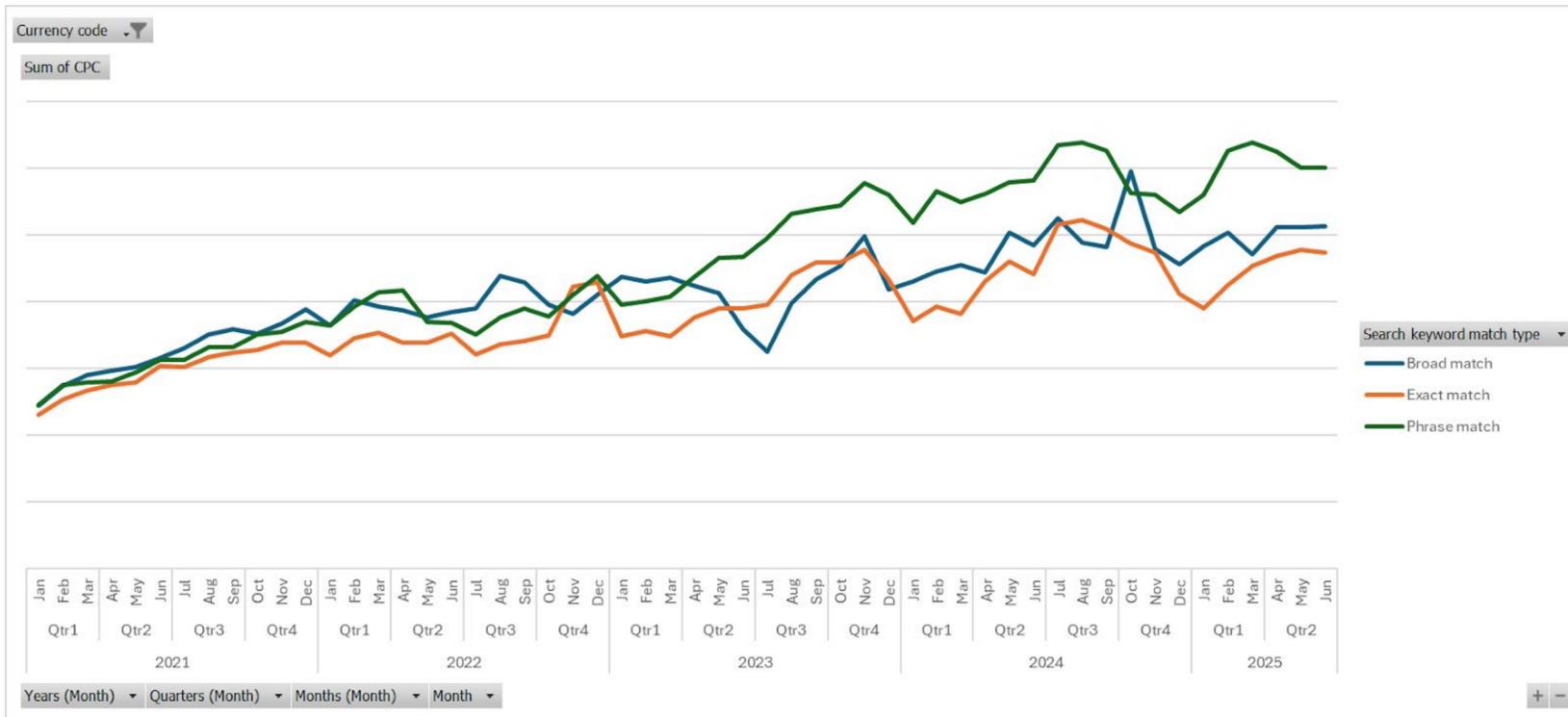
For further details on the non-compliance identified and the steps required to come into compliance, please reach out by completing [this form](#) or reaching out to euucp-escalations@google.com.

Google has stated that as of July 21st, 2025, websites that fail to comply with Google's EU User Consent Policy, ie using Consent Mode v2 will have their data collection disabled, affecting conversion tracking and audience building.

Without the above, Google's machine learning - which drives how Paid Search is run - cannot run efficiently.



Is Phrase Match Dying?



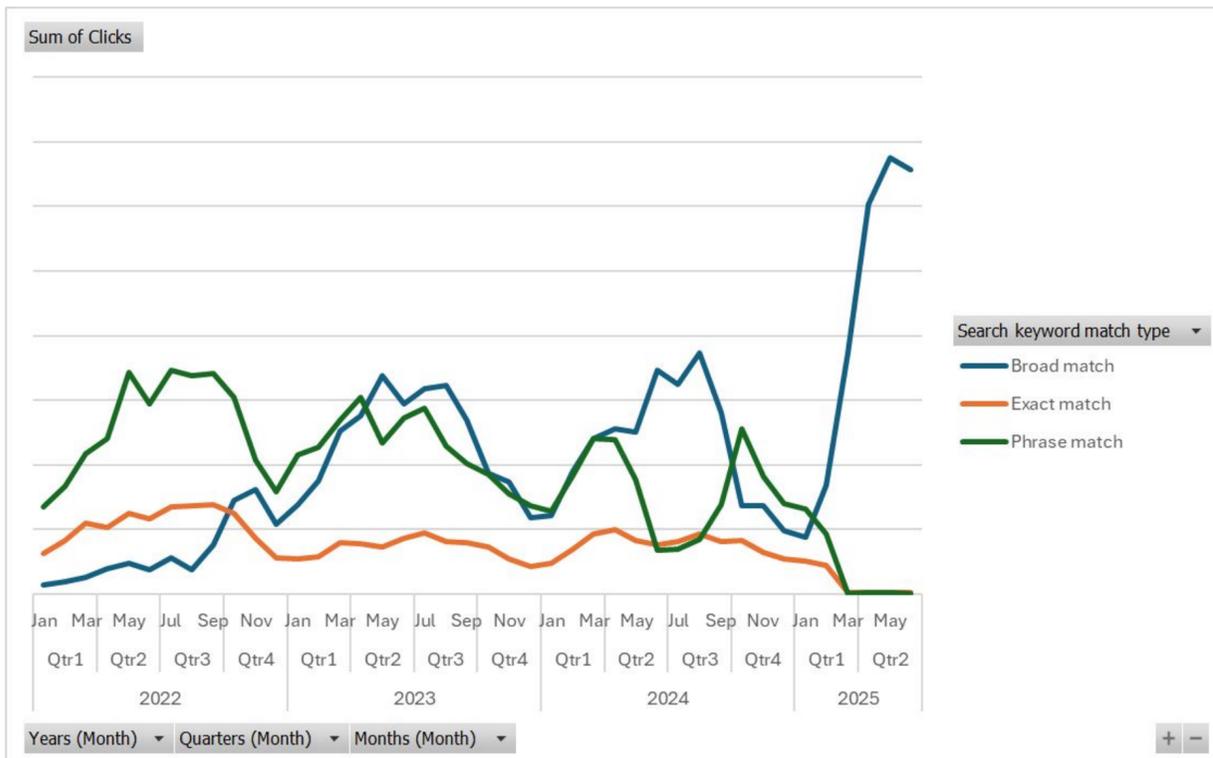
An article on the Search Engine Land written by Mark Bowen, the Director of Enterprise Acquisition & Strategy at Logical Position, suggests that Phrase match is becoming considerably more expensive compared to Broad.

The data was taken from +7k advertisers' generic search campaigns over the last 5 years.

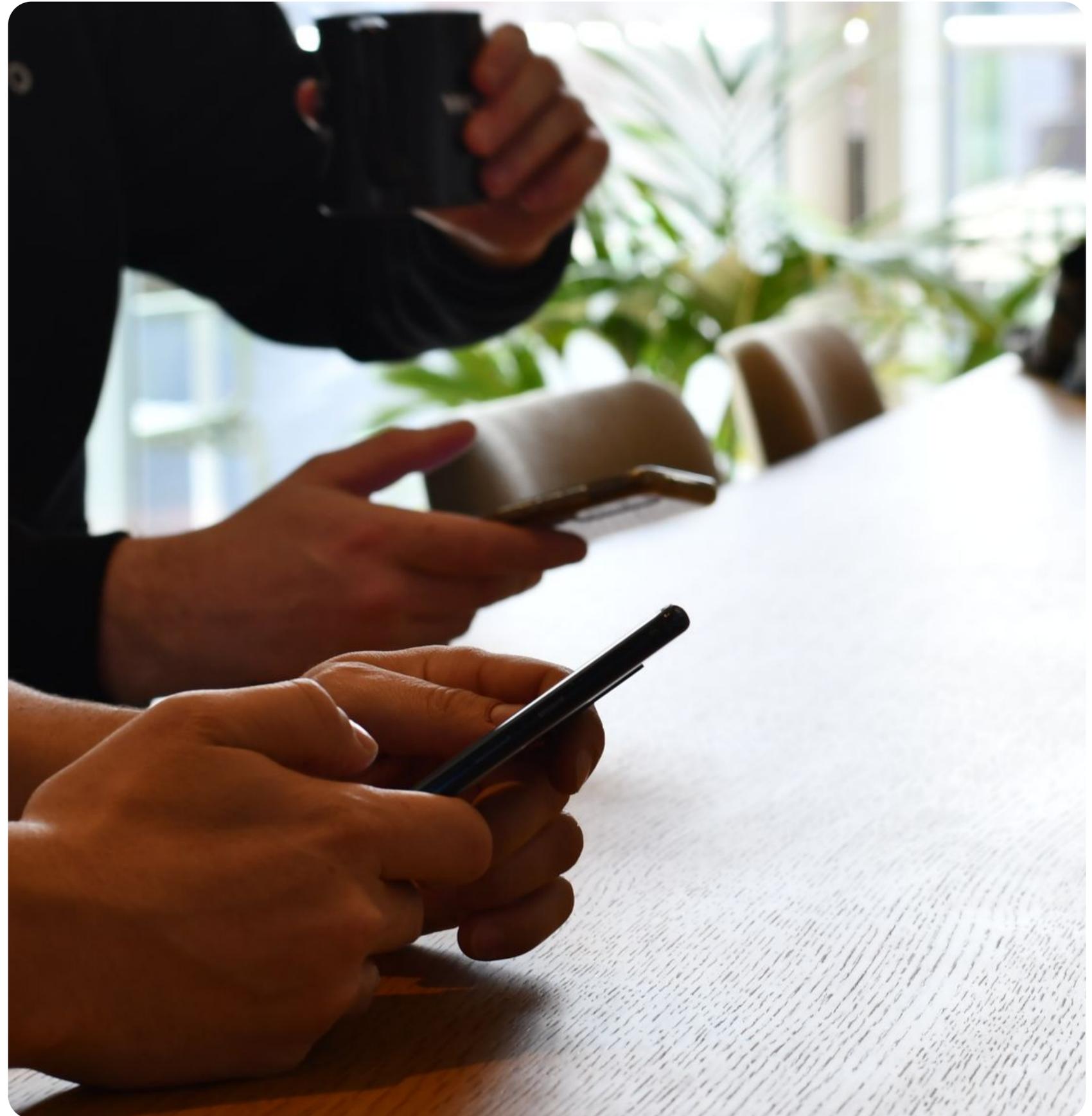
This suggests that Phrase match is now the most expensive match type to run, whilst acting much like Broad match used to in previous years.

The graph below shows the increase in click share after both Phrase and Exact were disabled in favour of Broad.

That said, the actual conclusion is that Broad match is cheaper when it generates clicks from relevant searches, but isn't necessarily 'cheaper' for campaigns to run without frequent and thorough search term analysis and well-organised negative keyword lists.



Social





Meta Advantage+ Gen AI



Meta's bringing a new range of genAI tools to Advantage+ to help advertisers enhance their creatives.

Now, logos, fonts, and brand colours get applied automatically across creatives, and AI can turn static images into animated videos with music and overlays (still in testing).

There's also a video highlights tool to spotlight key moments, and new custom sticker CTAs launching on Facebook Reels and Stories.

Meta says Advantage+ already drives a 22% ROI increase, and these new features are built to improve results even more while reducing the effort needed to produce creatives.

Just ensure the AI-generated elements still reflect your brand and still support your campaign goals.

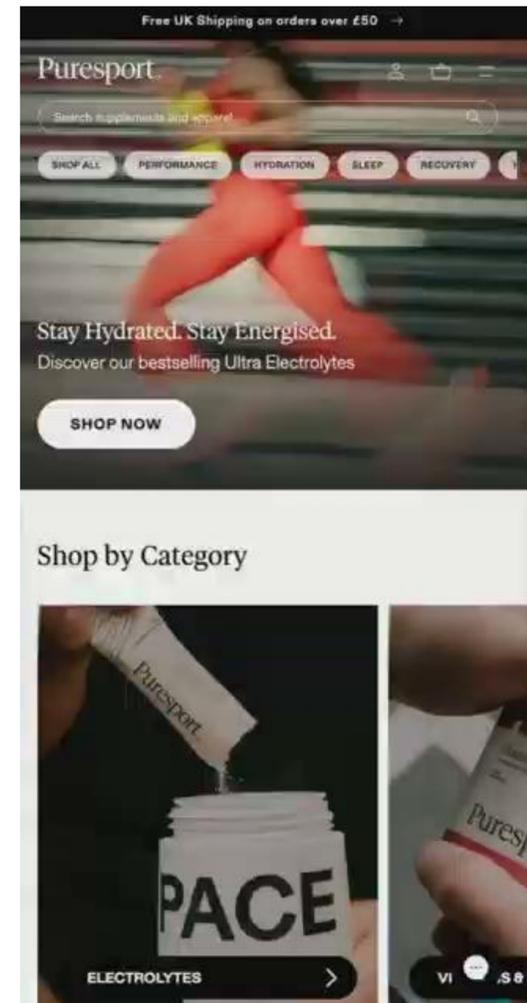
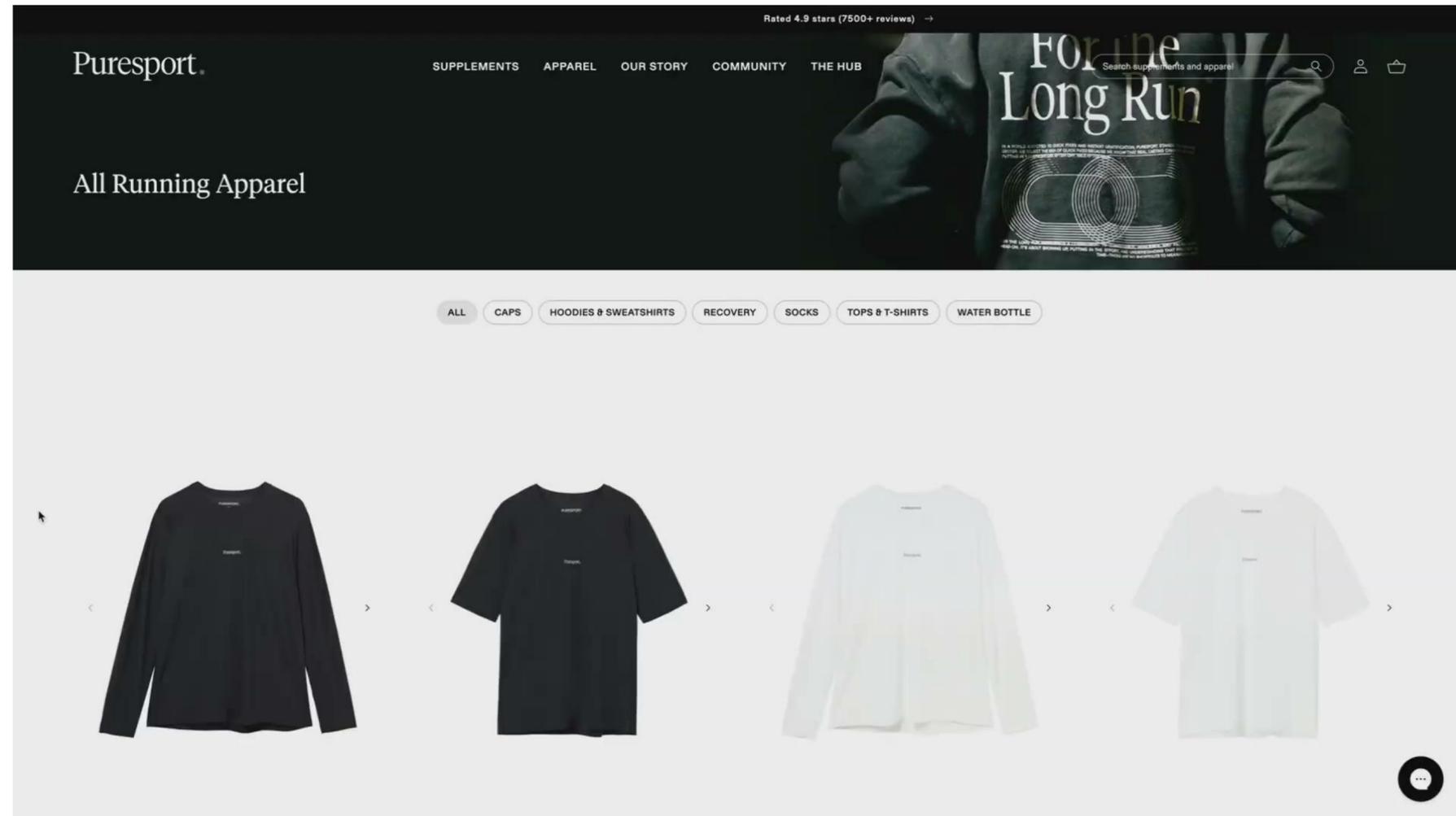
Design



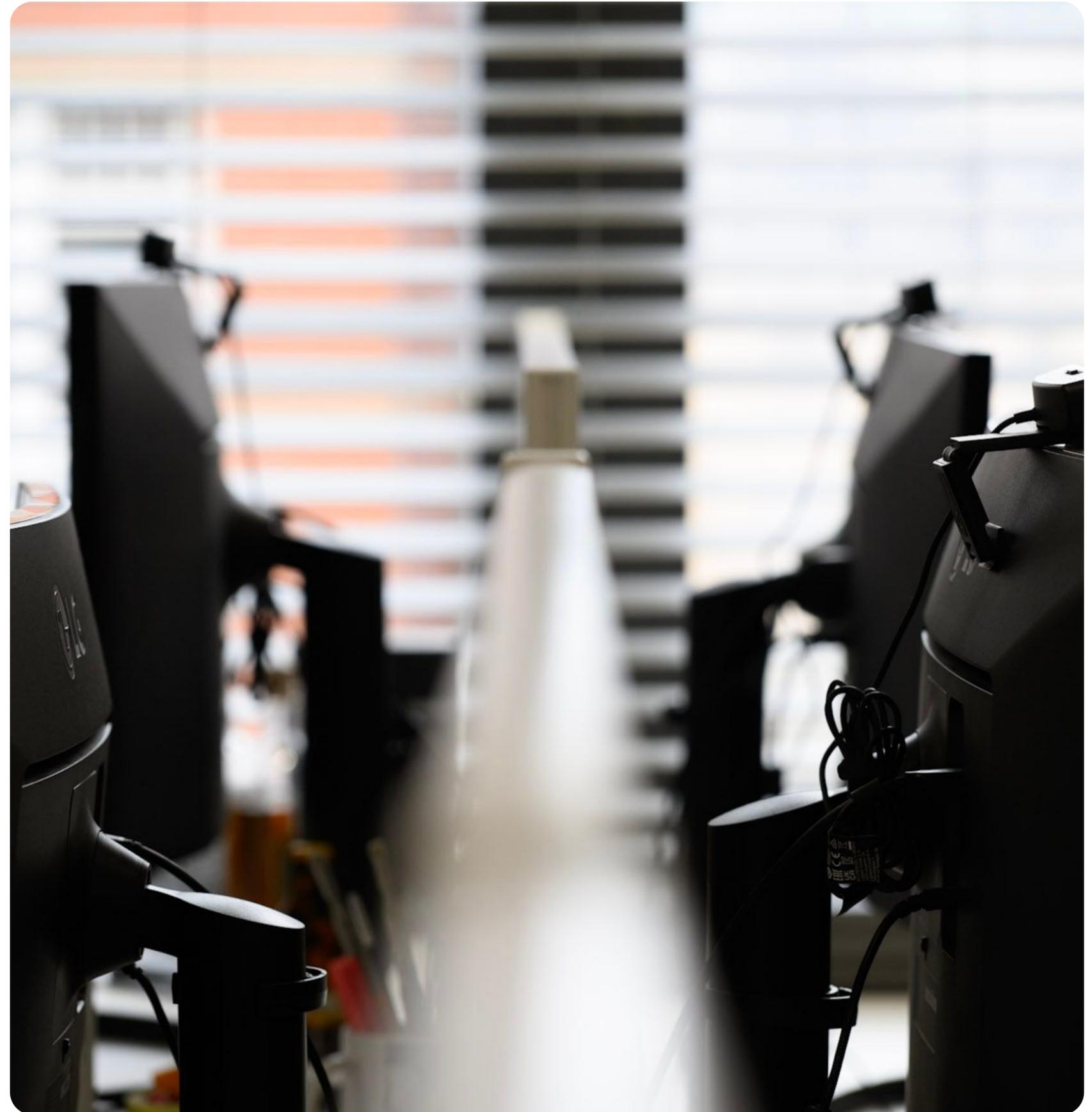
A Spotlight on Puresport

We've noticed a rising trend in brands making it easier to shop what you need. Utilising mobile navigation with popular categories to get you to the right products quickly, and quick shop options on product listing pages allowing for a fast route to checkout.

Puresport is streamlining the shopping experience to get you to your desired products, fast.



Marketplaces





Prime Day First Day Sales Down 41% After Expansion To 4-Day Event



Amazon expanded its annual Prime Day summer sale to four days from two, betting the extension would give shoppers more time to navigate the millions of deals on its sprawling web store.

However, Momentum Commerce, which manages online sales for 50 brands in a variety of product categories and price points, said its Amazon sales plunged 41% on Day 1 of Prime Day when compared with the start of Prime Day last year.

It appears that Amazon's gamble to double the length of Prime Day did not pay off, with urgency greatly reduced, shoppers waited for later into the sale period to see if better deals emerge.

Many sellers reported only seeing a modest increase in sales when comparing the same 4 day period in 2024 to 2025.



BohooMan Launch New Marketplace - 'Brand Locker'



BohooMan has launched new online marketplace called “Brand Locker”, which hosts 563 brands across streetwear, activewear, footwear, accessories and nutrition and fitness equipment.

Brands that have launched on the platform also include the likes of Tokyo Laundry, Urban Classics and Science in Sport, with 500 additional brands anticipated to join and five priority brands currently in “active onboarding”.

The marketplace also offers a pre-loved category, allowing customers to shop authenticated luxury items including second hand Rolex watches to cater for the “growing consumer demand for circular fashion options”.

The launch follows the success of BohooMan’s sister brand marketplace launches under the Debenhams Group, including Boohoo and Debenhams respectively.

Currently, this marketplace located is still within the [boohooman.com](https://www.boohooman.com) website.



B&Q Launch UK's First Marketplace Click & Collect Service



B&Q has just launched a new click and collect service for customers who order products from third-party marketplace sellers at diy.com, allowing customers to collect such orders from their local stores next day. They become the first UK marketplace to implement in-store collections from third party sellers. Although, ordering to an Amazon Locker is very similar.

A successful pilot at the company's Fareham store was complete in July, and now a wider, phased rollout across 300 B&Q stores is planned for October.

B&Q already offers a return-to-store service for customers at diy.com, which allows them to return purchases from third-party sellers at B&Q stores.

Customers of B&Q's marketplace can choose from more than 2 million home improvement and garden products from more than 2,000 third-party sellers on their platform.

Since its launch in March 2022, B&Q's marketplace has seen strong growth, accounting for nearly half (45%) of B&Q's ecommerce sales in Q1 2025/26.

Data



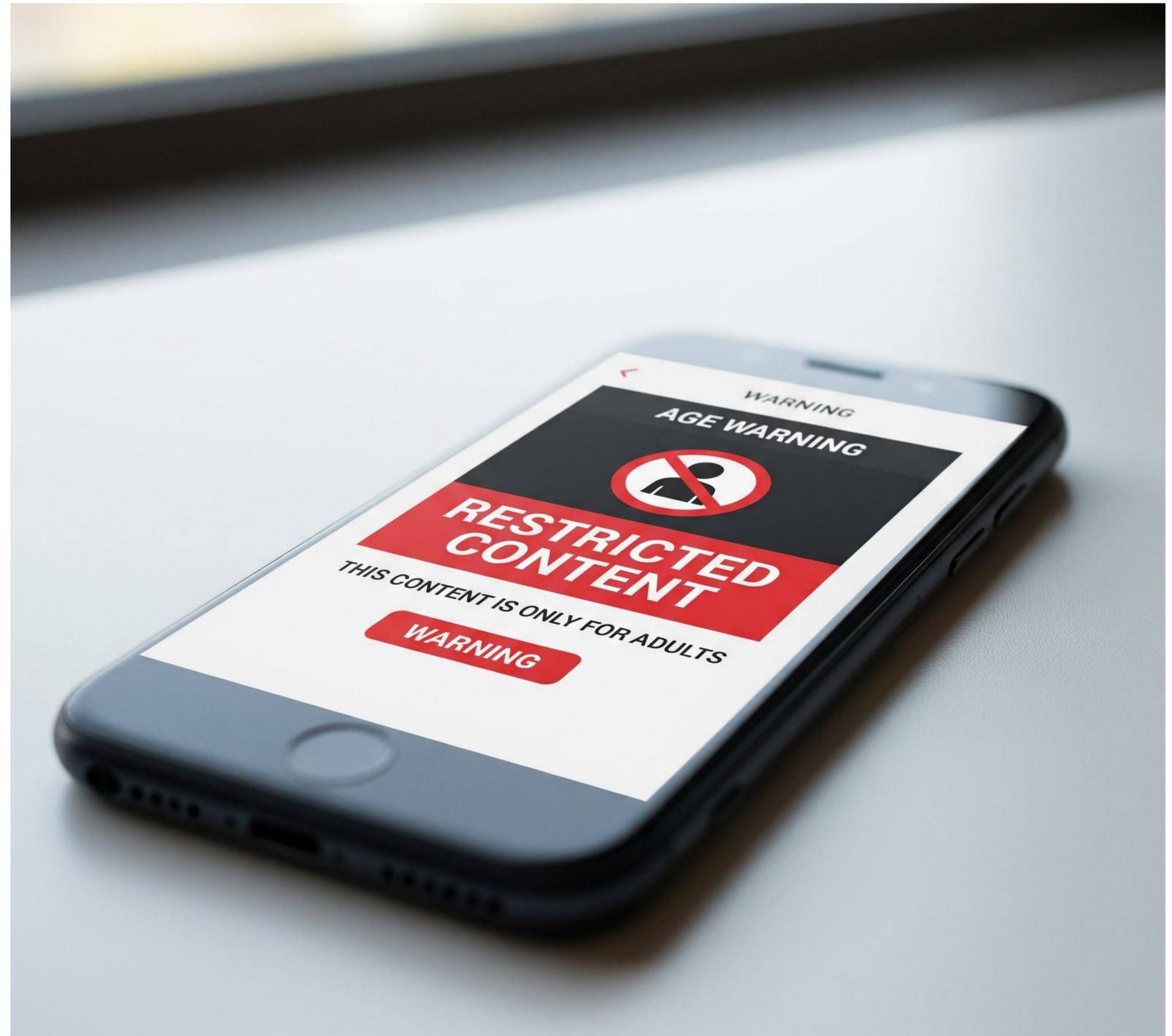


Online Safety Act

The Online Safety Act 2023 has come into effect this month. It is a UK law that requires tech and social media companies to protect users from harmful and illegal content online, with enforcement by the regulator Ofcom.

How the Online Safety Act Could Affect Ecommerce:

- **Stricter Age Verification:** Ecommerce sites selling age-restricted products (like alcohol) must ensure robust age checks to protect minors.
- **Content Moderation:** Platforms with user reviews, comments, or forums need to monitor and remove harmful or illegal content shared by users.
- **Increased Accountability:** Online stores are more responsible for user safety and may face penalties for failing to address harmful content.
- **Marketing Restrictions:** Promotions and ads must not target or appeal to children, especially for restricted products.
- **Compliance Costs:** Ecommerce businesses may face higher costs for implementing new safety measures and moderation systems.





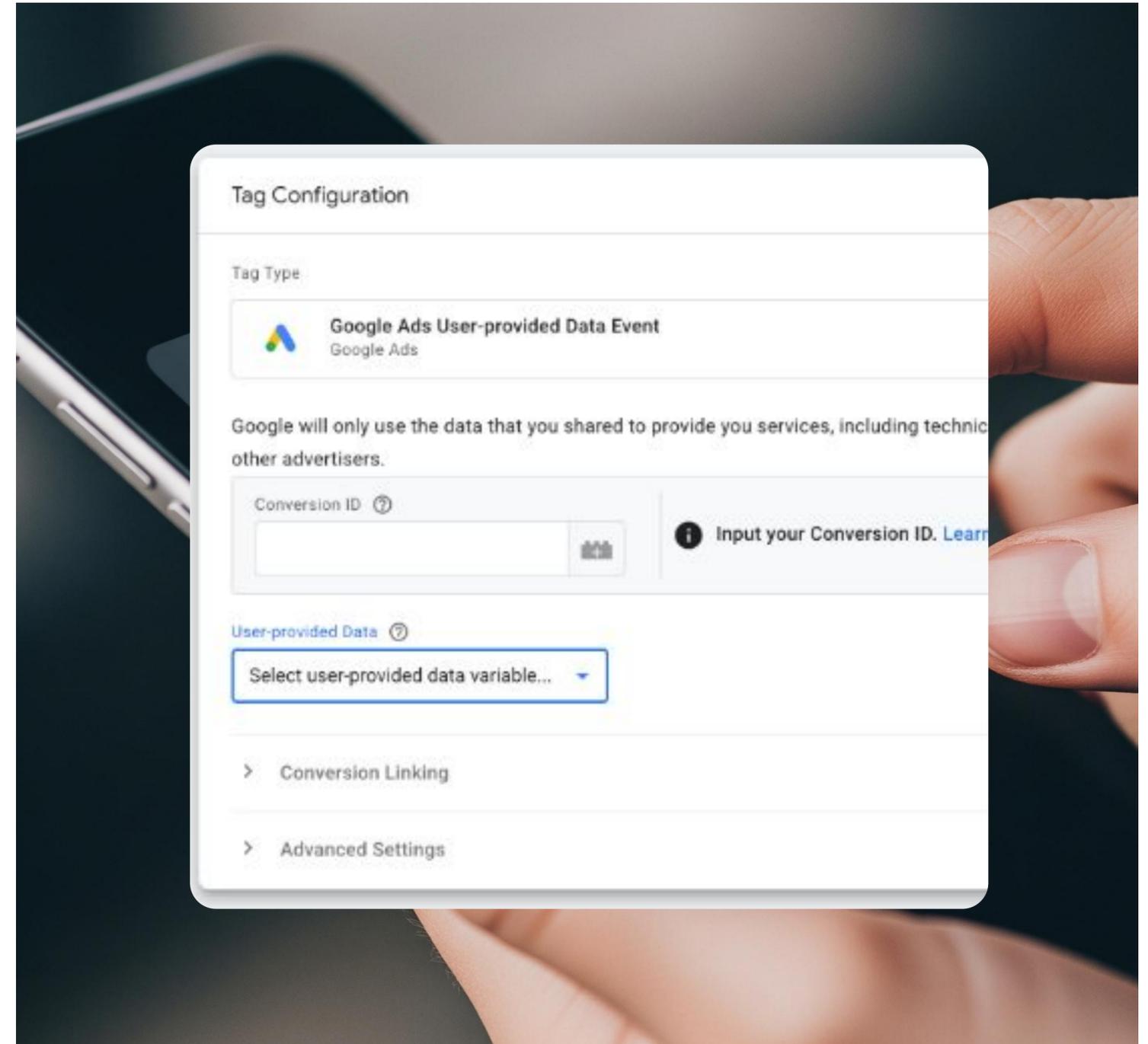
User Provided Data Updates

Removal of User-Provided Data Option in Conversion Tags: As of late May 2025, Google updated its conversion tag in GTM by removing the option to configure user-provided data for conversion tracking. This change means advertisers can no longer manually specify user data (like email addresses or phone numbers) directly within the conversion tag setup.

Centralized Settings with Google Tag: Now, user-provided data settings are managed centrally through the Google tag's configuration. This means any settings related to user data, such as those used for enhanced conversions or remarketing, are applied consistently across events and integrations that use the Google tag.

Enhanced Conversions via User-Provided Data Event Tag: Despite changes to conversion tags, GTM continues to support enhanced conversions using a dedicated "User-Provided Data Event" tag. This allows businesses to securely send hashed user data (like emails) to improve conversion measurement in a privacy-safe way, but this is now handled through a specific event tag rather than a general conversion tag option.

Focus on Consent and Privacy: These updates align with ongoing efforts to ensure compliance with privacy regulations and consent requirements. Google is emphasizing proper consent management and centralized control over user data handling within its tagging ecosystem.





Enhanced Modeled Conversion Accuracy

As of July 28, 2025, Google has updated Floodlight tags in server-side Tag Manager to improve the accuracy of modeled conversions. This enhancement aims to provide better measurement data for marketers and advertisers using GTM for conversion tracking

Key Points:

Modeled Conversions: Modeled conversions are used to estimate conversion activity that cannot be directly observed due to privacy regulations, consent requirements, or technical limitations (e.g., blocked cookies). They are essential for providing advertisers with more complete and accurate performance data even when user consent is not provided.

Privacy and Compliance: These unconsented requests typically exclude personal identifiers and adhere to privacy regulations. The purpose is to maintain measurement quality and ad effectiveness insights while respecting evolving privacy standards.

Impact for Marketers: Marketers can expect improvements in the completeness and reliability of their conversion reports, as more data points (even from unconsented interactions) are used in Google's conversion modeling algorithms.

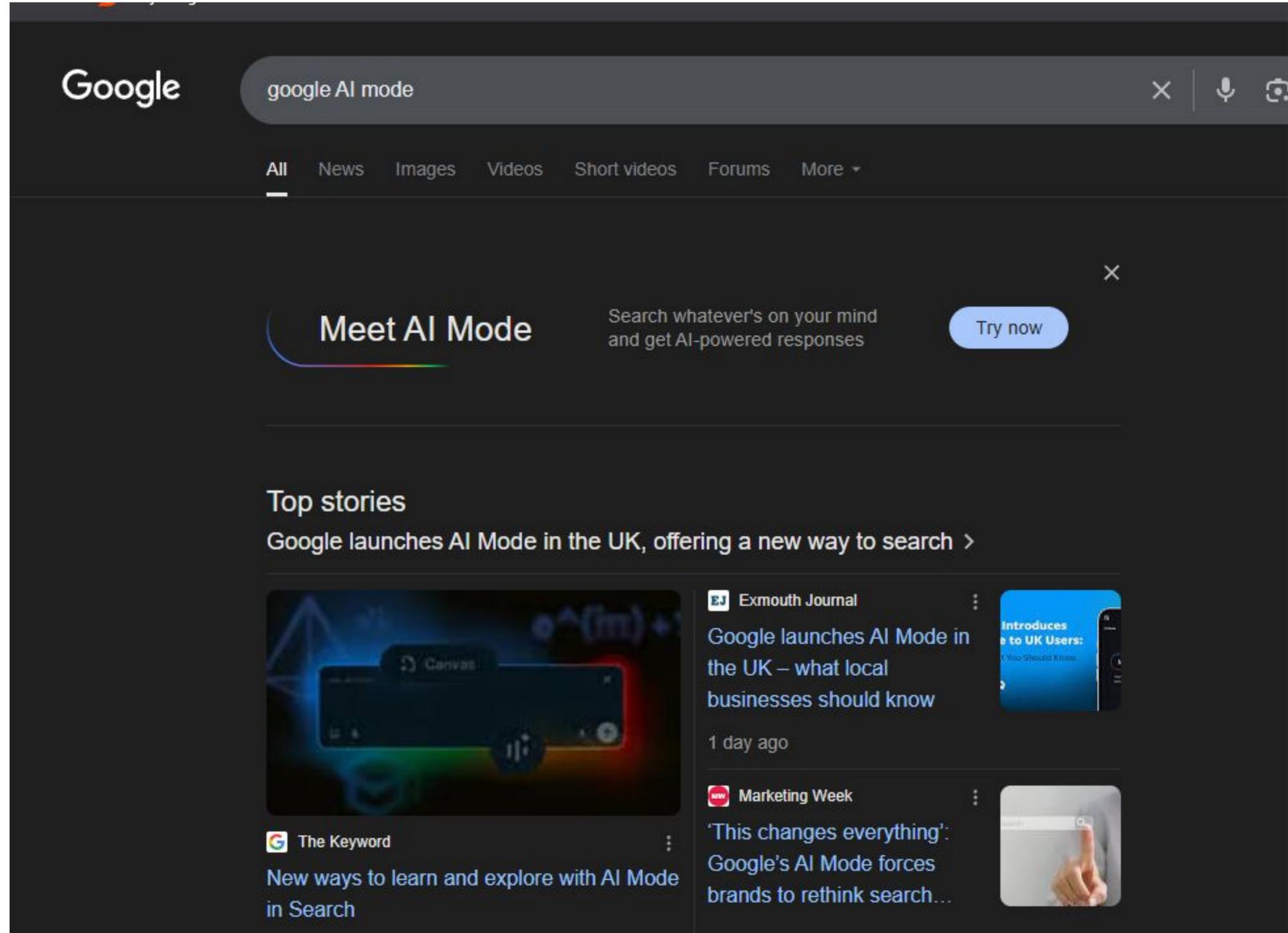




Google AI Mode Continues to Roll Out

Google AI Mode launches in the UK

Google AI Mode is a new feature in Google Search that uses the Gemini AI platform to deliver direct, conversational answers to user questions instead of the usual list of links. This approach is set to change how people find information online by making searches faster and more intuitive, reducing the need to browse multiple websites. As a result, it is expected to impact how publishers, businesses, and users interact with the web, signaling a shift toward more AI-driven and interactive internet experiences





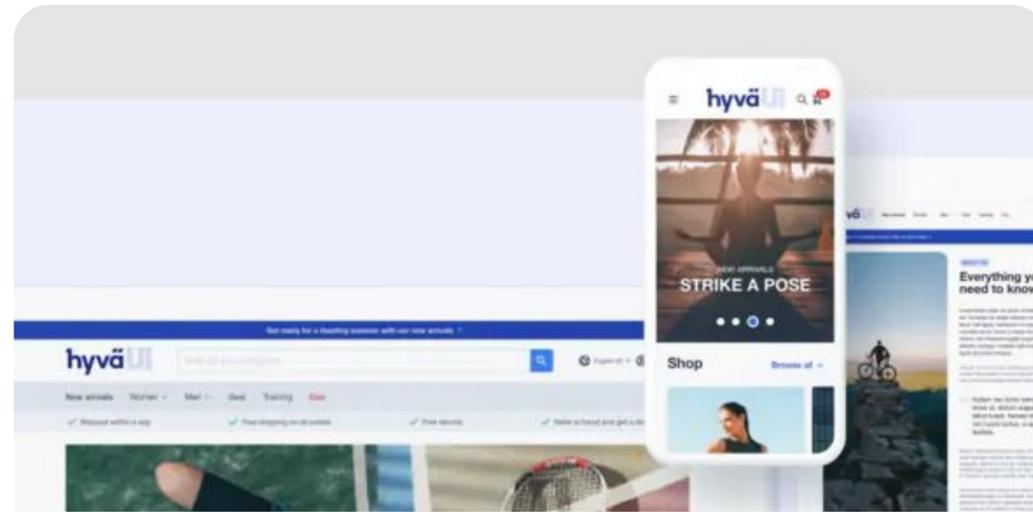
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Amazon exits Googlr shopping auctions: What it means for advertisers

→



We're Proud to Be a Hyvä Bronze Partner

→



Google AI Overviews are slipping in rankings: what does this mean for SEO

→

Look forward to
chatting soon

