

# AI Discover Limited Beta: Gain Early Insights Into AI Search and Monetize Intent

## Overview

AI search is shifting discovery from traditional search engines to conversational experiences. As usage scales, query volume and compute costs are rising, **making advertising a critical revenue stream.**

AI Discover enables publishers to **uncover how users engage with AI search ads** and leverage this behavioral shift to monetize commercial intent without building internal ad infrastructure.

Following a successful 2025 alpha, we are expanding access through a **6-month beta program.** Early testing delivered a **1.7x increase in query volume while maintaining stable CTR**, signaling improved ad relevance at scale.

This beta program gives publishers the opportunity to:

- Test and compare performance across different AI ad formats
- Establish a monetization framework for AI search
- Capture revenue from commercial queries without disrupting the user experience

## Why Monetize Now?

# 5x

higher conversion on AI Search vs. Google, driven by curated recommendations

Source: Superprompt

# 60%

consumers have used conversational AI for shopping, indicating strong commercial intent in AI queries

Source: Bloomreach

# 1 in 2

consumers click on a recommendation or result in an AI chatbot that leads them directly to a merchant site

Source: adMarketplace AI Survey 2026

## Unlock AI Search Revenue



### Easy Integration

Start monetizing commercial queries through simple API integrations without building internal infrastructure



### Access Premium Search Advertisers

Tap into budgets from 10+ beta advertisers competing for commercial AI queries



### Protect the User Experience

Native placements integrate seamlessly without disrupting the AI response



### Understand AI Search Behavior

Gain early insight into engagement, placement performance, and how users interact with monetized AI results



### Turn Queries Into Revenue

Monetize commercial queries that would otherwise go unmonetized

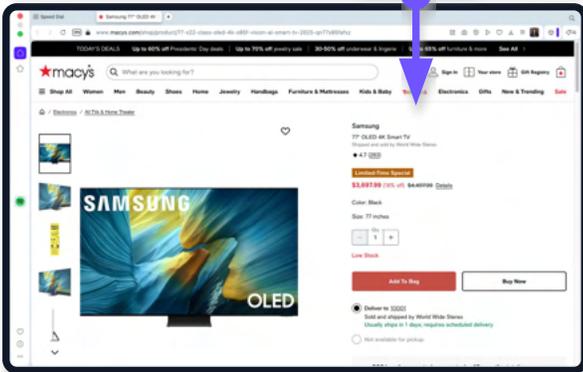
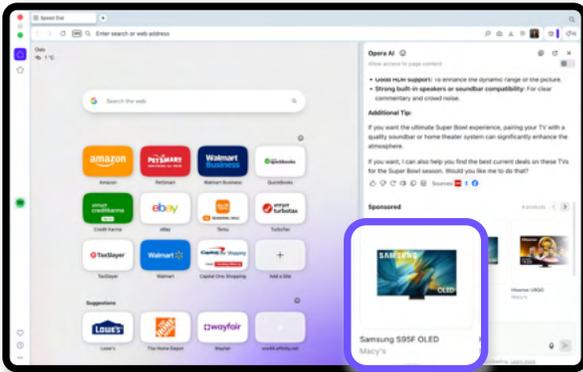
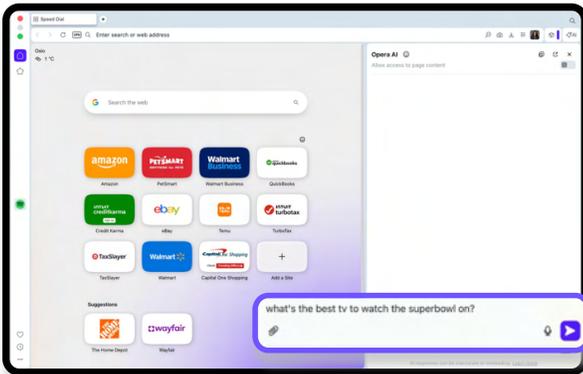


### Stay Ahead of Competitors

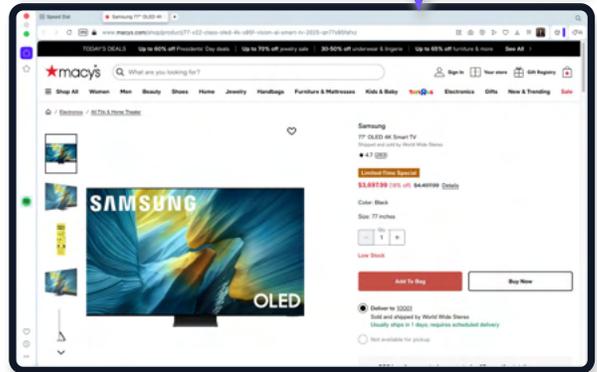
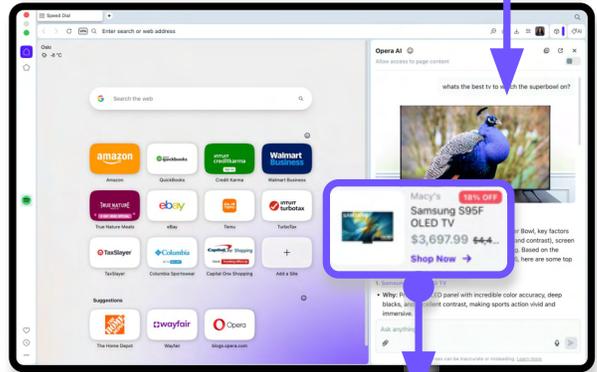
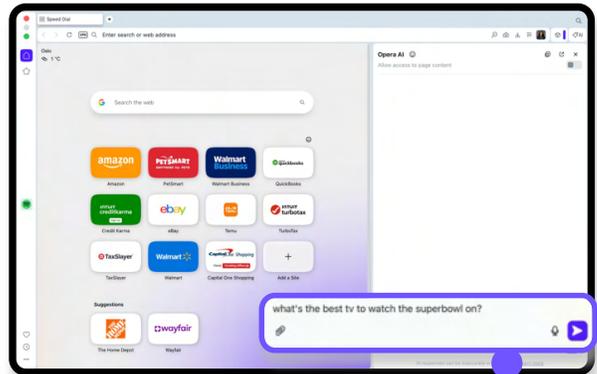
Leverage aggregated learnings across beta publishers to accelerate AI monetization strategies

# How adMarketplace's AI Discover Enhances the AI Search Experience Across Multiple Formats

## Sponsored Results Below Chat



## Hover Placement in-Chat



## Built for AI platforms that:

- Want to monetize commercial intent within AI search experiences
- Value performance insights while maintaining control over search experience
- Seek an early opportunity to test and scale AI monetization