



# Decoding New Ways to Search with Google AI

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Google's latest announcements mark a significant evolution in how users can search and interact with information online. These updates detailed in Google's recent blog posts ([The Keyword](#) and [Ads & Commerce Blog](#)) present challenges and vast opportunities for brands. At Assembly, our team of performance marketing experts are ready to steer you through this transformative journey.

Read on to discover everything you need to know about the key advancements and their implications.

## AI Overviews evolve with AI-organised results and Ads

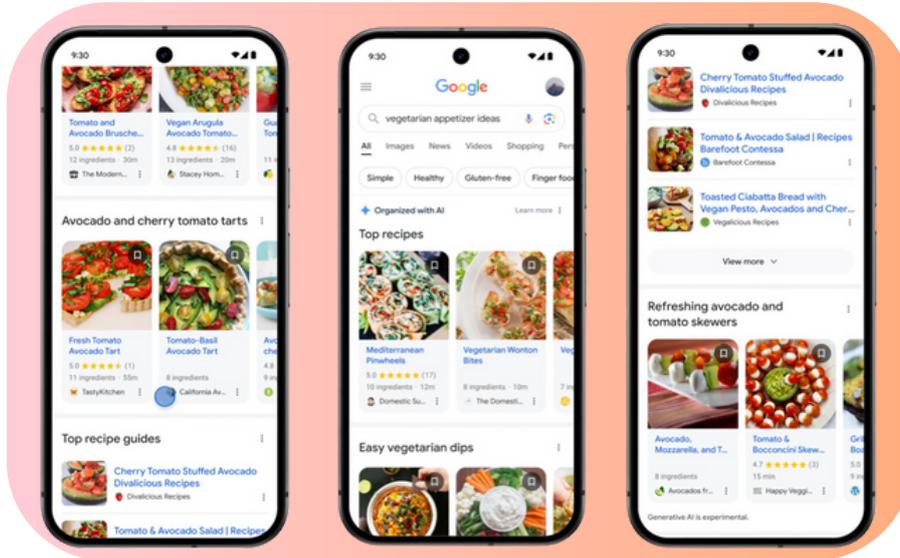
Google is leveraging its Gemini AI model to provide users with comprehensive overviews in response to complex queries in the search engine results page. These AI Overviews summarise key information from multiple sources, offering a richer and more informative search experience.

- ✚ Similar to Microsoft's Co-Pilot experience AI Overviews now include prominent links to support webpages directly in the text of an AI Overview. This feature is currently being rolled out globally wherever AI Overviews is accessible.



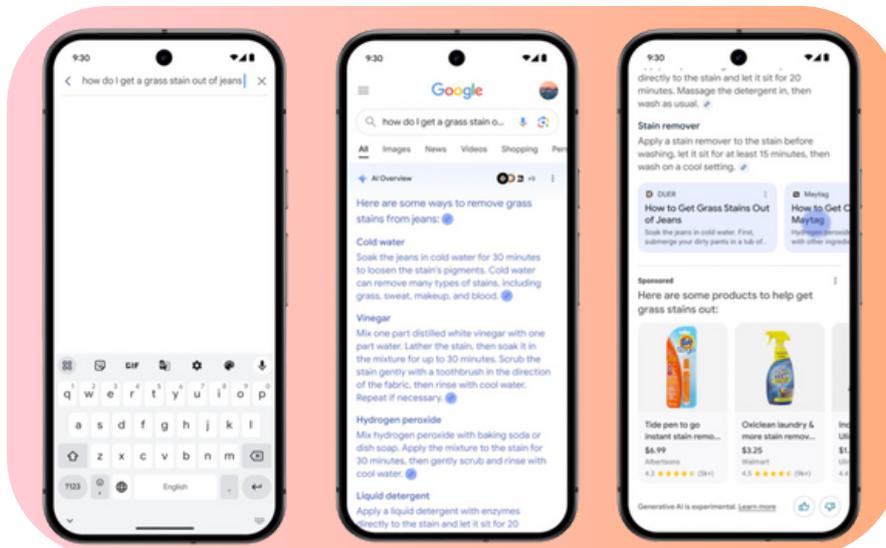
*In August, Google tested new links and citations within AI Overviews.*

- + Google is now introducing search results pages organised with AI in the U.S. – beginning with recipes and meal inspiration on Mobile. This will be a full-page experience, organising content and perspectives from across the web in multiple formats (i.e. articles, videos and more).



AI Organised Results in Google

- + Ads are now being integrated into AI Overviews, creating new opportunities for advertisers to reach potential customers.



Shopping Ads in AI Overviews via Google Search

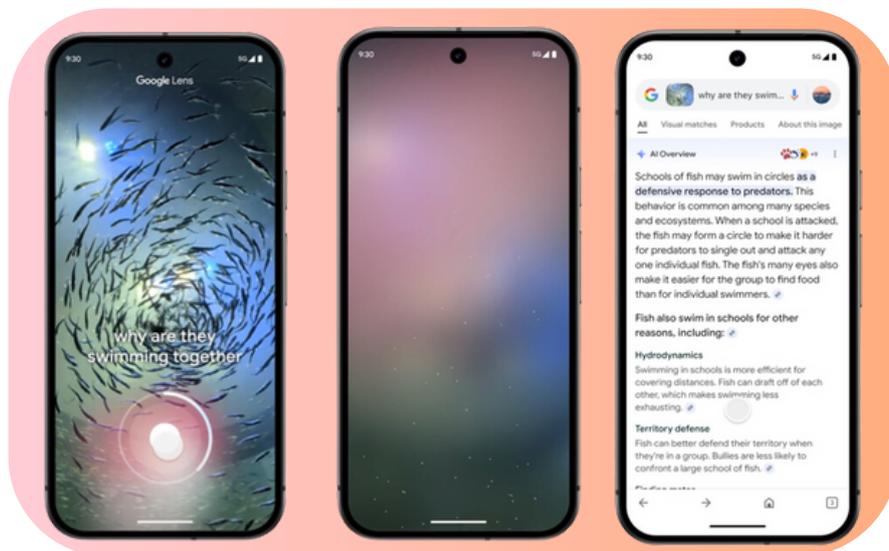
**Our Take:** We're delving into **optimising AI Overviews** for clients, spotlighting them via **SEO** and **Paid Search with AI**. This boosts visibility in relevant Overviews, securing prime placement. Aim for **Broad Match Keywords** and **Performance Max** in Paid Search for optimal exposure in these comprehensive results.

# Multimodal Search with Lens

Earlier this year, Google made some significant updates to Lens using their latest advancements in generative AI. This has led to Lens queries becoming one of the fastest query types on Search, with younger users (aged 18-24) engaging the most.

- + Google is moving beyond text-based search to embrace a multimodal approach, combining text, images, and even video.
- Users can now use Google Lens to search with their camera, asking questions about objects they see in the real world or in online content. This feature enables you to point your camera, ask a question and receive an AI overview with the information, along with links to find out more.
- **Voice Search in Lens:** Users can now ask questions about what they see using voice commands in Google Lens.
- **Search with Video in Lens:** Google Lens can now analyse videos, allowing users to ask questions about moving objects and scenes.

All this combined further enhances the user experience and makes visual search more accessible.



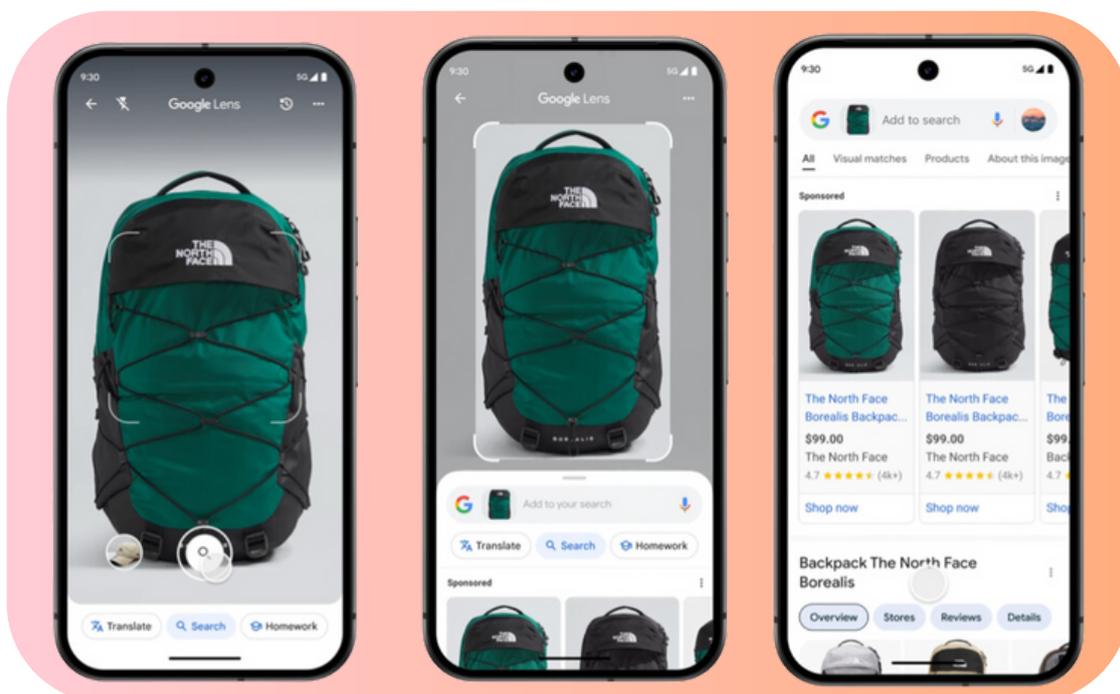
*Using video and voice together to search*

**Our Take:** We optimise clients' visual assets for Google Lens, enhancing discoverability. Crafting engaging experiences that sync seamlessly with Google's multimodal search is key. Utilise **Broad Match Keywords** in Paid Search to capture conversational queries and optimise for voice search. Ensuring ad relevance and visibility in voice-activated Lens searches is crucial.

# Shopping made easier with AI-Powered Features

Google is using AI to enhance shopping ads, providing users with more personalised and relevant product recommendations.

- + Using Google Lens, new features like "search by image" and AI-powered product descriptions are available.



*Use Google Lens to search by Image and get directed to Google Search*

**Our Take:** We are experts in leveraging AI-powered shopping ads to drive conversions for our retail and e-commerce clients. Continuously refining our strategies, we prioritise featuring clients' products prominently in relevant shopping results.

This is achieved through our proven AI-powered Paid Search strategy, guided by our consultancy-level Audit solution, and our exclusive feed management tools in FORGE, empowered by STAGE.



# Assembly's POV

## **We are already taking our clients on this journey through our work with AI-powered search maturity**

Throughout 2024, we have evolved our products, services & operations to work with in-platform AI. This futureproofs everything we do. It has led us to being #1 across all AI metrics in Google versus the network and independent agencies. What we've been able to find is the right formula to make this work for our clients. It means that we can leverage these new features and formats to deliver better performance for our clients media budget.

## **We are glad that Google is addressing problems that brands had with not getting credit for generative results**

One of the concerns we had with Google's AI Overviews (as well as other formats launched at Google Marketing Live '24) was the lack of links to sources. We felt that other solutions such as Microsoft's Co-Pilot and Perplexity did this in a way that better attribute credit to the sources of the generative AI result. Not only does this give trust to the generative answer, it also gives the user the option to find out more from the sources that helped contribute to that answer.





# Assembly's POV

## We need to think of Search Engines as 'Answer Engines'

Search engines have always been used to help find answers. Before, you had to navigate the search engine results page to get the answer you need. Now, AI is giving you an answer to informational queries, without much of a need to navigate elsewhere. Whilst this can be good for the user, it could prove difficult for advertisers for a number of reasons.

- **Search results pages are becoming a 'one-stop shop' for its users.** At GML '24, Google unveiled interesting AI-specific formats which keep the user engaged on Google, before purchasing on the site. Whilst there are benefits to this for clients (meaning you only pay for a click when it's highly likely to convert), there are also risks when it comes to sending traffic to site.
- **New formats and results pages could lead to less traffic to websites.** This could lead to a decline in first-party audiences for remarketing. It could also mean that a user does not get the full experience of engaging with your brand, something that is particularly important for luxury retailers.
- **Every results page is personalised based on user query and context with Generative AI.** It means that you are marketing to the AI, not the user. You can't necessarily control how users can interact with your brand. You will be able to give the ad platforms the assets they need, but the search engine will decide how to showcase your products & services to its user base. This is exactly how Performance Max works, and we don't see this slowing down with the AI formats we have seen.



# Assembly's POV

## Everything should now be optimised for search discoverability

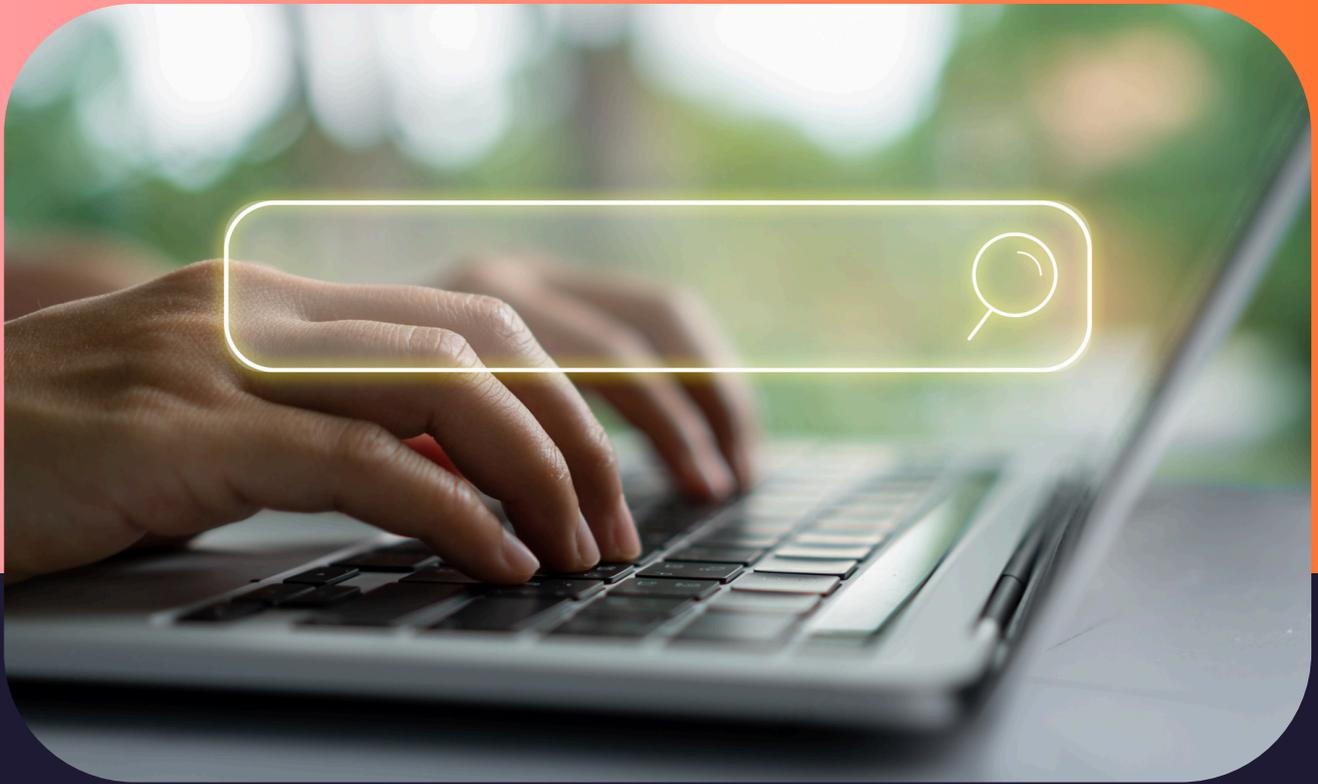
You are no longer awkwardly typing a search query to find a product you'd like to explore or purchase. Essentially, everything becomes optimized for search discoverability. This has major implications for visual content optimization and the rise of shoppable media.

## Multi-modal search is becoming the new battleground for AI

Competition from OpenAI, Perplexity, Apple, Microsoft, Google and Meta is fuelling the growth in multi-modal search.

- Earlier this year, OpenAI released GPT-4o which accepts a query input of any combination of text, audio, image, and video and generates any combination of text, audio, and image outputs.
- Meta unveiled Orion and its AR glasses designed to bridge the gap between the physical and virtual world.
- Google's Project Astra is focused on using the power of Deepmind and Gemini to bring multi-modal search to life. Check out the sample video.
- Perplexity is challenging Google in their traditional search engine result page by integrating multiple LLM models into one interface, providing a healthier balance of generative AI solutions in one search engine. Perplexity is also testing Ads in the US, and soon across Europe.

It's an exciting area that improves how AI and users interact, making the experience more human.



# Thank you!

Thank you for taking the time to read this report. For more information, please get in touch with our Search & Programmatic team at Assembly Europe. We'd love to talk about how we can accelerate growth.

↙ **Want to hear more? Get in touch.**



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