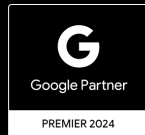
















Here's what happened

Our take on the trends you need to know about from the past month

October 2024



Recent industry updates to help you stay ahead

-  [OpenAI launches ChatGPT Search](#)
-  [Reddit is profitable for the first time ever, with nearly 100 million daily users](#)
-  [Meta Develops AI Search Engine to Lessen Reliance on Google, Microsoft](#)
-  [Perplexity Is Quietly Building an AI-Powered Shopping Experience, Taking On Amazon](#)
-  [Google has been pitching advertisers on a new AI-powered search tool, called Search Bidding Exploration](#)
-  [Meta launch Gen AI capabilities for video creation](#)
-  [Google expands AI overviews to over 100 countries](#)
-  [Google Ads video enhancements are rolling out, allowing Google AI to automatically create more versions of your existing video\(s\)](#)
-  [Amazon Ads Launches New AI Tools for Advertisers](#)
-  [LinkedIn launch new features for Live Event Ads](#)
-  [Semrush acquires Search Engine Land's parent company](#)
-  [TikTok launch new performance ad solutions](#)
-  [A Google breakup is on the table, say DOJ lawyers](#)
-  [Bing testing "best of" lists in Search](#)



Trends in focus

The latest trends in digital, plus advice from the experts

1 **OpenAI launch ChatGPT Search:** what impact could this have on the search landscape?

2 **Creative consistency:** new IPA reports highlight compounding impact of creative consistency

3 **Google vs. DOJ:** after US ruling, is a breakup really on the cards?



1

ChatGPT Search

What impact could this have on the search landscape?

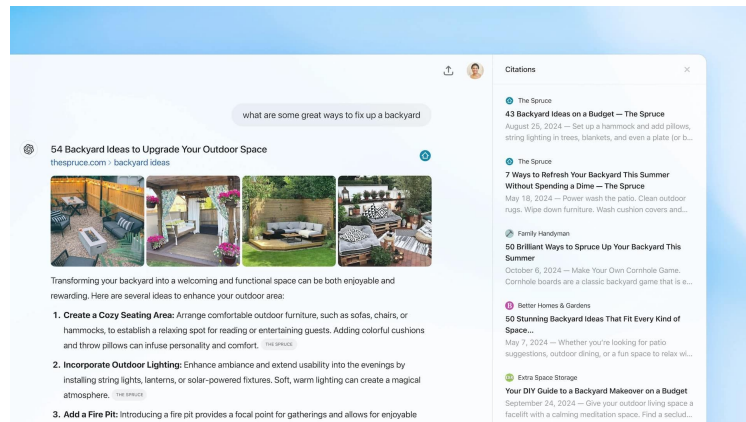
What's happened?

OpenAI is beginning its long-awaited [ChatGPT search rollout](#) – with a wider rollout in the coming months.

ChatGPT has been able to search the web for several months, but today's update is part of OpenAI's larger push into AI search.

OpenAI's ChatGPT search has an opportunity to challenge Google's search monopoly with a much different user experience (e.g., less clutter, less search features, no ads).

While the user base is still much smaller than Google, we know that SearchGPT was already sending more referral traffic to brands than answer engines like Perplexity and Claude due to the prominence of links in the results.

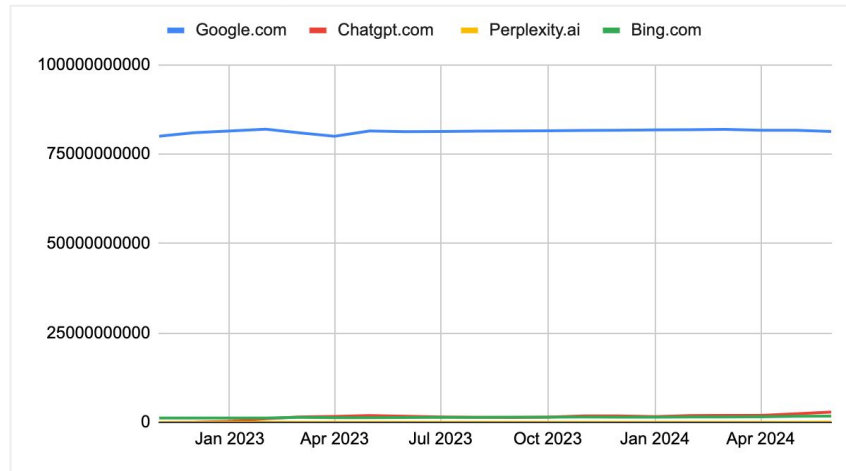


Usage vs. Google

Today, ChatGPT attracts around 3 billion sessions a month, whereas **Google achieves over 80 billion**.

However, in a recent study, [Gartner has projected that traditional search volume could drop by 25% by 2026](#), with a 50% decline in organic search traffic as more consumers turn to AI-powered tools.

While traditional search engines, especially Google, still dominate, this is a critical moment for search marketers—a land grab where those who look to better understand how to influence these new “answer engines” will carve out a distinct advantage over those who stick exclusively to Search Engine Optimisation (SEO) principles.



Augmenting your SEO strategy with "GEO"

While there's clearly overlap with SEO, Generative Engine Optimisation is not just "SEO done well" - it's a specific set of tactics requiring much more emphasis in order to improve visibility on answer engines. It's not about traffic, it's about brand visibility and increasing your [share of model](#).

Generative Engine Optimisation (GEO) is the process of optimising your brand (not just your website) to gain visibility in AI-generated search responses, securing mentions in tools like Google's AI Overviews and ensuring your business is recommended by AI models such as Perplexity and ChatGPT.

Unlike SEO, which targets ranking in traditional SERPs to generate website visits, GEO focuses on optimising for AI systems that generate responses from scratch to increase brand mentions.

Our performance Director, Ben Wood, has written an in-depth guide to "GEO" for performance marketing world this month which you can [read here](#).

The screenshot shows a search engine interface with the query "who are the best insurance companies in the UK?". On the right, there are buttons for "Search Images", "Search Videos", and "Generate Image". Below the query, a "Sources" section lists a link from "which.co.uk" titled "Best car insurance companies in the UK 202..." with a snippet about finding the best car insurance. Below this is an "Answer" section with the text: "Based on the search results, here are some of the best insurance companies in the UK:". Underneath, there is a sub-section "Car Insurance" stating "NFU Mutual and LV= stand out as top car insurance providers:". This is followed by a bulleted list: "• NFU Mutual received the highest customer score (81%) and claims score (84%) in Which? ratings. They offer excellent coverage but may not be available in major cities." and "• LV= was also named a Which? Recommended Provider, with strong policy and customer scores". A red arrow points from the text "Reviews used to generate response" to the "Which?" ratings in the first bullet point. Below the list, it says "Other highly-rated car insurers include:" followed by another bulleted list: "• AXA", "• Aviva", "• Churchill", and "• Direct Line".



2

Creative consistency

IPA reports highlights compounding impact of creative consistency

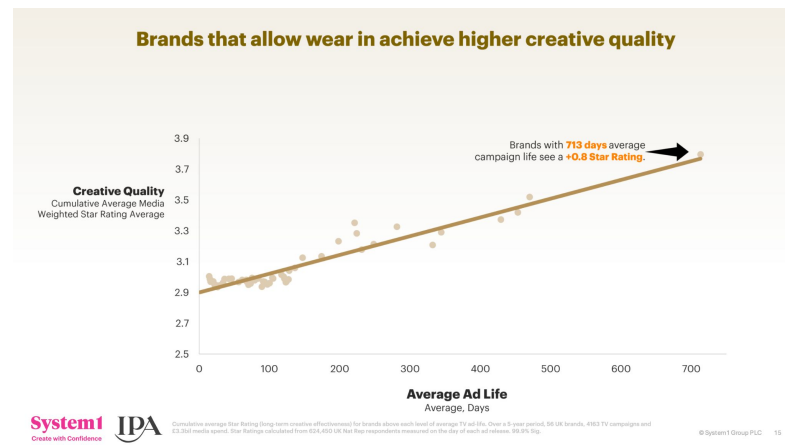
Creative consistency

In a [recent report](#), the Institute of Practitioners in Advertising (IPA) have proven the power of consistent creative applications on delivering improved revenue and profits for businesses.

They have identified a number of building blocks around which creative execution needs to be consistent. These include:

- Consistent positioning
- Creative idea tenure
- Cross channel consistency
- Consistent brand assets
- Consistent TOV
- Brand slogan commitment

The findings confirm that brands who had greater consistency on all the above areas saw much greater business outcomes than those with lower consistency scores.



Why are consistent brands more effective?

There are a number of reasons why brands who showcase creative consistency tend to be more effective. Consistent brands benefit from five key psychological and strategic principles:

- **Processing Fluency** - Cognitive ease associated with familiar and consistent branding speeds up recognition and comprehension.
- **Memory Encoding** - Consistent branding supports mental availability, making the brand more retrievable from memory.
- **Familiarity Bias** - Consistent exposure to the brand fosters a positive bias due to familiarity.
- **Creative Darwinism** - Promotes the "survival of the effective," ensuring that successful elements endure over time.
- **Resource Focus** - Consistency aids in creative efficiency, allowing resources to be concentrated on proven, effective elements.

The underlying message is that consistency in branding doesn't just improve recognition but optimises various psychological factors that enhance advertising effectiveness.



3

Google vs. DOJ

After US ruling, is a breakup really on the cards?

A Google breakup is on the table, say DOJ lawyers

Following a landmark US ruling which found Google a 'monopolist' the Department of Justice has begun proposing solutions to correct the company's illegal behaviour and restore competition to the market for search engines.

In a new 32-page filing, they said they are considering both 'behavioural and structural remedies'.

In a [response on its blog](#), Google claimed the proposed framework "goes well beyond the legal scope of the Court's decision about Search distribution contracts," and that "splitting off Chrome or Android would break them."

Google claims that billions of people get online thanks to Chrome and Android existing as free products, and that "few companies would have the ability or incentive to keep them open source, or to invest in them at the same level we do."



Why this matters

The SEO and PPC landscape is predominantly shaped by Google Ads, which holds around 90% of the worldwide search market.

This overwhelming market share has led advertisers to concentrate their efforts on a single platform, fostering deep expertise within one central ecosystem and focusing on a standard set of tools and performance metrics.

Google's integrated suite — comprising Google Ads, Google Analytics, and Google Tag Manager — provides a cohesive framework for managing and optimising paid advertising campaigns within the Google ecosystem.

A breakup of Google could dismantle this stability, leading to increased fragmentation across platforms like Bing and Yahoo.

A Google breakup would undoubtedly reshape the entire search landscape, requiring paid search marketers to embrace new strategies and technologies and possibly higher costs.



Should you prepare?

While a breakup is unlikely, to effectively manage potential disruptions in the search landscape, you should focus on strategies that rely less on Google alone.

- **Diversify Platform Usage** - Start testing additional platforms to reduce dependency on a single ecosystem and build resilience. Although testing new platforms requires investment, the knowledge gained can be invaluable for minimising over-reliance on any one source.
- **Develop Cross-Platform Expertise** - Equip teams with skills in data analysis, consumer behavior, and cross-channel strategies. As the digital environment continues to shift, adaptability in these areas will be essential.
- **Leverage Alternative Tools** - Testing alternative analytics platforms to reduce your dependency on the Google suite could be worth exploring, especially considering the difficulty many are already having with GA4.

Regardless of any potential disruption, by focusing on these areas you will be more effective amidst ongoing industry transformations.



Thanks for reading

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