

We pay for searches AI now answers for free. Time to move the money.

More buyers ask AI assistants instead of searching. Our paid search budget chases fewer clicks, while AI answers name rivals. We can match spend to the questions buyers really ask.

WHERE WE STAND

-18%

paid search clicks this year

+9%

cost per click

40%

of category questions now asked to AI

21%

AI answers that name us

WHERE CATEGORY QUESTIONS ARE ASKED

Search		48%
AI assistants		40%
Retailer search		12%

Search, AI and retailer query data, 3 markets, 12 months.

WHY • THREE LAYERS OF EVIDENCE

Machine Intelligence • leads

Which questions buyers ask AI, and which brands it names.

Human Intelligence

The exact words buyers use — for keywords and ads.

Product Intelligence

What our pages need to say so AI and search pick them.

WHAT BUYERS SAY

"I just asked ChatGPT which diaper is best for sensitive skin and bought that one."

AI-led choice now cited in 1 of 10 reviews

AI ANSWER SHARE • TOP PAID KEYWORDS

Sensitive skin		31%
Overnight		12%
Newborn		44%
Best value		9%

SPEND CHECK

Keywords in buyer language	38%
Spend on AI-answered queries	52%
Ads tested before launch	No
Spend linked to AI share	No

Half our search spend goes on questions AI now answers — and AI names rivals.

THREE MOVES

01 Shift budget

From AI-answered queries to where it still works.

02 Use buyer language

Keywords and ads in their words.

03 Measure AI share

Next to clicks and sales.

Illustrative figures for demonstration

a product by ConsensysAI • 1 / 2

What we do next, what we expect and how we measure it.

01 What we do next

ACTION	WHEN	LAYER
Query audit AI vs search Spend by question · Media lead	Days 1-14	MACHINE
Budget shift 15% from AI-answered To retail + content · Media	Days 14-28	MACHINE
Buyer-language ads top 50 keywords From reviews · Performance	Days 7-28	HUMAN
Content for AI with eCom Pages AI cites · Media + eCom	Days 21-56	PRODUCT
Persona ad tests before launch Every new ad · Performance	Ongoing	HUMAN

02 What we expect · 90 days

21% → 33%

AI answers that name us

-12%

cost per sale

15%

budget moved to higher return

+20%

ad click-through

03 How we measure it

AI answer share Top 50 questions	WEEKLY
Cost per sale By channel	WEEKLY
Ad performance Click-through, tested vs not	WEEKLY
Query mix Search vs AI	MONTHLY
Board readout Spend before / after	DAY 90
Baseline locked day 1. Last quarter's spend, keywords and AI answers.	

THE TEAM GETS

Win plan
Spend priorities

Content bank
Buyer-language copy

Action decks
Performance readouts

Buyer personas
Pre-test any ad

The ask: approve moving 15% of search budget and tracking AI answer share as a core KPI.

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