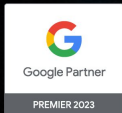


Here's what happened

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

August 2024



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Recent industry updates to help you stay ahead



[GARM, the non-profit ad initiative is now shutting down, with a potential major side effect for X](#)



[Google phases out Smart Campaigns in favor of Performance Max](#)



[Meta's New Ad Tools Promise More Precise Customer Targeting](#)



[Google AI Overviews, organic results overlap jumps to 99%, analysis finds](#)



[US considers breaking up Google after illegal monopoly ruling, reports say](#)



[Google Provides More Insight Into Emerging Search Trends](#)



[Amazon unveils self-service TV ad platform for SMEs](#)



[Perplexity to launch ads by Q4](#)



[Global adspend forecast to top \\$1trn in 2024 as AI fuels 10.5% increase](#)



[Temu declares European marketplace open](#)



[CTV surpasses AI as top consumer trend in a survey of marketing industry professionals](#)



[LinkedIn Will Now Enable Brands to Sponsor User-Generated Newsletters](#)



[Spotify revamps self-serve ad platform on heels of record Q2](#)



[Five key signs that Reddit is getting ready to launch its own search ads business](#)



[GA4 launches benchmarking feature](#)





Trends in focus

The latest trends in digital, plus advice from the experts

1

Google's August 2024 core update: Google rolled out a major core algorithm update that impacted search rankings across various industries - here's what it means

2

AI Overviews have landed (again): Google expanded its AI Overviews feature in search results, adding more links, making them visible to signed-out users and visible in more markets

3

Perplexity's entry into the search ad market: Just how much is this expected to disrupt the current search advertising status quo?



1

Google's August 2024 core update

Google rolled out a major core algorithm update that impacted search rankings across various industries - here's what it means



Key facts about the August core update

- [The August core update](#), which hasn't yet finished rolling out at time of writing, is designed to prioritise content that users find genuinely useful.
- These updates focus on reducing the visibility of content created solely to rank high in search results, rather than to offer real value to users.
- Google notes that this update incorporates recent feedback from content creators and other key stakeholders.
- It reinforces its dedication to highlighting high-quality content from a wide range of sources, including smaller, independent sites.
- The update aims to reward websites that have made positive improvements more accurately.



Google Search Central 
@googlesearchc · [Follow](#)



Today we released the August 2024 core update. It continues our work to improve the quality of our search results by showing more content that people find genuinely useful and less content that feels like it was made just to perform well on Search.



How core updates work

Google core updates represent significant changes to the search engine's ranking algorithms aimed at improving the quality and relevance of search results.

- **Frequency:** These updates typically occur several times a year, often announced a few days prior to rollout, and can take several days or weeks to complete.
- **Impact:** Core updates can affect rankings across a wide range of websites, not targeting specific industries, and they often lead to fluctuations in search visibility and traffic.
- **Focus on quality:** The updates emphasize the evaluation of overall site quality rather than specific pages, rewarding sites with high-quality, relevant content.



No specific fixes

Google does not provide detailed guidelines for recovering from core updates, indicating that there are no specific actions to "fix" a site. If you think you might have been hit by a core update:

Stay calm: Understand that core updates affect many sites broadly and a drop in rankings doesn't necessarily indicate wrongdoing.

Analyse the data: Use Google Analytics and Search Console to identify which pages and queries were impacted, helping you pinpoint areas for improvement.

Conduct a content audit: Evaluate your content for quality, relevance, and adherence to [E-E-A-T](#) (Experience, Expertise, Authoritativeness, Trustworthiness) principles.

Make improvements: Focus on enhancing content quality, user experience, and addressing any technical SEO issues, while avoiding quick fixes or manipulative tactics.

Be patient: Recovery may take time, often until the next core update, so continue making improvements monitoring your website performance.



▮▮ "Google's updates are part of a continuous effort to enhance search results. Although the August 2024 Core Update presents a new challenge, it won't be the last one. The key to managing these changes lies in adaptability, staying current with best practices and prioritising genuine value for users."

Sara Galbiati

Senior Strategist @ [Hallam](#)



2

AI Overviews have landed (again)

Google expands AI Overviews in search results, adding more links, making them visible to signed-out users and in more markets



What's happened?

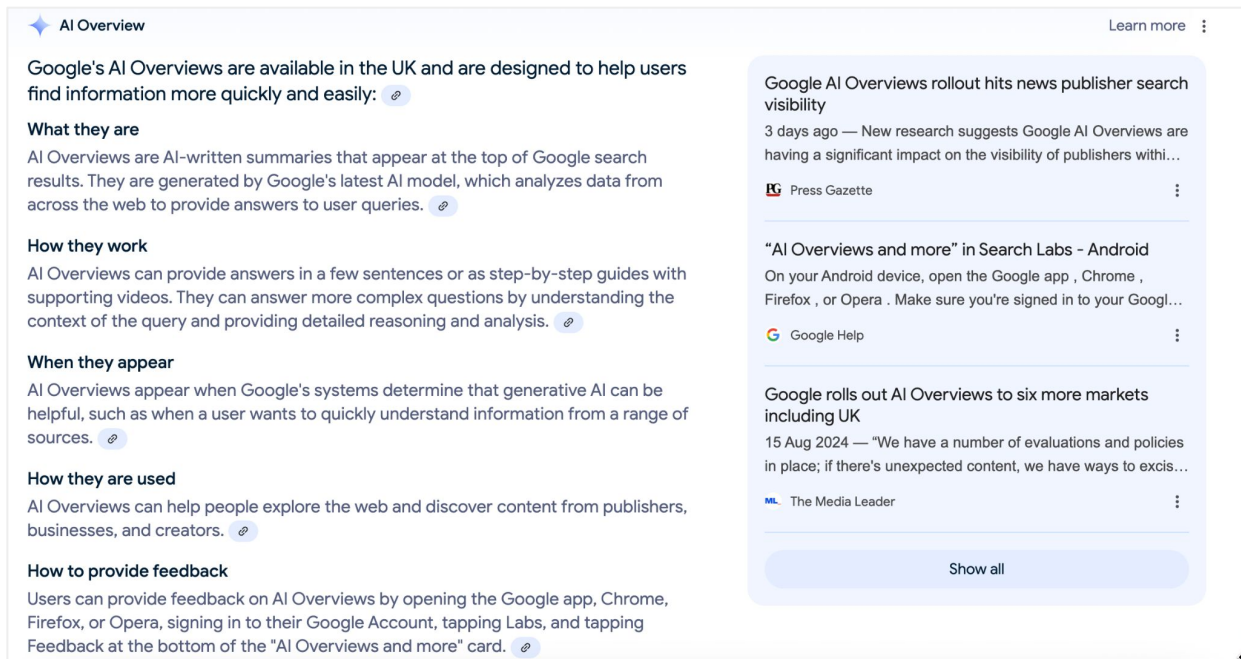
Google has launched AI overviews in India, Brazil, Japan, UK, Indonesia and Mexico.

Google is reportedly increasing the visibility of reference sites on both desktop and mobile.

AI Overviews is now being offered for 17% of queries (Authoritas), and as high as 35%+ for certain niches.

Why we care

Although Google insists that links contained in AI Overviews generate more clicks, they have so far declined to share any data on this.



The screenshot shows a search result for "AI Overview". The main text states: "Google's AI Overviews are available in the UK and are designed to help users find information more quickly and easily." Below this, there are four sections: "What they are", "How they work", "When they appear", and "How they are used". To the right, there is a list of news articles related to the rollout, including "Google AI Overviews rollout hits news publisher search visibility" and "Google rolls out AI Overviews to six more markets including UK".

AI Overview Learn more

Google's AI Overviews are available in the UK and are designed to help users find information more quickly and easily.

What they are
AI Overviews are AI-written summaries that appear at the top of Google search results. They are generated by Google's latest AI model, which analyzes data from across the web to provide answers to user queries.

How they work
AI Overviews can provide answers in a few sentences or as step-by-step guides with supporting videos. They can answer more complex questions by understanding the context of the query and providing detailed reasoning and analysis.

When they appear
AI Overviews appear when Google's systems determine that generative AI can be helpful, such as when a user wants to quickly understand information from a range of sources.

How they are used
AI Overviews can help people explore the web and discover content from publishers, businesses, and creators.

How to provide feedback
Users can provide feedback on AI Overviews by opening the Google app, Chrome, Firefox, or Opera, signing in to their Google Account, tapping Labs, and tapping Feedback at the bottom of the "AI Overviews and more" card.

Google AI Overviews rollout hits news publisher search visibility
3 days ago — New research suggests Google AI Overviews are having a significant impact on the visibility of publishers withi...
Press Gazette

"AI Overviews and more" in Search Labs - Android
On your Android device, open the Google app , Chrome , Firefox , or Opera . Make sure you're signed in to your Googl...
Google Help

Google rolls out AI Overviews to six more markets including UK
15 Aug 2024 — "We have a number of evaluations and policies in place; if there's unexpected content, we have ways to excis...
The Media Leader

Show all



How should marketers adapt?

While we have to acknowledge that AI Overviews are here to stay, we should refrain from a complete overhaul of our strategy.

- **Don't abandon SEO:** Overviews might hurt organic traffic but can also deliver more traffic to cited sites. Keep producing high-quality, informative content and ensure that your tech setup is correctly optimised for these new opportunities.
- **Diversify your organic reach to include a wider range of platforms:** Search doesn't just happen on Google. It happens on YouTube, TikTok, Reddit and Instagram, just to name a few. Dig deeper into where your audience spends time and go after additional organic reach opportunities outside of Google.
- **Double down on experience investment:** If we believe traffic is likely to take a hit, ensuring that every visit counts becomes even more important. Prioritise UX and [Conversion Rate Optimisation](#) to maximise existing traffic and opportunities.

We are already monitoring the impact of AI Overviews for our clients and bespoke advice will be provided where necessary. If you have any questions, please reach out to your SEO Consultant or Account Manager.



▮▮ We can't yet predict the impact of AI Overviews so we need to avoid any knee-jerk reactions. Strategy adjustments, where needed, will need to be bespoke, based on your website and market.

In the meantime, keep focusing on what we know works: high-quality content that tackles user needs, great technical SEO, and an excellent user experience.

Paula Gonzalez
Senior SEO Manager @ [Hallam](#)



3

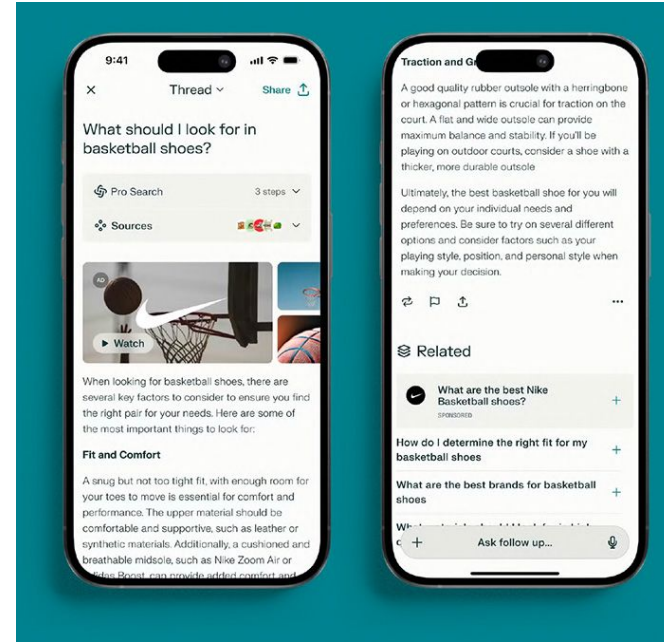
Perplexity's Entry into the Search Ad Market

Just how much is this expected to disrupt the current search advertising status quo?



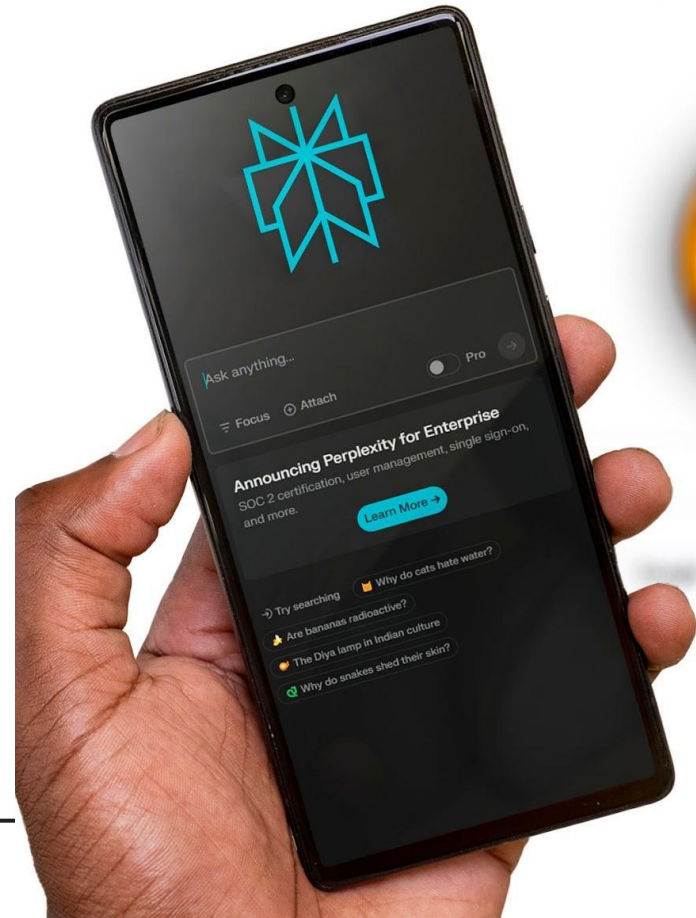
What's been announced?

- Perplexity is [set to launch](#) an advertising offering in Q4 2024, using its AI-search data to attract advertisers and push its tech into the mainstream.
- The AI-powered search platform is experiencing a period of significant growth, hitting the fabled [\\$1billion Unicorn valuation status](#) in April 24, with US queries growing eightfold over the last year, reaching 2 million downloads and 230m queries per month.
- This move comes after a recently announced [revenue-sharing deal](#) with publishers and amid some controversy over plagiarism.
- As AI platforms grapple with how best to monetise their offering against the background of huge levels of product investment, Perplexity looks to be following the well-trodden path of leveraging advertising to scale their user base.



What we know so far...

- It's being reported that the initial focus for advertising will be on 15 key categories, including arts, finance, health, and technology.
- The offering aims to provide advertisers with access to the platform's typically affluent user base, with 80% graduates, 30% senior company leaders, and 65% high-income professionals.
- Initial reports are that ads will be sold on a CPM basis at around \$50 (which has raised some eyebrows within the industry...), with sponsorship opportunities for "related questions" alongside display and video placements.
- The publisher revenue-sharing deal means that when a publisher's content is referenced in an ad-triggered interaction, they will earn a share of the revenue, which as one industry source put it: 'is a much better revenue split than Google, which is zero'.



What does this mean for advertisers?

Targeting innovation

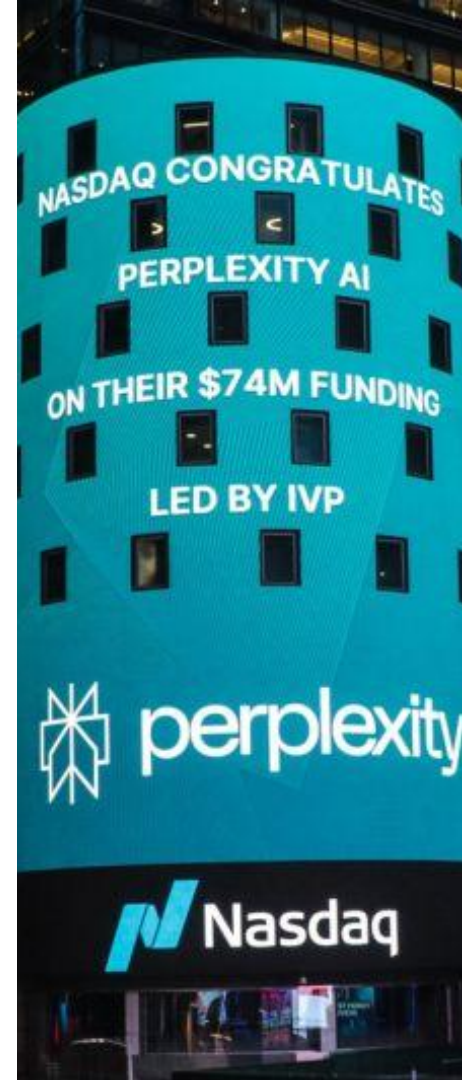
The possibility of targeting users based on their interactions with generative AI will provide a significant point of difference to current search targeting, which relies on established norms of user search behaviour, eg: brand/non-brand, keyword etc.

Early mover advantage

Advertisers who test this platform early, set performance KPIs, and develop a tailored strategy will gain a competitive edge. In a crowded advertising landscape, using a unique medium to reach consumers can enhance brand visibility and boost ad engagement.

A new B2B platform?

New opportunities to reach business audiences are invaluable, as established routes are highly competitive and sometimes saturated. With many company leaders and professionals among its users, Perplexity offers a fresh platform for brands to connect with their hard-to-reach, niche audience.



And what's the impact on the market?

A potential shift in the competitive landscape?

The search ad market, dominated by Google, is well-established. While this new development may not have an immediate impact, it challenges Google's stronghold. Google is testing ads in AI Overviews, and Bing integrated AI features early. However, a new player with a unique product and less established consumer behavior is a wildcard that could disrupt the status quo.

Reduced barriers to entry for consumers

If this monetisation strategy succeeds, in the long term it may contribute to making AI-assisted search more accessible and provide consumers better access to generative AI that currently mostly exist in the form of subscription-only models.

New perspectives on consumer behaviour

While the details of this ad product aren't yet public, it's important to note that ad buying will bring performance visibility, including insights into user behavior within Perplexity's environment. These insights will be invaluable for brands as generative AI increasingly shapes consumer buying journeys.



▮▮ "Perplexity's entry into advertising marks a pivotal shift in search marketing, offering advertisers access to a uniquely engaged audience.

Its success and impact on the existing search landscape will depend on balancing ad relevance, user experience and, ultimately, advertiser performance."

Jack Morgan

Head of Strategy @ [Hallam](#)



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