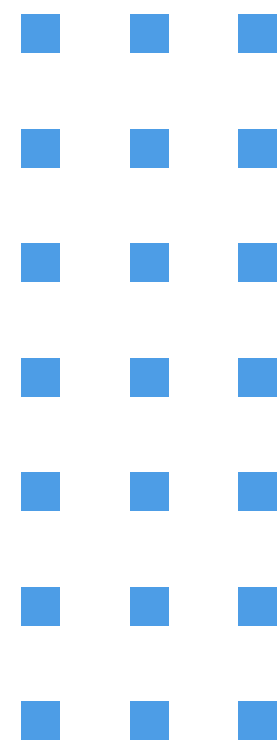
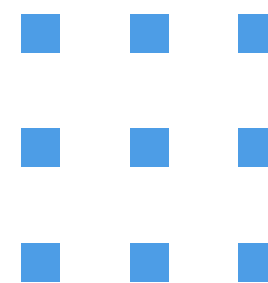


Same Keywords. One Year Apart. What Changed.

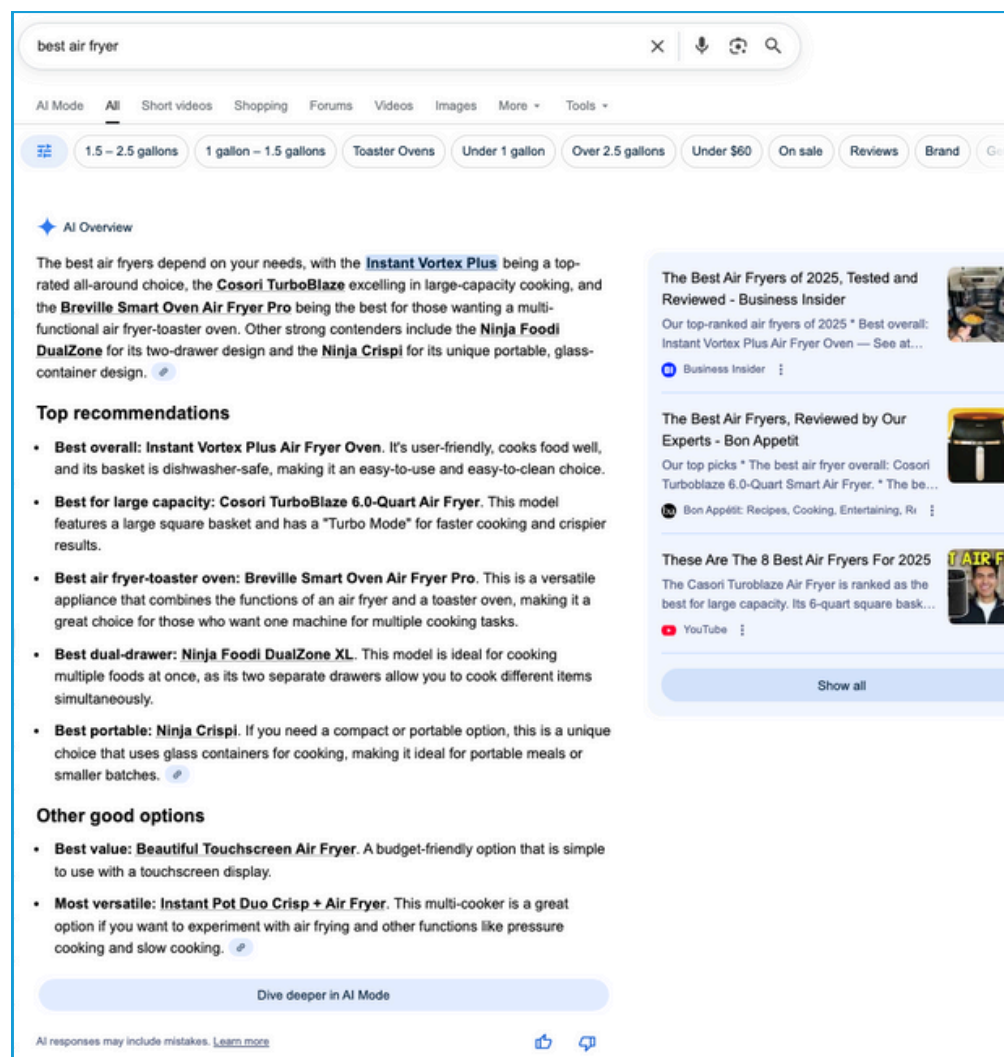


The Data Behind Google's Research vs.
Purchase Divide

BRIGHTEDGE



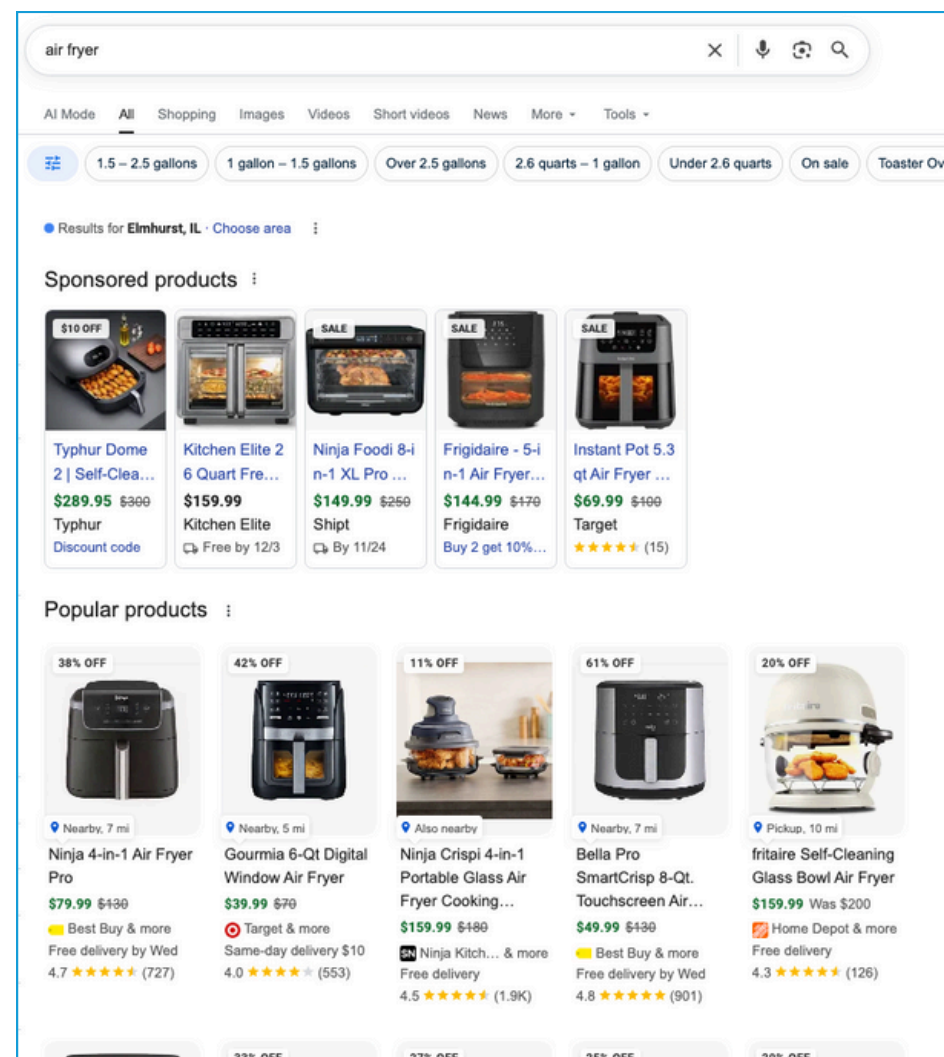
The Intent Line Google Drew



Informational

“best air fryer” (AIO)

2024: 5% → 2025: 83%

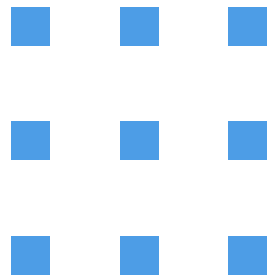


Pure Product Search

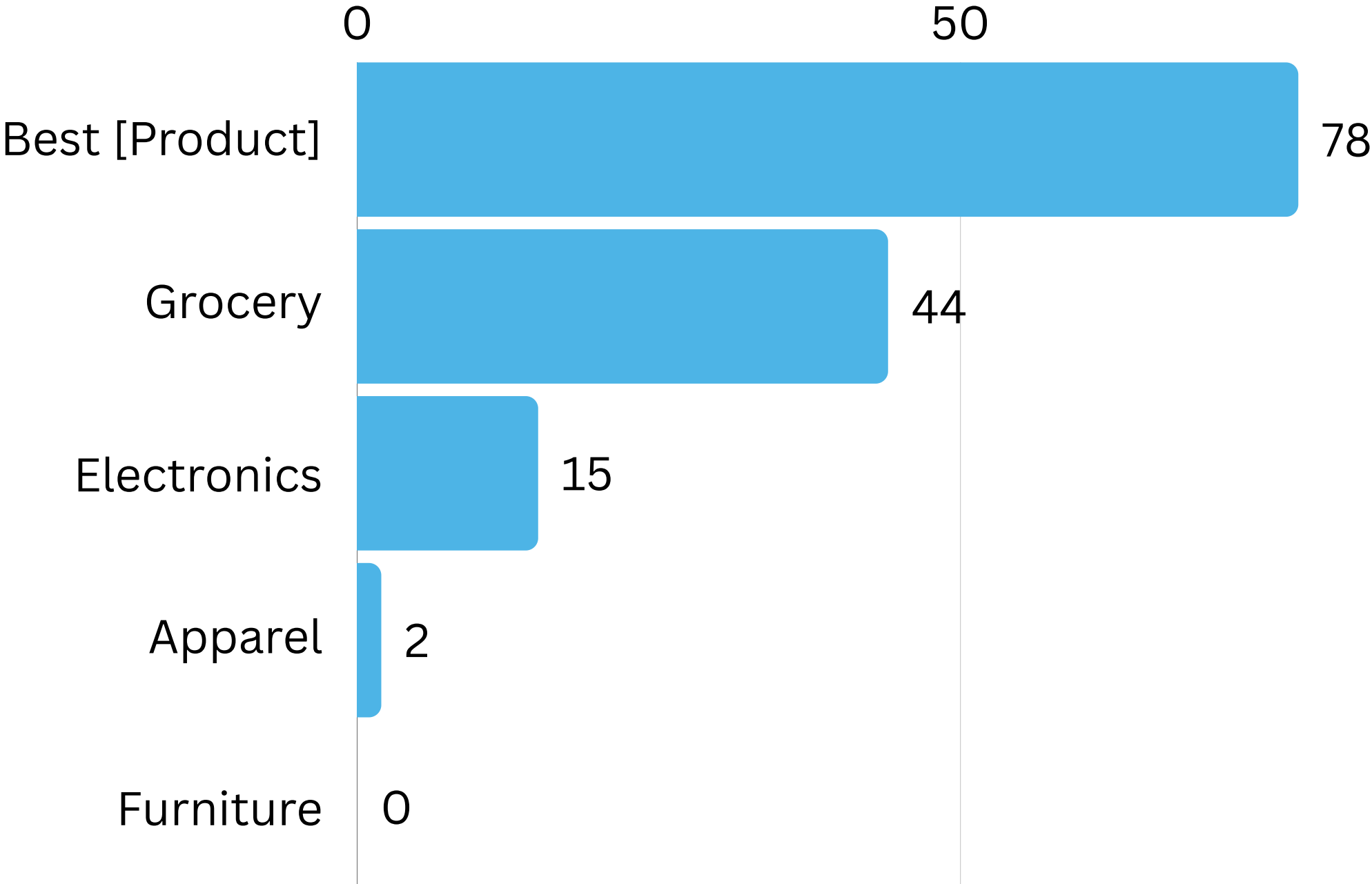
“air fryer” (No AIO)

2024: 14% → 2025: 14%

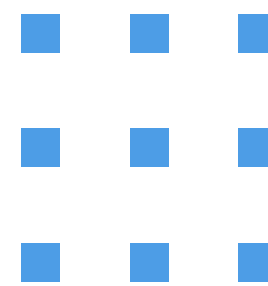
‘Best’ queries exploded +78pp. Product queries stayed flat. That's not an accident.



Where Google Expanded AI Overviews YoY



Research content transformed. Product categories barely moved.



What the YoY Data Tells Us

The Overall Picture:

- AI Overview presence grew from 34% → 46% year-over-year
- But eCommerce sits at just 16% while all other industries average 58%
- Google expanded AI everywhere EXCEPT shopping

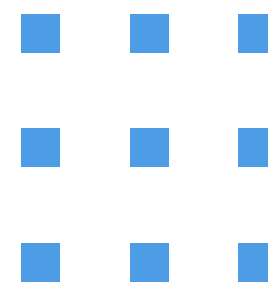
The Intent Breakdown:

- Informational queries ("best air fryer"): 83% have AI Overviews
- Transactional queries ("buy air fryer"): 13% have AI Overviews
- Pure product queries ("air fryer"): 14% have AI Overviews
- "Best [product]" queries saw the biggest shift: 5% → 83% (+78pp YoY)

The Volume Surprise:

- Across all industries, lower volume keywords have higher AIO rates
- In eCommerce? Flat at 14-19% across ALL volume tiers
- Google isn't using volume to decide — they're using intent signals

A year of testing led to a clear conclusion: AI guides research, traditional results close sales.



Your Holiday AI Overview Action Plan



Track Both Sides: Your "best [product]" content needs to be tracked for AI citations — not just rankings. Your product pages still compete on organic position. Same content calendar, different success metrics depending on intent.



Revisit Your "Best" Content: The SERP you optimized for last holiday no longer exists. With 83% of "best" queries now showing AI Overviews (up from 5%), your research content needs to be citation-worthy, not just rank-worthy.

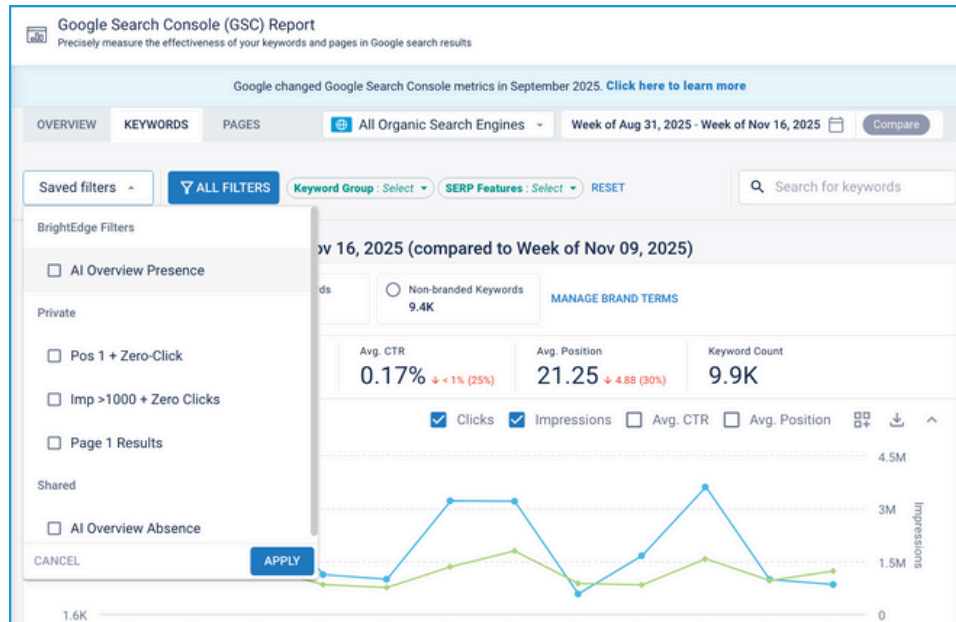


Classic Search Remains Essential: Only 16% of eCommerce queries have AI Overviews. Product pages, category pages, and transactional content still live in a traditional ranking game — and that's where purchases happen.

BRIGHTEDGE

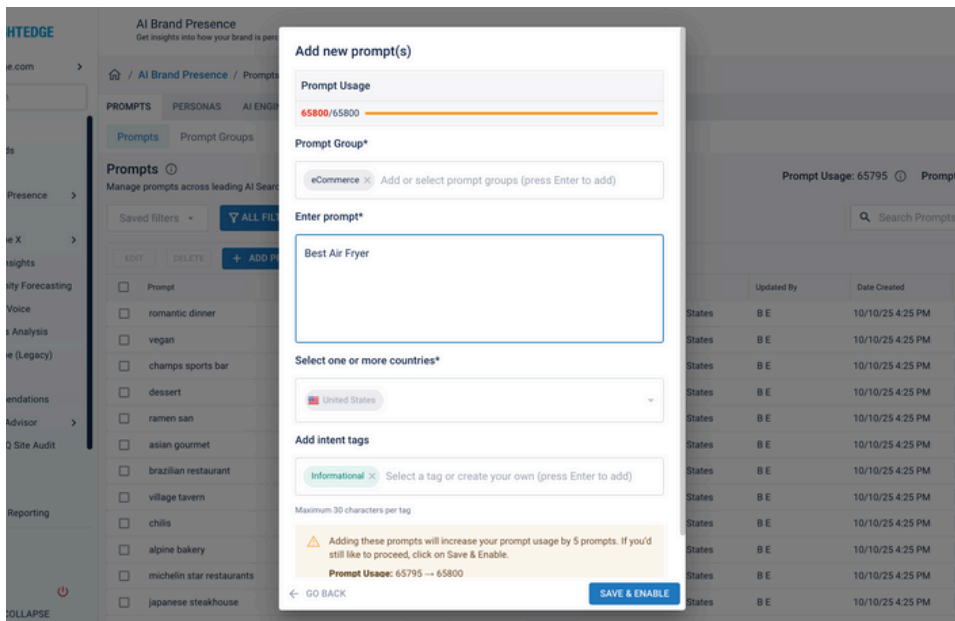
BrightEdge covers all your bases this holiday season!

See how AI Overviews are changing in your marketplace



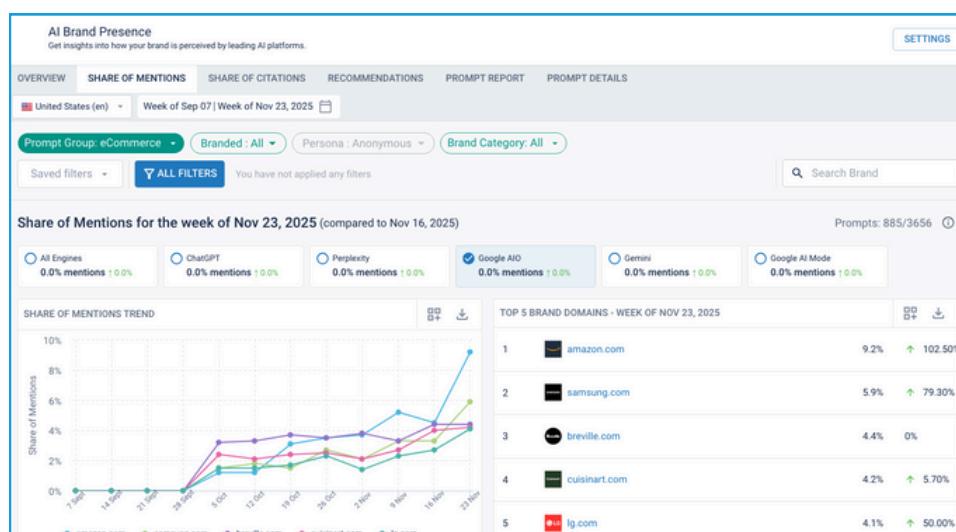
Plan your content using AIOs in GSC Reporting by structuring it around their assistance to customers. Only GSC Reporting combines Data Cube X with your Search Console data to accurately analyze AI's impact on search results.

Import keywords into Prompt Groups to measure both sides



AI Catalyst helps clarify the differences between informational and transactional behaviors. By using your keywords from standard tracking, you can obtain a comprehensive view in AI Overviews.

Track which brands get mentioned week over week



AI Catalyst’s Share of Mentions allows you to easily identify which brands are highlighted by AI Overviews in “best” searches, helping you stay informed about your brand’s visibility.