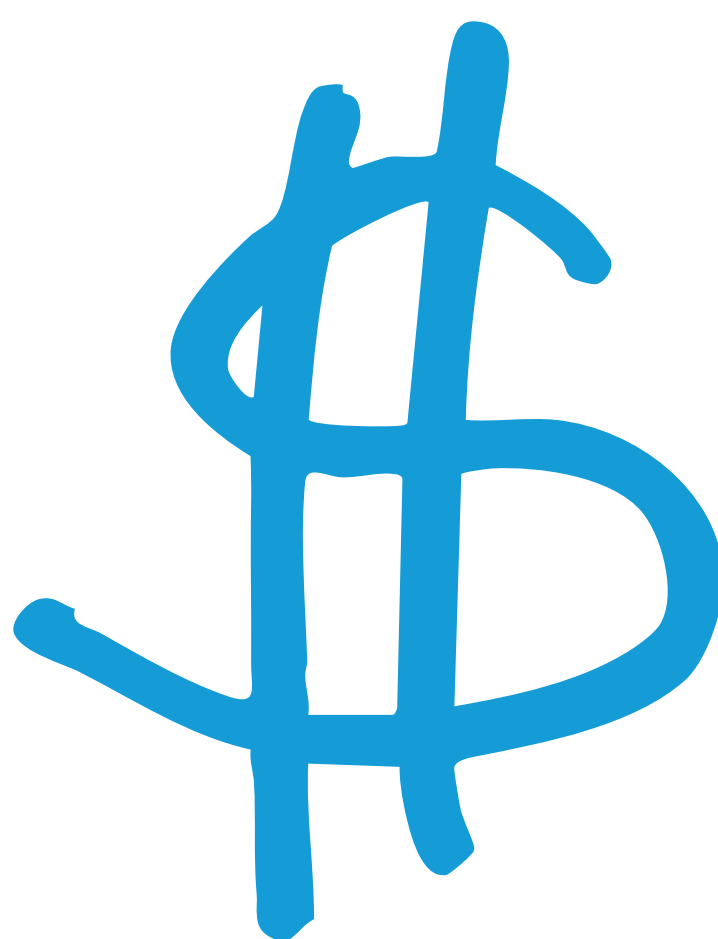
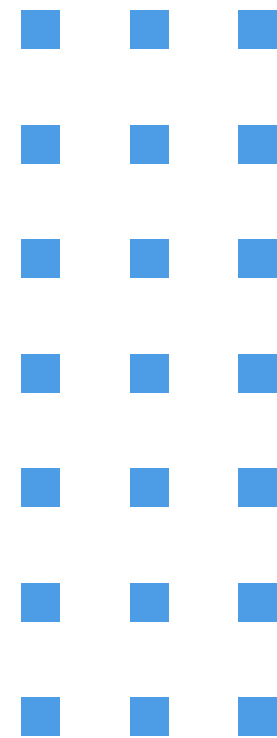
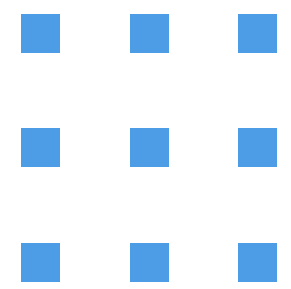


18 Months of AI Overviews



What Healthcare Tells Us About Where
Finance Is Headed

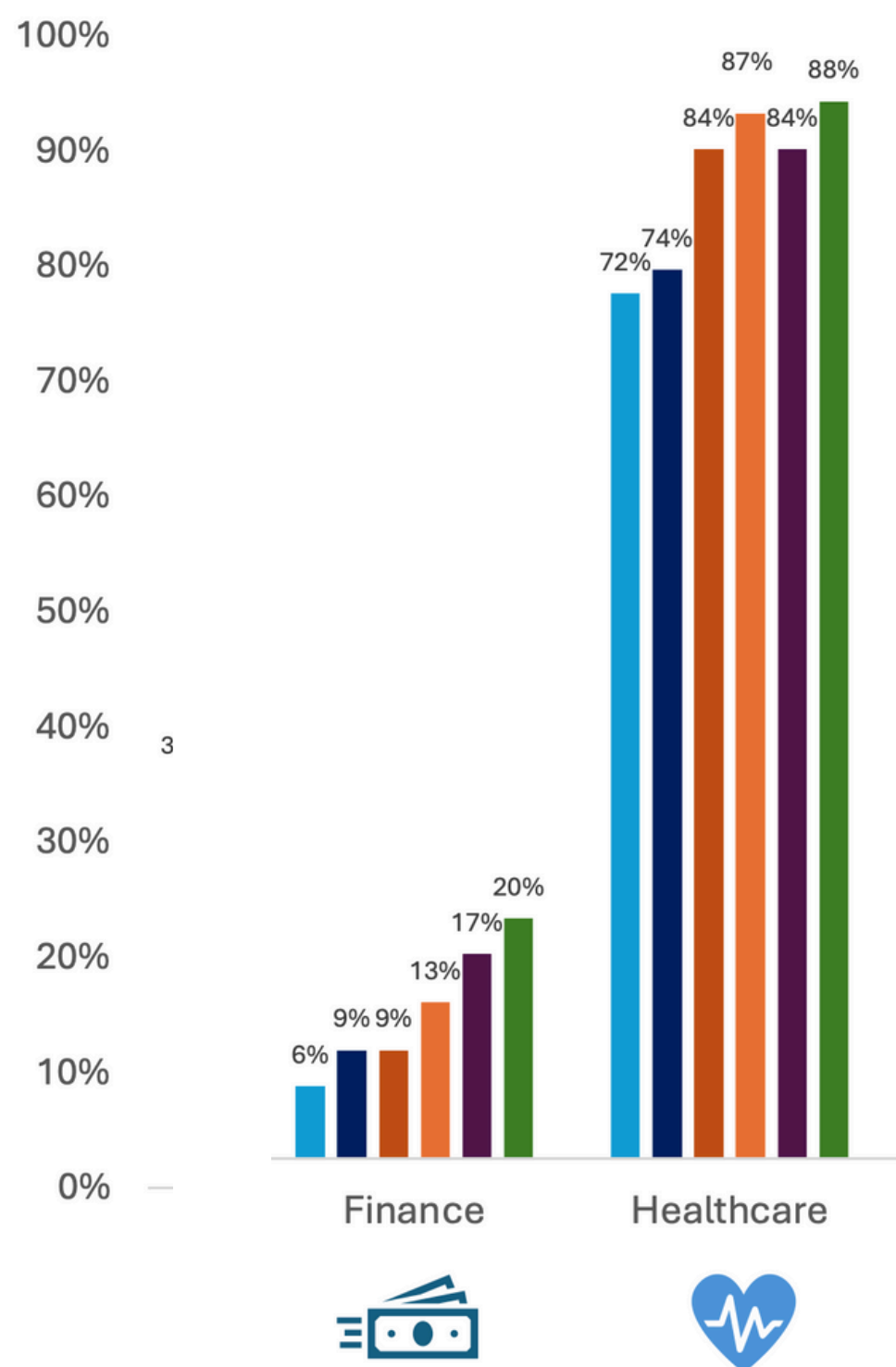
BRIGHTEDGE



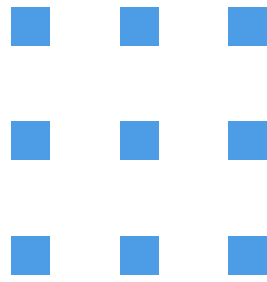
Two YMYL Categories. Two Different Starting Points.

■ May-24 ■ Sep-24 ■ Dec-24 ■ May-25 ■ Sep-25 ■ 25-Dec

✦ AI Overview

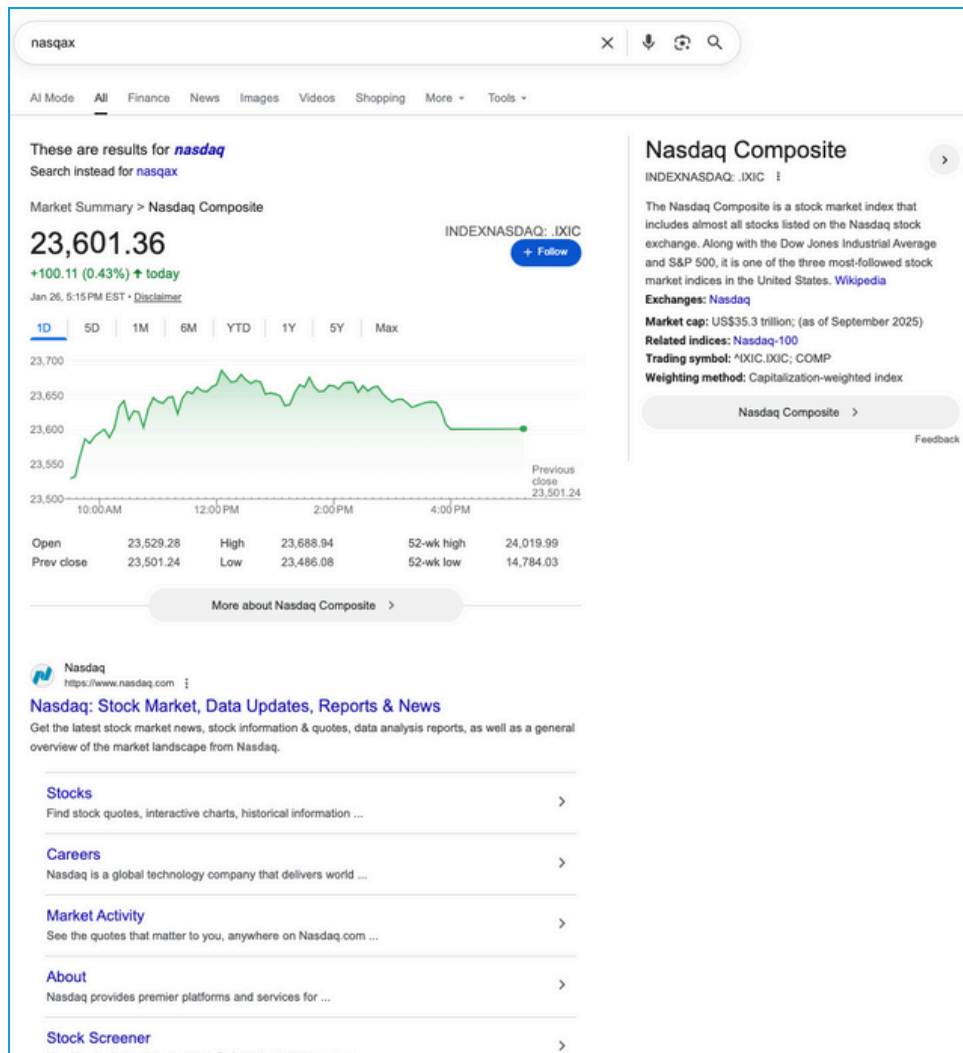


Healthcare launched high. Finance launched low. But why?



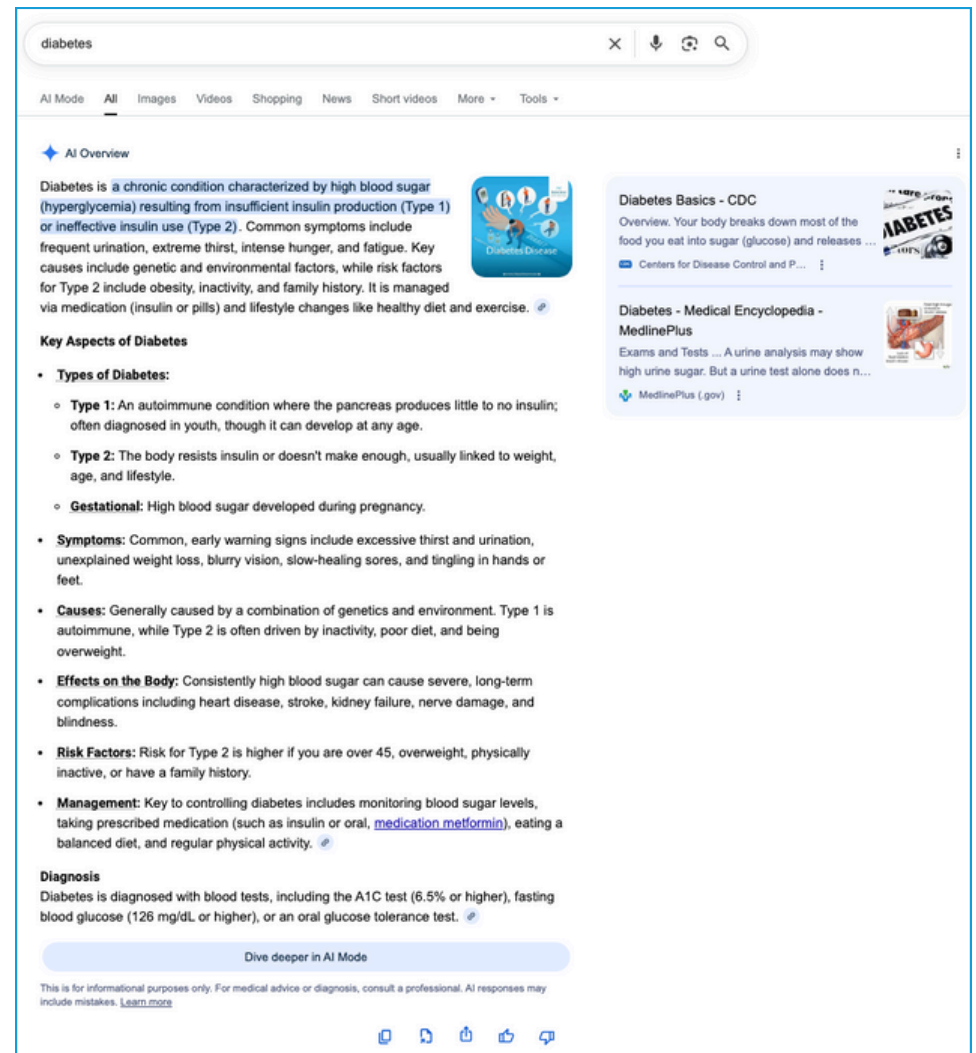
Finance Has Real-Time Queries. Healthcare Doesn't.

Search: NASDAQ



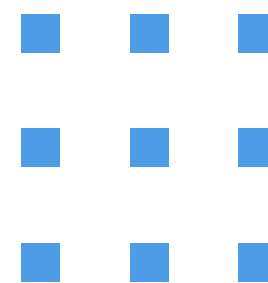
Finance: Real-Time Queries
Stock tickers, market data, prices
8% like this have AI Overviews
The SERP already does the job.

Search: Diabetes

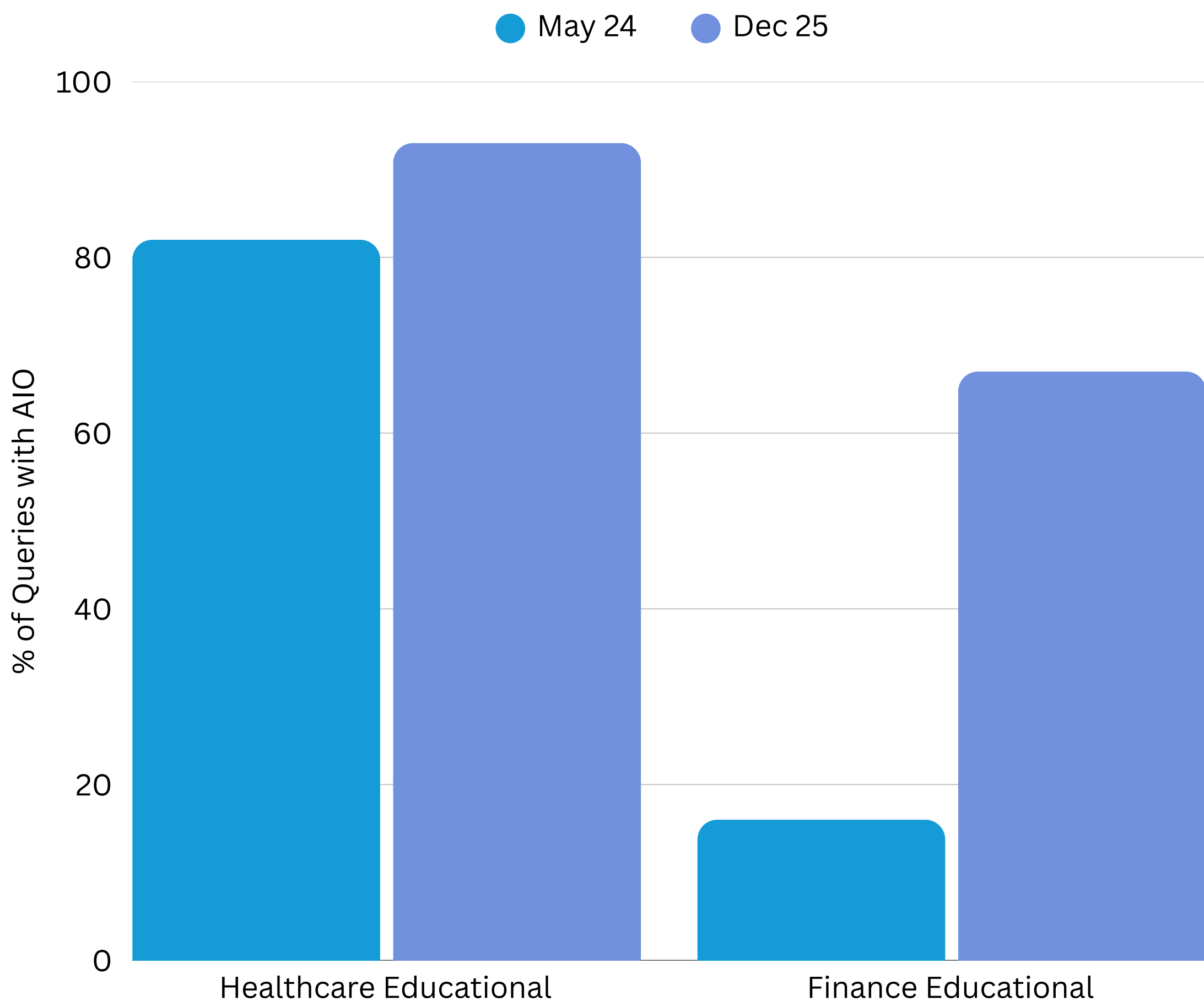


Healthcare: Educational Queries
Conditions, symptoms, treatments
93% like this have AI Overviews
AI adds value here.

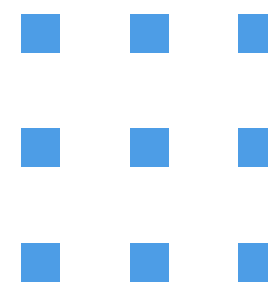
Google keeps AI out where accuracy matters.
Goes all-in where synthesis helps.



But Compare Similar Query Types...



Same trajectory. Finance is just earlier on the curve.



What's Next for Finance?



Educational content is AI territory: Tax, retirement, mortgage, and planning queries are already at 60-70% AI Overview coverage. Expect 90%+ by late 2026 — matching Healthcare today.



Real-time data stays traditional: Stock tickers, market prices, and live data will remain in traditional SERP features. Google won't risk AI synthesis where accuracy matters.



Local stays with maps: "Bank near me" and "financial advisor near me" will stay in local pack. Google tested AI here and pulled back — just like Healthcare.

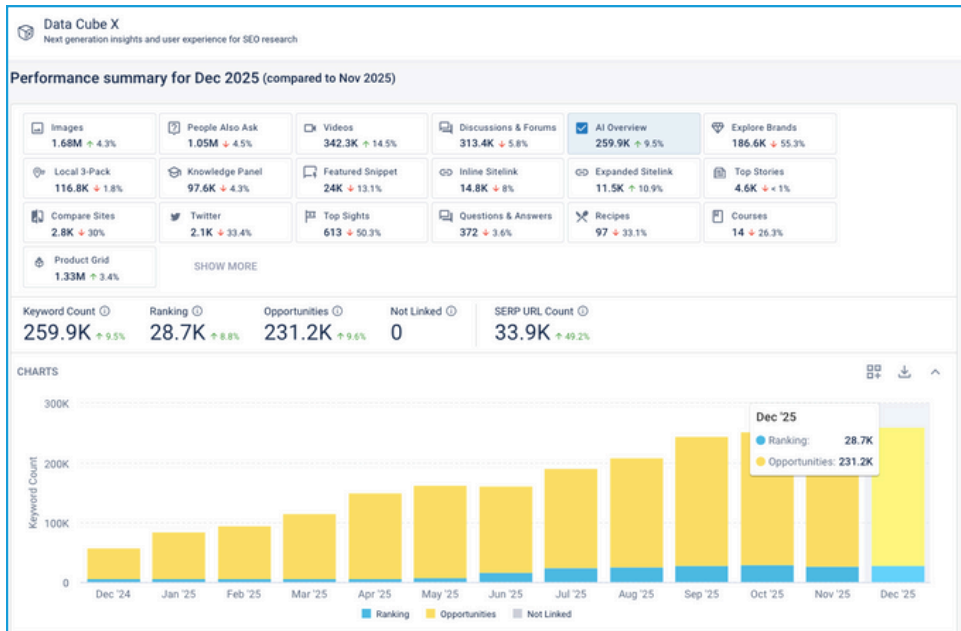


The gap will close: Finance's headline number (21%) will climb toward Healthcare (88%) as educational queries saturate. The playbook is the same — Finance just started later.

BRIGHTEDGE

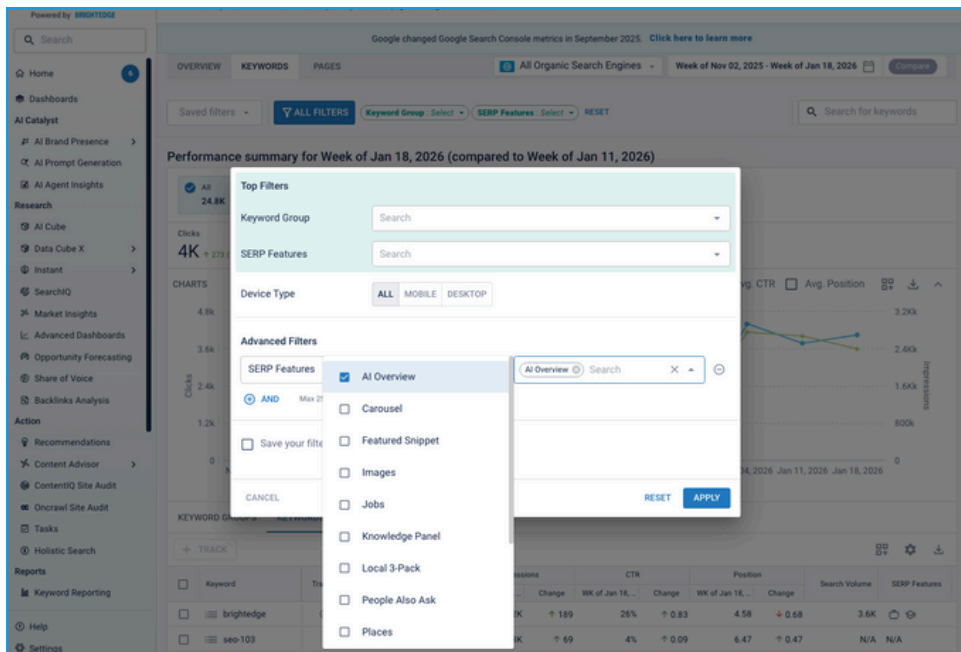
BrightEdge is your AIO Monitoring Center!

Track the AIO Landscape in your Industry



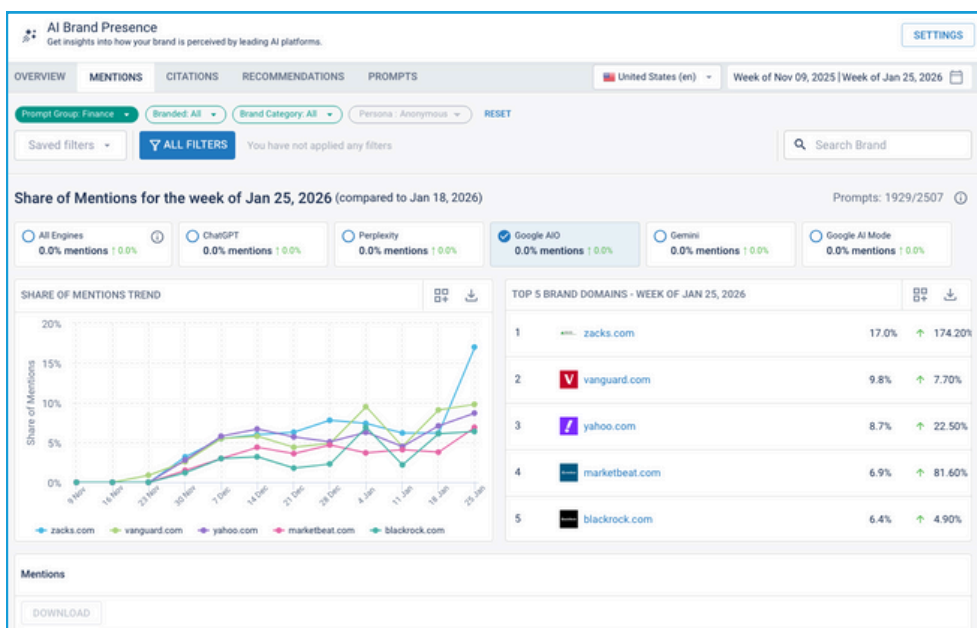
Data Cube X simplifies the process of tracking the rising prominence of AIOs in your industry and how your citations compare. You can effortlessly monitor sudden spikes and drops to evaluate their impact on clicks and impressions.

See how AIO growth impacts organic clicks and CTR



The integration of Google Search Console reporting with Data Cube X allows for real-time viewing of GSC data in one location. This facilitates analysis of AI Overviews' impact on clicks and click-through rates while monitoring trends over time.

See who is recommended as AIO prominence evolves



AI Catalyst simplifies the process of identifying the winners and losers as AIOs expand their reach within your industry. Adjust your strategy in real-time based on where brand mentions are happening.