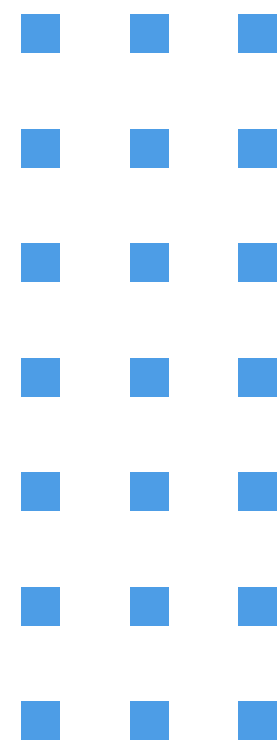
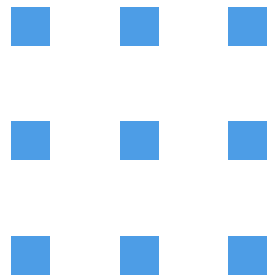


# AI Adds Value. Or Stays Out.



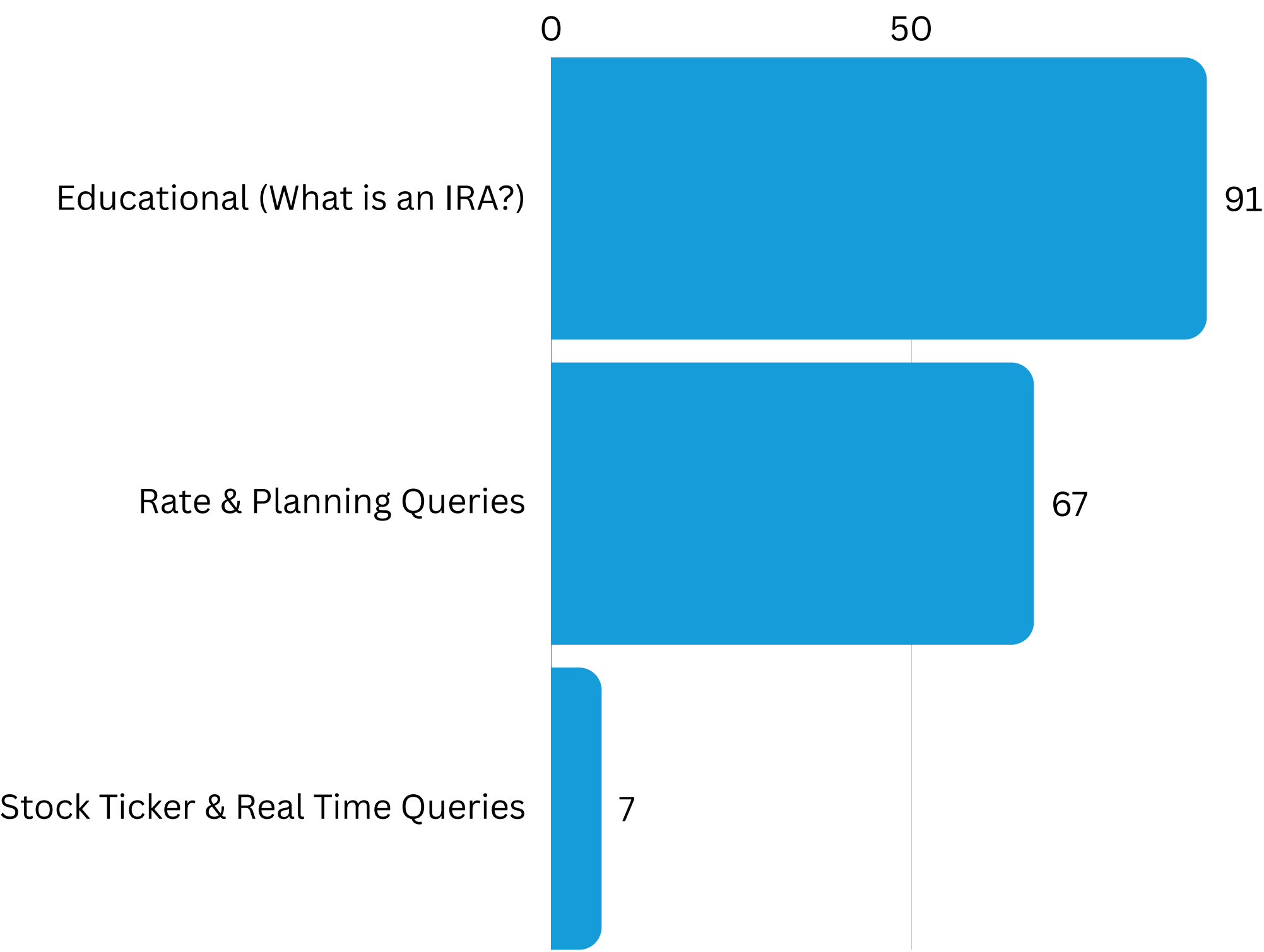
Where Google Uses AI in Finance — And  
Where They Don't

**BRIGHTEDGE**

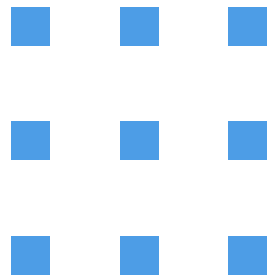


# Google Draws Clear Lines in Finance

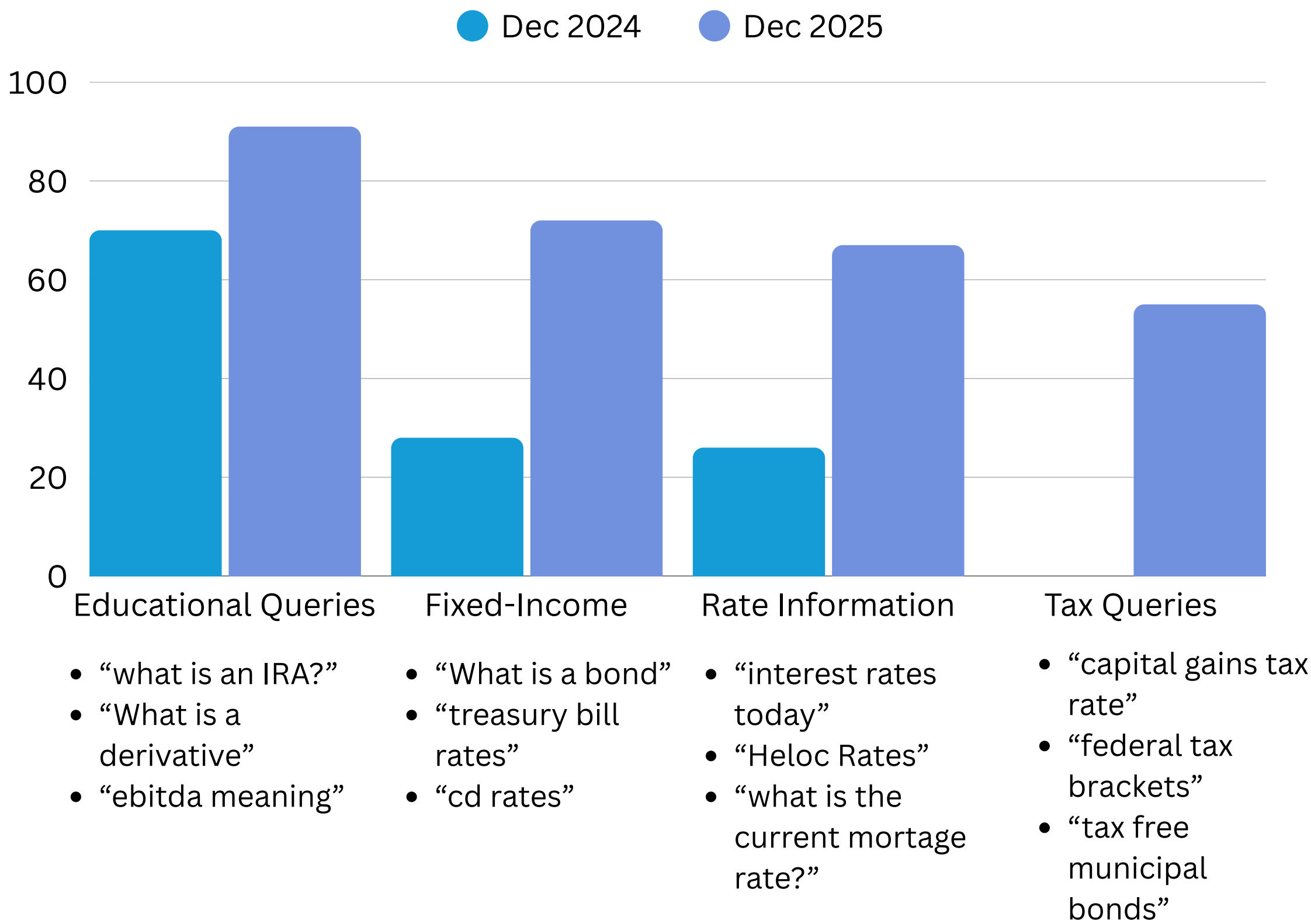
Percentage of finance keywords with an AI overview



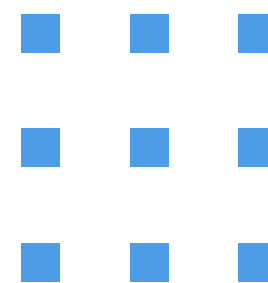
AI where synthesis helps. Traditional results where real-time accuracy matters.



# AI Overview growth by category (Dec 2024 → Dec 2025)



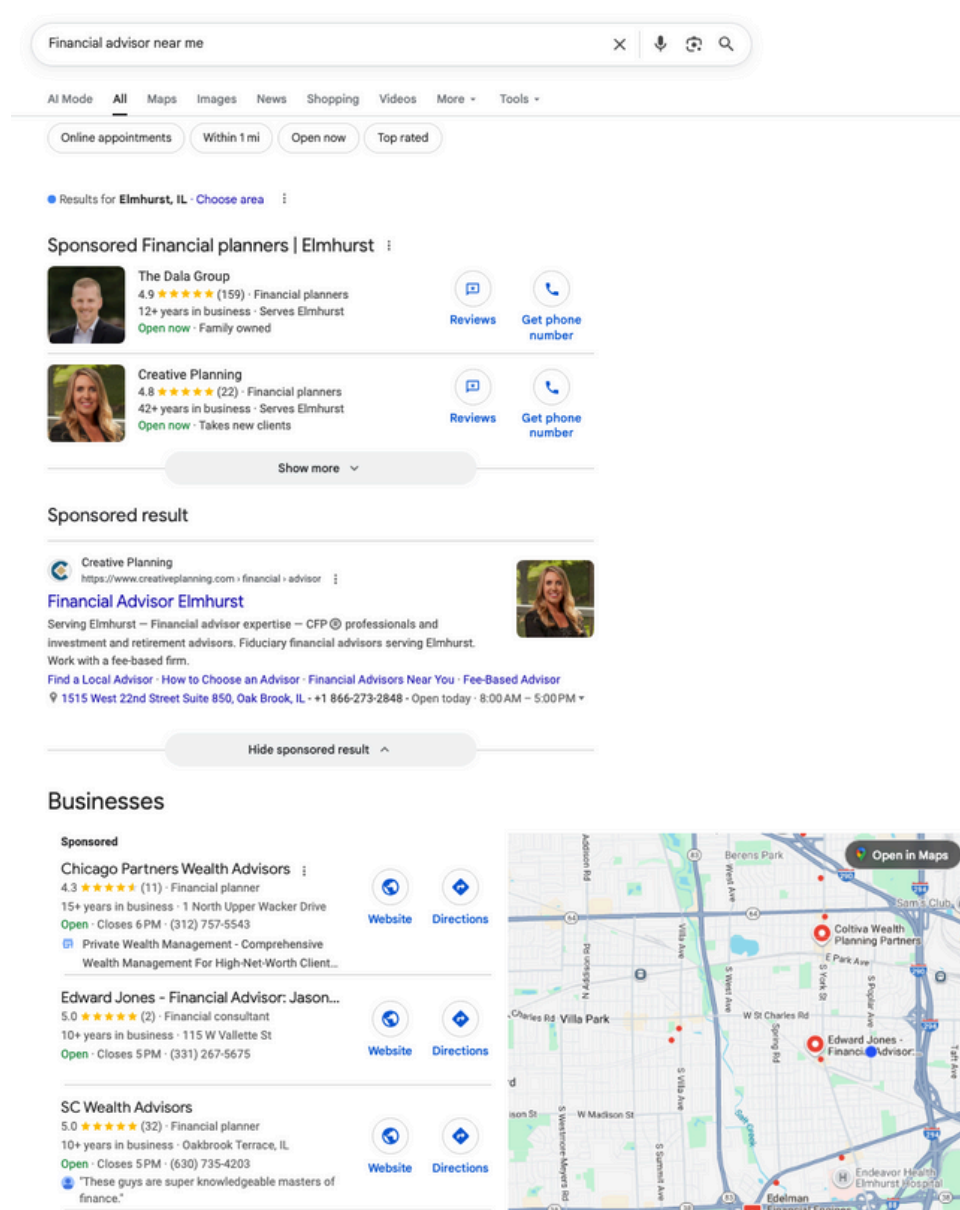
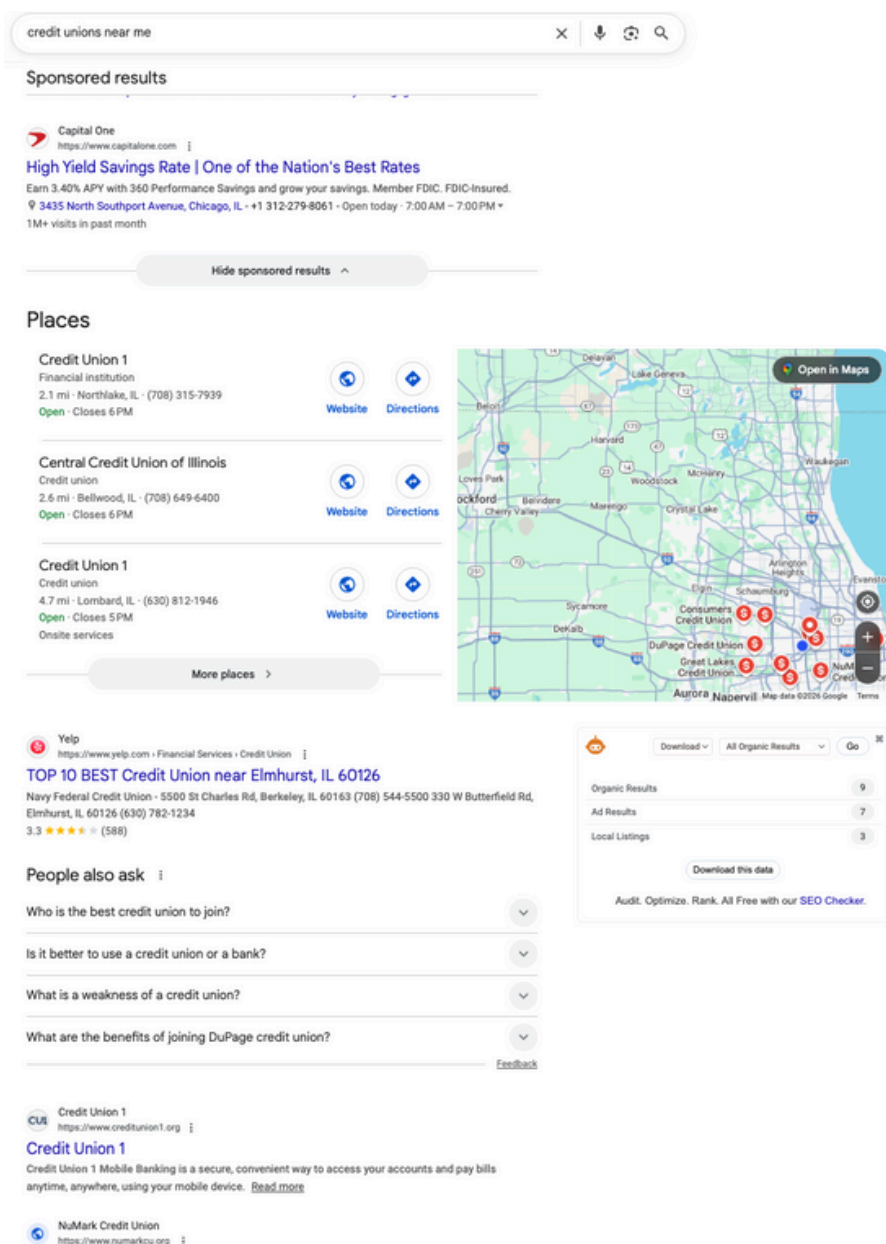
Expect these categories to reach Healthcare-level saturation (89%) in 2026.



## The Local Pullback — Same as Healthcare

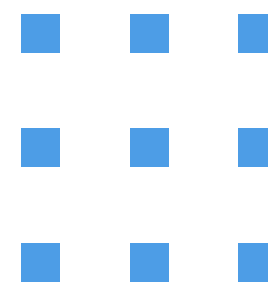
*“Credit Unions near me”*

*“Financial Advisor near me”*



These had AI Overviews in 2023. Today "near me" is nearly non-existent for finance.

These queries serve local pack and maps results — no AI layer to compete with.



## What This Means for Finance Marketers



**Educational Content = New Metrics:** If traffic on "what is an IRA" or retirement planning pages declined while rankings held, AI — not your content — is likely the cause. Track citations, not just clicks.



**Real-Time Data = Traditional Rankings:** Stock prices, market indices, ticker lookups — Google keeps AI out. These high-volume queries still play by traditional ranking rules. You need to measure traffic for these



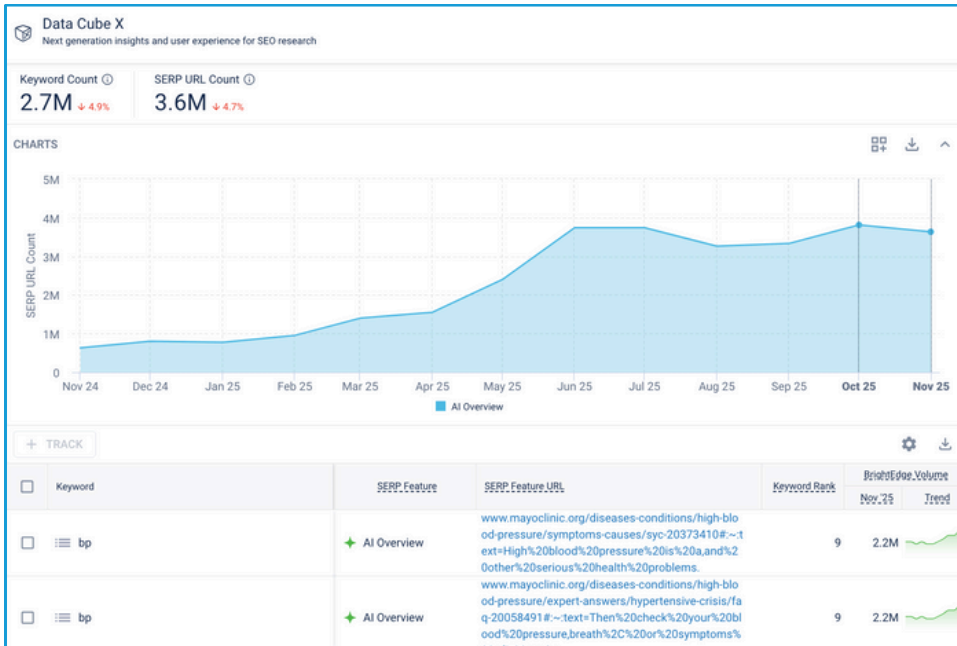
**Local "Near Me" = Maps Territory:** Bank branches, ATMs, financial advisors — no AI layer to compete with. Google Business Profile and local pack presence drive these results.



# BRIGHTEDGE

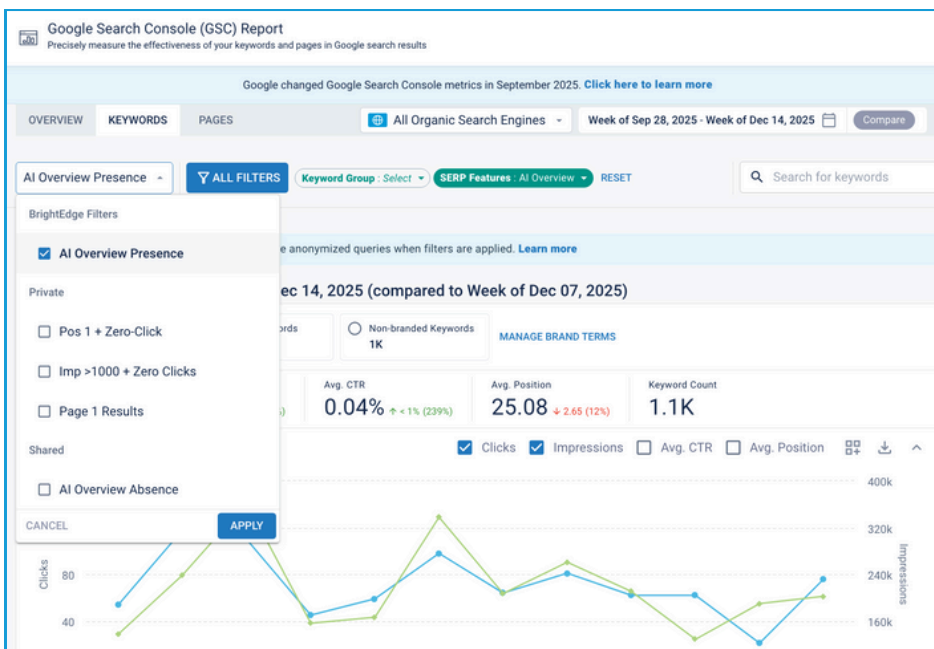
## BrightEdge has you covered for AI powered finance search!

### See how AI Overviews are changing in your market



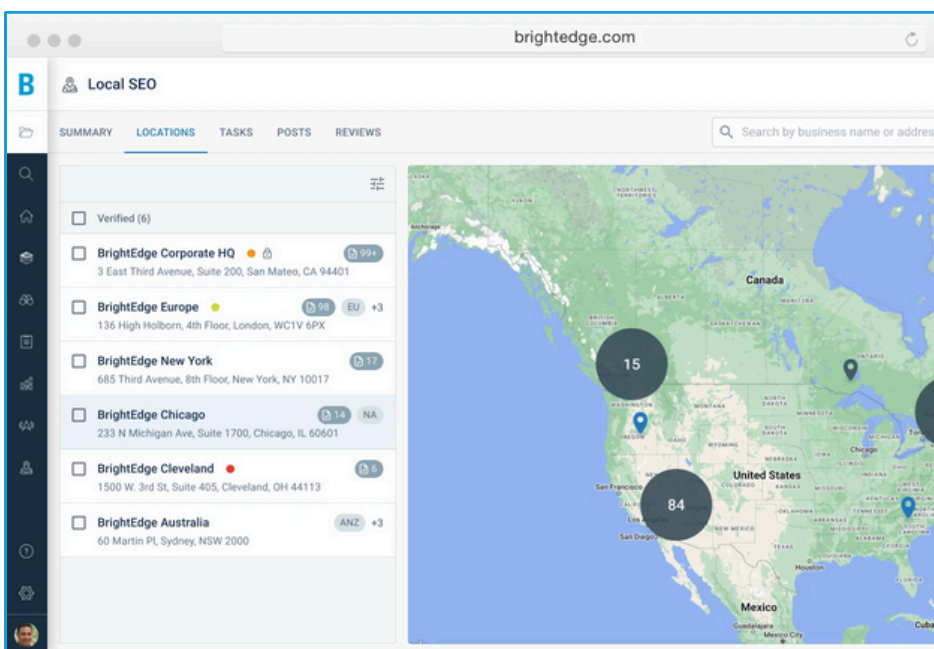
Data Cube X simplifies the process of understanding how AI Overviews are enhancing your rankings. Discover the overarching trends for all the keywords you rank for and explore the influence of AI on your market landscape.

### See how AI is impacting clicks and top level traffic



GSC Reporting overlays Data Cube X information with AI Overviews and Google Search Console click data, helping to evaluate the impact of AI Overviews on clicks. This enables quick identification of the effectiveness of AI-first versus click strategies.

### Manage and optimize your local search in a single platform



BrightEdge Local makes it easy to connect your local branches and locations to your broader search strategy. Optimize for hyper-local nuances, leverage AI to manage reviews, and see exactly how local search drives business outcomes.