

GROW

by **M** P/A
Media

02 | Quo Vadis Search?

SEA, SEO &
Social



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Quo vadis, Search?

The near future of online search for digital marketers.

In the past, marketing goals could be achieved by advertising on a few major digital platforms. For inquiries about products and services, the search engine was the most important constant. This has changed.

In addition to traditional search engines, there are now **specialized platforms for finding products, videos, inspiration**, and connecting with like-minded communities. Nowadays, end users **utilize a variety of social media sites and video platforms** to gather information in **addition to traditional search engines**

The **digital search landscape** is experiencing a remarkable **transformation**: internet search volume is exhibiting a consistent upward trend, which is expected to continue.

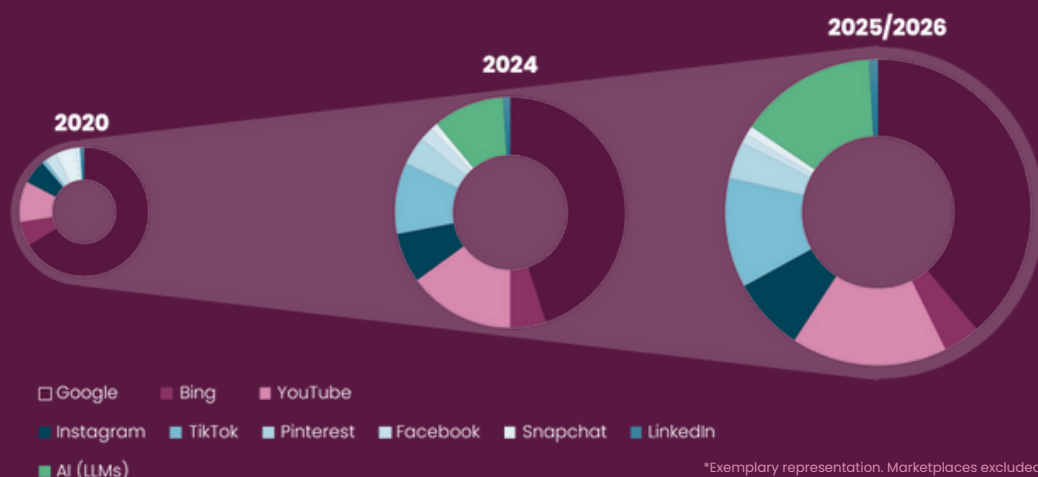
This development is linked to more than one change. The e-commerce sector is expanding at an impressive rate, while groundbreaking **technological innovations open up new possibilities**.

Parallel to this, digitalization is permeating more and more areas of life, and the **diversity of search platforms** is continuously increasing.

The evolution of user behavior is particularly interesting: **the way we research and consume** products and services is undergoing a **fundamental change**.

A fascinating aspect of this **evolution** is that even a small dip in the market shares of individual platforms does not necessarily diminish their absolute usage volumes! The **expanding overall market** often more than compensates for comparatively miniscule losses.

Search queries on online-platforms*



*Exemplary representation. Marketplaces excluded.

Brands are facing new strategic challenges.

The change in user behaviour when searching for products and services means that online marketing is becoming increasingly important.

Resources must be more **precisely aligned** and **skillfully distributed** across various digital channels.

To succeed in this changing environment, a **well-thought-out multi-platform strategy** with a **consistent message** and the ability to adapt **flexibly** to new **market conditions** is an **intrinsic requirement for success**.

The advancement of **Large Language Models** (LLMs) also alters search behavior. Even simple voice assistant programs such as Siri or Alexa have a lasting impact on search behavior.

Alongside the platforms themselves, the legal framework has also changed in recent years: Legal frameworks such as the General Data Protection Regulation (GDPR) and the Digital Services Act (DSA) represent a **paradigm shift**.

These regulations restrict the amount of available usage data across Europe through **stricter rules for data collection** and usage.

Advertisers thus have **fewer data points** for personalized campaigns than before.

By skillfully **combining artificial intelligence with additionally gathered data** (such as from publicly accessible sources, measured user behavior or offline channels) when generating models, companies can acquire immense value as well as develop a **competitive advantage**. This AI-enhanced data modeling permits one to enhance algorithms and develop novel bidding strategies, regardless of the new regulatory challenges.

Each platform generates its own usage data with its own algorithms.

Therefore, **marketing strategies** must be adjusted to meet the technical requirements of each platform. However, this also gives one the opportunity to construct unique approaches to various target groups and channels.

The two most important insights for marketers:

- 1 Younger target groups increasingly rely on social media for shopping-related research.
- 2 Artificial intelligence is becoming increasingly important - both on traditional search engines and on AI-driven platforms.



Social media is transforming how people discover products.

YouTube, TikTok, Instagram, Pinterest, and others are increasingly used as **visual search engines**. They are changing how users discover and experience products and brands.

They **inspire** through **personalized content** and use AI-powered algorithms and "shoppable features" to guide users toward purchases.

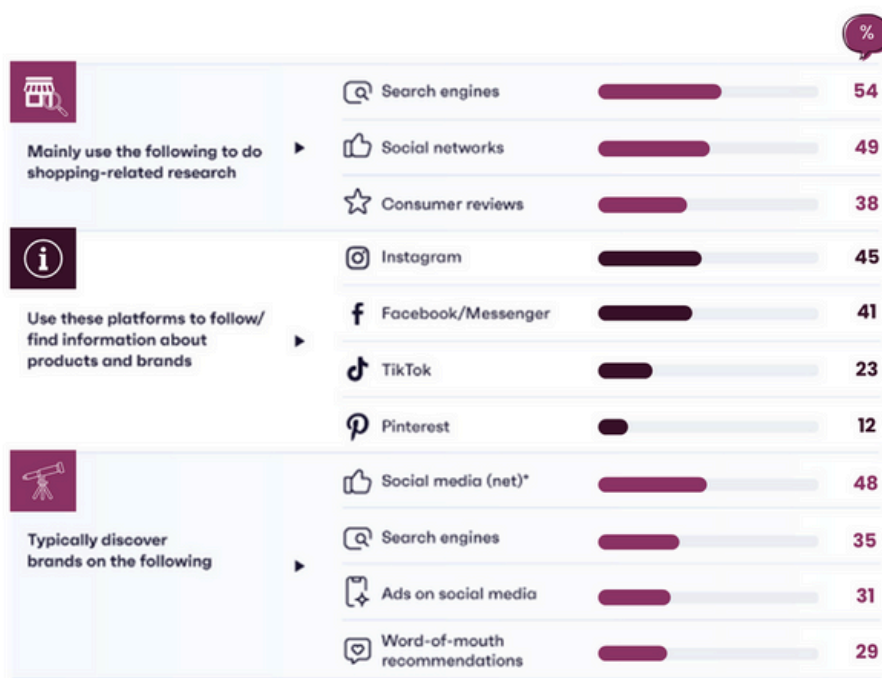
Gen Z, in particular, is increasingly turning away from traditional search engines and **searching for products** directly on **social media** platforms

User-generated content (such as reviews or tutorials) and **influencer marketing** create **authentic social proof**. This strengthens a brand's credibility, generates desire, and optimizes visibility on social media as well as traditional search engines.

As purchase decisions are increasingly influenced by **virtual communities** as well as **visual discovery**, the synthesis of brand and **social media becomes a necessity**. Only by **engaging** with both **established consumers** as well as **future customers** within online social spheres can one **ensure engagement** and **influence** during a vital step of the **decision making journey**.

Scrolls to sales: Social media fuels the purchase journey

% of consumers, outside China, who...



*Includes social media ads, recommendations on social media, and updates on brands' social media pages

Source: GWI Core Q4 2023 • Base: 239,091 internet users, outside China, aged 16-64 • Question(s): Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services? | Which platforms/services do you use to do the following? | How do you typically find out about new brands and products?

Data-driven audience strategies and **cross-platform approaches** enhance the **efficiency of social campaigns** by seamlessly transforming mere inspired and curious social media denizens and into new customers.

Companies that utilize **social SEO** and **integrated shopping functions** secure **decisive competitive advantages** in the evolving search landscape.

What has changed?

One reason for the change in user behavior is interactive short video formats. They allow users to **discover products in a matter of seconds** and form an initial opinion.

Especially younger target groups prefer visual and interactive content over interacting with a traditional, text-based search engine.

From keywords to language models: AI is revolutionising search.

The impact of **AI Overviews** in organic search:

The search landscape is undergoing a fundamental transformation: Instead of traditional keyword and link collections, **Large Language Models (LLM)** now handle information acquisition and processing. With the introduction of **AI Overviews** (AI-generated summaries directly above organic search results) in Germany and other EU countries on March 26, 2025, Google has taken a significant step by

Influencers and creators play a central role, as their **authentic recommendations build trust** and make **brands relatable**.

The **conversion rate (CR)** for direct purchases made on social media is still generally lower than on traditional search engines. However, **cross-channel effects** demonstrate significant added value: Users will frequently search for products with the help of web stores or other platforms after having discovered them on social media.

Search Lift Studies by Meta or Brand Lift Studies by YouTube show: **search queries and brand awareness are significantly enhanced through social presence.**

Therefore, social campaigns should not be viewed in isolation but as part of a **holistic customer journey**.

combining its extensive database with real-time information, contextual data, **natural language processing**, and **computer vision**.

Currently, there are no truly conclusive studies from Germany on the impact of **AI Overviews** on user search behavior. Initial research however indicates a slight decrease in tracked impressions as well as a **stark drop within the click-through rate (CTR)** of Google Search results.

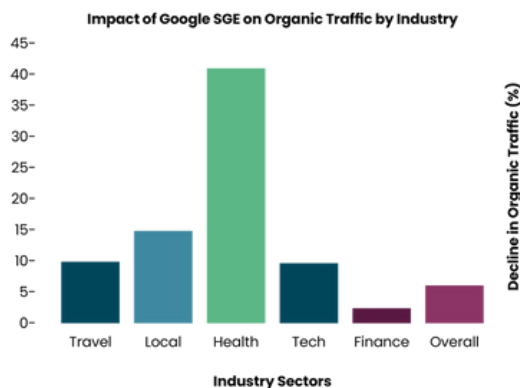
03 Why

Modern AI tools like **Gemini** and **ChatGPT** can analyze complex search queries regardless of the desired media - whether in the form of text, image, or video. The results are dynamic and include relevant additional information that can be further refined through **targeted prompting**. ChatGPT now offers a new web data-based shopping function in the chat, similar to the unpaid shopping results in Google Ads - independently curated and ad-free.

AI-generated answers in the AI Overview in search results will permanently lead to **fewer clicks on organic offers** and increasingly displace featured snippets. The most affected will likely be **information-related queries** such as classic **W-questions, lists, and FAQs**, as the AI-generated content will satisfy users in most cases.

Transaction-related search queries might be less affected in the long run, although product comparisons and recommendations in AI results will influence user decisions.

Specific and **detailed long-tail queries** may also lead to fewer clicks, as the AI effectively answers these queries.



Source: <https://rockcontent.com/blog/google-sge/>

A study by Rock Content shows different declines in traffic depending on the industry:

- Health: 41 %
- Local search: 14.9 %
- Travel: 9.8 %, etc.

Across all industries, **clicks on search results decline by an average of 6% due to AI overviews.**

For AI Overviews, Google uses only selected and trusted sources from the top search results. Currently, these comprise only 2% of domains from the overall organic index, with a strong focus on US domains. It is unclear how diverse the distribution of source domains will be, and how local websites will impact individual countries' AI-Overview results, once AI-Overviews are established within the EU. It is equally unclear how these hypothetical sources will be distributed amongst other TLDs.

Source: <https://www.sistrix.de/news/ai-vs-seo-wie-sieht-die-suche-der-zukunft-aus/>

Übersicht mit KI

Zeitkritische Transporte, auch bekannt als Time Critical Logistics, sind Transporte, bei denen die pünktliche und zuverlässige Lieferung einer Ware oder eines Dokuments von entscheidender Bedeutung ist. Dies kann in Notsituationen oder wenn ein bestimmter Termin eingehalten werden muss, wie bei Just-in-Time Lieferungen, der Fall sein.

Erläuterung:

Definition: Zeitkritische Transporte sind Transporte, bei denen die Zeit ein entscheidendes Kriterium für den Erfolg ist.

Beispiele:

- Notfalltransporte: Wie der Transport von Ersatzteilen für ein gestrandetes Flugzeug.
- Just-in-Time Lieferungen: Wo Güter zum exakten Zeitpunkt an den richtigen Ort geliefert werden müssen, um Lagerkosten zu vermeiden.
- Eilige Dokumente: Die schnelle Lieferung von wichtigen Dokumenten, die möglicherweise für einen Vertragsabschluss oder einen Gerichtsprozess benötigt werden.

Wichtige Aspekte:

- **Schnelligkeit:** Die Transporte werden mit größter Eile durchgeführt, oft per Luftfracht oder Kurierdienste.
- **Zuverlässigkeit:** Die Versprechen der pünktlichen Lieferung müssen unbedingt eingehalten werden.
- **Flexibilität:** Es ist wichtig, verschiedene Transportoptionen nutzen zu können, um die bestmögliche Lösung für jede Situation zu finden.
- **24/7 Verfügbarkeit:** Zeitkritische Transporte erfordern oft eine rund-um-die-Uhr-Verfügbarkeit von Logistikdienstleistern.

Beispiele für Unternehmen:

- **PRIOjet Logistics:** Spezialisiert auf Notfall-Logistik.
- **Central Global Cargo:** Bietet Time Critical Services für verschiedene Branchen.
- **Ki, Green Logistik GmbH:** Spezialisiert auf Express- und Kurierdienste, sowie Pharma- und Bluttransporte.
- **Selsa Group:** Bietet Time Critical Services mit Schwerpunkt auf Luftfracht.

Generative KI ist experimentell.

Weitere Informationen

Zeitkritische Transporte - Augperle GmbH

Warum uns für zeitkritische Transporte? * Echtzeit-Verfügbarkeit

Dank modernster Technologie können Sie den Status Ihrer...

Augperle GmbH

Home - PRIOjet Logistics

07.11.2023 - Ein Notfall-Logistik-Auftrag, ein sehr zeitkritischer Transport (Time critical...)

PRIOjet Logistics

Time Critical - zeitkritische Transporte sind unsere Spezialität

Wenn die Zeit knapp wird, steht jeder Transport

Wird sich weil in Voraus planen, manchmal...

Time Critical - zeitkritische Transporte sind...

Alle anzeigen

Source: Google SERPS, Search Query "zeitkritische Transporte"

03 Why

The presence of Google's **AI Overview** will equally **affect Search Engine Marketing**.

The effects of AI Overview on the **reach of traditional paid search ads** remain unclear. However, few entities in the digital space have collected as much **data** over the years as **search engines**. This data effectively feeds into **automated bidding** and enables **precise audience targeting**.

AI can already **dynamically segment audiences** and **generate personalized texts and images** that align with the specific search intents of users. **AI makes campaigns more effective and efficient**. This is evidenced by automated campaign types like Fullistic Search, PMax, DemandGen, and Video Reach 2.0.

Such campaigns can **only be successful with the right input**. This **requires a deep understanding of the brand, user behavior, effective creation**, and the targeted use of **first-party data**.

Early observations since the introduction of AI Overview show that **paid search results** from Search and Shopping campaigns continue to be displayed in the SERPs alongside AI-generated answers. Notably, there is a **change in user behavior**: Users spend more time on the website and more often conduct subsequent searches.

This indicates a fundamental **shift in search intent** – moving away from precise "exact match" queries towards more open, prompt-like formulations. As a result, the

use of **Broad Match** and **PMax** gains relevance as it better aligns with the new, dialogue-focused search behavior.

It remains exciting to see what impact the **AI Mode** announced in the Google Blog in March will have on **search behavior** and **paid ad delivery**. This "AI Mode" is a SERP extension which **exclusively showcases AI results** and is currently only available to a select test group within the United States. No ad formats are currently integrated, making the approach towards future implementation of **paid ads within the "AI Mode" an uncertainty**. This development remains a key focus for all SEA strategies in the coming months.

Google's **Shopping Transformation** introduced at the end of October 2024 also uses AI for **personalized ads**. The format requires **optimized data feeds** that describe products as comprehensively as possible with relevant attributes. Tools such as FeedGen can play a pivotal role in this context and have already demonstrated proven success with our clients—for example, achieving a 13% increase in CTR, an 18% uplift in clicks, and a 43% improvement in conversion rates.

Technology advancements promise a significant leap in automation and insights.

However, it remains to be seen whether advertisers will **accept the limited transparency** of this "black box" or optimize their campaigns with other **analytical tools**.

Get ahead of the competition

The time for action is now.

Social media platforms are responding to changing user behavior: They are deliberately developing tools to either **assist users in their search** or increase direct purchases. Those looking to have a competitive advantage should **test and implement these new features** as early as possible.

Ensure Presence

Advertisers need to assess: Are they present on the platforms that are most relevant—where their target audience searches for information and gets inspired.

Optimize Content Quality

Platforms prioritize content that promises high engagement rates. Therefore, **creative** and **target-specific content, user-generated content, and creator collaborations** are invaluable. Effective implementation of these strategies is of upmost importance.

In-App Commerce

Direct purchases through platforms are becoming increasingly important with features like Instagram Shop or TikTok Shopping, and they require appropriate structures. The platforms are working to enable a **seamless shopping experience** in the DACH region as well.

Testing and Validation

Targeted analysis and optimization of campaigns (for example, with tools like Meta's Search Lift Studies or targeted A/B tests) create data-driven decision bases for **efficient budget allocation**.

Budget Strategy and Cross-Channel Potentials

It is important to approach social media and traditional search channels as **portions of the marketing mix**, rather than treating them like different or even competing approaches towards end user fulfillment. Attribution models and data-driven analyses can support more accurate performance assessments. **Budget** and **strategy** should be **aligned**, as **spillover** and **displacement effects from social** on traditional search are expected to increase further.

Master The Changing Search Landscape

Advertisers can already implement important measures in SEA.

Google and other platforms are already **optimizing SEA campaigns** with **AI-based tools**: automated targeting + ad texts, broad match keywords, and bid management. An advanced AI will make the tools even more precise, enabling advertisers to have more **detailed control over their campaigns**.

We recommend the following actions:

- **AI-Based Advertising Formats**

Engage users throughout their entire customer journey. Formats like PMax for **conversion optimization**, DemandGen for **mid-funnel consideration**, Video Reach 2.0 for **visual engagement** on YouTube, and Microsoft Audience Ads make it possible.

- **Diversification of Channels**

Utilize **Microsoft Advertising** alongside Google. Microsoft has significantly expanded Copilot usage. According to Microsoft, 85% of search queries contain Copilot as a relevant portion of their very own customer journey.

- **High Data Quality is Crucial**

A precise tracking setup and the targeted usage of first-party data are essential for **effective audience creation** and a **successful campaign setup**.

- **Use of Creatives**

Optimized assets, especially images and video materials, are imperative for maximizing intended user engagement when implementing AI-based advertising formats.

- **Testing Increases Potential**

Testing ensures that AI strategies are not only data-driven but also creative, adaptive, and aligned with **individual goals**. This way, the potential of AI-supported SEA formats can be fully maximized.

The prerequisites for maximum success are the right **format mix**, which entails **optimised creatives**, the **right tracking infrastructure**, openness to **new technologies** and formats as well as a campaign that is **continuously tested** and optimised with an **adapted target group approach**.



From an organic perspective, **E-E-A-T** (Experience-Expertise-Authority-Trust) is becoming increasingly important. High-quality, meaningful content that demonstrates competence, experience, trustworthiness, and authority is crucial for **visibility** in AI overviews.

SEO consultants need to focus on **content** that can be **easily understood** and **synthesized** by AI while still providing **unique insights** and **value**. Their **multimodal preparation** and consistent use of **schema markups** are particularly important. Only **flawless technical SEO** ensures that a website's structure and content are captured optimally.



Tip!

Schema markups allow content like reviews or product information to be technically tagged. This enables content to be displayed as rich results in search engine results. Rich results increase attention and can boost click-through rates.

04 How

Content SEO will increasingly focus on **ultra-long-tail keywords** in the future. SEO consulting is transforming into **owned content and online platform consulting** and is becoming an anchor point between online marketing channels, development, and UX. AI will significantly amplify this trend, leading to **organic performance consulting** as a result.

Content tailored to the customer journey **optimizes conversion, improves on-site engagements**, and **compensates** for the **decline** in **organic traffic**.



Multimodal content is becoming more important. **Diversified traffic channels**, meaning the utilization of various digital marketing platforms, mitigate the effects of the decline in organic traffic.

Consulting workshops provide insight into changes and help understand the new search landscape. This includes understanding high-quality content, new traffic sources, and an overarching strategy.

05 Services

PIA Media offers a wide range of services

AI Ready Account Management

We are first movers in the adoption of new campaign formats. We guarantee an **ideal paid search setup**, which optimally steers campaigns and engages users across the entire funnel while strategically implementing embedded AI. Our **close collaboration with Google and Microsoft** grants us access to new advertising formats and features, allowing us to gain extensive experience early on.

This ensures that we **stay ahead of the competition** in order to achieve our clients' goals.



Tip!

Recommended reading: Advertise your own products with AI.

Future-Proof Measurement

A clean data foundation is indispensable for achieving **precise** and **reliable results**. This requires a technology mix based on consented first, second, and third-party data, complemented by both modeling and server-side technologies. Only this combination of different approaches generates diverse and comprehensive data that is both legally compliant and clean. **PIA Media supports you in maximizing your success in handling AI.** Whether you're looking for **consulting** or **implementation support** – we'll walk you through each step and help you over every hurdle. At every point during your journey, from analysis to strategy to execution – according to your individual needs, PIA Media has you covered.

Product Insights & Performance Automation (PIPA)

With our self-developed, data-driven product approach PIPA, we are able to support existing customers throughout their entire customer lifetime and effectively drive the **sale of value-enhancing products through predictive analytics**. PIPA stimulates additional purchases, thereby increasing customer loyalty and driving business growth.

Implementation of AI Tools

Tools such as those outlined below can optimize inputs for AI-driven campaign formats, address the entire customer journey more efficiently, reduce costs, and simplify campaign scaling.

ViGenAiR analyzes video ads using AI and creates **format adaptations** and variations for different target audiences based on prompts. ViGenAiR can generate not only **video** but also **image** and **text assets**.

FeedGen optimizes product feeds using AI. It improves product titles, generates more comprehensive descriptions, fills in missing attributes in product feeds, and allows advertisers to **identify** and **resolve quality issues** in their feeds **with configurable generative AI**.

BackgroundR enables the creation of **a medley of high-quality backgrounds** for existing image assets in large quantities. It ensures natural and appealing background replacements using AI-based (Vertex AI) **in-painting technologies**. The tool operates based on text prompts and can replace background images for many assets simultaneously.

Adios creates high-quality, **personalized images** tailored to specific ad groups. This significantly **enhances** visual appeal and **campaign performance**. Features include automatic image validation, the creation of A/B tests to optimize campaign performance, and the ability to upload and manage existing images in bulk.

05 Services

Full-Funnel Approach

We support our clients throughout the entire process – from **strategic full-funnel planning** and **campaign implementation** and **optimization**, to setting up the right **tracking infrastructure** and reviewing ad performance in order to achieve advertising goals and effectively engage the target audience along their customer journey, wherever they are.

Search Ads on TikTok or Pinterest

Keyword-based ads **target users** specifically searching for products or topics on the platform – a particularly relevant feature for Gen Z. An optimal setup utilizes learnings from the most well-performing Google campaigns.

Shoppable Content

Meta, Pinterest, Snapchat, and TikTok offer seamless purchase options that **guide users directly from discovery to purchase**. This shortens the customer journey and **strengthens conversion potential**.

Augmented Reality (AR)

Platforms like Snapchat and Meta are experimenting with **AR-supported search and shopping products** and increasingly focusing on **immersive experiences**.

SEO for Social Content

Platforms like YouTube, TikTok, and others have become **search engines in their own right**. Optimizing content (titles, hashtags, keywords) significantly **enhances organic discoverability**.

AI Consulting

This addresses questions such as *Proper Prompting in the Company*: How do I achieve optimal results? Where can I actually leverage efficiencies with AI, and where does the effort outweigh the benefit?

AI Brand Monitoring

Share-of-Voice analysis for brands on the major LLMs (GPT4o, Claude, Mistral, Gemini, Perplexity).



We offer a diverse range of solutions that can be individually customized to your specific requirements.
Get in touch. We'll empower your online presence – together.



The direct line to our experts:
contact@piamedia.com

The future of search requires dynamic strategies and intelligent adaptations.

The search landscape is evolving rapidly and becoming increasingly fragmented and AI-driven. For brands and advertisers, this means that traditional approaches are no longer sufficient. The diversification of platforms, the growing influence of social media on product search, and the increasing integration of artificial intelligence (AI) demand a new approach to targeting audiences.

Advertisers face the challenge of acting across platforms, maximizing the use of AI-based tools, and simultaneously meeting regulatory requirements. Only through a consistent, data-driven, and audience-specific strategy they can secure their competitiveness in this changing landscape. Optimizing content, utilizing integrated features, and implementing innovative technologies offer significant advantages.

To future-proof your digital marketing strategy as well as both uphold and improve your market position, three core attributes are vital:



- 1 Agility** in adapting to new platform ecosystems
- 2 Technological expertise** for the effective use of state-of-the-art tools
- 3 Strategic foresight** to recognise and implement innovations at an early stage

06 Contact



Kim Annika Reiher
Director
Operations SEA



Thomas Reißer
Head of SEO



Anna Warnecke
Director Media
Strategy &
Operations



07 About us

We are PIA Media.

The marketing agency of the future.

Your economic growth is our mission. We reduce your complexity so you can focus on your business.

We rethink marketing!

In a progressively complex marketing landscape, many organizations find themselves feeling overwhelmed. Therefore, it is imperative to introduce a new type of agency: PIA Media. Your economic success is our guiding principle. We streamline complexity, allowing you to focus on what truly matters: your core business.

We decode complexity.

In today's digital landscape, marketing presents complex challenges. At PIA Media, we address these obstacles and ensure enhanced effectiveness by integrating strategy, media, creation, technology, and data into a robust operating model.