

THE AI ADVANTAGE:

How E-Commerce And Retail Giants Are Transforming Search Strategies



Integrated marketing agency
Science-powered creative + media

Introducing



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Agenda

- The AI and search landscape
- How AI is being used, and how to use it to your advantage
- How to futureproof your search strategies
- AI in action: case studies from industry giants
- Q&A



AI: Redefining the digital landscape



AI IS THE THEORY AND
DEVELOPMENT OF
COMPUTER SYSTEMS
ABLE TO PERFORM TASKS
NORMALLY REQUIRING
HUMAN INTELLIGENCE



Behind the buzzword: ChatGPT and generative AI

Generative AI

What:

Generative AI models aim to capture the underlying probability distribution of the data and **generate new samples**.

How:

These models learn the **complex patterns and dependencies in the data** to generate realistic samples.

Why:

The primary goal is to **generate new instances** that resemble the original data and **exhibit similar characteristics**.

Transformer
architecture

GPT uses neural
networks to
understand language
context

Pretrained and
generative

Pretrained on
internet data and
can produce new
text based on
patterns learned

=

Outputs

GPT serves in
translation,
answering
questions and text
generation

Historical uses for AI in search

In Google SERPs you will see AI influencing the following:

- Identifying relationships between queries to link together topics and new breakout trends (known as **RankBrain**).
- Utilising **NLP** (Natural language processing) to understand context and intent behind search queries.
- **BERT** is a language model that has trained context of the way users use language. It helps Google understand the context around searches.
- **Smart bidding and responsive search ads** automatically set keyword bids and serve the most impactful messaging, based on hundreds of user signals.

So far in search, AI has been used to improve the **quality of relevancy** and **speed of information retrieval** for users, now they're moving to generate the information themselves.

(They've been doing it for years)



From algorithms to feeds: GAI's impact on social

Whether it's helping or hindering our enjoyment, AI has transformed the social landscape, changing the way we create, consume, grow and learn with social media.



Meta

Meta has created LLaMA 2 and AudioCraft. LLaMA 2 is technology that offers anyone the ability to create their own online chatbot like ChatGPT while AudioCraft creates new sounds or music from text. Both are free to use for research and commercial use!



TikTok

TikTok are testing AI product searching on the platform in the US to allow users to take a picture of a product in the Shop tab and search for content with that product.



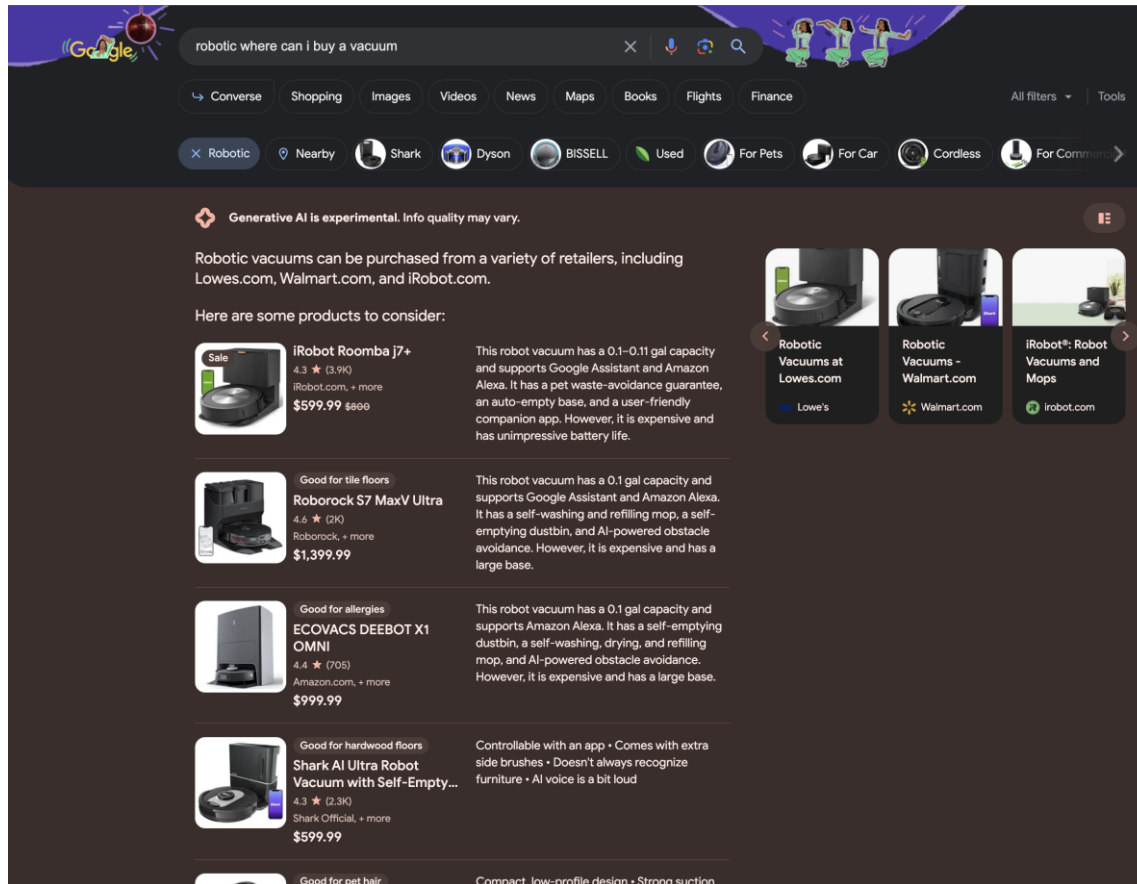
Social tools

Platforms like Canva now offer a range of tools such as AI post generation – while still in its infancy but using text to image, magic image editing or auto design, you can create entire posts from asset to caption in seconds.

Search generative experience (SGE): The next era of Google



Search generation takes the form of a rich snippet at the top of SERPs



Observations

- A comparison table which includes the key features of each product.
- Products which are on sale are highlighted.
- Overview for each of the products including ratings, price and a description.
- Tags for 'best in class for' (Eg: Good for tile floors).
- Websites are listed alongside the bulleted list as this is where the information has been pulled from for the generative snippet.

Follow-up questions

If the query isn't answered in the snippet, the AI gives you a chance to ask a follow up without searching for a new query. This engages 'Conversational mode'.

The screenshot shows a Google search interface. The search bar contains the query "can you store live oysters in the fridge". Below the search bar are tabs for "Converse", "How long", "Overnight", "After", "Shopping", "Videos", "Images", "News", and "Books". The "Converse" tab is selected. The search results are displayed in a light purple background. On the left, there is a text snippet from Google AI: "Yes, you can store live oysters in the fridge. To ensure maximum quality, put them under a wet cloth. You can also store them in a mesh bag or in an open container covered with a damp cloth. Oysters can live in the fridge for 5-7 days after being harvested. However, the flavor is best when they are consumed within 24 hours of purchase. Oysters don't breathe once they are taken out of the water. They will keep fresh for 1-2 weeks after harvest. However, the longer your oysters are out of the water, the more likely you are to lose a few. Always check to make sure the oysters are closed before you eat them." On the right, there are three image cards: "Oyster Selection and Storage Tips -..." from The Spruce E..., "Oyster Care | Get Shucked" from Get Shucked |, and "What's the Best Way to Store Oysters?" from Rogue Oysters. At the bottom, there is a red-bordered box containing four follow-up questions: "Ask a follow up", "How long can oysters live out of the water?", "What temperature do you store live oysters?", and "Storing oysters in".

Google

can you store live oysters in the fridge

Converse How long Overnight After Shopping Videos Images News Books

All filters Tools

Generative AI is experimental. Info quality may vary.

Yes, you can store live oysters in the fridge. To ensure maximum quality, put them under a wet cloth. You can also store them in a mesh bag or in an open container covered with a damp cloth.

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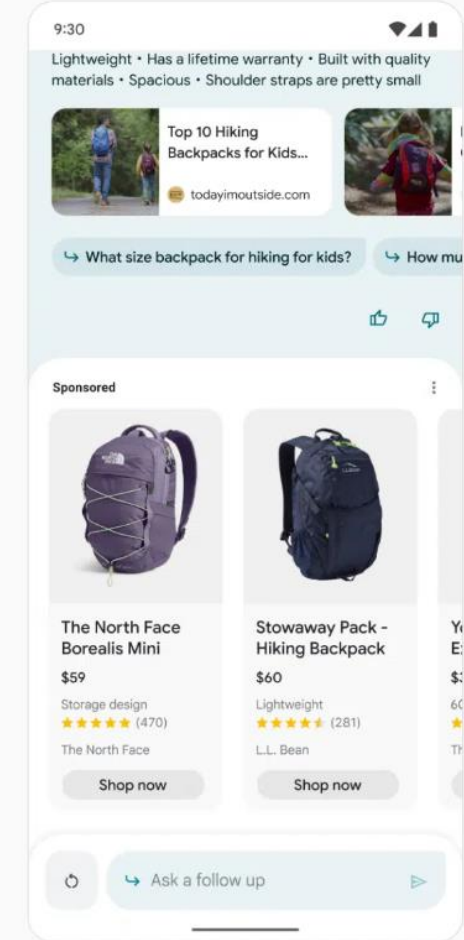
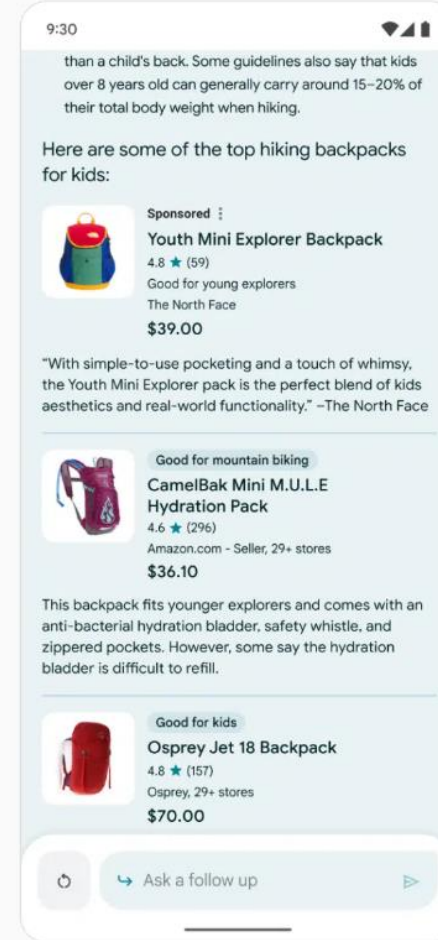
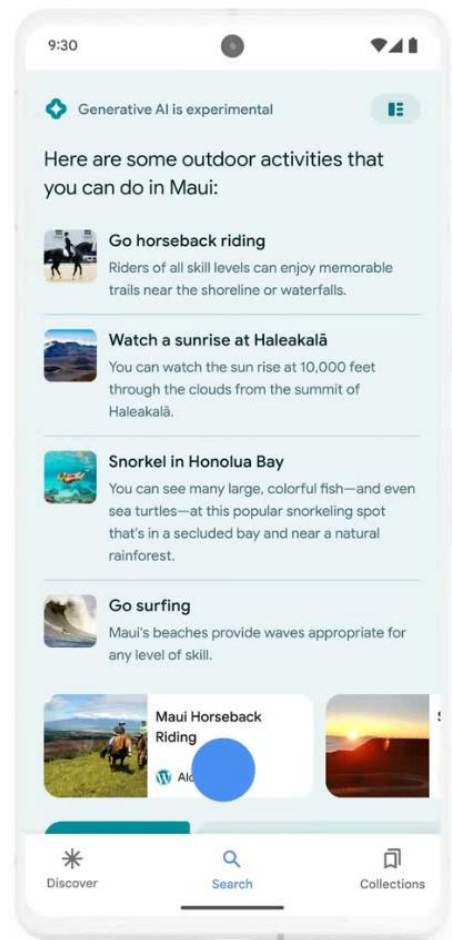
Oyster Selection and Storage Tips -... The Spruce E...

Oyster Care | Get Shucked Get Shucked |

What's the Best Way to Store Oysters? Rogue Oysters

Ask a follow up How long can oysters live out of the water? What temperature do you store live oysters? Storing oysters in

SGE generates advice and suggestions on what to purchase while maintaining paid presence



The current limitations with AI

Outdated information

All AI systems are built on databases using NLP models. This means that content in the database, as well as NLP habits need to be constantly updated. As a result, a lot of AI content is already outdated and cannot be used as a trustworthy source of information.

Quality of information

Similarly, the data in the database needs to be good quality information in order to generate relevant and accurate results. This is not always the case and can negatively impact search results if used blindly.

Overreliance on AI

Overreliance on AI tools and content generators can lead to a bulk load of content that contains biases, false/outdated information and content which lacks authenticity. These *should* perform poorly in SERPs.



What do we need to do to futureproof our search strategies?



How can we optimise our websites for AI?

And no, we don't mean use ChatGPT to write everything

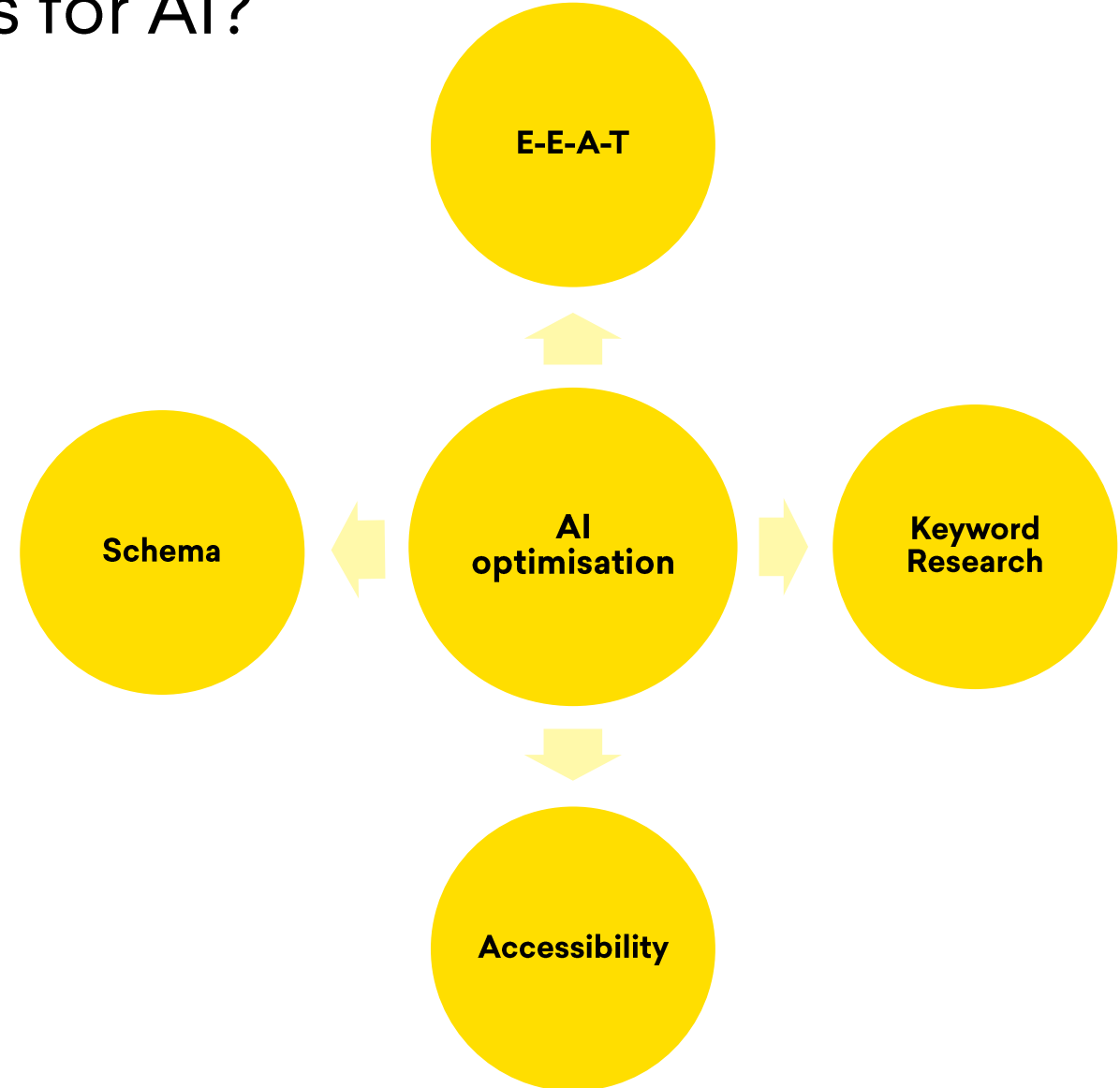
Google still **wants** and **needs** human generated content.

- Chat GPT is already **outdated**, so human generated content is **key** to producing contemporary content.
- **E-E-A-T** naturally validates human written content through real life experience – something AI doesn't have.

SEO best practises should still be exercised to **strengthen** your site and show the Google AI ranking systems that it is a valuable source of information.

Where can AI help?

- Content AI tools can be used to generate **ideas** and assist with **article structure**
 - However, this level of AI involvement **needs** human editing to avoid plagiarising content and publishing wrong information. **You can still be penalised for misinformation.**
- ChatGPT **plugins** can help boost efficiencies. There are over 850 plugins available right.



Long tail queries are the perfect opportunity for generative search to shine

how much does it cost to charge an electric car?

Converse Vs gas 2023 At Walmart Per month For one year Midsize Images In California All filters Tools

Generative AI is experimental. Info quality may vary.

Here are some average costs for charging an electric car:

car: Investopedia, Edmunds, +3 more

- Commercial charger: Charging an EV at a commercial charger costs between \$10 and \$30 Investopedia
- Home: Charging an electric car at home with a Level 2 charger costs about \$15, assuming electricity costs \$0.23 per kWh Edmunds
- 200-mile range: Charging an EV with a 200-mile range costs about \$6 to reach a full charge Alternative Fuels Data Center
- 300-mile range: A full recharge for a 300-mile range requires 75-100 kWh and costs 10-14 J.D. Power
- Rapid charger: Most network rapid chargers cost 73p/kwh, which is about £22 for 30 minutes of charging pod-point.com

In general, it costs less per month to charge an electric vehicle than to fill up a gas-powered car. Edmunds, usatoday.com

Ask a follow up How much does it cost to charge an electric car for 300 miles? Is charging an electric car cheaper than gasoline?

- Users that provide **who what where when and how** are more likely to get a useful response in generative AI due to calling on more information from the model.
- More **specific** questions will generate more **specific** responses (as expected)

What can we do as SEOs here?

- More expert, long form content alongside key take aways/ short summaries.
- Think about follow up questions people may have about the top snippet information – do we have that information on site?
- Keyword volumes are great for targeting the upper funnel, but we also now need to consider smaller, niche keywords/ long tail queries in our content as well.

Using AI to drive efficiency in our processes



What do we think are the applications of AI in search?

How can we speed up our processes and become more efficient with as little risk as possible?

**Full AI
Written Content**

High Risk

**Blended Content
Writing**

Medium Risk

**Keyword
Categorisation**

Medium Risk

**Plug-Ins To
Aid Audits**

Medium risk

**Redirect
Mapping**

High risk

**Schema /
Coding**

Low Risk

**Ideation Prompts +
Topical Maps**

Low Risk

**Keyword
Research**

High Risk

**Generating Regex /
Misc. Codes**

Low Risk

**Campaign
Builds**

High Risk

Harnessing AI through data utilisation and consolidation

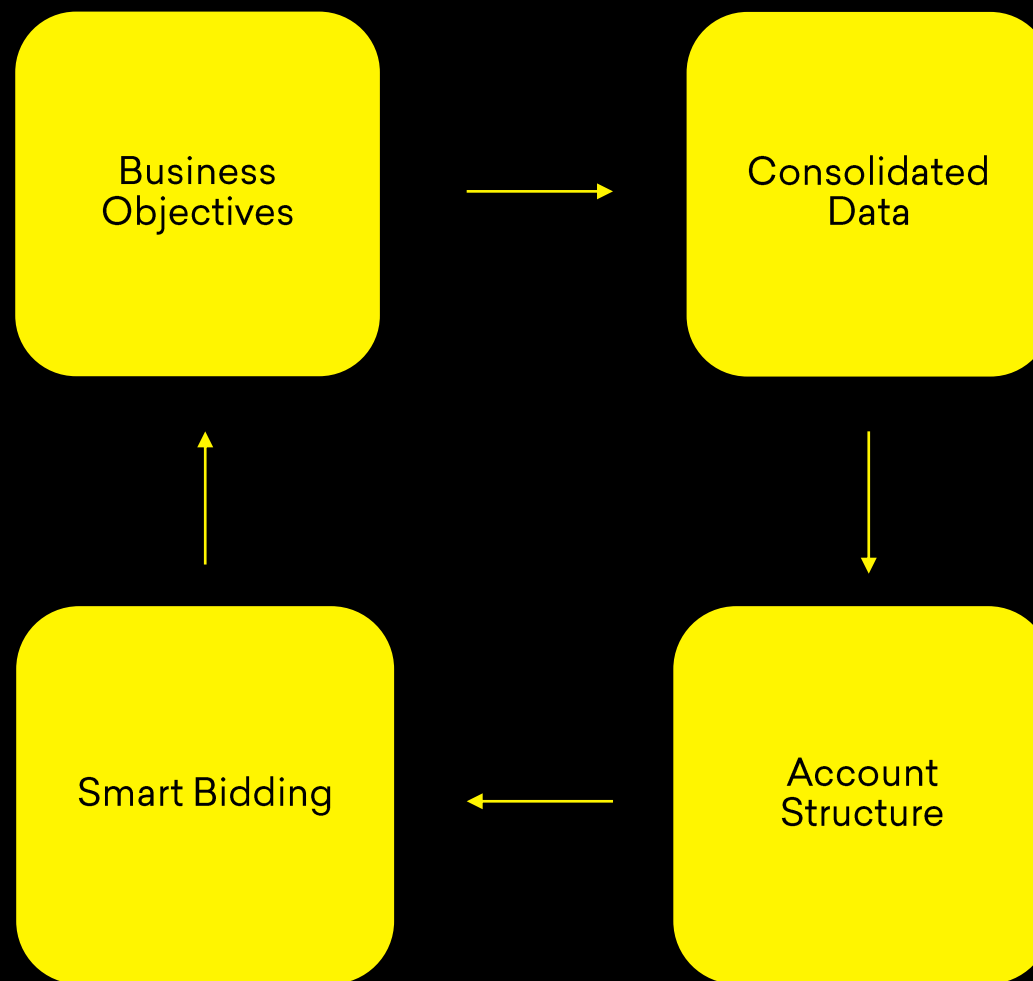


Get your search account AI ready with a modern account structure

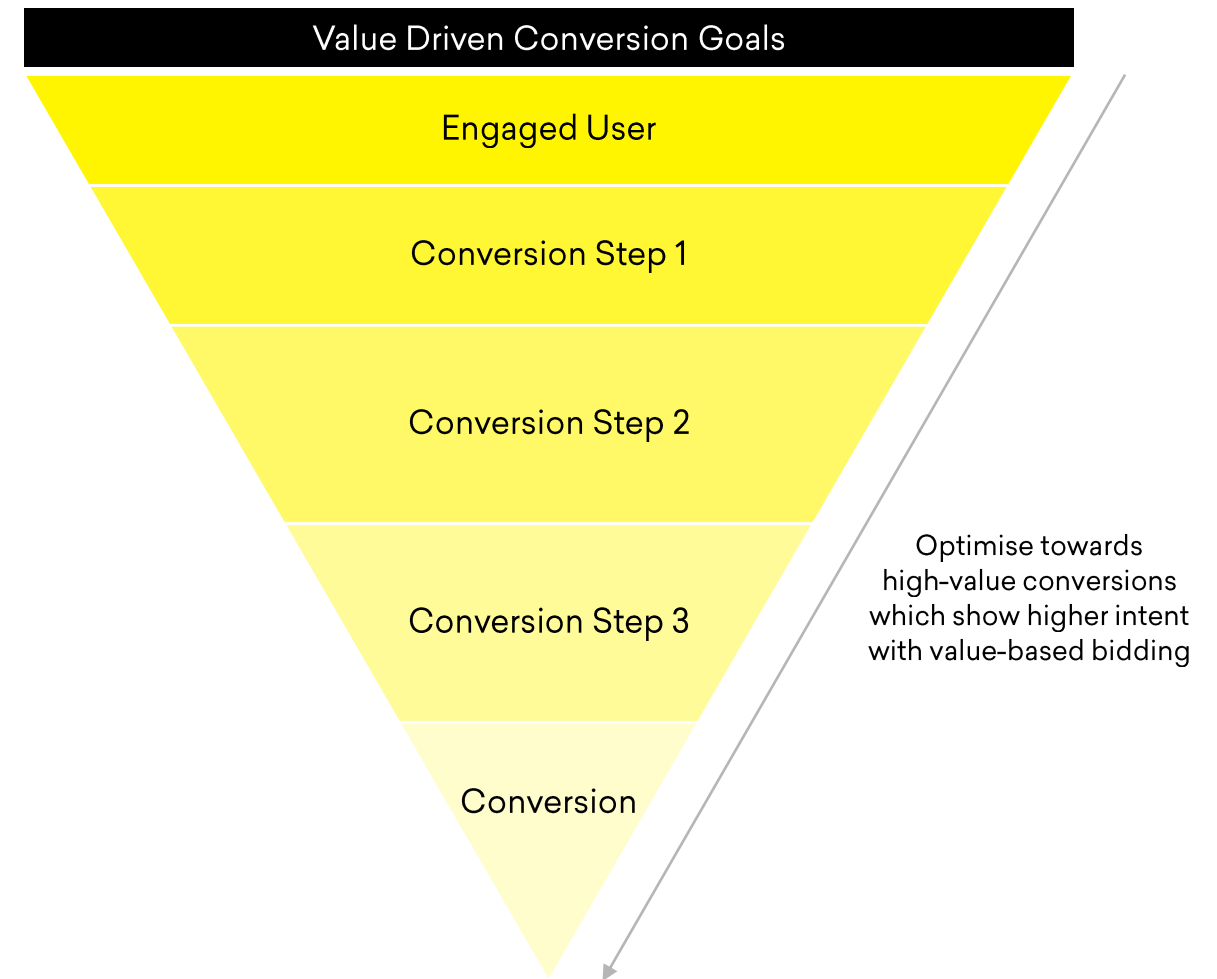
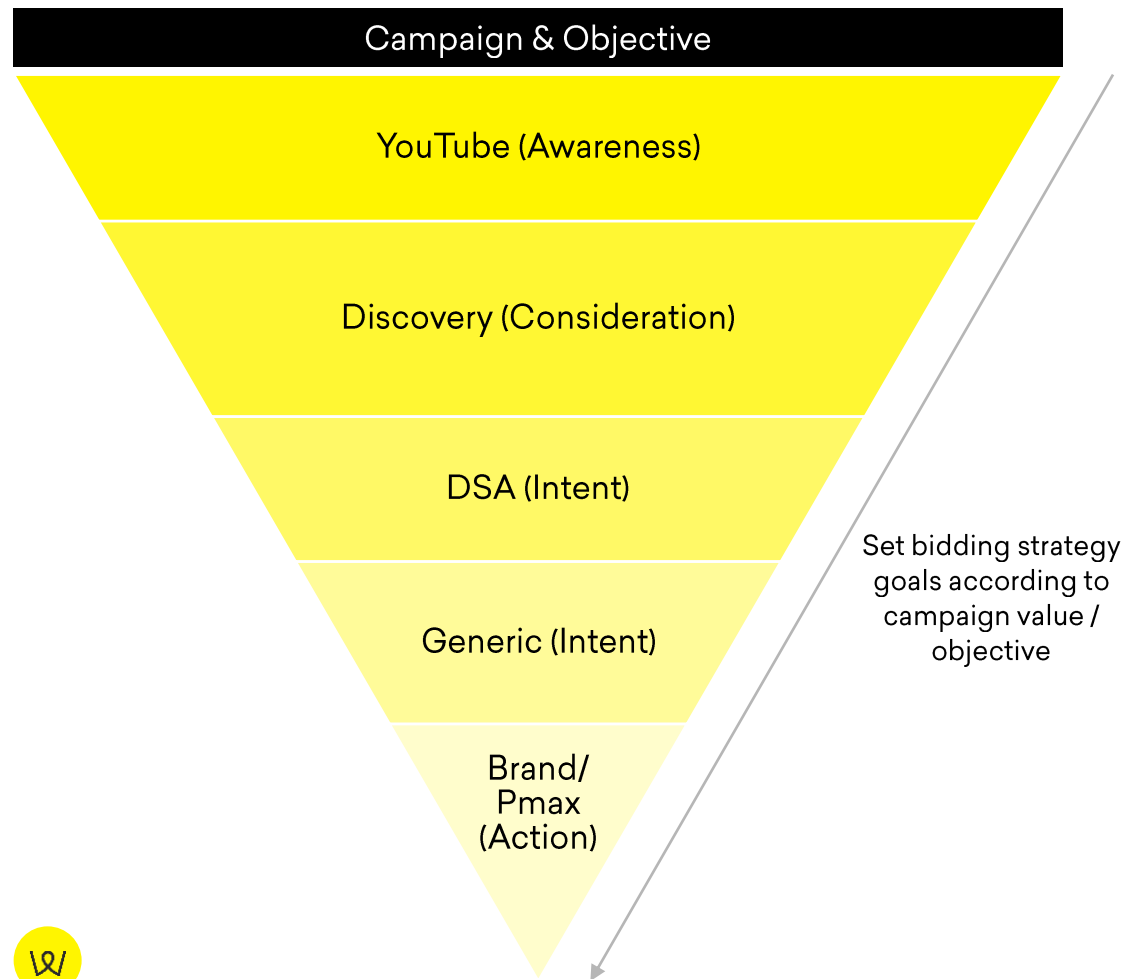
Use your business objectives and data to create an account structure that supports AI features

The Theory: Simplified Account Structure For Modern Search

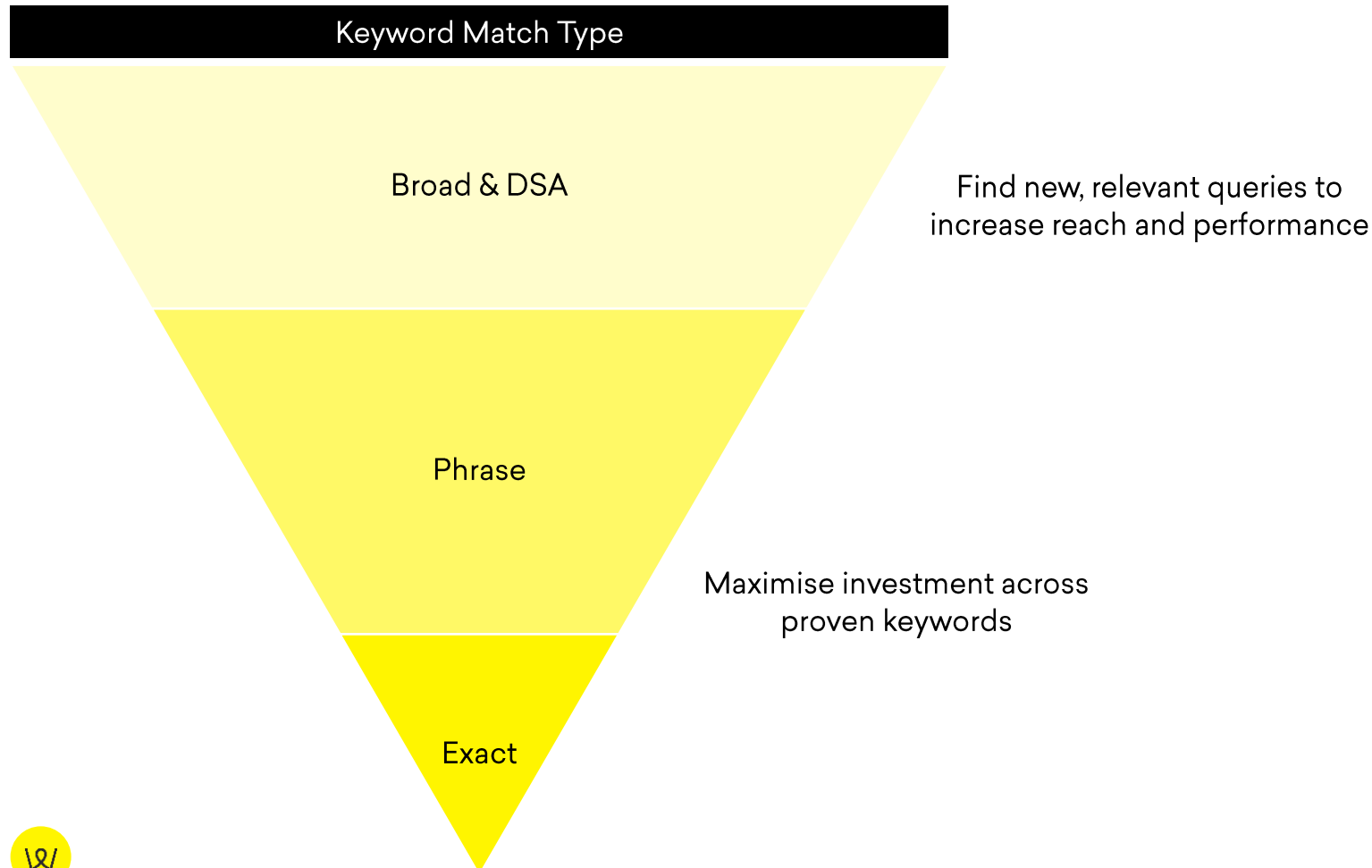
A method of building automation friendly accounts that lets machine learning work at its best.



Utilise multiple data points to layer smarter bidding solutions and drive AI learnings



Harness broad match keywords to drive incremental reach and performance



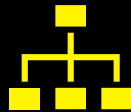
- Broad Match is now theming-aware, prioritising the most relevant keywords in your account
 - The way users are searching is constantly changing, broad match helps you keep ahead of the curve
- Identify new keywords that support your business objectives

Why adopt an AI-friendly search strategy?



Performance

Filtering more data through fewer ad groups to speed up the AI learning process and increase the reach



Account Management

Save time on manual management and focus more on your business strategy

More consistency across campaign setup ensures settings don't drift over time



Insights

Identify key themes and trends with simple and tightly themed ad groups

Easier to manage, larger scale tests enable constant learning and additional analysis



Future AI Features

Keep ahead of the curve as Google continuously launched new AI features for ads



Future considerations and AI feature adoption

Google Ads will become even more automated with the implementation of new generative AI products and features

Campaigns

- Conversational AI (Bard, Chat-GPT) campaign creation
- AI will learn about brands through website content and brand questions
- Generative AI to create keywords and assets using your website/ current campaigns
- New customer goals that are predicted to deliver higher lifetime value
 - Retargeting goals designed to increase customer retention

Assets

- Google AI to generate campaign assets based on the context of search queries
 - Performance Max will be more automated by generating all the assets it needs for audience signals
- Automatically created text assets use content from your landing page and ads in combination with assets that you provide
- Video Enhancements create vertical videos from horizontal videos

Landscape (SGE)

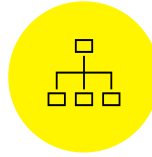
- Google confirms search and shopping ads within the AI generated answers
- New SGE ads will still coexist with current paid search ads
 - New native formats will leverage generative AI for ad creation and will be customised to the user journey
- Google Smart Bidding will be updated with deeper integration with Large Language Models (LLMs)



Taking your AI strategy a step further



Smarter than smart search



True AI bid management platform

Delivers performance optimisation at scale, 24 hrs a day, 7 days a week.



Intelligent mvt

Uses a mathematical model to predicts outcomes quickly and efficiently



Keyword identification

Feeds seed keywords into Decision modules to remove bias, and automates negatives based on the most up-to-date data.

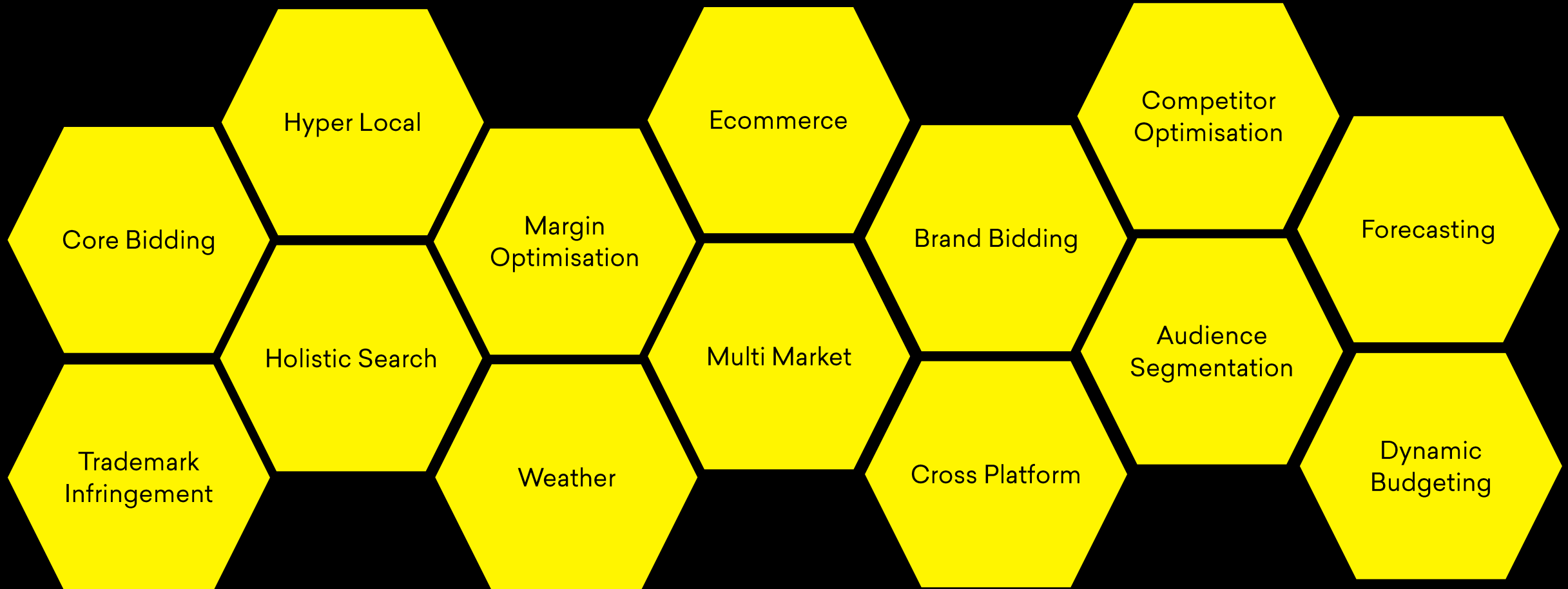


Signals

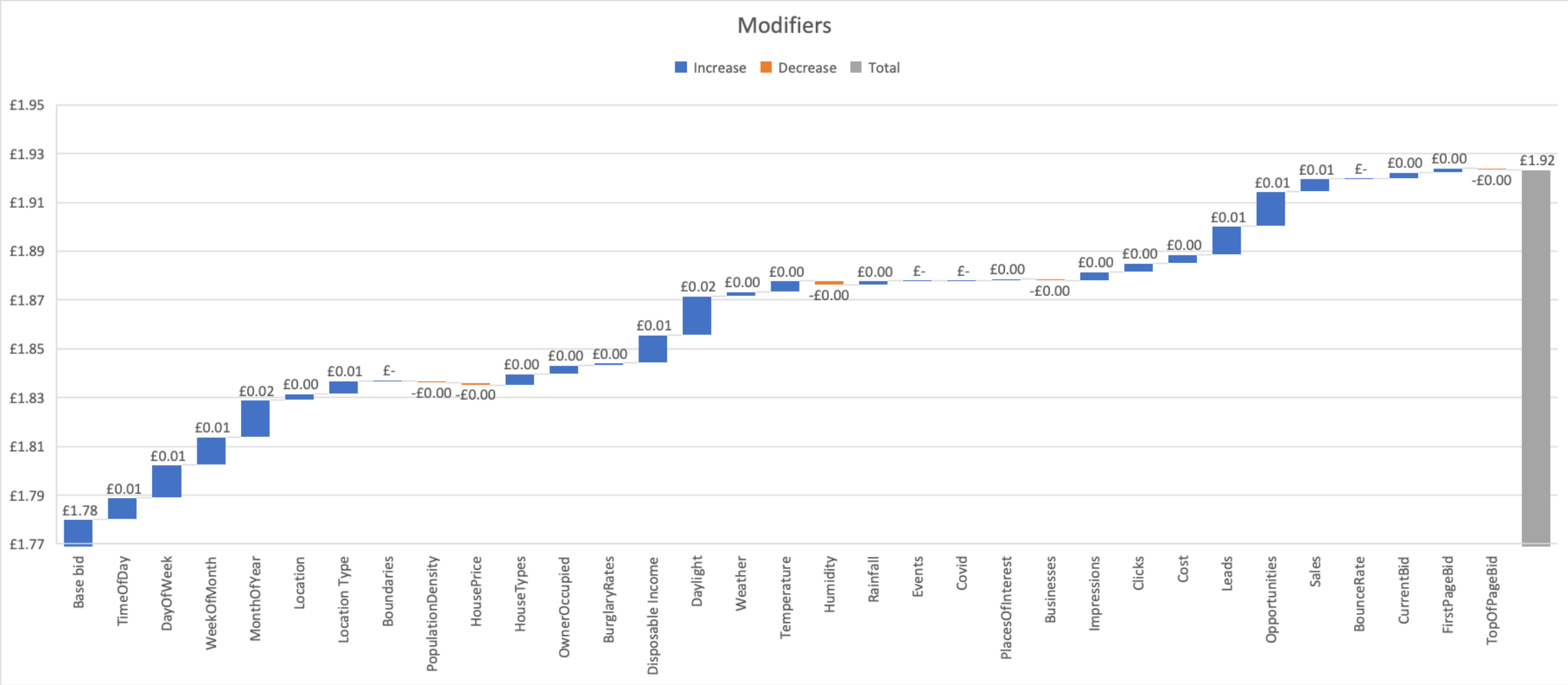
Decision constantly balances short term known and unknown events against KPI signals to deliver the best performance possible.



Decision applications



End to end AI optimisation example





Domino's

PREDICTING PECKISHNESS

Reinventing Domino's PPC Strategy



USING AI POWERED PPC TO INCREASE REVENUE BY 489%

Jaywing has reinvented Domino's PPC strategy with a new approach to targeting using Decision.

Decision is programmed to implement the most effective strategy using a variety of data sources without human bias to ensure the right keywords are considered based on search activity.

Our work has enabled Domino's to grow perceived quiet periods and maximise peak ordering times, implementing changes that have reduced the brand's cost per sale while increasing sales volume.

The adaptable, always-on approach meant we quickly identified new audiences who hadn't seen significant activity - from Domino's or its competitors. Using this fresh insight, we implemented a new strategy to engage and increase spend from them.

Results

This multi-award-winning campaign has seen:

- **537%** highest hourly revenue growth
- **33.6% rise in PPC** orders during 2018
- **8.9%** reduction in media spend

BIMA Data & Performance Marketing Award

UK DIGITAL GROWTH AWARDS, PPC Campaign of the Year & Best use of Data

PROLIFIC NORTH AWARDS, Search Campaign of the Year

PROLIFIC NORTH TECH AWARDS, Best Application of Tech (Retail)

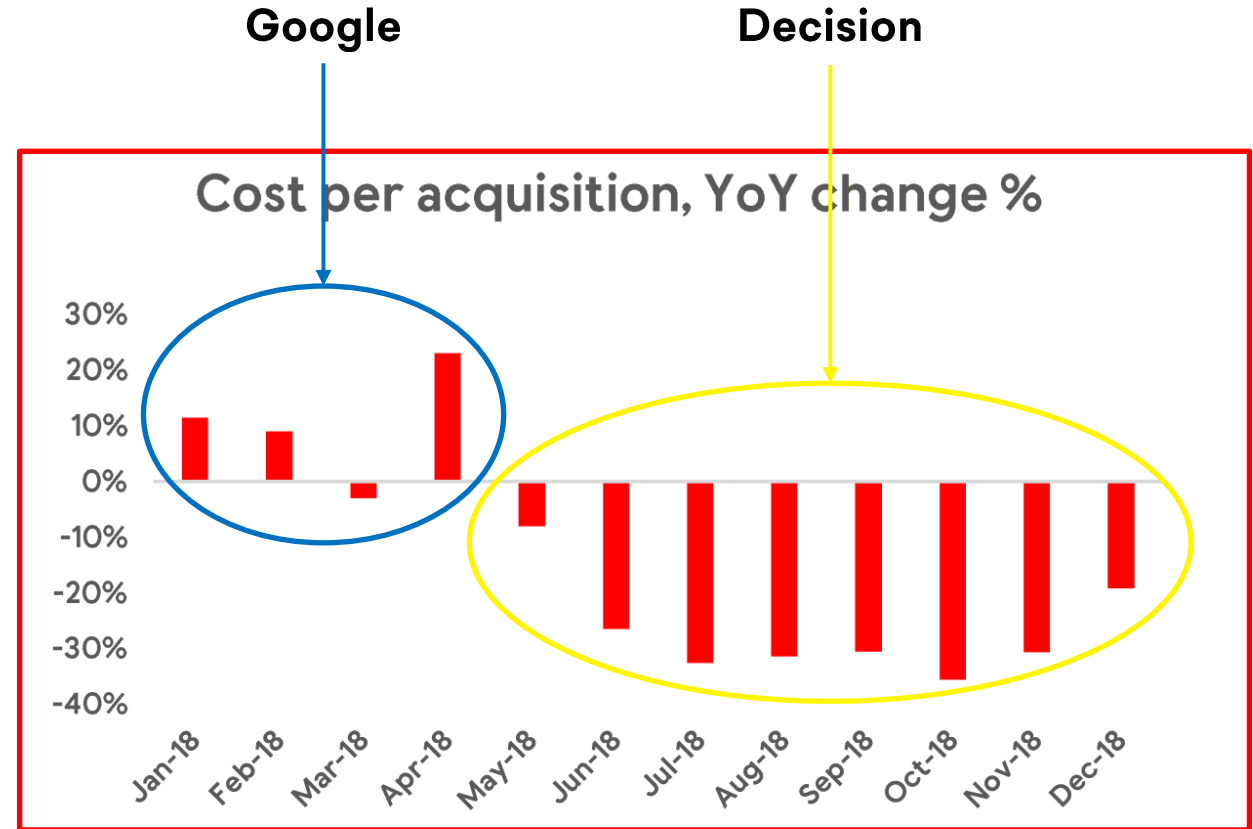


Results were so impressive, Domino's highlighted our AI PPC results in their shareholder report to the city

Decision began in May 2018 and alongside **33.6%** growth in orders we achieved a **c. 30%** decrease in cost per acquisition year on year.

The full shareholder report can be seen here:

<https://investors.dominos.co.uk/system/files/uploads/financialdocs/prelims-results-presentation-2018.pdf>



THANK YOU

Got a burning question? Drop it in the chat.



Integrated marketing agency
Science-powered creative + media