

# Google AI Overview

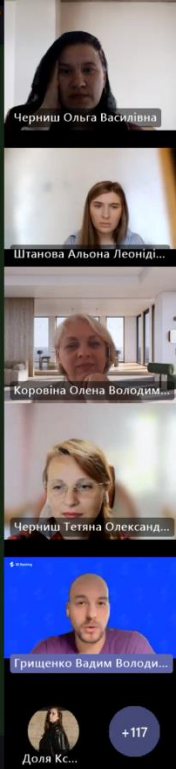
Як штучний інтелект переписує правила гри в пошуковому маркетингу

## Name

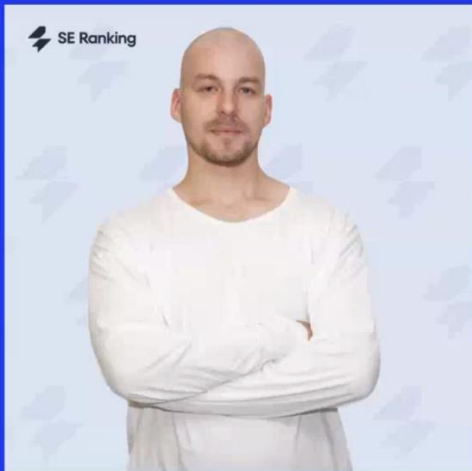
Vadym Hzyshchenko



Грищенко Вадим Володимирович



## Agenda



### Experience in E-Commerce, Cybersport

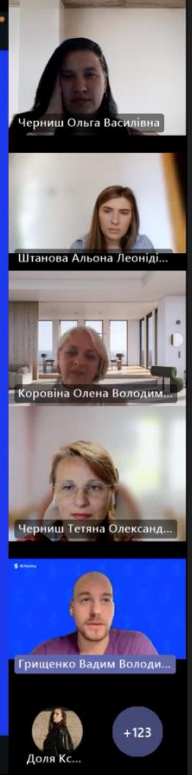
- Setting up and controlling advertising campaigns in:
  - social networks (Facebook, Instagram)
  - display networks (Google, Yandex)
  - search engines (Google, Yandex, Bing)
- Analytics and follow to key metrics
- Strategy planning and control tasks at jira, trello
- Reporting metrics, content, and media plan, giveaways

### Location:

- North America
- South America
- Europe

- Google ads: More than \$1,000,000 managed in the last 12 months.

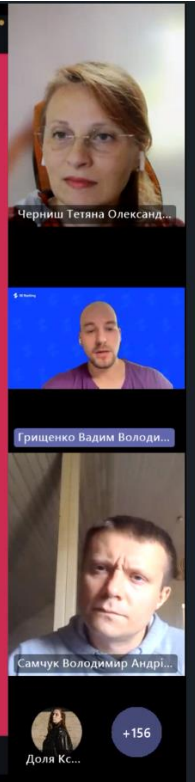
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# The CTR in organic search means the percentage of searchers who visited a web page from the SERPs.

$CTR = (\text{number of clicks} / \text{number of views}) \times 100$

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what is location tracking

**URL** <https://electronics.howstuffworks.com/everyday-tech>

**TITLE** [How Location Tracking Works | HowStuffWorks](#)

**DESCRIPTION** Now, those cameras are being augmented by new technologies that track our cars, cell phones, and possibly any product we buy. This location-tracking technology ...

**URL** [https://www.privacytrust.com/news/location\\_tracking](https://www.privacytrust.com/news/location_tracking)

**TITLE** [Location Tracking - PrivacyTrust](#)

**DESCRIPTION** The most commonly used technology for tracking user location is GPS. The technology uses the timing signals sent out from the orbiting satellites to the device for ...

**URL** <https://www.theverge.com/android-101-location-track>

**TITLE** [Android 101: How to stop location tracking - The Verge](#)

**PUBLICATION DATE** 25 Aug 2020 — Stop Google from tracking you, period. You probably know that Google tracks your location and movements through its Google Maps app. But ...

**DESCRIPTION**

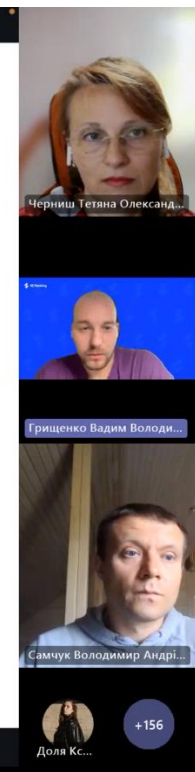
**URL** [https://en.wikipedia.org/wiki/Mobile\\_phone\\_tracking](https://en.wikipedia.org/wiki/Mobile_phone_tracking)

**TITLE** [Mobile phone tracking - Wikipedia](#)

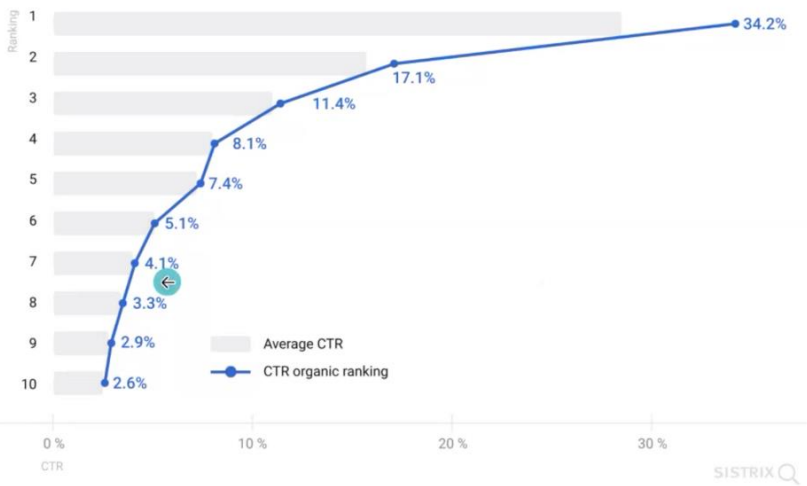
**DESCRIPTION** Mobile phone tracking is a process for identifying the location of a mobile phone, whether stationary or moving. Localization may be effected by a number of ...

**SITELINKS** [Technology](#) · [Operational purpose](#) · [Consumer applications](#) · [Privacy](#)

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Google CTR: Organic



# Most Keywords show purely organic results

Most of the keywords we measured consist of purely organic results: 10 blue links, and no other distracting elements.

source

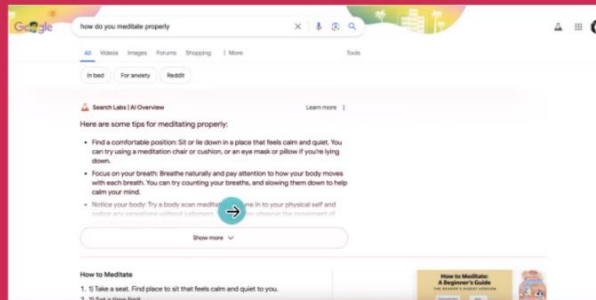
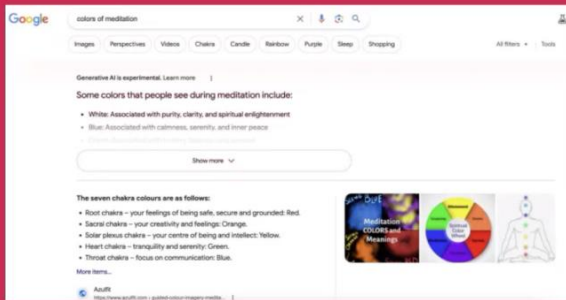
Грищенко Вадим Володимирович

Черниш Тетяна Олександр...

Грищенко Вадим Володи...

Самчук Володимир Андрі...

Доля Кс... +154



## Search Generative Experience (SGE)

January 30, 2024

## Google AI Overviews

June 3, 2024  
July 11, 2024

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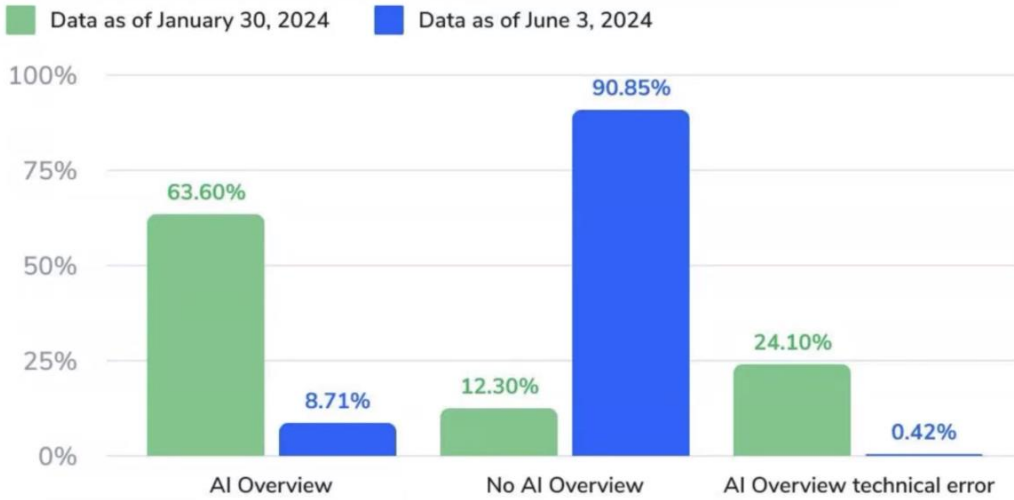
Черниш Тетяна Олександр...

Грищенко Вадим Володи...

Самчук Володимир Андрі...

Пі +149

# AI Overview presence in search: old vs. new data



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Черниш Тетяна Олександра...

Грищенко Вадим Володи...

Самчук Володимир Андрі...

ПІ +149  
Плис Ка...

Грищенко Вадим Володимирович

Черниш Тетяна Олександра...

Грищенко Вадим Володи...

Самчук Володимир Андрі...

Чепеленко Анжеліка Мих...

Доля Кс... +139



# glasses in the sun query

The screenshot displays the search results for the query "glasses in the sun". It features an AI-generated overview on the left and a grid of product listings on the right.

**AI Overview:**

Regular glasses do not protect your eyes from the sun, but UV protective coatings can be applied to plastic lenses. UV glasses, also known as sun protection glasses, are an essential part of sun safety. There are many different types of sunglasses that protect your eyes from the sun including impact resistant, polarized, wraparound style, mirror coated, photochromic, lens darkness, gradient lenses and non-glare.

**Product Listings:**

- KUGUAOK Polarized Sports Sunglasses:** \$4.49, 4.5 stars (1,892 reviews)
- Sunki Avila Sunglasses:** \$48.00, 4.7 stars (800 reviews)
- Maul Jim Poolside Polarized:** \$149.00, 4.8 stars (34 reviews)
- Del Sol Solize Color-Changing:** \$32.85, 4.2 stars (177 reviews)
- Look Optic Progressive:** \$308.00
- Suoso Polarized Sports Sunglasses:** \$14.99
- RIVBOS Polarized Sports Sunglasses:** \$26.80
- Xiaomi Mijia TS Brand Nylon:** \$12.09
- MOSCOT ZOLMAN BLAC...:** \$370.00
- Men's Rimless Gunmetal...:** \$44.80
- Shady Oakmc:** \$54.00

A vertical sidebar on the right side of the page contains several video thumbnails. Each thumbnail has a name below it:

- Черниць Тетяна Олександ...
- Грищенко Вадим Володи...
- Самчук Володимир Андрі...
- Чепеленко Анжелка Мих...
- Доля Кс... (with a +134 icon)

Грищенко Вадим Володимирович