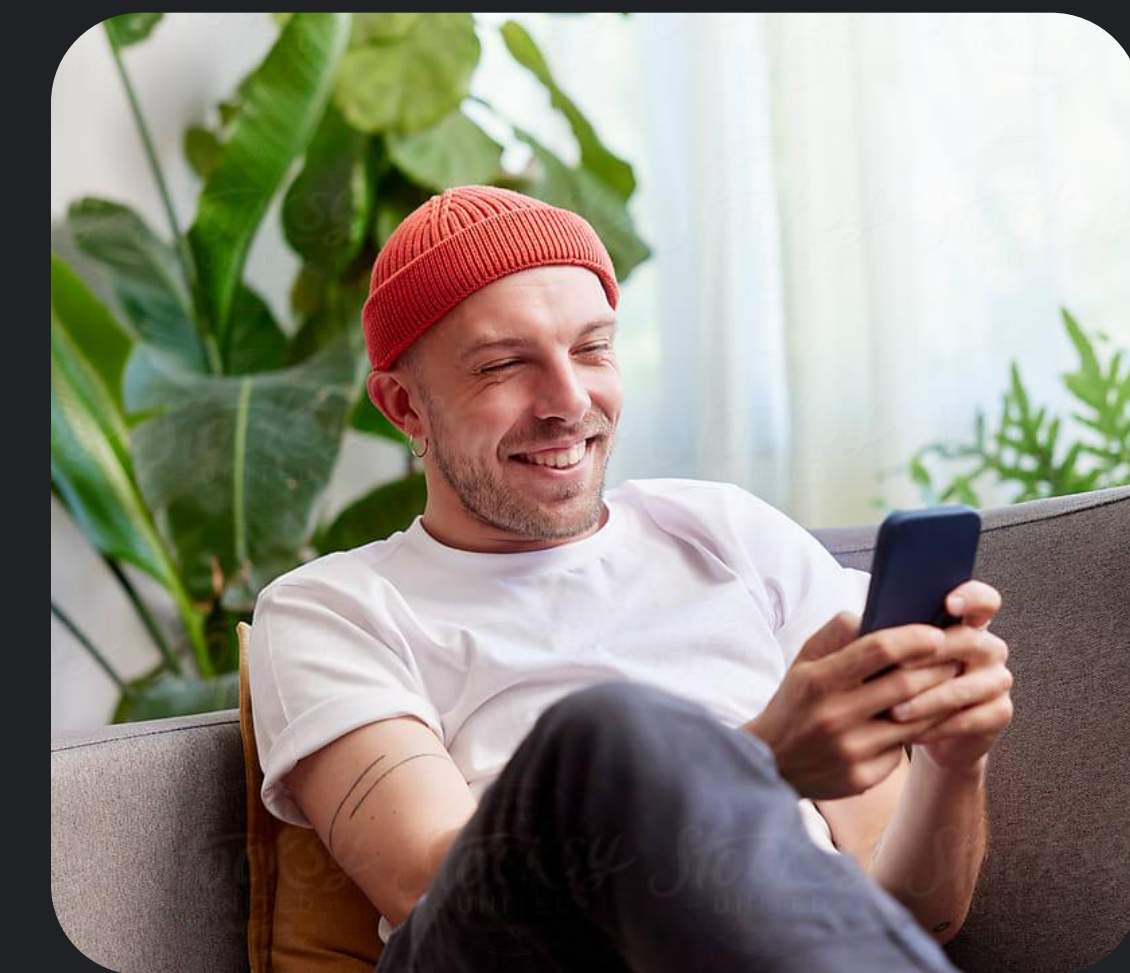


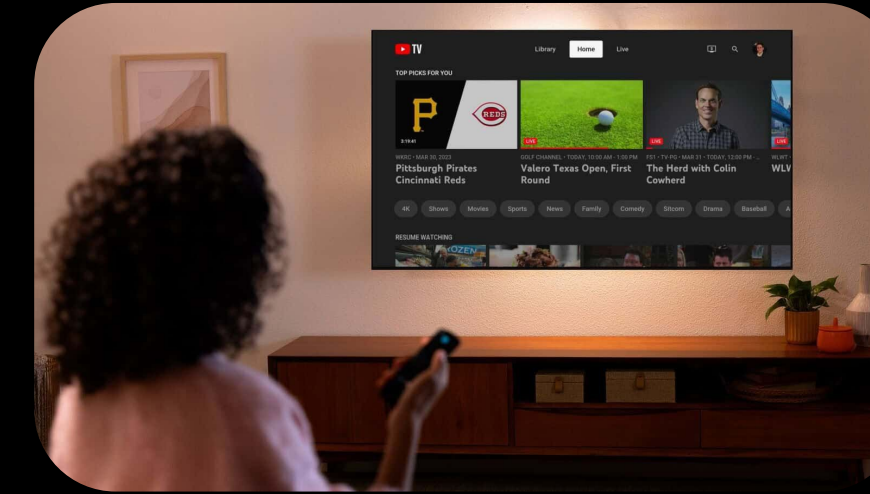


Shifting consumer expectations





Your consumers just got super empowered



▶ STREAMING



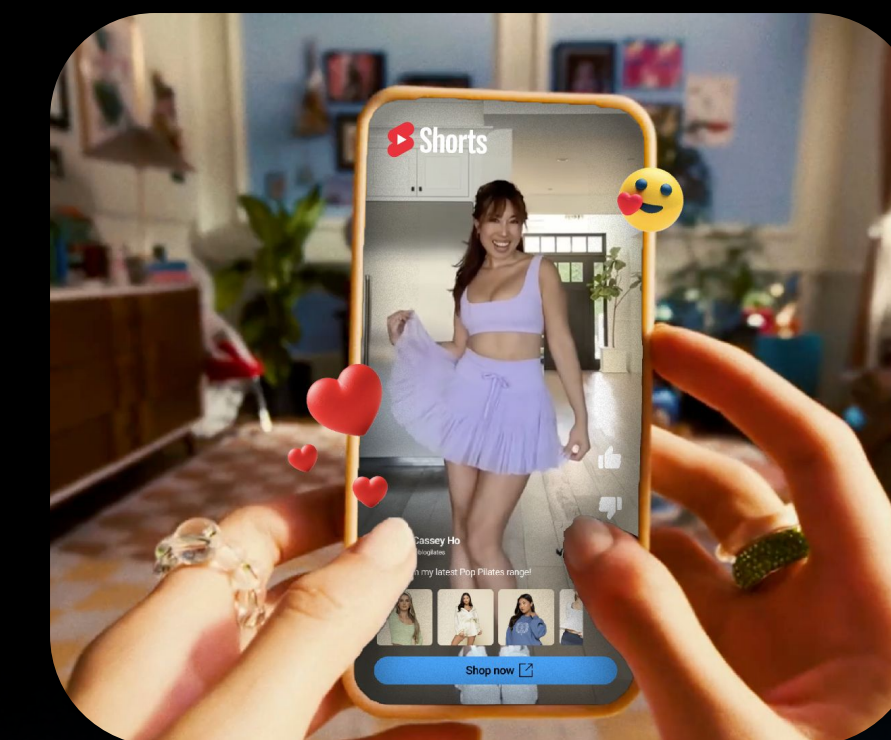
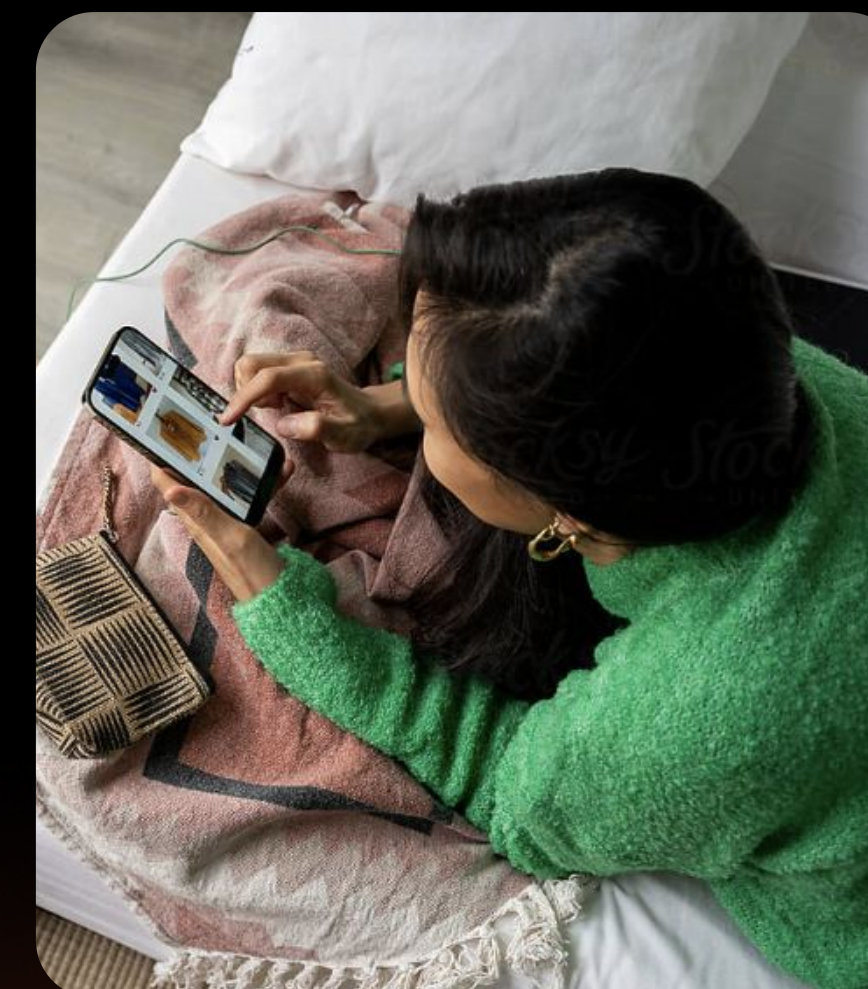
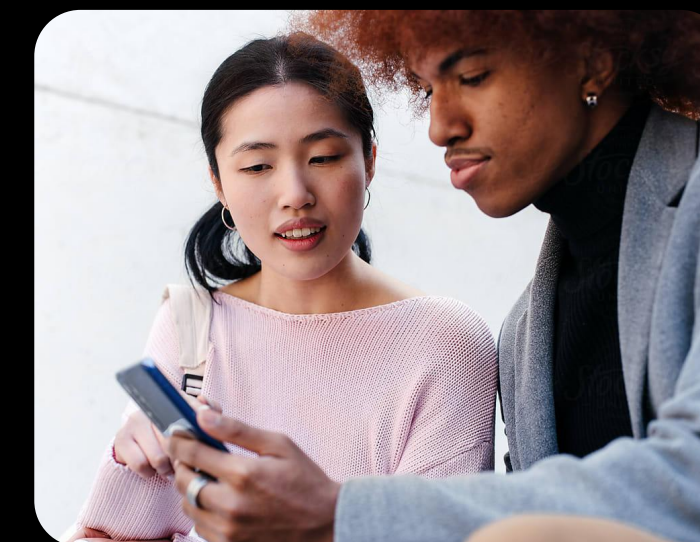
🛒 SHOPPING



🔍 SEARCHING

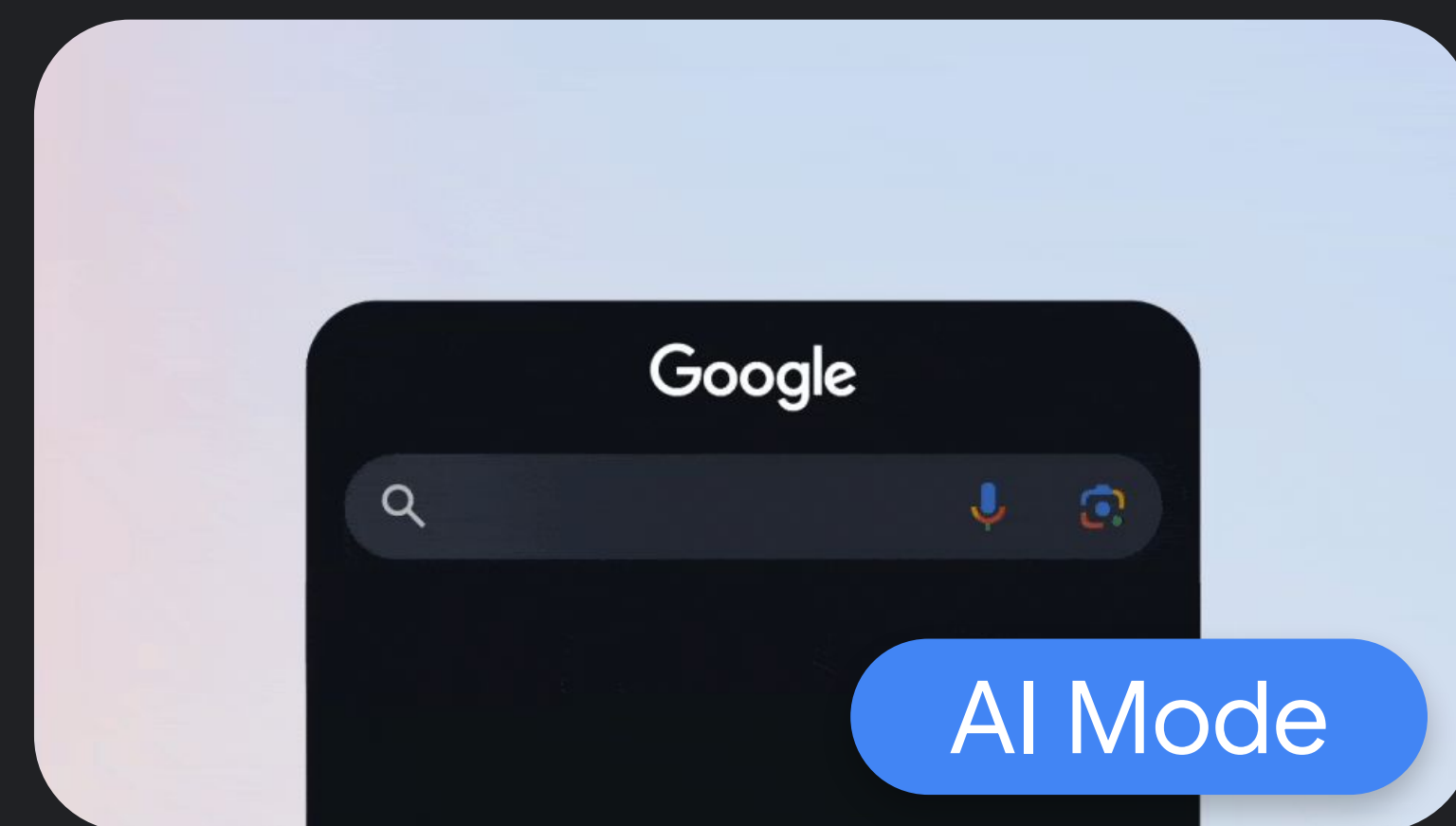


👉 SCROLLING

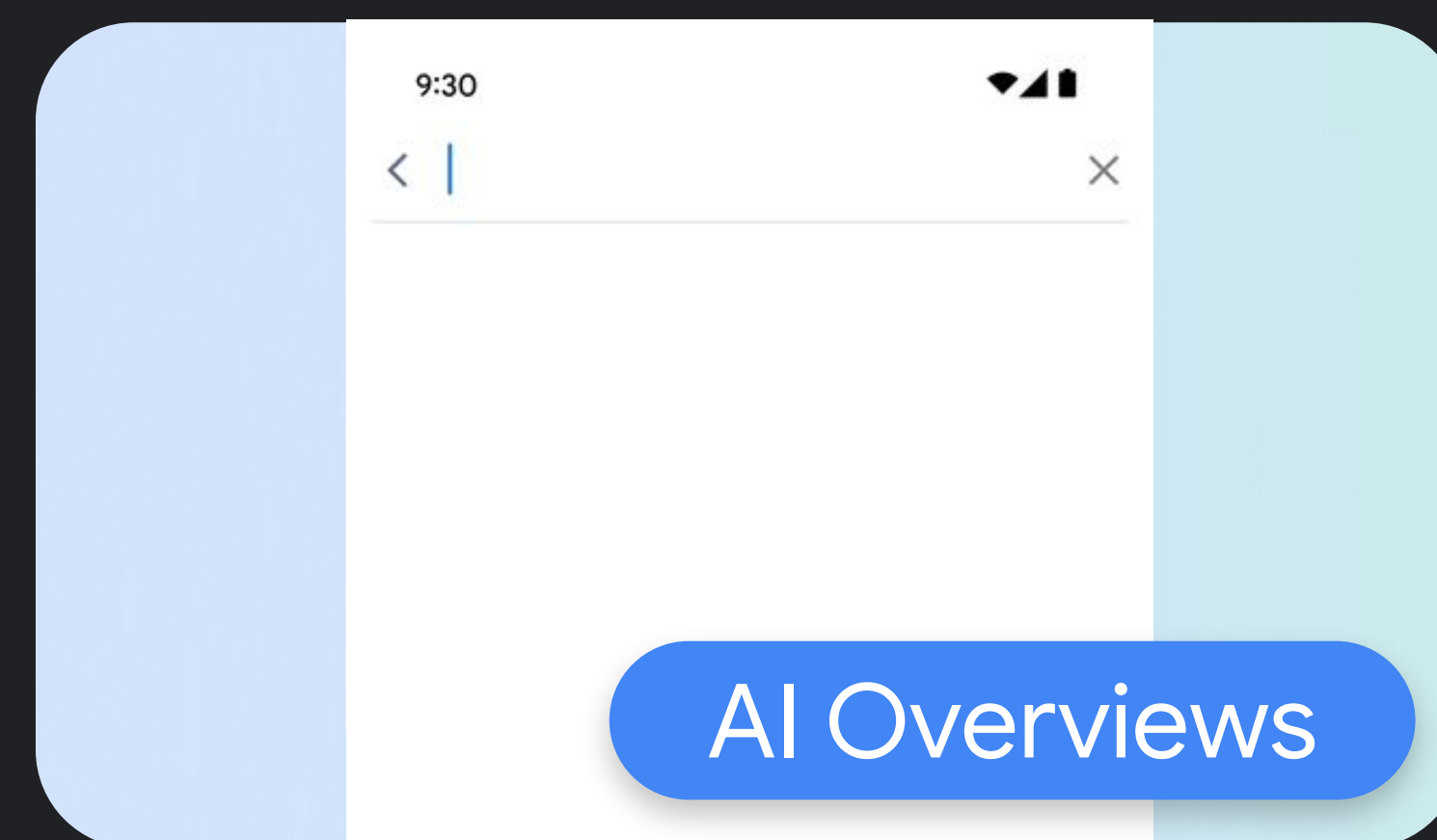


AI is the **best thing** that has happened to Search

AI has given Search
superpowers



AI Mode has surpassed
1 billion monthly users



AI Overviews now has over
2.5 billion monthly users

Longer
questions

More satisfied
users

More
searches

Last quarter, we saw Search queries
reach an **all-time high**

AI is growing the search pie...

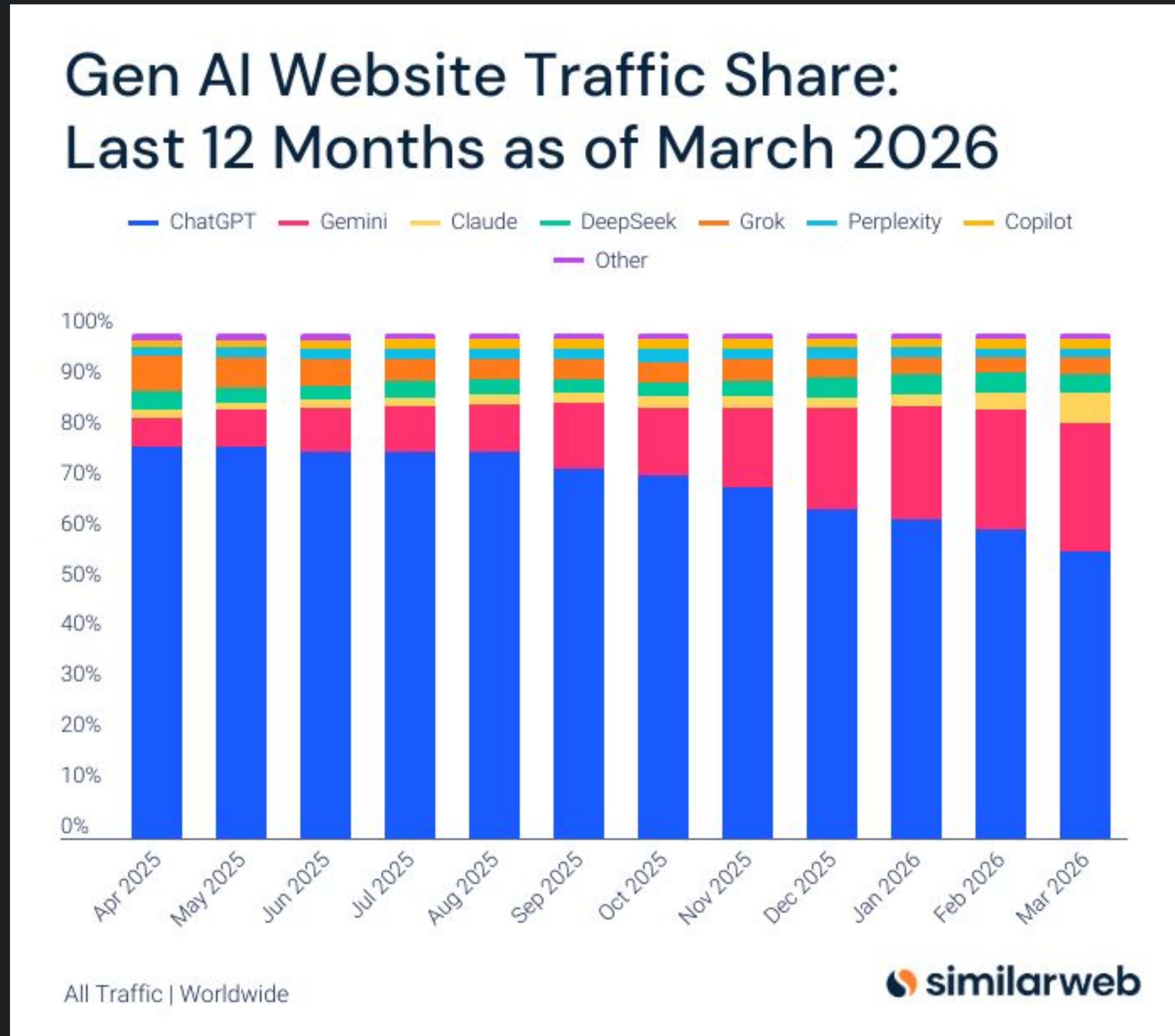
...and Google Search is the go-to for
purchase decisions

Currently, more than
1 in 6 queries are
non-text in AI Mode

Follow-up questions
grow over 40% MoM

9/10 of those who go to
ChatGPT to look into
products or services **consult**
with Google Search to help
with purchase decisions

Google Gemini holds a quarter of the share. Claude almost doubled



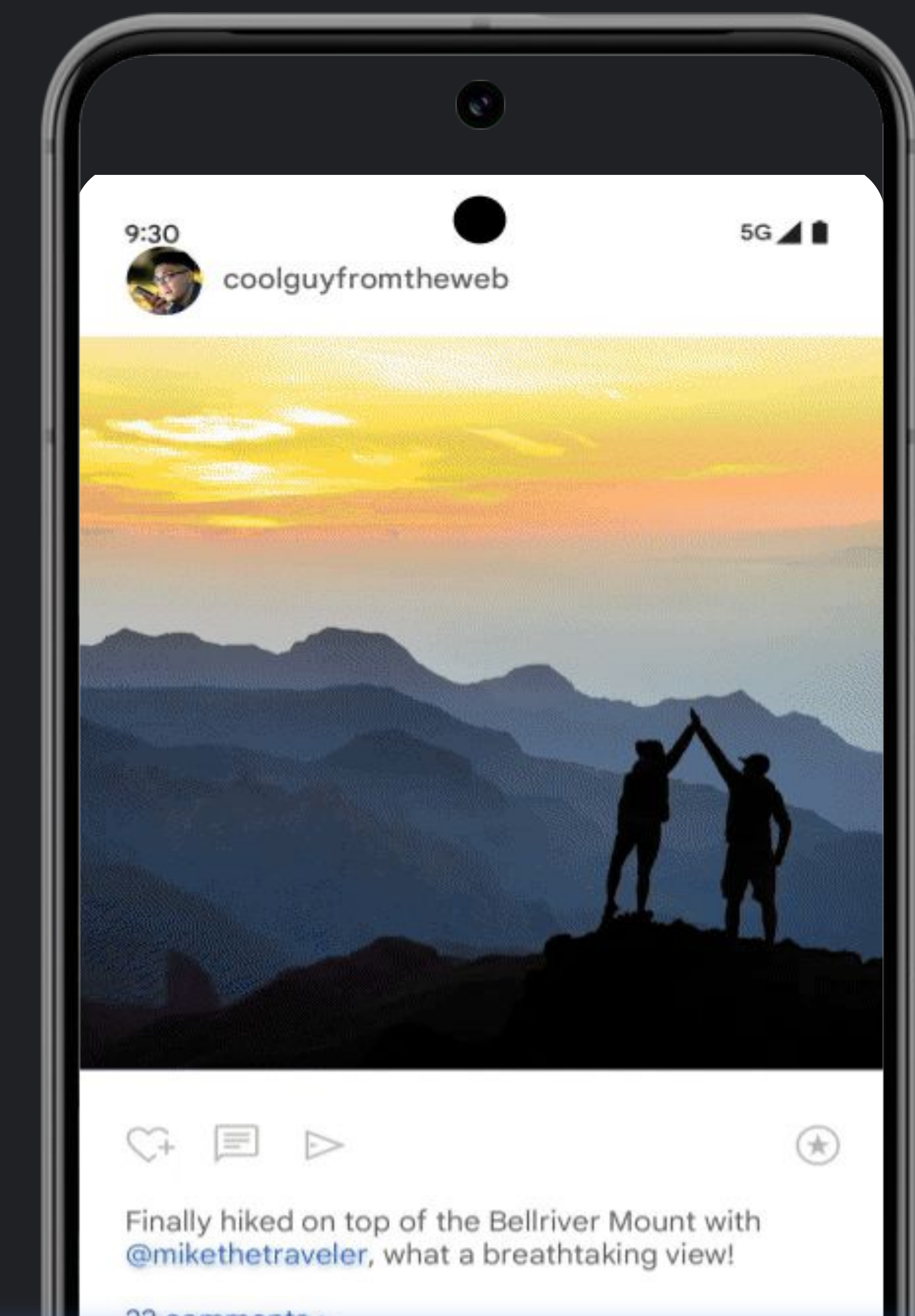
People **shop** what they **see**

Google Lens is now at more than
25 billion queries a month

Younger users who have tried **Circle to Search** now use
it to start more than **10%** of their searches

Customers can now use **Google Lens in YouTube
Shorts** to instantly search for featured products

1. Google Internal Data, April 2025. 2. Google Internal Data, April 2025



1 in 5 visual searches has a
commercial intent

The rise of the super-empowered consumer

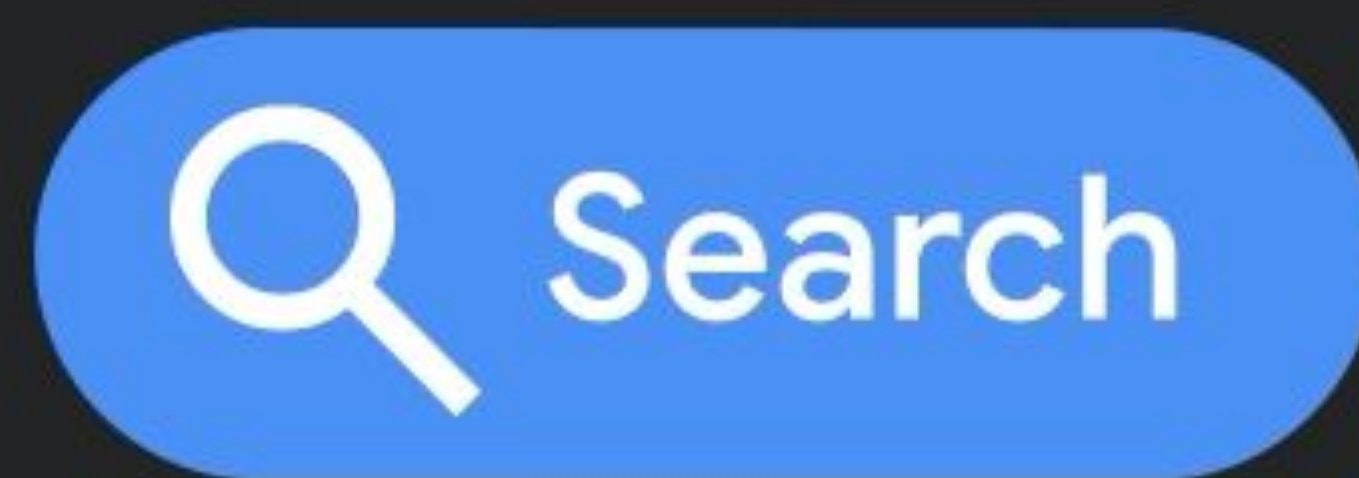
77%

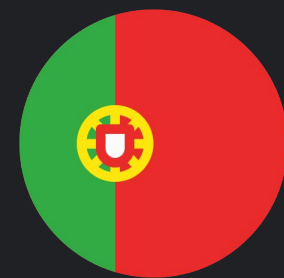
make decisions
faster

75%

more confident
about their decisions

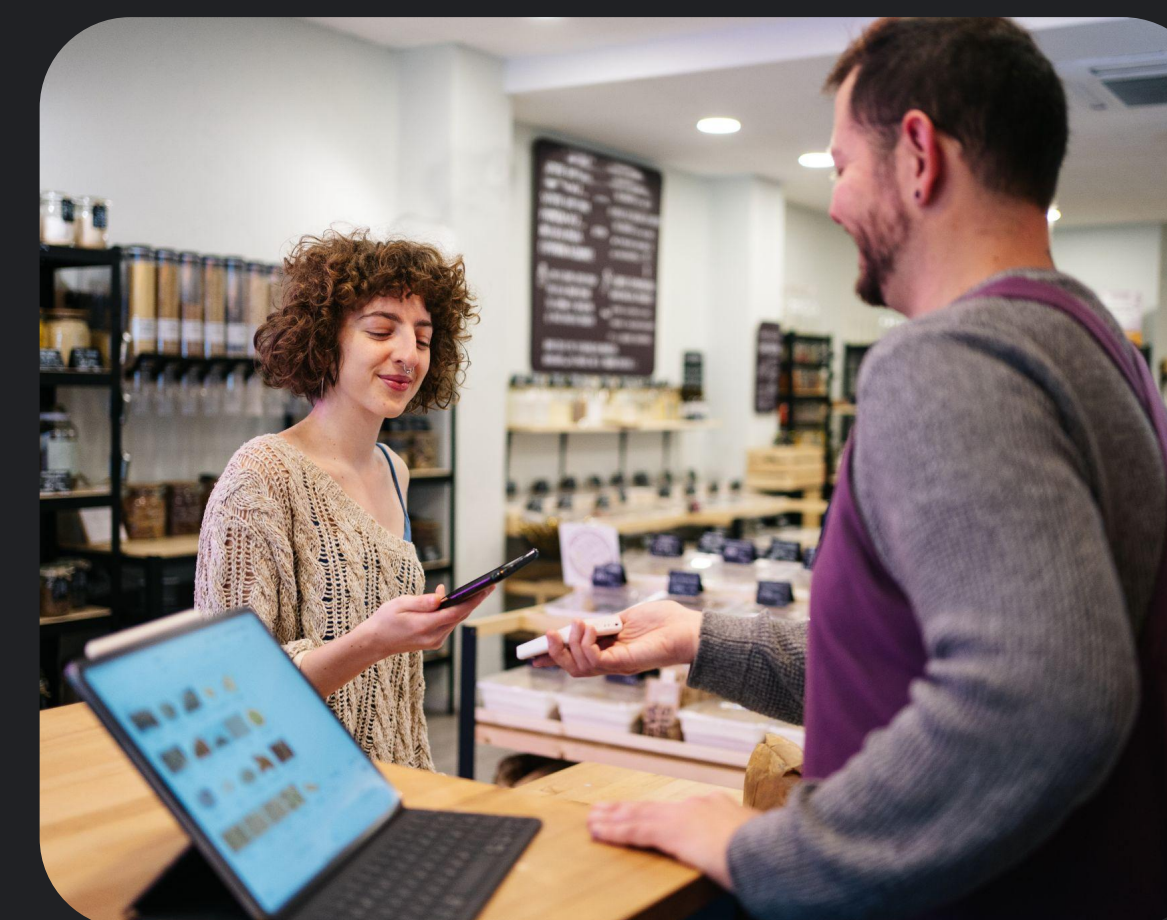
Source: Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=13,189 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories) and use Google AI Overviews and/or AI Mode for shopping.





82%

Portuguese internet users aged
16-64 used AI tools last month

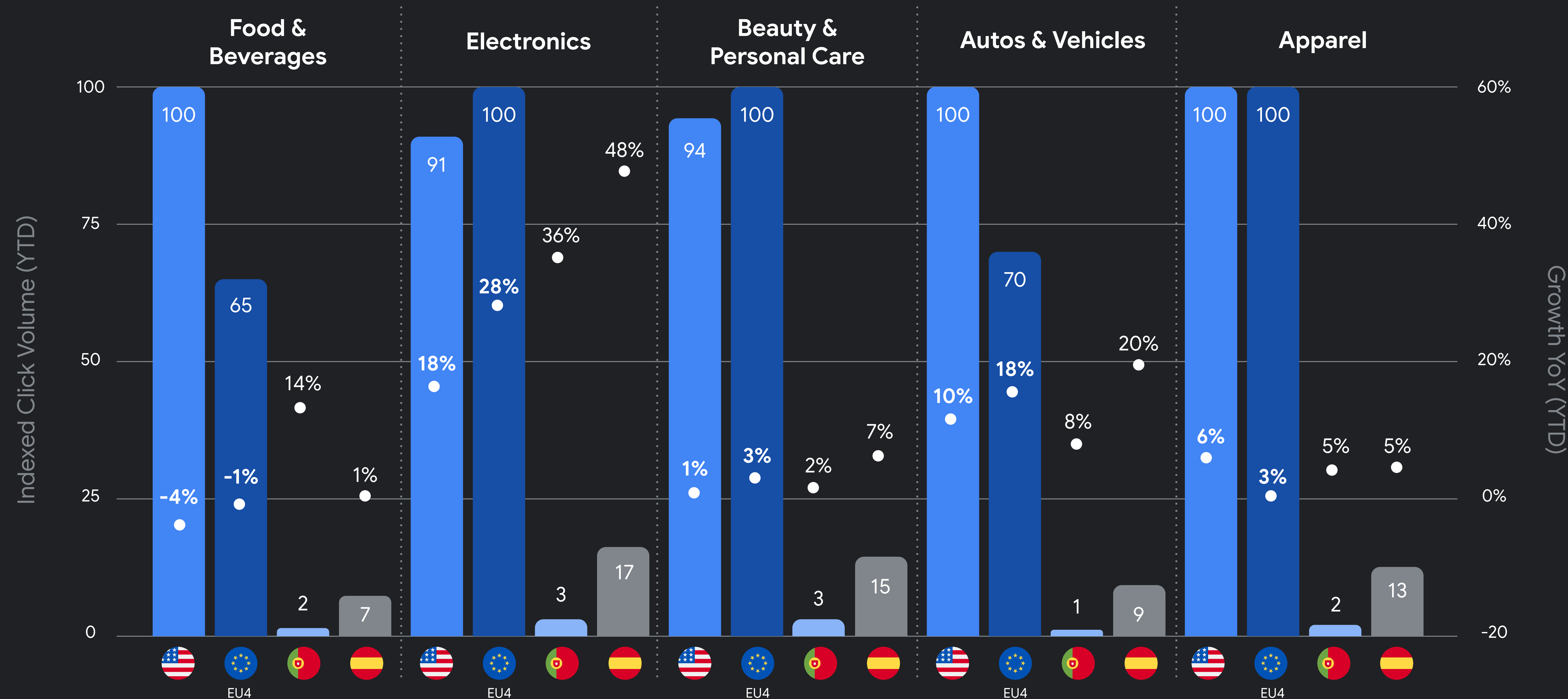


Source: [eCDB.com](https://www.eCDB.com)

Retail, CPG, and Auto have experienced steady growth so far this year: clicks +8% YoY

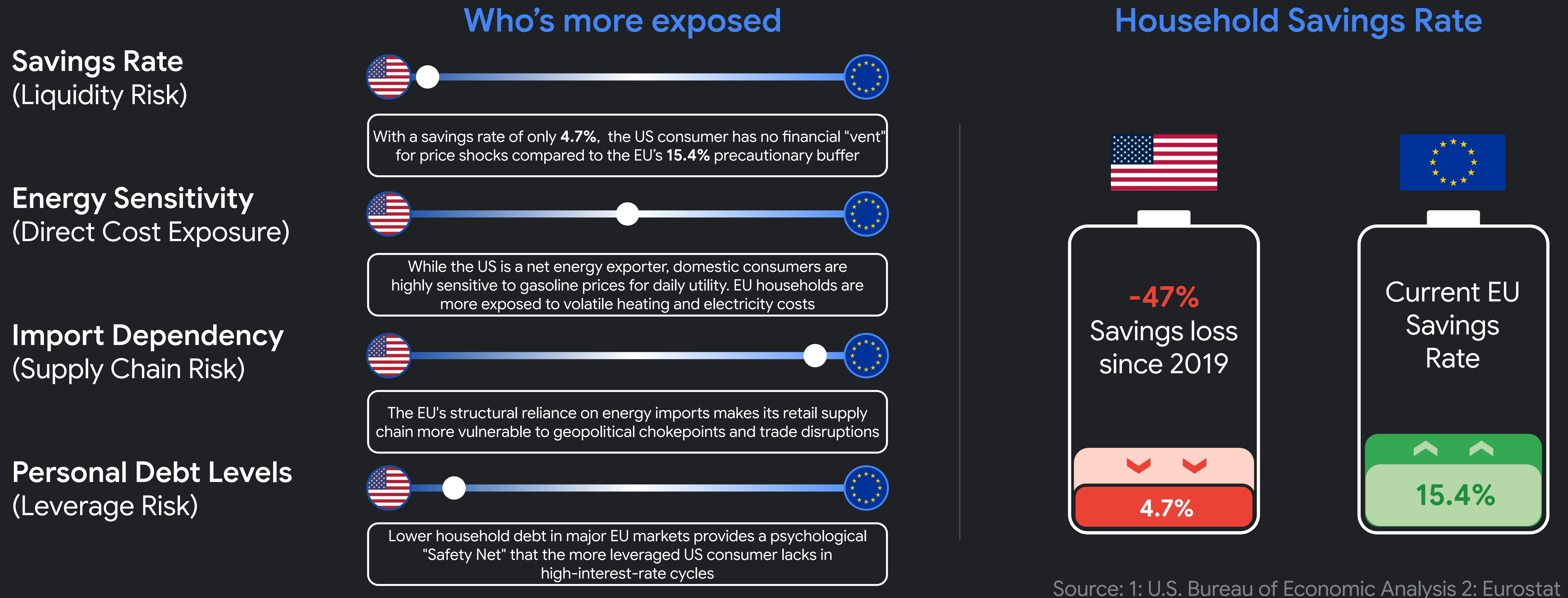
Indexed Click Volume and Growth Q1 across 5 main Retail and Auto Categories

United States, EU4 (UK, Germany, France, Italy), Spain, and Portugal



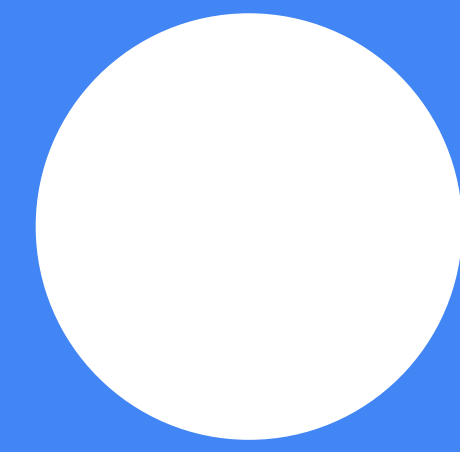
Source: Internal Google Data. Click volume for retail and CPG categories in Europe (Spain, Italy, United Kingdom, Germany, France, Portugal) and United States Q1 compared to same period a year ago

Global energy dominance and independence cannot shield the American consumer from the reality of a shrinking wallet



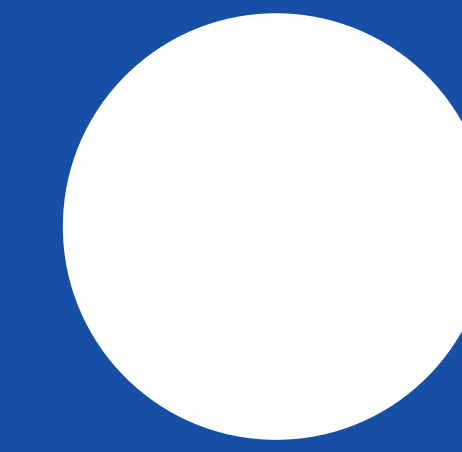
While the U.S. economy benefits from energy exports, the individual U.S. consumer remains fully exposed to global price shocks without the precautionary savings buffers found in Europe, signaling a more "fragile" consumer base

Portuguese Consumer



64% of Portuguese consumers estimate spending up to **€300** between **Black Friday** and **Christmas**,

with 16% willing to exceed €500



Portuguese shoppers **buying Christmas gifts early** to manage household cash

Consumers define value as Quality + Trend at a fair price; they are willing to spend but have **fragmented loyalty** across more stores.

Peak Season Calendar

October 2026

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November 2026

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

December 2026

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	19	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

- Amazon Big Deal days (TBC)
- Dia das Compras na Net

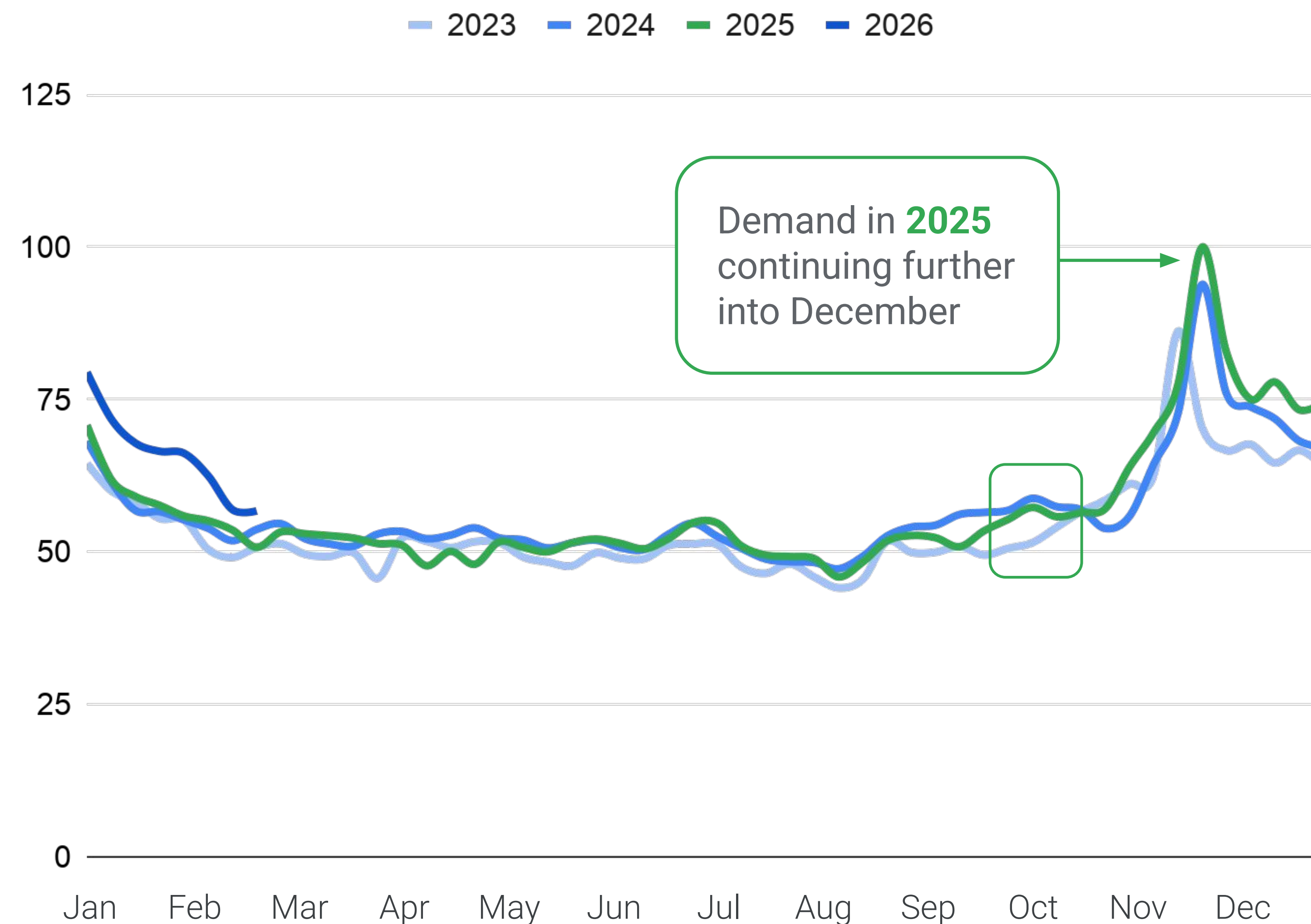
- Interest in Christmas Season begins
- Single's day
- Fake Friday
- Black Week
- Black Friday
- BF Weekend

- Cyber Monday (tech)
- Super Saturday
- Boxing day & Twixmas
- Travel Tuesday (flights & hotels)

Click seasonality is getting more unpredictable every year, with different peaks across categories

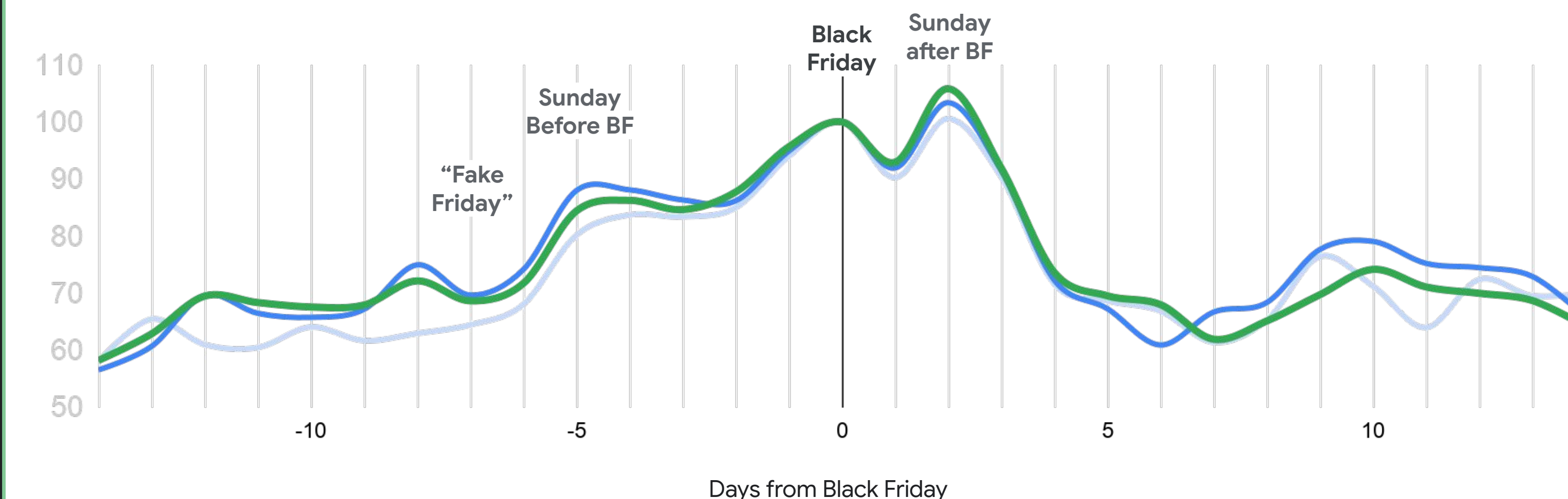
... each year

In PT, seasonal demand uptick is starting earlier and earlier every year. December demand is also strengthening in 2025.

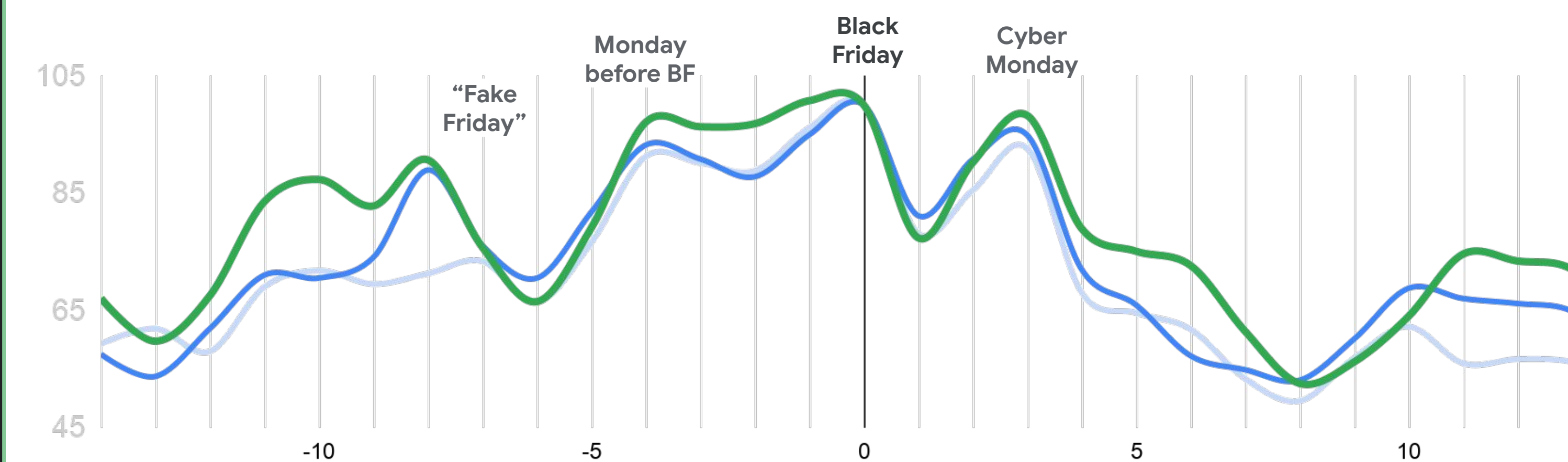


... across categories

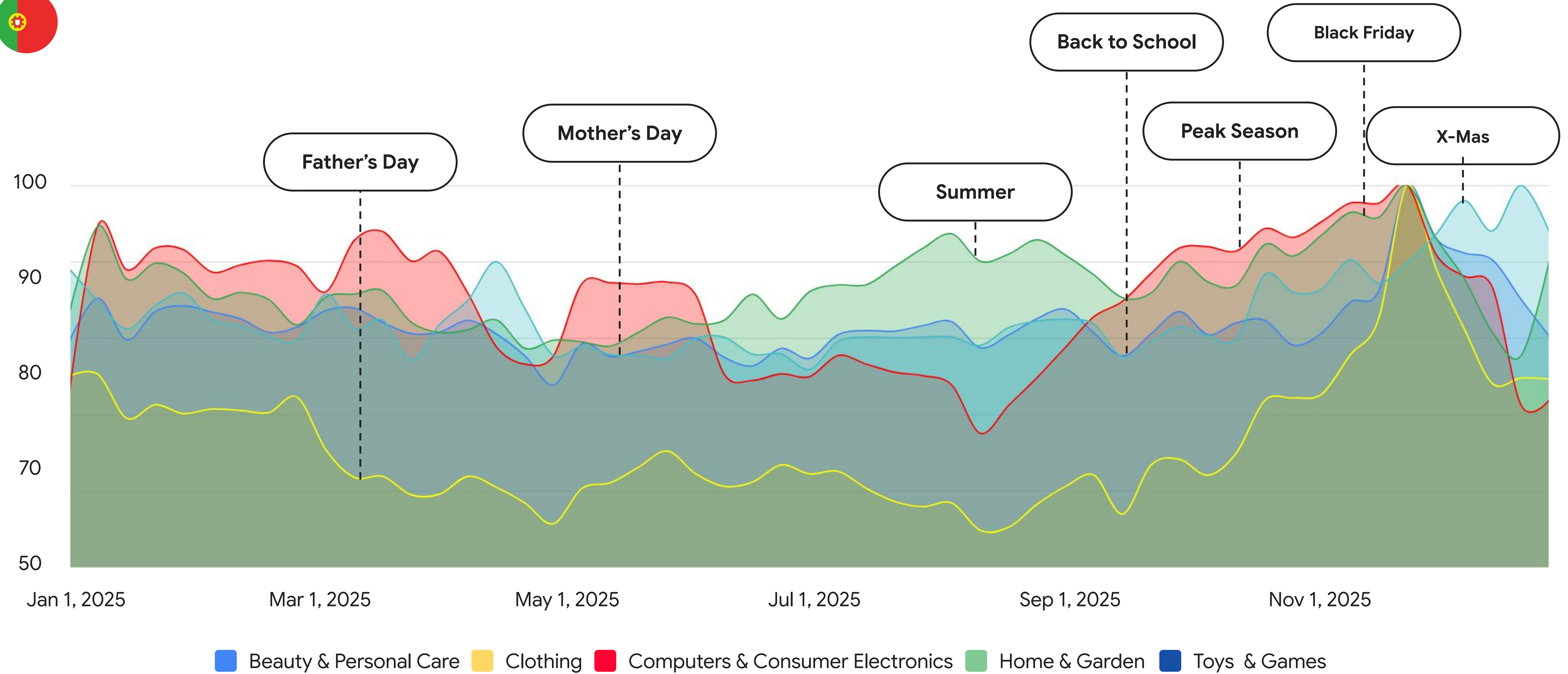
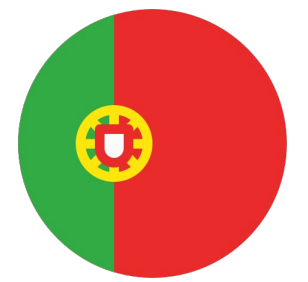
In general, we see more sustained growth and continuity. Demand is higher on Sunday after BF than on the actual BF.



Electronics: Strong demand before and until Black Friday:



Categories Demand



The "Discovery Phase" ends before the peak season begins

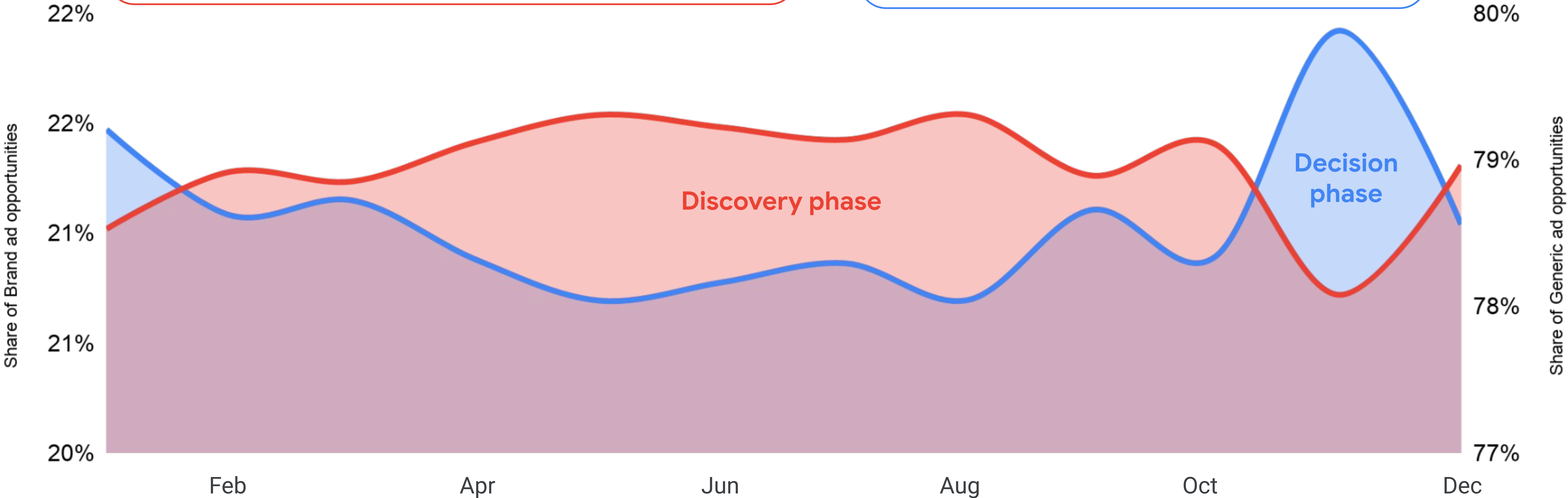
Brand vs Generic Ad opportunities across Retail Categories

Discovery Phase (Generic Searches)

Shoppers are in a discovery mindset, using broad, generic searches. This is a crucial time to introduce your brand and make it onto their initial consideration list.

Decision Phase (Brand Searches)

Search behavior shifts to specific brand names that consumers intend to purchase from. At this stage, their shortlist is mostly finalized.

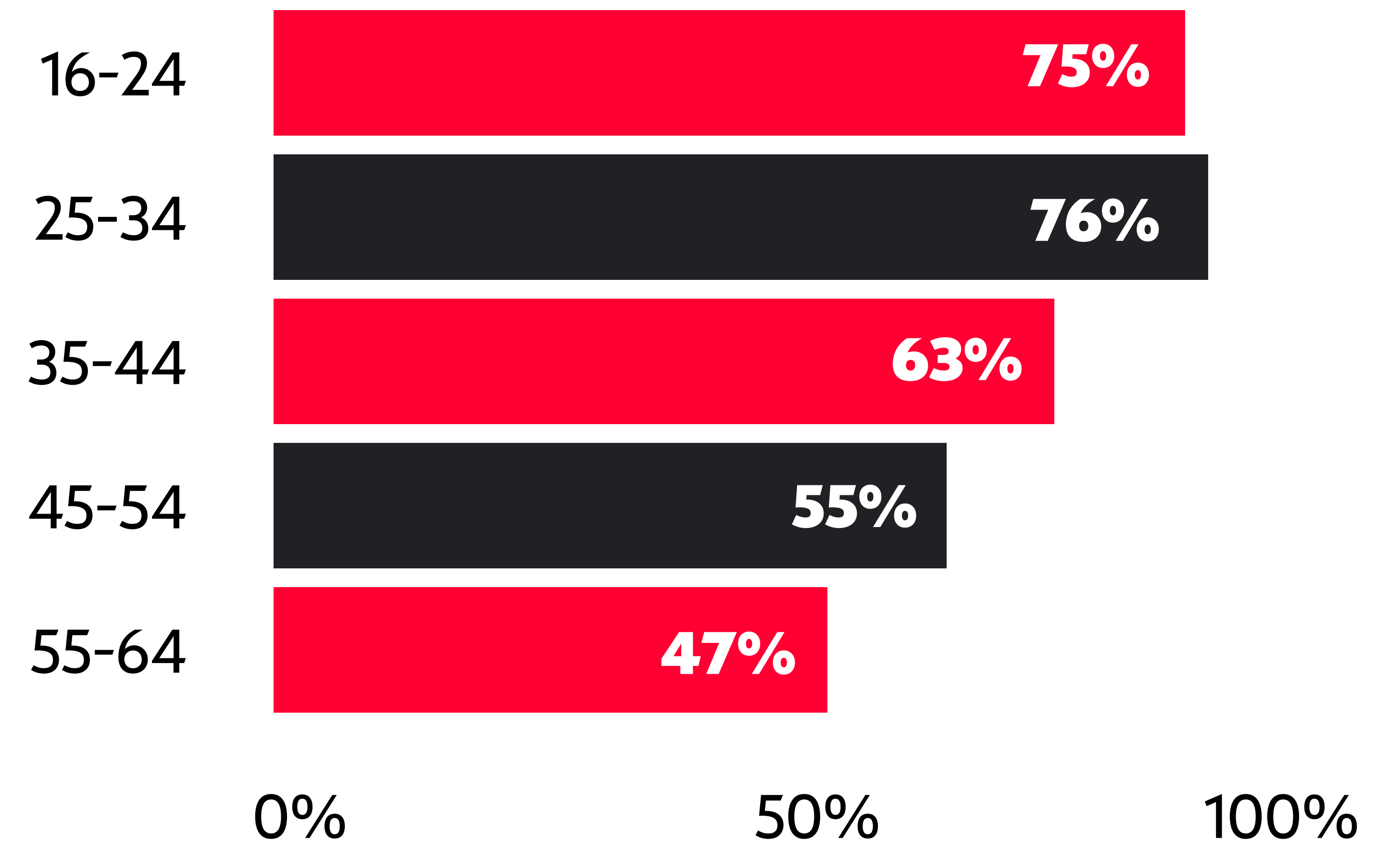




+7M

**Adults over 18 in
Portugal can be reached
on YouTube in a month
across all devices.**

YouTube Monthly Reach %, (Portugal)





+617K subscribers
+6M views

The FIFA World Cup 2026 debut on
LiveMode TV Portugal



Unlock your next wave of growth with YouTube



According to a report by Measured,
72% of incremental conversions
on YouTube come from
net new customers

NEW
GML

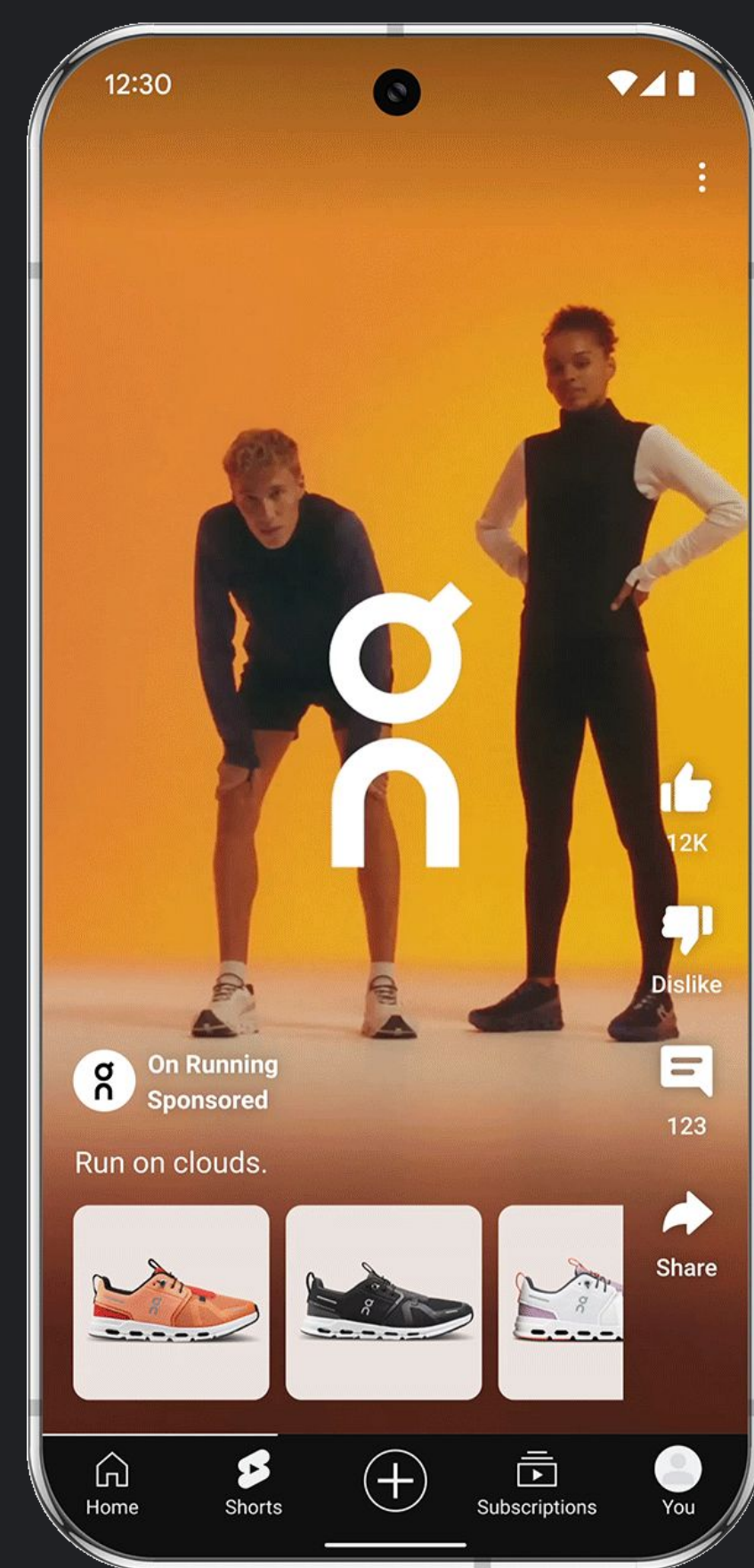
When you add Demand Gen to your
Search and PMax campaigns, you see
a **10% higher ROAS** and **12% higher**
sales effectiveness

NEW
GML

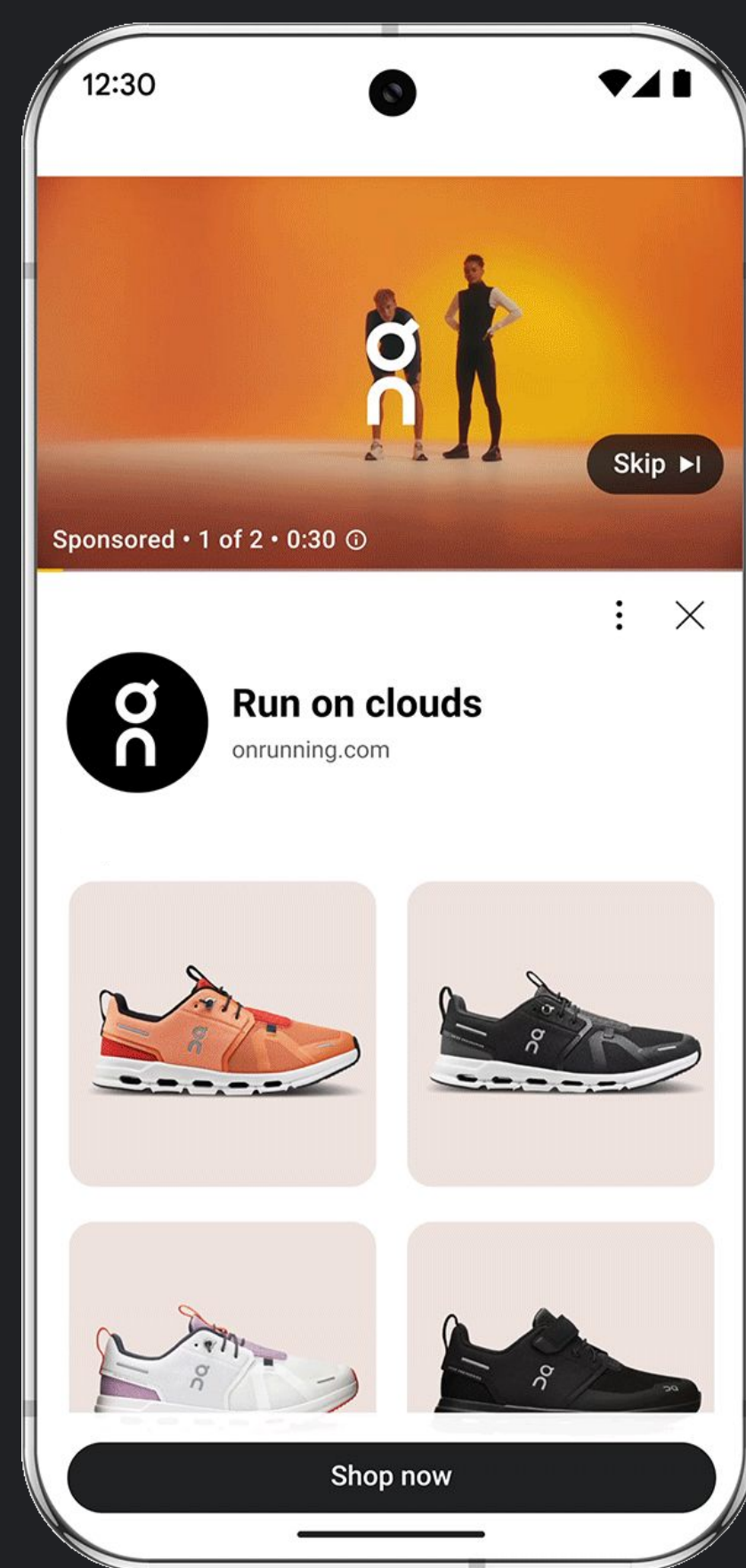
In H2 2025, we introduced **hundreds**
of enhancements to Demand Gen
campaigns that are driving on average
a **30% increase in conversions**

NEW
GML

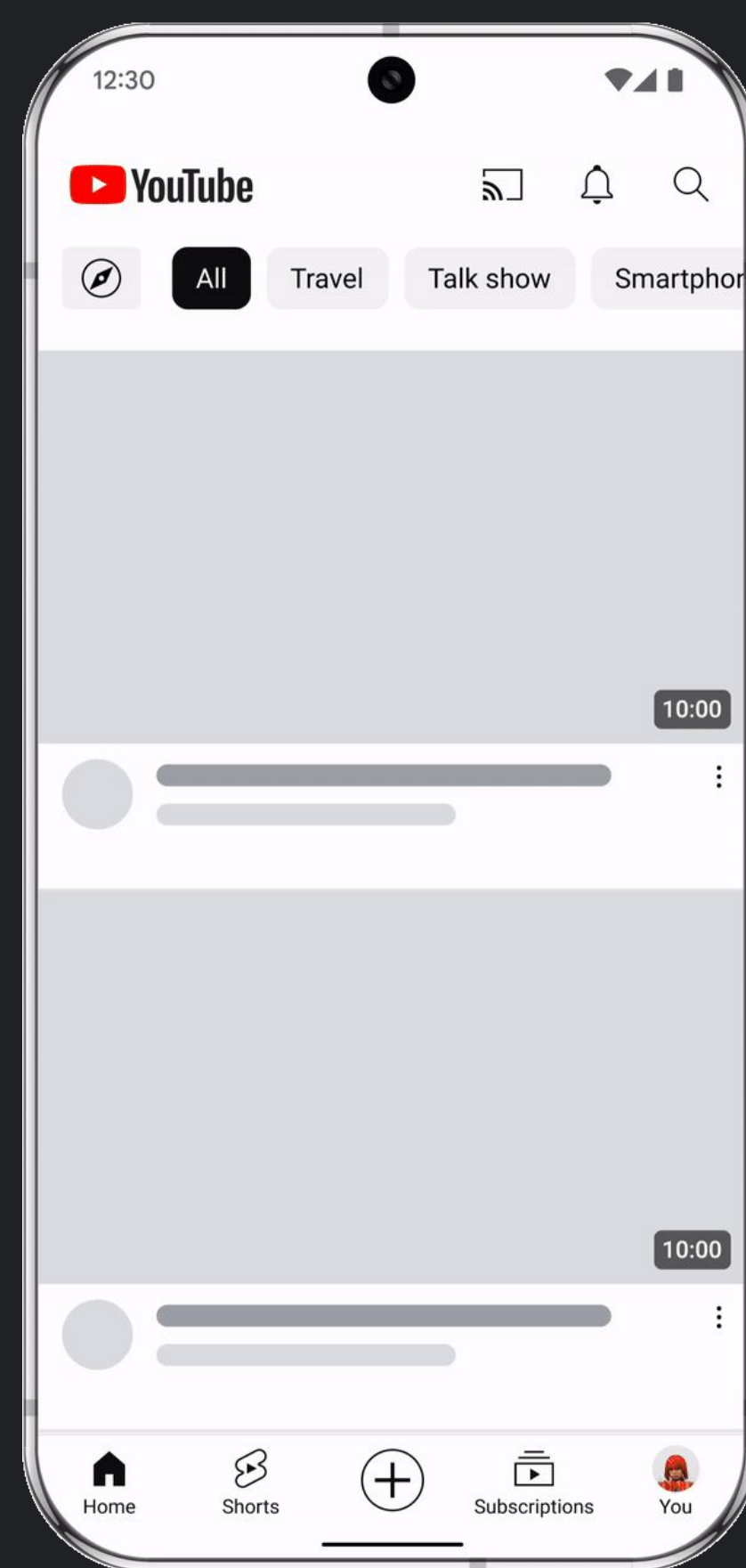
1. Optimization Series: 5 Proven Strategies for Brands to Win with Google Ads. 2. Nielsen MMM meta analysis commissioned by Google in 2024 that measured Google AI-powered Search ads; Research spanned 1.1MM campaigns across 104 weeks from Food, Beverages, Restaurants; Home & Personal Care; Retail; Branded Apparel & Durables; Telecommunications; and Automotive verticals between 2022 and 2024; ROAS defined as incremental sales per \$ spent; Sales Effectiveness defined as incremental sales per 1000 impressions 3. Google Internal Data, Global, H2 2025, DemandGen Experiment results.



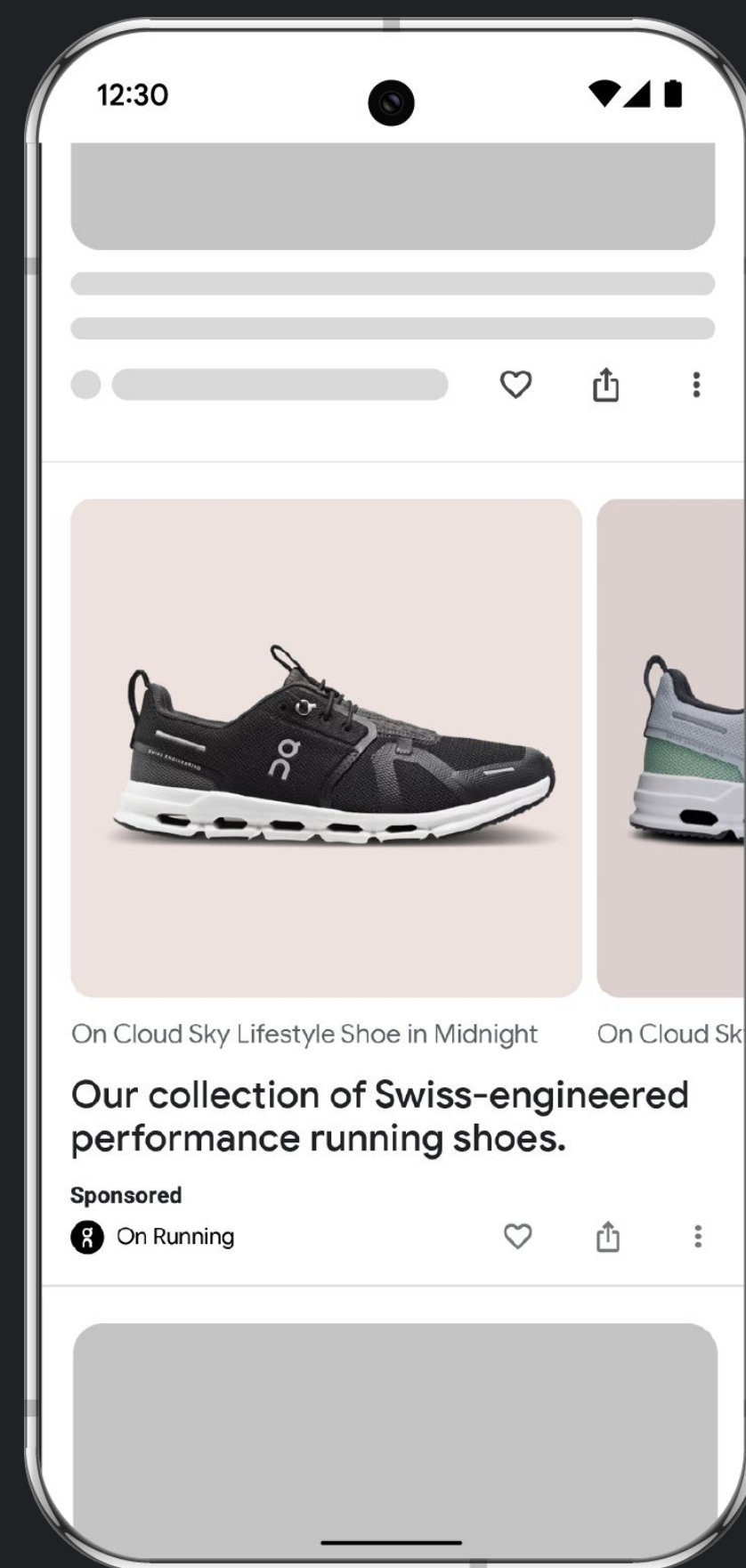
YouTube
Shorts



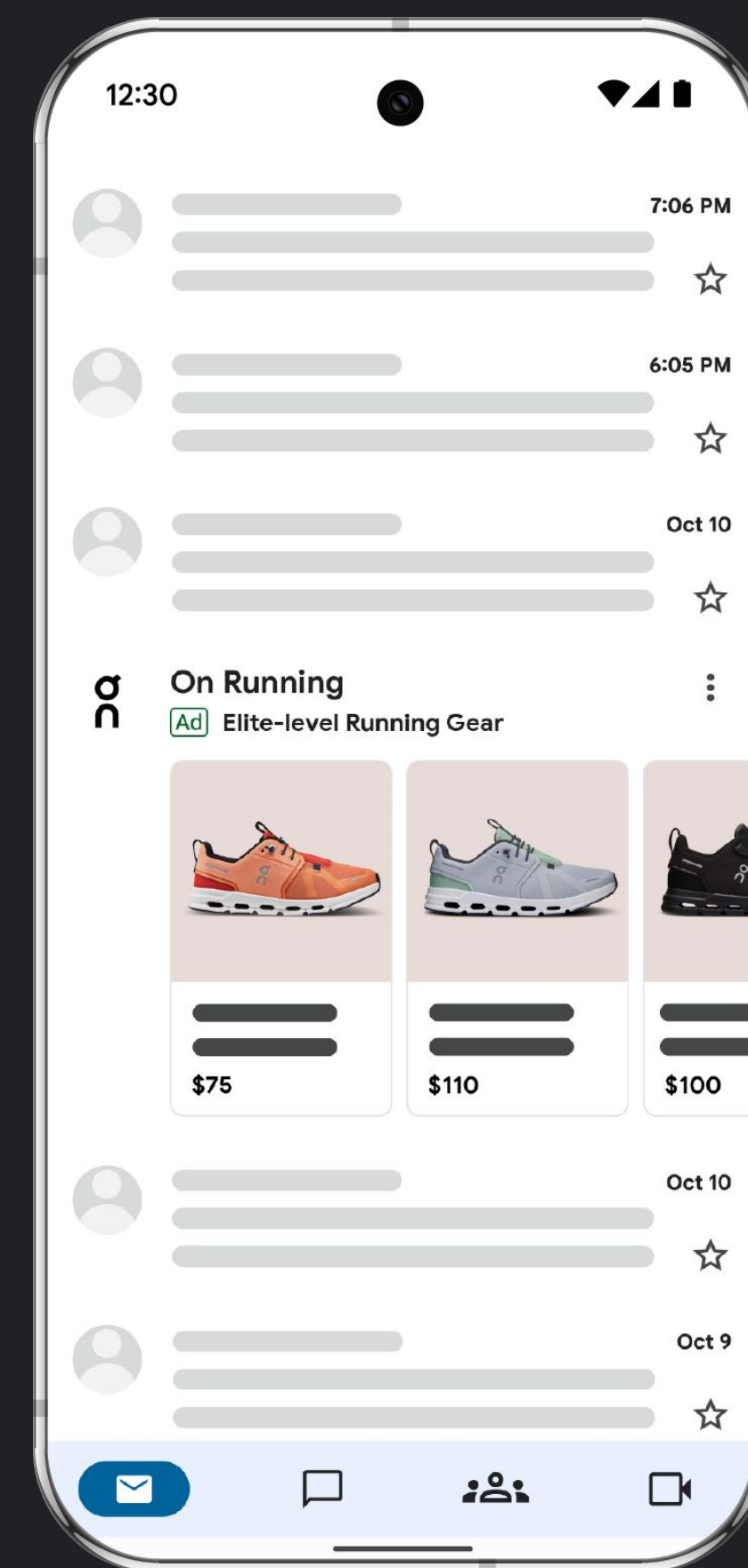
YouTube
in-stream



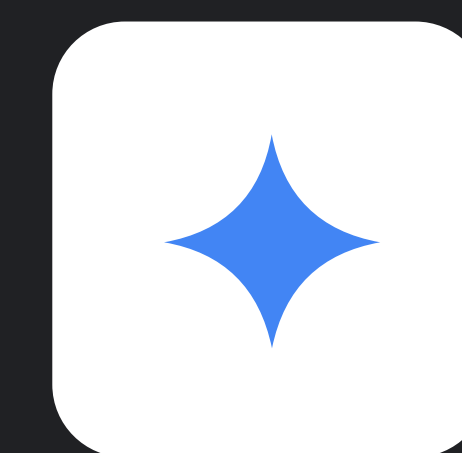
YouTube
in-feed



Discover

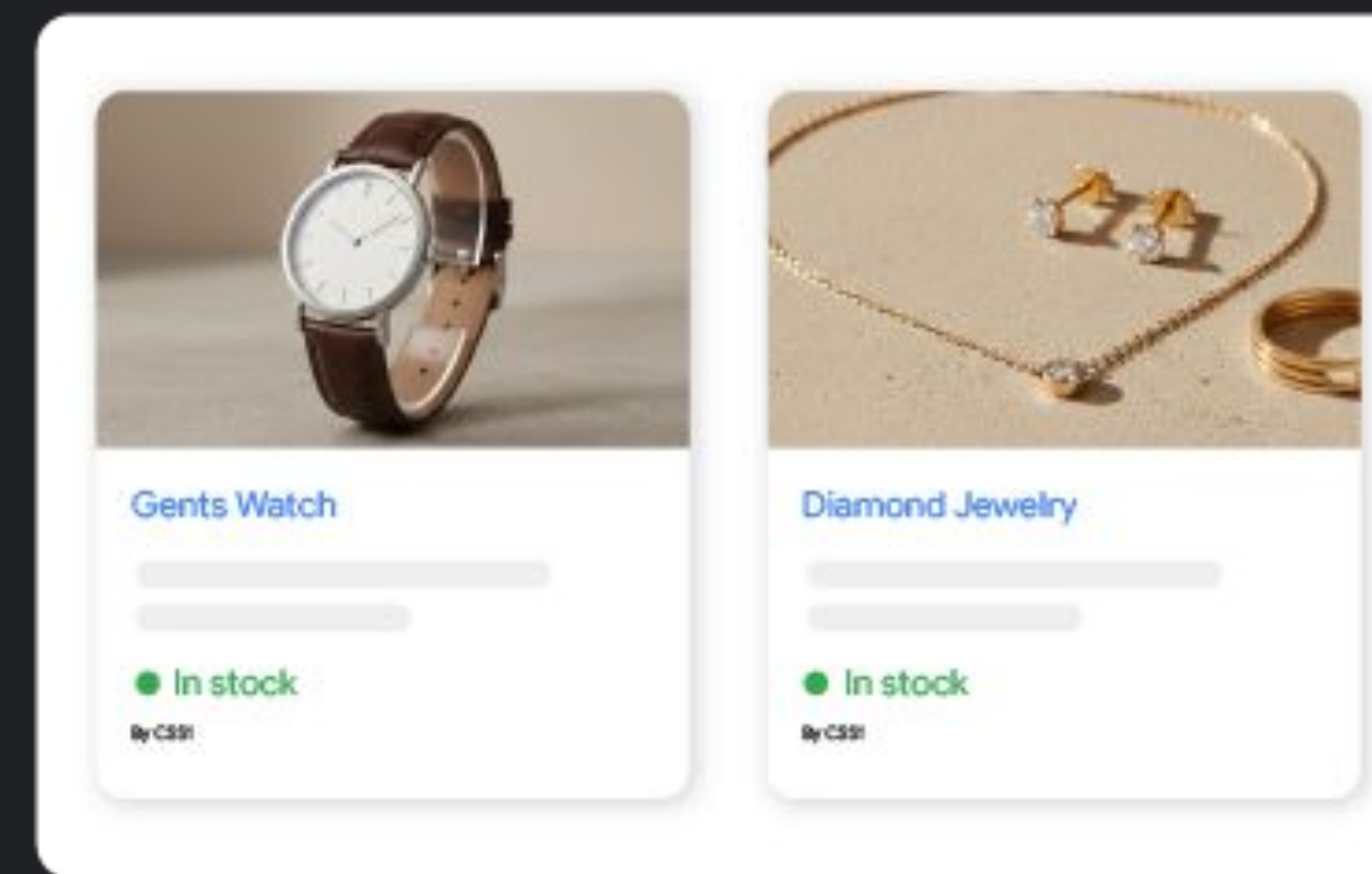


Gmail

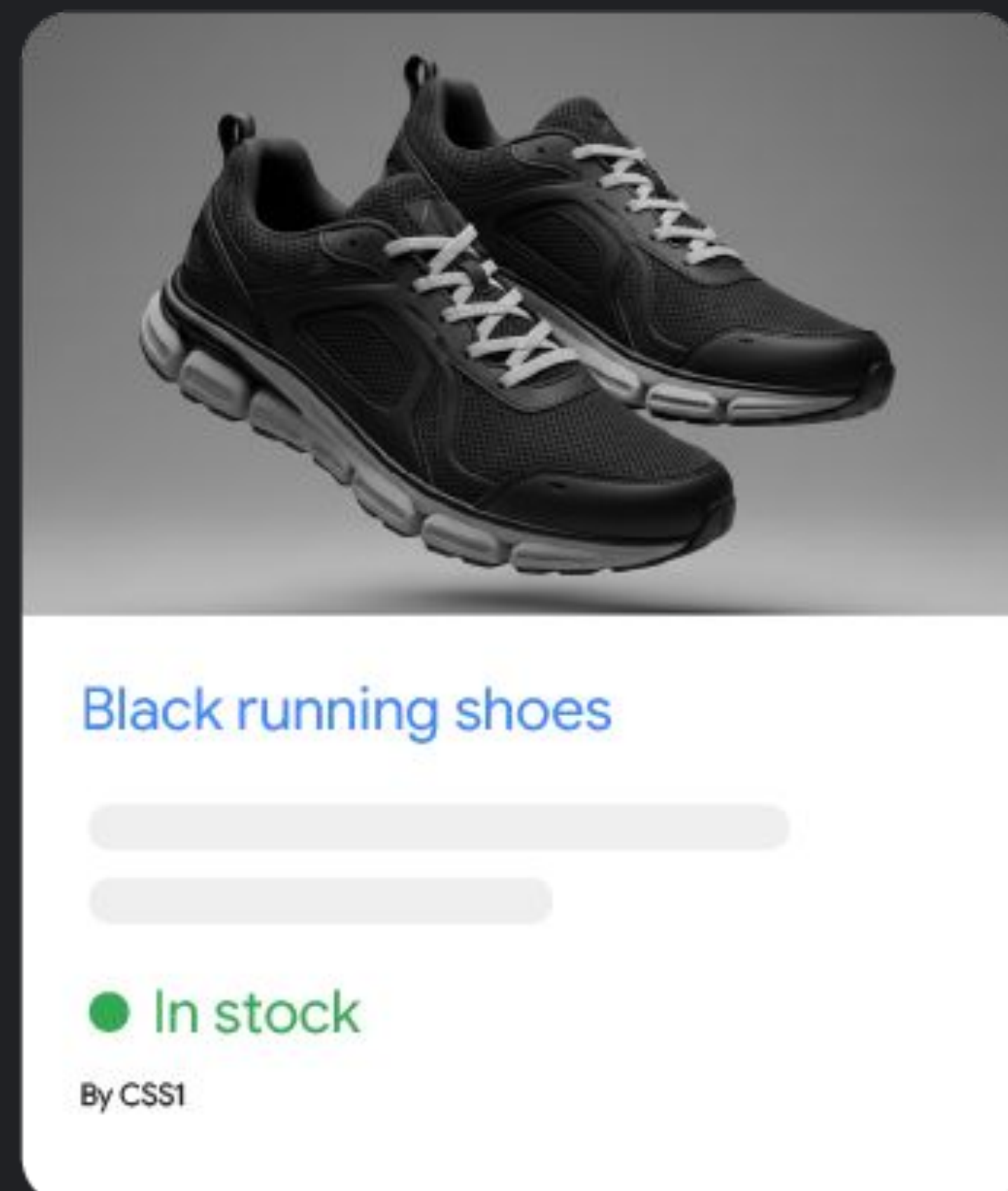


**Demand Gen with
Product Feeds**

**Google AI powered
personalized ads,
dynamically
showcasing**



Create and scale high-quality visuals



Asset Studio is your new creative hub in Google Ads



Multimodal asset generation
powered by our latest generative
AI models

NEW GML

Maintain brand consistency
with confidence

NEW GML

Ingest 3P creative from platforms
like **Adobe** and **Canva**

NEW GML

New one-click **A/B testing**
capabilities



Creator Partnerships Boost

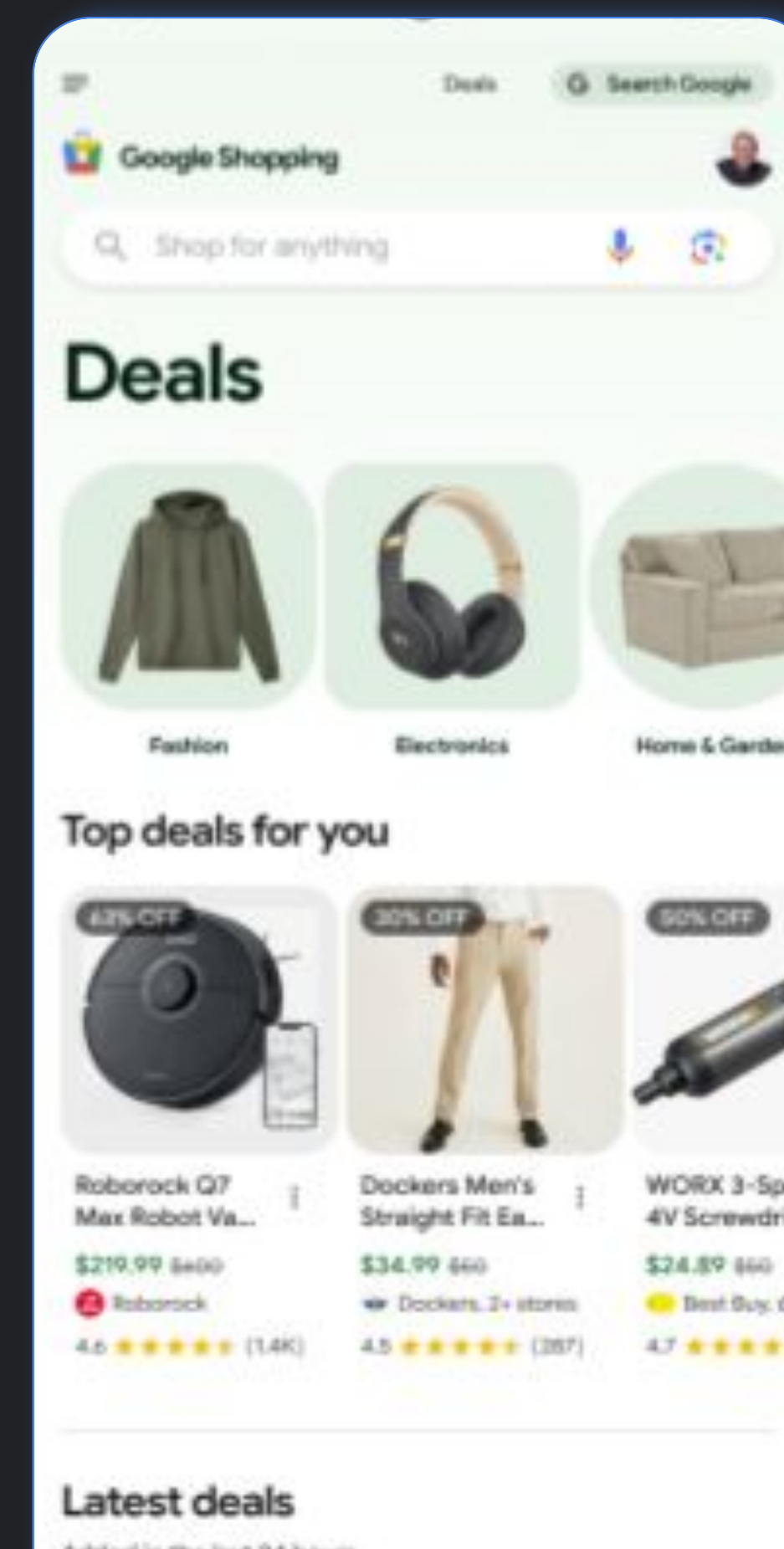
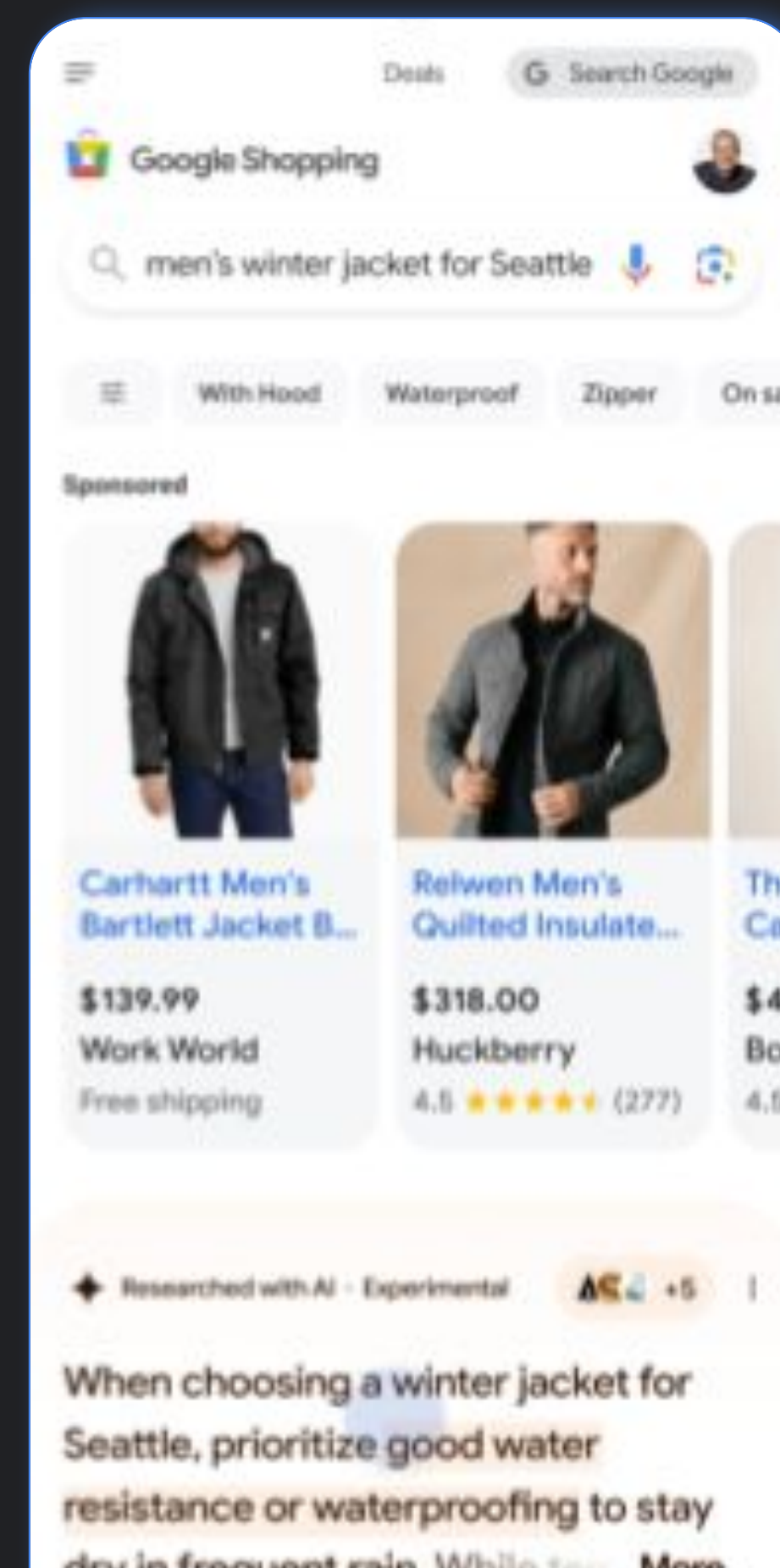
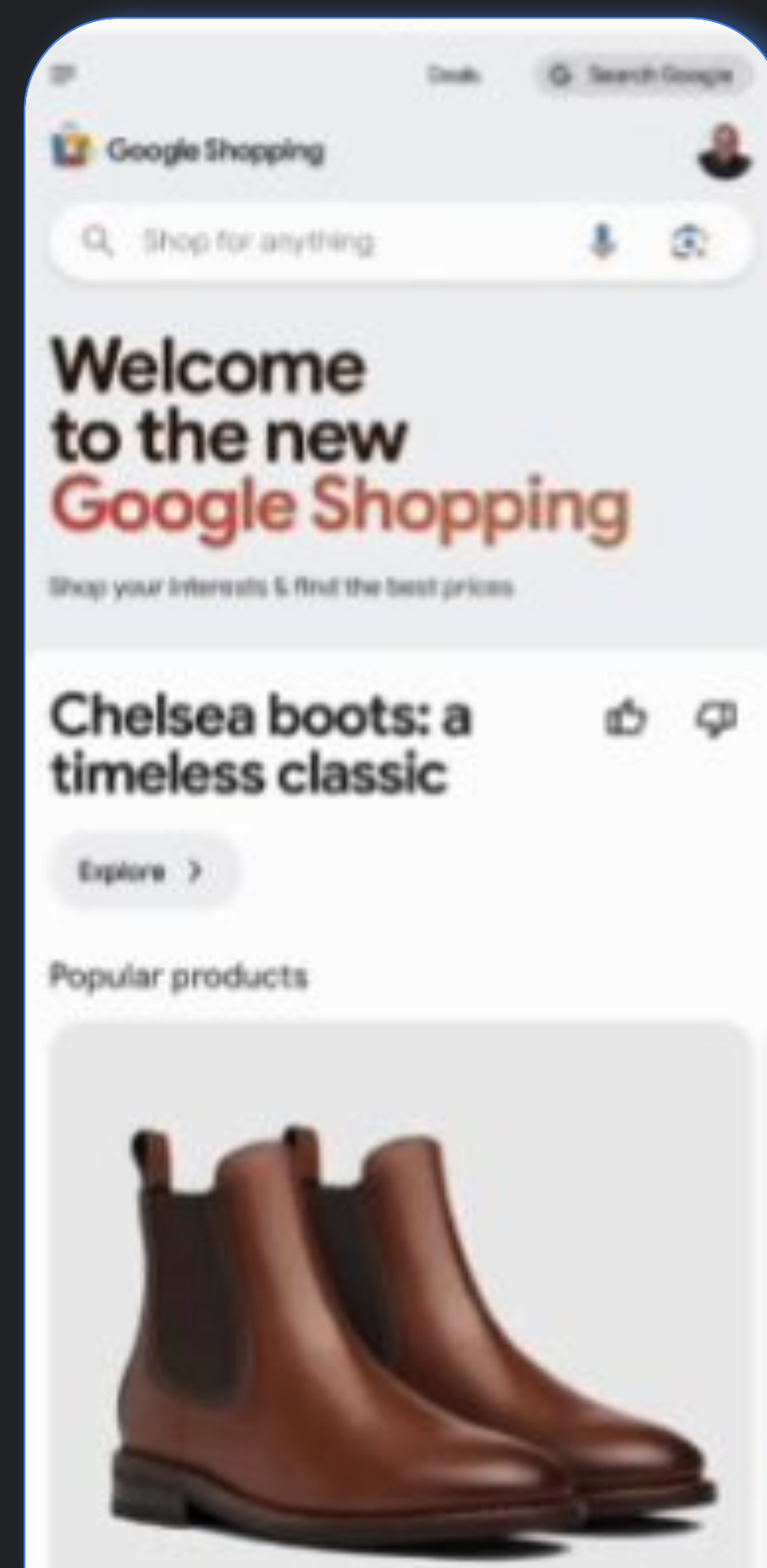


Feed attributes help merchants show up more in new, exciting ways

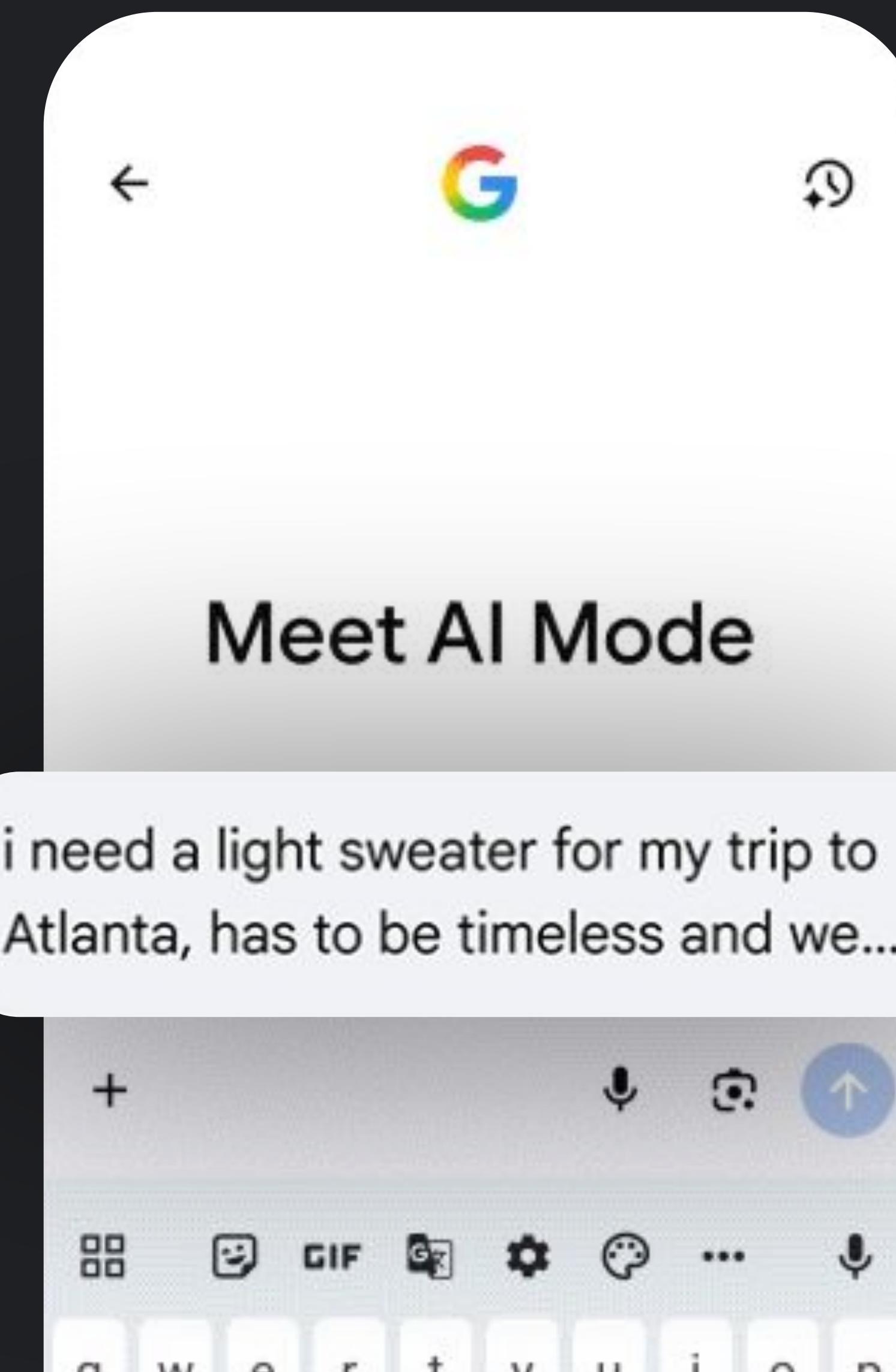
From specific queries to longer query searching, all powered by feeds



Shopping



Shopping in AI Mode



To be the best answer, you need to be **AI ready**

AI Max and Performance Max are **unlocking billions of net new queries**

A graphic for AI-Max for Search Campaigns. It features a dark blue rounded rectangle with a white Google 'G' logo at the top. Below the logo, the text 'AI-Max for Search Campaigns' is written in white. The background of the rectangle has a subtle grid pattern.

**AI-Max for
Search Campaigns**

Now expanding to
Shopping & Travel Campaigns

NEW
GML

Advertisers who adopt **AI Max** or **Performance Max** campaigns see an average of **15% more conversions or conversion value** at a similar CPA/ROAS

A graphic for Performance Max (PMax). It features a dark blue rounded rectangle with the text 'PMax' in white. Surrounding the text are six circular icons: a YouTube play button, a Google 'G' logo, a Google Maps location pin, a Google Assistant starburst, a Gmail 'M' logo, and a shopping cart icon.

PMax

A graphic for AI Brief. It features a dark blue rounded rectangle with the text 'AI Brief' in white. The background of the rectangle has a subtle grid pattern.

AI Brief

NEW
GML

Use your own words to **give Google AI insight into your brand guidelines, advertising objectives, and audience goals** so it can **steer your campaigns and drive better results**

Sales price: Stand out with "Sale" badges and strikethroughs



↑ 12.3%

Avg. increase in CVR



↑ 7.6%

Avg. increase in CTR

SALE



Lululemon | Love
Curved-Hem Cre...

\$80.00 ~~\$100~~

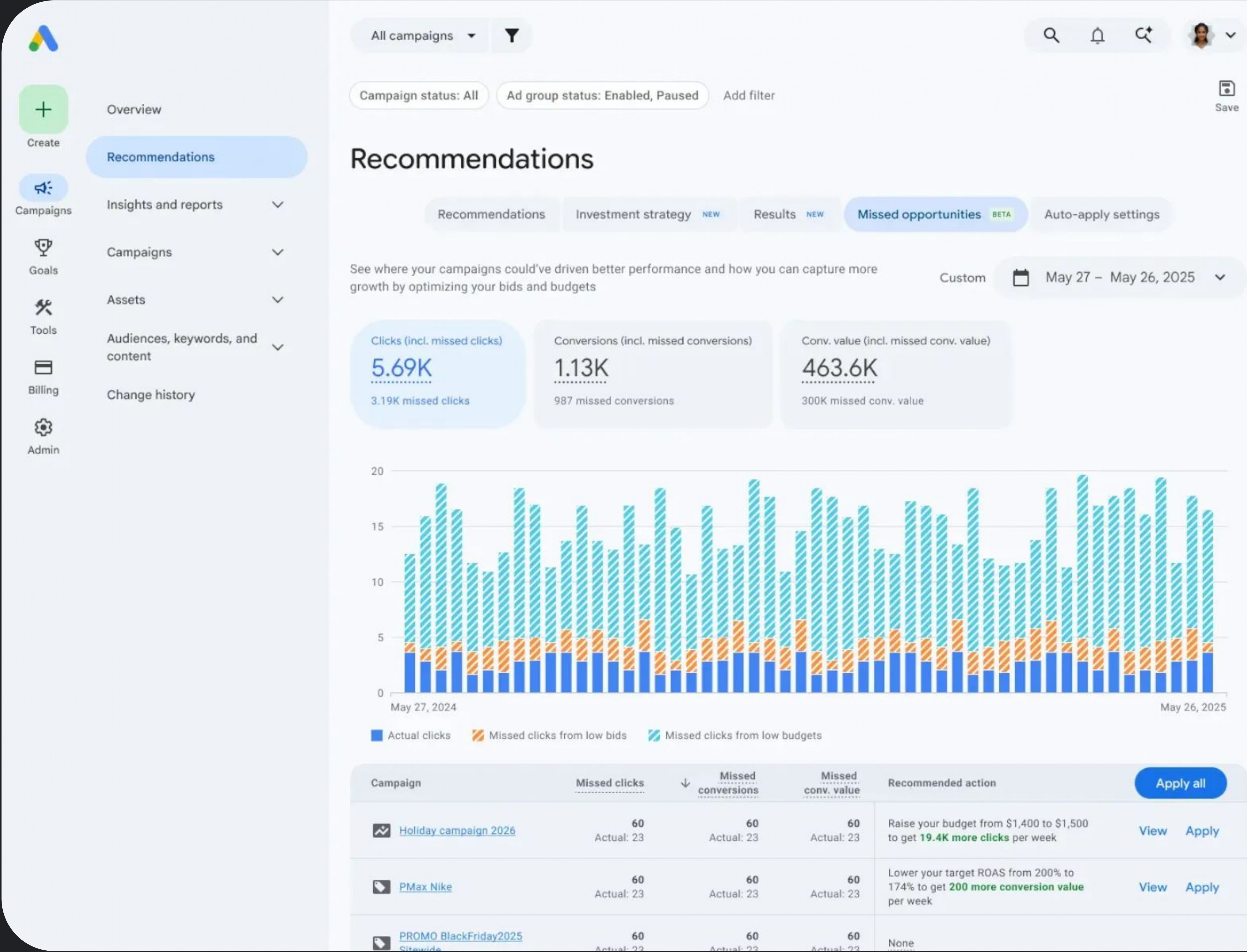
Lululemon

4.5 ★★★★★ (296)

[Shop now](#)



Missed Growth Opps Reporting



SEO / GEO

The way people discover your content continues to evolve, but our core goal remains the same:
help people find outstanding, original content that adds unique value

E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness)

1 Declarative & Fact-Dense Content

Restructure ecommerce product detail pages (PDPs) using exact declarative technical language. Pivot away from vague marketing fluff towards specific hardware attributes (e.g., exact RAM, CPU specs, energy levels) that AI engines extract.

2 Entity-Based SEO & Rich Schema

Transition from keywords to structured JSON-LD entity feeds. Map comprehensive schemas for consumer electronics including Product, MerchantReturnPolicy, and exact Offer pricing to feed Google's Shopping Graph perfectly.

3 Author Verification & Reviews

Build anchors by linking **buying guides** and **reviews** to (e.g. verified Worten Resolve specialists and tech editors) Support ratings with genuine first-party product testing feedback to solidify citations in generative summaries.



For more detailed guidance, review the blog post:

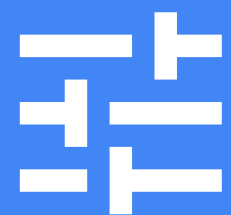
“Top ways to ensure your content performs well in Google's AI experiences on Search”

Best AI. Best ROI.

For Peak, we recommend two combinations:



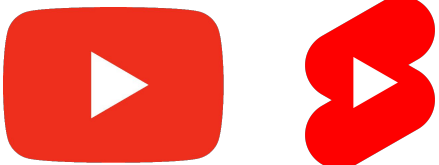
If you want to **maximize reach and automation** x-channel



If you want **strict channel control** with Search & YouTube



For **broad brand awareness and consideration goals**

**YouTube**

Video View

Video Reach

Enable growth **today**, prepare for **tomorrow**

Feeds Enrichment

Boost your discoverability across AI Experiences

+

Data Strength

Maximize your data for better predictions

+

AI-Powered Campaigns

Adopt the best AI-powered solutions to drive sales

+

Early Brand Awareness

Grow your brand, increase demand and future proof your business with YouTube

Recommended actions

- ✓ **Enrich your product feed** with detailed information
- ✓ Set up your **Brand Profile** and claim **Business Agent** in Merchant Center

- ✓ Connect your data sources & maximize signals in **Data Manager**
- ✓ Upgrade your tag to **Google Tag Gateway**
- ✓ Implement **conversion with cart data**

- ✓ Adopt **AI Max, PMax, Demand Gen**
- ✓ Upgrade your campaigns with **AI Max for Shopping campaigns**
- ✓ Set **demand-led budgets** and use **Smart Bidding** to unlock profitable growth

- ✓ Build **Creative** that resonates.
- ✓ Leverage the **power of Creators** and **efficient targeting**.
- ✓ Run **brand and search lift studies**, look at **ABS** and **assisted conversions** to assess full impact.