

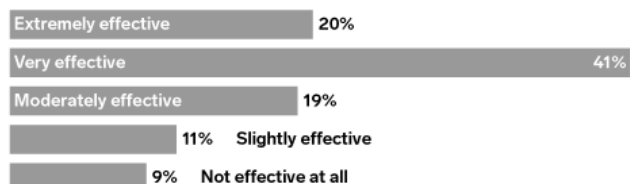
# Paid search marketers are bullish on the future of chat-based search ads

Article

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## Effectiveness of Future Chat-Based Search Ads According to US Paid Search Marketers, April 2023

% of respondents



Note: n=1,000

Source: NP Digital, "Paid Media Fast Forward," July 17, 2023

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Insider Intelligence | eMarketer

**Key stat:** 61% of US paid search marketers think future chat-based search advertising will be very or extremely effective, according to NP Digital.

### Beyond the chart:

- Both **Google** and **Microsoft** are experimenting with integrating ads into their respective chatbot experiences.
- Google's CEO Sundar Pichai called the company's Search Generative Experience (SGE) "a clear quality win," but **search experts still aren't sold on SGE's effectiveness.**
- Chat-based search could provide users with more conversational, personalized search results. However, there are concerns around misinformation, a cluttered interface, and regulatory risks, according to our **ChatGPT and Generative AI in Search** report.

### Use this chart:

- Understand industry attitudes around chat-based search ads.
- Justify exploration of chat-based search experiences like SGE.

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*Methodology: Data is from the July 2023 NP Digital report titled "Paid Media Fast Forward." 1,000 US paid search marketers were surveyed online during April 2023.*