



# Digit@l Tuesdays by IAPMEI

WEBINAR  
31 MAR  
>>

**O FUTURO DO SEARCH**  
Da informação à  
inteligência estratégica



ECONOMIA E COESÃO  
TERRITORIAL

Welcome

**Olá!**



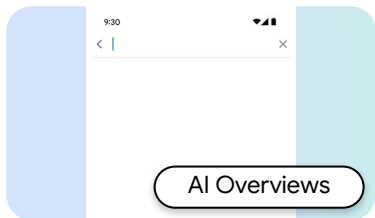
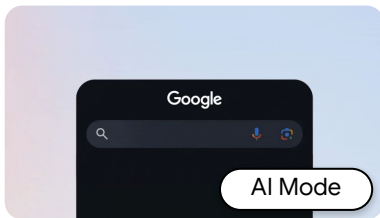
**João Ribeiro**  
Industry Manager, Google

# AI | and the Search Evolution

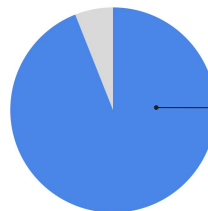
# A IA está a alavancar uma **fase de forte crescimento** na pesquisa

Vemos mais de **5 triliões** de pesquisas no Google anualmente

Combinando a **confiança e a informação** do mundo real do Google Search com o poder **conversacional** da IA



A IA está a aumentar o "bolo" das pesquisas... e as pessoas estão a usar o Google Search mais do que nunca



94% of frequent LLM users are also **frequent users of Google Search**

**AI Mode** users ask much longer questions, **2-3 times the length of traditional searches**

**AI Overviews** users are increasingly **happier with their results**, and **they search more often**

Shoppers are **2.3 times more likely** to say they use Google Search vs Chat GPT for purchase decisions

**40% of consumers** (including Gen Z) who use Google AI Mode to help with shopping and purchases say they're now **using ChatGPT less**

“



“O **motor de busca** perfeito entenderia com precisão a tua intenção e entregaria exatamente o que procura”

**Larry Page**


Co-founder, Google and Alphabet  
2006

*THAT'S AI!*

new ↩


AI is not new

# At Google, we've been working on AI for over a decade




Neural network learns to recognise cats on YouTube

2012




TensorFlow

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AlphaGo

2015




AI Principles

2016




Transformer


2017




Gemini




ChatGPT




Claude




Jasper



LLaMa



Midjourney




Mistral

2025

# # of years to reach 50 million users

 Mobile Phones

 Internet

 Facebook

 Gen Ai

12

years

7

years

3

years

5

weeks

TRIBECA  
FESTIVAL

2024

OFFICIAL SELECTION

**VIFF** Vancouver International Film Festival

Official  
Selection  
2024

OFFICIAL SELECTION  
SALT SPRING  
FILM FESTIVAL  
2024

DOCVILLE  
2025

HOUSTON  
DOC FEST  
OFFICIAL SELECTION  
2024

OFFICIAL SELECTION  
2025

**338**  
OFFICIAL SELECTION

**WIFF**

OFFICIAL SELECTION  
SALT SPRING  
FILM FESTIVAL  
2025

OFFICIAL SELECTION  
Americana  
Film Fest  
2025

OFFICIAL SELECTION  
2024

# THE THINKING GAME

# Shifting to an era of action

UNDERSTANDING

Gemini 1

THINKING

Gemini 2

ACTION



# SEO

## Three things to do for AI search experiences

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**

### 1 Focus on unique, valuable content for people

Meet users' preferences in today's multimodal search environment, supporting your text content with high-quality images, videos.

### 2 Ensure we can access your content

Prioritize content-rich pages for indexing and crawling, and ensure structured data is always supported by visible content.

### 3 Understand the full value of your visits

Focus on how well users get information or finish tasks, not just on clicks.

Google Search Central Blog



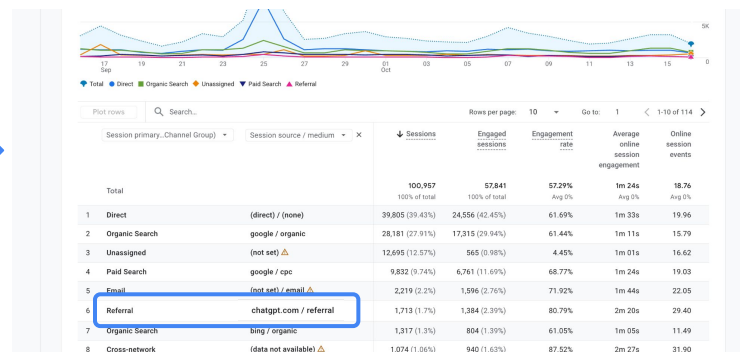
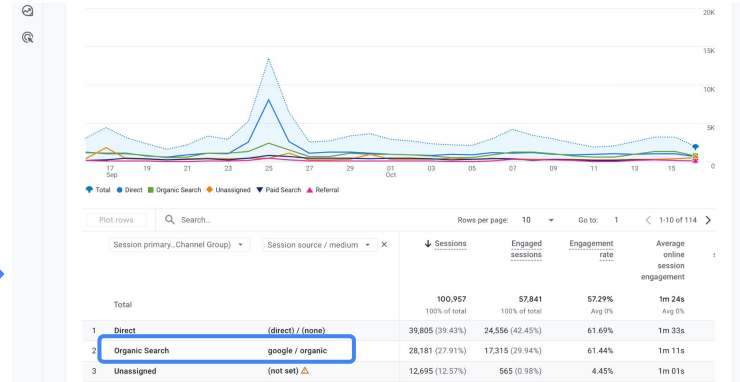
For more detailed guidance, review the [blog post](#):

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

# Differentiating AI Traffic in GA Today

## AI Traffic: Two Sources, Two Measurement Realities

Traffic Source	What It Is	How It Is Measured in GA
AI Overview (AIO) & AI Mode (AIM)	Clicks originating from <b>Google's native AI features</b> directly within Google Search results (e.g., clicking a source link in an AI Overview box).	Automatically captured as part of the <b>Organic Search</b> default channel group. <b>Cannot be segmented out.</b>
AI Assistant Traffic	Clicks originating from <b>external, third-party conversational AI tools</b> and Large Language Models (LLMs) (e.g., Gemini, ChatGPT, Perplexity, etc.).	Automatically captured in the <b>Referral</b> or <b>Unassigned</b> channel in the default channel group. <b>Can be segmented out</b> using a Custom Channel Group.



**Key Takeaway:** The origin matters. Traffic from Google Search AI features is treated as Organic Search, while traffic from external AI tools is treated as Referral or Unassigned (unless you create custom channel groups for AI Assistant traffic).

# Measuring AI Assistants: Custom Setup Today, Automation Tomorrow

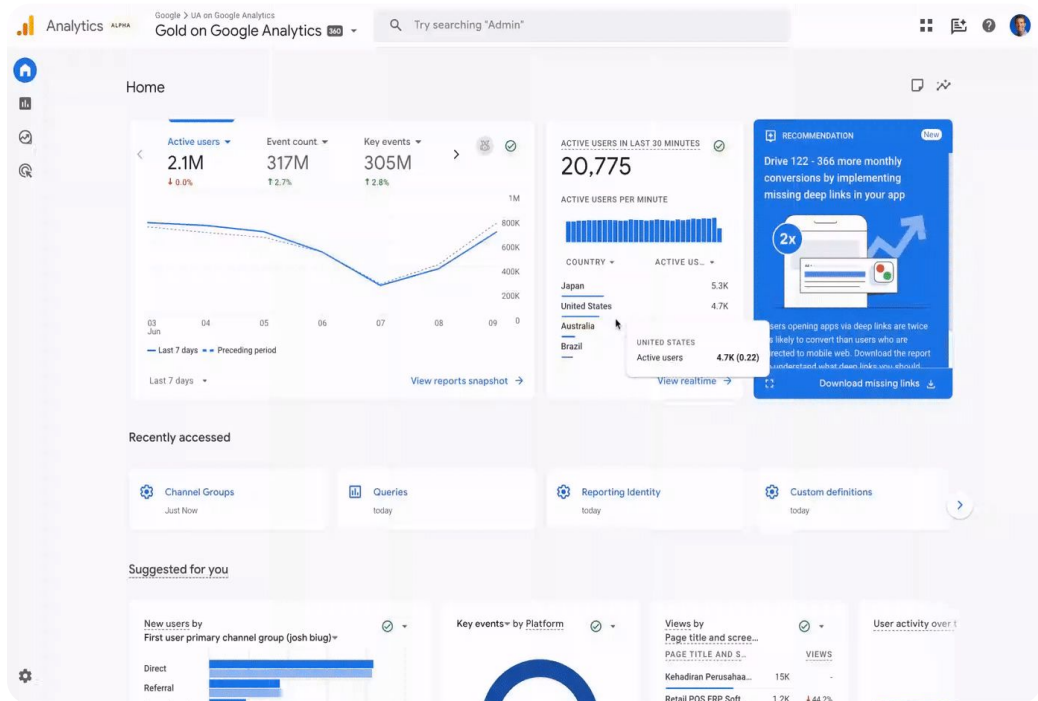
How to segment chatbot traffic now and what's coming next.

## Measure traffic originating from AI Assistants within a dedicated [channel group](#):

1. Create a new custom channel group or edit an existing one.
2. Create a new channel to measure AI Assistants with, and give it an appropriate name like "AI Assistants".
3. Configure your new channel as follows (example):
  1. Channel name: AI Assistants
  2. Add a new condition and select "matches regex".
  3. Input a regex matching the AI chatbot URLs you want to include. Examples of some popular Assistants are: ChatGPT, Gemini, Microsoft Copilot, Claude, Perplexity.

**Your regex would then be as below:**

```
^.*ai|.*\openai.*|.*chatgpt.*|.*gemini.*|.*gpt.*|.*copilot.*|.*perplexity.*|.*claude.*|.*bard.*|.*gemini.*google.*$
```
4. Save the above configuration.



**Future State (Internal/NDA-only):** To simplify this, we are developing a new channel in the **Default Channel Group** named **"AI Assistants."** This will **automatically** categorize traffic from top external AI tools, removing the need for manual setup.

# Drive growth today

Your **data is your  
advantage**

## AI Data



**Use First Party Data:** Connect and use your first-party data in campaigns. Upgrade your tag in Data Manager and implement Conversion with Cart Data.

## AI Content



**Enrich your feed with more details:**

- Send high quality product/lifestyle images
- Include rich titles, descriptions and helpful product attributes
- Submit all your differentiators such as promotions, shipping, loyalty and reviews

## AI Performance



**Activate with AI Powered campaigns:** Engage and convert highly considered shoppers with the Power Pack. AI Max, Performance Max and Demand Gen



**Start using Ads and Analytics Advisors Today:** Leverage our agentic capabilities directly in Ads and Analytics to optimize campaigns, better understand performance and troubleshoot


# Preparem-se para a **Agentic Era**

Vocês são os estrategas,  
Os agentes são os executores



# Gem manager

Pre-made by Google



Show less 

 Experiment



**Chess champ**  
Play chess with a language model. Make your first move using chess coordinates to...


**Brainstormer**  
Find inspiration easily. Fresh ideas for parties, gifts, businesses and more.



**Career guide**  
Unlock your career potential. Get a detailed plan to refine your skills and achieve your...

**Coding partner**  
Level up your coding skills. Get the help you need to build your projects and learn as yo...




**Learning Coach**  
Here to help you learn and practice new concepts. Tell me what you'd like to learn, and l...

**Writing editor**  
Elevate your writing. Get clear, constructive feedback, from grammar to structure.

Hello, Alicia  
Gemini for Google

I am a [insert your role and PA at Google] and I want to create a GEM for my team that [insert your idea here]. Help be write the instructions for my GEM and suggest ways to improve it. Continue to ask me questions through out the process as I am new to this. 

+  Tools





[notebooklm.google.com](https://notebooklm.google.com)

The screenshot displays the NotebookLM interface with a dark theme. At the top, the title bar reads "The Gmail Universal Sign-In Interface" and includes navigation buttons for "Create notebook", "Analytics", "Share", "Settings", "ULTRA", and a user profile icon. The main content area is a modal window titled "Create Audio and Video Overviews from YouTube videos".

On the left side of the modal, there is a "Sources" panel with a search bar "Search the web for new sources" and two buttons: "Web" and "Fast Research". Below this, a list of sources is shown with checkboxes: "2601 - Google - Executive Lunch ..." and "Gmail".

The central part of the modal features a search bar "Search the web for new sources" with "Web" and "Fast Research" buttons. Below the search bar is a large dashed box containing the text "or drop your files pdf, images, docs, audio, and more". At the bottom of this box are four buttons: "Upload files", "Websites", "Drive", and "Copied text".

On the right side of the modal, there is a "Studio" panel with a grid of options: "Audio Overview", "Slide Deck", "Video Overview", "Mind Map", "Reports", "Flashcards", "Quiz", "Infographic", and "Data Table".

At the bottom of the modal, there is a progress indicator "2 / 600" and a note: "Studio output will be saved here. After adding sources, click to add Audio Overview, Study Guide, Mind Map, and more!".

At the very bottom of the interface, a small disclaimer reads: "Only share your notebook with users who are authorized to access the data in the notebook, consistent with the Data Security Policy".

# Vibe Coding

From mockup to live {prototype}



# Google AI Studio

Non-public | Preprod (Dogfood, 1 v 1) You're using an experimental version of Build FAQ Report bug Report response

We have updated our Terms of Service Dismiss

← Back to start Remix Share Versions Settings

Experimental Preview Code

User  
Can you help me create a loyalty app for <https://m-online.com/pt/home/>?

Gemini 3 Flash Preview • Ran for 166s

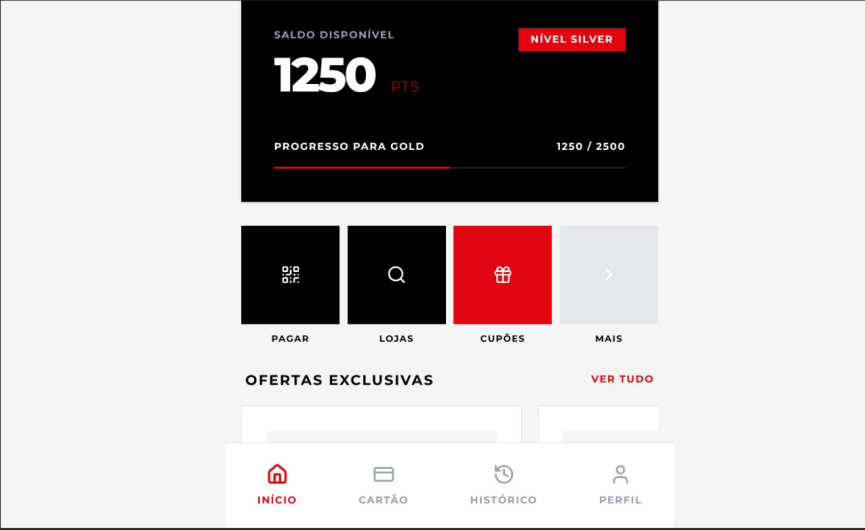
Action history

Here are key actions taken for the app:

- Edited 6 files
- metadata.json ✓
- package.json ✓
- server.ts ✓
- src/types.ts ✓
- src/index.css ✓
- src/App.tsx ✓

AI Features Adicionar filtros de pesquisa Melhorar nav > X





Make changes, add new features, ask for anything

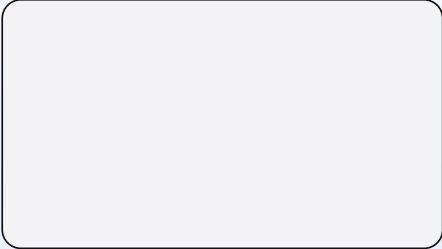


# Agents para Google Ads





## Helping you meet performance and KPI goals

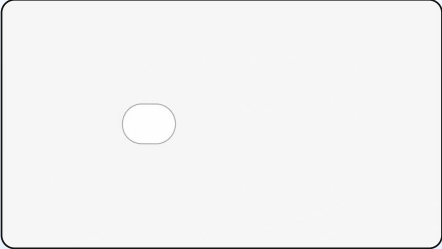
### Ads Advisor

-  Suporte e resolução problemas
-  Criação Campanhas
-  Recomendações
-  Otimizações



### Analytics Advisor

-  Interpretação de Dados
-  "How-to"
-  Criação de Insights
-  Queries e Sugestões



# GEN AI FOR CONTENT



Image

# Gemini 2.5 Flash Image

AKA Nano-Banana 🍌

Text-to-image

Generate an image of a poster for a rock festival that has the title "Summer Festival" Text should also include:

- Date: August 30, 2025
- Tickets at the door
- Bands: The Electric Storm, Crimson Echo, Sonic Bloom, The Riff Riders



Style Transfer



Multi-image composition



Text-to-image

Prompt: Create a simple visual to help explain String Theory

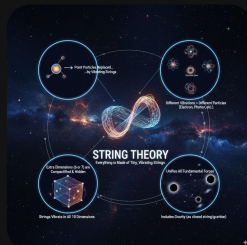


Image + text-to-image



Prompt: Based on this Australopithecus skull, reconstruct the face



Character Consistency



and more...

Note: Gemini 2.5 Flash Image in Preview

UNFOLD



# Prompting 101: basic prompt

Award-winning Film director, creative coach, screenwriter etc..

help me brainstorm a concept for a film  
help me write a script  
Develop a fictional world  
etc...

You are the world's best [role], i want you to [task],  
by being [tone], in [format]

creative, methodical, supportive,  
surprising, straight-to-the-point,  
socratic, etc...

a table, a few short paragraphs,  
one sentence, a script, etc...

# Video Prompting 101

Camera angles, framing,  
depth of field

Broad description of the narrative  
moment or visual theme

Character appearance,  
expressions, wardrobe to reflect  
the film's era or genre

[shot composition], [Scene concept], [character details]  
[setting], [cinematic style] + parameters

Cinematic environment details,  
time of day, key props or elements

Descriptive terms reflecting film  
genres, color grading, lighting  
styles

# Natural Language Editing

Edit images with natural language prompts

Input



Place me in front of Buckingham Palace



Place me in Paris



Place me in Hong Kong



Place me in Dubai



Place me on Mars

# Advertising

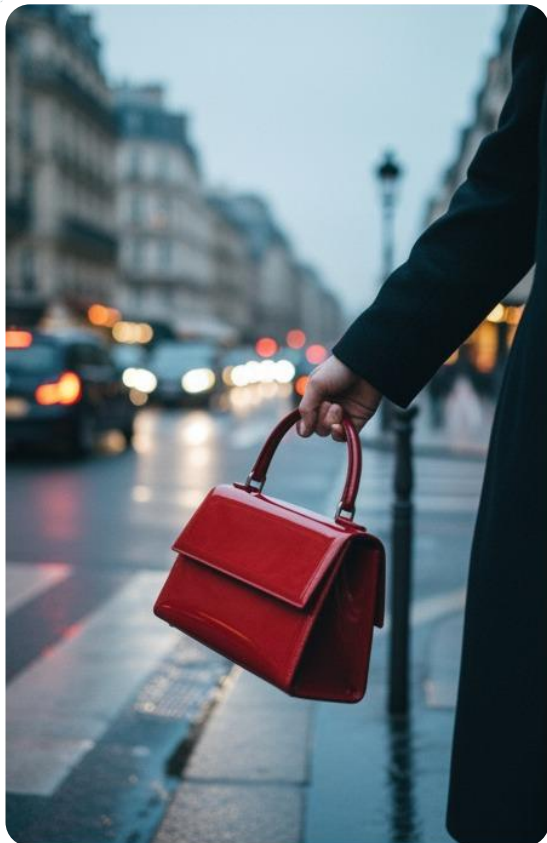
Prompt

Using the reference handbag, create a three-part carousel for your social profile. A street-style shot of a fashionably dressed woman carrying the handbag in Paris.

Input



Output





Uma pilha colorida de roupa de criança, incluindo vestidos, camisas, calças e sapatos.

86 / 1500

Refine

Generate more

Uma pilha colorida de roupa de criança, incluindo vestidos, camisas,...



# Image-to-Video:


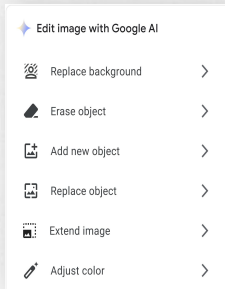
powered by Veo 

Image to Video is a powerful feature in Google Ads Asset Studio that instantly transforms a static image into a 5 or 10 second video ad utilizing the power of Google AI. It's designed to help advertisers with no video production resources quickly create compelling content. Advertisers can seamlessly build campaign-ready videos by selecting an image, customizing it with audio, text, and a logo, and then applying one of several high-quality templates.

**Target Audience:** This is a good fit for customers comfortable with AI-generated assets looking to add videos to their campaigns and increase asset variety to drive performance on YouTube.



# Image editing applications

## Photo Restoration

Input



Output



Prompt: Add color to this old photograph

## Photo Editing



Prompt: Remove people from background of this image

# Multi-Image Composition

Uses multiple images as elements to fuse and create new images



have the woman hold and hug the chow dog as the kat is by her legs, the scene is in central park new york, cinematic shot



Output



# Multi-Turn Generation

Use natural language to create and refine while maintaining visual consistency across iterations



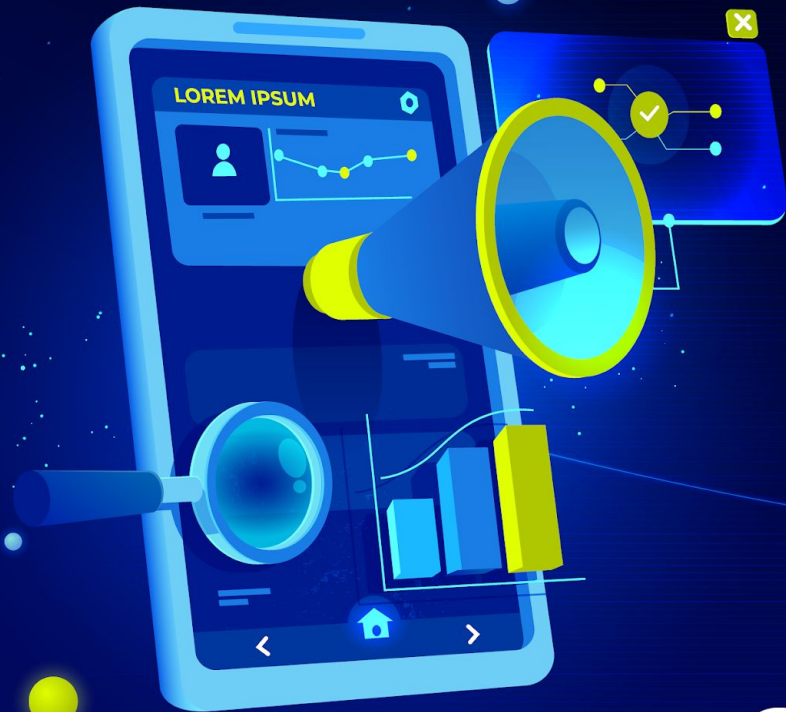
Create a vibrant lifestyle photo. Place the reference speaker on a picnic blanket in a park. A group of diverse, happy friends in their 20s are laughing in the background, enjoying a sunny afternoon. The scene should feel candid, warm, and full of life.



Output



A melhor maneira  
***De aprender***  
a usar ferramentas  
IA é usando-as!



**OBRIGADO**



ECONOMIA E COESÃO  
TERRITORIAL