



How ChatGPT is Going To Transform Search And What You Should Know About It

1 ChatGPT-powered Bing is Microsoft's iPhone moment, with the capability of revolutionizing the chat, browse, and search experience.

2 Leverage ChatGPT as a first draft generator to elevate the base-level of ideation and creation.

3 Human ingenuity and creative excellence will become key differentiating factors for agencies and creators alike.

4 The search experience is evolving and we may see the emergence of a conversation-funnel, along with an improvement in the relevance of the search results within the traditional search funnel.

5 Generative AI will lead to a dramatic improvement in creative differentiation and mandate the need for building an in-house culture of experimentation.

6 The early adopters of this "new" Bing are likely to be advanced searchers and higher-value online shoppers. We recommend testing the impact of 15-30% increments in ad budget.

7 The highly personalized, conversational search may very well be the future in the first-party cookie world.

8 Google is a formidable competitor, so expect Bard to take conversational AI-powered search to the next level.

Read our full perspective on the impact of ChatGPT on paid search:

netelixir.com/chatgpt-conversation



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If you have any questions about how to leverage ChatGPT and generative AI into your digital marketing strategy, email Udayan Bose at Udayan@netelixir.com.

