

# What Happens to the Funnel When Chatbots/Search AI Takes Over

Mid-to-upper funnel ads become even more important in a world where chatbots “compress the purchase journey” and brand familiarity/awareness is core to conversions within search AI and chatbots. **Who knew brand building would become so existential?**

## MID-TO-UPPER FUNNEL ADVERTISING

-  OOH & DOOH
-  Linear TV, CTV and video
-  Email ads
-  Display ads
-  In-app & in-game ads

AI cannot disrupt OOH & DOOH. Brand-safe, high-impact visibility seeds awareness before AI/chatbot interaction.

Open web might shrink. But display ain't dead. Inventory “shrinkflation” means good inventory declines and prices go up.

ADS INFLUENCE CONSUMER CHOICE

## SEARCH AI & CHATBOTS

ChatGPT is changing consumer behaviour. It is disrupting search and as a result all aspects of ad tech.

DISINTERMEDIATION

## LOWER FUNNEL ADS

Is paid search, retargeting and lower funnel ads about to be disintermediated by chatbots?

MAKING LLMs LOVE BRANDS

## GEO (Generative Engine Optimisation)

The new SEO: FAQs, authoritative content, and making brand signals machine-readable.

## API Integrations

AI/chatbots pulls verified, structured, and fresh data directly from the brand.

## Paid Advertising & Sponsorships

100% going to happen. Ads likely to be native to the AI/chatbot experience — like sponsored answers and preferred partners.