

GOOGLE AI UPDATES:

AI OVERVIEWS EXPANSION & AI MODE



GEORGI ZAYAKOV

AI OVERVIEWS & AI MODE

AI OVERVIEWS ARE EXPANDING

Google's AI Overviews, now powered by Gemini 2.0, are rolling out to more users.

Expect faster, more accurate responses, especially for coding, math, and multimodal queries.



AI OVERVIEWS & AI MODE

ACCESS FOR MORE PEOPLE

Teens can now use AI
Overviews for learning and
discovery.

No sign-in is required—making
AI insights more accessible
than ever!



AI OVERVIEWS & AI MODE

MEET AI MODE: A NEW EXPERIMENT

Google's AI Mode takes AI Overviews even further, helping with complex, multi-step queries.

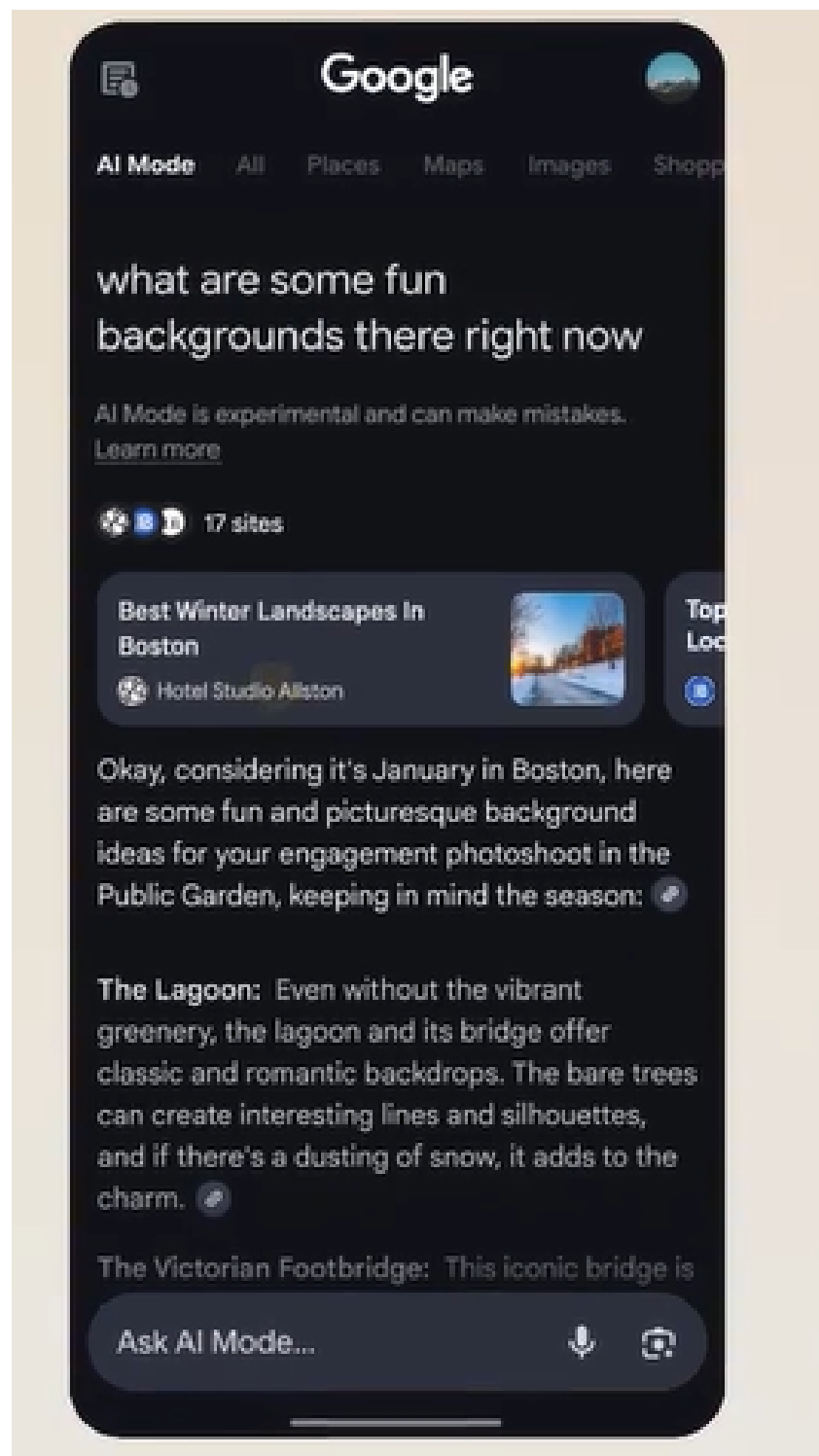


Ask tough questions, compare options, and dig deeper with follow-ups and smart insights.



AI OVERVIEWS & AI MODE

MEET AI MODE: A NEW EXPERIMENT



AI OVERVIEWS & AI MODE

HOW AI MODE WORKS

AI Mode uses a custom Gemini 2.0 model designed for advanced reasoning and exploration.



It taps into real-time sources, Google's Knowledge Graph, and multiple data streams for richer insights.



AI OVERVIEWS & AI MODE

SMARTER SEARCH WITH AI MODE

Instead of just one answer, AI Mode "fans out" multiple searches at once.

This means deeper, broader results—from product comparisons to scientific explanations.



AI OVERVIEWS & AI MODE

REAL-WORLD EXAMPLE

“What’s the difference in sleep tracking features between a smart ring, smartwatch, and tracking mat?”



AI Mode plans the query, searches multiple sources, and delivers a concise comparison.




AI OVERVIEWS & AI MODE

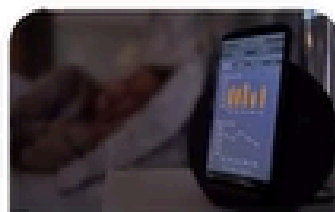
REAL-WORLD EXAMPLE



AI Mode All Images Videos News Shopping More

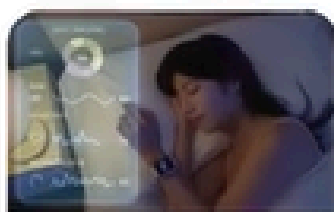
what's the difference in sleep tracking features
between a smart ring, smartwatch and tracking mat

Here's a comparison of how smart rings, smartwatches, and tracking mats stack up when
it comes to monitoring your sleep: 



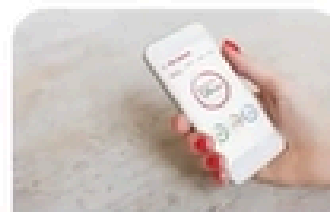
**8 Things Sleep
Doctors Want Yo...**

 Everyday H... 



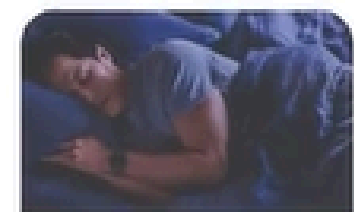
**Sleep by the
Numbers**

 National Sle... 



**5 Benefits of Sleep
Tracking: Do The...**

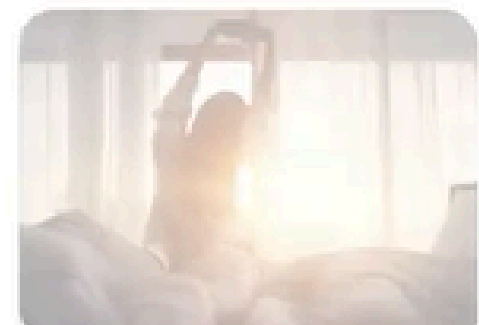
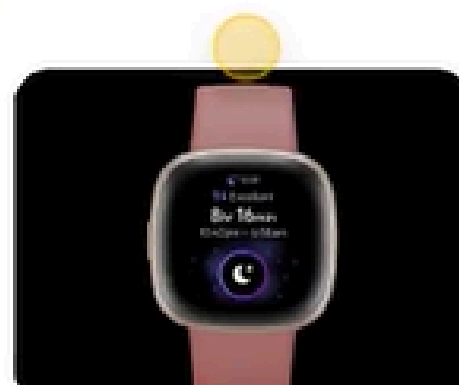
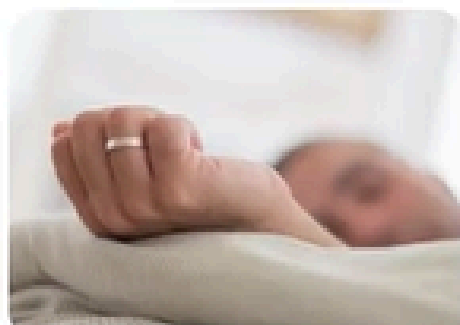
 BedMart 



**One in three
Americans have...**

 AASM Foun... 

Detailed comparison



AI OVERVIEWS & AI MODE

WHAT'S NEXT FOR AI MODE?

Google is actively testing better visual responses, richer formatting, and enhanced accuracy.



Early access is available for Google One AI Premium subscribers via Labs.



AI OVERVIEWS & AI MODE

THE FUTURE OF AI IN SEARCH

Google is prioritizing quality and factual accuracy while refining AI responses.



As AI-powered search evolves, expect deeper insights and smarter interactions.



AI OVERVIEWS & AI MODE

ASK THE GOOGLE ADS DETECTIVE

Curious to get answers to your
Google Ads questions? Simply
ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



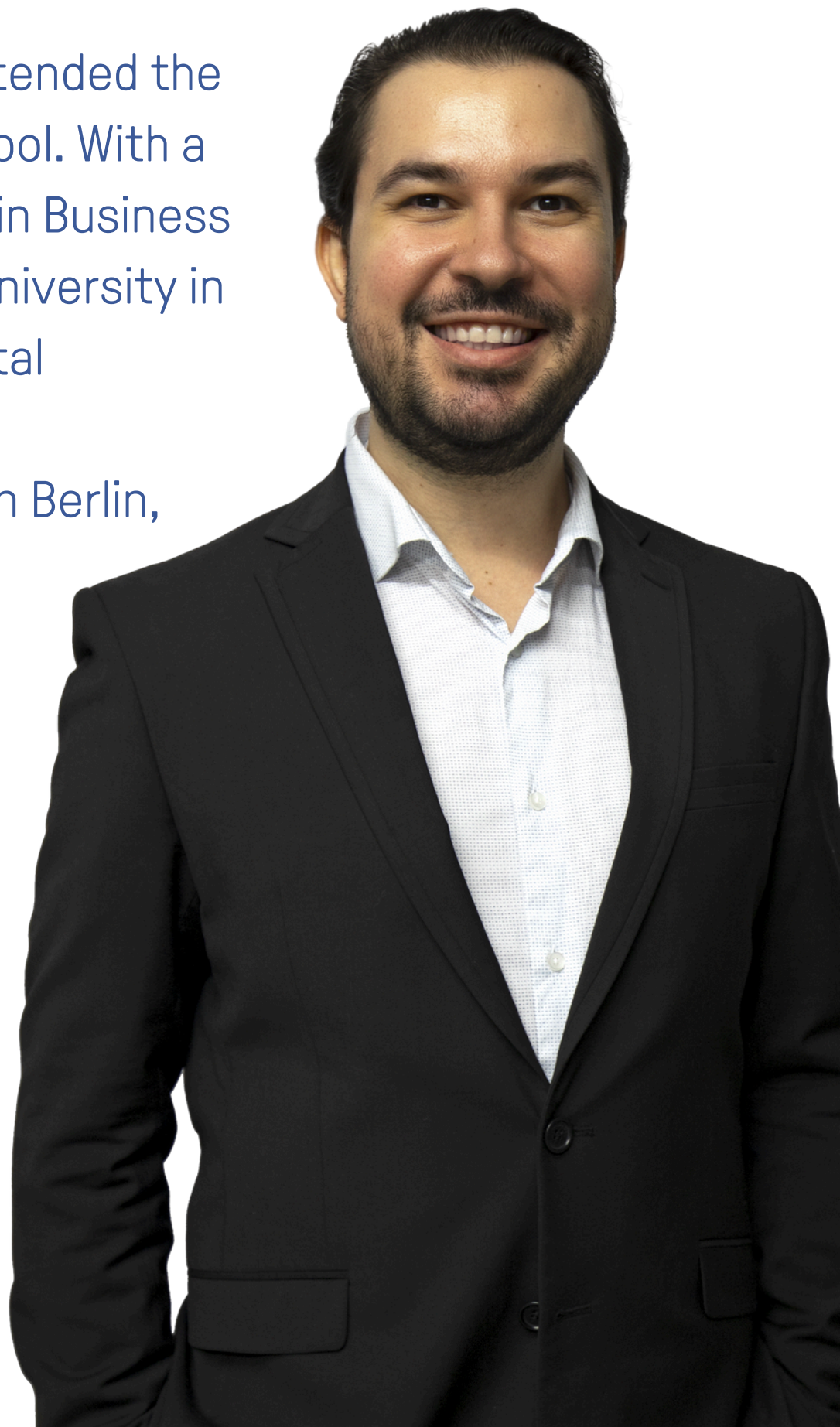
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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