

RESEARCH ▸ [INFOGRAPHIC] THE AI EFFECT: NEW HABITS, FEWER CLICKS, AND A

# [Infographic] The AI Effect: New Habits, Fewer Clicks, and a Changing Ad Landscape

AI is changing consumer habits, search, and advertising. Get key insights from 4,000 consumers by downloading our recent infographic.

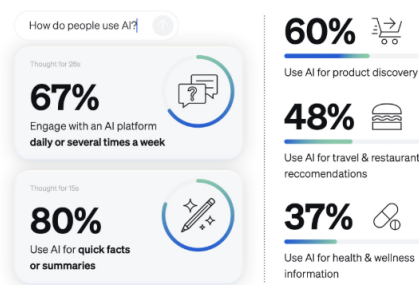


AI is rapidly shifting from a novelty to a staple of daily life. To explore this transformative change and better understand its implications for advertisers, we surveyed 4,000 consumers across North America and Europe about their AI usage, habits, expectations, and how it's shaping their online behavior and views on advertising.

Our findings reveal a fundamental reshaping of how people search, discover, and engage with content online, as well as what they expect from advertising in AI-driven environments.

## AI Has Gone Mainstream and It's Changing Habits Fast

The era of AI hype has ended. Today, AI tools are no longer just experimental gadgets; they've become essential digital companions and are rapidly becoming central to how people work, learn, and connect online. This swift adoption is driven not by novelty but by real utility, with consumers turning to AI to improve productivity and find information faster.



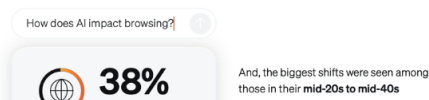
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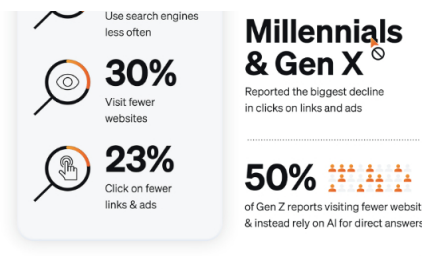
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## AI Is Replacing Traditional Search, Especially For Younger Generations

Search habits are changing dramatically, with AI tools becoming the primary source for information, particularly for younger users. Millennials and Gen X show the largest drops in engagement with ads and links, while half of Gen Z report visiting fewer websites, opting instead to go directly to AI platforms for answers.

This shift is redefining the digital experience. Unlike search engines that guide users through links and ads, AI delivers direct, concise answers often without users ever visiting a traditional website.



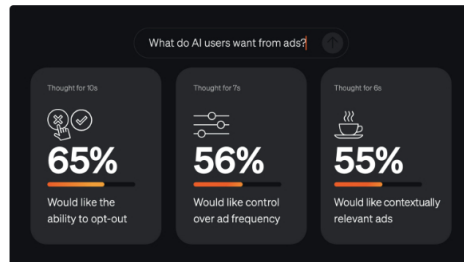


## Advertising in AI Platforms: A New Frontier with Clear Rules

As AI tools become integral to online behavior, they create a new advertising channel, but one with important conditions. Consumers indicate they're receptive to advertising when done correctly:

- 78% are okay with sponsored content on AI platforms—as long as it's clearly labeled and contextually relevant.
- 80% prefer a free, ad-supported AI model over a paid one.

The key insight? Consumers don't mind ads; they reject irrelevant and intrusive ones. When brands prioritize clarity, control, and relevance, AI platforms can become a powerful advertising space.



## What This Means for Brands and Advertisers

The rise of AI is reshaping not only how people search and consume content but also how they expect to engage with brands. To thrive in this AI-first world, advertisers need to rethink their strategies:

- **Prioritize transparency:** Clearly label ads and sponsored content.
- **Respect user control:** Give consumers the ability to manage their ad experiences.
- **Embrace contextual relevance:** Align ad content with user intent and platform use.

With nearly half of users already turning to AI for product discovery, the potential for timely, contextual advertising is enormous if approached thoughtfully.

AI is no longer just a trend; it's a fundamental transformation. As consumers integrate AI into their daily lives, they're changing how they search, discover, and make decisions online. This shift demands a new kind of advertising: one that is respectful, relevant, and built on trust.

Brands that adapt quickly by embracing AI-native formats and prioritizing transparency will be best positioned to succeed. The future of advertising isn't just digital, it's conversational, contextual, and AI-powered.

## More Exclusive Research



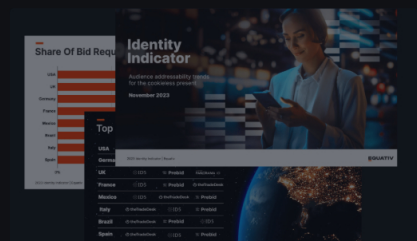
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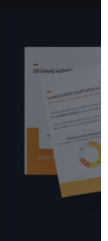
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