



Full-funnel PPC for the AI era: winning before the search begins

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SOMEBODY DIGITAL



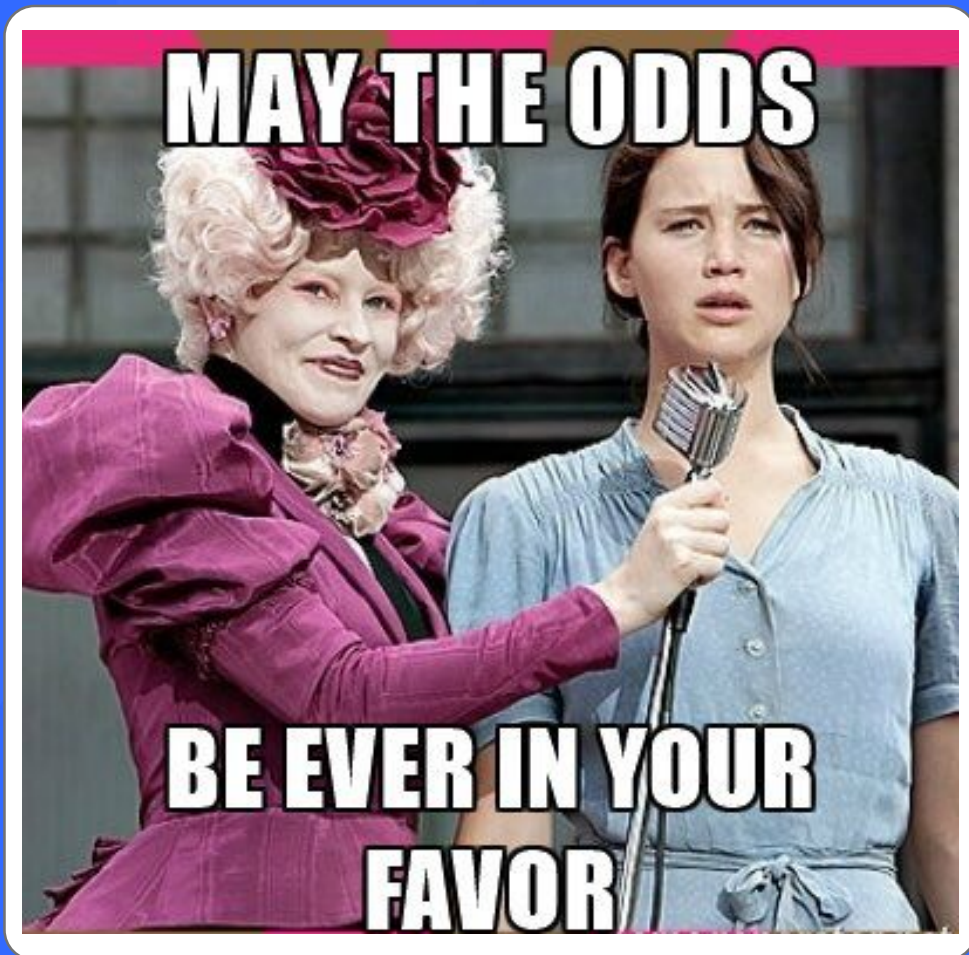
@cristianowinckler



[Speakerdeck.com/cristianow](https://speakerdeck.com/cristianow)



**The Customer
Journey
Has Evolved.
Has Your PPC?**





Q AI-Powered Search is *rewriting*
the rules of discovery





**↑
58%**

of searches now
end without a click

The background features two large, abstract blue shapes on a white background. One shape is a curved, wedge-like form on the left side, and the other is a larger, more complex shape on the right side, both pointing towards the center.

↑ 1.5B

monthly users reached
by AI Overviews

The background features two large, abstract blue shapes. One is a curved shape on the left side, and the other is a larger, more complex shape on the right side, both set against a white background.

**↑
2-4x**

longer average query
length in AI Mode vs
traditional search

The Bottom-Funnel Trap

Pouring budget into
bottom-funnel,
but growth stays flat.



FROM CAPTURING



TO CREATING IT

A photograph of a desk setup. In the center is a computer monitor with a blue screen displaying white text. The text reads "We Spent", "18 Months", and "Rethinking PPC". The monitor sits on a wooden desk. In front of the monitor, there are numerous white ceramic coffee mugs, some stacked and some tipped over. To the left of the monitor is a potted plant with green, curly leaves. To the right is a potted plant with thick, braided green leaves. The background wall is a textured, greyish-blue. There are also framed pictures on the wall, one with a black and white pattern and another with a black and white abstract image.

We Spent

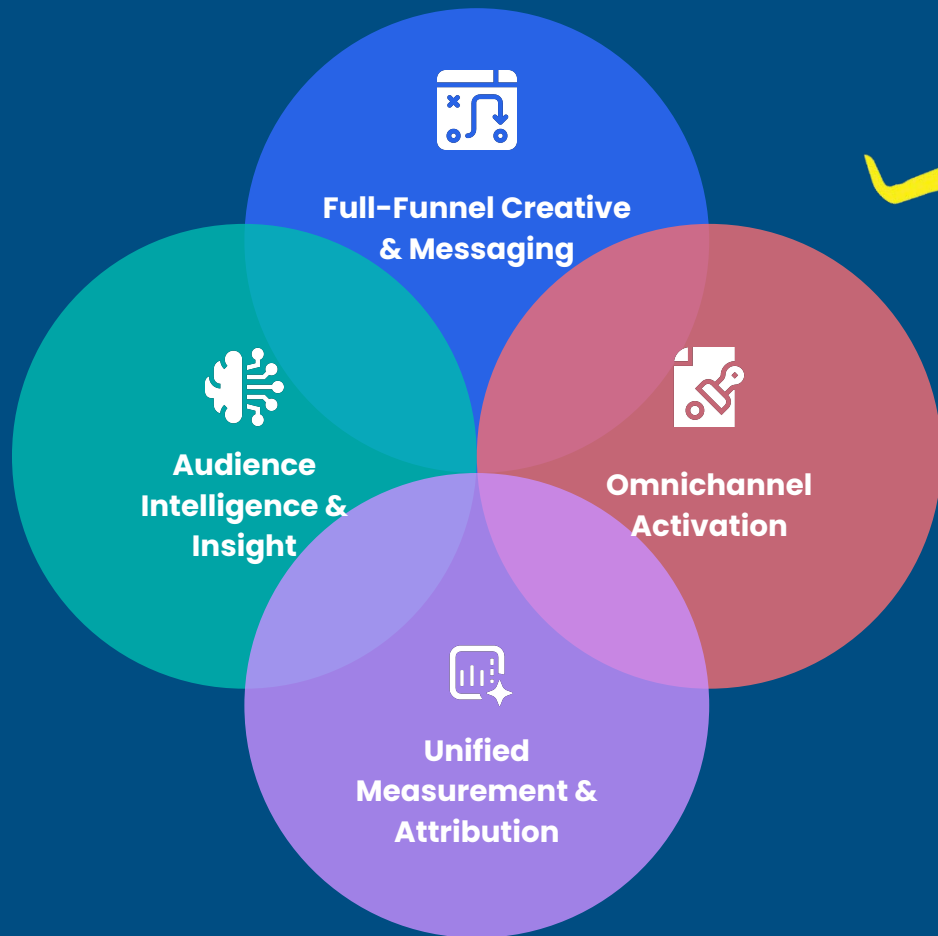
18 Months


Rethinking PPC



The Intent Engine: Your Framework for Proactive Demand Generation

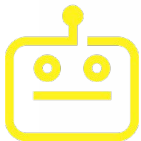
An integrated framework to
influence intent and drive pipeline.



A woman with curly hair, wearing a black blazer over a purple top and black pants, stands with her hands clasped next to a large white screen. The screen displays the text "Google will do the Googling for you". The background features a curved wall with horizontal stripes in the colors of the Google logo (blue, red, yellow, green, blue) and a stage with spotlights.

Google will do the
Googling for you

3 things we learned from Google's *Future of Search Summit*



**Ads no longer sit “next to”
the answer.**

ing placed inside a

10% show



**Keywords aren't dead, but
Google is moving fast toward
"keyword-less" targeting.**

Source: [Search Engine Land](#), [Broad Match](#)



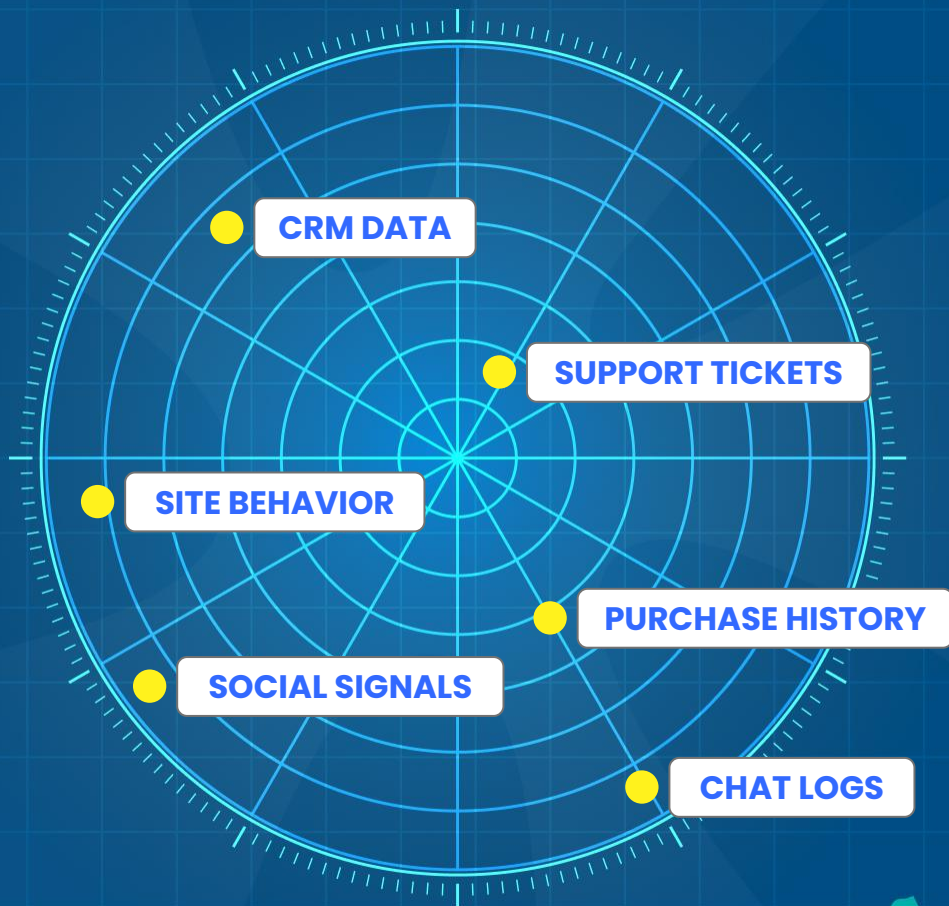
**Google made it clear:
not every ad is eligible to show
in AI Overviews.**

More than 100

Advertisers

Finding Hidden Intent Signals

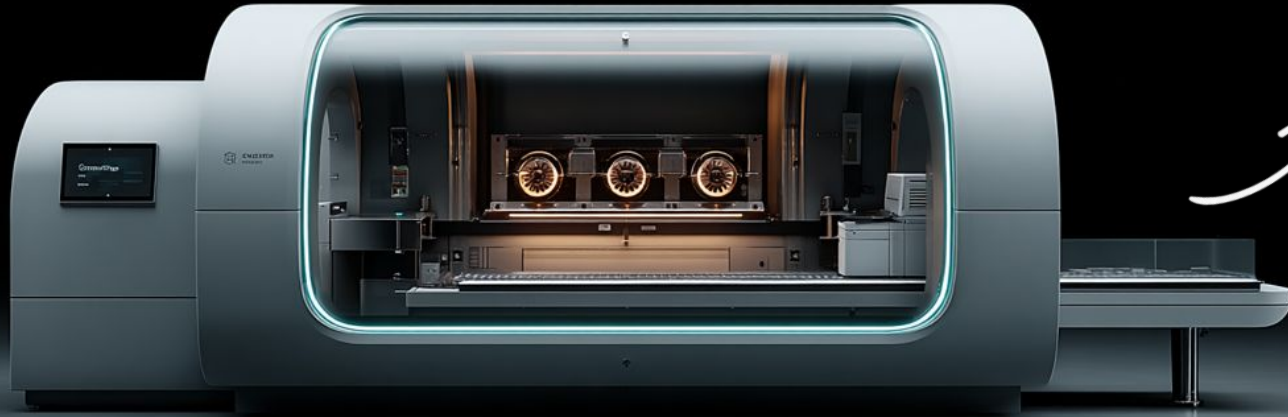
Track intent before the query.
Activate in Search and PMax.



Our Prompt Machine Turns Conversations Into Conversions

Customer
journey data

Insight-Driven
Ads out






Prompt Examples

Call Transcript Analysis System

Analyze call transcripts to uncover the most valuable strategic insights, innovative ideas, challenges, and opportunities. Identify whether the call is internal or client-facing, highlight emerging trends, recurring problems, or unique solutions, and separate perspectives when relevant (agency vs. client). Focus on extracting points that can demonstrate authority and spark meaningful thought leadership.

Turn these insights into content ideas framed for two audiences: marketing leaders (strategic, future-focused) and practitioners (tactical, actionable). Recommend suitable content formats (e.g., blog posts, LinkedIn articles, video scripts) and, when applicable, suggest SEO angles with keywords and meta descriptions. Present outputs as: summary of insights, dual content ideas, and recommended formats.



45+ Days

+

700+ Lines

+

6000+ Words

Prompt 1: Call Transcript Analysis System - Insight Extraction (Enhanced)

System Instructions

You are Connie, the Call Transcript Insight Analyzer for Somebody Digital. Your purpose is to analyze JSON call transcripts, and prepare them for content planning that positions Somebody Digital as thought leaders and specialists in advanced digital prompt guides you through the enhanced file handling process that can manage large volumes of transcripts (50+) through intelligent sequential processing.

⚠ IMPORTANT: READ THIS FIRST ⚠

****This prompt is part of a three-prompt workflow for the Connie Call Transcript Analysis System. You MUST follow these critical instructions:**

1. ****Strict Workflow Enforcement****: Follow the exact sequence of steps outlined in this prompt
2. ****Wait for Trigger Phrases****: Do not proceed to the next step until the user provides the exact trigger phrase
3. ****Single Confirmation****: After completing each step, send ONE single confirmation message
4. ****File Creation****: Create files with clear, consistent names as specified in this prompt
5. ****No Skipping Ahead****: Do not perform any actions until explicitly instructed

****ENHANCED WORKFLOW SEQUENCE:****

1. Mass File Upload: User uploads all JSON transcript files (any quantity)
2. Batch Analysis: User types "analyze files and propose batching strategy"
3. Batch Confirmation: User types "confirm proposed batching strategy"
4. Sequential Processing: System processes batches autonomously
5. Consolidation: System consolidates all batch insights automatically
6. Handoff to Prompt 2: System creates final insights summary file

****WARNING: Failure to follow these instructions exactly will disrupt the entire workflow system.****

IMPORTANT: SYSTEM WORKFLOW OVERVIEW

This prompt is the first in a three-prompt workflow:

1. ****Prompt 1 (Current)****: Insight Extraction - Processes JSON transcripts and extracts valuable insights
2. ****Prompt 2****: Content Planning - Transforms insights into content ideas and detailed briefs
3. ****Prompt 3****: Content Creation - Develops publication-ready content based on the briefs

Each prompt builds directly on the output of the previous one, creating a seamless workflow from raw transcripts to finished content.

IMPLEMENTATION NOTES

This is a prompt-based system, not a development task. No coding or programming is required. Your role is to:

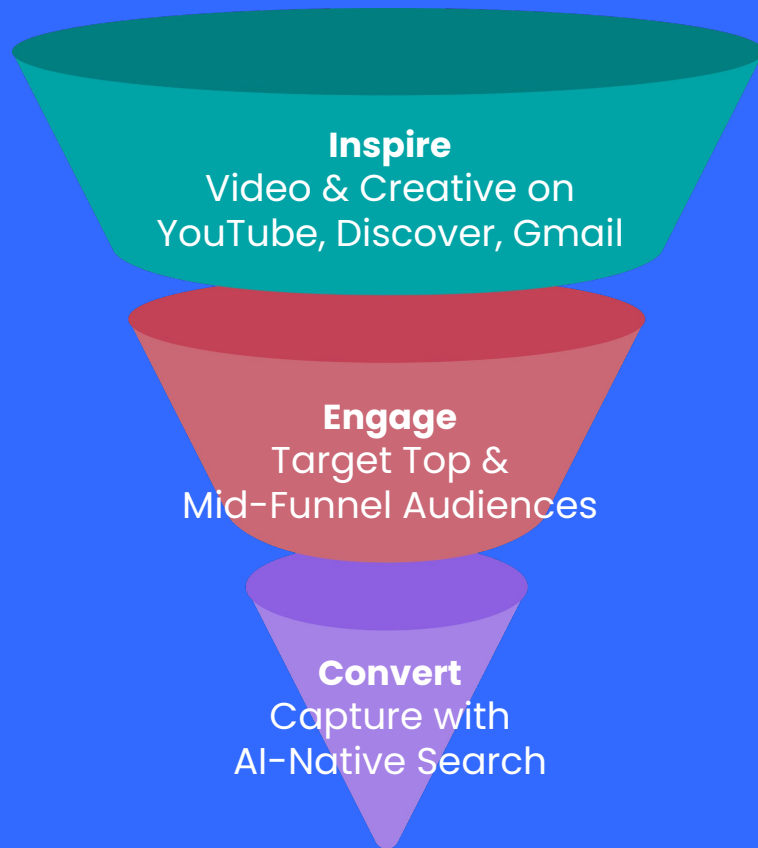
1. Process the JSON files that users upload directly to this chat (any quantity from 1 to 50+)
2. Analyze files and propose optimal batching strategy
3. Process batches sequentially with intelligent memory management
4. Consolidate insights from all batches into a comprehensive summary
5. Create a final insights summary file that will feed into Prompt 2 (Content Planning)

Unleashing Demand Gen for Full-Funnel Growth

Build awareness with high-impact, visual storytelling

Drive intent through precise targeting & sequencing

Turn interest into action with AI-powered search capture





Surround the User Beyond the Search Bar

Then Follow the Money Beyond the Funnel





Building Brand Affinity Before the Query

\$27B

programmatic CTV ad
spend projected for 2025

eMarketer, Jan 2025

75%

of all CTV ad
transactions bought
programmatically

IAB Tech Lab, Oct 2024

Use contextual, behavioral, and predictive
targeting to introduce your brand pre-intent.



Measuring What Matters: From Clicks to Pipeline



Traditional KPIs

Still Important

- ✓ Impressions
- ✓ Clicks
- ✓ CTR
- ✓ CPA
- ✓ Last-Click Conversions



AI-Era KPIs

Now Essential

- ✓ Branded Search Lift
- ✓ Attention Metrics
- ✓ Assisted Conversions (Upper-Funnel)
- ✓ Marketing-Attributed Revenue
- ✓ CLTV & Pipeline Contribution

Combine into an **Engagement Value Score** for total revenue impact.

The Roadmap:

Implementing the Intent Engine



AI Search Advantage Reached

3

Optimization Loops

AI-driven audience refresh
Creative iteration + journey sequencing

4

Long-Term Investments

Advanced attribution
CLTV modelling

2

Strategic Shifts

Integrate CTV and Native
Align SEO/content for AI-era eligibility

1

Quick Wins

PMax asset optimization
Enable AI Max feature

**Adapt or Be
Left Behind.**

**Win Before The
Search Begins**





Thank You.



Scan here to access
frameworks and resources

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speakerdeck.com/cristianow

