

THE STRATEGIC SHIFT

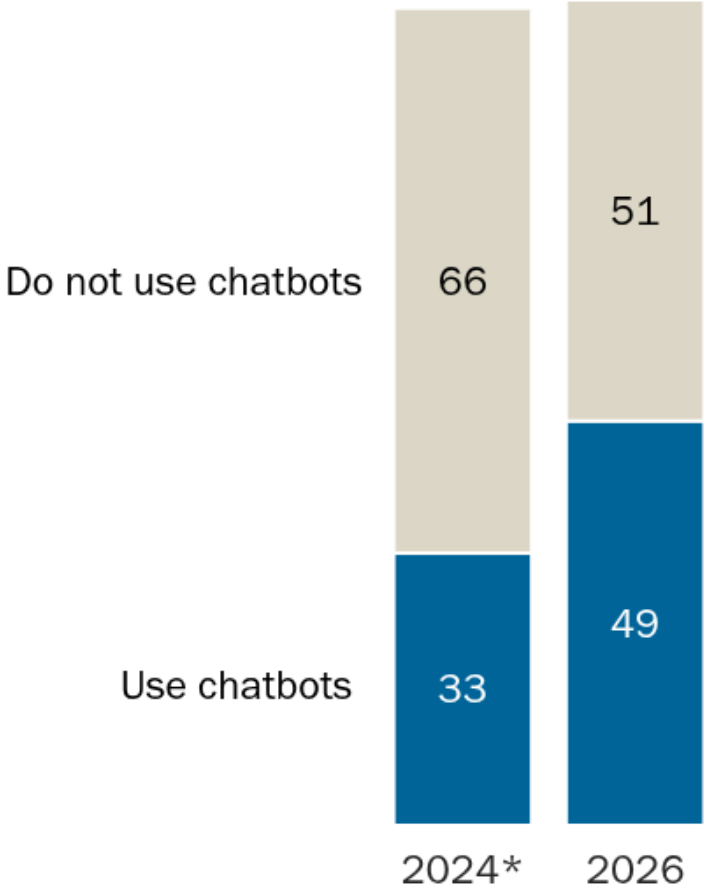
Everything is AI Now. How do we make the most of it?

TREND 1

AI use is exploding

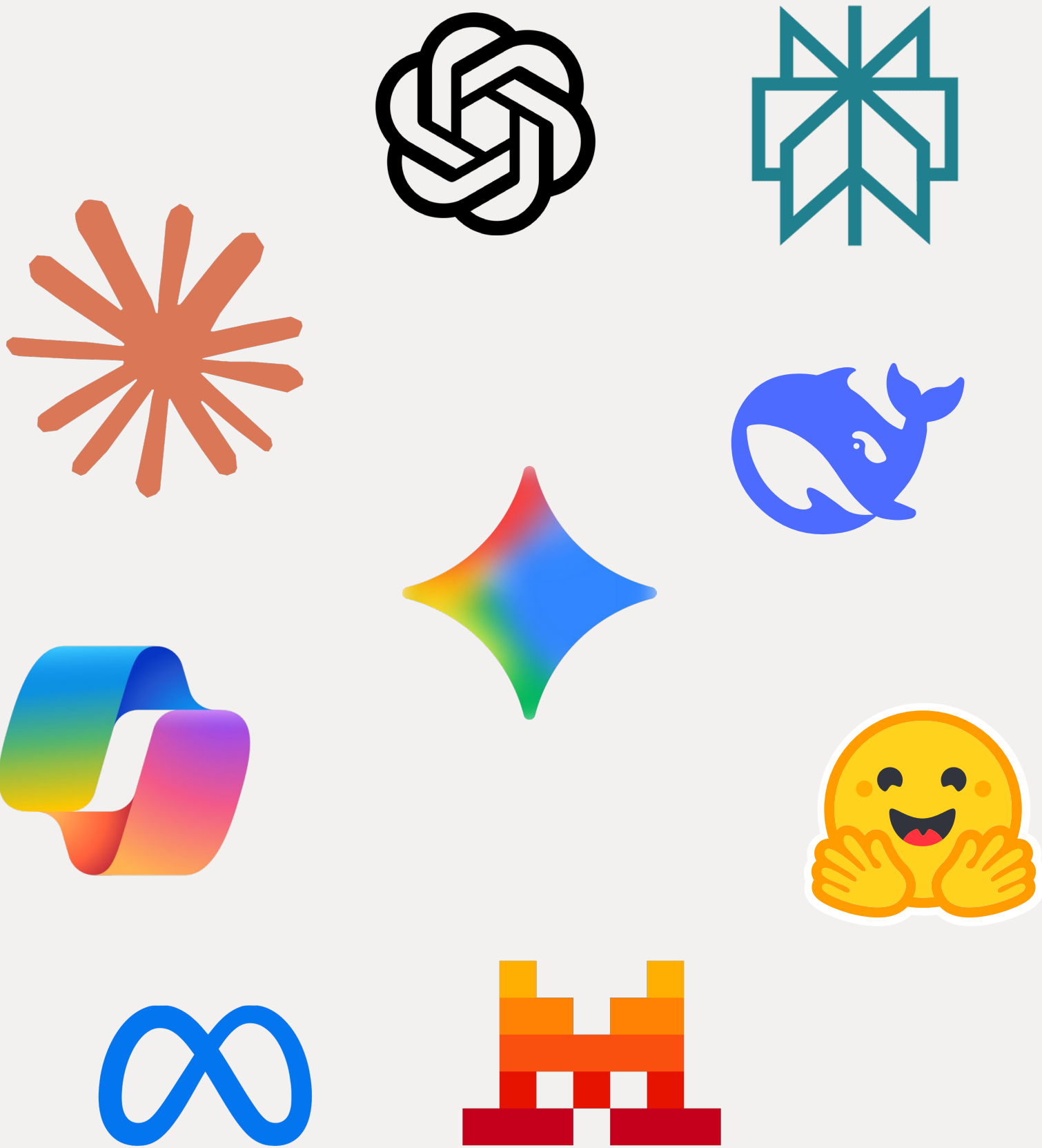
About half of U.S. adults now use AI chatbots, up from a third in 2024

% of U.S. adults who say they ever use AI chatbots like ChatGPT, Gemini or Copilot



* In 2024, the question was “Have you ever used an artificial intelligence (AI) chatbot like ChatGPT, Gemini, or Copilot?” and was asked of those who had heard at least a little about chatbots.
Note: Those who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Feb. 17-23, 2026.
“Americans and AI 2026: Chatbots, Smart Devices and Views on Impact”

PEW RESEARCH CENTER

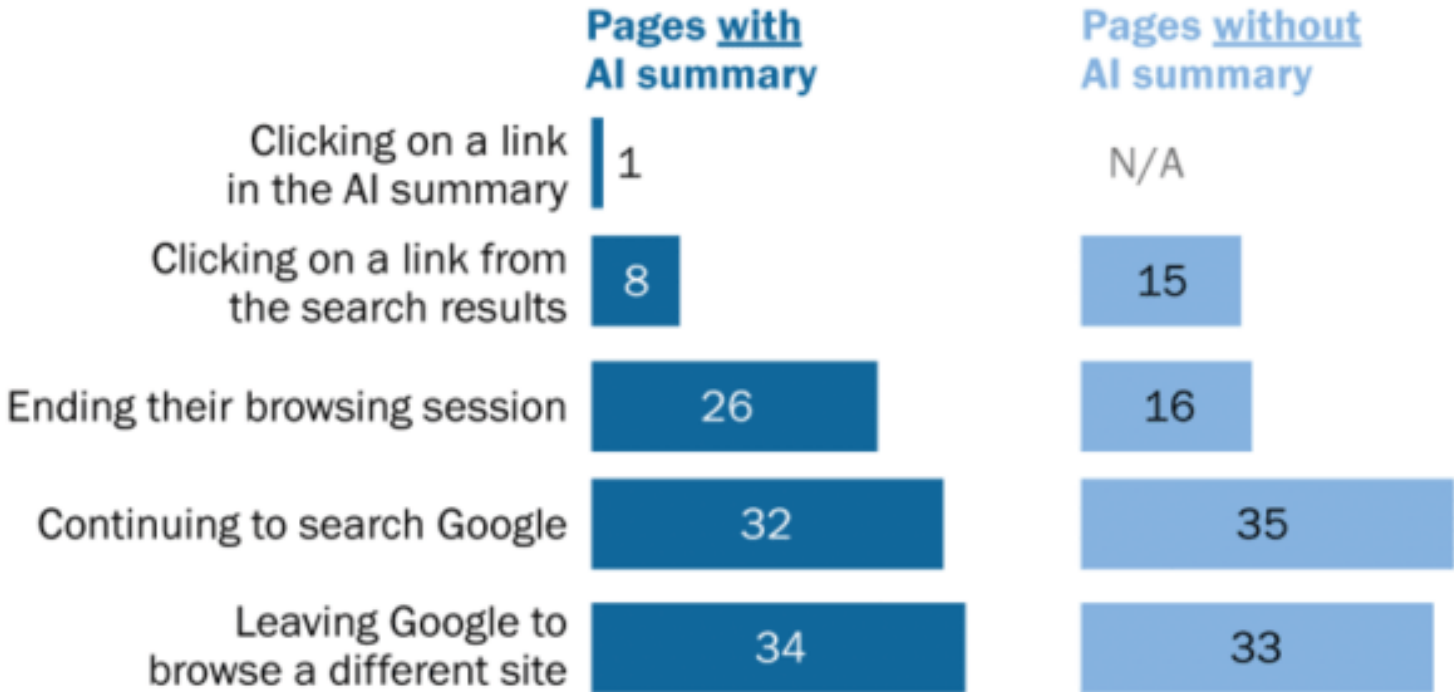


TREND 2

Fewer people ever reach your website

Google users are less likely to click on a link when they encounter search pages with AI summaries

% of Google searches in March 2025 that resulted in the user ...



Note: Figures may not add to 100% due to rounding.
Source: Pew Research Center analysis of 68,879 Google searches conducted by 900 U.S. adults from March 1-31, 2025, using a web browser on a desktop, laptop or mobile device. AI Overview text and search result page content were collected April 7-17, 2025.

PEW RESEARCH CENTER

1%

of searches with an AI summary produce a **click on a source cited** inside it

-46%

search engine result page link click

1 in 4

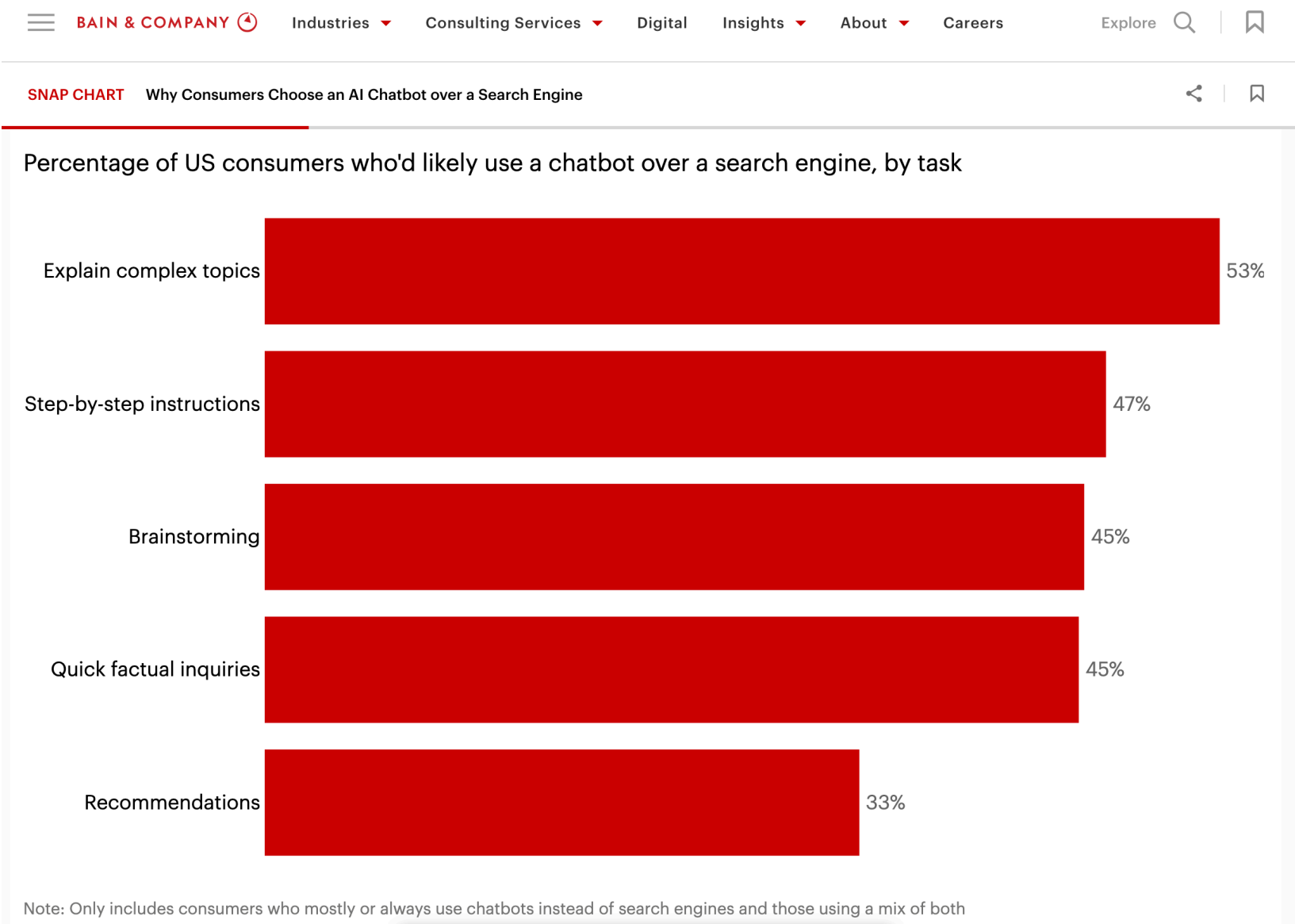
of AI-summary searches end the browsing session right there

TREND 3

The research journey now starts inside the AI

37%

of consumers now begin searches with AI tools rather than a search engine.

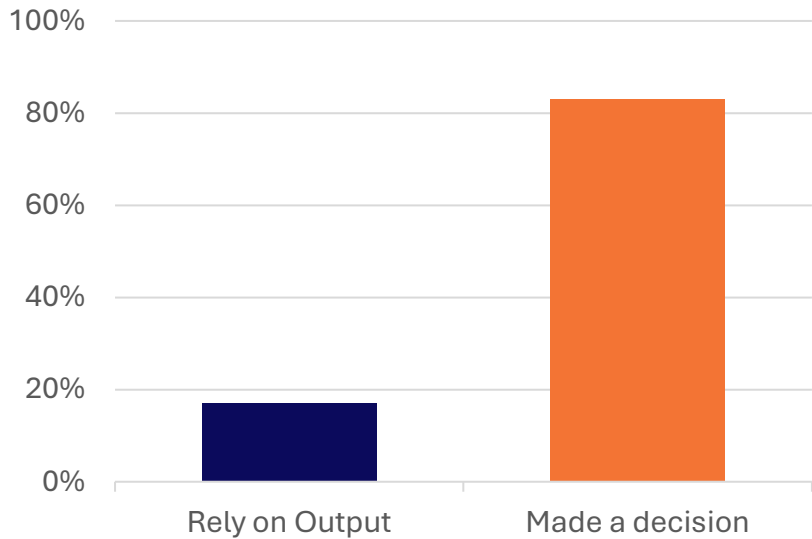


WHY IT MATTERS

People act on what the answer says



■ **66%**
of AI users rely on the output without evaluating whether it’s accurate



■ **79%** have made a real-life decision based on an AI answer
■ **17%** always verify the information first

AI Mode

All

Images

Videos

News

More

what's the best mid-size suv under 30k for my family?

The best overall mid-size SUVs under \$30,000 for a family are lightly used, certified pre-owned (CPO) models like the [Toyota Highlander](#), [Honda Pilot](#), and [Kia Telluride](#), because brand-new mid-size SUVs universally start above \$30,000. If you absolutely want a brand-new vehicle for under \$30k, you will have to step down slightly to a "compact" SUV with a larger cabin—such as the [Hyundai Tucson](#) or [Nissan Rogue](#)—which both offer excellent family space within your budget. [U.S. News & World Report +2](#)

The Top Used Mid-Size SUVs (Best for Maximum Space & 3 Rows)

Buying a 2-to-4-year-old used vehicle is the smartest way to secure a true mid-size SUV under \$30k. According to automotive data from iSeeCars and U.S. News & World Report, these are the most reliable family haulers in that price tier: [U.S. News & World Report +1](#)

• Toyota Highlander (2020–2021 Models):

Why it's great: Ranked as one of the most reliable used mid-size SUVs by iSeeCars, it features standard 3-row seating for up to 8 passengers and legendary long-term durability.

Family Highlights: Exceptionally safe, quiet highway ride, and strong resale value. [iSeeCars.com](#)

• Honda Pilot (2021 Model):

Why it's great: On average, a used 2021 Pilot sells for around \$26,800, well under your budget limit.

Family Highlights: It offers one of the most spacious third rows in its class, massive cargo volume, and clever under-floor storage compartments for family gear.

6 sites

Best SUVs Under \$30,000 in 2026 - US News Cars

Dec 10, 2025 — Our Top Picks for the Best SUVs Under \$30,000 * Best SUV Under...

U.S. News & World Report

Best Used SUVs with 3 Rows \$25K to \$30K for 2026

Best Used SUVs with 3 Rows \$25K to \$30K for 2026. View the best used suvs with 3...

U.S. News & World Report

Most Reliable Used Midsize SUVs Under \$30k for 2026

Most Reliable Used Midsize SUVs Under \$30k for 2026. These are the most reliable...

iSeeCars.com

For most users, the answer is the last word — whoever shapes it, shapes the decision.

Sources: KPMG / University of Melbourne global AI trust study (2025, 48,000 respondents); Clear Spark Digital survey of 2,127 US adults (April 2026)

05

INDIVIDUAL USE CASES

Everyday AI for Professionals

Three tiers of everyday AI adoption



Each tier builds on the last — start simple, scale with confidence.

Three tiers of everyday AI adoption



Each tier builds on the last — start simple, scale with confidence.

Three tiers of everyday AI adoption

TIER 1

Capture & Organize

“Let AI handle the rote work”

- Meeting & hearing transcription
- Action items & follow-ups
- Meeting prep & context pulls
- Inbox triage & thread summaries

TIER 2

Synthesize & Analyze

“From volume to clarity”

- Interrogate a new data report
- Summarize survey responses
- Cross-campaign performance analysis
- State legislative bill tracking

TIER 3

Strategic Thought Partnership

“Your always-available sparring partner”

- Pressure-test thinking or conclusions
- Anticipate questions
- Simulate the skeptical reporter
- “Interview me” knowledge capture

Agentic Reasoning + Action

Each tier builds on the last — start simple, scale with confidence.

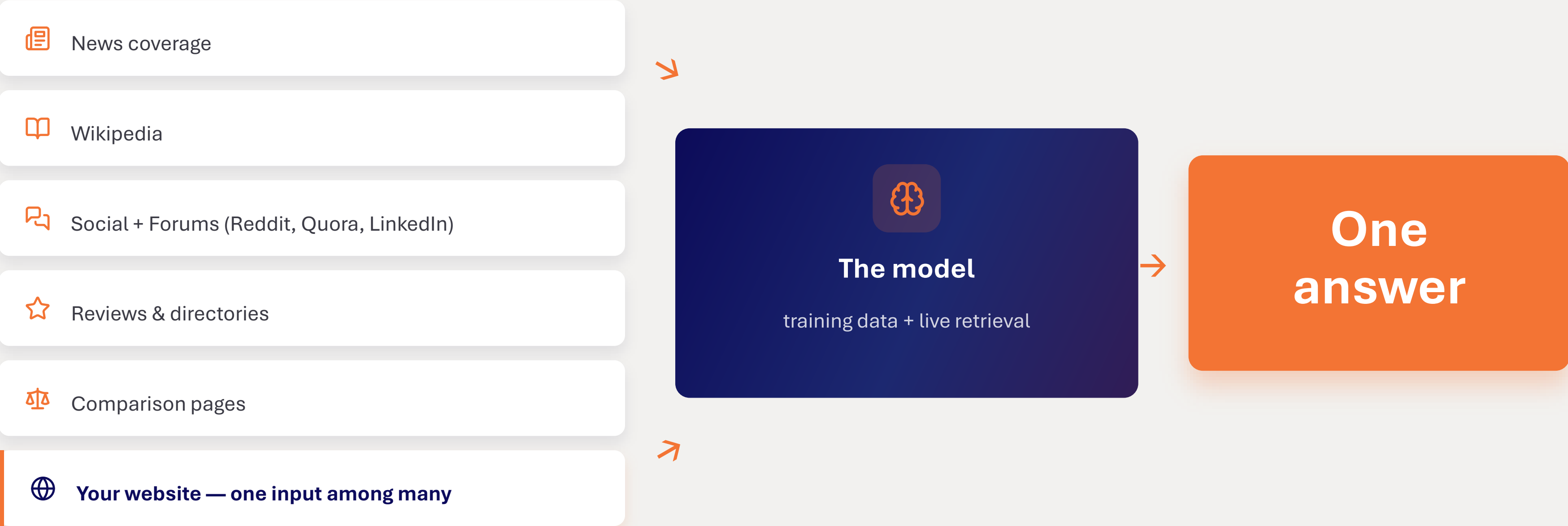
Now lets flip it around.

The people you're trying to reach are using the same tools.

The AI itself is a new audience for your content.

HOW ANSWERS GET SHAPED

Where the answer comes from



KEY REALITY

Non-deterministic responses



I only had two beers over three hours, I'm probably fine to drive home, right?

Non-deterministic responses

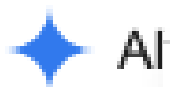
◆ AI Overview

You are likely fine to drive, but it depends on your size, what you drank, and if you ate food. Two standard beers over three hours mean your body had time to process most of the alcohol, but small variables can still affect your coordination and judgment.  Reddit · r/NoStupidQue... +3

Key Factors

- **Body size:** Smaller bodies process alcohol slower than larger bodies.
- **Beer strength:** Standard 12-ounce light beers are different from heavy craft IPAs with high alcohol content.

Non-deterministic responses



AI

You are

Two s

alcohol

judgm

Key

- Bo

- Be

high



AI Overview

While two standard beers over three hours mean your body has likely metabolized most of the alcohol, impairment depends on your weight, food intake, and the beer's alcohol strength. Even below the legal limit of 0.08%, any alcohol can affect reaction times.

Opinions on Quora are mixed regarding driving after minimal amounts, though a consensus on platforms like [Reddit](#) notes that individual tolerance and safety vary widely.  [Reddit · r/UBC +4](#)

Factors to Consider

- **Beer Strength:** Standard 12-oz domestic beers (5% ABV) process at roughly one drink

Non-deterministic responses

◆ AI Overview

You might be under the legal limit, but "probably fine" is not a safe guarantee. Two standard beers over three hours mean your body has had time to process most of the alcohol. However, exact impairment depends on your weight, food intake, and the alcohol strength of the beers.  Reddit +3

Key Factors to Consider

- **Beer Size and Strength:** Standard guidelines assume 12-ounce beers at 5% alcohol. If you had high-alcohol craft IPAs or large 16-ounce pints, your intake is significantly higher.
- **Body Weight and Metabolism:** Lighter bodies process alcohol slower, and individual rates vary.
- **Impairment vs. Legal Limit:** Even below a 0.08% Blood Alcohol Content (BAC), alcohol can slightly slow your reaction times.  Reddit · r/NoStupidQue... +3

If you want to play it safe, consider a rideshare or waiting a bit longer. Would you like help finding a **local rideshare option** or estimating alternative transit?

HOW ANSWERS GET SHAPED

Authority signals with a twist

When tools like Claude or ChatGPT searches before answering, it's pulling from the same authority signals that drive SEO, with a twist

01 Quotable and Unambiguous

Clear declarative statements, consistent language across your entire corpus (site, LinkedIn, press coverage, third-party mentions), and structured formats that answer questions directly.

02 Consistent Language

Non-determinism is why consistency matters so much — if your positioning is stated fifty different ways across the web, you're feeding variance.

If it's stated one way, everywhere, you're collapsing the distribution toward your framing.

03 Third Party Corroboration

Models weight independent sources saying the same thing about you more heavily than you saying it about yourself.

04 Probabilistic Measurement

Sample the same queries repeatedly across models and track how often your framing shows up, not whether it showed up once.

If it's an audience, measure it like one



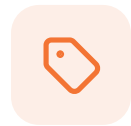
Presence

Does your content appear when the category questions get asked?



Competition

Who else appears in the response?



Framing

How does the positioning around your org get framed?



Sources

Which citations feed the answer?

Benchmark a few dozen category prompts against peers to track over time.

WHAT DO THE ANSWERS SAY TODAY?

✦ *"I only had two beers over three hours, I'm probably fine to drive home, right?"*

People asking AI to settle exactly the rationalization your campaigns are designed to interrupt.

✦ *"Is it safer to just glance at my phone at a red light than to wait until I'm parked?"*

A reasonable-sounding question with a dangerous premise baked in — the same false calculus drivers make every day.

✦ *"What's the real difference in stopping distance between 65 and 80 on the highway?"*

A factual-sounding query where the way the AI frames "real difference" shapes whether the answer reads as a risk or a rounding error.

THREE TAKEAWAYS

Where this goes next

KEY TAKEAWAY

1

AI will increasingly be **a primary digital gateway for people** to engage with digital content and information

2

As comfort with AI increases, **more trust will confer to responses**, creating a new intermediary for attention that needs to be monitored

3

AI responses are non-deterministic, but **that doesn't mean they're not influenceable.**

KEY QUESTION

Is your content **easy for AI tools to find, parse, and cite?**

Are you actively **monitoring what AI tools actually say** about you and your issues?

How are you **building authority** — partners, earned media, consistent framing — to influence those answers?

TAKE HOME CHALLENGE

✦ Before your next campaign pitch, ask an approved AI assistant to play the skeptical director who has to approve the budget.

Argue with it about the ROI, the risk, and the "why now" until the case holds up — and you'll walk in already having won the funding once.

 Stratacomm


Thank You

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