

High level takeaways

- Lots of interest from Liz Reid, Nick Fox, Vidhya, etc about quantifying Gemini adoption's impact to Search and Ads. They specifically asked about the results of the Assistant Upgrade LE, which I punted but promised to share early next week.
 - They generally do care about ChatGPT's impact to Search and Ads too
 - Nick's main point: "we have 3 options: (1) Search doesn't erode, (2) we lose Search traffic to Gemini, (3) we lose Search traffic to ChatGPT. (1) is preferred but the worst case is (3) so we should support (2)"
 - Vidhya essentially said that analysis keeps telling them we aren't losing Search/Ads traffic yet, but she feels like this is inevitable, and we should prepare for Gemini's success. She wants to accelerate monetizing Gemini with Ads ASAP... "writing is on the wall"
- Discussion on use cases in Gemini led to lots of questions around Gemini monetization strategy
 - Desire from Vidhya, Shashi, and others to more explicitly come up with a connected strategy, e.g. thinking about when Gemini should kick back to Search, build out Shopping solutions, etc
 - Maria mentioned and pinged after about exploring opportunities to build in Shopping experiences in the Gemini user experience more explicitly

What's next

- ~~[Lauren/Andrea, by EOD Monday] Align on the stats from the Assistant Upgrade LE, ensure we agree on narrative around these stats with Jack and Amar, and share with Liz, Nick, and Finance (Jon Hsu, Jon Greenberg)~~
 - ~~Most important things: Net DAU and traffic across Search + Assistant + Gemini, common use cases for Upgrade users~~
 - ~~We should also send Assistant Upgrade overview and insights to Diane Tang, who pinged me on the side~~
- ~~[Lauren, sent on Fri 25-Oct] Reach out to Finance to ensure that Bard DS creates the content for and leads the presentations around Gemini performance in Ads Stats moving forward~~
- [Lauren & team, by EOW next week] Share a list of what Gemini is already doing or planning to do that connects to Search/Commerce/etc- audience would be Liz, Maria, ??
- ~~[Lauren, by EOD Monday] Share what we know about Gemini retention with Shashi and Vivek Rao~~
- [Finance/Ads, by EOW next week] Revenue impact analysis on Upgrade LE

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- [Finance/Market Intel, by Nov 15 Ads Stats] Follow-up analysis on Gemini adoption impact to Search, including user cohorts, use cases, and revenue impact