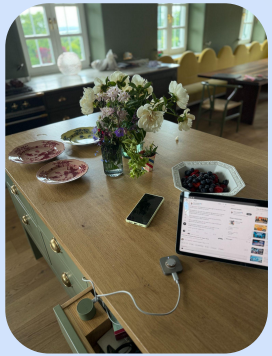
Google

Predictably Unpredictable

Your Google AI Path to Customer Connection

Livia von Mitschke-Collande
2nd September 2025



Google

Google

garden pool 1000sqm

All Images Products Videos News Short videos Forums More Tools

Booking.com
https://www.booking.com › hotel · Translate this page

Luxurious 1000m2 Villa with Garden and Pool

Die Unterkunft Luxurious **1000m2** Villa with **Garden** and **Pool** verfügt über klimatisierte Übernachtungsmöglichkeiten mit einem eigenen **Pool** und ist in Brüssel.

Booking.com
https://www.booking.com › ... › Brussels › Ukkel / Uccle

Luxurious 1000m2 Villa with Garden and Pool

Luxurious 1000m2 Villa with Garden and Pool is located in Brussels, just 5.6 miles from European Parliament and 5.8 miles from Palais de Justice.

Trivago
https://www.trivago.co.uk › ... › Kariotes

Private Pool, 1000Sqm Garden, Playground For Ki, Kariotes ...

Is there a pool area at Villa Ioanna (Anthemis Villas) - **Private Pool, 1000Sqm Garden**, Playground For Ki? Yes, Villa Ioanna (...

Vrbo
https://www.vrbo.com › ... › Concarneau

Villa with swimming pool, enclosed garden ... - Vrbo

Villa with swimming pool, enclosed garden 1000m2, 150m from the sea, Le Cabellou, wifi. The house is located on the Cabellou peninsula. This locality is part of ...
9,6/10 ★★★★★ (37)

Native Spaces
https://native-spaces.com › venue

Beautiful Villa with 1000m² Garden and swimming ...

The villa has a well-maintained flat wooded park, with **swimming pool**, occupying an area of **1000m²**. The living room has high ceilings and is linked to ...

Google

can you build a sea water pool in my 1000sqm garden

All Images Videos Short videos Forums News Web More Tools

AI Overview

Learn more

Yes, it's possible to build a saltwater pool in a 1000 sqm garden, though it requires careful planning and consideration. Here's a breakdown:

1. Assess Your Needs and Resources:

Garden Space:

Determine how much of the 1000 sqm you want to dedicate to the pool and surrounding features. You'll need space for the pool itself, a deck or patio, and potentially landscaping.

Zoning Regulations:

Show more

How to make natural pools: Step by step - SingularGreen

How to make eco-friendly swimming pools: Complete construction guide * To build a natur…

SingularGreen

How Much Does a Salt Water Pool Cost to Install? [2025 Data]

5 Mar 2025 — Installing a new salt water pool costs an average of $25,000, with a typical…

The Mission:
Organise the world's information and make it universally accessible and useful

Search remains our
greatest moonshot

Search is more helpful and more relevant than ever before

Search reflects people's boundless curiosity

5.000.000.000.000

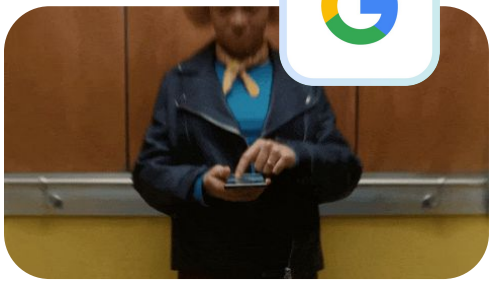
Source: Google Internal Data, Jan 2025

Google

15%

of the searches we see each day are new!!!

AI is supercharging Search and reshaping consumer behaviour



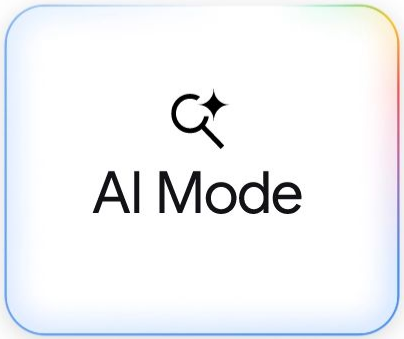
Google YouTube

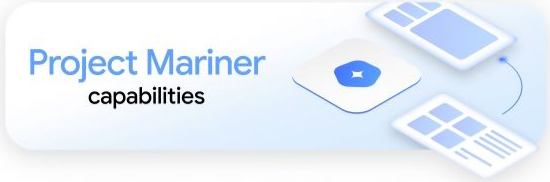
SEARCHING

Now you can Search anything

SOURCE: Google I/O 2025

A New Era of Google Search

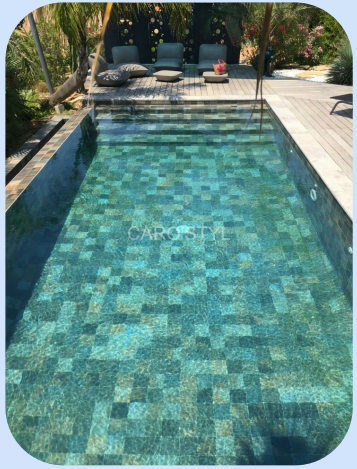




Gemini 2.5 in Search

Search what you see

Google



Google

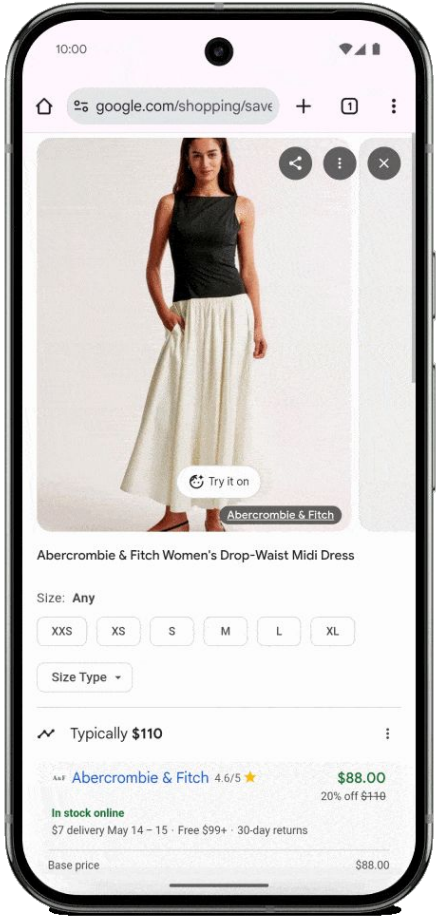
One in five visual search queries has commercial intent

Google Internal Data, Global, Lens, April 2024

Google

Try it on

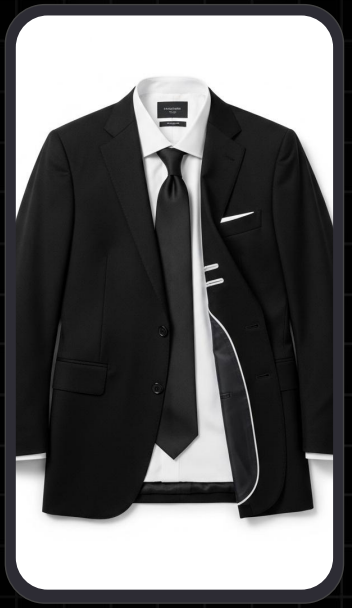
See how clothes look on you, from just one photo



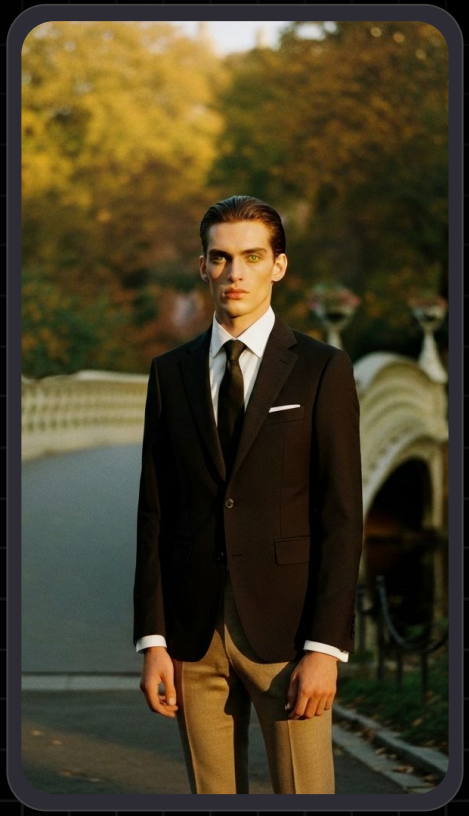
Virtual Try On

Model

Clothing



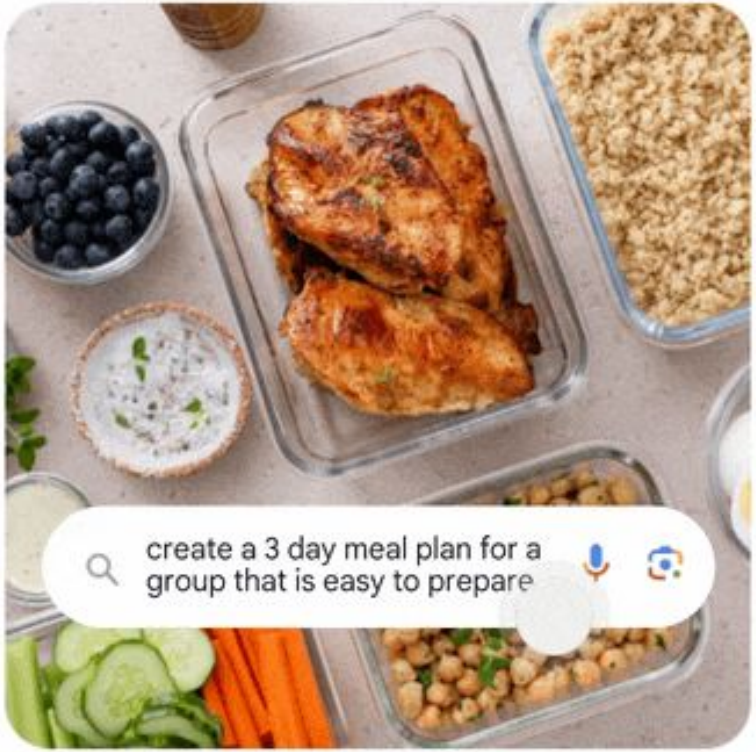
Final output



Gemini Live

Circle to Search

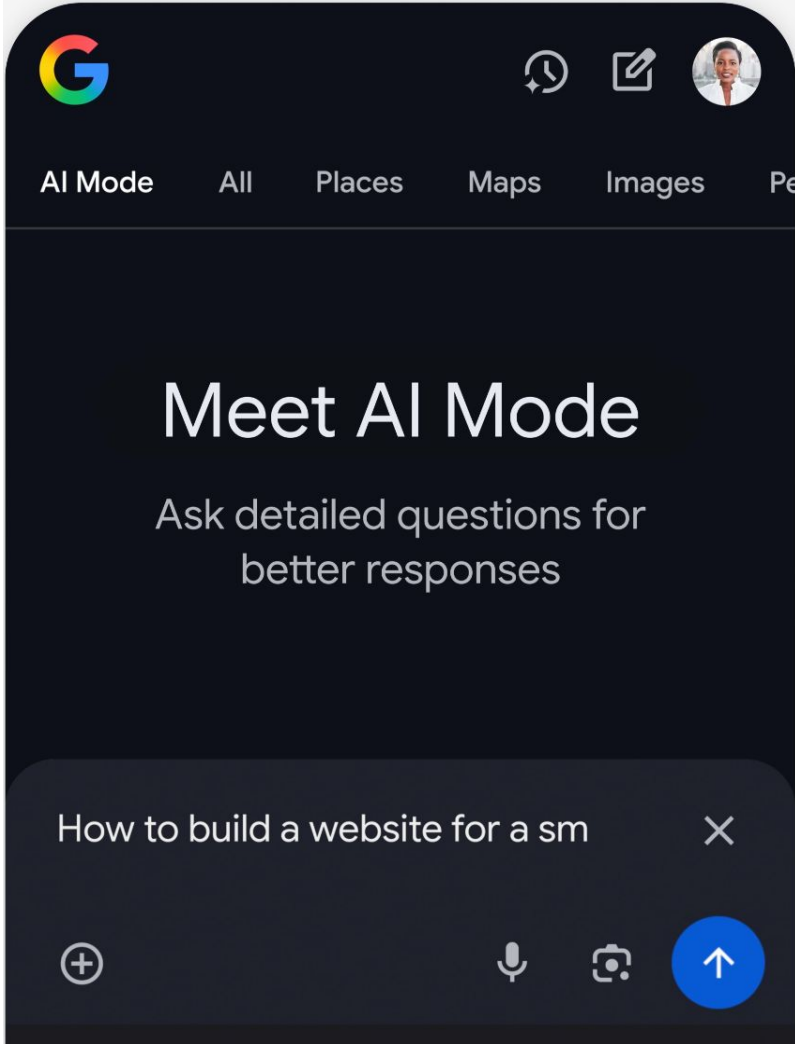
AI Overviews on Search



People who use AI Overviews search more – and are more satisfied with the results

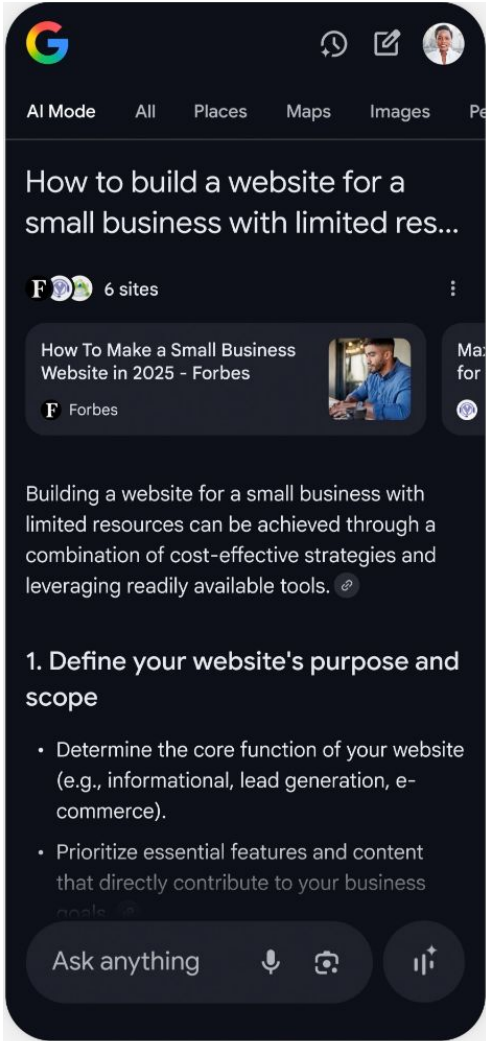
Source: internal data; Alphabet Earnings Q1 2024

Google



Source: internal data; Alphabet Earnings Q1 2024

Google



Source: internal data; Alphabet Earnings Q1 2024

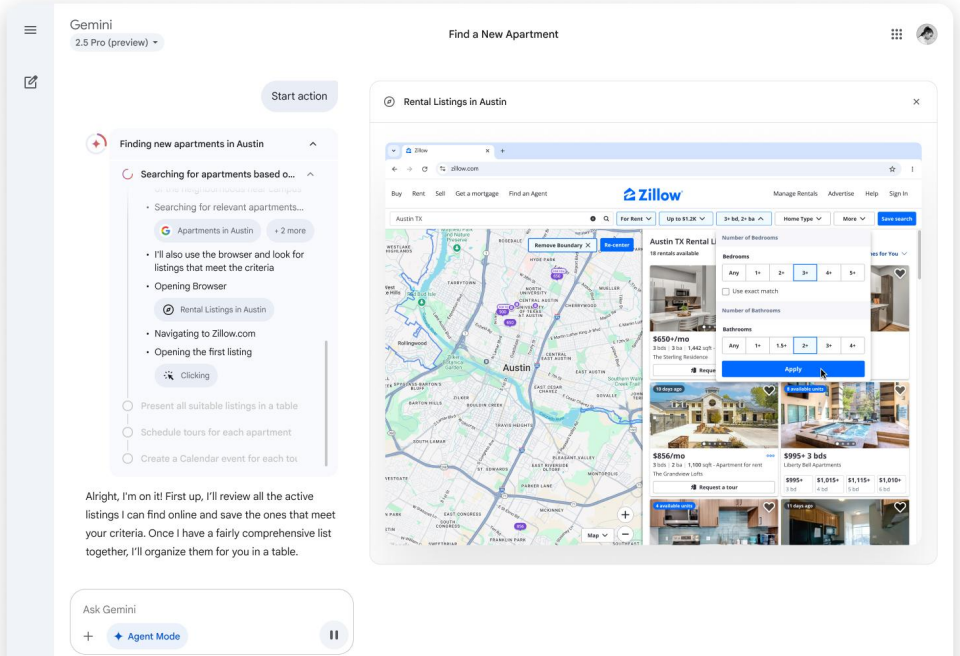
Google

Early testers of AI Mode are asking much longer queries, 2-3 times the length of traditional searches

AI Mode queries are on average 2-3 times the length of traditional searches. Alphabet Earnings, Q1 2025

Agent Mode in the Gemini app

Coming soon to subscribers



AI is supercharging Search and how we work with marketers

130 mobile touchpoints and 35,000 decisions

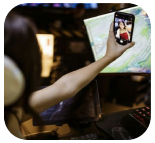
Source: Google/Measure Protocol, Consumer Journey Analysis, US, online consumers 18+, n=370 Android users, Oct 24 - Nov 6, 2024.
Georgia Institute of Technology, A new neural network makes decisions like a human would, July 15, 2024

Google

The

Searching

Streaming



Scrolling

Shopping

Google

Consumers are predictably unpredictable

The same AI that powers Search, powers your Ad campaigns

Marketing is one of the most proven ROI use cases for AI we've ever seen

60% faster revenue growth and adapting to consumer trends twice as fast

Google is where discovery starts, and decisions are made

80% of Google Search ad spend comes from **users actively searching** for information and exploring option

63% of consumers are open to **purchasing from brands** they have never heard of before

Source: 80% = Google Internal Data, Global, August 2024
63% = Google/Ipsos, The Relevance Factor, n=18,003, online shoppers 18+ US, UK, AU, BR, CA, FR, DE, IN, IT, JP, MX, NL, SG, KR, ES, TW, TH, VN, Mar 2024

Google

Google is the #1 shopping resource that consumers say they'd have the hardest time making shopping decisions without

Google/Ipsos, The Relevance Factor, Mar 2024, Use Google while shopping (n=15,097), online shoppers 18+ US, UK, AU, BR, CA, FR, DE, IN, IT, JP, MX, NL, SG, KR, ES, TW, TH, VN.

Google

79%

of Gen Z uses Google for their shopping

Source: Google/Ipsos, The Relevance Factor n=301, Gen Z online shoppers, DE, Mar 2024.

Google Search is where your customers come to decide between you and your competitor

Search is more helpful and
more relevant than ever before

How might you embrace
your own curiosity?

Thank you