

# Digital Guider Navigate NYC Businesses in Google's AI Ad Revolution

*Google's AI-driven ads are reshaping digital marketing; Digital Guider helps NYC brands utilize AI Overviews, shoppable YouTube, and CTV for measurable growth.*

SHERIDAN, WY, UNITED STATES, October 23, 2025 /EINPresswire.com/ -- Google has announced a sweeping update that integrates advertising directly into its AI Overviews, while also introducing shoppable YouTube masthead ads and expanding shoppable connected TV (CTV) formats. This innovation signals a new era where ads blend seamlessly into discovery experiences, a development that marketers and businesses cannot afford to ignore.

According to Google, ads in AI Overviews will now appear alongside [generative responses in search results](#), giving brands new opportunities to capture intent at the moment of discovery. Meanwhile, YouTube Masthead ads are becoming shoppable on mobile, allowing viewers to browse and make purchases without leaving the platform. On the larger screen, CTV shoppable formats are designed to turn awareness campaigns into direct commerce channels.

Digital Guider, a [New York SEO marketing agency](#), is already helping local businesses adapt strategies to these cutting-edge placements.

## DIGITALGUIDER

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*Leo Dias, SEO Director of  
Digital Guider*

“This is one of the biggest shifts since Google introduced Shopping Ads,” said Leo Dias, SEO Director of Digital Guider. “Ads are no longer just inserted between content; they are part of the content. For NYC businesses, this means smarter creative, tighter targeting, and ensuring brand visibility in every consumer journey, from AI-assisted search to connected TV streaming.

Digital Guider’s team has identified the importance of these changes, particularly for businesses in New York-

\* Appear directly in AI-powered responses, ensuring

brands are visible when users seek complex, multi-intent answers.

\* Let users shop instantly, ensuring video discovery and enhancing ROI for retailers and D2C brands.

\* [Connects storytelling](#) with commerce, giving advertisers the ability to convert living-room engagement into measurable sales.

“New York is one of the world’s most competitive markets,” added Katie Loesch, Senior SEO PR Strategist. “Being early in adopting these new placements can set local businesses apart, especially in retail, hospitality, and e-commerce.”

#### About Digital Guider

Digital Guider is a US-based digital marketing agency specializing in search, content marketing, and AI-driven campaigns. The agency empowers small and medium businesses to stay competitive by combining innovation with measurable performance strategies across industries.

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