

# momentum

## ▶ digest

**WILL THE NEXT GENERATION  
TRUST TECHNOLOGY  
MORE THAN PEOPLE?**

**GOOGLE AI OVERVIEWS  
ARE CHANGING  
WEBSITE TRAFFIC**

**AI FOR HYPER  
PERSONALIZED ADS**

**SOCIAL MEDIA IS BECOMING  
A DISCOVERY ENGINE**

**THE PRESSURE TO POST  
EVEN WHEN YOU HAVE  
NOTHING TO SAY**



# DIGITAL CLONES: WHEN AI CREATES A SECOND VERSION OF YOU

Artificial intelligence is changing the way people create and share content online. One of the newest developments is digital clones, AI-generated versions of real people that can speak, appear in videos and deliver messages without the person being physically present.

A digital clone is created using technologies such as voice cloning, facial modeling, and AI video generation. By studying a person's voice, expressions and communication style, AI can generate a realistic digital version that can produce new content.

## How Digital Clones Work

To create a digital clone, a person usually records a set of videos or voice samples. AI systems then analyze this data to learn how the person looks and sounds. Once trained, the system can generate videos where the digital version speaks different messages.

### A digital clone can:

- Deliver presentations or marketing messages
- Create content in multiple languages
- Appear in videos without new recordings
- Help maintain an active online presence

## Why Businesses Are Interested

Many companies see digital clones as a powerful tool for communication and marketing. Instead of recording the same message multiple times, a digital version of a person can generate different versions quickly.

This makes it easier to produce content for different audiences and platforms. For creators, it also helps save time while keeping their presence active online.

While the technology offers exciting possibilities, it also raises questions about authenticity and privacy. People may want to know whether the content they are watching is created by a real person or an AI-generated version. As digital clones become more common, clear guidelines and transparency will likely become important.

## A Glimpse of the Future

Digital clones show how technology is expanding the ways people communicate online. In the future, creators, educators, and brands may use AI versions of themselves to reach audiences faster and more efficiently, marking a new chapter in the evolution of digital communication.



**MOMENTUM DIGEST**  
publishing

India :  
Center Building, Kozhikode Bypass  
Thondayad, Kozhikode  
+91 9946 127 111 | +91 9946 128 111

Doha - Qatar  
Markaz Almana, 1st Floor  
Najma, Doha - Qatar  
+974 3365 8111 | +974 3356 8111  
sales@momentummedia.qa

**Chief Editor**  
Saif Valanchery

**Editor**  
Hadia Hussain  
Sneha Mohanan  
Shazni

**Production Director**  
Shamla Abdulla

**Design & Layout**  
Rameez Shuhsad

**Creative team**  
Galiya Sherin MC  
Rashik Rahman  
Abhinand AS  
Rifana Sherin  
Shanil  
Asif Hussain  
Junaid AP  
Fayroze H K  
Sumayya  
Nathasha Khadheeja  
Mohammed Shafeer  
Lubna Ningileri  
Haseena Hassan  
Abdulla  
Safwan

04

**GOOGLE AI OVERVIEWS  
ARE CHANGING  
WEBSITE TRAFFIC**

05

**AI FOR HYPER  
PERSONALIZED  
ADS**

07

**SOCIAL MEDIA IS  
BECOMING A  
DISCOVERY ENGINE**

08

**THE PRESSURE TO POST  
EVEN WHEN YOU HAVE  
NOTHING TO SAY**

09

**WILL THE NEXT GENERATION  
TRUST TECHNOLOGY  
MORE THAN PEOPLE?**





# GOOGLE AI OVERVIEWS ARE CHANGING WEBSITE TRAFFIC

Google's AI Overviews now show instant AI-generated summaries at the top of search results, pulling info from multiple sites to answer queries directly.

This speeds up searches for users but boosts "zero-click" results—where people get answers without clicking links—cutting traffic to blogs, guides and tutorial sites.

## Impact on Content Websites

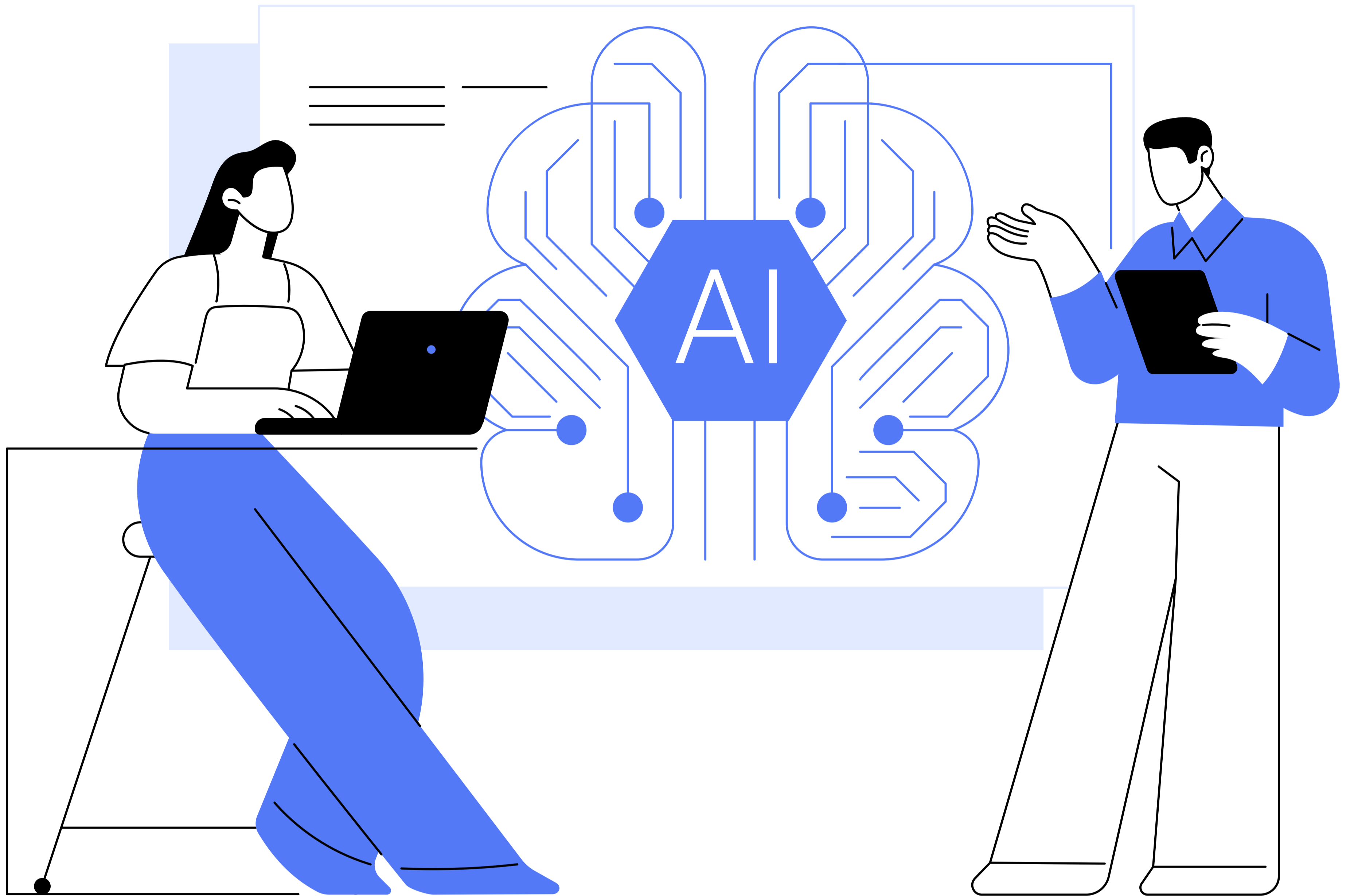
Websites that publish guides, tutorials, and informational articles are the most affected. These types of content are easy for AI systems to summarize into a few sentences. Because of this, some publishers and digital marketers are noticing a drop in organic traffic. As AI continues to grow in search results, businesses may need to rethink how they create and share content online.

## SEO Shifts Ahead

Content sites are hit hardest as AI easily condenses their info into short summaries. Publishers report organic traffic drops, forcing SEO to prioritize unique expertise over just high rankings.

## The Future

Search is becoming more answer-focused. Brands must create standout, trustworthy content to stay relevant when AI pulls from (or bypasses) their pages. AI Overviews show that search is moving toward faster, answer-focused experiences. While this may reduce clicks for some websites, it also encourages brands and creators to produce better and more valuable content. For businesses, the key will be adapting to this new search environment and finding ways to remain visible, relevant and trusted online.



# AI FOR HYPER-PERSONALIZED ADS

Personalization in advertising is not new, but artificial intelligence has taken it to an entirely different level. In 2026, brands are no longer creating one campaign for everyone. Instead, AI allows them to deliver highly personalized ads tailored to individual users. AI systems analyze large volumes of

customer data such as browsing behavior, purchase history, search activity and engagement patterns. Based on this data, advertising platforms can predict what a user is most likely to be interested in and deliver ads that match those preferences.

## Real-Time Audience Targeting

AI tools continuously analyze user behavior and adjust ad targeting instantly. If a user searches for fitness equipment or watches workout videos, advertising platforms can quickly deliver relevant ads related to sportswear, gym memberships or health products.

## Dynamic Ad Creatives

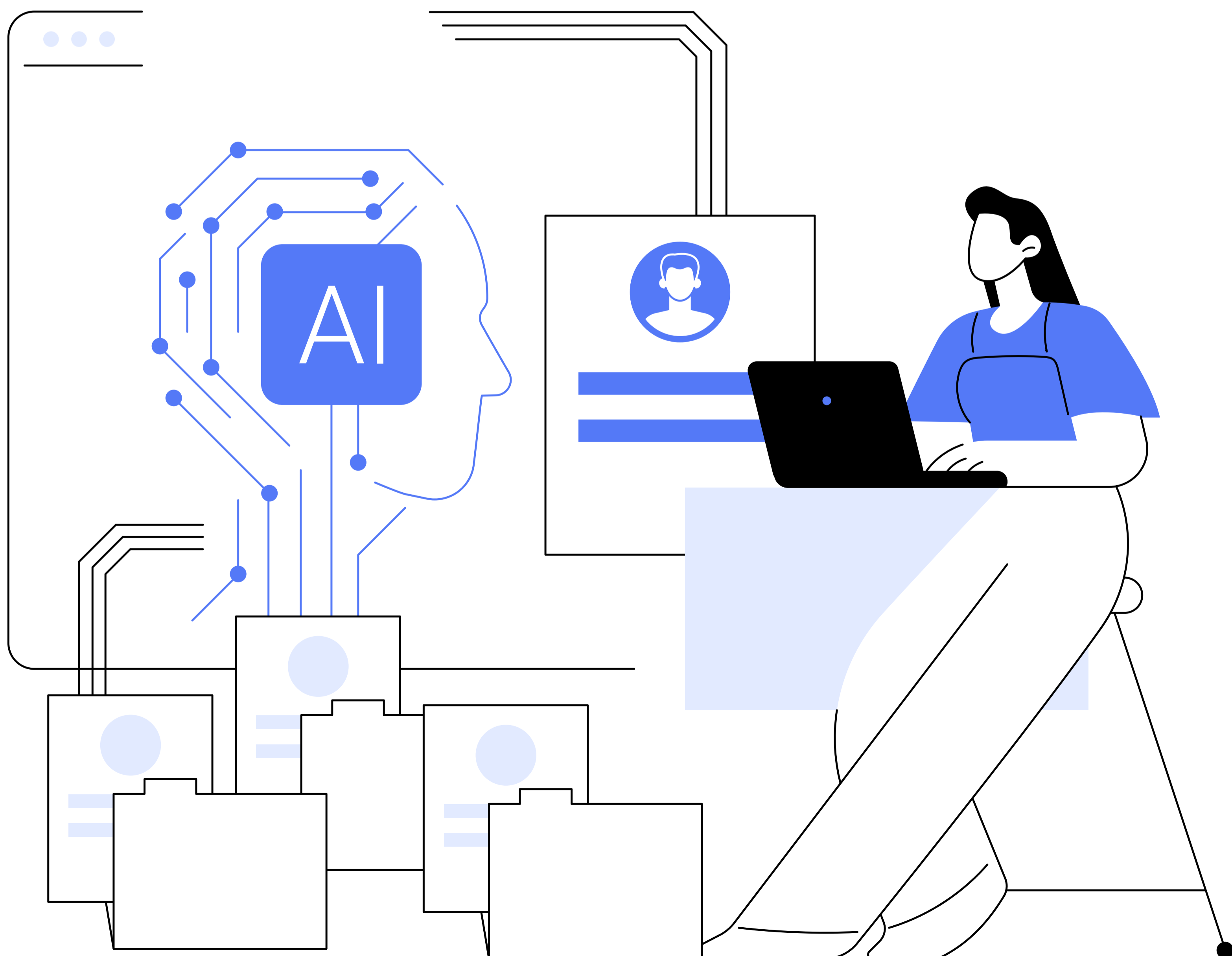
Instead of creating multiple versions of ads manually, AI can automatically generate different headlines, visuals and call-to-action messages based on the audience segment. This allows brands to run thousands of ad variations simultaneously.

## Smarter Ad Budget Optimization

AI algorithms monitor campaign performance in real time and automatically shift budgets toward the best-performing audiences and platforms. This helps marketers improve efficiency and reduce wasted ad spend.

Hyper-personalized advertising is changing how brands communicate with consumers. Instead of interrupting audiences with generic promotions, companies can now deliver **ads that feel relevant, timely and useful.**

As AI technology continues to evolve, personalization will become one of the most powerful tools for building stronger connections between brands and their customers.



# SOCIAL MEDIA IS BECOMING A DISCOVERY ENGINE NOT JUST A FEED



Over the past few months, social media platforms have quietly shifted from engagement-first feeds to search and discovery-driven ecosystems.

Users are no longer relying only on Google to find brands, services, or recommendations.

They're searching directly inside platforms like Instagram, TikTok, and LinkedIn — using keywords, hashtags, location tags, and even comments to decide what to trust and who to contact.

# THIS CHANGES HOW CONTENT NEEDS TO BE CREATED.



Posts are no longer just about visuals or likes. Captions, on-screen text, bios, highlights, and even comment sections now influence discoverability. Content that isn't structured for in-platform search simply doesn't surface — no matter how good it looks.

Another major shift is intent.

People scrolling social media today are not just browsing — they're researching. They're comparing options, checking credibility, reading comments, and evaluating consistency before making decisions. Social proof now plays a bigger role than polished messaging.

For brands, this means consistency matters more than virality.

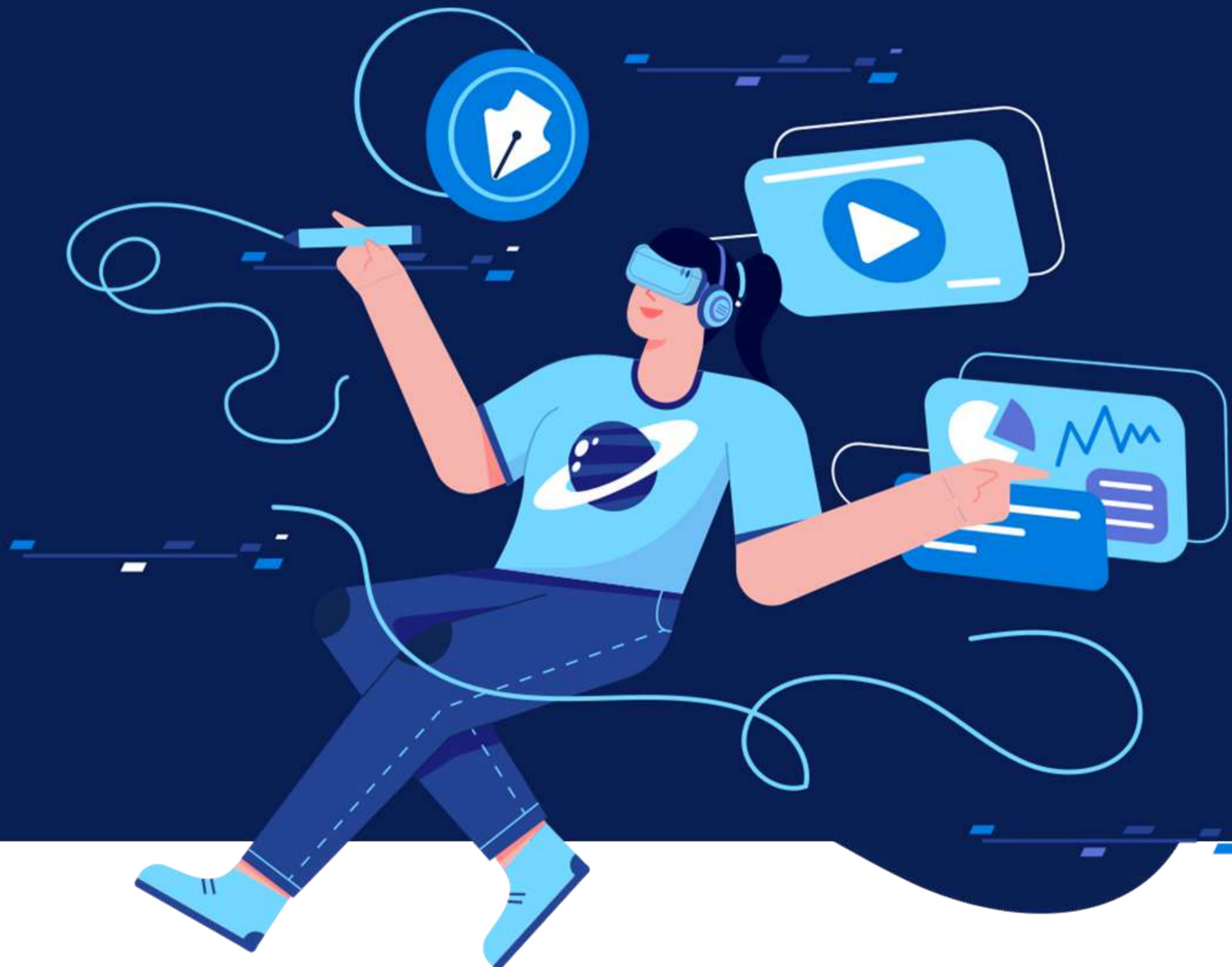
Posting occasionally or chasing trends without a content structure leads to short-term visibility and long-term invisibility. Platforms reward brands that publish clear, relevant, and searchable content over time.

The implication is simple:

Social media is no longer just about presence. It's about positioning.

Brands that treat social platforms as discovery channels stay visible where decisions actually happen. Brands that treat them as design galleries get ignored — slowly, but steadily.

# WILL THE NEXT GENERATION TRUST TECHNOLOGY MORE THAN PEOPLE?

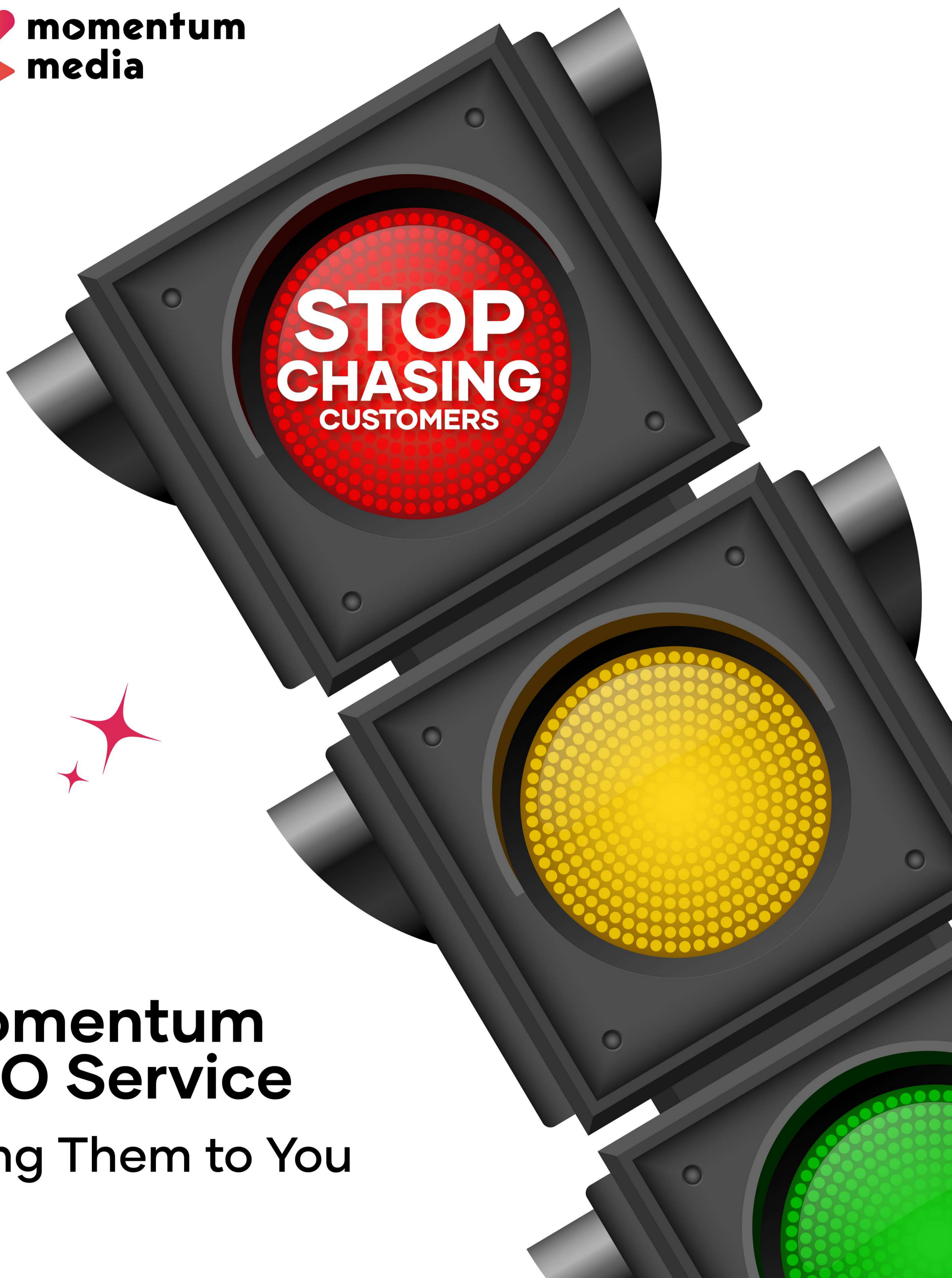


Technology is now part of daily life, especially for young people who grow up with smartphones, social media and AI assistants. They often turn first to digital tools for answers, advice and decisions, because technology feels fast, convenient and always available

AI can suggest what to buy, how to study and even offer a kind of emotional support. As this dependence grows, technology may become a key **"advisor"** in everyday life. But it still has limits.

Machines cannot truly feel empathy or understand the full complexity of human relationships. Real trust is built on connection, emotion and shared experience — things that remain deeply human.

The future is unlikely to be **"technology versus people"** but a balance of both. Technology will help with information and efficiency, while humans will continue to provide judgment, values and emotional support. The real challenge for the next generation is not choosing one over the other, but learning how to use and trust both wisely.



# Momentum SEO Service

Bring Them to You