

momentum ▶ digest



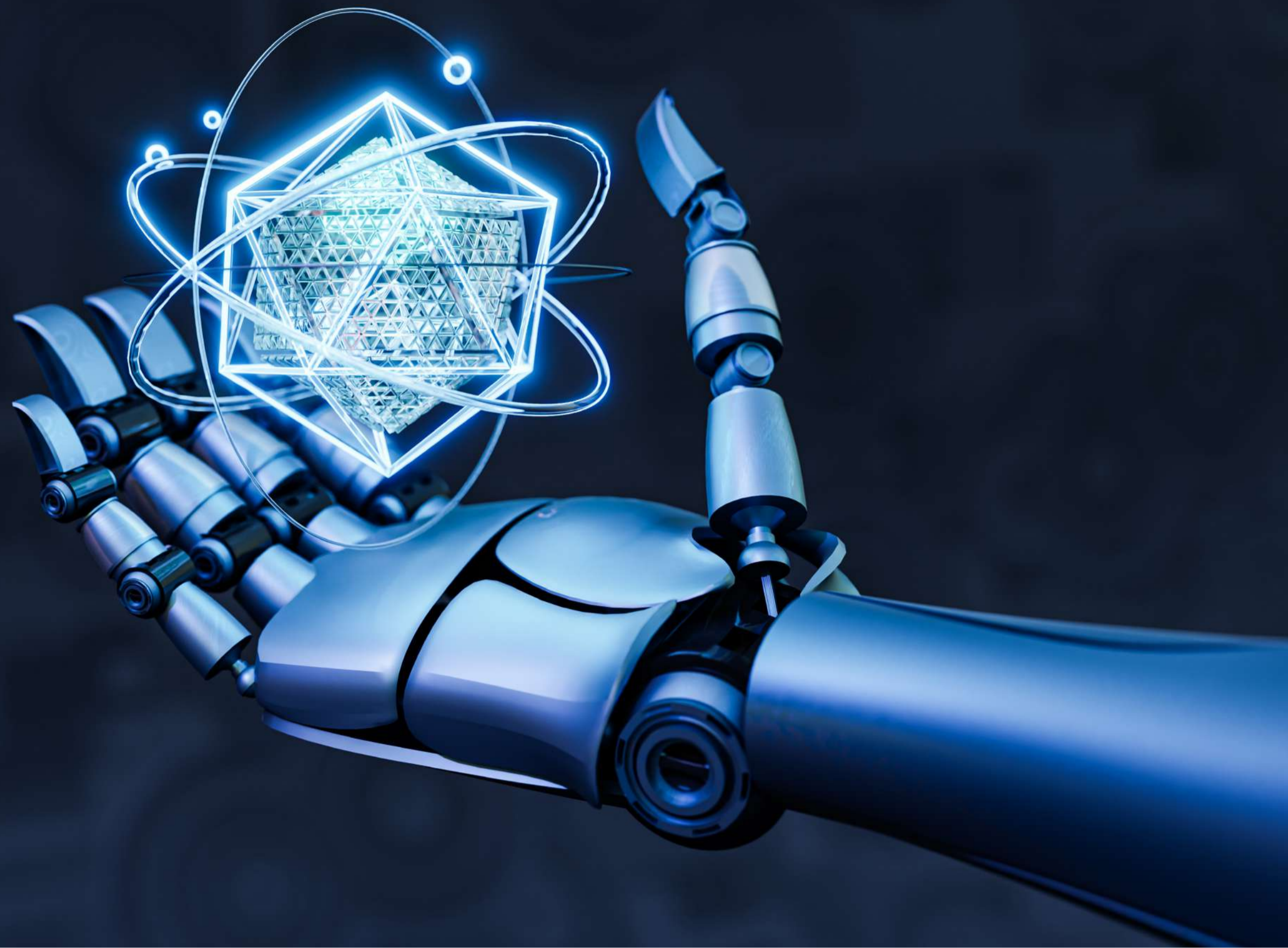
**THE WAY PEOPLE
SEARCH ONLINE IS
QUIETLY CHANGING**

**REIMAGINING THE MOUSE POINTER
FOR THE AI ERA**

**INSTAGRAM IN 2026:
QUALITY OVER VOLUME**

**WHY GOOGLE REVIEWS
ARE BECOMING
A MARKETING TOOL**

THE AGE OF GENETIC AI



We are past the experimentation phase. AI is now embedded into the core of marketing, supporting bidding, targeting, creative assembly, and content placement across platforms like Meta and Google.

The new era belongs to agentic AI systems — tools that do more than generate content. They can execute workflows, optimize performance, and move across tasks with minimal input. For businesses in Qatar and the GCC, the opportunity is significant. AI makes personalized content at scale more accessible, but the real advantage is not the technology itself. It is the ability to direct it with clarity.

In 2026, the difference is no longer between brands that use AI and those that do not. It is between brands that use it with purpose and brands that use it without a clear point of view.

At the same time, businesses are beginning to realize that AI has lowered the barrier to producing content, but not the barrier to producing meaningful communication. When every brand has access to similar tools, differentiation no longer comes from speed alone. It comes from perspective, consistency, and understanding human behavior.

In markets like Qatar and the GCC, where trust and long-term relationships remain central to business growth, audiences respond less to volume and more to relevance. The brands that stand out will not necessarily be the ones producing the most content, but the ones creating communication with stronger intent, clearer positioning, and a more distinct voice.

The strongest creative teams in 2026 are not the ones speaking the loudest about AI. They are the ones using it strategically behind the scenes while continuing to deliver work that feels original, emotionally aware, and unmistakably human.

Technology may improve speed, scale, and efficiency, but audiences still connect with clarity, meaning, and authenticity above all else. No matter how advanced AI becomes, the human perspective remains what people remember.

As we continue adapting to a rapidly evolving digital era, Momentum Media wishes all our readers, partners, and clients a peaceful and meaningful Eid Al Adha.



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
Shazni
Keerthana Prasoon

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
Naeema Ashraf

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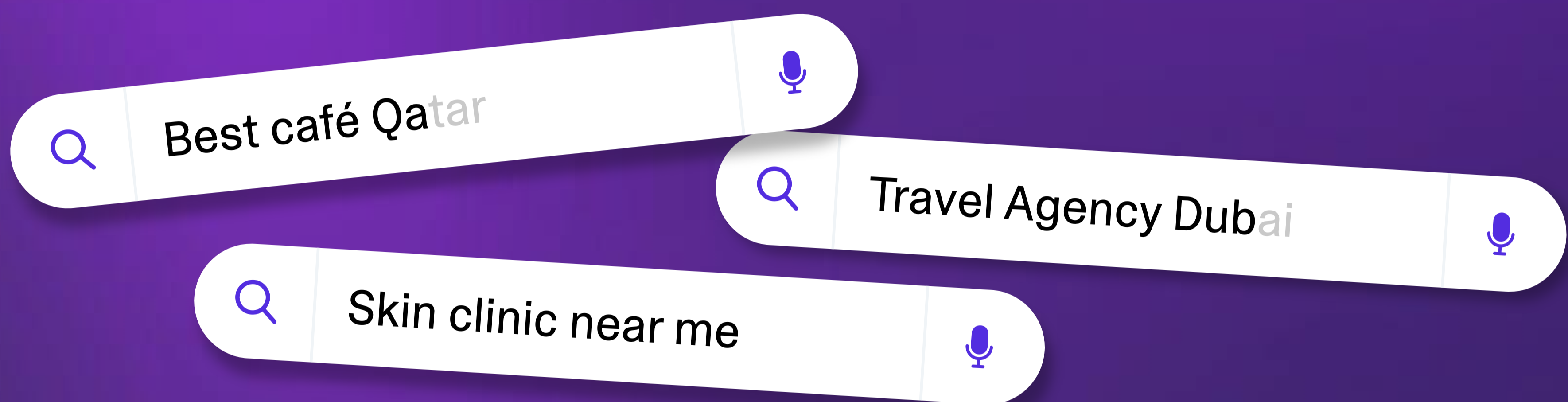
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The Way People Search Online is Quietly Changing

The way people search online today is very different from how it used to be a few years ago.

Earlier, searches were short and direct:



Now, people search the way they naturally speak.

Instead of typing a few words, they ask complete questions like:

“Which café near me has a calm atmosphere and good reviews?”

or

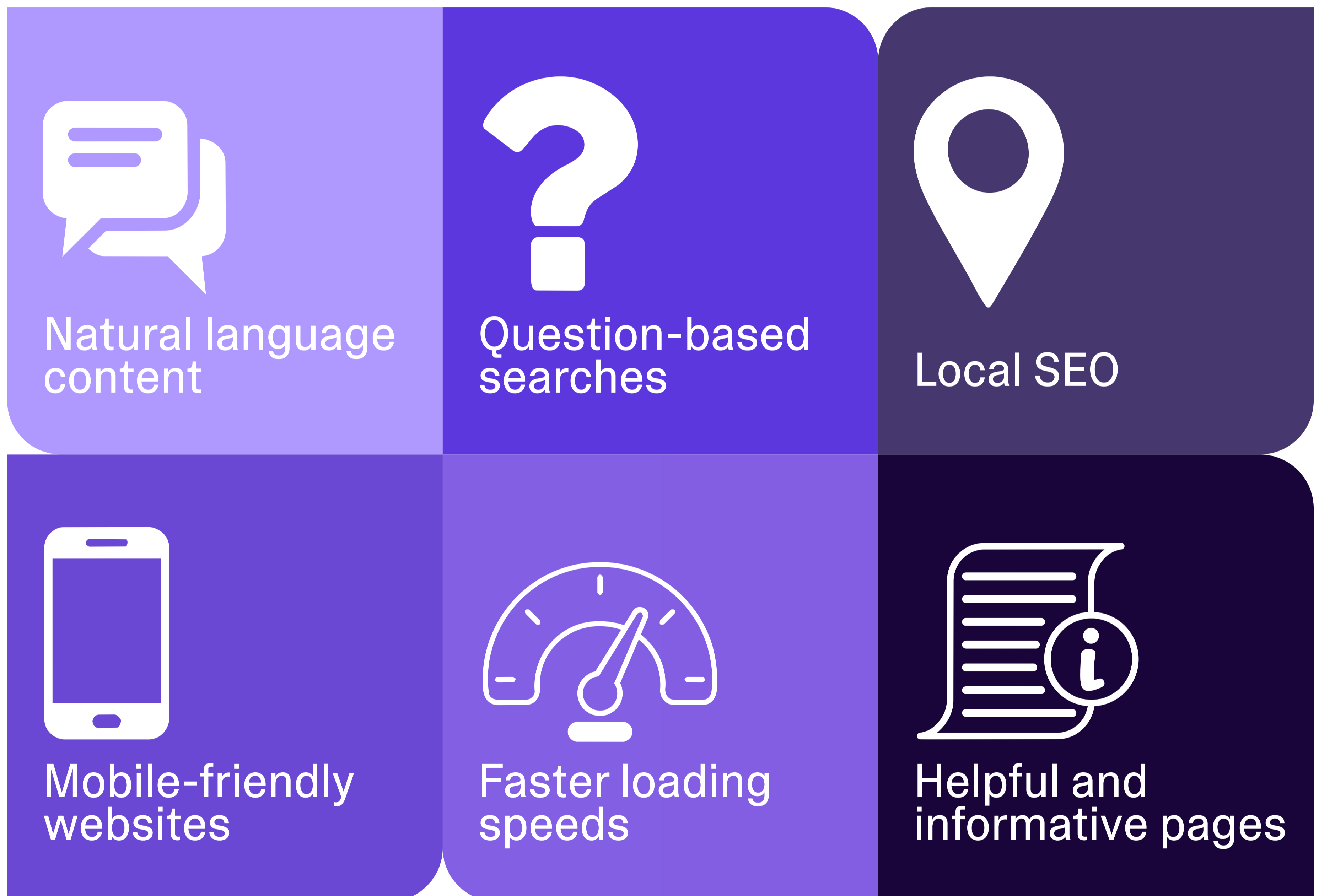
“Where can I find a good dermatologist for acne treatment?”

This shift is happening because voice assistants, AI search tools and smart devices have become part of everyday life. People are becoming more comfortable talking to technology the same way they talk to another person.

And because of this, SEO is evolving too.

Businesses can no longer rely only on basic keywords. Search engines now pay more attention to conversational language, user intent, website experience and how helpful the content actually is.

This is why brands are focusing more on:



The goal is no longer just to appear in search results. It is to appear as the most relevant and trustworthy answer. As AI-driven search continues to grow, businesses that adapt early will have a stronger digital presence in the coming years. Because the future of SEO is not just about what people type. It's about how people speak, ask and search naturally.

Why Google Reviews Are Becoming A Marketing Tool

Before visiting a restaurant, clinic, store or service, most people now do one thing first:

They check the reviews.

A few years ago, businesses treated reviews as simple customer feedback. Today, reviews have become part of digital marketing itself.

People trust real experiences more than advertisements. A positive review often influences decisions faster than a sponsored campaign because it feels genuine and unbiased.

In fact, many customers now decide whether to trust a business within minutes of reading its reviews. Even before checking the website or social media page, people look at ratings, customer photos, and public responses to complaints.

This is why businesses are paying closer attention to customer experience, online reputation, and response management. Even the way a brand replies to reviews

now affects how professional and trustworthy it appears online.

A thoughtful reply to a negative review can sometimes build more trust than ten positive advertisements. It shows transparency, responsibility and willingness to improve.

Search engines also prioritize businesses with stronger ratings, active engagement and

consistent customer interaction. This means reviews are no longer only about reputation.

They directly influence visibility too.

As digital competition continues to grow, customer opinions are becoming one of the strongest factors influencing buying decisions online.

Because today, people don't just buy products or services.

They buy trust first.



Instagram in 2026: Quality Over Volume

More content was published on Instagram in 2025 than in any year before it. Reach per post declined. The algorithm made its position clear. Frequency is not a strategy.

Today, 75% of Instagram recommendations come from original content. Reposted or repurposed material is being actively deprioritised. The platform is rewarding brands that create, not recycle.

Carousels remain the most underused and highest-performing format. They generate more saves than any other content type and saves carry significant algorithmic weight. Treat each

carousel as a short story with a clear beginning, middle, and payoff.

85% of users watch videos without sound. If your Reel relies on audio, you are losing the majority of your audience before they have heard a word. Captions and on-screen text are no longer optional.

The "Your Algo" feature now lets users choose what they see in Reels. Brands can no longer engineer their way into a feed they have to earn it. POV-style filming, community-rooted content, and genuine local storytelling are consistently outperforming polished, produced visuals.



It is no longer about being present.

What works

Carousel storytelling sequence matters, not just design.

Captions and on-screen text on every Reel.

Original, locally rooted content created natively in Instagram tools.

Broadcast Channels for your most engaged audience segments.

What doesn't

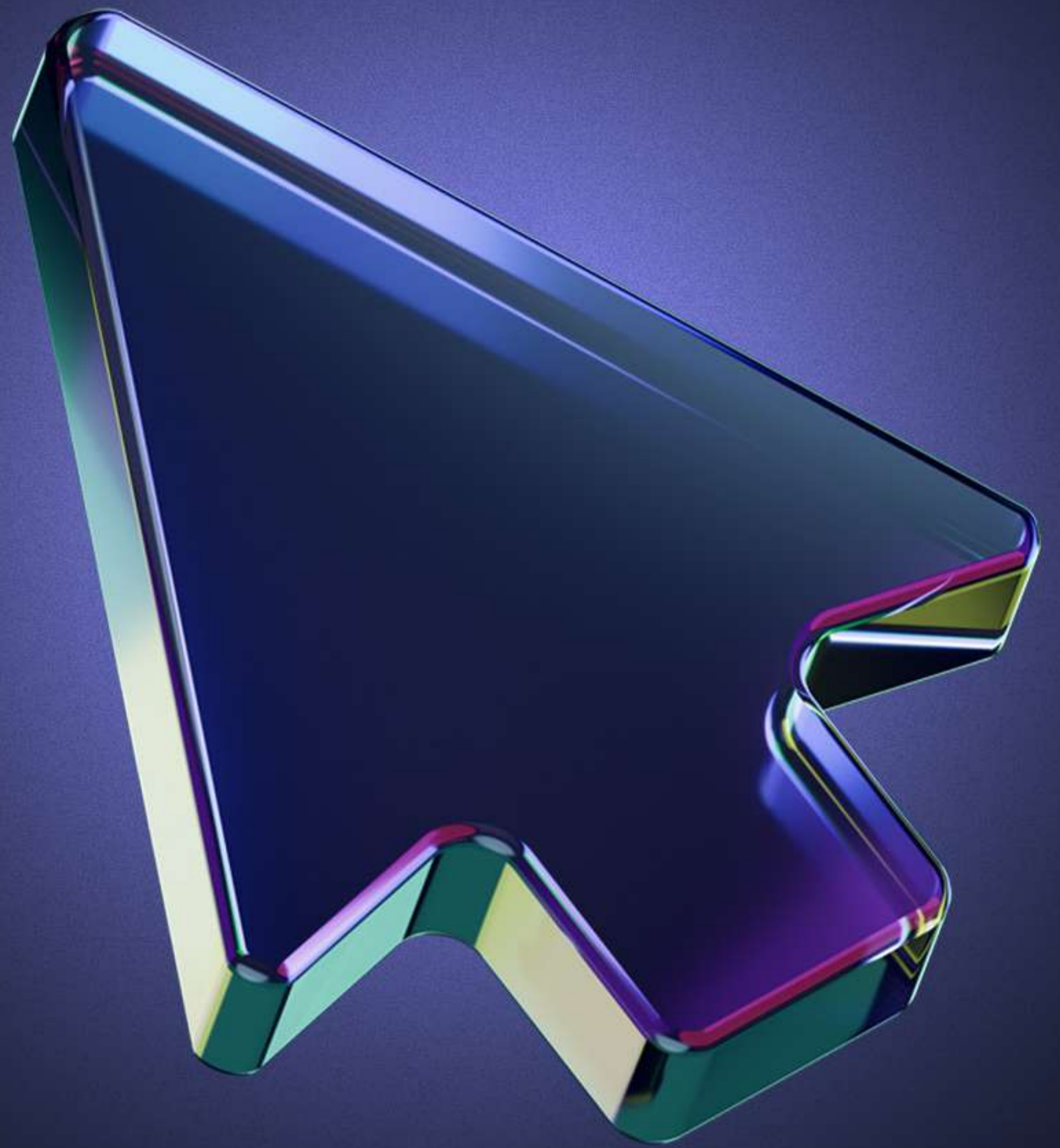
High volume posting without a clear content strategy.

Repurposed content from other platforms.

Reels built around audio with no on-screen text.



Reimagining the Mouse Pointer for the AI Era



For more than 50 years, the mouse pointer has been one of the simplest tools in computing — a small arrow that helped users click, drag, and navigate. Now, Google DeepMind is reimagining it for the AI era. The new concept, called the AI Pointer, transforms the mouse into a context-aware AI partner that does more than just track movement. It can see, understand, and act on the content on your screen.

The idea is simple but powerful. When you hover over a table, recipe, PDF, or video, the AI understands the visual context and responds to your request. Instead of copying and pasting information or opening a chatbot, users can simply

point and ask. Hover over a data table and say, “Make a pie chart,” or point at an email and say, “Summarize this as bullet points,” and the AI carries out the task directly.

Google says experimental demos are already available in Google AI Studio, with the feature expected to come to Chrome later this year. Under the name Magic Pointer, it is also expected to be integrated into Google’s AI-first laptops, the Googlebook, later this year. More details about the research and thinking behind the project are available on the Google DeepMind Blog.



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+974 33658111

sales@momentummedia.qa