

ASK QUESTIONS

PERPLEXITY.AI

GET ANSWERS.

perplexity

A vibrant, painterly illustration of a person's face and hands. The person is holding a glowing, detailed Earth globe on their head. The scene is set in a lush, colorful jungle with various plants and a warm, golden light. The person's hand is resting on their chin, suggesting deep thought or contemplation.

ASK QUESTIONS.

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Perplexity Overview

The web opened up so much information to us,
and we ask it billions of questions each year.



But for nearly two decades, the way we searched for information online was defined by this idea of ten blue links.

The image shows a Google search interface for "best headphones". At the top, the Google logo is accompanied by a duck illustration. The search bar contains the text "best headphones". Below the search bar, navigation tabs include "All", "Shopping", "Images", "Videos", "Forums", "News", "Web", and "More". Filter buttons are visible for "Under \$200", "Gaming Headsets", "Wired", "Noise Canceling Headphon...", and "Wireless Head...".

The main content area displays a "Sponsored" section with five product listings, each featuring a "SALE" badge and a product image:

- Product 1:** Bose QuietComfort... for \$249.00 (was \$349). Rating: 5 stars (9k+). Description: "Effective noise reduction" · "Go..."
- Product 2:** Sony WH1000XM4/... for \$249.99 (was \$350). Includes "Free 2-day" shipping. Rating: 5 stars. Description: "Free 30-day r..."
- Product 3:** Bose QuietComfort... for \$349.00 (was \$429). Rating: 5 stars (3k+). Description: "Effective noise reduction" · "Go..."
- Product 4:** Bose QuietComfort... for \$249.00 (was \$349). Rating: 5 stars (9k+). Description: "Effective noise reduction" · "Go..."
- Product 5:** Beats Solo 4 Bluetooth... for \$129.99 (was \$200). Includes "Pick up today" badge. Rating: 5 stars (342). Description: "Good sound quality" · "..."

Below the sponsored listings is a CNET article snippet:

- Source:** CNET, <https://www.cnet.com> > Tech > Mobile
- Title:** Best Headphones for 2024
- Date:** Jul 28, 2024
- Text:** "If you're looking for the **best** sound and have the budget for it, you can go for options like the Focal Bathys, Bowers & Wilkins PX8 and ..."
- Price Range:** \$190 to \$349

The bottom of the image shows the URL: https://www.google.com/search?sca_esv=981a0d32bcfb9b3f&sca_upv=1&q=best+headphones&udm=2&fbs=AEQNm0BglSNkPbDQcL4Et01Q...FPInUgmuWgWT-z71LyJ6bhpdCbxiuh61-Pqrv0...

You ask a question
and you receive a list
of relevant web
pages in return.

The screenshot shows a Google search interface with the query "plan a trip to rome". The search bar includes icons for voice search, image search, and a magnifying glass. Below the search bar are navigation tabs for "All", "Images", "Videos", "Forums", "Web", "News", "Shopping", "More", and "Tools". Filter buttons include "3 day", "From usa", "2024 with airfare", "Itinerary 7 days", "For the first time", and "Itinerary 5 days". The search results are for "Brushy Creek, TX". Three sponsored results are visible:

- Sponsored**
Kensington Tours (kensingtontours.com)
<https://www.kensingtontours.com>
Italy Tailor-Made Trips - Nat'l Geographic Award Winner
Private Guides; Custom Trip Itineraries; Authentic Experiences. Request A Custom Quote. **Tour Rome** & Italy In Style with Expert Private Guide & Driver. Hand Picked...
- Sponsored**
Enchanting Travels (enchantingtravels.com)
<https://www.enchantingtravels.com> › italy › trips
Italy Vacation Packages | Trips Starting at \$6000
Luxury, Tailor-Made **Tours** That Ensure An Authentic & Unique Experience Of...
★★★★★ Rating for enchantingtravels.com: 4.9 - 512 reviews
- Sponsored**
Go Real Travel (gorealtravel.com)
<http://www.gorealtravel.com> › italy_trip
Rome Trip Planner
Plan a Trip to Rome & Beyond – Colosseum, Pantheon & Beyond. Best Customized Itinerary and **Travel** Tips. Try It for Free!

At the bottom, there is a URL: https://www.google.com/search?q=plan+a+trip+to+rome&sca_esv=981a0d32bcf9b3f&sca_upv=1&source=hp&ei=q_qwZqu8HY2Qur8PsdYH...QIRifBclCDRAAGIAEGLEDGIMBGA3CAGcQABIA

This era has been defined by “search” engines,
but we’re taking a different approach.



We're an
answer engine.

Search like *never* before.

Ask anything...

 Focus  Attach

 Pro 

We've designed our product from the ground up so AI will read relevant information from the web and synthesize it for you in a conversational way.

The screenshot shows a web application interface with a search bar containing the text "Search for the best places to stay in tokyo". Below the search bar, there are three source cards: "YUEN SHINJUKU ONSEN RYOKAN" (yelp · 1), "AMAN TOKYO" (yelp · 2), and "The New Sanno Hotel" (yelp · 3). A "View 5 more" link is also present. The "Answer" section states: "Based on the search results, here are some of the best areas to stay in Tokyo: 1. Shinjuku". It lists three bullet points: "Considered the best area for first-time visitors to Tokyo", "Lots of shopping, restaurants, cafes, and bars", and "Major attractions include Ghibli Museum, Tokyo Metropolitan Government Building, Golden Gai". On the right side, there is a map of Tokyo with several location markers and a "View" button. Below the map are two rows of image thumbnails: the first row shows a modern interior and a dining table; the second row shows a bar area and a hotel room. A "View More" link is located below the second row of images. At the bottom right, there is a "Search Videos" button with a plus sign.

We prioritize accuracy and the user experience so we can avoid some of the errors seen by other companies that have tried to implement AI overviews with poor results.

Best 4K TVs under \$2k

byperplexity 1 Now + Collection / Best 4K TVs under \$2k Convert to Page

Best 4K TVs under \$2k

Pro Search

- Search for the best 4K TVs under \$2000
- Compare the features of the top 4K TVs under \$2000
- Identify the top recommended 4K TVs under \$2000

Sources

- Samsung DU7200 Series 60" Crystal UHD 4K HDR Smart TV -... **samsung** · 1
- TCL 55QM751G 55 inch QM7 Q-Class LED 4K UHD HDR Smart Google... **nfm** · 2
- The 6 Best TVs Under \$2,000 - Summer 2024: Reviews - RTINGS.com **rtings** · 3
- View 3 more

Answer

Based on the search results provided, here are some of the best 4K TVs under \$2,000 currently available:

1. Samsung S90C OLED
 - Considered the best overall TV under \$2,000 by RTINGS.com ³
 - Uses QD-OLED technology for excellent picture quality
 - Perfect dark room performance with deep blacks

Ask follow-up Pro ↑

SAMSUNG Crystal UHD

INSIGNIA firefly

LG OLED

TOP 5 TV UNDER \$2000 **Watch**

TOP 5 TVS UNDER \$2,000 REVIEWS **Watch**

Generate Image



7 sources



Which EVs have the best range?



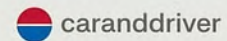
1. Longest Range Electric Cars of 2024 and 2025 | Kelley Blue Book



Reference #18.4b8e1002.1722182160.6b52cec4
https://errors.edgesuite.net/18.4b8e1002.1722182160.6b52cec4/...
...



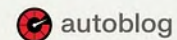
2. Longest-Range Electric Cars We've Ever Tested - Car and Driver



Range anxiety and electric vehicles were once as synonymous as reckless drivers and Nissan's Altima. While a few automakers continue to sell EVs with EPA-estimated ranges that barely crack 100 miles, most modern battery-powered...



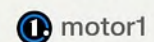
3. Longest-range electric vehicles of 2024 - Autoblog



Times are changing quickly, as is the electric vehicle marketplace. Last time we ranked EVs by range, only the top 15 models offered a range of at least 300 miles. This time, our list of the top 26 EVs with the longest range of 2024 all offer...



4. 10 EVs With the Best Range for 2024







If you're thinking about switching to an electric vehicle, you're probably most concerned about one thing: Battery range. "Range anxiety" is real, and you don't want to be stranded with a dead battery in your brand-new ride. Luckily, as EVs ge...

With each response, you'll receive a list of sources at the top so you know exactly what our technology referenced when answering your question.

Our technology can also parse out which information is high quality, so we can serve better answers.

Help me plan a trip to Rome

 **Pro Search**

- ✓ Search for general travel information about Rome ▼
- ✓ Search for the top attractions and sights to see in Rome ▲
 - Searching
 - Q top attractions in Rome
 - Q must-see sights Rome 2024
 - + 1 more
 - Reading
 -  tripadvisor
 -  romesite
 -  travel.usnews
 - + 2 more
- ✓ Search for accommodation options in Rome ▼
- ✓ Search for transportation options to get around Rome ▼

We serve more than

230 Million

per month globally

Total App Store Reviews

210K

Average Rating

4.8

Company Valuation

\$1B+

Supported Languages

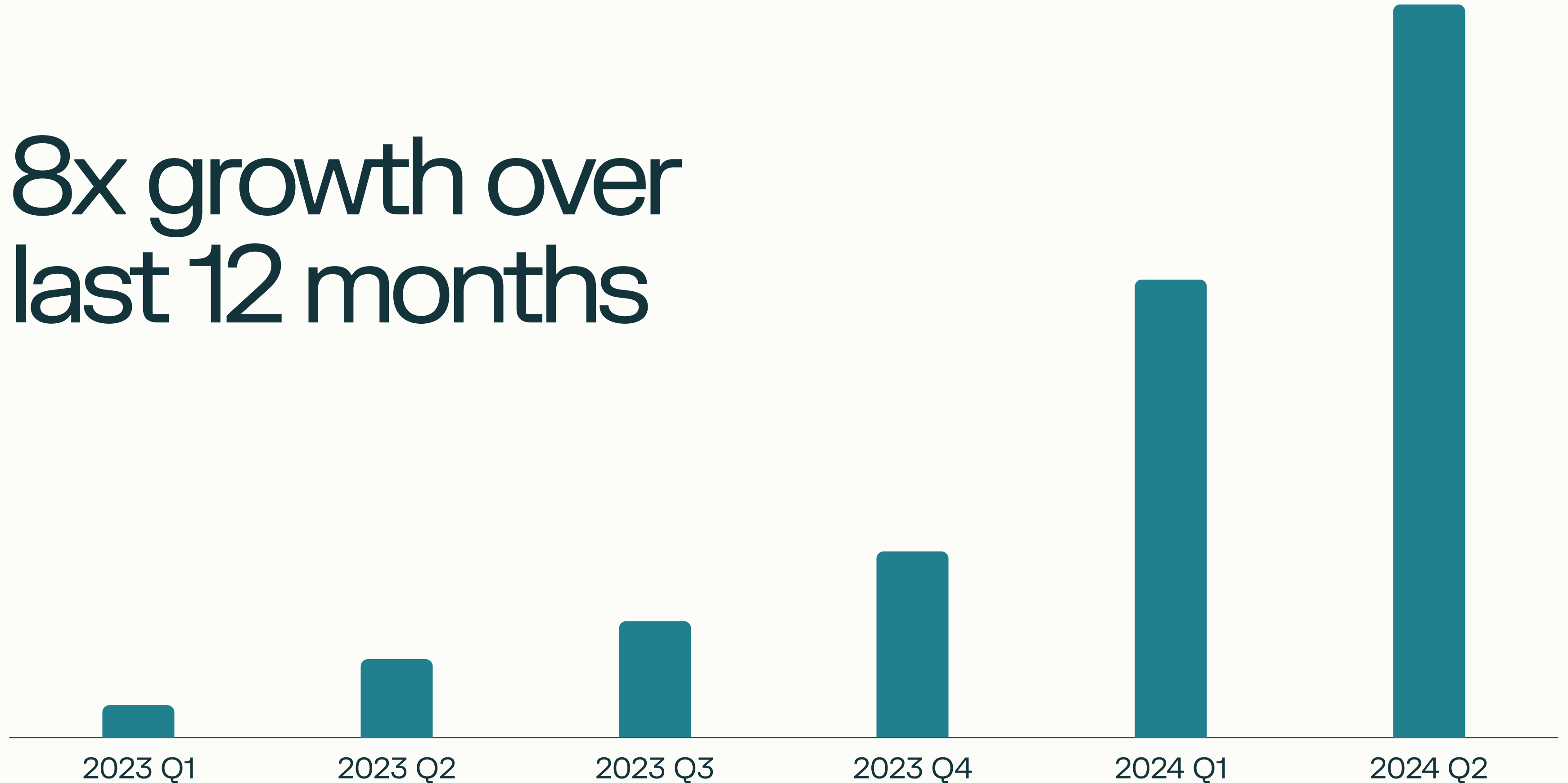
28

Total Downloads

2M+

Total US Queries (M)

8x growth over
last 12 months





Online advertising
is changing.

Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents

Forecast: AI's Rise Will Cut Search Engine Traffic, Affecting Advertising

1 [Gartner, 2024](#)

2 [Alan Antin, VP Analyst at Gartner](#)

3. [Inc.com, 2024](#)

“ GenAI solutions are becoming substitute answer engines, *replacing user queries* that previously may have been executed in traditional search engines.

This will force companies to *rethink their marketing* channels... ”

Alan Antin, VP Analyst at Gartner

By partnering with Perplexity, brands can reach, educate, and spark curiosity of potential customers at high-leverage moments.

Highly-educated, high-income, leaders in their professions

Our Users (US)

Undergraduate degree

82%

Graduate Degree

45%

Senior Leadership Position*

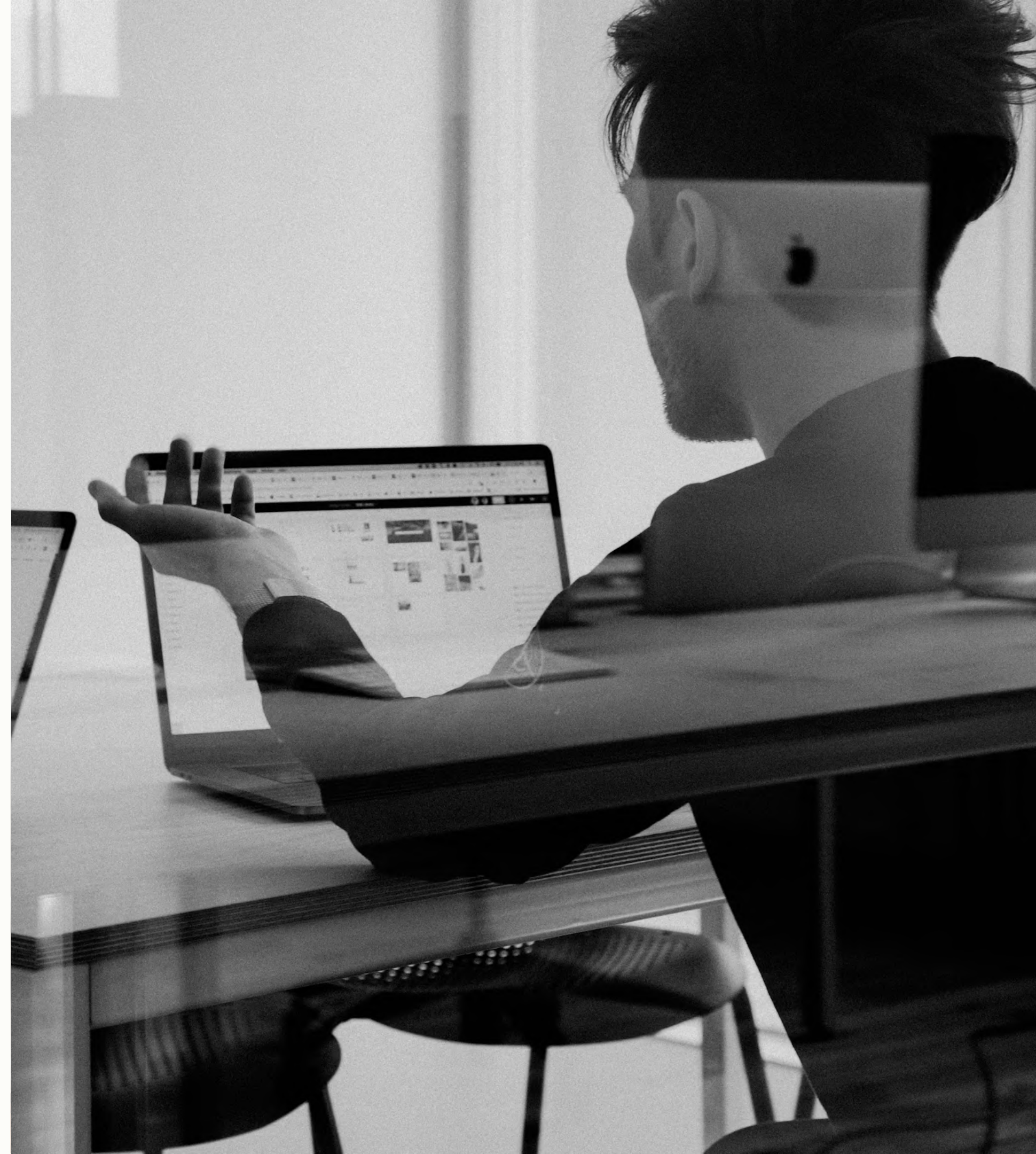
30%

High-income white collar**

65%

* Self-reported senior leadership job titles incl. C-level, VP, Director, Owner, Partner;

** Senior Leadership plus high-income white-collar professions e.g., Physician, Attorney, Consultant, Software Engineer, Account Executive





High-signal queries; high engagement on follow-up questions

Our Queries (US)

Daily Queries per DAU

7.5

Follow-up Questions

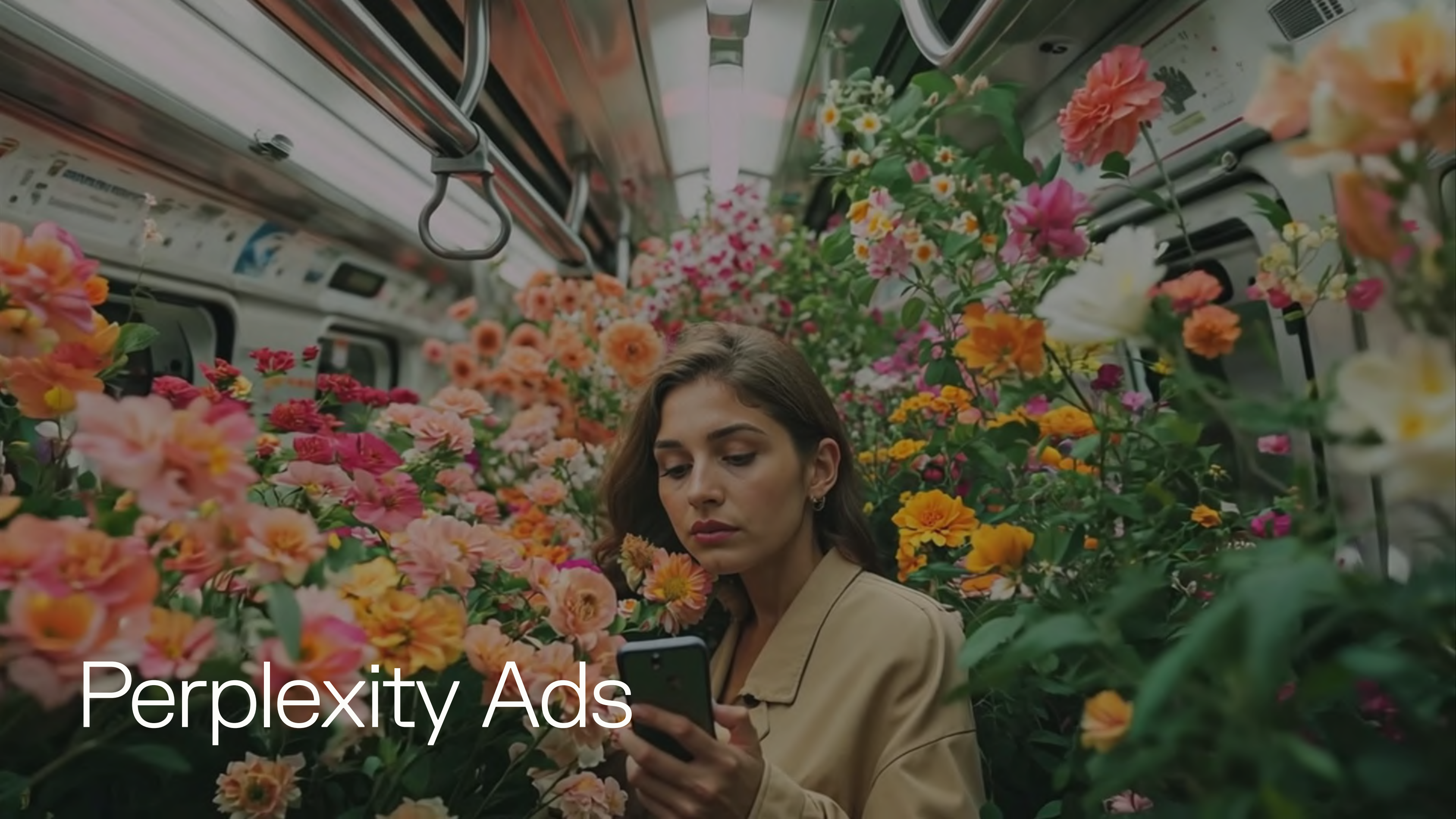
46%

Desktop

55%

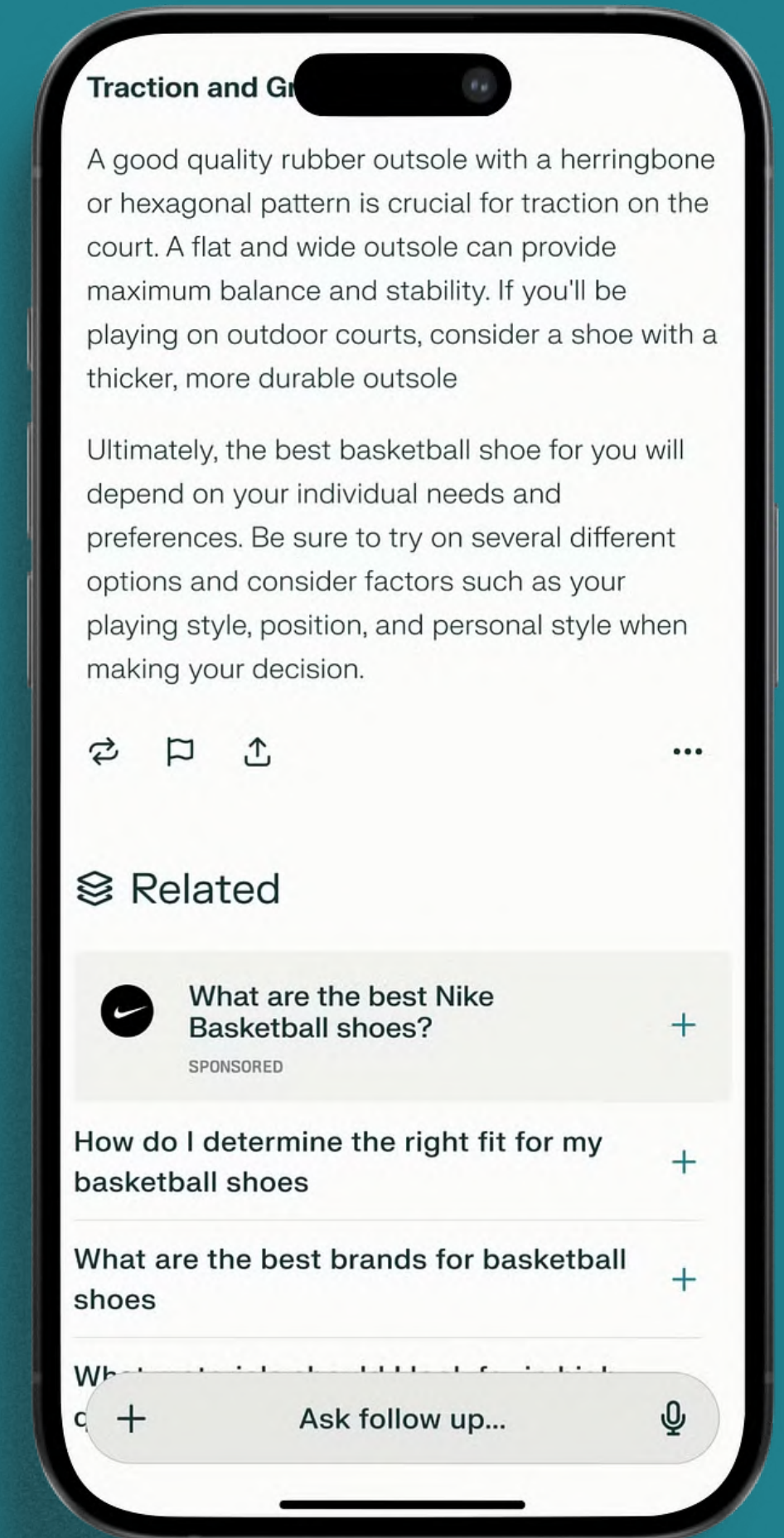
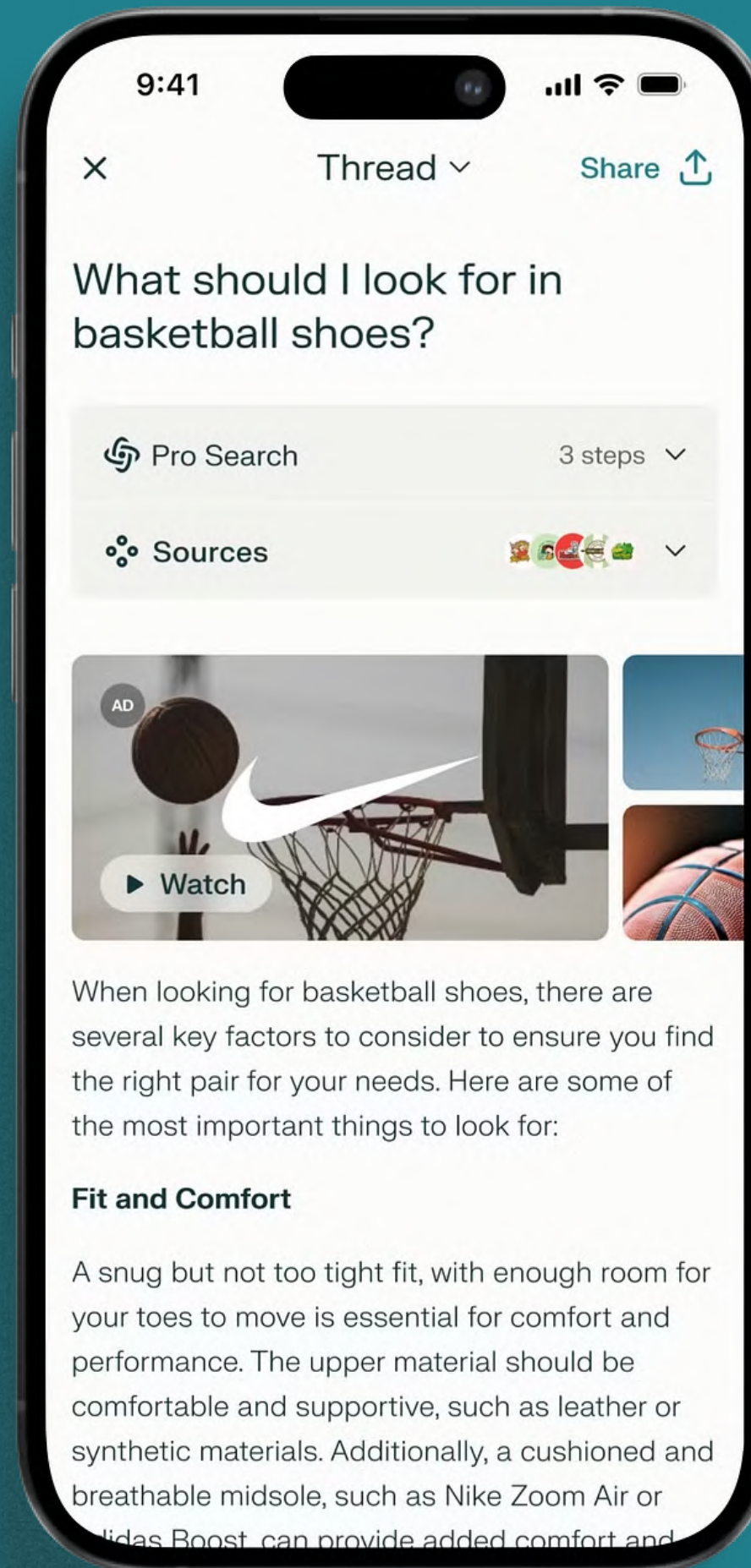
Mobile

45%



Perplexity Ads

Answer page takeover



Sponsored media
alongside answer

What should I look for in basketball shoes?

byperplexity · Now

Sole Searching / What should I look for in basketball shoes?

Convert to Page Share

What should I look for in basketball shoes?

Pro Search

Search for important features to look for in basketball shoes

Sources

- How do you rank these in terms of importance for your basketball ...
reddit · 1
- What to Look for When Buying Basketball Shoes - Rebel
rebelsport.com · 2
- How To Find The Best Basketball Shoes For You | Under Armour
underarmour · 3

View 5 more


Answer

When choosing basketball shoes, there are several key factors to consider:

1. Traction
 - Look for shoes with grippy outsoles, often featuring herringbone or hexagonal patterns for optimal court grip and quick cuts.
2. Cushioning
 - Prioritize shoes with responsive cushioning in the midsole to absorb impact and provide comfort during jumps and landings.
3. Support/Stability
4. Fit
 - Ensure a snug but comfortable fit with about a thumb's width of space in the toe

Ask follow-up

Pro



AD

Watch

Sponsored "Related Question" below answer





- Ultimately, the shoe should feel comfortable and suit your individual playing style and foot shape.
- 10. Brand reputation
 - While not essential, established basketball shoe brands like Nike, Adidas, and Under Armour often offer reliable performance features.

Remember that the best basketball shoe for you will depend on your specific needs, playing style, and foot characteristics. It's often helpful to try on multiple pairs and even test them out on a court if possible before making a final decision.

Share Rewrite



Related

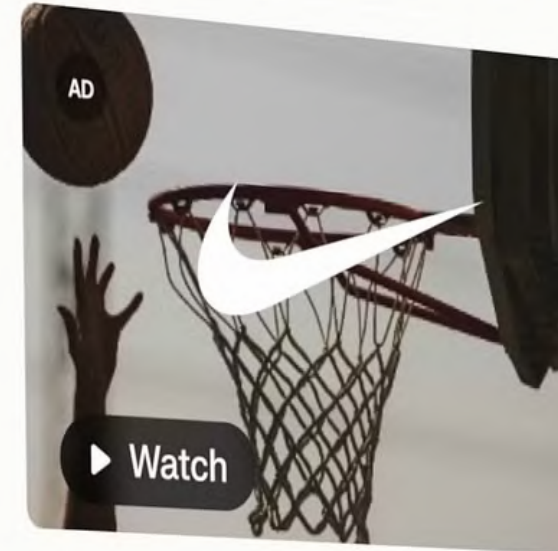
 What are the best Nike Basketball shoes? SPONSORED  +

How do I determine the right fit for my basketball shoes +

What are the best brands for basketball shoes +

What materials should I look for in high-quality basketball shoes +

Pro 





apostroph 10m

+ Collection / What are the best European

What are the best European travel destination for families?

Pro Search

Search for the best European travel destinations for families

Searching

Q best European travel destinations for families

Q top family-friendly places to visit in Europe

+ 1 more

Reading

travel.usnews

theguardian

en.wikipedia

+ 9 more

Look for family-friendly activities and accommodations in the identified destinations

Sources

14 Best Family Vacations in Europe | U.S. News Travel
travel.usnews · 1

Family friendly: seven European destinations with a difference
theguardian · 2

Europe
en.wikipedia · 3



View 5 more

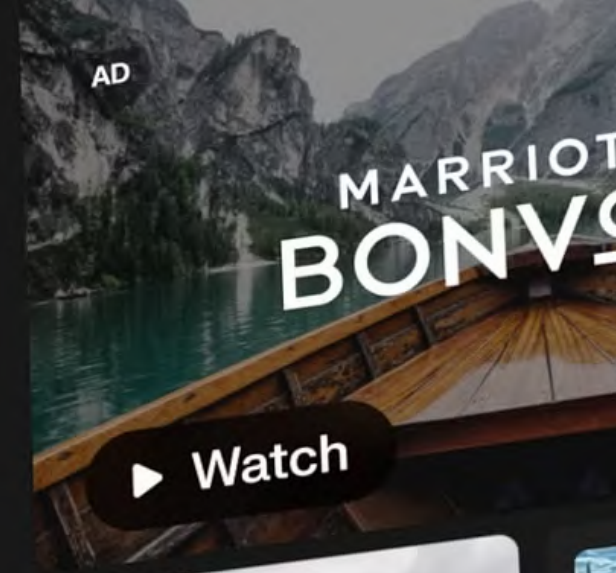
Perplexity

Ask follow-up

Pro

Geographical Boundaries

Bordered by the Arctic Ocean, Atlantic Ocean, Mediterranean Sea, and Asia

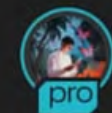


Watch



Generate Image

Additional branded explanatory text



byperplexity Now

Family Vacation / What are the best European travel destin...

Convert to Page

- Proximity to the Swiss Alps for outdoor adventures
- The Lindt Home of Chocolate, featuring a giant chocolate fountain ⁴

When planning a family trip to Europe, consider factors like walkability, public transportation, kid-friendly attractions, and local cuisine that appeals to children. Many European cities also offer family-oriented accommodations and multi-attraction discount passes to make travel more convenient and affordable ¹ ⁵.

Share Rewrite



Related



Discover the world with Marriott, where our 30 unique brands offer unique experiences and exceptional service for every traveler.

Does Marriott offer any all-inclusive resort options?

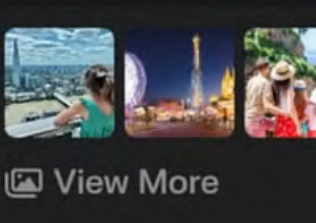
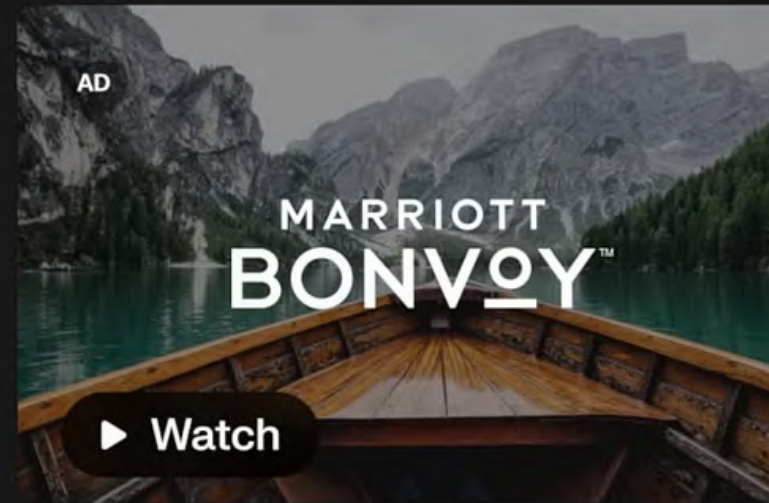
SPONSORED

Are there any must-visit kid-friendly spots in the Swiss Alps

How does Lisbon rank as a family destination in Europe

Ask follow-up

Pro



Generate Image

Clicking the sponsored question triggers an answer like an organic question

The screenshot shows a chat window with a dark theme. At the top left is a logo and the name 'byperplexity'. Below it is a sidebar with navigation icons: a plus sign, a magnifying glass, a globe, and a speech bubble. The main chat area features a 'Sources' section with a sponsored card for 'All-Inclusive by Marriott Bonvoy...' from 'all-inclusive.marriott.com'. The card includes a description and a 'View 7 more' link. Below the sources is an 'Answer' section with a star icon. The answer text reads: 'Yes, Marriott offers a variety of all-inclusive resort options through their All-Inclusive by Marriott Bonvoy program. Here are some key details about Marriott's all-inclusive offerings:'. It contains two numbered points: 1. Locations: Marriott operates all-inclusive resorts in popular vacation destinations, primarily in the Caribbean and Latin America. Some key locations include: Cancun, Mexico; Dominican Republic; Antigua & Barbuda; Barbados; Jamaica; Costa Rica; Saint Lucia (with sub-points 1 and 2). 2. Brands: Marriott's all-inclusive portfolio includes properties under several of their brands, such as: Autograph Collection; Luxury Collection; W Hotels (coming soon) (with sub-point 7). At the bottom of the chat is a 'V' icon, a 'Ask follow-up' button, a 'Pro' badge, and an upward arrow. On the right side of the chat, there is a map showing a location in Florida (Cedar Park, Round Rock, Jollyville, McNeil, Rollingwood, Austin) and a gallery of images showing resort interiors and exteriors, with a 'View More' link.

THE WALL STREET JOURNAL.

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SPECIAL OFFER

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✦ Ask anything...

Why did the Wall Street Journal choose Perplexity as the best AI chatbot?



perplexity.com

Additional opportunity: Joint display ads on third-party properties

BUSINESS | MEDIA

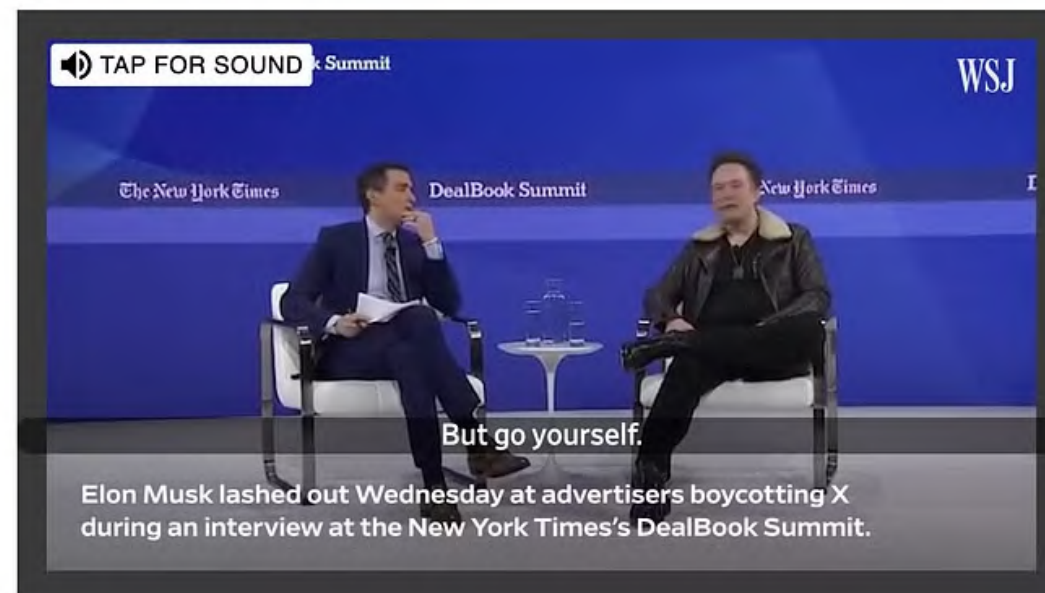
Elon Musk's X Sues Advertising Coalition Over 'Massive' Boycott

Companies unfairly targeted the social-media platform over safety standards, according to the lawsuit; 'we tried peace for 2 years, now it is war,' Musk says

By [Alyssa Lukpat](#) [Follow](#), [Joseph De Avila](#) [Follow](#), [Dana Mattioli](#) [Follow](#) and [Alexa Corse](#) [Follow](#)

Updated Aug. 6, 2024 4:39 pm ET

[Share](#) [Resize](#) [303](#) [Listen \(2 min\)](#)





Is It Worth Paying a Financial Advisor 1%?
smartasset



5 "Millionaire-Maker" Stocks Set To Soar In 2024
Profitable News

Fragen Sie etwas...



Wie kann ich
Perplexity Pro
1 Jahr umsonst
nutzen?



Mehr Infos in der MeinMagenta App. Es gelten die AGB.



perplexity.ai

perplexity |



Key Advertising Categories

Q4 Launch

- Technology
- Health / Pharma
- Business, Industrial, and B2B
- Arts and Entertainment
- Finance
- Food and Beverage
- Sports
- Science
- Travel
- Internet and Telecom
- Games
- Automotive
- Home and Garden
- Beauty and Fitness
- Retail and Shopping

Brand Safety



Locked answers to Sponsored Related Questions

Answers (and all accompanying content) to your Sponsored Related Questions are approved ahead of time, and can be locked, giving you comfort in how your brand will be portrayed in an answer.



Blocked terms

You can prevent your Ads from showing up in responses to questions that contain certain words or phrases.



Answer Page Takeover

100% share of voice on answer pages

Reporting, Analytics, and Insights

Perplexity will provide the following, in addition to working directly with early advertising partners to test and optimize results.

Initially...

- ✓ Number of queries in your category
- ✓ Number of queries that met criteria to show an ad
- ✓ Impressions delivered
- ✓ Unique impressions
- ✓ Clicks of sponsored media
- ✓ Clicks on Sponsored Related Question
- ✓ Clicks on links to your website
- ✓ Sample queries about your brand

Future...

Insights: what questions are being asked about your brand

Additional data to improve ad personalization and relevance

... and more

Perplexity Ads

Seeking charter partners
for **Q4 launch**

- Select few partners
- Exclusive category ownership through end of year
- Early input into Ads product roadmap



What will you learn?