

AI MARKETING TREND RADAR

What B2B marketers should be talking about this week



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WINDOW	22 Sep 2026 – 29 Sep 2026
TOPIC	AI for business & marketing
FOR	B2B marketing professionals
SCANNED	77 items from 6 sources

THE WEEK IN ONE LINE

AI answers are taking the click from Google's blue links, and OpenAI, Meta and Google are all building ad and shopping businesses inside those answers.

Four figures to use this week

39.4%

of US desktop searches now show an AI Overview, up from 25.8% a year earlier

Comscore via Search Engine Land

-18.8 pts

drop in clicks to websites for people using Google's AI Mode, in a 1,100-person field study

Search Engine Land

6%

of B2B marketers "almost always" act on platform AI recommendations

Content Marketing Institute

40-50%

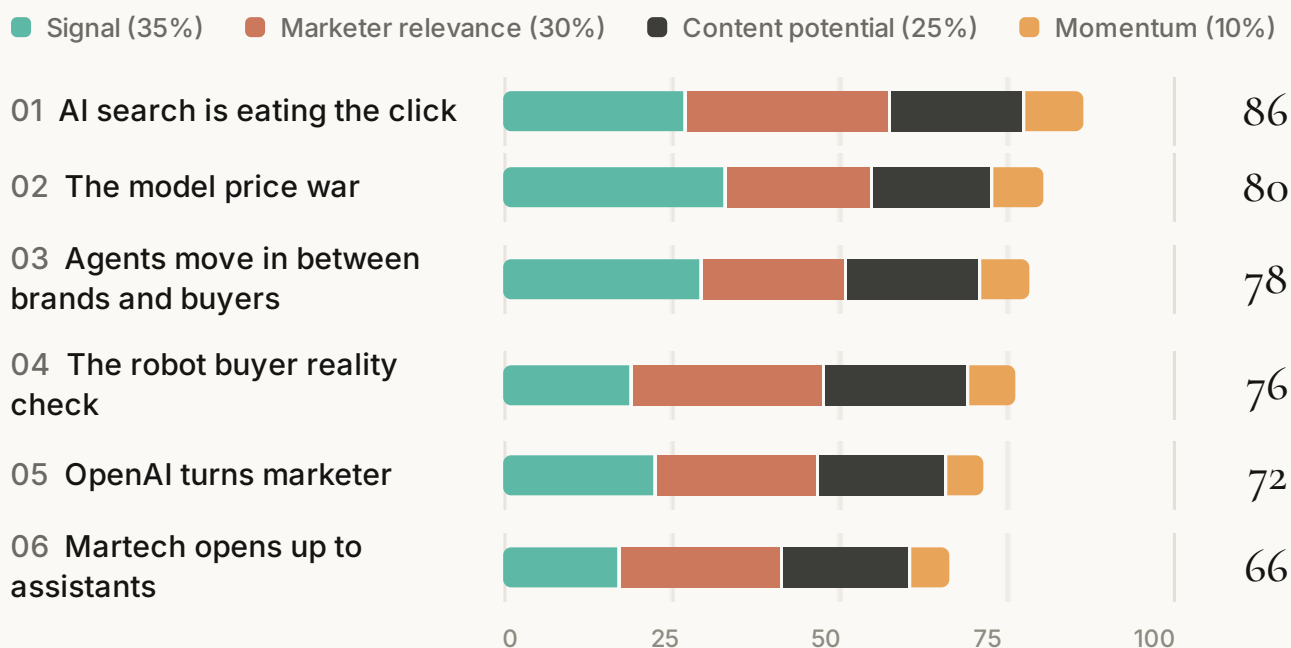
cut in model prices this week, from Claude Opus 5.5 and GPT-6 Sol

Benzinga, The Next Web

Run without Apify. Reddit was unreachable, so it's excluded. X, YouTube and LinkedIn came through web search only, so they have no engagement numbers. Hacker News is the only source with real engagement counts. Trend Scores are editorial estimates made against the radar's scoring rules.

RANKING

Top 6 trends by Trend Score



Each bar shows how the Trend Score builds from its four weighted parts. Every trend card lists the exact numbers.

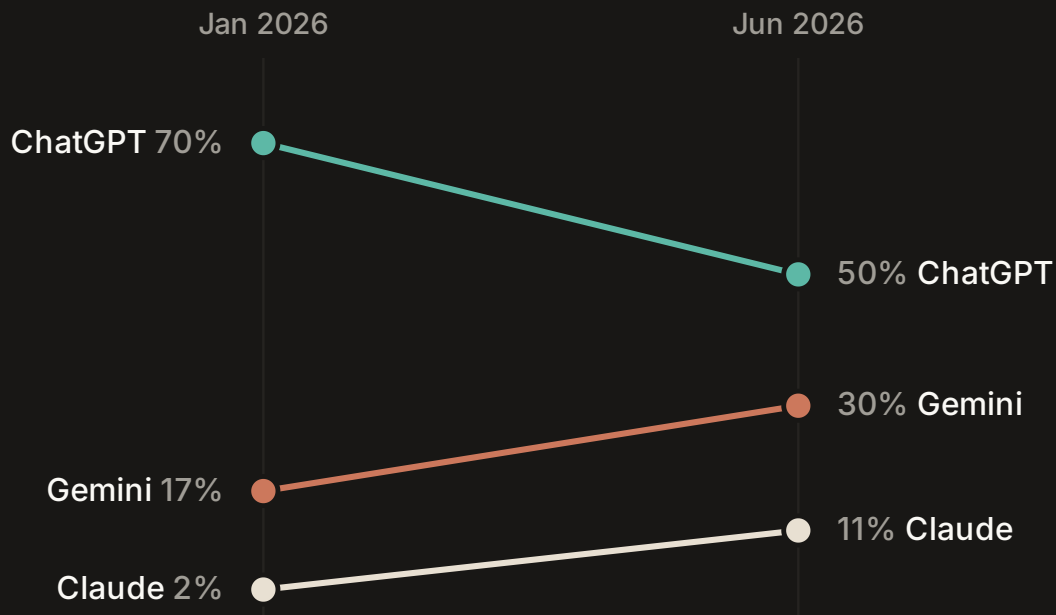
Where each trend showed up

TREND	X	YOUTUBE	LINKEDIN	HACKER NEWS	WEB	TRADE PRESS	TOTAL
01 Al search is eating the click							3
02 The model price war							4
03 Agents move in between brands and buyers							6
04 The robot buyer reality check							2
05 OpenAI turns marketer							3
06 Martech opens up to assistants							2

A filled dot means the trend turned up in that source this week.

CHART OF THE WEEK

ChatGPT's share of AI assistant prompts fell by 20 points in six months



SHARE OF AI ASSISTANT PROMPTS, JANUARY VS JUNE 2026

"Optimise for ChatGPT" is already too narrow. Gemini and Claude now account for 41% of prompts between them.

Source: Comscore via Search Engine Land, 22 Sep 2026

What happened, why it matters, what to post

TREND 01



AI search is eating the click

search

data

Hacker News

Web

Trade press

WHAT HAPPENED

Comscore data puts AI Overviews on 39.4% of US desktop searches, up from 25.8% a year ago. A randomised study found Google's AI Mode cut clicks to websites by 18.8 percentage points, and some links inside AI Overviews now open an AI Mode conversation instead of a website.

WHY B2B MARKETERS SHOULD CARE

Search-led pipeline is shrinking faster than attribution can show. Search Console's AI report shows impressions only, with no clicks and no click-through rate.

THE CONVERSATION

The week's top Hacker News story was "When did Google get so weird?" at 1,927 points. Publishers are giving up on Google: USA Today's share of referrals from Google fell from over 70% to about 40%.

"I think of Google traffic now as like extra."

The Verge exec, via Digiday

"Search visibility increasingly depends on whether a site appears inside an AI-generated answer, not just where it ranks."

Search Engine Land

CONTENT ANGLES

HOT TAKE

[LinkedIn post](#)

Your SEO report is lying to you. Google now counts an AI Mode click as a click.

PRACTICAL

[Carousel](#)

3 numbers to add to your board pack now AI answers sit on 39% of searches

CONTRARIAN

[Opinion post](#)

Being cited isn't the goal. Being visibly cited is. Tripadvisor: source in 61% of answers, visible in 21%.

GEO takes are everywhere;

🔥 **Getting crowded** this week's hard numbers are fresh.

● **Shelf life: 1-2 weeks**

Signal 78 · Marketer relevance 100 · Content potential 80 · Momentum 90



TREND 02

The model price war

launch

data

X

YouTube

Hacker News

Web

WHAT HAPPENED

Anthropic shipped Claude Opus 5.5 on 22 Sep, about 40% cheaper than Opus 5, and dropped its 5-hour usage caps. OpenAI answered about 90 minutes later with GPT-6 Sol and Luna at roughly half price. Sonnet 5.5 followed on 28 Sep, up to 30% cheaper per task.

WHY B2B MARKETERS SHOULD CARE

High-volume personalisation and automation workflows got 30–50% cheaper in a single week. AI projects that were marginal on cost now need a second look.

THE CONVERSATION

The three launches drew 1,806, 1,777 and 851 points on Hacker News. YouTube is flooded with near-identical "crazy good" review videos. Sonnet 5.5 scored almost level with Opus 5.5 on GDPval-AA (1844 vs 1846).

"Opus 5.5 Is Crazy Good and GPT-6-Sol Launched Too"
YouTube video title

CONTENT ANGLES

HOT TAKE

[LinkedIn post](#)

Your AI budget from Q2 is already wrong. It's too high.

PRACTICAL

[Short guide](#)

Rerun the numbers: which marketing workflows just became viable at half the price

CONTRARIAN

[Opinion post](#)

Cheaper models don't fix bad briefs. Price was never the bottleneck.

Mixed

Saturated as a benchmark story, fresh as a budgeting story.

Shelf life: Post within 48h

Signal 95 · Marketer relevance 72 · Content potential 70 · Momentum 80

TREND 03



Agents move in between brands and buyers

agents

trust

X

YouTube

LinkedIn

Hacker News

Web

Trade press

WHAT HAPPENED

Meta is taking its Muse agent into retail, with Walmart, Best Buy, Sephora and Wayfair signed up and 2.5 million downloads in two weeks. On 29 Sep it opened Muse to small businesses. Amazon blocked Muse from its site the day before this window opened, and Google is testing a Buy button inside Gemini and AI Mode.

WHY B2B MARKETERS SHOULD CARE

Platforms are now deciding which agents get to reach their buyers. Once buyers research through agents, being visible to those agents becomes a channel you have to manage.

THE CONVERSATION

Hacker News is hostile, with one headline reading "Meta's new Muse AI agent blatantly ignores users' permissions". On trust, 64% of US adults distrust Facebook and 51% distrust generative AI.

"They told us they're short on hours, not ideas."

Meta, via TechCrunch

CONTENT ANGLES

HOT TAKE

LinkedIn post

Amazon just blocked a buyer. Not a person, an agent. B2B will face the same call soon.

PRACTICAL

Carousel

Is your site readable by agents? A 5-point check

CONTRARIAN

Opinion post

The robot buyer isn't here yet, and here's the data (pair with trend 4).

● Fresh

Coverage so far is almost entirely consumer.

● Shelf life: 1-2 weeks

Signal 85 · Marketer relevance 70 · Content potential 80 · Momentum 75



TREND 04

The robot buyer reality check

data

teams

backlash

Web

Trade press

WHAT HAPPENED

Robert Rose at the Content Marketing Institute published new B2B figures: 88% of marketers use AI content tools, 13% call agents core to their strategy, 53% say leadership expects more than the team can deliver, and only 6% almost always act on platform AI recommendations.

WHY B2B MARKETERS SHOULD CARE

It's the evidence a marketing lead needs when leadership asks for more AI than the team can use well.

THE CONVERSATION

Kath Pay made a similar case in MarTech: AI has sped up production without making the decisions any better.

"AI can accelerate production, but it can't decide what's worth making, who it's for, or how success should be measured."

Kath Pay, MarTech

CONTENT ANGLES

HOT TAKE

[LinkedIn post](#)

80% of B2B marketers feel pressure to use more AI. 6% trust what it tells them.

PRACTICAL

[Newsletter lead](#)

How to reset the board's AI expectations without sounding like a Luddite

CONTRARIAN

[Opinion post](#)

Speed was never your problem. Decisions were.

● **Fresh** The data is two days old.

● **Shelf life:** 2–3 weeks

Signal 55 · Marketer relevance 95 · Content potential 85 · Momentum 70

TREND 05



OpenAI turns marketer

ads

trust

YouTube

Hacker News

Trade press

WHAT HAPPENED

Business Insider reported that OpenAI is paying an "influencer army" to make it look good for the world. The __obi ad-tracking cookie in ChatGPT ads was covered all week, and a paper analysing privacy in AI agents reached Hacker News on 29 Sep.

WHY B2B MARKETERS SHOULD CARE

ChatGPT ads are turning into a real paid channel, and the tracking behind them is drawing the kind of scrutiny Meta faced a decade ago.

THE CONVERSATION

The influencer story scored 221 points and the privacy paper 344 on Hacker News. A YouTube Short claimed the ChatGPT ad cookie followed one phone across 12 sites.

"ChatGPT's Ad Cookie Followed One Phone Across 12 Sites"

YouTube Short title

CONTENT ANGLES

HOT TAKE

[LinkedIn post](#)

OpenAI is running a better influencer programme than most B2B brands.

PRACTICAL

[Post](#)

Before you put budget into ChatGPT ads: 4 questions about the tracking

CONTRARIAN

[Opinion post](#)

The AI company with the biggest ethics pitch just rebuilt adtech.

● Fresh ● Shelf life: 1–2 weeks

Signal 65 · Marketer relevance 80 · Content potential 75 · Momentum 60

TREND 06



Martech opens up to assistants

agents

launch

X

Web

WHAT HAPPENED

Stravito and Eventtia launched MCP servers, which let assistants such as ChatGPT and Claude read their data (and, for Eventtia, write to it). Phave launched a headless marketing automation platform, usable over MCP. Claude Marketplace passed 2,000 connectors.

WHY B2B MARKETERS SHOULD CARE

The interface to the martech stack is moving into the assistant. Buying martech now includes asking whether it works inside Claude or ChatGPT.

THE CONVERSATION

Coverage came mostly from martech trade digests, with little social discussion so far. That makes it early and uncrowded.

CONTENT ANGLES

PRACTICAL

[Newsletter item](#)

Add one question to every martech RFP: does it work inside Claude or ChatGPT?

● Fresh ● Shelf life: Evergreen

Signal 50 · Marketer relevance 80 · Content potential 75 · Momentum 60

RISING SIGNALS

Watch these

OpenAI DevDay (today)

A pre-event teaser pointed to "o", an always-on agent. Check the announcements tomorrow.

Microsoft Copilot relaunch

Pitched as "a new OS for work", with Autopilot, a cloud agent for long-running tasks. Could become a big enterprise story.

Agent governance

Nvidia launched a safety platform for AI agents, and the head of the FTC floated making developers liable for their agents' conduct.

SEO accreditation debate

Search Engine Land argued that AI lets unqualified people look like SEO experts, and proposed a formal credential.

LOUD BUT SKIP

Not worth the slot

Claude's enzyme discovery

780 points on Hacker News. Impressive science, no marketing angle.

Anthropic's IPO prospectus

Big numbers, but nothing a B2B marketer can act on.

Google's September spam update

Routine. Worth a line in a round-up at most.

What to publish and when

#	TREND	ANGLE	FORMAT	POST BY
02	The model price war	Your Q2 AI budget is wrong	LinkedIn post	Thu 1 Oct
01	AI search is eating the click	Source in 61% vs visible in 21%	Carousel	Fri 2 Oct
04	The robot buyer reality check	80% feel pressure, 6% trust it	LinkedIn post	Mon 5 Oct
03	Agents move in between brands and buyers	Amazon blocked a buyer	LinkedIn post	Tue 6 Oct
05	OpenAI turns marketer	Better influencer programme than most B2B brands	Post	Wed 7 Oct
06	Martech opens up to assistants	One new RFP question	Newsletter item	Next issue

METHOD

Coverage this run

Trend Score = Signal 35% + Marketer relevance 30% + Content potential 25% + Momentum 10%. Only items dated inside the window count.

SOURCE	ITEMS	DETAIL	ACCESS
Reddit	0	Unreachable without Apify	Web-search fallback
X	10	Engagement not visible	Web-search fallback
YouTube	12	Views not visible	Web-search fallback
LinkedIn	1	Search indexing lags a week	Web-search fallback
Hacker News	32	≈17,000 points	Direct
Trade press	11	Search Engine Land, TechCrunch, Search Engine Journal, Digiday, MarTech	Direct
Web	11	Content Marketing Institute, VentureBeat, eMarketer, The Next Web, Gizmodo	Direct

SOURCES

Most-cited items

1. [Google AI Overviews now appear in 39% of U.S. desktop searches](#) Search Engine Land
2. [Google AI Mode cuts clicks and user satisfaction: Study](#) Search Engine Land
3. [Google AI Overviews have more links, but not all reach the web](#) Search Engine Journal
4. [Publishing Summit recap: rebuilding for the post-search era](#) Digiday
5. [When did Google get so weird?](#) Hacker News
6. [Anthropic launches Claude Opus 5.5, cuts costs 40%](#) Benzinga
7. [OpenAI GPT-6 Sol and Luna API price cut](#) The Next Web
8. [Anthropic launches Claude Sonnet 5.5](#) VentureBeat
9. [Meta moves Muse into commerce with retailer partnerships](#) eMarketer

10. [Meta is expanding its AI agent Muse to small businesses](#) TechCrunch
11. [The Robot Buyer Isn't Here Yet](#) Content Marketing Institute
12. [AI made marketing faster than it made marketing better](#) MarTech
13. [Inside OpenAI's influencer marketing strategy](#) Business Insider
14. [OpenAI testing third-party-style tracking in ChatGPT ads](#) MarTech
15. [Yesterday's martech, AI and CX news, 24 Sep](#) Agile Brand Guide



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