Is AI disrupting the disruptors?

Websites killed the Yellow Pages, then comparison sites disrupted them. Now AI is coming to eat their lunch.

Go/Figure · via Mumbrella

HARD NUMBER ONE

44%

of people who use AI search call it their primary source of insight.

McKinsey AI Discovery Survey, US consumers, August 2025.

HARD NUMBER TWO

Only 8%

of users click a traditional search result when Google's AI summary appears.

Pew Research Center, US browsing data, March 2025. Without a summary, 15% click.

THREE ERAS OF WHO DOES THE COMPARING

01 **The information era**

Search put everything on ten open tabs.

02 **The aggregation era**

Comparison sites did the tab-hopping for you.

03 **The decision era**

AI just answers.

Arc: Andrew Holt, former CMO of Compare the Market, in Mumbrella.

THE TAKEAWAY

If your value is collecting information, AI can bypass you. If your value is helping people make a decision they trust, you still have a reason to exist.

Go/Figure

Accessible expertise.
Practical strategy.
Shared goals.