Reddit’s CEO says Google’s AI Mode ‘does not drive traffic’

Reddit CEO Steve Huffman said in an earnings call today that Google’s AI-powered search modes do not help with traffic to the platform, echoing problems facing other websites and publishers. As part of its Q3 2026 earnings, Reddit revealed that search traffic in October has “dropped by more than 1 million referrals on average per week,” and he attributes part of the company’s struggles with Google traffic to how AI Mode and AI Overviews change the search experience.

“The reality is, AI Mode does not drive traffic,” Huffman says. “Not for us, and not to anybody, as far as I know. That’s just a fundamental shift in how Google works. It used t …

Read the full story at The Verge.

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