From scroll to search

Integrated search on social platforms

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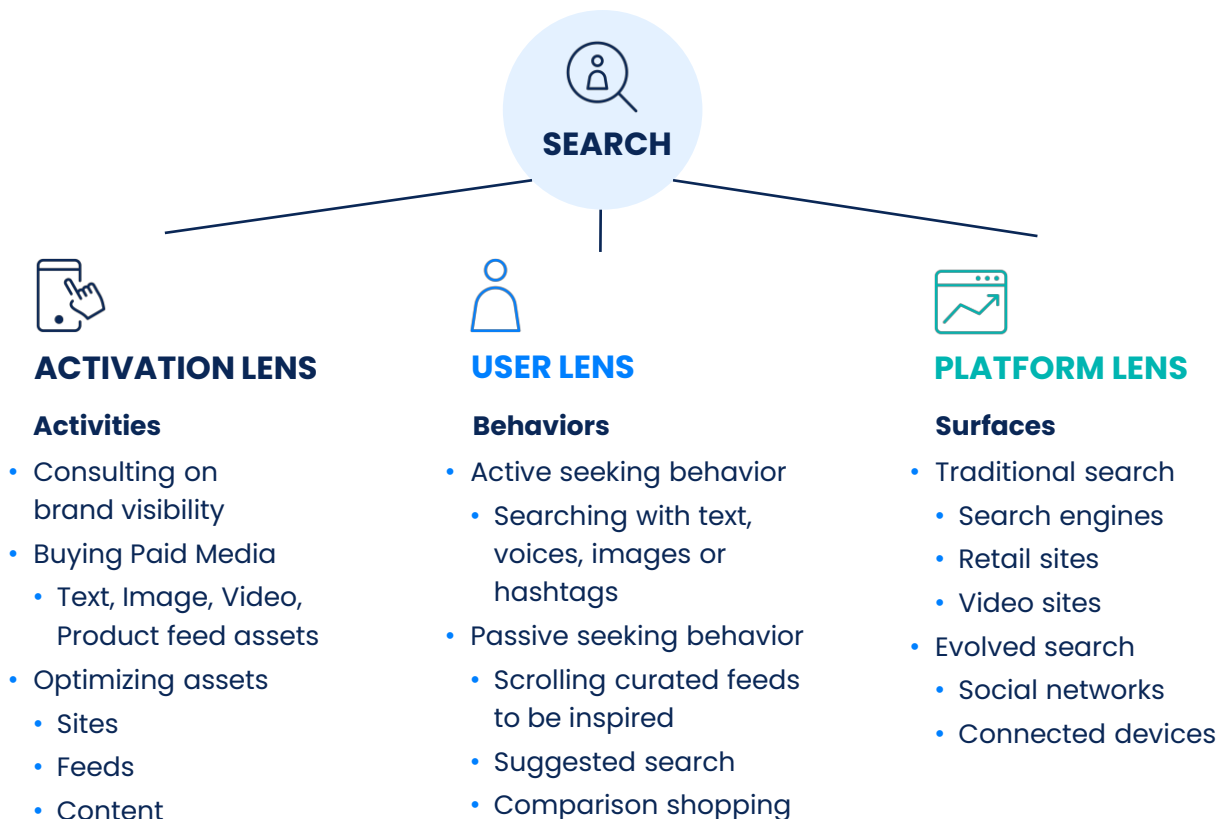
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EXECUTIVE SUMMARY

Traditional search has historically been seen as a tool for demand harvesting at the bottom of the purchase funnel; however, over the last 24 months we've witnessed a significant shift in user behavior with search no longer being a text query on a search engine like Google, but a cross-platform user mindset that answers consumer questions no matter how or where they are asked.

Search is now a consumer mindset, not just a platform, an activity, or a behavior.

As a result, search and social platforms have been evolving at a staggering pace, with advancements in machine learning, automation, and AI to address these changes in behavior as well as platforms finding ways to offer more inventory. We are also witnessing considerable product development crossover between traditional search and social platforms that begets the need for an evolution of cross-channel strategy. Today there are existing, or planned search products and integrations from TikTok, Snapchat, X, and Pinterest with the convergence only expected to grow.

Together, Search and Social Specialists across GroupM have developed this document to help guide our activation teams across both practices, educate clients on the various nuances that exist between each platform product today, determine how these compare to traditional search marketing tactics and finally, address how GroupM Search and Social teams should work together to deliver the best possible outcomes for our clients goals.

SEARCH

ACTIVATION LENS

Activities

- Consulting on brand visibility
- Buying Paid Media
  - Text, Image, Video, Product feed assets
- Optimizing assets
  - Sites
  - Feeds
  - Content

USER LENS

Behaviors

- Active seeking behavior
  - Searching with text, voices, images or hashtags
- Passive seeking behavior
  - Scrolling curated feeds to be inspired
  - Suggested search
  - Comparison shopping

PLATFORM LENS

Surfaces

- Traditional search
  - Search engines
  - Retail sites
  - Video sites
- Evolved search
  - Social networks
  - Connected devices

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BACKGROUND

Historically, many advertisers see search marketing through the lens of search engines like Google and Bing, or via retail partners like Amazon – but search marketing is not simply about the platform on which activity occurs, rather it covers the matching of user intent to relevant content and advertisers via search inputs such as traditional typed or voiced search queries and visual data. This information-seeking behavior differs by query type, as well as by demographic.

Per an eMarketer June 2023 report, social networks have succeeded search engines as the top channel for worldwide users aged 16-34 conducting brand research. Approximately 25% of millennials in the United States initiated their online product searches using platforms like TikTok, Instagram, or Facebook properties. Additionally, 34% of millennials began their searches on YouTube. Among Generation X individuals, 20% initiated their product searches on Meta properties, according to a survey conducted by Jungle Scout in February 2023.

Top 5 Channels Internet Users Worldwide Use to Research Brands, by Age, Q4 2022

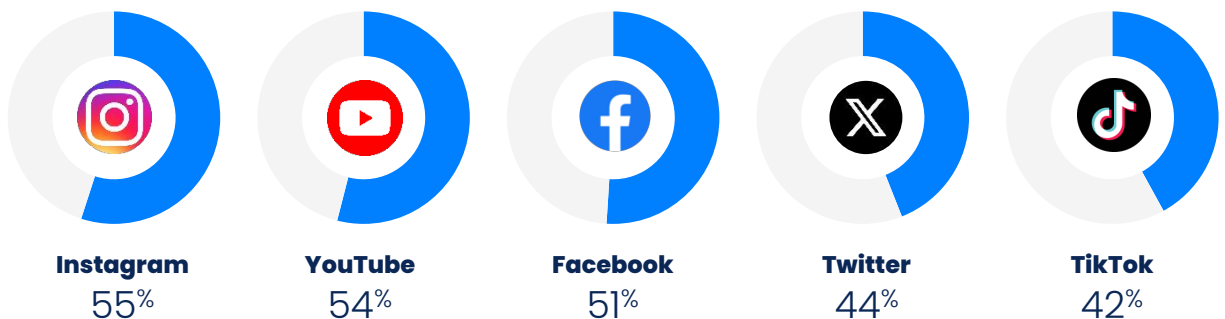|	16-24	25-34	35-44	45-54	55-64
1	Social networks	Social networks	Search engines	Search engines	Search engines
2	Search engines	Search engines	Social networks	Consumer reviews	Consumer reviews
3	Consumer reviews	Consumer reviews	Consumer reviews	Social networks	Product & brand websites
4	Mobile apps	Product & brand websites	Product & brand websites	Product & brand websites	Price comparison sites
5	Product & brand websites	Mobile apps	Price comparison sites	Price comparison sites	Social networks

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SOCIAL MEDIA SEARCH VS SEARCH ENGINES: GENERATIONAL HABITS

The rise of consumers preferring social media platforms for their search behavior is not strictly age-specific. According to Statista Consumer Insights survey, the percentage of US adults between the ages of 18 and 64 who used search engines with purchase intent decreased from 69% in 2019 to 54% in 2022. Instagram was the top preferred social platform (55% of respondents), followed by YouTube (54%), Facebook (51%) and X (44%).
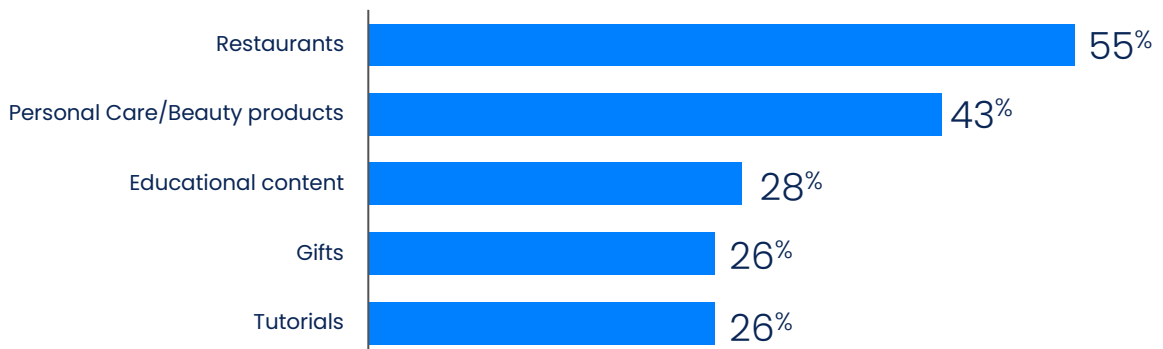
TikTok landed in last place for popularity (42%) though still significant and recognized as growing in popularity. Viewed by the marketing industry to be the bastion of Gen Z, TikTok for now may be most popular among the youngest subset of searchers.

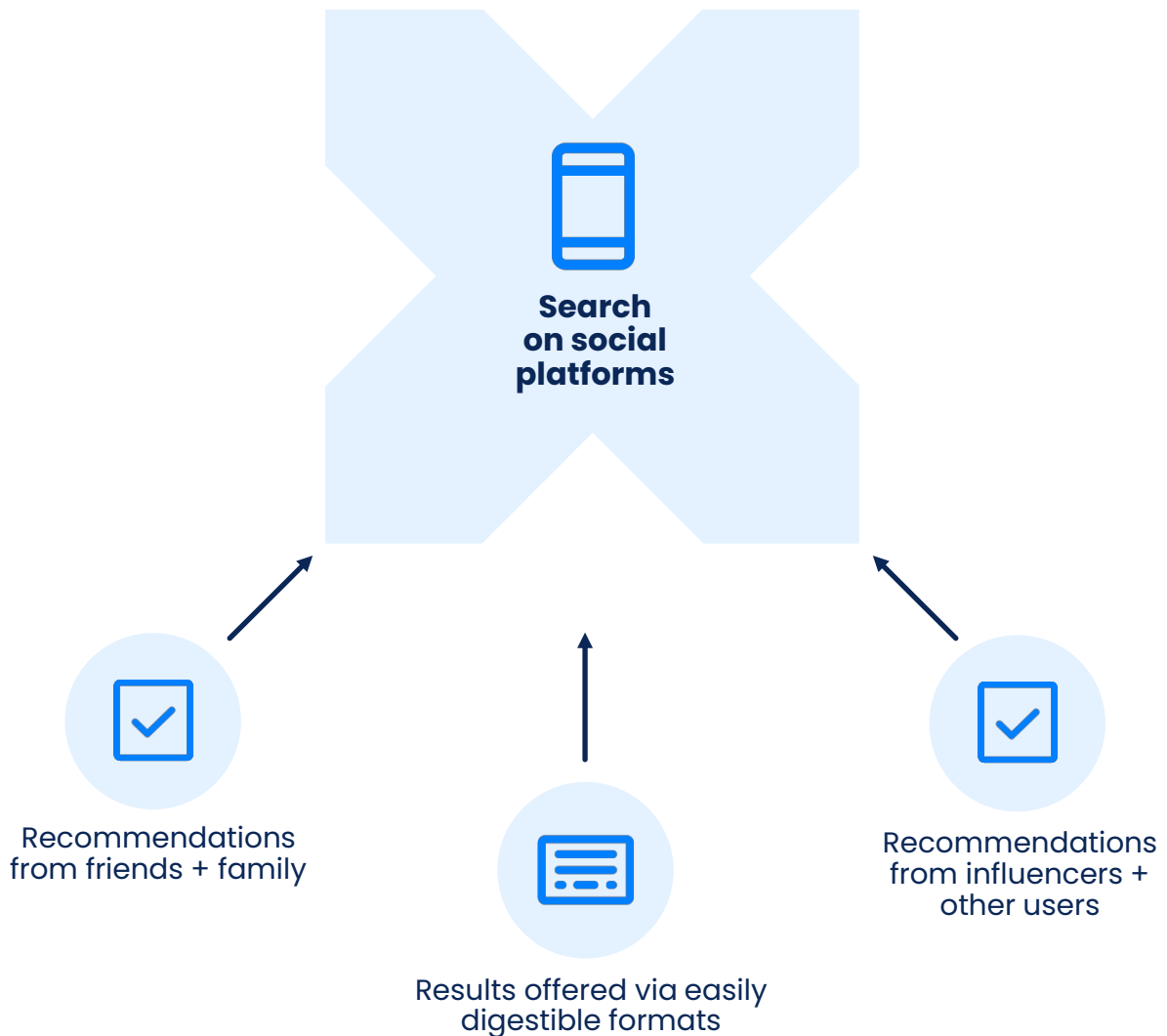## 82% of all generations preferred to search on social media rather than a search engine.

Which social media platform do you prefer to search on?

Instagram	YouTube	Facebook	Twitter	TikTok
55%	54%	51%	44%	42%

What do you search for most on social media?

| Restaurants | 55% |
Personal Care/Beauty products	43%
Educational content	28%
Gifts	26%
Tutorials	26%

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This trend can be in part explained by the fact that users often trust recommendations from friends or family, and in some cases content from influencers or content creators, over recommendations that come directly from brands. Social platforms enable this behavior as they bring together all these recommendations in one single place in formats that are easy to consume (posts, images, videos, lenses, links, buy buttons). Creators also contribute to the rise in search activity by actively promoting content, employing hashtags, shaping trends, and fostering engagement within the platform. It must also be noted that Social Platforms are multifunctional and offer features that were traditionally available as standalone surfaces (search, reviews, store locator, brand & product websites, and price comparison).

Search on social platforms

Recommendations from friends + family

Results offered via easily digestible formats

Recommendations from influencers + other users

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In China there has also been an interesting shift in user behavior. Although traditional search engines are still the preferred method for searching online, their popularity has noticeably decreased over the last 5 years, meanwhile search behavior on social platforms and 'Mega Apps' has increased, particularly in those platforms that sit within the 'Mega App' landscape – fully contained environments that encompass the entire user journey where a single app experience with full platform utility reign supreme. Little Red Book - 小红书 – (owned by ByteDance who also own TikTok) is one example of a Social Platform that has experienced this growth. Mega Apps in China are indicative of a trend we expect to grow in the Western world with platforms evolving out of single user cases, and to instead create utility for users outside of purely entertainment or community connection (particularly given signal strength deprecation.) Elon Musk has shared this ambition for X, while other platforms continue to innovate new purposes for their platforms.

User Preference of Search Platform in China
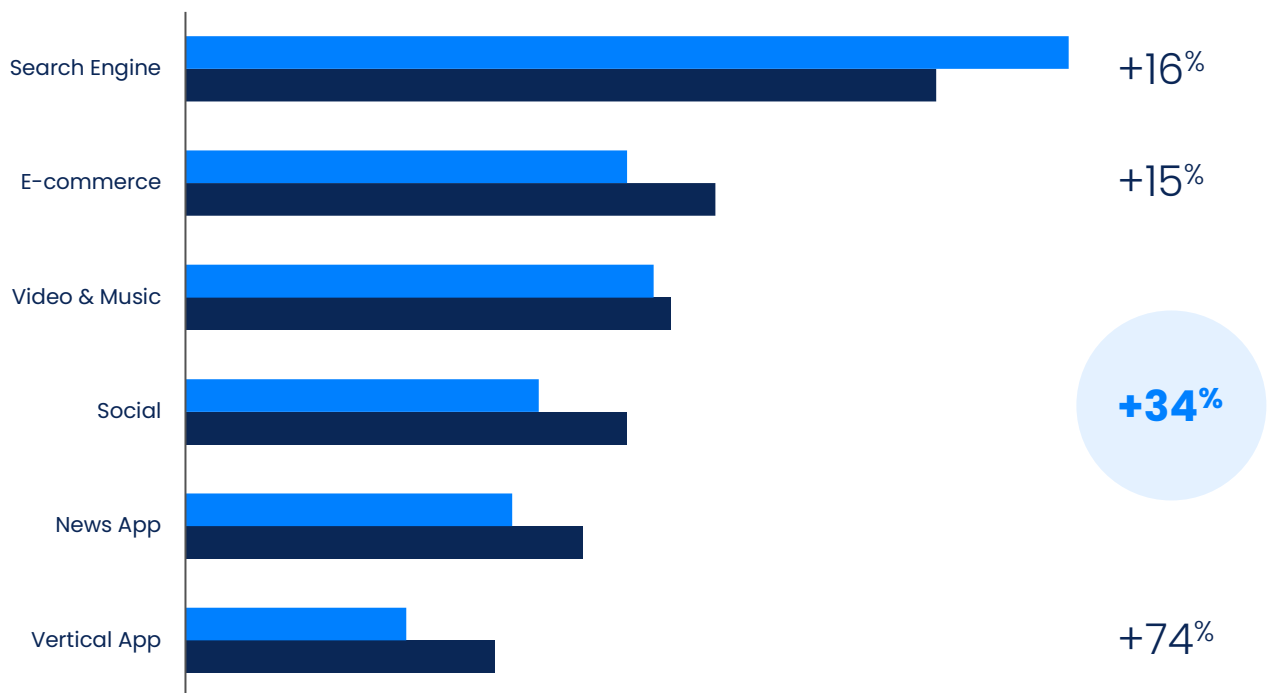
Source: CNNIC, 2016–2020

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THE SOCIAL SEARCH ECOSYSTEM

Through their search offerings, Social platforms retain users by showing them a combination of results & result types that satisfy the user's query without them having to leave their preferred ecosystem. Search results on social platforms also often offer a 'freshness factor' related to events and conversations that are happening in real time, while traditional search engines may not offer the same sense of immediacy. Each social platform has unique characteristics that define both the intent behind searches conducted and the results displayed:

Platform	How People Use Search
(Facebook)	To find friends, common interest groups, companies, events, and community/neighborhood shopping (Marketplace).
(Instagram)	To find creators and content tailored to interests, passions, needs, and goals.
(Pinterest)	For inspiration, planning or 'how to' by exploring products, guides and trends.
(Reddit)	To find topics, interests, passion points and communities.
(Snapchat)	To find accounts, lenses, and shows.
(TikTok)	To find creators and explore content. Increasingly for how-to content.
(X)	To find trends, real-time news, entertainment and sports
(LinkedIn)	To find connections, jobs, companies and thought leadership.
(WeChat)	End-to-End life-solving features, from connecting with friends to banking, paying bills, ride hailing, OTA, gaming and food delivery, among others.

Social media platforms that offer a search function help their users to find creators, people and content of interest by employing a unique algorithm based on relevance, interest, profile authority, post popularity & engagement, user search history, and interactions with other users. In the future, as Large Language Model (LLM) technology advances, optimized and targeted content, paid or organic, will be better understood by systems that can digest captions, subtitles, and images with additional accuracy.

Organic social posts and profiles may also be public, crawlable, and indexable by traditional search engines, and as such organic asset optimization also plays a role in capitalizing on the ability to rank in two places at once. This can bring incremental external traffic for social platforms, and a way for individuals and brands to increase their share of search and their digital shelf visibility.

TYPES OF SOCIAL SEARCH PRODUCTS

Social search behaviors diverge from traditional search engines due to the differences in the content and interfaces. Google and Microsoft traditionally limit users to typing queries into a search bar and then providing a list of relevant web page links in response. More recently, these search experiences have evolved to include images, product listings, and other context-based subsets of web content.

Social search behaviors however have historically been oriented towards native interfaces. This means that in addition to the text or hashtag inputs, visual searches and image-based exploration play a significant role. Social media platforms often prioritize image and video content discovery alongside traditional text-based searches, making them highly prominent aspects of the overall social search experience.

From a paid perspective, Social Search tools typically fall into two product types for advertisers:

01

Search Results Adjacency

The most basic form of "search" advertising offered by social platforms are ads that appear alongside or near to search results but that are in fact triggered by audience/demographic-based targeting rather than by a specific user search term. These ads may show alongside search results but are not "search ads" in the way that most practitioners would define - instead they are merely a 'search placement', i.e. another location on-platform where social ads might appear.

Because these ads are not served with the intent of answering a consumer query, much of the relevancy we expect from search advertising is lost. As a result, these placements may not perform any better or worse than other social placements available to advertisers.

02

Active Keyword Targeted

Besides those platforms offering search-adjacent results, some social media platforms do now allow advertising to be shown when users are actively searching for specific terms. As outlined below in more detail, Pinterest is furthest along the journey, and allows ads to be targeted according to keywords using different match types such as phrase, exact and broad. The ads are image- or video-based and add another dimension to a brand's discoverability. Other platforms such as X are experimenting with active keyword-targeted ads after focusing on search results adjacency first.

This document will not cover the evolution of search engines in detail. However, it is important to note that search engines are constantly adapting to accommodate shifting user behaviors. They are increasingly emphasizing rich visual, audio, and AI generative experiences to better cater to user preferences and needs in today's digital landscape. In 2024 we'll look to create a similar document addressing traditionally 'social' format expansion within the Search landscape.

CONNECTING SOCIAL SEARCH WITH ORGANIC SEARCH BEST PRACTICES

Before reviewing specific Social Platform Search products, agency teams should note that an integrated approach to search tactics alongside organic search best practices can ensure that ads and content meet the expectations of consumers. Advertisers should consider SEO as part of the user experience and align efforts across specialist teams to deliver improved outcomes.
For our GroupM teams today this means:

Ensure Consistency with Optimizing Brand Messaging

An organic search (SEO) keyphrase strategy is a powerful tool in creating both paid and organic social media content. The keyphrases can be easily integrated into social media ads and content to increase visibility for platform users utilizing the search functionality.

Additionally, if advertisers have language that is found in search, such as a hashtag, emoji, or slogan that is commonly referenced on social media, SEO specialists can add the same language to a website's metadata to ensure discoverability across platforms.

Build an Effective Linking Strategy

Many social media platforms try to keep users within their platform for the entire product discovery and purchase process. However, whether within paid, organic, or brand profile locations, there are still opportunities to link to DTC sites on various platforms. Holistic linking strategies connect paid and organic social media content with an optimized landing page on a website. A well-connected experience between social platforms and websites benefits both users and search engine systems.

GROUPM PERSPECTIVE

User behavior and platform offerings are changing rapidly in this space, and while all information was correct at the time of publishing, there are certain to be updates to the options available almost immediately.

At GroupM, this cross-channel connectivity across our practices, platforms, and areas of expertise is a welcome and expected change. It dovetails seamlessly with the expectations of clients to provide solutions that emphasize performance and business outcomes over siloed tactics. Today, we still recommend that platform experts manage media execution in the current platform user interfaces regardless of how ads are targeted or what assets they use. That said, our ways of working also stress the importance of "One Team" across search (paid and SEO), social, programmatic, ad ops, analytics, and more, and promote a one-voice, cross channel solution for our clients.

Our ability to collaborate across practices and to build and share client focused digital knowledge across all of our subject matter experts drives successful client outcomes today and will continue to do so in the future.. Clients who can similarly break down siloes in their own organization will be best positioned to capitalize on this shift in consumer behavior and platform functionality.

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DEEP DIVE OVERVIEW: PLATFORM SPECIFIC SEARCH PRODUCTS

Please find detailed overview of available Social Search products and paid + organic search perspectives where relevant. Platforms covered include TikTok, Meta, Pinterest, Snapchat, X and WeChat at this time. Reddit and LinkedIn's current roadmap for Search products is limited to H2 2024 and have not been included in this document.

TIKTOK

Product	Placement	Targeting	Notes/Consideration
TikTok Search Ads	Search Ads	Only contextual and standard targeting based on user signals.	Keywords are available for negative targeting only. Not available for upper-funnel campaigns

TikTok currently offers one search-related product - with search-result adjacency based on contextual targeting only. TikTok does however claim to use various signals to help reach audiences who are exploring 'relevant terms' to an advertiser's brand.

TikTok search ads

TikTok is becoming the go-to search engine for Gen-Z for its ability to deliver answers, inspiration, and clear instructions in a quick and digestible format, aligned with the shorter attention spans of its younger users.

Users are able to not only filter their search by the top trending content related to their query, but they can also review related results to:

- Specific users
- Sounds
- TikTok Shop Products
- LIVEs
- Places
- Hashtags

Unlike other traditional search placements, TikTok Search uses an advertiser's existing in-feed ads to place alongside organic videos within the search tab. The topic of the brand video is decided on the backend based on creative features and vertical of the brand/account to determine query alignment – rather than keywords. It also considers the creator & copy used (basic SEO signals).

Targeting parameters applied to the campaign (such as interests, demographics) will also apply to search, which can significantly limit inventory if search demand is already low; something to keep in mind for brands using niche targeting. A larger repository of creative assets increases the opportunity for ads to match to queries used since more keywords are being generated on the backend based on that campaign creative. Currently, the only way for brands to somewhat funnel queries, is negative keyword targeting (platform allows for 10K negative keyword lists per ad account).

TikTok Search still has the same platform brand safety tools as traditional TikTok campaigns, so these negative keyword categories can be used to shape query exposure but are not particularly valuable for brand safety. 1P or 3P Brand Safety Solutions are not applied to search beyond the human and AI moderation that takes place and as such, this is reflected in the internal GroupM Brand Risk Assessment.
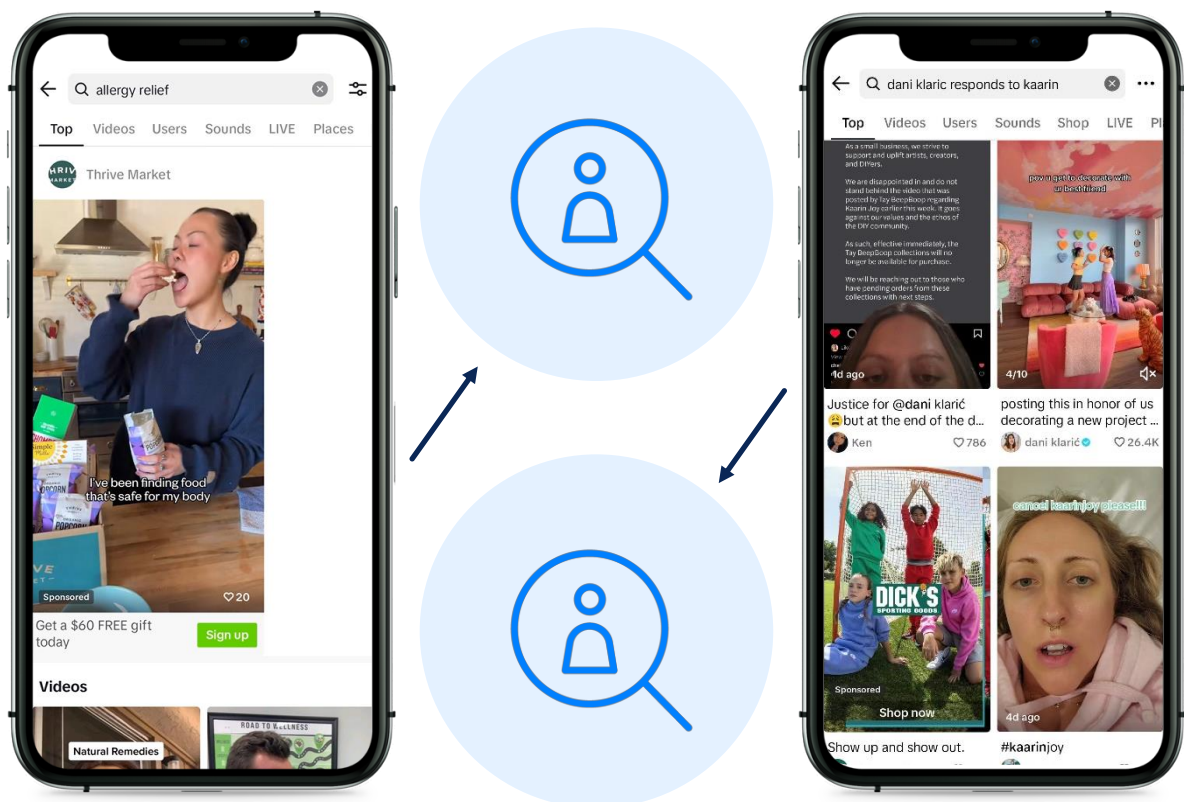
Despite what the name might suggest, today TikTok Search is currently a toggle within the campaign setup, not a separate campaign objective. As such advertisers cannot target search exclusively or base a formal search strategy around this product. Budget is shared between in-feed video ads and search ads automatically with allocation based on available inventory. In its current state, there is not a way to force or allocate budget between search and non-search ads.

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While developing the new ad offering, TikTok has been testing alternate search ad formats:

01   TikTok reports that actual search demand low while users develop these new behaviors within the app; the more people searching for a topic, the more opportunity there is for ads to serve and spend to occur. Brands should expect less than ~5% of platform budget to go towards search placements.

02   TikTok Search still has room to grow to become a major search player, but even with its search infancy, TikTok has added specific search reporting capabilities in-platform. Teams can pull search query reports regularly to audit backend asset categorization, update negative keyword lists accordingly, and review how much search traffic is being generated. So, if an advertiser is concerned about how creative is being categorized, or if there is a spike in search traffic, advertisers can easily review search performance specifically, separate from in-feed KPIs, to see what is driving the change. Additionally, in custom reports, there is now an Ad type report - advertisers can add in the ad type variable to see how search media is performing compared to other ad types.

03   If an advertiser is comfortable with the brand safety risks/lack of controls available and wants to establish a baseline for search traffic, they can launch with no negative keywords to define a strategy and see how TikTok begins categorizing their content. Brands should remember to use ad copy to their advantage if the creative concept is more abstract (i.e. might be miscategorized by the search algorithm). The TikTok trend tool can be used to circumvent popular but irrelevant searches, by adding these as negative keywords. Paid Social teams can work with Paid Search teams to help with ideating additional negative keyword strategies.

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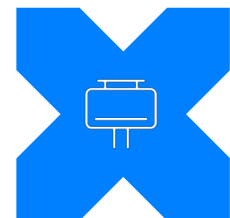
META: FACEBOOK & INSTAGRAM

Product	Placement	Targeting	Notes/Consideration
Facebook Search and Instagram Search placemen	Search Results	Only contextual/ standard targeting based on user signals.	Supports all Meta creative types

Paid media

Facebook and Instagram are both at different stages of their Search product journey. Today, Facebook and Instagram both offer ads placements on the search results page however these are solely search-results adjacent placements and not relative to keyword targeting (not available), but instead based on signals and consumer intent from the individual user's on-platform behavior. For now, search result placement selection forms part of the broader platform media approach and remains solely in the domain of social teams.

It should also be noted that there are no 1st or 3rd party brand safety controls on either of these placements available to advertisers in their current product state. For now, teams should only proceed with Facebook or Instagram Search placements with explicit client approval (including automated products that include these surfaces).

We do expect Meta will continue to evolve this space with both controls and ultimately, the development of Instagram search products (though there is currently no roadmap for these developments.) The roadmap for Facebook Search remains a little less clear – with the platform still predominantly focused on groups and personal connections rather than purely content discovery – though Facebook Marketplace seems like the most obvious place for this to evolve.

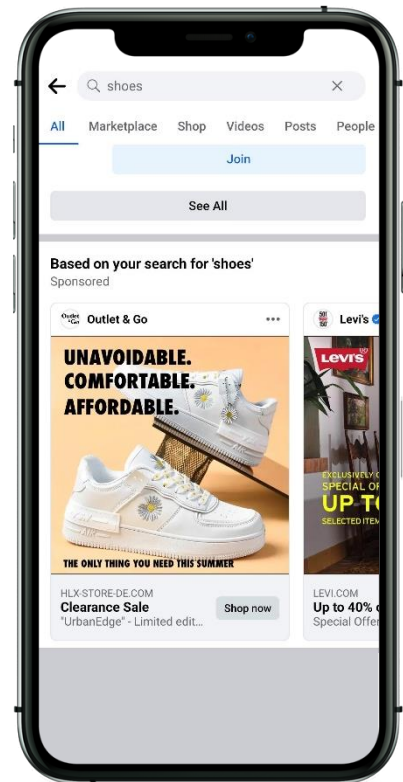## Paid search practitioner perspective

Comparing Instagram with traditional search platforms, both platforms rely heavily on mobile traffic and engagement; However, past this there are few similarities. Ad formats between the two platforms are dissimilar with advertisers having to adjust search campaign creative and copy to suit Instagram ad placements. Instagram is still very focused on traditional social media ad units with visual first, short form, engaging content in comparison to search ads which are heavily text focused.

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Technical set up and targeting across both channels also differ, as outlined above with Meta platforms focused on audience and demographic targeting while Google and Microsoft focus on keyword and search query-based auctions. Instagram historically was developed with a focus on brand storytelling and engagement but over the last few years this has shifted to a similar approach to Google and Microsoft search ads, catering to solutions-based strategies and integration with IG Shops/Checkout for Commerce enhancement.

Both are crucial; However, there will be minimal overlap between the two platforms when it comes to ad creative, copy and competition. For advertisers, a multi-channel strategy covering all aspects of the sales funnel can be achieved by using these channels in tandem to complement each other and reach users at different stages of their purchase funnel.

Retargeting strategies are also a perfect example of where these two channels can work together to create the ideal cross channel targeting strategy. For Search advertisers this is where similarities will start to show in campaign set up compared with the Instagram platform, with the ability to mirror existing retargeting search or display campaigns in the Instagram ad set up.

Running Instagram campaigns in parallel to traditional search engine campaigns shouldn't have any negative impact on existing PPC performance. These should be used to compliment and round off funnel strategies to reach users at different points in their journey.

Organic activity

Comparing Instagram with traditional search platforms, both platforms rely heavily on mobile traffic and engagement; However, past this there are few similarities. Ad formats between the two platforms are dissimilar with advertisers having to adjust search campaign creative and copy to suit Instagram ad placements. Instagram is still very focused on traditional social media ad units with visual first, short form, engaging content in comparison to search ads which are heavily text focused.

How the Instagram search engine works

Beyond matching the user's query to content, Instagram uses other signals to give users the most suitable search results. Signals, other than the actual text input, include 'your activity' and content 'popularity' (the higher the number of clicks, likes, shares, and follows). Recently searched topics may also influence the content seen in the searches.

Note: The advanced search feature is available only on the Instagram mobile app. The web version only has an Instagram hashtag search for now.

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How can brands optimize for Search on IG:

When searching on Instagram, consumers can search for a specific topic, a specific account or within a specific location. **There are multiple tactics brands can use to increase the chances of appearing in Instagram search:**

- Use of trending hashtags on posts to be discoverable on the relevant topics – this is relevant for search, as users can search for hashtags, but users can also follow hashtags on topics they are particularly interested in. Using hashtags will enable you to appear in the feed of users following that hashtag and it will make you eligible to appear in search.

- Use relevant keywords in profile description (bio) & posts to increase chances of your account being found on searches related to your business

- Using trending terms is critical, and there are a few ways to ensure you are using effective hashtags & phrases. Use IG Search suggestions – the algorithm will auto-fill common searches. This auto-fill strategy can be used across other social platforms – this will allow for comprehensive coverage

- If your business is location specific, make sure to include your location in the bio as well

- It is possible for accounts to see if they are eligible to appear in Search or as a suggested account. If you're not, you can request to be so.

PINTEREST

Product	Placement	Targeting	Notes/Consideration
Supports the majority of Pinterest standard ad units: Image Ads, Video, Max Width, Carousel, Collection, Idea Ad	Search Results	Keyword Targeting: Supports Broad Match, Phrase match, exact match, negative phrase match Interest	• The most advanced search capabilities for all Social Platforms. • Supports up to 20,000 keywords per ad group. Bulk Editor available. • Brand Safety (1st and 3rd party) available in the Search placement. • CPC Method

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Paid media

Typically, Pinterest users are in the planning stages of the purchase journey, looking for inspiration and open to discovering new brands and products. Pinterest has always been a primarily visual platform to engage with consumers before they've made a final decision with an attention-grabbing, visual format. As such, ads in search results are entirely image-based. In order to activate search on Pinterest an advertiser will need public account.

The advanced Search product capabilities on Pinterest mean that search tactics can be used across the consumer journey in conjunction with other Pinterest products.

## Paid search practitioner perspective

Pinterest has the longest trend indicator out of all channels, things trend on Pinterest well in advance and according to Pinterest, 80% of their trend report indications come to fruition. As a result, close monitoring and usage of broad keywords on Pinterest can give indications into demand before other channels.

Creative Suggestions: Keyword targeted ads on Pinterest should follow Pinterest best practice, with visually arresting imagery being critical. Paid search practitioners may wish to test resized versions of Pinterest's best performing assets as image extensions for paid search campaigns on Google and Microsoft.

Organic search optimization for Pinterest

Optimizing for Pinterest means improving the visibility of the different components of your content presence in the platform. Most of the content that can be found comes in the form of "pins". Pinterest's algorithm uses a combination of four different factors to determine the order in which organic pins appear:

- Brand's domain name quality: Analyzes the authority, trustworthiness and age of the brand's website based on the popularity of the pins linked to it.

- Pin quality: Evaluates the calculated quality of the pin based on its levels of engagement.

- Pinner quality & reputation: Measure of the author/account's overall activity and engagement within the platform.

- Relevance: Matches the keywords used in a pin with search intent. A user that searches for "gin cucumber cocktail drink recipes" is more likely to find a pin that includes those words:

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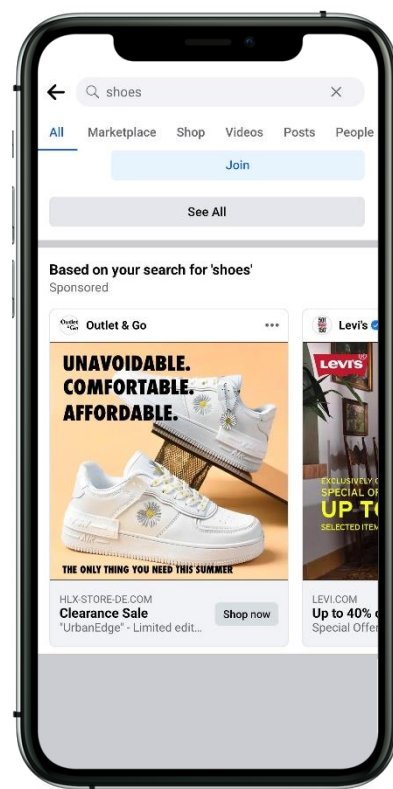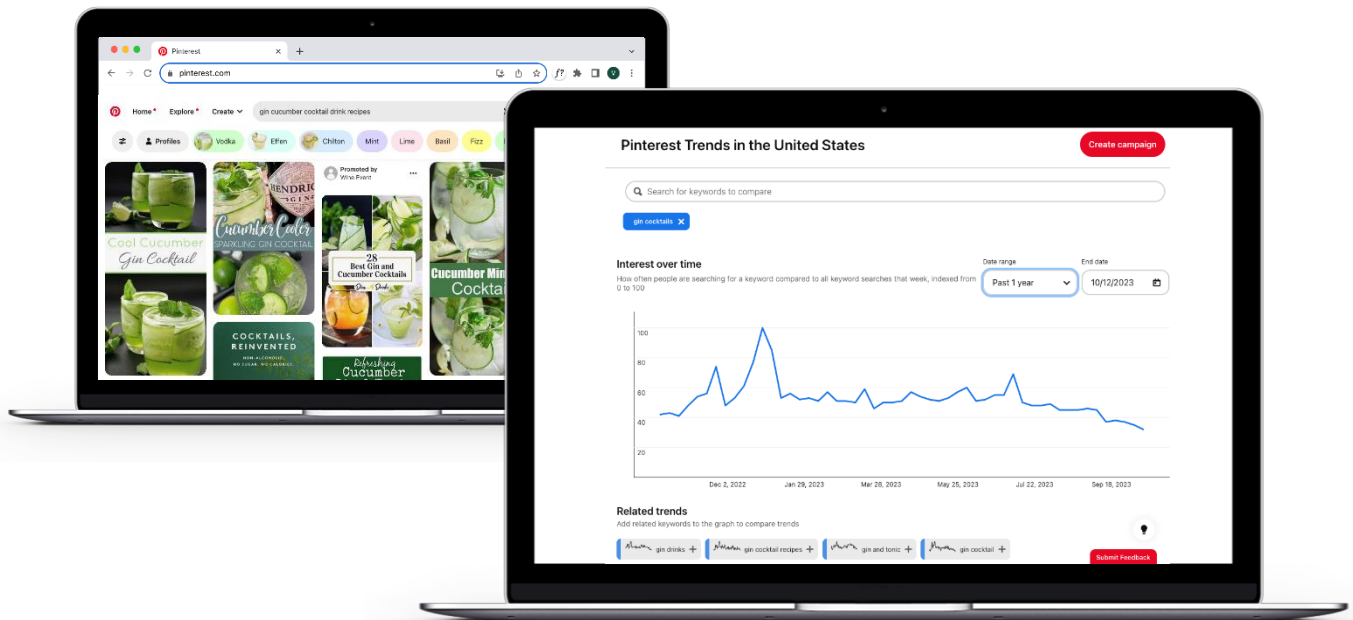
General organic Pinterest optimization best practices

01 Use Pinterest Trends (https://trends.pinterest.com/) to uncover untapped opportunities. This free resource shows a history of the top search trends in your relevant markets.

02 Create content with purpose, be inspirational, provide good ideas, provide how-to guides that aim to make people's lives easier. The better that content appeals with an audiences the more chances to improve pin and pinners quality.

03 Aesthetics matter, which means visual experiences have a lot to do with how they inspire (or not) audiences. Create visually rich pins.

04 Leverage Pinterest Catalogs not only in paid, but organically as well, a way to upload optimized product feeds in bulks. This is available via the Business UI and via API.

05 Make Pinboards discoverable and relevant. For example, instead of calling a board "Drink Recipes", use "Brand Name Holiday Gin Cocktail Recipes 2023". Write a description for boards that Pinterest can use to match for relevant searches based on topical relevance.

06 Pinterest prioritizes video content and high-quality assets in its own feeds. High-quality videos mean higher pin quality and top placement in the search results.

07 It's believed that Pinterest's algorithm "secret sauce" requires publishing at consistent intervals. Using the Pinterest Trends Tools can help inspire relevant content.

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SNAPCHAT

| Product	Placement	Targeting	Notes/Consideration
Snap	My Ai Chat Ads	Search Keyword based	Search Ads powered by Microsoft Advertising

Paid media

For Paid Social teams, today there are no native paid-media solutions available to advertisers within Snapchat's suite of Ad Products. In April 2023, Snap however announced a partnership with Microsoft, introducing new AI chat functionality to its users called "My AI". This new tool is powered by OpenAI's ChatGPT and includes "sponsored links" powered by Microsoft Advertising.

"My AI" advertising opportunities can be supported by the Paid Search team. We recommend that GroupM Search and Social teams work together to bring these solutions to clients where campaign and creative approaches between native paid-social activity and search-powered My AI activity may complement each other.

Paid search practitioner perspective

"My AI" Chat ads are currently available in the United States, with Australia, Canada, Germany, France, Great Britain, Netherlands, New Zealand, Sweden, Saudi Arabia, United Arab Emirates to follow in the weeks and months ahead.

In addition to text ads akin to those displayed on traditional search engines like Bing and Google, the Snap "My AI" experience may include Shopping Campaigns, Multimedia Ads, Hotel Price Ads, Property Promotion Ads, Tours & Activities Ads, Cruise Ads, Credit Card Ads and Automotive Inventory Ads. Microsoft continues to evolve and iterate on the Chat Ads experience, including a newly released format called Compare & Decide Ads, which allows users to comparison shop directly in the AI Chat interface.
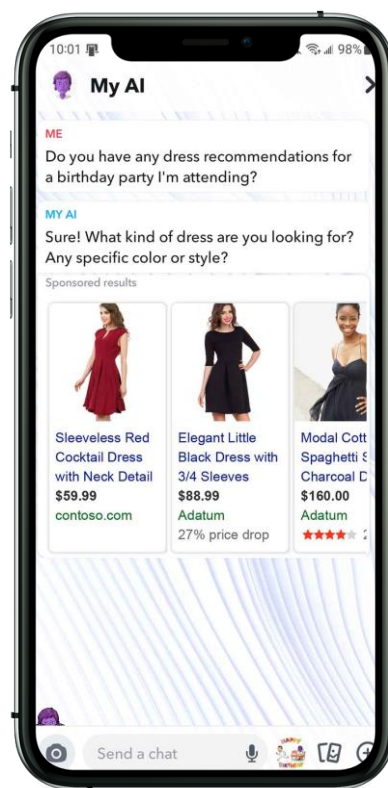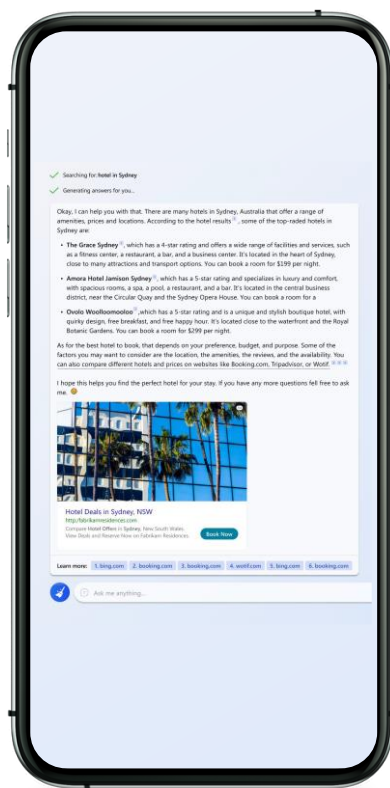
Per Microsoft, Snap inventory may account for 2-5% of Microsoft Advertising's mobile owned-and-operated traffic in the US. There is currently no mechanism in-platform to opt-in or opt-out of distribution in "My AI" ads, but the Microsoft Advertising team may be able to implement a manual block upon request. With regards to Brand Safety, Snap is considered a Select tier partner, meaning they adhere to strict brand safety controls that align with Microsoft's criteria and standards for quality.

For reporting purposes, Snap traffic is being bundled in with "Microsoft sites and select traffic" category of their performance reports, so distribution channel-level reporting for Snap is limited.

This is still very early days for the product on Snapchat which historically has been an extremely visual and video-based platform. We do know however that Snapchat continues to tout strong DAU growth in the 18-24 demographic, and as mentioned at the beginning of this document, research indicates that Gen Z are the primary drivers of social-search growth trends.

Continued investment in this space indicates Snapchat are also rather bullish on social-search and will continue developing the ad product.

Snap has shared that over 150 million people have sent over 10 billion messages to "My AI" in the first two months after launch. It remains to be seen if "My AI" can build on this momentum, but the data shared by Snap indicates that users are using to the bot as a recommendation engine for travel & dining as well as launching conversations related to clothing & apparel. This initial data shows promise for keyword-based ads, especially for commerce-focused queries and conversations.

TWITTER (X)

Product	Placement	Targeting	Notes/Consideration
X (Twitter) Keyword Ads (In Beta)	Search results, Replies and Home Timelines	Search Keyword based Demographics, Devices and Audiences available.	Adjacency controls only apply to the Home Timelines and 'Search' placement is mandatory to use this product and may not suitable at this time for majority of advertisers. X Search Placements should only be used with client approval as today GroupM accounts remain default opt-out of this placement. Campaign goal: Traffic or Conversions
X Inventory through Google Display Network including within Performance Max (Display and Demand Gen Campaigns)	X Placement: Ads will surface on the X Home Timeline Only	Relative to targeting parameters available in PMax.	Adjacency Controls and X Inventory Sensitivity Settings are not available when purchasing X inventory through Google.

Search functionality on X operates somewhat differently to Google as it displays search results by time, popularity, and relevancy. As a result, searches are very relevant to topics and discussions that are happening now but likely to be less useful for other types of searches.

Paid media

X's native Search product, Keyword Ads (in beta), looks to bring more contextual relevance to advertisers and features both search results adjacent and actively keyword targeted ads. Today, advertisers are limited in the product beta to up to 200 keywords. **Ads are placed in the following placements with Search placement included as minimum requirement:**

Paid media

Search Results (mandatory and default): Ads will be displayed on the search results page to users who are searching for specific keywords on X. Ads will appear as the third post in the "Top" tab.

Home Timeline (For you and Following): Ads displayed in the Home Timeline near relevant posts that include the keywords you're targeting. This placement considers the keywords of all of the organic posts above it, up until the previous ad shown.

Replies: Ads displayed between replies of an organic post if the context of that post is relevant to the keywords your campaign is targeting. The ad is served based on the keywords used in the original post, not the replies.

The Search and Replies placements lack of any 1st or 3rd party controls available, including adjacency controls. As such, Keyword Ads product at this time may not be a fit for many advertisers due the inherent increased risk to advertisers. As a reminder, the Search placement is currently a default opt-out for all GroupM advertisers.

Historically, X has not generally been seen as a product discovery tool but aimed at surfacing discussions. While it can be beneficial to be part of conversations during product launches or events, teams should continue to consider a client's brand safety risk profile and investment priorities before prioritizing any tests on X for search-related products. We do expect X to update these products as they expand in 2024 to be inclusive of their 1st and 3rd party controls available.

Paid search practitioner perspective

It should also be noted that historically, X was used primarily as an awareness driving platform. It has had limited conversion tools, solutions and products as well as challenges in scaling and measurement of ecommerce activity and hasn't been typically considered for social performance campaigns. We know that in 2024, X will be focus on the improvement of conversion related products such as Dynamic Catalog Ads, however their integration which Search capabilities within this space remain limited.

As of September 2023, inventory on X is also available both programmatically and via Google Display campaigns, which can be bought through Google Ads. While this is not exactly considered search, this further brings together the worlds of paid search and paid social buying together. X can now also be reached as part Performance Max campaigns, the Google campaign format bringing together Search, Shopping, YouTube and Display placements. X's native Ad Adjacency Controls do not apply to X inventory purchased via Google.

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WECHAT

Product	Placement	Targeting	Notes/Consideration
WeChat Search	Search Results	N/A	Powered by Sogou search data (China's 3rd largest search engine)
WeChat Brand Zone	Search Results	Search Keyword	

WeChat, China's leading social platform, is a daily necessity in many lives in China from messaging, reading articles to paying utility bills. It is a so-called Super App that includes a whole range of services covering activity from morning to night.

People use WeChat to uncover friends (messaging), news and articles/topics (moments), companies/businesses (official accounts) in addition to various services including ride hailing, ticket booking, gaming, food delivery though mini programs/via third-party, and a digital payment service (WeChat Pay).
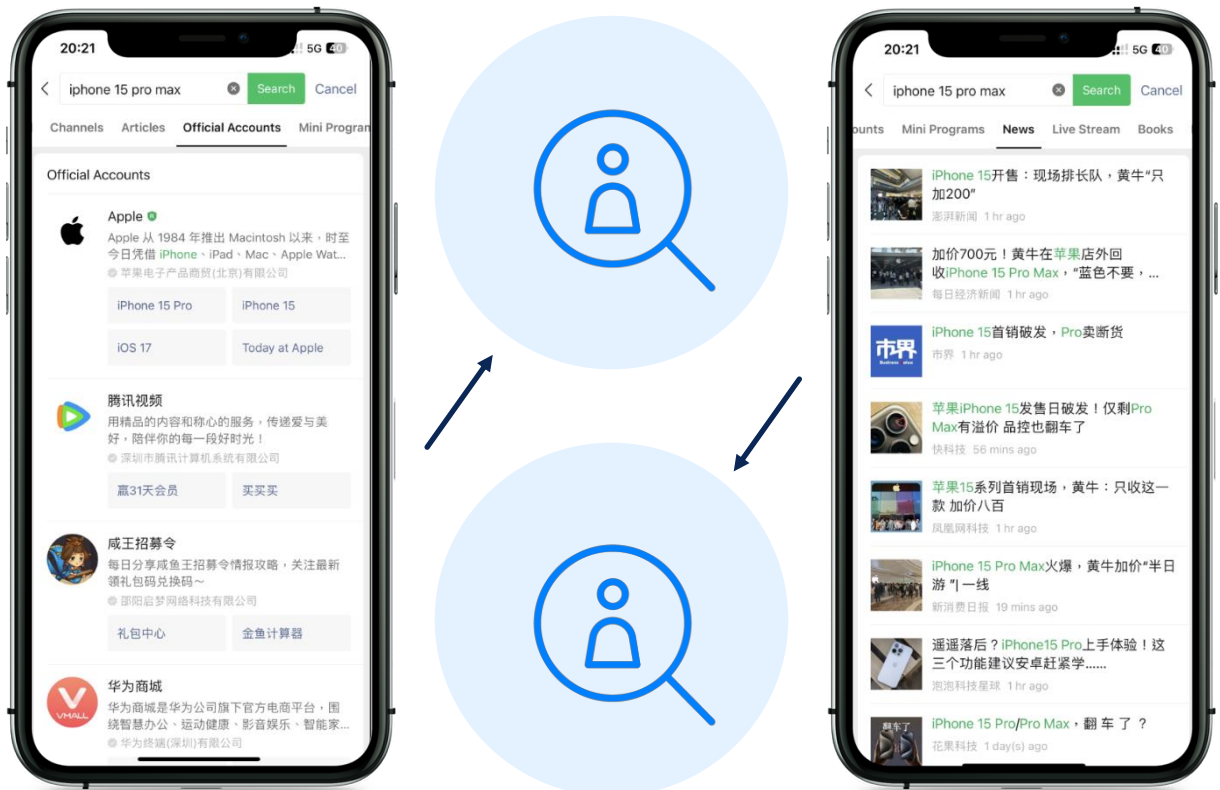
Paid search

WeChat Brand Zone (within Search results) provides advertisers a dedicated space to showcase all their branded WeChat content in one place. By creating a specific area that appears at the top of search results when users search for a branded term, businesses can ensure that their brand zone is prominently displayed. **Advertisers have full control over their dedicated space, which can be populated with 1st party content and divided into five sections:**

- Brand information

- WeChat Official Accounts & Mini Programs

- Sales channels

- List of brand services

- Custom templated components/modules

| **Search page** | **Brand intro** | **Official account** | **Mini program** |

Organic search optimization for WeChat

WeChat Search, called Souyisou (搜一搜) is WeChat's own search engine, which was launched in 2017 and allows users to research any kind of information. It emerged as a competitor to other search engines and is steadily expanding its market position and improving the platform's search functions.

Current filtering options for the internal search engine include official brand profiles, Moments, articles, Baike (WeChat Wiki), Novel, Music, Mini Program, GIFs, Videos, Zhihu, and Channels. To amplify organic search visibility across all these surfaces, advertisers need to optimize their profiles, and they can also feed content on sources like Zhihu (Chinese Quora), Sogou Baike (Chinese Wikipedia), and the rest on Tencent's backed platforms (Tencent is WeChat's parent company).

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Optimization tips for SEO friendly content:

01

Keyword Research

Research the WeChat index to see which keywords that are related to your content are featured as the most popular on the platform.

02

Keyword-based digital asset optimization

To maximize findability, focus on where and how to use targeted keywords in the content – titles, descriptions, and headers.

03

Content Promotion& Engagement

In addition to optimizing your content, disseminate it to increase its findability to gain views, likes, wows, and shares. Socialize your content at other Tencent-backed platforms like WeChat Channel or Zhihu to improve searchability.

04

Avoid image-based articles

Contrary to global trends in visual marketing, WeChat is not indexing jpeg or png-based content. Keep that in mind when adapting your content for this platform.

This is an example of a search for the keywords [Starbucks] within WeChat Search:
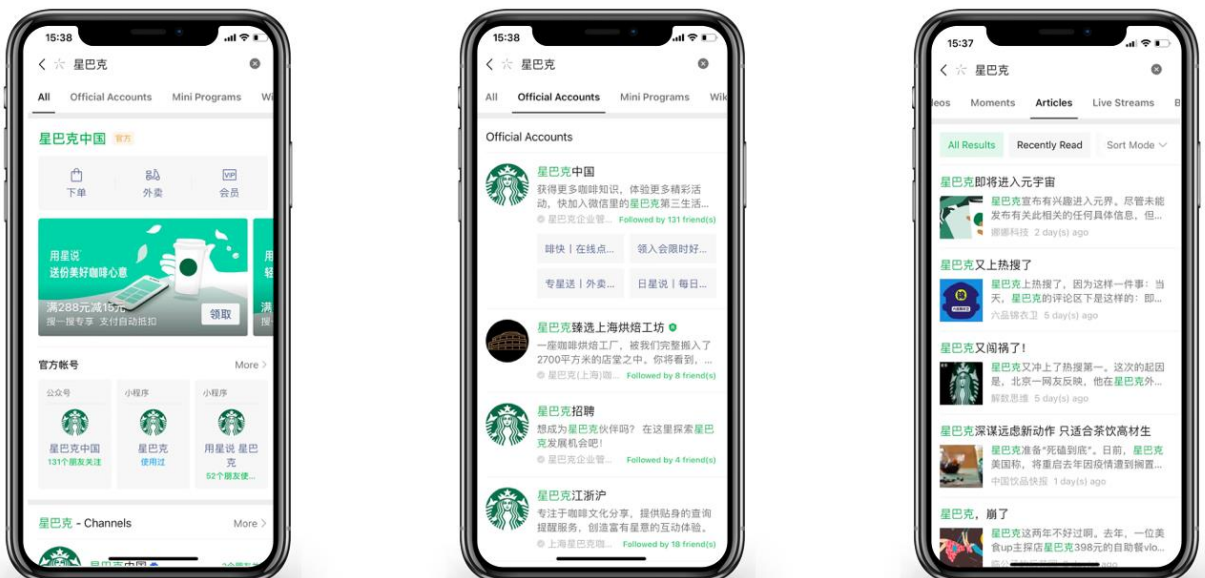
Thank you

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