

# TikTok launches search ads to boost conversions

## Article

**The news:** TikTok has introduced the **TikTok Search Ads Campaign**, a keyword-based solution that allows brands to appear in the platform's search results.

- This feature is designed to tap into users' high-intent search behaviors, creating opportunities for advertisers to reach consumers as they actively search for content or products.
- The launch comes as social media [begins to overtake search engines](#) for discovery among Gen Z and millennials.

**Why it matters:** TikTok aims to enhance its search ad capabilities, moving beyond automated ads to give marketers more control over targeting and bidding, much like **Google** and **Amazon**.

- **57% of TikTok users** employ the app's search function, and **23% of users** start searching within the first 30 seconds of opening the app, per June data from TikTok—suggesting that search behavior is becoming more ingrained in users' experience on the platform.
- Additionally, TikTok found that brands running both Search Ads and In-Feed Ads gain **20% higher conversions**, demonstrating the potential of search ads to drive meaningful results.

**Zooming out:** TikTok's move into search advertising is timely, as it follows a broader trend of social platforms integrating search into their monetization strategies. **Instagram** and **YouTube** have also rolled out similar features.

- TikTok contends its focus on **high-intent searches** sets it apart, leveraging the platform's strength as a content discovery engine. Brands are increasingly relying on TikTok as a commerce tool, and this new search ad format should reinforce TikTok's role in driving conversions.

**Our take:** By giving advertisers keyword control, TikTok is aligning its ad offerings with the methods used on Google, where brands bid on specific search terms to reach consumers. This increased control over targeting enables advertisers to fine-tune campaigns based on user intent and behavior, enhancing conversion potential. Brands that participate in TikTok's search ad ecosystem can now place ads in front of users who are actively seeking specific products or information, capitalizing on moments of high intent.

With **9 out of 10 users** taking action after searching on TikTok, per company data, the platform's growing importance in the social commerce landscape becomes even more pronounced. TikTok's introduction of search ads ahead of the holiday shopping season positions the platform to capture a significant share of search-driven commerce, providing a new avenue for advertisers to connect with motivated buyers.

## Topics Searched for on TikTok, Instagram, and Google by US Gen Z Internet Users, April 2024

% of respondents

	TikTok	Instagram	Google
Gift ideas	40%	19%	28%
Hair and makeup	40%	25%	25%
Well-being and fitness	39%	20%	29%
Recipes and meal ideas	38%	19%	30%
Fashion brands	36%	27%	29%
Interior design	33%	21%	29%
Video games/gaming	33%	14%	36%
Parenting advice	27%	11%	35%
News and current affairs	22%	18%	43%
Sports latest news and updates	20%	17%	43%
Cars	18%	16%	46%
Financial services	17%	11%	54%
Electronics	16%	12%	60%
Restaurants and bars	15%	14%	66%
Local services	12%	12%	66%

Note: Gen Z are individuals born between 1997-2006

Source: Forbes Advisor survey conducted by OnePoll as cited in company blog, May 20, 2024

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