

# Search Ads

## Campaign

**n**  
The solution that drives business outcomes in the environment that's built to perform

The newest search ads solution lives at the intersection of where and how discovery happens on TikTok.



### Key Benefits

#### Harnessing the power of search.

Search, and a preference for content-driven results is rapidly growing on TikTok, establishing an environment where people desire multi-faceted discovery.

#### Poised to Perform.

Search behavior on TikTok is unique and inspires action across essential steps of the decision journey - from inspiration, to research, to making a purchase.

#### Building on success.

The introduction of this keyword-based solution complements advertisers holistic marketing plans, and harnesses existing search behavior to meet people where - and when - they search on TikTok.

# 91%

of users took action after being inspired by a TikTok search query

- Source: TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material



### How it Works

The Search Ads Campaign lets advertisers connect to the unique search behavior that's happening on TikTok.

From inspiration to conversion, the Search Ads Campaign will drive impact across the decision journey on and off TikTok.

#### Maximize results with both the Search Ads Campaign + Search Ads Toggle.

If a search query doesn't match a campaign keyword, the Search Ads Toggle can capture the relevant search, acting as an extension of your campaign to maximize performance.

#### Keywords and Creative drive the decision journey, intentionally.

Keywords and creative should align to queries entered at the point of inspiration, research, and conversion.

#### Start with Broad Targeting.

Start with as many relevant keywords as possible for the ad groups ad creative to inform the learning phase and refinements across marketing objectives.

### Availability

Search Ads GA Q3 2024

Search Toggle GA Today

TikTok  
**World**