



aniccadigital



Why Social Search (& TikTok) is set to be the hottest trend in 2024

Ann Stanley – Founder & CEO

Jul 2024

Ann Stanley

- Founder and CEO of Anicca Digital
- 22 years in digital marketing, 17 years running Anicca
- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing – now becoming an AI geek!
- Thought leader and author:
 - **A10 Marketing Framework**
bit.ly/anicca-A10
 - **Integrate – Creating an Integrated Marketing Strategy –**
bit.ly/anicca-integrate
 - **Free weekly webinar – Friday 9-10am**
bit.ly/anicca-webinars
- Socials - [linkedin.com/in/annstanley](https://www.linkedin.com/in/annstanley)
- Email - ann@anicca.co.uk





17 years of data-driven digital marketing for ecommerce & established brands



Strategy



Social



Search

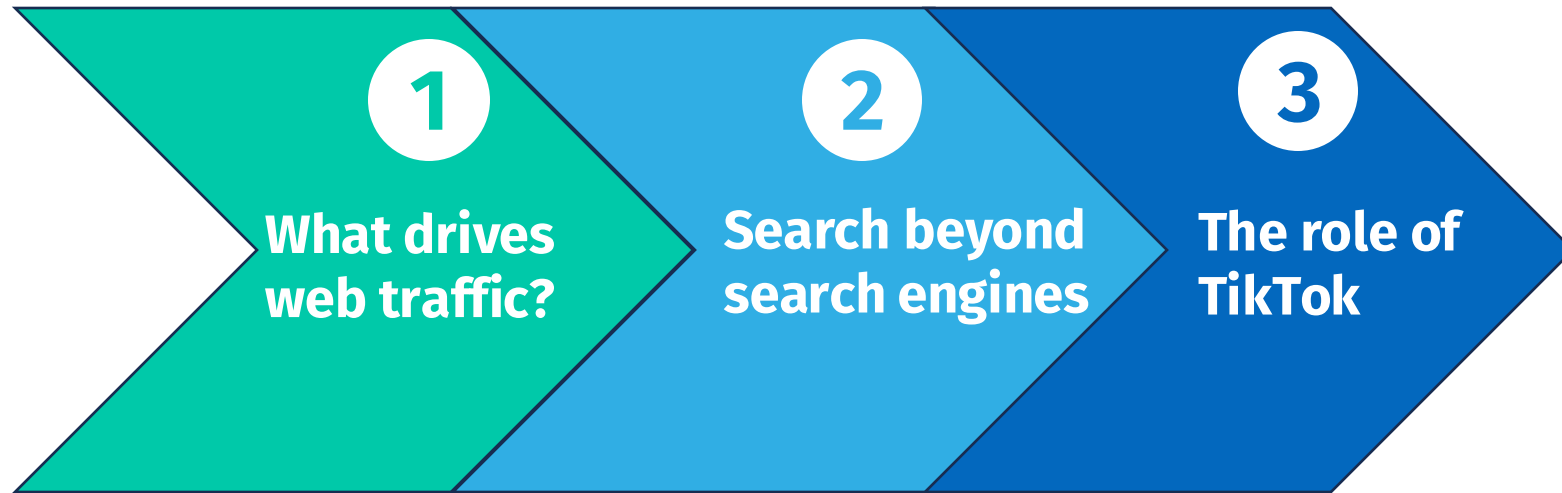


Shopping



Skills

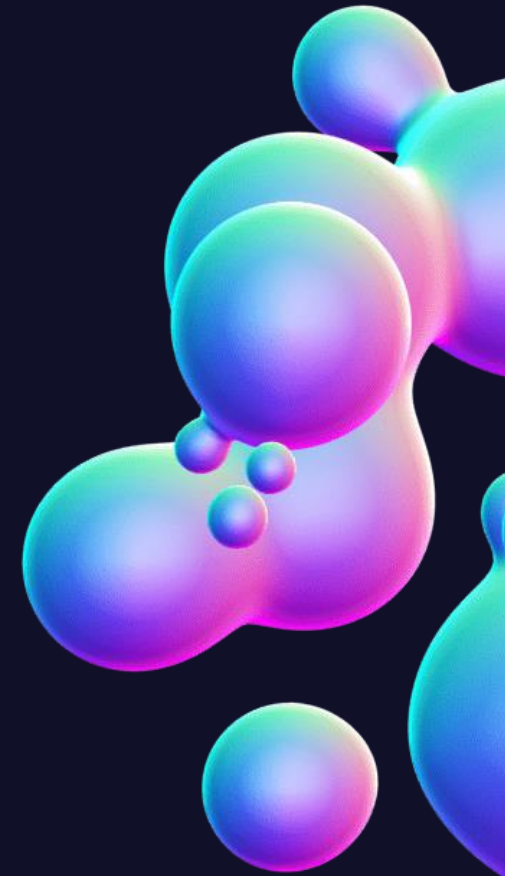
Contents



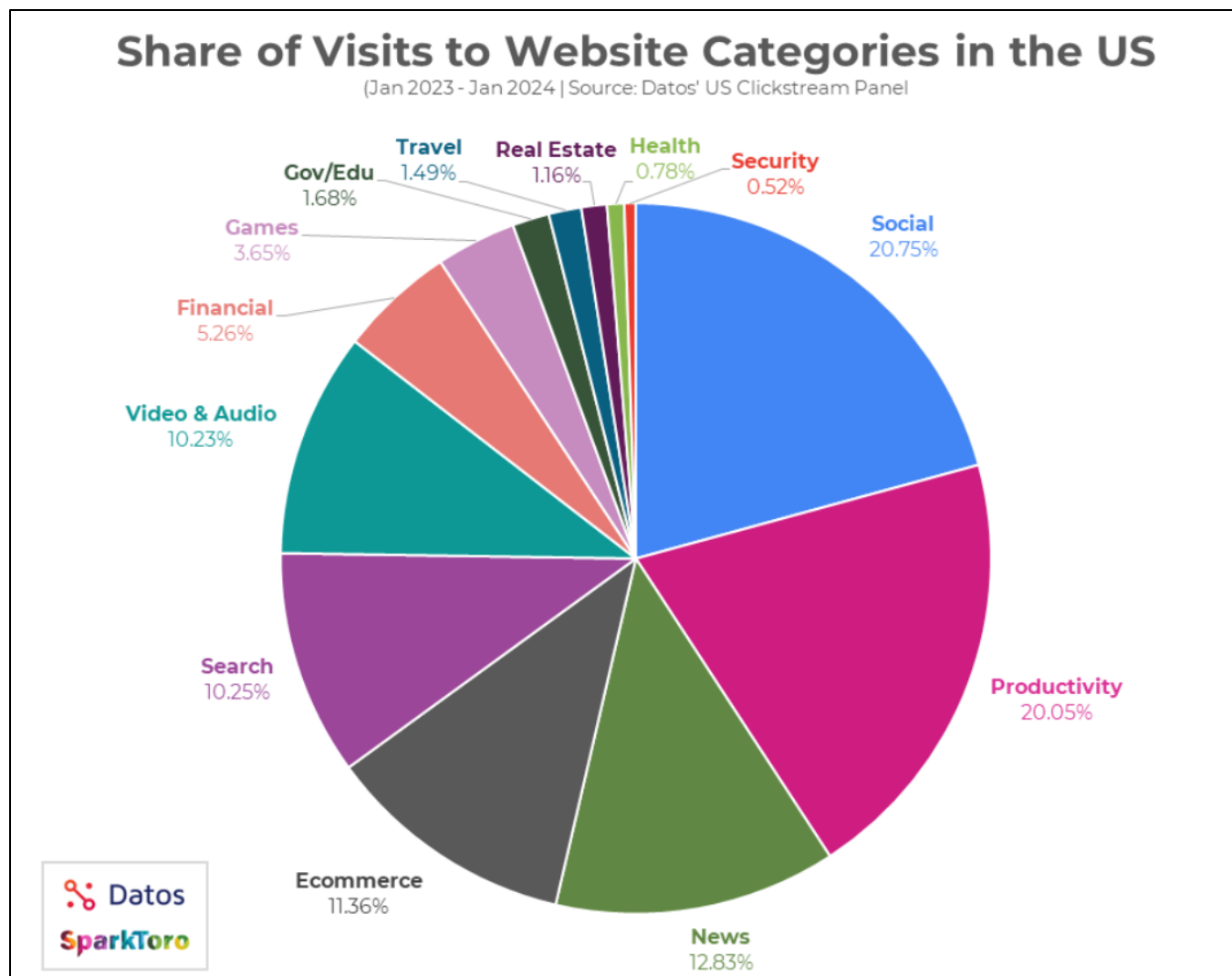
1) What drives web traffic?



Data on the source of traffic to websites (from SparkToro & Datos)

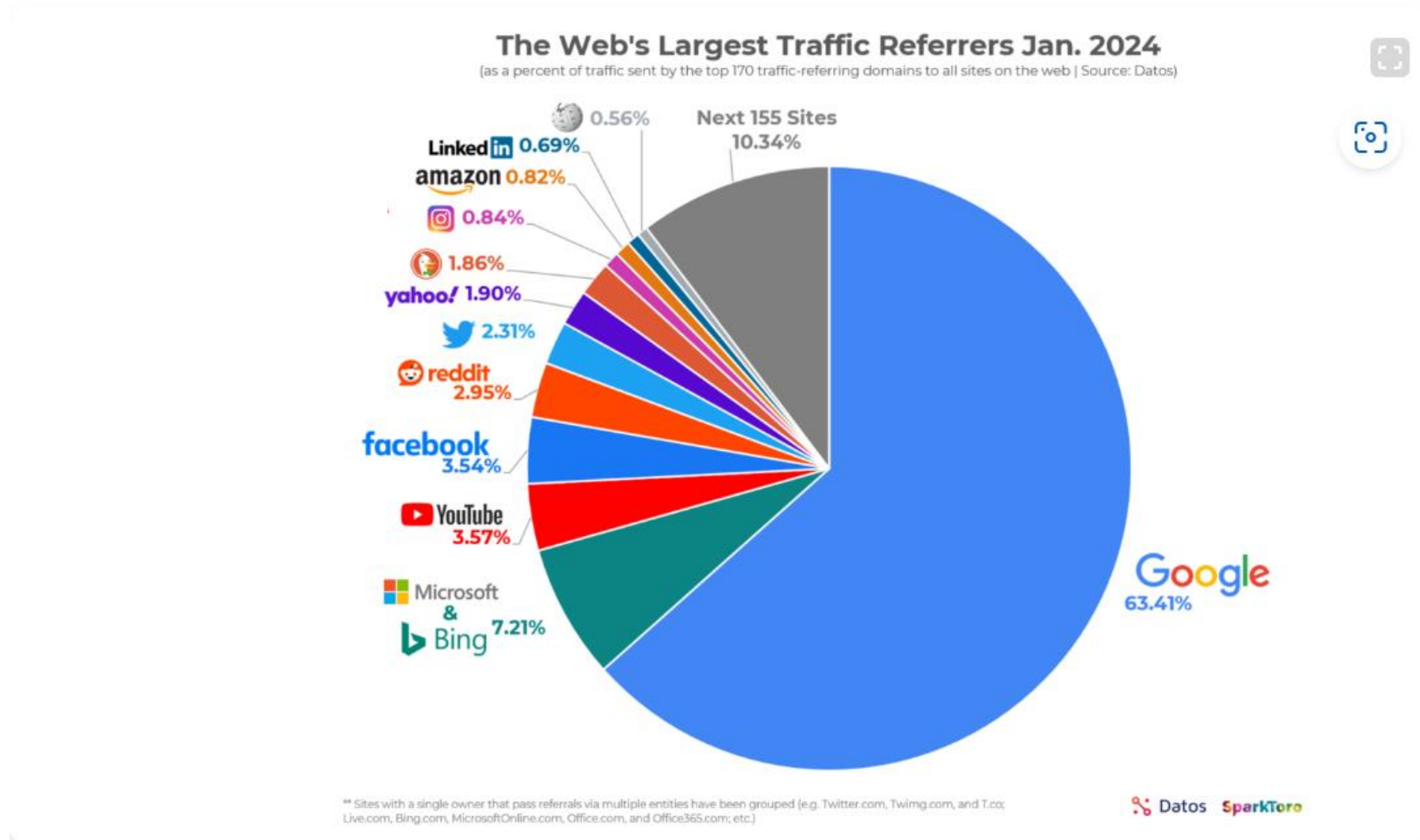


Share of US website visits by category (popularity)

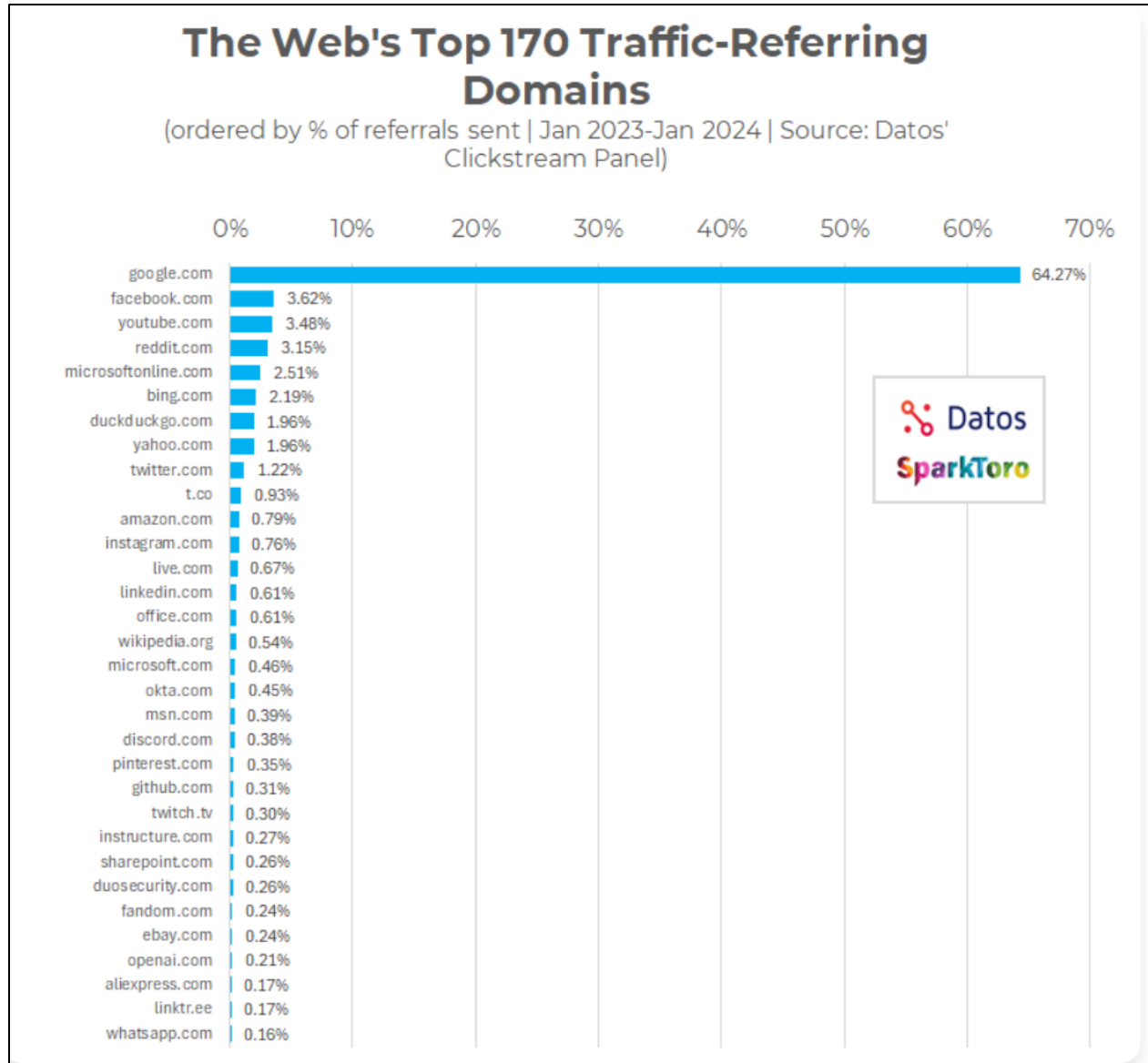


<https://sparktoro.com/blog/where-web-users-spend-time-vs-where-traffic-referrals-originate/>

Main US referrers by category



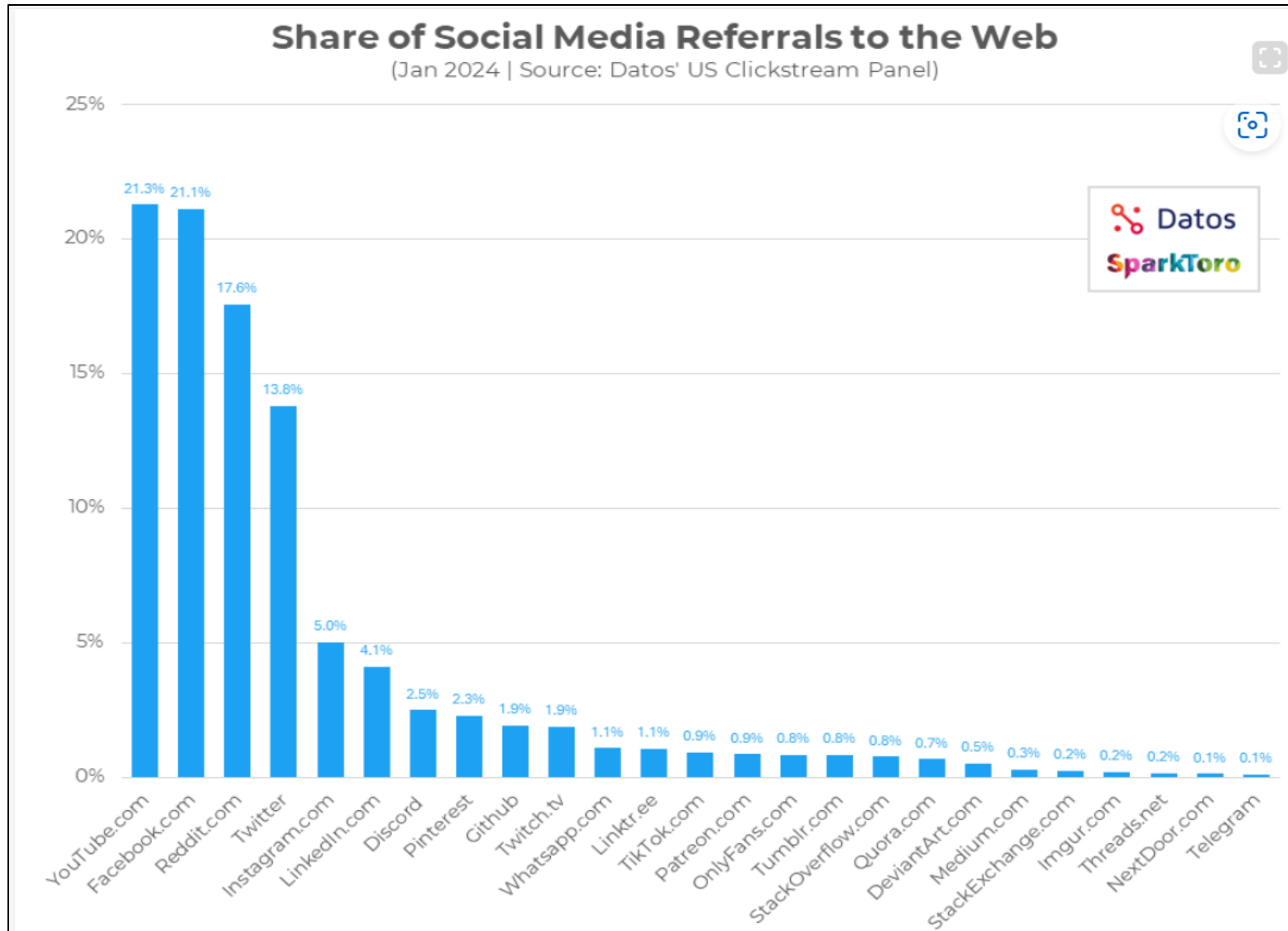
Main referrers to US sites



Top Referrers by %

- Google.com 64.3%
- Facebook.com 3.62%
- YouTube.com 3.48%
- Reddit.com 3.15%
- Microsoftonline.com 2.51%
- Bing.com 2.19%
- DuckDuckGo.com 1.96%
- Yahoo.com 0.8%
- Twitter.com 1.22%
- T.com 0.93%
- Amazon.com 0.79%
- Instagram.com 0.76%
- Live.com 0.67%
- LinkedIn.com 0.61%

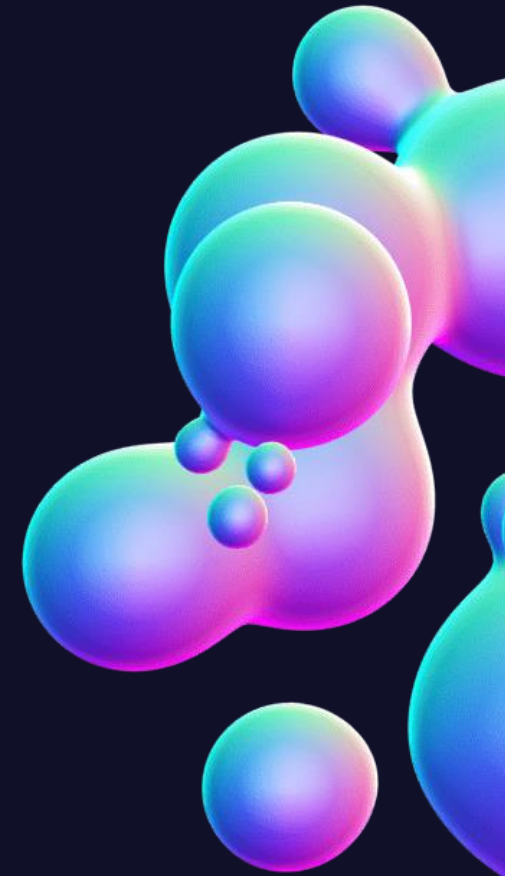
Main social referrers (US)



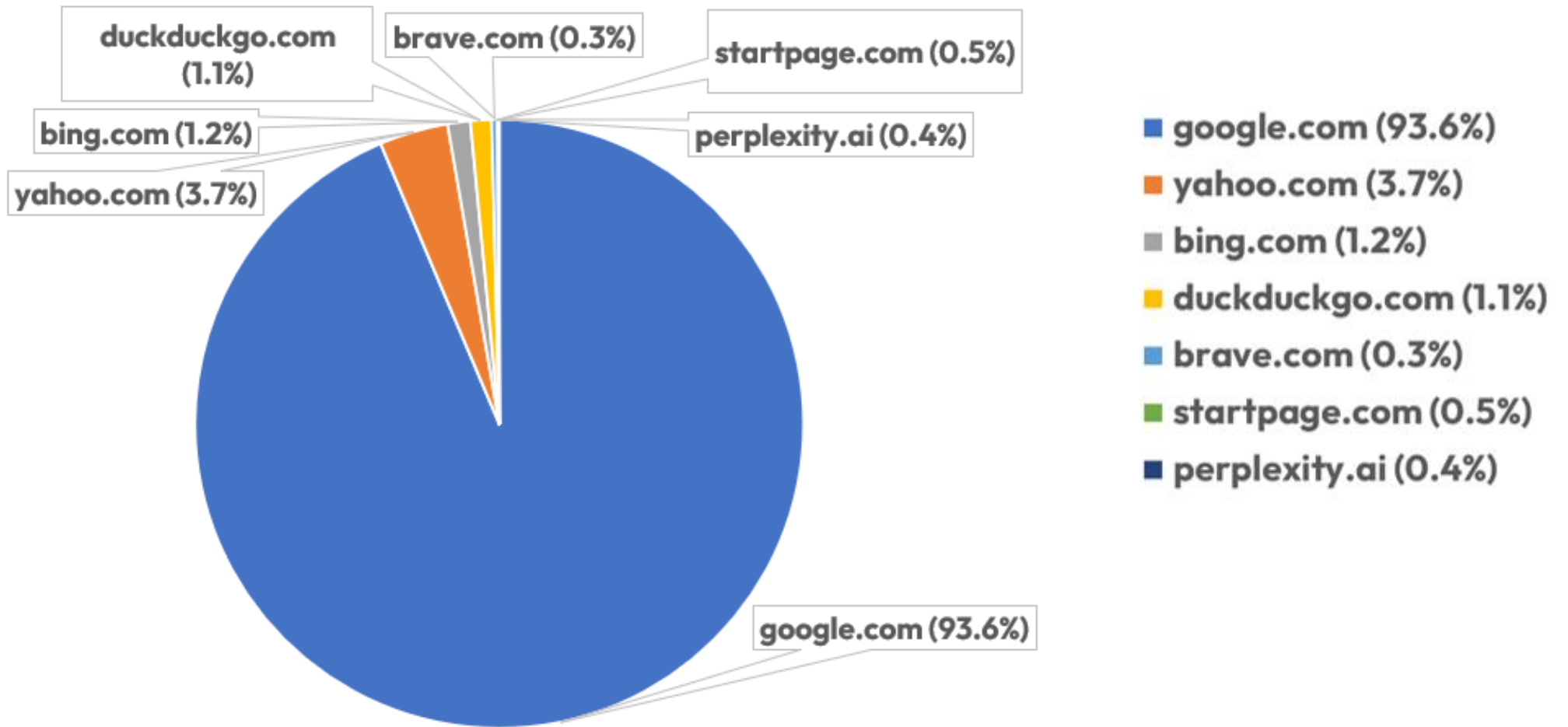
Top Social Referrers by %

- YouTube 21.3%
- Facebook 21.1%
- Reddit 17.6%
- Twitter 13.8%
- Instagram 5.0%
- LinkedIn 4.1%
-
- Pinterest 2.3%
-
- TikTok 0.9%

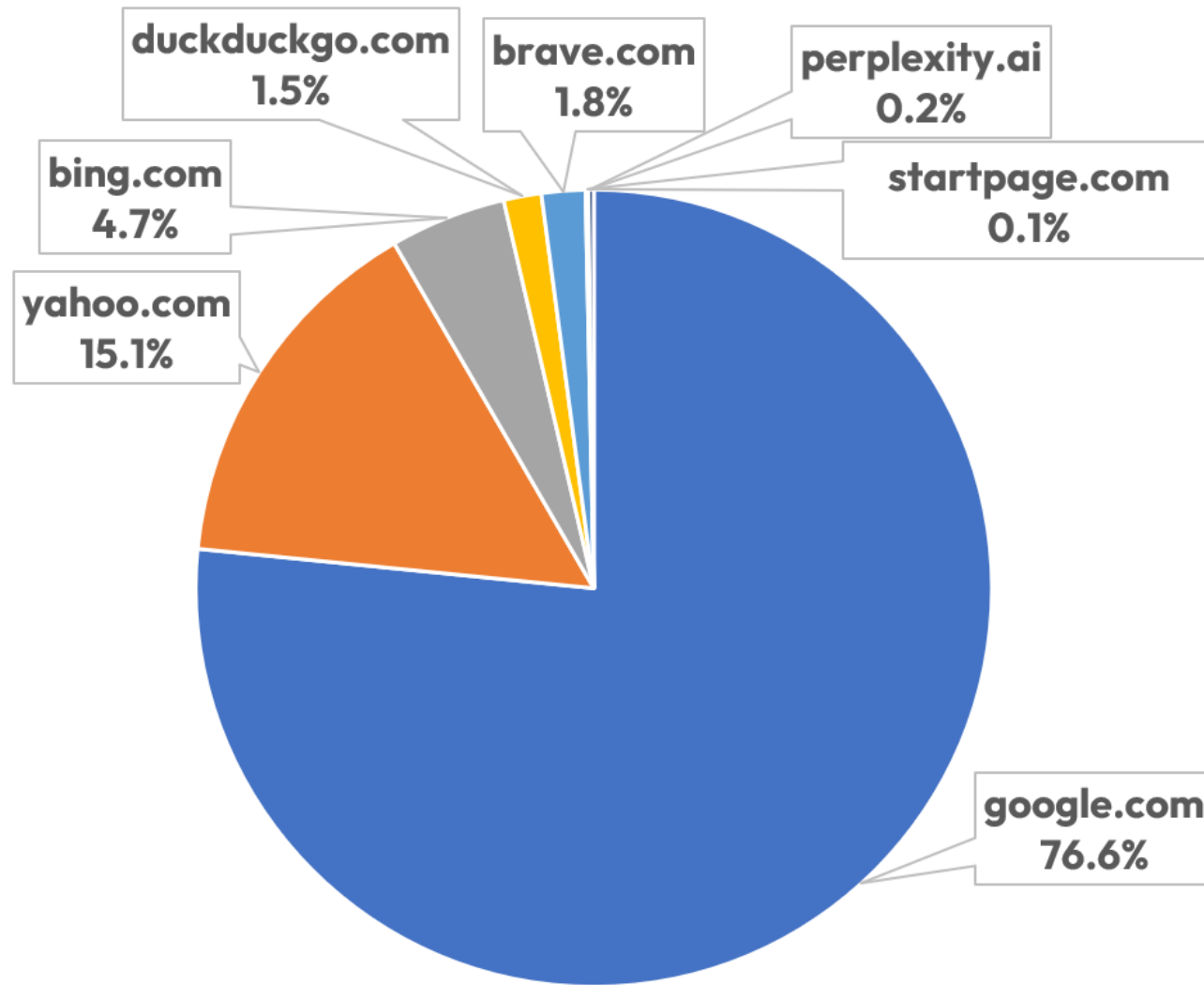
Similarweb Data on & search traffic in UK (Apr 24)



Share of UK search engine traffic for April (Similarweb data based on visits)



Share of top search engine traffic based on unique users



UK Search engines share (April 24)

	Domain (17)	Traffic Share	MoM traffic change	Country Rank	Monthly Visits	Unique Visitors	Yearly Change	Desktop vs Mobile
1	google.com	93.60%	↓ 1.85%	#1	3.244B	85.64M	↓ 1.55%	42.3% 57.7%
2	yahoo.com	3.65%	↓ 1.30%	#18	126.6M	16.84M	↑ 17.52%	64.8% 35.2%
3	bing.com	1.20%	↑ 3.38%	#38	41.70M	5.276M	↑ 1.19%	61.5% 38.5%
4	duckduckgo...	1.11%	↓ 3.93%	#48	38.57M	1.713M	↓ 13.22%	53.9% 46.1%
5	brave.com	0.31%	↑ 4.91%	#237	10.78M	1.987M	↑ 53.36%	34.8% 65.2%
6	startpage.com	0.05%	↓ 9.56%	#1,326	1.890M	120,772	↑ 19.43%	72.4% 27.6%
7	perplexity.ai	0.04%	↑ 29.76%	#1,520	1.386M	247,891	↑ 211.96%	91.2% 8.8%
8	qwant.com	0.01%	↑ 1.08%	#4,703	447,619	36,815	↓ 26.26%	90.4% 9.6%
9	phind.com	< 0.01%	↓ 5.07%	#8,769	192,624	31,182	↓ 44.65%	89.7% 10.3%
10	you.com	< 0.01%	↓ 18.83%	#15,356	125,900	32,809	↓ 60.38%	67.4% 32.6%
11	swisscows.c...	< 0.01%	↓ 5.29%	#22,341	101,978	9,944	↑ 23.62%	88.6% 11.4%
12	ecosia.com	< 0.01%	↓ 22.45%	#37,494	89,041	22,119	↑ 1,033.40%	0% 100%
13	andisearch.c...	< 0.01%	↑ 66.62%	#97,673	19,124	7,903	↑ 24.45%	22.4% 77.6%
14	yep.com	< 0.01%	↑ 18.53%	#95,944	11,890	5,888	↑ 23.03%	20.6% 79.4%
15	komo.ai	< 0.01%	↓ 31.03%	#86,355	11,864	5,794	↑ 692.71%	7.0% 93.0%
16	neeva.com	< 0.01%	↑ 2.91%	#433,910	< 5,000	< 5,000	↓ 90.10%	15.6% 84.4%
17	waldo.com	< 0.01%	↓ 53.76%	#681,222	< 5,000	< 5,000	↓ 19.34%	100% 0%

Yahoo.com +17%

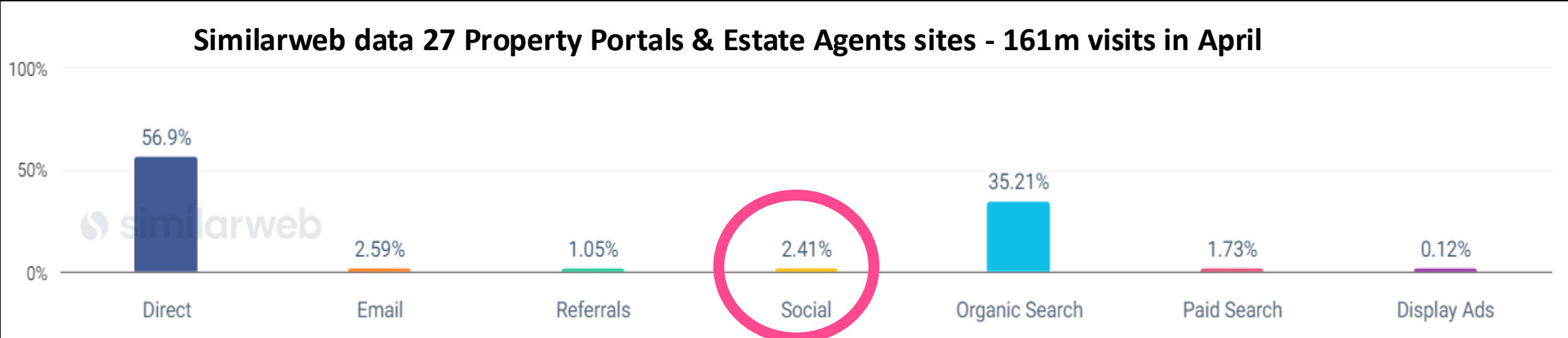
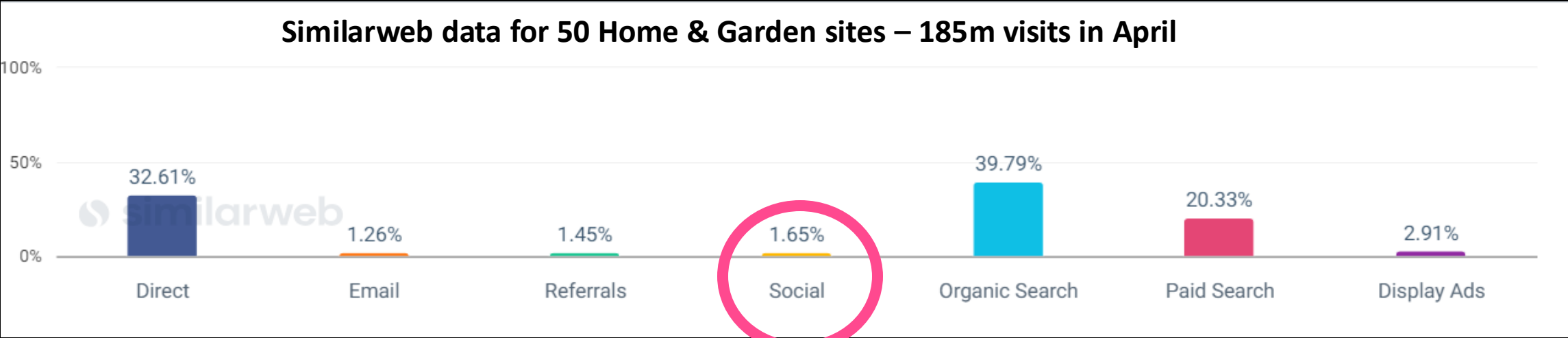
Bing.com+1%

Brave.com +53%

Startpage.com +19%

Perplexity.ai +212%

April data from Similarweb showing how little traffic is sent from social platforms (UK)



Where does home & garden traffic come from?

Traffic Source	Source Type	Global Rank	Traffic Share	Change	Social
Google Search	Search / Organic	1	36.3%	0.65%	
Direct	Direct	-	32.6%	-3.83%	
Google Search	Search / Paid	1	20.1%	3.14%	
Email	Email	-	1.3%	-12.27%	
DuckDuckGo	Search / Organic	45	1.2%	-11.18%	
Bing Search	Search / Organic	26	0.8%	10.74%	
Yahoo Search	Search / Organic	10	0.8%	6.06%	
Facebook	Social	3	0.6%	-2.19%	Yes
Youtube	Social	2	0.5%	0.61%	Yes
hotukdeals.com	Display Ad	3179	0.5%	-29.88%	
Syndicated Search	Search / Organic	-	0.4%	-2.31%	
Shopping Search	Search / Paid	-	0.2%	-59.80%	
Image Search	Search / Organic	-	0.2%	-66.08%	
Pinterest	Social	25	0.2%	0.71%	Yes
outlook.live.com	Display Ad	-	0.2%	14.68%	
link.shoplooks.com	Display Ad	11184	0.2%	56.83%	
hotukdeals.com	Referral	3179	0.2%	-64.01%	
brave Search	Search / Organic	270	0.1%	-8.92%	
uk.indeed.com	Referral	-	0.1%	7.28%	
duckduckgo.com	Display Ad	45	0.1%	565.70%	
Linkedin	Social	15	0.1%	17.28%	Yes
youtube.com	Display Ad	2	0.1%	171.39%	
google.com	Referral	1	0.1%	-6.42%	
Reddit	Social	17	0.1%	-3.85%	Yes
login.microsoftonline.com	Referral	33	0.1%	29.09%	
topcashback.co.uk	Display Ad	6988	0.1%	-11.74%	
Other Sources	Other	-	0.1%	0.00%	
dailymail.co.uk	Display Ad	-	0.1%	380.35%	
l.facebook.com	Display Ad	-	0.1%	57.06%	

Similarweb data for April

- Google Organic 36.3%
- Direct traffic 32.6%
- Google paid 20.1%
- Email 1.3%
- DuckDuckGo 1.2%
- Bing Organic 0.8%
- Yahoo Organic 0.8%
- Google syndicated 0.4%
- Google Shopping Ads 0.2%
- Google Image search 0.2%
- Brave Organic 0.1%

Where does estate agent & property portal traffic come from?

Traffic Source	Source Type	Global Rank	Traffic Share	Change	Social
Direct	Direct	-	56.9%	0%	
Google Search	Search / Organic	1	33.2%	2%	
Email	Email	-	2.6%	0%	
Google Search	Search / Paid	1	1.7%	10%	
Reddit	Social	17	0.9%	15%	Yes
DuckDuckGo	Search / Organic	45	0.7%	5%	
Youtube	Social	2	0.6%	-9%	Yes
Facebook	Social	3	0.5%	-4%	Yes
Bing Search	Search / Organic	26	0.5%	20%	
Yahoo Search	Search / Organic	10	0.4%	5%	
Syndicated Search	Search / Organic	-	0.2%	-3%	
rightmove.co.uk	Referral	175	0.1%	-5%	
email.ht.com	Referral	1834	0.1%	14%	
Twitter	Social	5	0.1%	-48%	Yes
WhatsApp Webapp	Social	19	0.1%	1%	Yes
Image Search	Search / Organic	-	0.1%	-74%	
brave Search	Search / Organic	270	0.1%	18%	
newspow.co.uk	Referral	1576	0.1%	9%	
LinkedIn	Social	15	0.1%	-14%	Yes
mumsnet.com	Referral	1380	0.1%	-17%	
propertydata.co.uk	Referral	285244	0.1%	34%	
search.savills.com	Referral	-	0.1%	-15%	
countrylife.co.uk	Referral	62895	0.0%	15%	
Pinterest	Social	25	0.0%	61%	Yes
theguardian.com	Referral	121	0.0%	65%	
Instagram	Social	4	0.0%	14%	Yes

Similarweb data for April

- Direct traffic 56.9%
- Google Organic 33.2%
- Email 2.6%
- Google paid 1.7%
- Reddit 0.9%
- DuckDuckGo 0.7%
- YouTube 0.6%
- Facebook 0.5%
- Bing Organic 0.5%
- Yahoo Organic 0.4%
- Google syndicated 0.2%

2) Search beyond search engines



Search happens at many touchpoints

(Courtesy of Heather Physioc)

WHAT

SEEK INSPO

SEEK INFO

COMPARE

PREPARE

PURCHASE

EXECUTE

ENJOY



WHY

Help me come up with a great cookie idea for the bake sale.

Help me find recipes that are easy enough for a kid to help bake.

Help me choose the right recipe and the best ingredients to buy.

Help me make a list of everything I need to buy to get started.

Help me find everything I need, on time and at the right price.

Help me bake this recipe and solve problems in real time.

Help me get inspired and remember in the future.

WHERE



HOW

- bake sale ideas
- Halloween themed cookies
- TikTok cookie recipe

- sugar cookie recipes
- easy sugar cookie icing
- kid-friendly cookie projects

- iced sugar cookie recipe
- best baking soda
- baking supplies

- recipe multiplier or converter
- substitutes for butter
- Organize these ingredients into a shopping list.

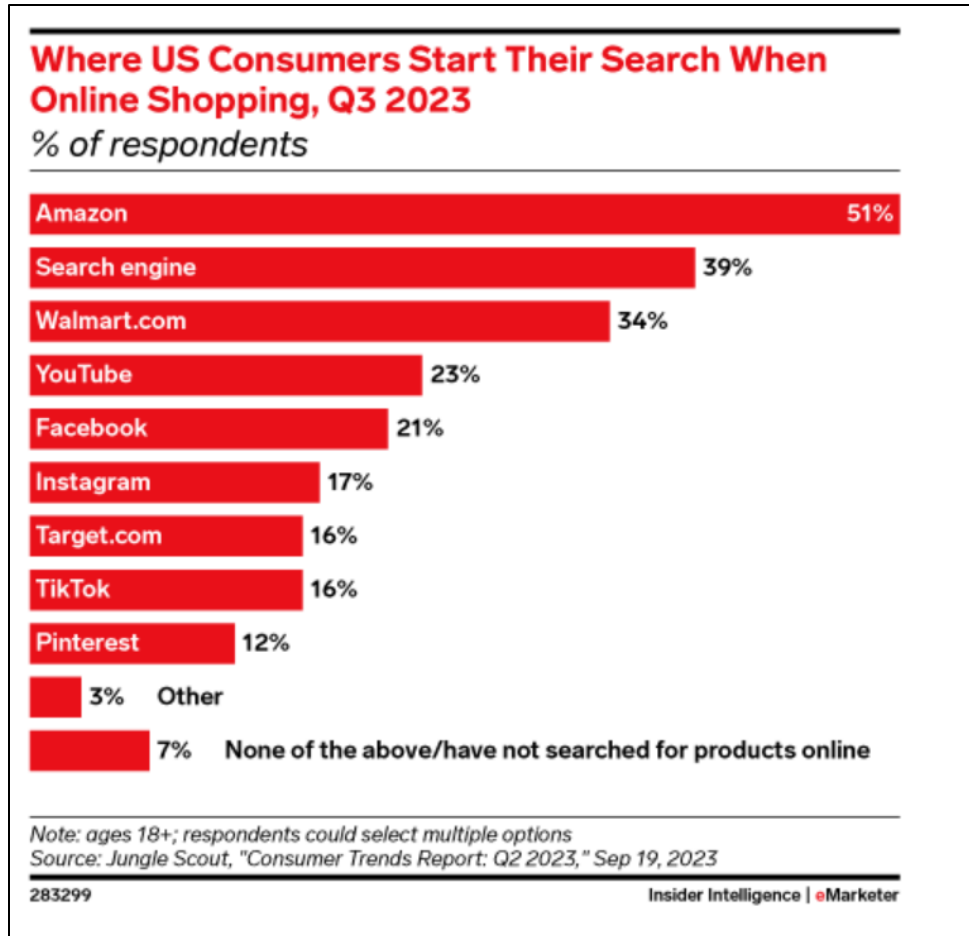
- grocery store near me
- piping bags
- baking soda
- Arm & Hammer baking soda

- substitutes for heavy cream
- how to fix flat cookies
- how to ice sugar cookies

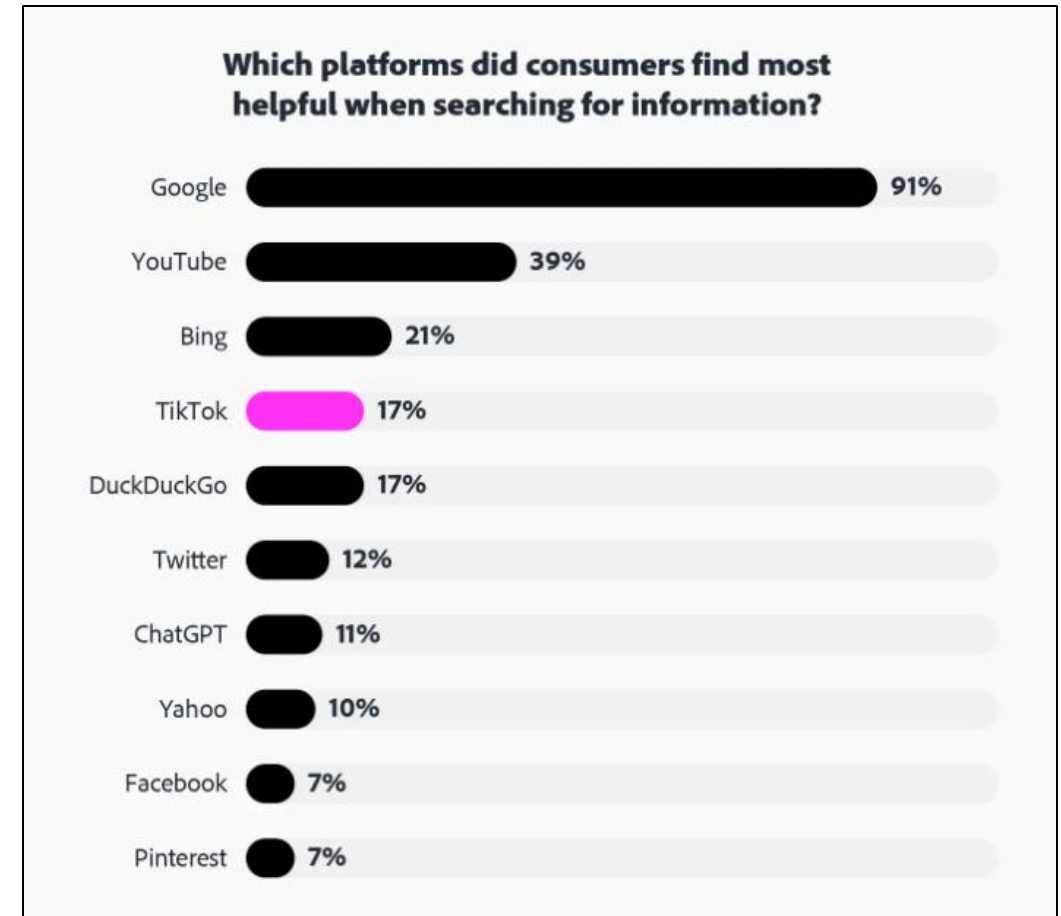
- #bakesale
- Mill Elementary
- bake sale
- cookies

Where do people start their search

eMarketer (Jan 24) – looking for products



Adobe (April 24) – looking for information



<https://www.emarketer.com/content/gen-z-prefers-tiktok-google-searches>

<https://www.adobe.com/express/learn/blog/using-tiktok-as-a-search-engine>

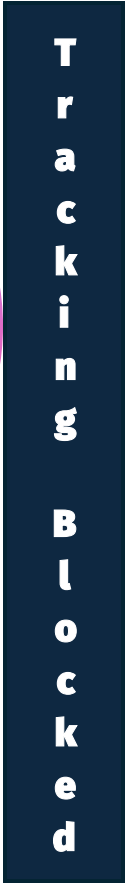
Why do paid social ads send so little traffic to websites?



Will audiences notice the ad & stop?



Can/will audiences click & leave the platform?



What happens on-site & how is this tracked?



Will audiences convert & how is this tracked?

Tracking has been blocked due to impact of iOS14.5 on Facebook ads (rolled out in April 21)

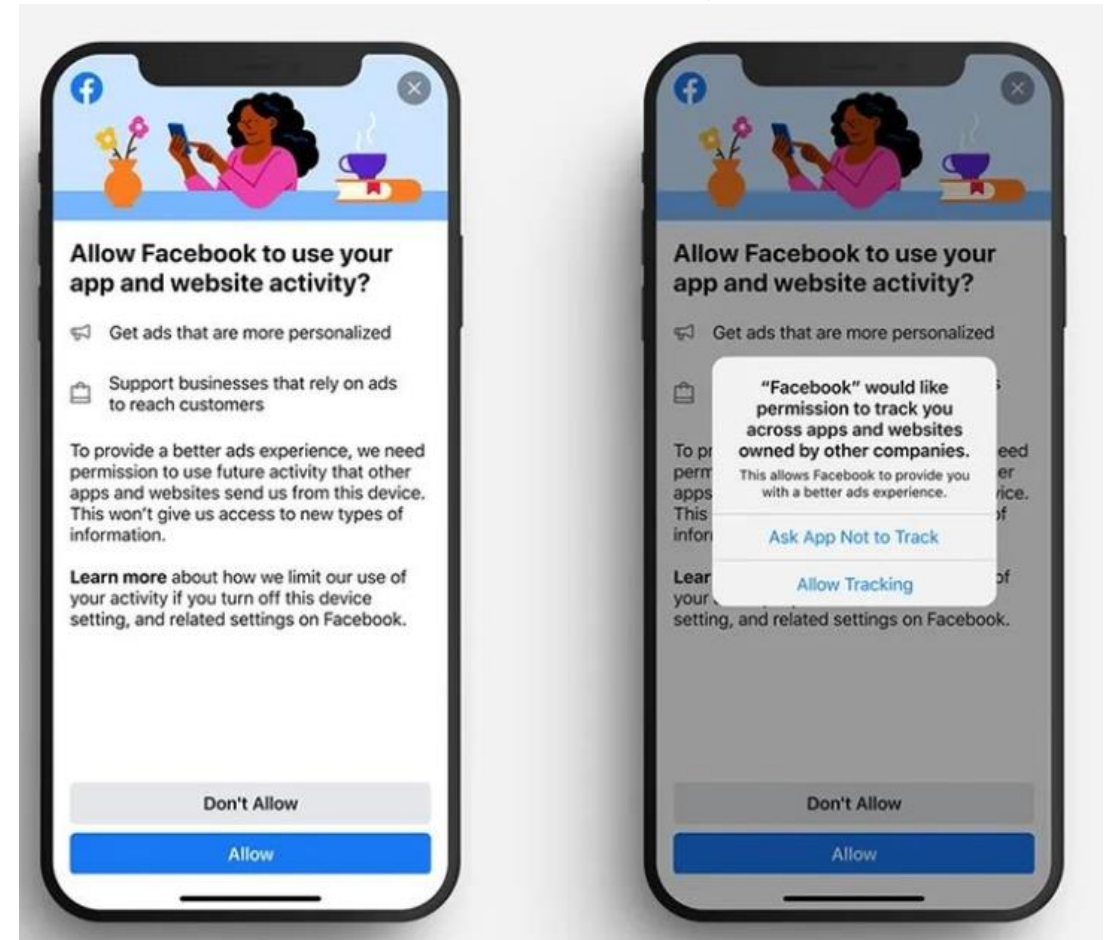
January 2021

In **January 2021**, the updated version of Apple iOS14 14.5 was released, and along came a disrupted functioning of Facebook ads. It affected businesses of all sizes from small-scale to middle-scale enterprises.

[Impact of Apple iOS 14 on Facebook Ads and How to Avoid It](https://www.dignitasdigital.com/blog/impact-of-ios-14-on-facebook-ads/)

www.dignitasdigital.com/blog/impact-of-ios-14-on-facebook-ads/

https://www.dignitasdigital.com/blog/impact-of-ios-14-on-facebook-ads



<https://www.theverge.com/2021/4/27/22405474/apple-app-tracking-transparency-ios-14-5-privacy-update-facebook-data>

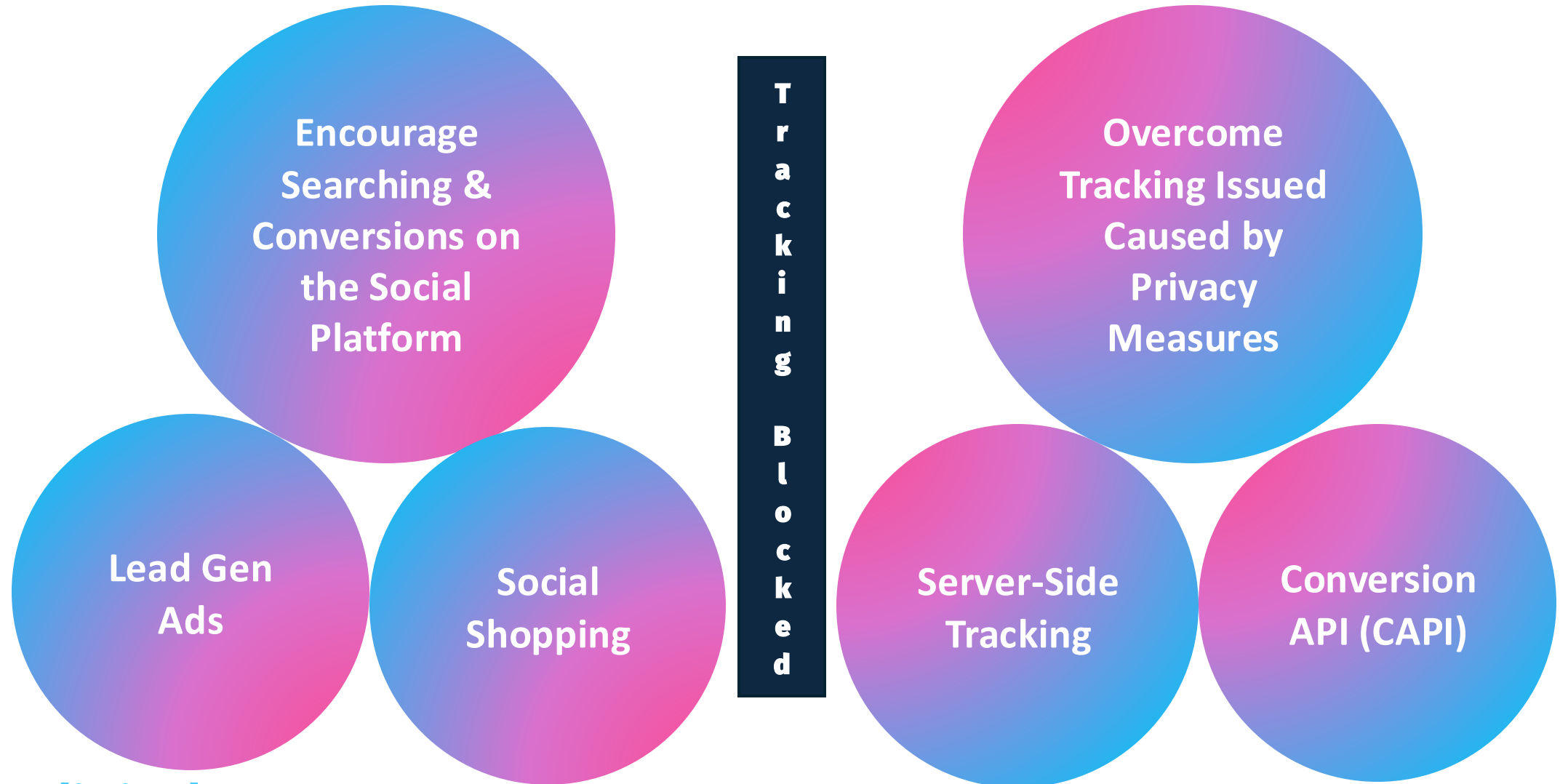
Blocking 3rd party cookies in browsers & Chrome

- **Restriction on 3rd Party Cookies (3PC's):**
 - 3PC's are already **blocked in non-Chrome browsers** e.g. Safari & Firefox
 - However, **66% of all web users use Chrome**
 - Google have recently **retired 3PC's in 1% of chrome** browsers (after several delays)
 - **Google will block all 3PC's in Chrome in 2025**
 - **Are you ready?**

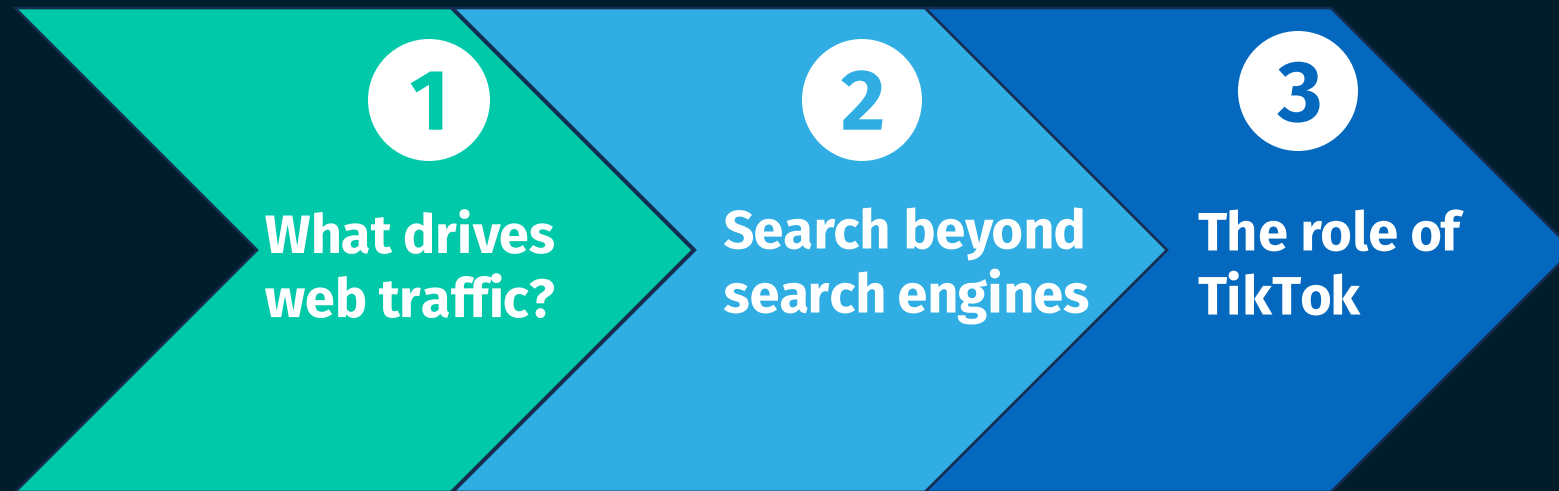
How to overcome the blocking of 3PC's

- **Google's Privacy Sandbox:**
Has over 20 solutions like FLoC and the Topics API to offer privacy-conscious advertising and analytics solutions.
- **Group-Based Targeting:**
Adopts targeting methods focusing on interest groups or cohorts of more than 50, rather than individual tracking
- **First-Party Data Utilisation:**
Encourages websites to use their own data, with an emphasis on user consent and data transparency for ad targeting.
- **Contextual Advertising:**
Relies on the context of the webpage to serve relevant ads, bypassing the need for individual user data.
- **Server-Side Tracking:**
Leverages secure Conversion APIs for transmitting conversion data to ad platforms, allowing for campaign measurement while respecting user privacy.

Solutions to overcoming low clicks, conversions & tracking issues in social



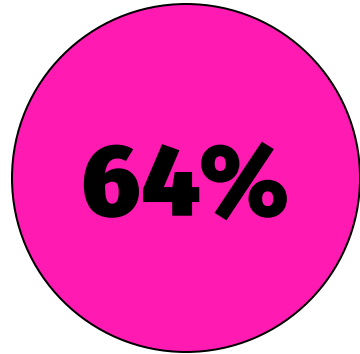
3) The role of TikTok



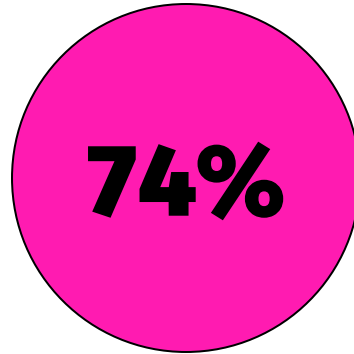
TikTok can be used in multiple ways

- As an **entertainment and education** platform
- As a **discovery platform**, where users view or engage with **sponsored videos** (or **display ads**) from brands that target users based on their interests and behaviour
- As a **search platform**, where users proactively search for information or products
- As a **marketplace**, where merchants can sell directly on the platform for a low commission of only 5%
- As an **influencer network**, where creators can be paid a commission to promote your products to their community of followers

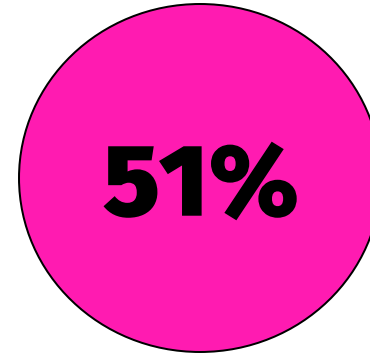
Key findings from the HerCampus study on the use of TikTok (in eMarketer)



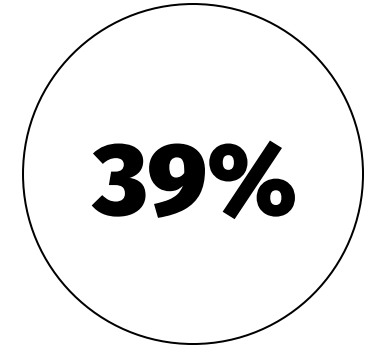
Of Gen Z are active on TikTok



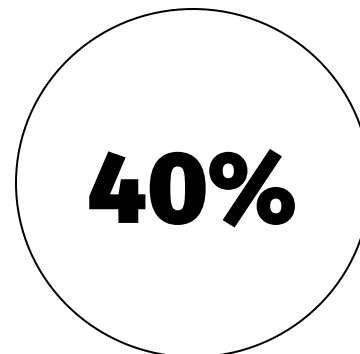
Of Gen Z users use TikTok for search



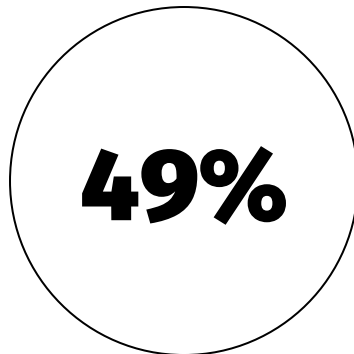
Of Gen Z users favour TikTok over Google



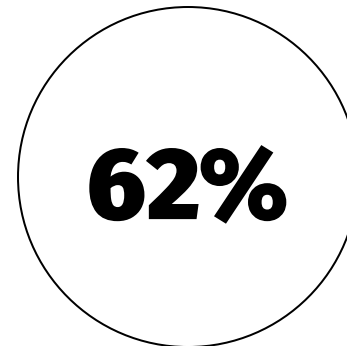
Of users favour reviews



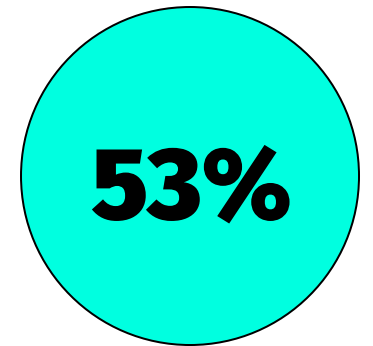
Of consumers use TikTok for information



Of millennials are active on TikTok

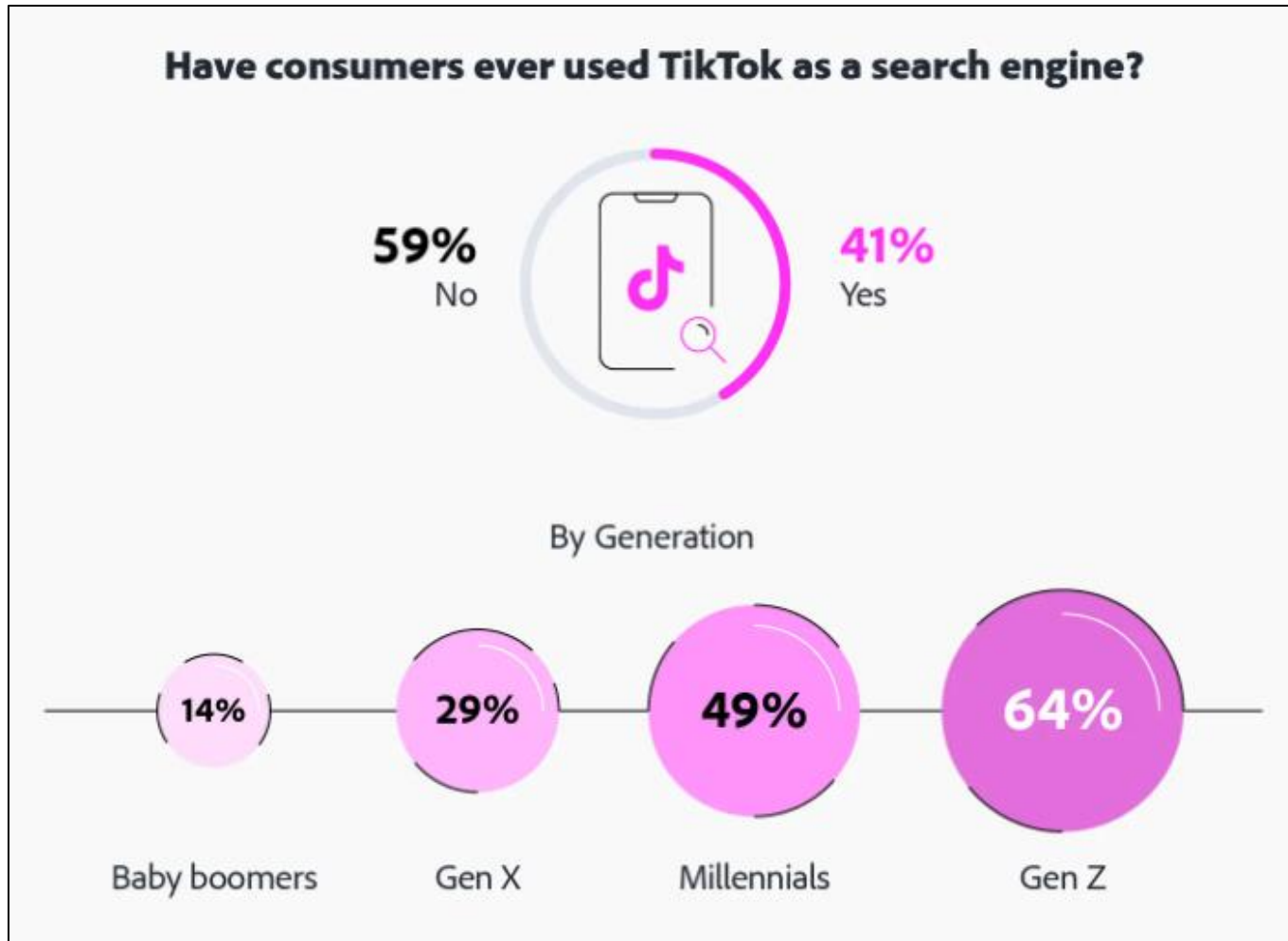


Of users favour Video tutorials



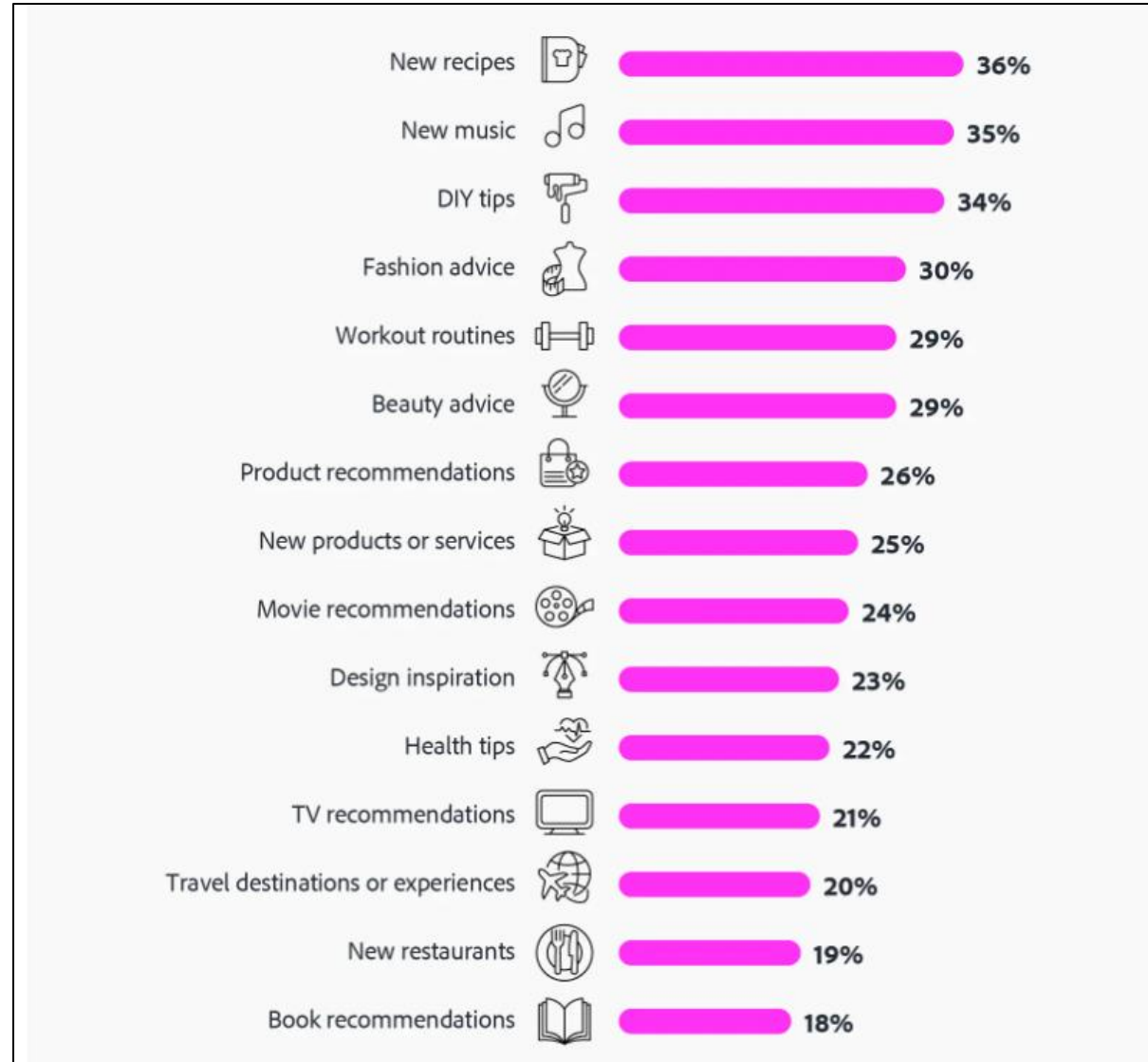
Of businesses plan to increase use of TikTok

Key findings from the Adobe study - April 24



- 41% of Americans use **TikTok as a search engine**
- 64% of **Gen Z's** use **TikTok as a search engine**
- Nearly 10% of Gen Z's are more likely to **rely on TikTok than Google** as a search engine
- More than half of business owners (54%) **use TikTok to promote their business**, posting an average of 9 times per month
- 25% of small business owners **use TikTok influencers** for product sales or promotions

What did consumers look for when using TikTok as a search engine?



Top Topics

- New recipes 36%
- New Music 35%
- DIY tips 34%
- Fashion advice 30%
- Workout routines 29%
- Beauty advice 29%

Use of the TikTok Creative Center

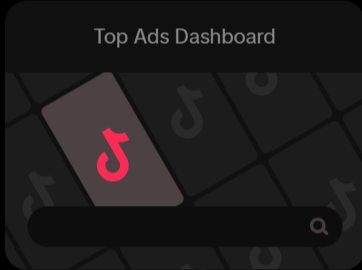
ads.tiktok.com/business/creativecenter

TikTok Creative Center Inspiration Trends Creative Tools English ▾ Log in

Let's elevate your whole creative game

Looking for examples of top ads?

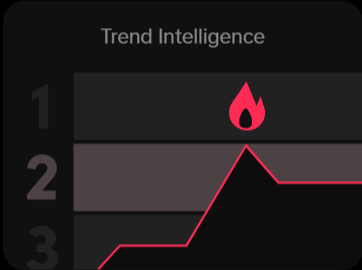
Top Ads Dashboard



Get started

Wondering what's hot on TikTok?

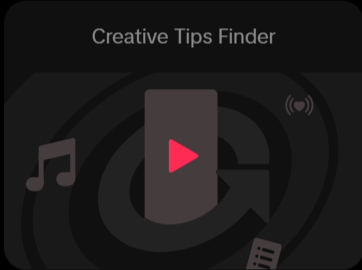
Trend Intelligence



Get started

Seeking creative guidance?


Creative Tips Finder



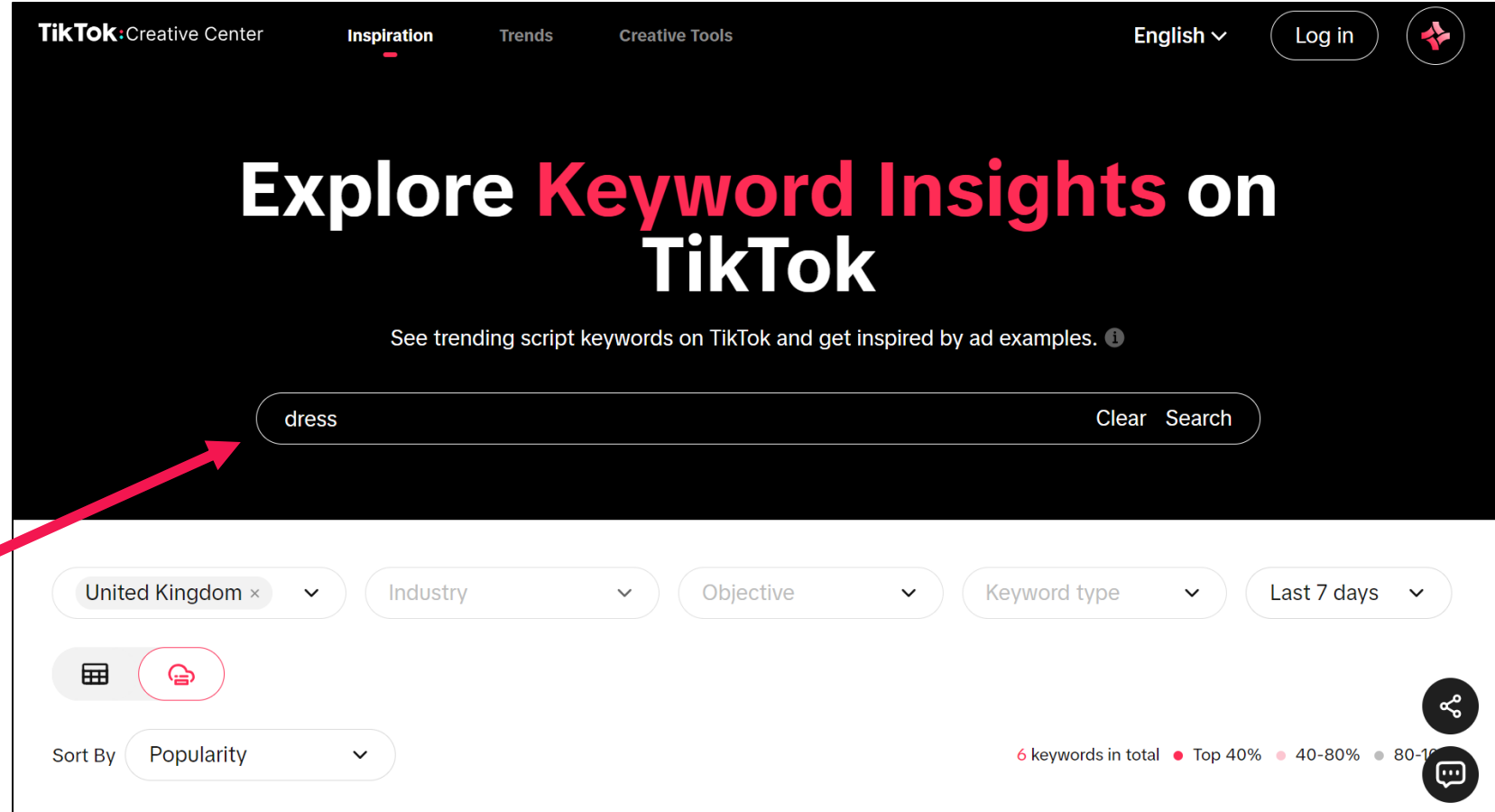
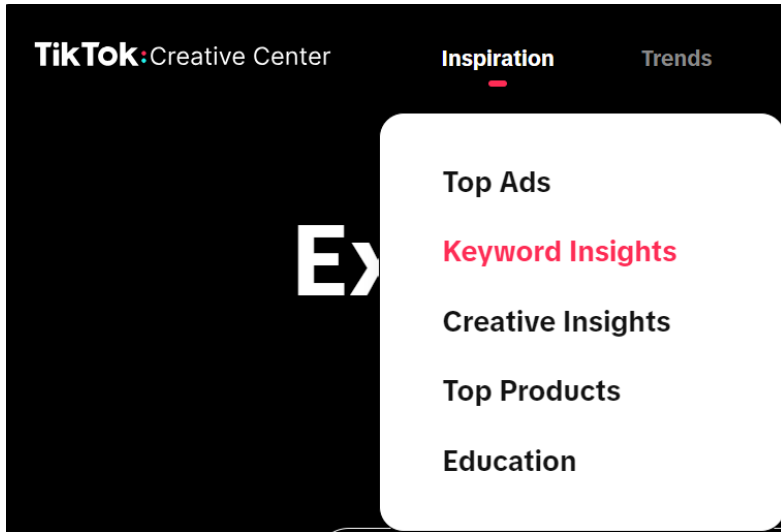
Get started

Creative Expert Courses

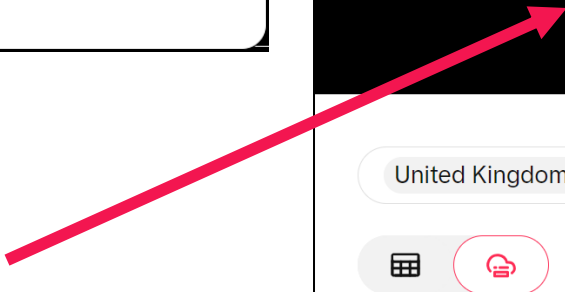
Enroll now for an expert-level education on all things related to creating for TikTok.



Use of TikTok Creative Centre – keyword insights



Type keyword



Keyphrase data

United Kingdom ×

Industry

Objective

Keyword type

Last 7 days



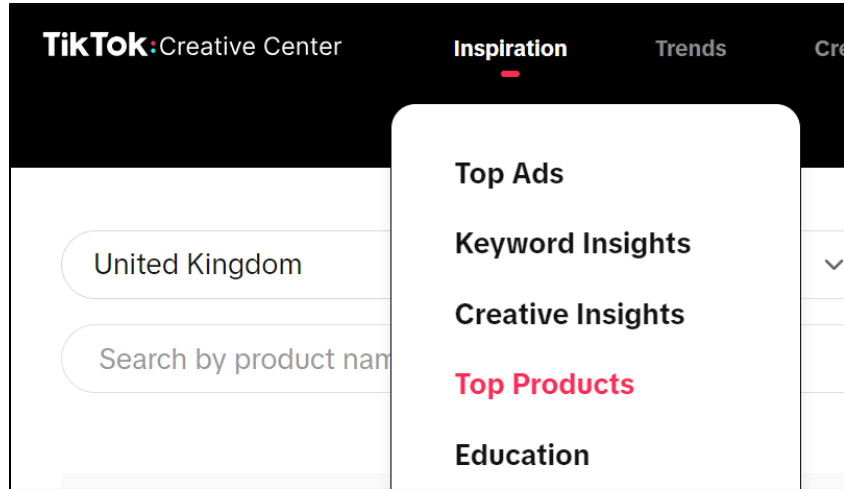
6 keywords in total

About this data ?

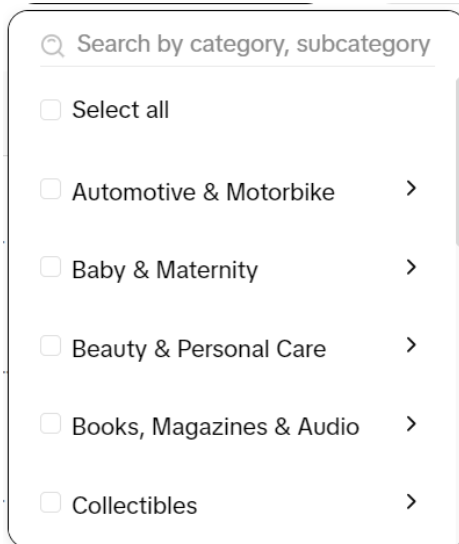
Rank	Keyword	Popularity ?	Popularity change ?	CTR ?	CVR ?	CPA ?	Impressions ?	Cost ?
1	dress	243	▲ 111.98%	1.30%	3.36%	18.50 USD	4M	17K USD
2	maxi dress	24	▲ 260.00%	1.41%	9.49%	8.30 USD	244K	1K USD
3	hoodie dress	25	▲ 166.67%	6.49%	0.38%	136.00 USD	9K	136 USD
4	perfect dress	30	▲ 141.18%	1.12%	3.75%	16.80 USD	2M	5K USD
5	dresses	34	▲ 172.22%	0.74%	8.01%	9.49 USD	2M	5K USD
6	these gorgeous dresses	22	▲ 400.00%	1.84%	1.34%	32.60 USD	126K	474 USD

Popularity = number of ads

Use of TikTok Creative Centre – Top Products



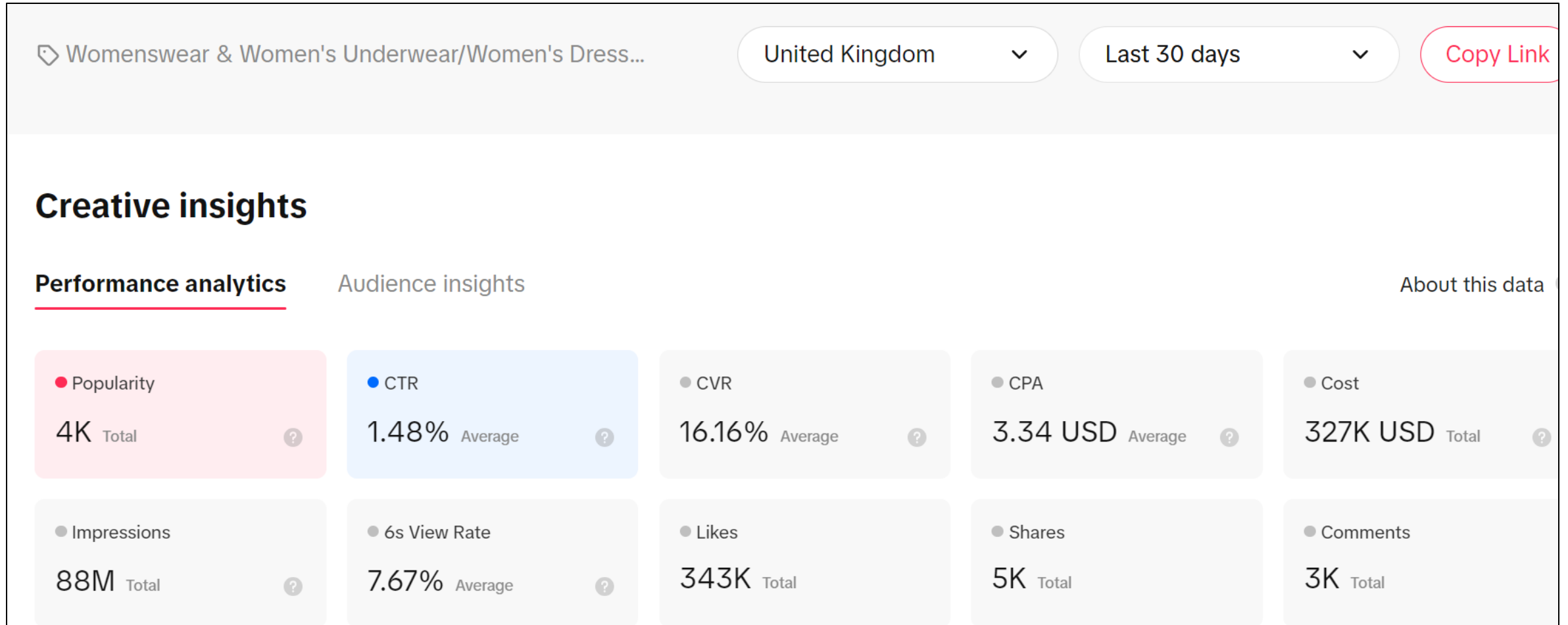
Searching by Category



This screenshot shows the main product performance table in the TikTok Creative Center. The table is filtered for 'United Kingdom', 'Product categories', and 'Last 30 days'. The 'Casual Dresses' category is highlighted with a blue border. The table columns are: Product, Popularity, Popularity change, CTR, CVR, CPA, and Actions.

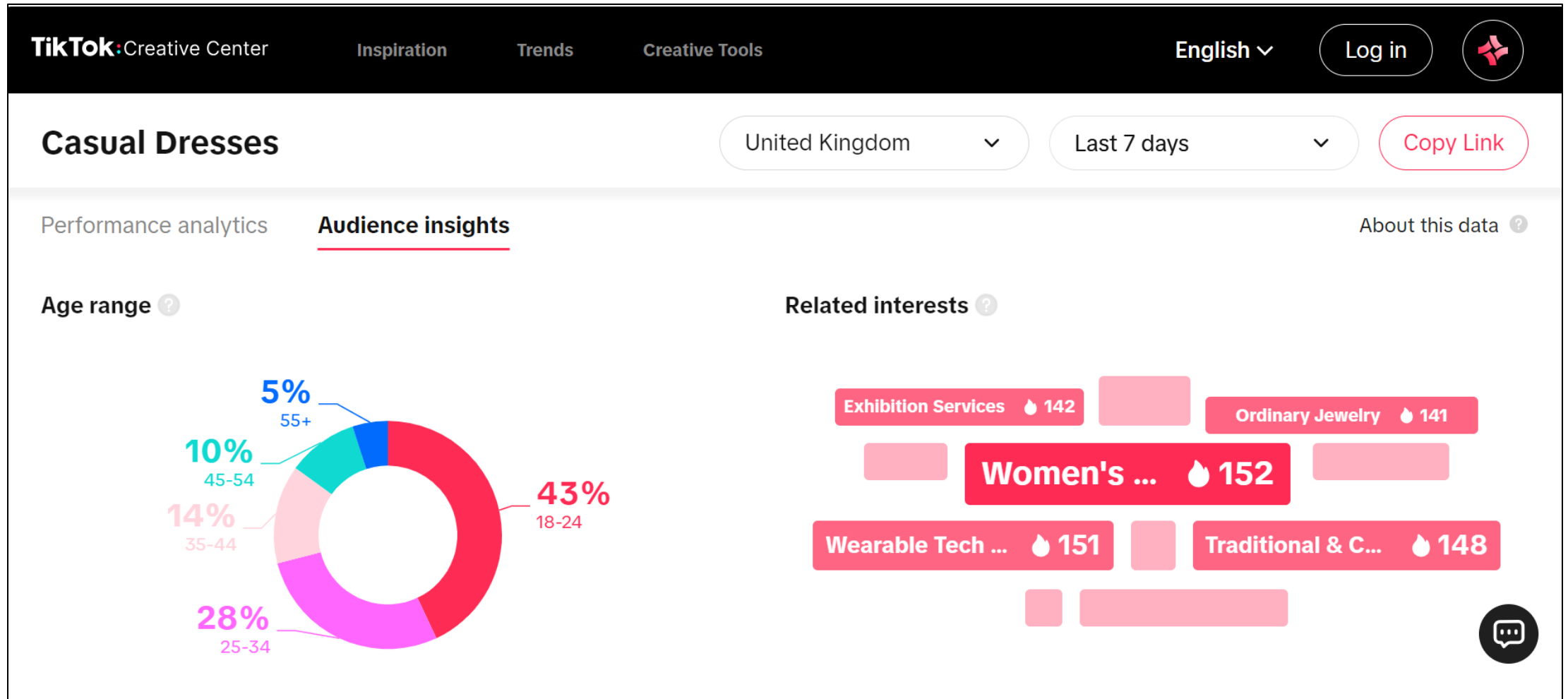
Product	Popularity	Popularity change	CTR	CVR	CPA	Actions
Casual Dresses Womenswear & Women's Underwear/...	4K	▲ 5%	1.48%	16.16%	3.34 USD	Details
Perfume Beauty & Personal Care/Makeup & Per...	2K	▲ 0%	0.83%	8.21%	11.80 USD	Details
Cases, Screen Protectors & ... Phones & Electronics/Phone Accessori...	2K	▲ 23%	1.28%	23.01%	2.46 USD	Details
Sets Womenswear & Women's Underwear/...	1K	▲ 3%	2.02%	7.82%	5.37 USD	Details

Performance Analytics for casual dresses



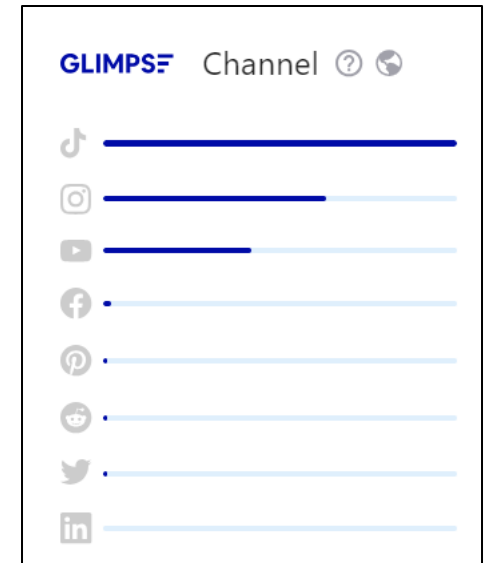
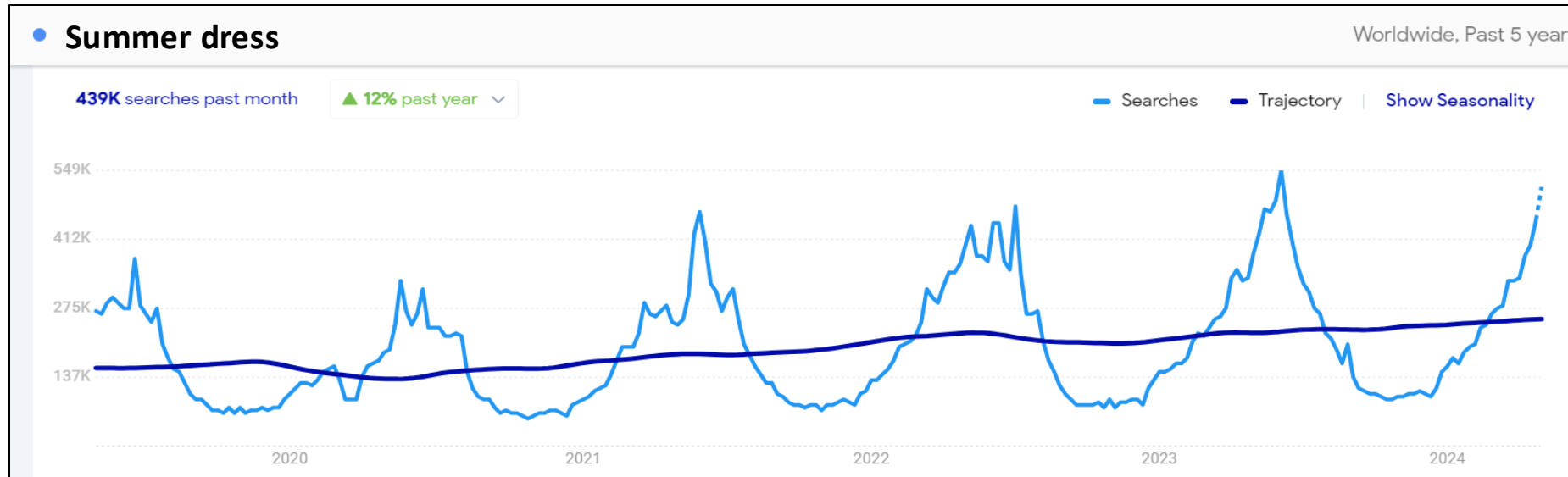
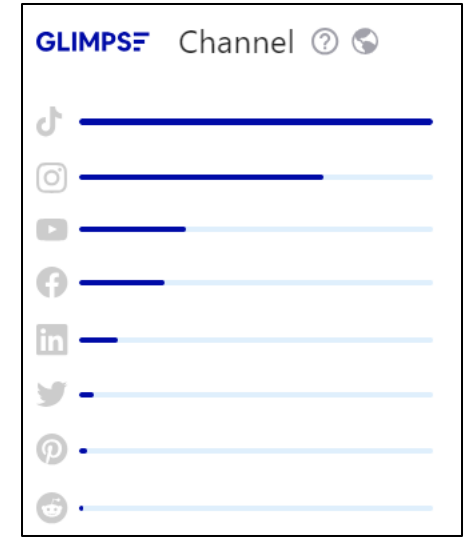
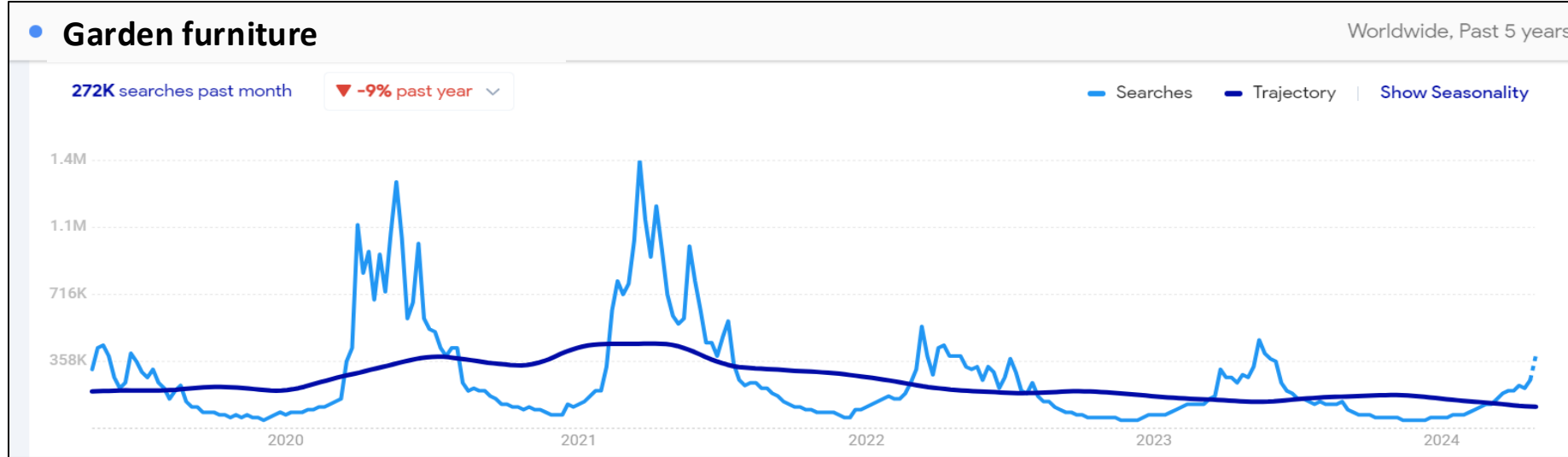
Popularity = number of ads

Audience insights



**Data from other tools
(Glimpse & Answer the Public)**

Search trends & social search data from Glimpse



Data from Answer The Public

Answer The Public
by **NP** digital

English ▾ Learn ▾ Features ▾ Use cases ▾ Pricing Consulting Sign in [UPGRADE TO PRO](#)

Register for **FREE** and get: ×

- 3 Daily searches
- Your searches (historical)

[CREATE FREE ACCOUNT](#)

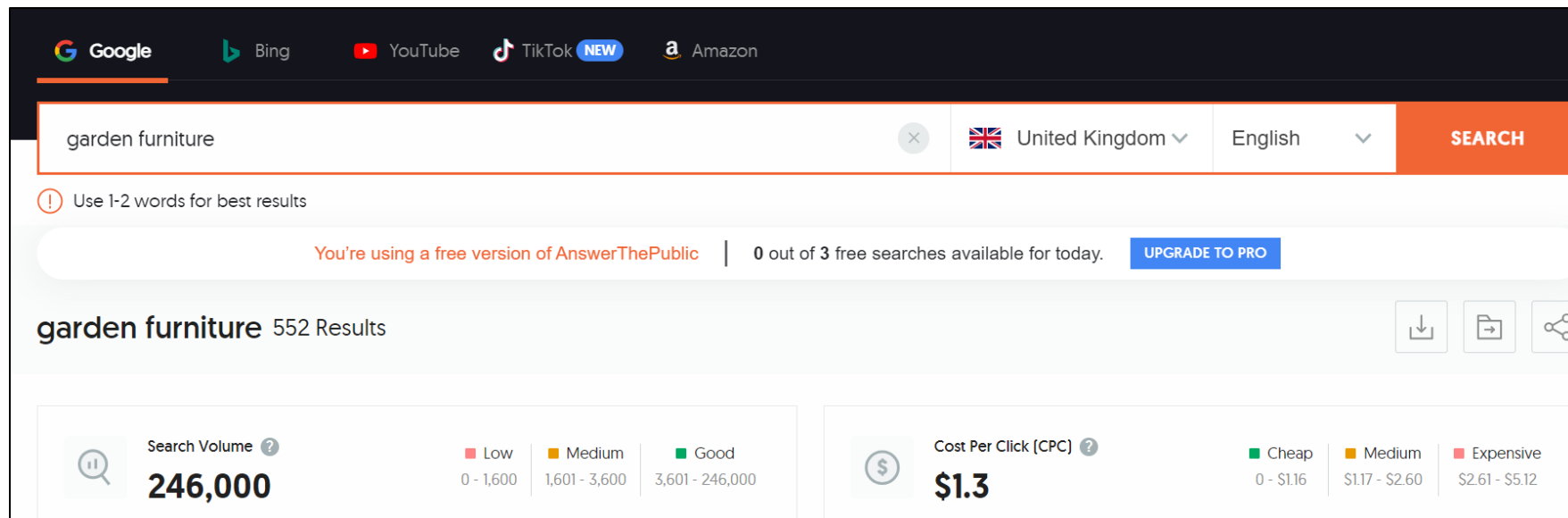
Discover what people are **asking** about...

Google Bing YouTube TikTok **NEW** Amazon

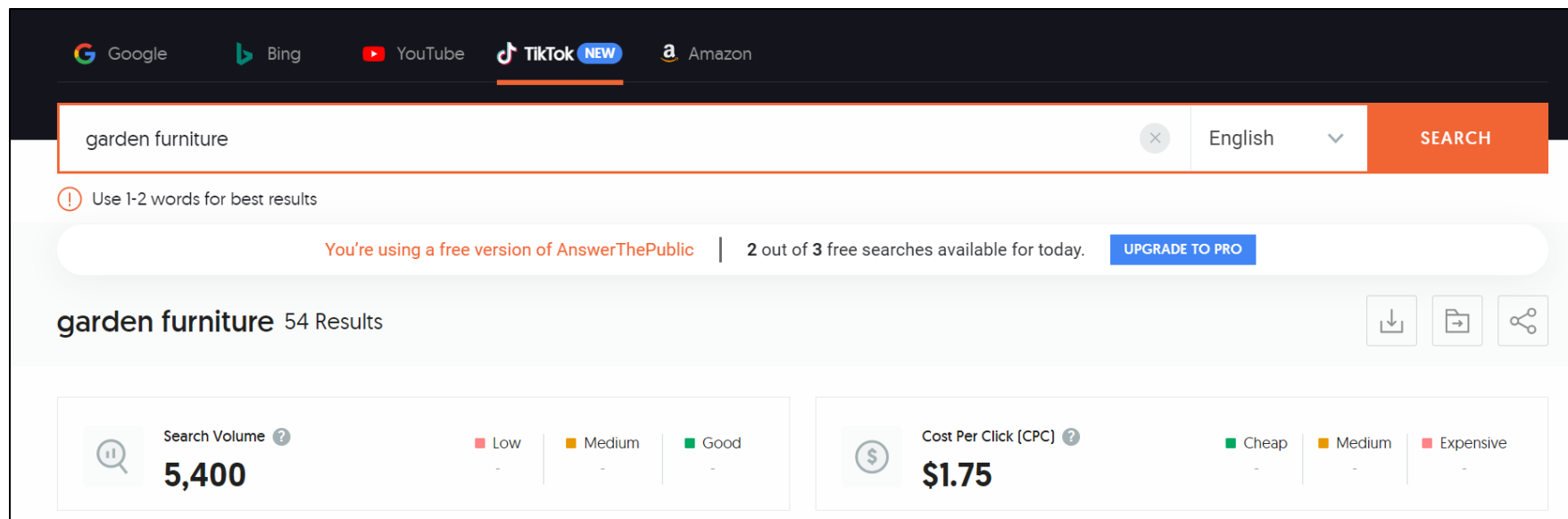
Enter a topic, brand or product... 🇬🇧 United Kingdom ▾ English ▾ [SEARCH](#)

ⓘ Use 1-2 words for best results

Search volume in Google vs TikTok – garden furniture



**Garden furniture
Google searches = 246k**



**Garden furniture
TikTok searches = 5.4k**

Search volume in Google vs TikTok – summer dress

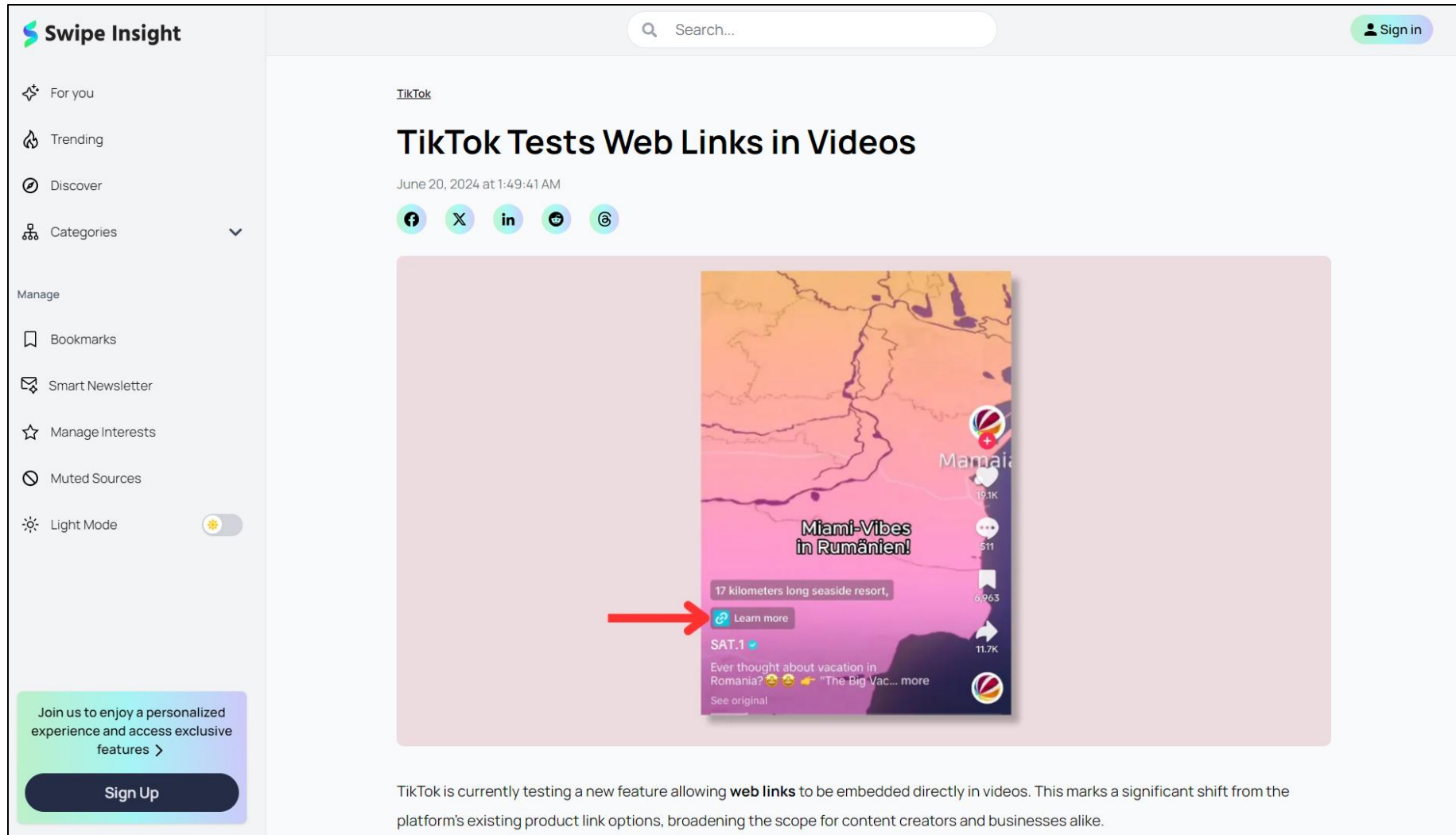
Google search interface for 'summer dress'. The search bar contains 'summer dress'. The location is set to 'United Kingdom' and the language is 'English'. The search button is labeled 'SEARCH'. Below the search bar, there is a notification: 'Use 1-2 words for best results'. A banner indicates 'You're using a free version of AnswerThePublic | 2 out of 3 free searches available for today. UPGRADE TO PRO'. The search results section shows 'summer dress 528 Results'. Below this, there are two summary cards: 'Search Volume' with a value of 165,000 and 'Cost Per Click (CPC)' with a value of \$0.58. The search volume card includes a legend: Low (0 - 1,600), Medium (1,601 - 3,600), and Good (3,601 - 165,000). The CPC card includes a legend: Cheap (0 - \$0.61), Medium (\$0.62 - \$1.37), and Expensive (\$1.38 - \$5.78).

Summer dress
Google searches = 165k

TikTok search interface for 'summer dress'. The search bar contains 'summer dress'. The language is set to 'English'. The search button is labeled 'SEARCH'. Below the search bar, there is a notification: 'Use 1-2 words for best results'. A banner indicates 'You're using a free version of AnswerThePublic | 1 out of 3 free searches available for today. UPGRADE TO PRO'. The search results section shows 'summer dress 253 Results'. Below this, there are two summary cards: 'Search Volume' with a value of 301,000 and 'Cost Per Click (CPC)' with a value of \$0.88. The search volume card includes a legend: Low (0 - 1,600), Medium (1,601 - 3,600), and Good (3,601 - 301,000). The CPC card includes a legend: Cheap (0 - \$0.81), Medium (\$0.82 - \$1.83), and Expensive (\$1.84 - \$4.56).

Summer dress
TikTok searches = 301k

New ways to get traffic from TikTok



The screenshot displays the Swipe Insight dashboard on the left and a TikTok video on the right. The dashboard includes navigation options like 'For you', 'Trending', 'Discover', and 'Categories', along with a 'Manage' section for bookmarks, newsletters, and interests. A 'Sign Up' button is at the bottom of the dashboard. The TikTok video, titled 'TikTok Tests Web Links in Videos', shows a map of Romania with the text 'Miami-Vibes in Rumänien!'. A red arrow points to a 'Learn more' link overlay on the video. The video's caption reads: '17 kilometers long seaside resort, Ever thought about vacation in Romania? 🤔👉👉 "The Big Vac... more'.

Swipe Insight

For you

Trending

Discover

Categories

Manage

Bookmarks

Smart Newsletter

Manage Interests

Muted Sources

Light Mode

Join us to enjoy a personalized experience and access exclusive features >

Sign Up

TikTok

TikTok Tests Web Links in Videos

June 20, 2024 at 1:49:41 AM

Miami-Vibes in Rumänien!

17 kilometers long seaside resort,

Learn more

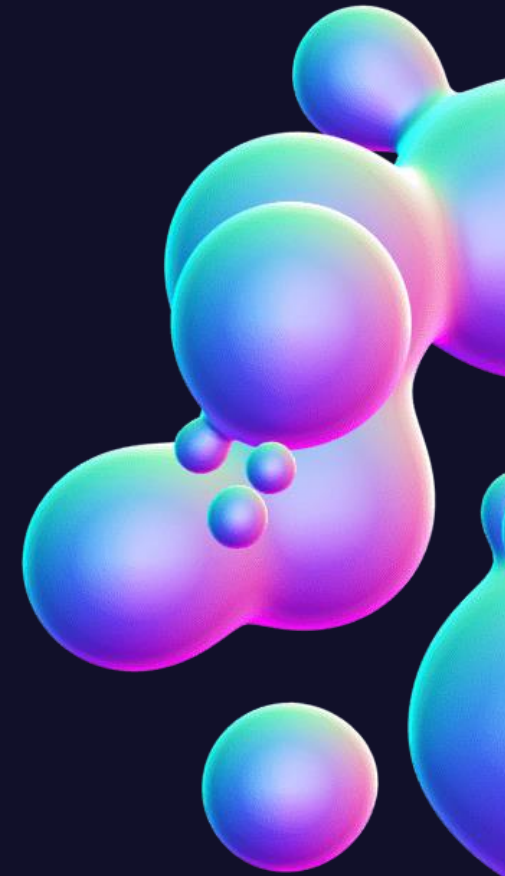
SAT.1

Ever thought about vacation in Romania? 🤔👉👉 "The Big Vac... more

See original

TikTok is currently testing a new feature allowing **web links** to be embedded directly in videos. This marks a significant shift from the platform's existing product link options, broadening the scope for content creators and businesses alike.

Conclusions



Conclusions

Where does your traffic comes from? - Main observations, issues & trends

- **Google** still dominates traffic generation, despite a recent dip in US traffic
- **Bing, Yahoo, DuckDuckGo and Brave** are becoming more important
- **Shopping platforms** like Amazon, Walmart and **Retail Media** offer display opportunities
- **TikTok, YouTube, Reddit & Pinterest** are also important parts of the discovery process – this is where users spend their time & discover new products (users can also buy on here!)
- Surprisingly, **Reddit & X/Twitter** drive more referral traffic than **LinkedIn**

Role of TikTok

- **The role of TikTok has changed** - it is used as an alternative search engine to Google and with the introduction TikTok shop, there is no need to leave
- There are now **lots of tools available** to measure search volume and plan your TikTok strategies

Actions to prepare for receiving less referral traffic from Google

- Understand where your **audience hangs out** & invest in these channels
- **Channel diversification** is key to maximise opportunities & protect from over-dependence on Google & traditional search

Resources



bit.ly/ann-stanley-cim24

Other resources:

Free weekly webinars (every Friday 9-10am)

- bit.ly/anicca-webinars

Webinar on ChatGPT

- bit.ly/anicca-chatgpt

Book – A10 Marketing framework

- bit.ly/anicca-A10

Book - Integrate – Creating an Integrated Marketing Strategy

- bit.ly/anicca-integrate



anicca**digital**

Any questions?

Thank you

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bit.ly/anicca-search-evolution