

# Ramp up social with Search Ads 360

## A single solution for your search advertising and social marketing needs

Search Ads 360 is a flexible search management platform that gives your search marketing campaigns an edge through real-time information and advanced automated bidding.

Your buyers can efficiently build, manage, and measure campaigns involving multiple engines, media channels, and all Google advertising tools to get rich buying, reporting, and attribution in all digital environments.

Integrate search campaigns with social and other digital efforts and get faster, more valuable insights that lead to better business decisions. Tailor your ad creative using insights about your audience for the best possible results in every digital environment. Respond to market changes in real time, with Google's smart algorithms that constantly evolve to help you meet your goals. Search Ads 360 makes it possible — all in one place.

## Improved social measurement and reporting support

One of the newest features in Search Ads 360 is an easy, automated way to measure and act on paid social metrics. It reports activity that occurs before customers land on your site (such as impressions and clicks on social ads), as well as activity that takes place after clicking social ads, such as visits and Floodlight conversions. We've also improved measurement and reporting for Facebook, Instagram, and Twitter.

## Get more from your search campaigns

Search Ads 360 is where your search advertising efforts come together. It now offers full search engine support, including Bing, Yahoo! Japan, Baidu, and Yahoo! Gemini. It also provides reporting support for more search engines, including QiHoo360, Naver, Ad Marketplace, and Yandex, so you can make even more connections.

Learn more at [g.co/marketingplatform](https://g.co/marketingplatform)

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Search Ads 360 features a robust reporting suite and attribution tools to give you valuable insights on all touchpoints in the customer journey.

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“As an agency, we're excited to integrate our social campaigns into Search Ads 360. We're now able to see more of the conversion path in Search Ads 360, including the addition of social conversions into our Data-Driven Attribution models.”

— Beth Williams, Search Platforms Lead, Merkle Periscopix

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### About Google Marketing Platform

Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at [g.co/marketingplatform](https://g.co/marketingplatform).

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