



# Understanding ads serving & reporting on the Search Partner Network

In late November 2023, Adalytics published a report alleging that Search Ads surfaced on sensitive content from search partners. Their methodology references a handful of screenshots – all of which appear to have been modified and intentionally generated only on websites that use [Programmable Search Engine](#) (ProSE) – to make far reaching and inaccurate conclusions about the entire Search Partner Network. **ProSE sites represent less than 1% of search partner network impressions.**<sup>1</sup>

In its report, Adalytics named 30 websites that they claim violate our policies. Not all of them did. The sites we subsequently actioned due to policy violations **accounted for 0.002% of impressions across our Search Partner Network** and dramatically less when it comes to spend, from the period of May to November 2023.<sup>2</sup>

We appreciate the impact that even a small number of impressions in the wrong environment can have – on your brand and on your trust in us.

Based on your feedback, we are beginning to stop serving ads on certain ProSE sites with negligible traffic where there is no revenue sharing. And we are evaluating additional longer term improvement for enforcement, transparency and controls and will share additional updates in the new year.



## What is the Search Partner Network?

[Search partners](#) extend the reach of advertisers’ ad campaigns to hundreds of websites, including YouTube and other Google sites. Based on a 30 day sample, a significant majority of search partner impressions (~90%) were from Top 100 sites and apps, including YouTube. On average, advertisers opting into search partner sites see a measurable increase in both clicks and conversions on top of their Search or Shopping campaigns.



## What is ProSE?

[ProSE](#) is a free way for websites to add a customizable search box to their web pages and show fast, relevant results powered by Google Search. Websites who enable ProSE must abide by clear Terms of Service. If we find violations, we take appropriate action, including disabling ProSE.

# Transparency & Control on the Search Partner Network | Reporting

## How to view spend and impressions on the Search Partner Network

➤ In Google Ads, check Campaign settings > Networks on any Search or Shopping campaign to see if Search Partners is enabled.

View (2 filters) **All campaigns** Campaigns (1) **Select a campaign**

Filters Campaign status: Enabled Ad group status: Enabled, Paused Add filter Save

Campaigns Last 30 days Nov 8 – Dec 7, 2023 < > Show last 30 days

Campaigns Drafts Settings

1 Campaign status: Enabled Add filter Columns Download Expand

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget	Status	Target CPA	Campaign type	Bid strategy type	Networks	Campaign start date
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Search Campaign	\$1.00/day	Bid strate...	–	Search	Maximize conversions	Google search; Search partners; Display Network	Dec 8, 2023

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## How to understand performance on the Search Partner Network

➤ In Google Ads, use the [segment by network report](#) in Google ads to view network level reporting on Search partners.

+ Add filter

Paste Search Segment Columns Reports Download Expand More

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget	Status	Optimization score	Campaign type	Impr.	Interactions	Interaction rate	Bid strategy type	Segment	Conv. rate	Conversions	Avg. CPC	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Example Search Campaign	\$1.00/...	Not eligible No keyw...	–	Search	0	0	–	Maximize conversions	None	0.00%	0.00	–	\$0.00
Total: All enabled campaigns in your curre... ②							0	0	–		Time	0.00%	0.00	–	\$0.00
Total: Account ②							0	0	–		Click type	0.00%	0.00	–	\$0.00
Google search							0	0	–		Conversions	0.00%	0.00	–	\$0.00
Search partners							0	0	–		Device	0.00%	0.00	–	\$0.00
Google Display Network							0	0	–		Network (with search partners)	0.00%	0.00	–	\$0.00
Cross-network							0	0	–		Top vs. Other	0.00%	0.00	–	\$0.00
YouTube							0	0	–		Ad destination	0.00%	0.00	–	\$0.00
Google TV							0	0	–		Ad format	0.00%	0.00	–	\$0.00
Total: Search campaigns ②							0	0	–			0.00%	0.00	–	\$0.00

# Transparency & Control on the Search Partner Network | Controls



Advertisers can opt Search or Shopping campaigns out of the Search Partner Network in Google Ads. They can also exclude individual search partner domains from all campaigns on the account level – including Performance Max & App campaigns – by reaching out to Google support or to their account representative.

## To opt Search or Shopping campaigns out of the Search Partner Network in Google Ads:

1. Click the Campaigns drop down in the section menu.
2. Hover over the campaign in which you want to include or remove search partners.
3. Click the gear icon that appears beside the name.
4. Click the drop down for "Networks" and check the box for "Include Google search partners" to enable ads from this campaign to appear on search partner websites, or uncheck it to disable this campaign ads from showing on partner websites.
5. Click Save.



### Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Include Google search partners

# Brand safety of the Search Partner Network



## How Google monitors the Search Partner Network

We have thousands of people working around the clock to create and enforce effective advertiser and publisher policies to prevent abuse while enabling publishers and businesses of all sizes to thrive.



**Scaled Content Enforcement:** Combination of human reviewers and machine learning technology assesses the safety of sites in SPN.

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**Regular Sweeps:** Perform regular sweeps for violations of our terms and applicable rules. Enforcement can include but is not limited to account termination when violations are found.

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**Invalid traffic protections:** Invalid Traffic (IVT) protections are built into SPN Inventory. When IVT is detected, advertisers are either not charged (if detected pre-invoice), or are credited where appropriate and possible.

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**Sampling:** Regular sampling of the SPN network to assess the prevalence of violations.

We welcome responsible research around our products, and we always appreciate the opportunity to speak with advertisers, users, and third-party groups about how we protect brand safety and respect partner choice on our platform. While we have serious issues with this report and the conclusions it draws, our first priority remains the same: to continue upholding our industry-leading protections for our partners across our products.