

Produced in Native

Joan Braddi - /tick-43521194/email/joan/Joan Braddi

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GOOG-DOJ-06517908

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From: [Jerv Dischler](#)
To: [Joan Braddi](#)
Cc: [Phillipp Schindler](#); [Donald Harrison](#)
Subject: Re: [TechCrunch] Facebook relaunches search ads to offset slowing revenue
Date: Tuesday, December 11, 2018 4:42:24 PM

Yep, this article is making the rounds. Seems like small money due to low intent today but will monitor closely.

On Tue, Dec 11, 2018, 12:28 PM Joan Braddi <[\[Redacted\]@google.com](#)> wrote:
fyi

----- Forwarded message -----

From: **Caity Downey** <[\[Redacted\]@google.com](#)>
Date: Tue, Dec 11, 2018 at 12:23 PM
Subject: [TechCrunch] Facebook relaunches search ads to offset slowing revenue
To: Joan Braddi <[\[Redacted\]@google.com](#)>, Pooja Kapoor <[\[Redacted\]@google.com](#)>

Hi Joan, Pooja,

Interesting article today about FB's potential reentrance into the search ads space (after removing the feature in 2013).

The scope of the test is tiny for now:

1. Search ads are only being made available to automotive, retail and e-commerce advertisers
2. Ads won't appear on desktop,
3. On iOS test is limited to FB Marketplace search (On Android, the test is for general search as well as FB Marketplace).

That being said, this is something we should continue to watch.

I'll also follow up with Android what caused FB to test the feature only in Marketplace on iOS.

Best,
Caity

[\[TechCrunch\] Facebook Relaunches Search Ads to Offset Slowing Revenue](#)

It's an ad duopoly battle. Facebook is starting to test search ads in its search results and Marketplace, directly competing with Google's AdWords. [Facebook first tried Sponsored Results](#) back in 2012 but eventually shut down the product in 2013. Now it's going to let a small set of automotive, retail, and ecommerce industry advertisers show users ads on the search results page on mobile in the US and Canada.

They'll be repurposed News Feed ads featuring a headline, image, copy text, and a link in the static image or carousel format that can point users to external websites.

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Facebook declined to share screenshots as it says the exact design is still evolving. Facebook may expand search ads to more countries based on the test's performance.

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