Microsoft adds Reddit data to Bing search results, Power BI analytics tool



Microsoft is bringing the self-proclaimed “front page of the internet” to the pages of its search results.

Microsoft has struck a deal with Reddit to pipe data from the social network into Bing’s search results, as well as Power BI’s analytics dashboard, the companies announced on Wednesday.

Now, when people search on Bing, posts published to Reddit may be included in the search results. For example, if a person’s query asks something like “what were the best video games released in 2017,” answers may be sourced from comments left in Reddit’s “gaming” subreddit, or topic-specific forum.

People will also be able to use Bing to specifically search for content from Reddit. Typing “reddit [subreddit name]” will return a link to that subreddit and a selection of top comments that have been posted to it. And typing “reddit AMAs” will return a collection of popular AMA (“Ask Me Anything”) sessions, which are live question-and-answer forums that people can host on Reddit. Additionally, if people search for the name of a person who has a hosted an AMA on Reddit, a selection of responses from the Q&A session will appear among the non-Reddit results.

In addition to bringing Reddit’s data to Bing users, Microsoft is also opening that data up to brands. Brands will be able to access Reddit data through Microsoft’s Power BI analytics tool, with options to specify the keywords to track and toggle the time frames to examine. As a result, marketers will be

able to monitor what people are saying about their brand or competing brands on Reddit and have that information processed using Power BI's sentiment analysis feature and plotted into data visualizations.

The deal with Microsoft's Power BI is similar to one that Reddit announced with social marketing platform Sprinklr last week in terms of accessing Reddit data. Brands will be able to see which subreddits they are mentioned on and then buy ads targeted those audiences.

About The Author



Tim Peterson has been covering the digital marketing industry since 2011. He has reported for Advertising Age, Adweek and Direct Marketing News. A born-and-raised Angeleno who graduated from New York University, he currently lives in Los Angeles. He has broken stories on Snapchat's ad plans, Hulu founding CEO Jason Kilar's attempt to take on YouTube and the assemblage of Amazon's ad-tech stack; analyzed YouTube's programming strategy, Facebook's ad-tech ambitions and ad blocking's rise; and documented digital video's biggest annual event VidCon, BuzzFeed's branded video production process and Snapchat Discover's ad load six months after launch. He has also developed tools to monitor brands' early adoption of live-streaming apps, compare Yahoo's and Google's search designs and examine the NFL's YouTube and Facebook video strategies.

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