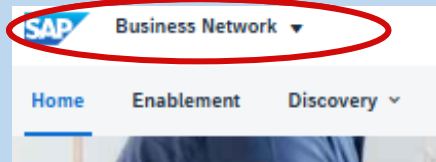


SAP Business Network – promote Search trends Tab

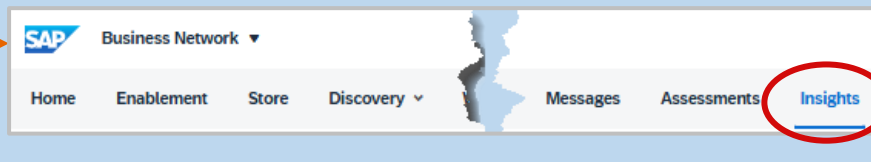


Accessing the Company Profile

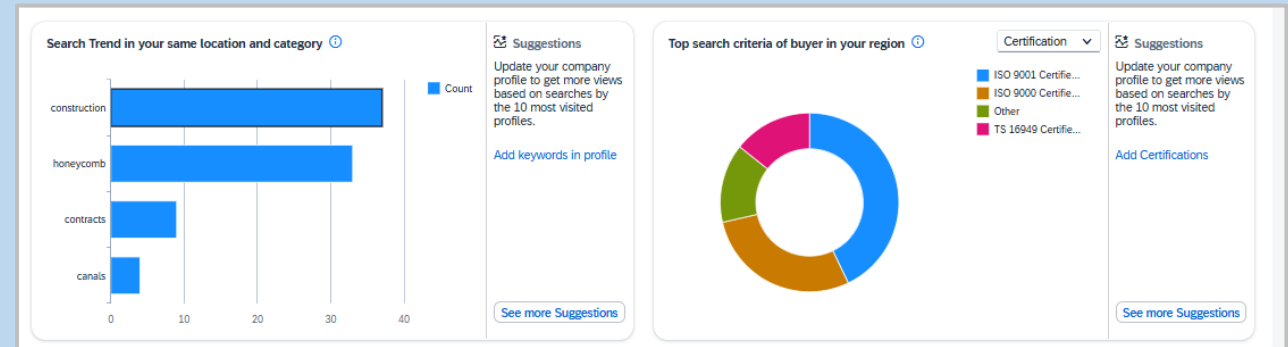
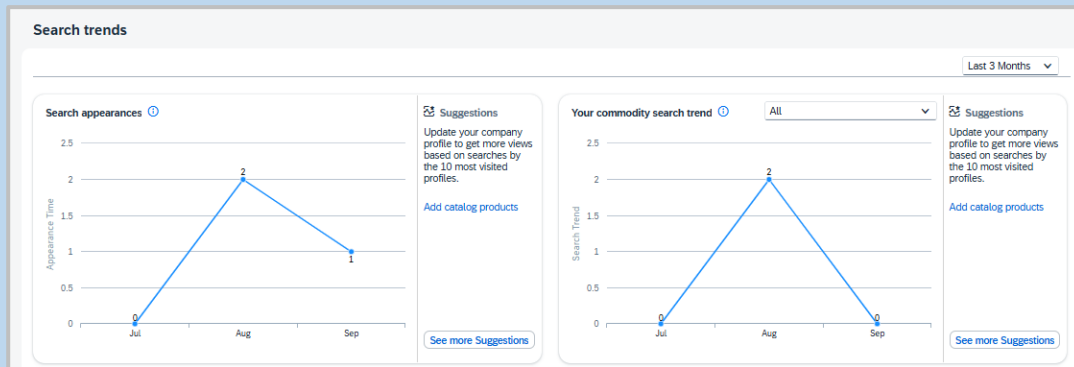
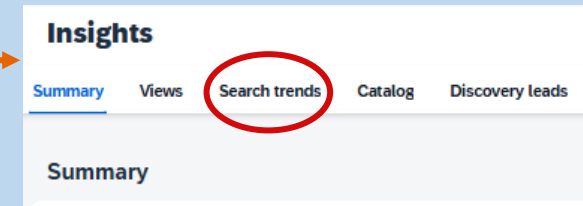
Step 1: Sign In to the SAP Business Network



Step 2: From the home page, click on Insights



Step 3: The Insights screen is displayed. Click on Search trends or scroll down to Search trends



With a Promote subscription, you can view **Search trending** results based on:

- **Search appearances** - This widget displays the profile views in the first page of search results in the selected time period.
- **Your commodity search trend** - This widget displays the search results of your selected commodity.
- **Search terms in your same location and category** - This widget displays the buyers' top search terms.
- **Top search criteria of buyers in your region** - This widget displays the top search filters of buyers in your region.



Promote compares the top 10 profiles and suggests you add missing keywords, sustainability ratings, service location, and product offerings in your portfolio to increase your search appearances.

Suppliers can access more suggestions to expand their reach by clicking on - [See more Suggestions](#)

Use the certification type drop-down lists to change the view to specific certifications and what are the important certifications that buyers are searching for.