

# DID YOU KNOW?

in partnership with



**CROFT**  
ANALYTICS





TikTok is quietly  
challenging  
Google Maps.

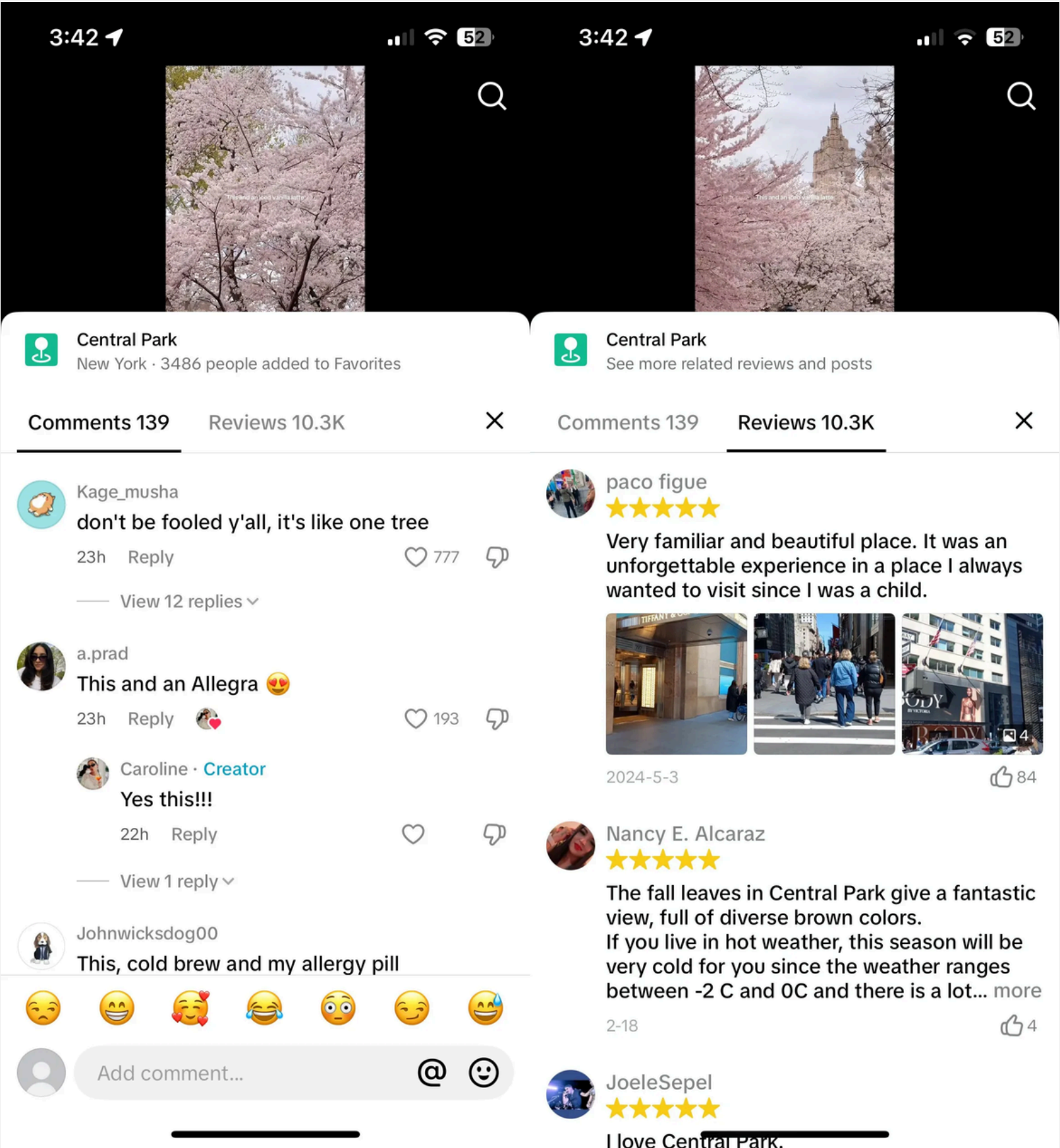
By integrating business  
reviews directly into its  
comments section.



# How does it work?

When a video tags a location, a "Reviews" tab may appear in the comments, allowing users to read and contribute reviews without leaving the app.







# It's not just reviews.

Users can click on a reviewer's username to visit their TikTok profile, fostering a community-driven approach to reviews.



This move positions TikTok as a competitor to Google Maps, especially among Gen Z users who prefer social platforms for **local searches, product discovery and travelling.**



Leicester Square

★ 4.9 on TikTok (1390 reviews) >

Plaza

More >

Leicester Square, London WC2H 7LU,  
United Kingdom

Reviews

Legends I

★★★★★ · Google Maps · 9-30

One of London's popular and iconic squares surrounded by entertainment and an array of venues including cinemas, eateries and othe... more

ARMAN Rez

★★★★★ · Google Maps · 9-20

Leicester Square is the lively heart of London's entertainment scene. Surrounded by theaters, cinemas, restaurants, and vibrant street perf... more

Ss Ss

★★★★★ · Google Maps · 9-4

Leicester Square is a very cool park in the heart of London. There are plenty of stores and restaurants around, as well as a cinema.... more

View all

1764 favorited

Share

Favorite

About

Overview

Name

Peloton Studios New York  
Fitness center

Category

Gym

Phone number

+1 6462774497

Address

370 10th Ave, New York,  
NY 10001, United States

34 St-Hudson Yards  
W 30th St  
W 29th St  
11th Ave  
10th  
34 St - Penn Station  
Moynihan Train  
Hall at Penn Station  
Map data ©2024 Google

Opening hours

Wednesday

11:00 AM – 7:00 PM

Thursday

11:00 AM – 7:00 PM

Friday

11:00 AM – 7:00 PM

Saturday

11:00 AM – 7:00 PM

Sunday

12:00 PM – 6:00 PM

Monday

11:00 AM – 7:00 PM

Tuesday

11:00 AM – 7:00 PM

Some details are provided by our partner. [Learn more](#)



# Expanding search capabilities.

TikTok has added visual search, keyword-based ads, and now reviews, all aiming to challenge Google's dominance.

# For brands and businesses.

Local businesses can leverage this feature to increase visibility and engagement by encouraging satisfied customers to leave reviews on TikTok.



# The Future of Local Search.

As TikTok continues to evolve, integrating social interaction with **local discovery**, it's essential for marketers to adapt and explore new engagement strategies on the platform.

The future of  
search isn't coming.

—

It's already here.  
Are you ready?



**Imagine  
better.**