Search Analytics API update: branded queries, web multimodal reporting and multi-country filters

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Short answer: on 16 November 2026 the Google Search Console team added three options to the Search Analytics API: a branded queries classification, web multimodal performance data, and a filterLists field for filtering by several countries or devices in one request. They bring to the API features that were already in the Search Console Performance report, so custom dashboards no longer need keyword regex lists to separate brand from non-brand traffic.

TL;DR The short version

- On 16 November 2026 Google added three options to the Search Console Search Analytics API: branded query classification, web multimodal data and filterLists.
- Dashboards can now separate brand from non-brand traffic without regex keyword lists, and filter several countries or devices in one request.
- Branded data exists only for eligible properties, so run a test query before building on it.

Read online, listen to it, or change the text size: https://blogs.iictp.org/search-analytics-api-branded-multimodal-filterlists

What changed?

Over the past year the Performance report gained a branded queries filter, web multimodal search reporting and multi-country and multi-device filtering. The 16 November post, by Daniel Waisberg, Nati Yosephian and Karin Gadasi, says all three are now available in the Search Analytics API after requests from the ecosystem for custom reporting and automation.

How it works: the three new options

- **Branded queries.** Group or filter by brandedClassification to compare branded and non-branded performance. As in Search Console, this is available only for eligible properties; for others the response has no rows.
- **Web multimodal.** Set type to webMultimodal to get data from Google Lens, Circle to Search on Android and image uploads in Google Search. It will also appear in BigQuery for properties with an active bulk data export.
- **Multi-country and multi-device filters.** The new filterLists field lets one request cover groups such as EMEA, LATAM or DACH, and several device types.

Why it matters technically

Before, a regional report meant one request per country and a hand-maintained list of brand terms. Now the classification is done by Google and a group of markets is one query, which cuts request count and removes a source of drift in your own brand regex. The filters can be combined, for example brand growth by region, or the pages that perform best in multimodal search in key markets.

Limitations and open questions

- Branded data exists only for eligible properties; confirm yours returns rows before you build on it.
- The post does not state quota changes. Check the API documentation for limits and supported value combinations.
- Multimodal data covers Lens, Circle to Search and image uploads; it is a separate type, not a split of normal web search.

How to adopt it

1. Open the Search Analytics API documentation and note the exact field names and supported combinations.
2. Run a test query with brandedClassification on one verified property and check that rows come back.
3. Add a webMultimodal query beside your existing web query and chart them separately.
4. Replace per-country loops with a filterLists request and compare totals against the Search Console UI.

What it means for marketing and SEO teams

Brand versus non-brand reporting becomes a standard dimension rather than a spreadsheet exercise, which makes trend lines easier to trust. Treat multimodal as a new channel to monitor, not a replacement metric.

Frequently asked questions

- **Do I need BigQuery?** No. BigQuery export is an extra place the multimodal data will appear, for properties with bulk export active.
- **Why are my branded rows empty?** The post says the property may not be eligible.
- **Is this a new report?** No. It brings existing Search Console features to the API.

Related reading

- Observability versus monitoring
- What is a REST API?
- What is rate limiting?

Sources and currency

Sources were read on 22 November 2026. Products, rules and standards change, so check the linked originals before you rely on any detail.

Related credential: Certified Technical Practitioner. Explore the exam facts and syllabus.

Sources and further reading

1. Daniel Waisberg, Nati Yosephian, Karin Gadasi (Google). New filtering and reporting capabilities in the Search Analytics API. 16 November 2026. developers.google.com/search/blog/2026/11/search-analytics-api-update.

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