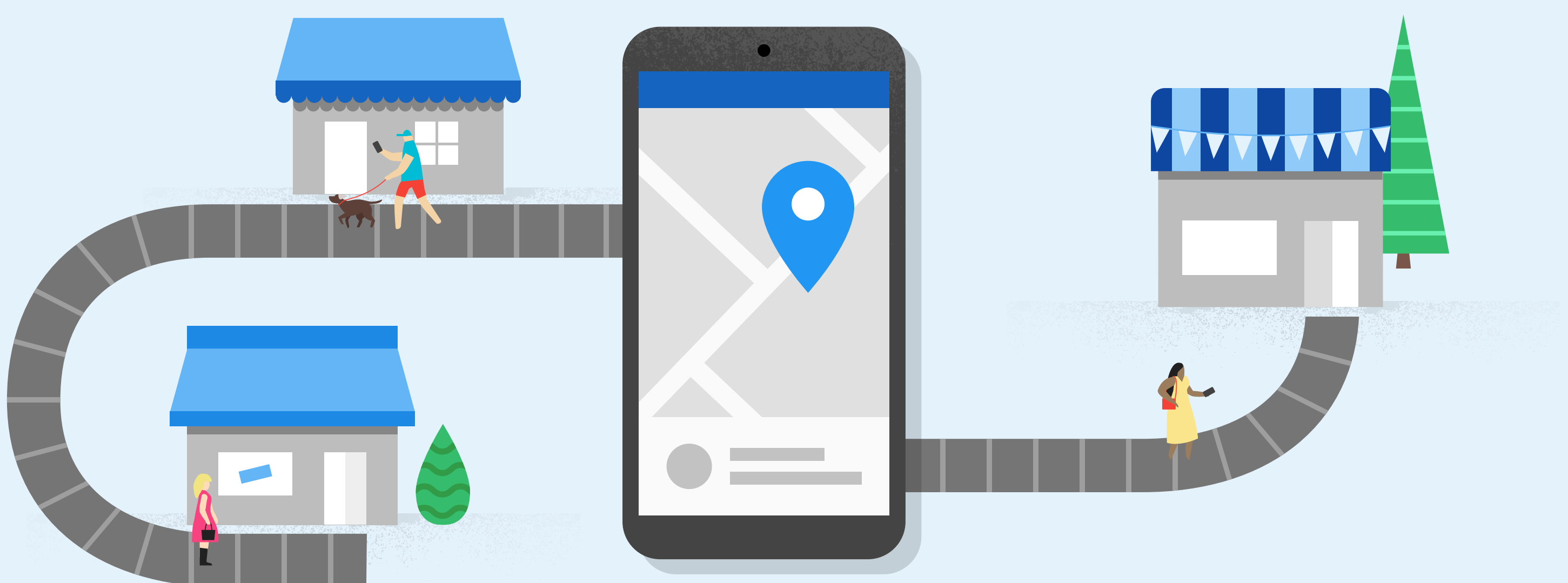


How Mobile Search Connects Consumers to Stores

If your business has a physical location, you know by now that mobile search is the new front door to your store. In fact, every month people visit 1.5 billion destinations related to what they searched for on Google.¹ Below, we share new insights on how mobile search helps people connect with nearby stores.

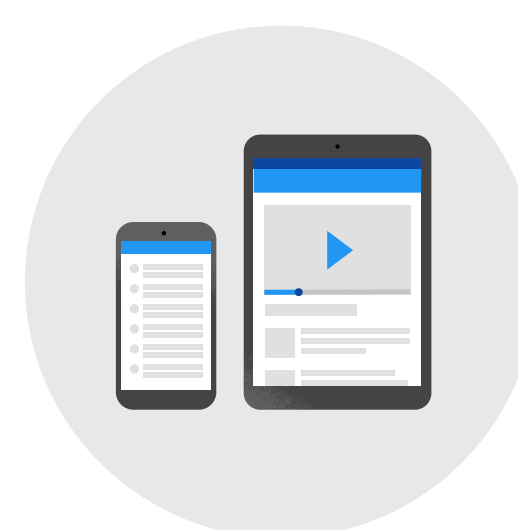


PEOPLE RELY ON MOBILE MORE THAN EVER

When people want to know, do, go, or buy, they turn to their smartphones.



There are **more searches on mobile** than on desktop.²



More than **half of all web traffic** now comes from smartphones & tablets.³

MOBILE IS THE NEW LOCAL GUIDE

Whether it's finding the closest hardware store or hunting down a late-night eatery, mobile instantly connects people with the world around them.



30% of all mobile searches are related to location.⁴



2.1X

increase in mobile searches for **"stores open now"** or **"food open now"** in the past year.⁵



1.3X

increase in mobile searches for **"where to buy/find/get"** in the past year.⁶

MOBILE'S OFFLINE INFLUENCE

Timely and useful mobile experiences don't just lead to mobile purchases. They bring people to your front door.



76%

of people who search on their smartphones for something nearby **visit a business within a day ...**⁷



28%

of those searches for something nearby **result in a purchase.**⁷

SOURCING

¹ Google Data, March 2016.

² Google Data, October 2015.

³ Google Analytics Data, U.S., Q1 2016.

⁴ Google Search Data, global, April 2016.

⁵ Google Trends, U.S., mobile, March 2016 vs. March 2015.

⁶ Google Search Data, U.S., February 2016 vs. February 2015.

⁷ Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, May 2016. Smartphone users = 1000, local searchers = 634, purchases = 1,140.