

UNDERSTANDING CONSUMERS' LOCAL SEARCH BEHAVIOR

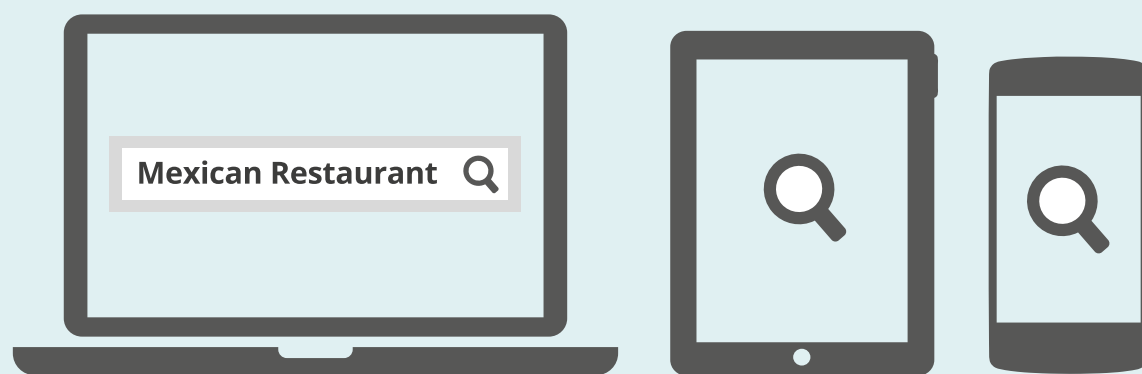
Every day, people search for things nearby by conducting **local searches**—these are searches for products or services near where they happen to be. Research on U.S. smartphone users shows that local searches happen everywhere, on every device, and present unique opportunities for Google advertisers to reach consumers.*

4 in 5

consumers use search engines to find local information.

88% search on smartphone

84% search on computer/tablet



On smartphones:

54% search for business hours

53% search for directions to a local store

50% search for local store address



Advertiser Implication
Feature your address and directions in your ads across smartphone and computer/tablet.

Consumers search for local information from a variety of places, including:

	Home	On the go (car, bus, etc.)	In-Store	Workplace	Restaurant/Bar
smartphone	53%	51%	41%	33%	33%
computer/tablet	76%	16%	15%	24%	12%

Advertiser Implication
Tailor your ad copy for the variety of locations and contexts in which your consumers are searching.

% of consumers who visit a store within a day of their local search:

50% smartphone

34% computer/tablet



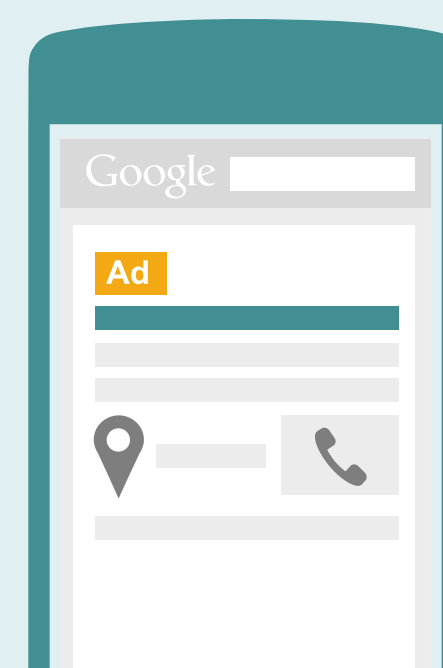
18% of local smartphone searches led to a purchase within a day.

Advertiser Implication
Use radius bidding to reach consumers near stores and build an attribution model for local searches.

4 in 5

consumers want ads customized to their city, zip code, or immediate surroundings.

>70% say it's important to have directions and a call button in ads.



Advertiser Implication
Use location bid adjustments to fine-tune bids for specific areas, like cities or zip codes.

*Source: Google/Ipsos MediaCT/Purchased, Research: Understanding Consumers' Local Search Behavior, May 2014. Respondents were screened on smartphone usage and purchase behavior.