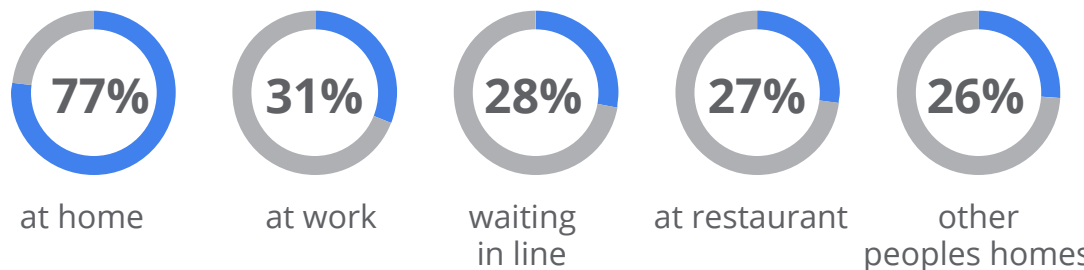


# Create & Capture

demand across platforms and devices throughout the funnel



Consumers use their mobile device to do research at the following locations

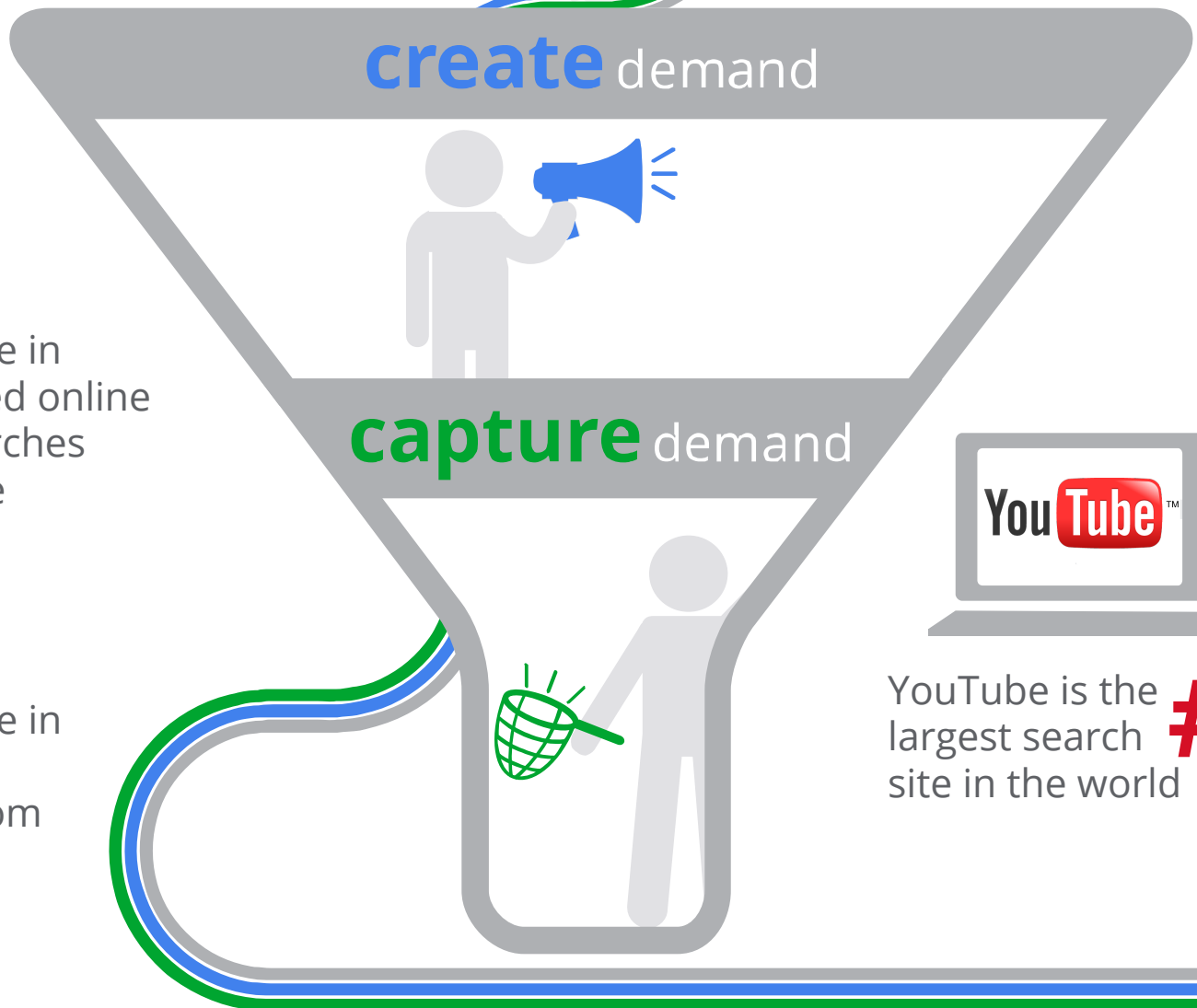


**75%**

of tablet owners use their devices to make purchases

**83%**

of online service researchers use mobile and TV at the same time



almost

**1/2**

of mobile online service researchers convert



**42%**

YoY increase in non-branded online service searches on YouTube

**42%**

of online services researchers use video sharing sites

**15%**

YoY increase in website referrals from YouTube



YouTube is the largest search **#2** site in the world

**3 in 5**

online service researchers use a search engine or maps on their mobile device while researching

**9 in 10**

online service researchers use search throughout their research process

**45%**

lift in site traffic after exposure to a display ad

**50%**

lift in search behavior after exposure to a display ad

**1 in 4**

online service researchers visit the Google Display Network during their purchase path