

MOBILE

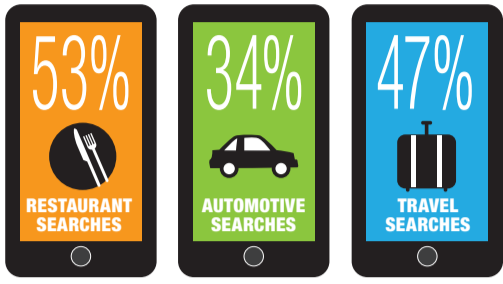
PATH TO PURCHASE

Where Do Mobile Customers Search?

More than 1 out of 3 mobile users access Local Directory Sites/Apps

LOCAL DIRECTORY APPS ARE MOST POPULAR FOR:
Examples: Yellow Pages, Poynt

BRAND WEBSITES ARE MOST POPULAR FOR:
Examples: Delta.com, Meineke.com



45% of users in all categories go directly to the app or website vs. being directed by a browser

Mobile Search Is Everywhere

ON THE GO
A CAR IS THE MOST POPULAR ON THE GO LOCATION FOR MOBILE SEARCHES



68%
Smartphone

USERS MOSTLY USE THEIR DEVICE WHEN THEY ARE ON THE GO



72%
Tablet

USERS MOSTLY USE THEIR DEVICE WHEN THEY ARE AT HOME

Phone Numbers, Directions, Deals Are Critical Mobile Content



Of Smartphone & Tablet Users, Across Categories

UP TO **73%**

Look for/use phone numbers to contact businesses



UP TO **84%**

Look up a business location or map/directions



Local Relevance Key To Mobile Path To Purchase

TOP 3 REASONS FOR ENGAGING WITH MOBILE ADS

- > LOCALLY RELEVANT
- > LOCAL OFFERS COUPONS/PROMOTIONS
- > FEATURES A KNOWN BRAND



CONSUMERS NOTICE MOBILE ADS



RESULT IN AN AD CLICK

Restaurant Searchers Make Quick Purchase Decisions

RESTAURANT SEARCHES: 64% OF SMARTPHONE AND 44% OF TABLET USERS WANT TO DECIDE WITHIN AN HOUR



Intent to make purchase within the day

87% **33%** **49%**
Restaurants Travel Automotive

User Transaction Intent

IMMEDIATE
Users want to purchase within an hour
Restaurants

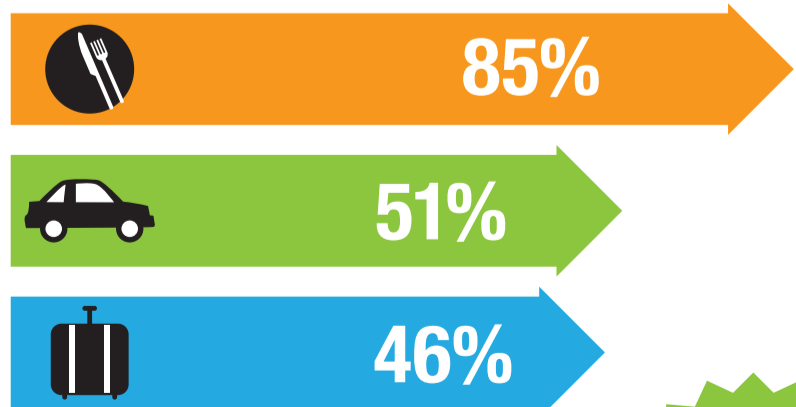
MIXED
Both quick conversions & research
Automotive

FUTURE
Research based with longer term conversions
Travel

Mobile Purchase Intent Is Strong

OVER 80%
conversion rate for restaurant searches

Searches that result in Purchases



Conversion rates consistent across smartphones and tablets



Source: xAd/Telmetrics Mobile Path to Purchase Study 2012. Visit mobilepathtopurchase.com for more info.

