

MOBILE SEARCH MOMENTS

UNDERSTANDING HOW MOBILE DRIVES CONVERSIONS



Mobile search is always on, happening on the go, at home and at work

77% of mobile searches occur at home or work; **17%** on the go

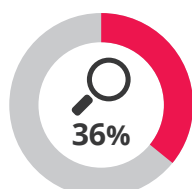


Mobile searches are strongly tied to specific contexts

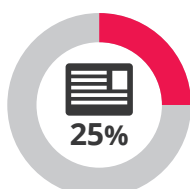
Shopping queries are **2x more likely** to be in store

Mobile searches drive valuable outcomes for businesses

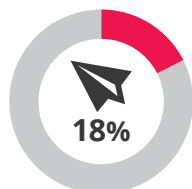
3 of 4 mobile searches trigger follow-up actions



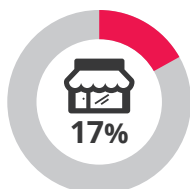
Continued Research



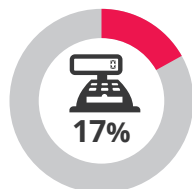
Visited a Retailer's Website



Shared Information



Visited a Store



Made a Purchase



Called a Business



Actions triggered by mobile search also happen very quickly

55% of conversions (store visit, phone call or purchase) happening within an hour

On average, each mobile search triggers nearly 2 follow-up actions

Product & shopping searches have a higher number of outcomes

Number of follow-up actions per mobile search

