

UNDERSTANDING CONSUMERS' LOCAL SEARCH BEHAVIOR

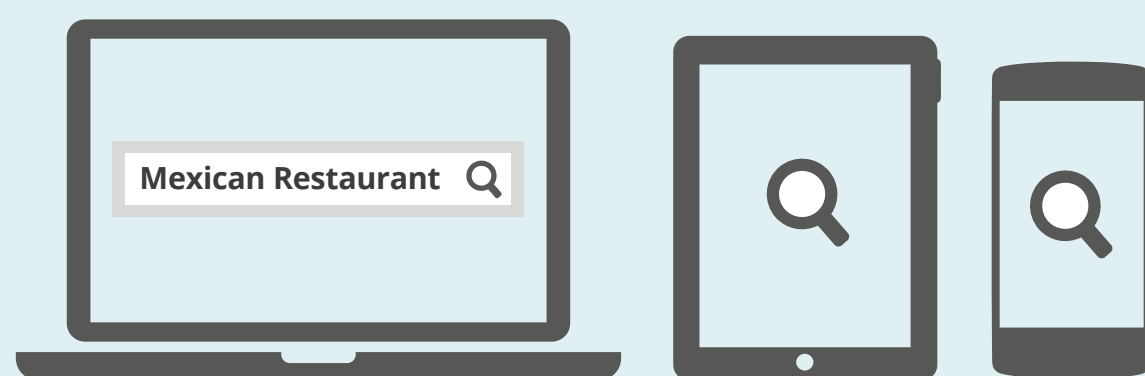
Every day, people search for things nearby by conducting **local searches**—these are searches for products or services near where they happen to be. Research on U.S. smartphone users shows that local searches happen everywhere, on every device, and present unique opportunities for Google advertisers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