MOBILE SEARCH MOMENTS
UNDERSTANDING HOW MOBILE DRIVES CONVERSIONS
March 2013

Google™ nielsen
Understanding mobile search

Mobile search drives multi-channel conversions

Mobile search drives behavior in the moment

Perceptions of mobile search ads
### SUMMARY OF FINDINGS

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

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

- 3 of 4 mobile searches trigger follow-up actions, whether it be further research, a store visit, a phone call, a purchase or word-of-mouth sharing.

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

Mobile searches are strongly tied to specific contexts.

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

- Mobile search triggered follow-up actions also happen very quickly

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

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012.
QUESTIONS ADDRESSED

1. Where, When, With Whom and How often does mobile search happen?
   • Why? Understanding motivations.

2. What are the actions and conversions triggered by mobile?

3. How do people perceive mobile advertising?

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012.
METHODOLOGY

STEP 1: MOBILE SEARCH DIARY

416 respondents were invited to log any type of mobile search in the moment, via Nielsen Life360 survey app on their mobile or tablet, for up to 14 days. 6,303 searches were logged in 2 weeks*.

STEP 2: FOLLOW-UP SURVEY

Deeper probe into “outcomes” of searches via online questions, delivered 24+ hours after the initial query. 1,958 responses collected.

STEP 3: FINAL INTERVIEW

Exit survey at end of study answered by respondents. 323 responses collected.

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. *Average number of searches logged per day by participants was 1.25. Sample of 70 tablet owners not included in results.
UNDERSTANDING MOBILE SEARCH
MOBILE USERS SEARCH FOR A WIDE VARIETY OF INFORMATION

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Based: Total mobile searches n=6,303.

Q: What category of information did you search for? (select all that apply)

Arts & Ent 15%
News 12%
General Knowledge 10%
Shopping 7%
Food 7%
Tech 6%
Health Care 6%
Social 5%
Restaurant 4%
Navigation 4%
Finance 4%
Beauty 3%
Auto 3%
Travel 2%
Home Furnishing 1%

07
The majority of mobile searches occur in the afternoon and evening.

Q: How long ago did you complete this search?
Mobile search is always on, whether on the go or at home and work

77% of mobile searches are in a location (work or home) likely to have a PC available to them.

- At Home: 68%
- At Work: 9%
- On the Go: 17%
- In Store: 2%

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012.
Base: Total mobile searches n=6,303. Q: Where are you?
MOBILE SEARCH CONTEXTS VARY BY TYPE OF SEARCH

Index of Different Mobile Searches by Context

- At Home
- On the Go
- In Store
- At Work
- At School

**Arts & Entertainment**
- At Home: 103
- On the Go: 103
- In Store: 121
- At Work: 51
- At School: 129

**Food**
- At Home: 275
- On the Go: 113
- In Store: 108
- At Work: 82
- At School: 0

**Restaurant**
- At Home: 150
- On the Go: 83
- In Store: 125
- At Work: 37
- At School: 0

**Shopping**
- At Home: 214
- On the Go: 150
- In Store: 100
- At Work: 92
- At School: 87

**Tech**
- At Home: 103
- On the Go: 91
- In Store: 90
- At Work: 101
- At School: 0

**Travel**
- At Home: 121
- On the Go: 83
- In Store: 113
- At Work: 82
- At School: 0

Source: Google | Nielsen Life360 Mobile Search Moments Q4 2012 Based: total mobile searches n=6,303.
Q: Where are you? Q: What category of information did you search for?
SPEED AND CONVENIENCE ARE THE MAIN DRIVERS OF MOBILE SEARCH

81% OF MOBILE SEARCHES ARE DRIVEN BY SPEED & CONVENIENCE

“Searching on a mobile device is quicker, easier and I can do it anywhere.”

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Total mobile searches n=6,303. Q: Why did you search on this mobile device? (select all that apply)
MOBILE SEARCHES AT HOME ESPECIALLY ARE DRIVEN BY SPEED & CONVENIENCE

81% OF MOBILE SEARCHES ARE DRIVEN BY SPEED & CONVENIENCE

“*It was easier on the mobile device as I didn’t have to get up [to] turn on the computer and wait for it to boot up.*”

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Total searches n=6,303 (searches conducted on to go n = 1,048; searches conducted at work = 593; searches conducted at home n = 4,314)

Q: Why did you search on this mobile device? (select all that apply)
MOBILE SEARCH DRIVES MULTI-CHANNEL CONVERSIONS
Mobile Search Drives Valuable Outcomes for Businesses

73% of Mobile Searches Trigger Additional Action & Conversions

28% of mobile searches result in conversions (store visit, call, purchase)

- 36% Continued Research
- 25% Visited a Retailer’s Website
- 18% Shared Information
- 17% Visited a Store
- 17% Made a Purchase
- 7% Called a Business

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Outcome survey completes n=1,958 Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person? (select all that apply)
### Mobile Search Drives Online & Offline Actions

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
<th>Mobile Only</th>
<th>Mobile + PC</th>
<th>PC Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue Research</td>
<td>36%</td>
<td></td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Visit a Retailer Website</td>
<td>25%</td>
<td></td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Share Info and Word-of-Mouth</td>
<td>18%</td>
<td></td>
<td>26%</td>
<td>8%</td>
</tr>
<tr>
<td>Make a Purchase</td>
<td>17%</td>
<td></td>
<td>34%</td>
<td>10%</td>
</tr>
<tr>
<td>Visit a Store or Service Location</td>
<td>17%</td>
<td></td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Call a Business</td>
<td>7%</td>
<td></td>
<td></td>
<td>13%</td>
</tr>
</tbody>
</table>

**Source:** Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Outcome survey completes n=1,958

Q: What were the outcomes of this search?
Q: Which of the following did you do on your smartphone?
Q: Which of the following have you done on laptop/desktop/tablet?
Q: What other actions did you take in person?
A MOBILE SEARCH LEADS TO ALMOST TWO ACTIONS ON AVERAGE

1.89 FOLLOW-UP ACTIONS PER MOBILE SEARCH

Even more when searches happen outside the home

1.98 ON THE GO OR IN A STORE

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Outcome survey completes n=1,958 Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person?
PRODUCT AND SHOPPING SEARCHES HAVE A HIGHER NUMBER OF OUTCOMES

Number of follow-up actions per mobile search

<table>
<thead>
<tr>
<th>Category</th>
<th>Follow-up Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty</td>
<td>3.56</td>
</tr>
<tr>
<td>Auto</td>
<td>2.52</td>
</tr>
<tr>
<td>Travel</td>
<td>2.20</td>
</tr>
<tr>
<td>Food</td>
<td>2.08</td>
</tr>
<tr>
<td>Tech</td>
<td>2.07</td>
</tr>
<tr>
<td>Restaurant</td>
<td>2.06</td>
</tr>
<tr>
<td>Shopping</td>
<td>2.05</td>
</tr>
<tr>
<td>Home Furnishing</td>
<td>1.85</td>
</tr>
<tr>
<td>Health Care</td>
<td>1.79</td>
</tr>
<tr>
<td>Arts &amp; Entertainment</td>
<td>1.71</td>
</tr>
<tr>
<td>Navigation</td>
<td>1.45</td>
</tr>
<tr>
<td>Finance</td>
<td>1.44</td>
</tr>
<tr>
<td>Social</td>
<td>1.38</td>
</tr>
<tr>
<td>News</td>
<td>1.32</td>
</tr>
<tr>
<td>General Knowledge</td>
<td>1.09</td>
</tr>
</tbody>
</table>

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Outcome survey completes n=1,958 Q: What category of information did you search for? Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person? All Arts & Entertainment; Food, Restaurant, Shopping, Tech & Travel searches were eligible for a follow-up survey; other searches were only eligible if a respondent noticed advertising.
MOBILE SEARCH IS A KEY PART OF THE DECISION-MAKING PROCESS

45%

OF ALL MOBILE SEARCHES ARE GOAL-ORIENTED AND CONDUCTED TO HELP MAKE A DECISION

64%
In a Store

49%
On the Go

47%
At Work

44%
At Home

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Total mobile searches n=6,303 (Searches conducted on the go n = 1,048; searches conducted at work = 593; searches conducted at home n = 4,314; search conducted in a store n = 107) Q: Why did you conduct this search?
WHEN PEOPLE USE MOBILE SEARCH TO HELP MAKE A DECISION THEY ARE....

- **30%** More likely to visit a retailer website
- **57%** More likely to visit a store
- **51%** More likely to make a purchase
- **39%** More likely to call a business

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Searches triggered by "needed information to make a decision" motivation n=1,009. Q: Why did you conduct this search?
MOBILE SEARCH DRIVES BEHAVIOR IN THE MOMENT
MOBILE SEARCHES TRIGGER QUICK FOLLOW-UPS

63% of mobile search-triggered actions occur within 1 hour of the initial search.

55% of purchase-related conversions occur within 1 hour of initial mobile search.

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Searches that have non-SERP click outcomes
n=1,372 Q: How long after the search on your mobile device did you start these activities?
84% of follow-up actions triggered by mobile search occur within 5 hours.

- 63% Less than 1 hour
- 21% 1-5 hours
- 6% 5-12 hours
- 6% 12-24 hours
- 4% 24+ hours

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Searches that have non-SERP click outcomes, n=1,372. Q: How long after the search on your mobile device did you start these activities?
81% of conversions (store visit, call or purchase) triggered by mobile search occur within 5 hours.

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Searches that have non-SERP conversion outcomes (phone call, store visit, purchase), n=506. Q: How long after the search on your mobile device did you start these activities?
**MOBILE SEARCHES TRIGGER QUICK ONLINE AND OFFLINE ACTIONS**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less than 1 hour</th>
<th>1-5 hours</th>
<th>5+ hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call a business</td>
<td>56%</td>
<td>29%</td>
<td>15%</td>
</tr>
<tr>
<td>Make a purchase</td>
<td>54%</td>
<td>29%</td>
<td>17%</td>
</tr>
<tr>
<td>Visit a store</td>
<td>51%</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>Share information</td>
<td>59%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Visit retailer website</td>
<td>59%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Continue research</td>
<td>61%</td>
<td>24%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Searches that have non-SERP click outcomes, n=1,372

Q: How long after the search on your mobile device did you start these activities?
PERCEPTIONS OF MOBILE SEARCH ADS
65% of respondents noticed ads during the study.

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012.
Base: People who participated in the study by using a smartphone, n= 416.
Q: Did you notice ads during your search?
Searchers are much more likely to notice ads when they are in a purchase environment.

<table>
<thead>
<tr>
<th>Location</th>
<th>Ad recall index by location</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Home</td>
<td>103</td>
</tr>
<tr>
<td>At Work</td>
<td>107</td>
</tr>
<tr>
<td>In Store</td>
<td>155</td>
</tr>
<tr>
<td>On the Go</td>
<td>86</td>
</tr>
<tr>
<td>Other</td>
<td>71</td>
</tr>
</tbody>
</table>

Q: Where are you?
Mobile ads are most effective during goal-oriented searches.

Ad recall index by motivation:

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passing time</td>
<td>89</td>
</tr>
<tr>
<td>Found something interesting</td>
<td>95</td>
</tr>
<tr>
<td>Need info / Deciding on purchase</td>
<td>116</td>
</tr>
</tbody>
</table>

Q: Where are you?; Q: Why did you conduct this search?; Q: Did you notice any ads during your search?
59% OF PEOPLE FIND MOBILE ADS USEFUL
THIS IS WHAT THEY SAID...

“No extra clicks needed. Easy to spot.”

“They don’t take up much of my small screen, and give me just the info I can use.”

TOP 4 THINGS PEOPLE LIKE ABOUT MOBILE SEARCH ADS....

• It is not annoying or invasive
• It is short to the point
• Speed. It is quicker to load
• Ads provide relevant information

APPENDIX

OVERVIEW OF SEARCH EXPERIENCE BY CATEGORY
## ARTS & ENTERTAINMENT

### LOCATION
- **70%** At Home
- **15%** On the Go
- **8%** At Work
- **4%** Someone Else’s Home
- **1%** At School
- **1%** In Store
- **0%** Other Place

### MOTIVATION
- **40%** Came across something interesting
- **28%** Needed info for future action or purchase
- **28%** Other motivation
- **27%** Passing Time

### INITIATED ON...
- **56%** Web Browser
- **38%** App
- **3%** Voice
- **2%** Other App
- **0%** Other

### OUTCOME
- **63%** Clicked Links
- **35%** Other
- **33%** Searched
- **21%** Shared Info
- **11%** Visited a Store
- **11%** Retailer Website
- **9%** Made a Purchase

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Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012.
Base: Arts and Entertainment searches n=925
MOBILE DRIVES MULTI-CHANNEL BEHAVIOR – ARTS & ENT

33% CONTINUE RESEARCH
- Mobile Only: 73%
- Mobile + PC: 17%
- PC Only: 9%

21% SHARE INFO AND WORD-OF-MOUTH
- In Person: 65%
- Mobile Only: 25%
- Multiple Platform: 7%
- PC Only: 3%

11% VISIT A RETAILER WEBSITE
- Mobile Only: 70%
- Mobile + PC: 15%
- PC Only: 14%

11% VISIT A STORE OR SERVICE LOCATION
- In Person: 100%

9% MAKE A PURCHASE
- Mobile Only: 38%
- In Person: 35%
- PC Only: 15%
- Multiple Platform: 12%

4% CALL A BUSINESS
- Mobile Only: 65%
- PC Only: 17%
- Mobile + PC: 17%

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Arts and Entertainment searches n=620 Q: What were the outcomes of this search? Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person?
### FOOD

#### LOCATION
- **71%** At Home
- **14%** On the Go
- **8%** At Work
- **5%** In Store
- **2%** Someone Else’s Home
- **1%** At School
- **0%** Other Place

#### MOTIVATION
- **69%** Needed info for future action or purchase
- **24%** Came across something interesting
- **14%** Passing Time
- **13%** Other motivation

#### INITIATED ON...
- **60%** Web Browser
- **36%** App
- **2%** Voice
- **1%** Other App
- **0%** Other

#### OUTCOME
- **63%** Clicked Links
- **35%** Made a Purchase
- **33%** Visited a Store
- **32%** Searched
- **29%** Other
- **21%** Retailer Website
- **14%** Shared Info

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Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Food searches n=450
MOBILE DRIVES MULTI-CHANNEL BEHAVIOR – FOOD

35% MAKE A PURCHASE

33% VISIT A STORE OR SERVICE LOCATION

32% CONTINUE RESEARCH

21% VISIT A RETAILER WEBSITE

14% SHARE INFO AND WORD-OF-MOUTH

5% CALL A BUSINESS

Mobile Only
PC Only
Multiple Platform

Mobile + PC

In Person

77%
18%
3%
1%

82%
15%
4%

84%
9%
7%

66%
29%
3%
3%

86%
14%
0%

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Food searches n=263 Q: What were the outcomes of this search? Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person?
RESTAURANT

LOCATION
- 56% At Home
- 25% On the Go
- 12% At Work
- 4% Other Place
- 2% In Store
- 1% Someone Else's Home
- 0% At School

MOTIVATION
- 19% Needed info for future action or purchase
- 79% Other motivation
- 12% Came across something interesting
- 7% Passing Time

INITIATED ON...
- 53% Web Browser
- 43% App
- 4% Voice
- 0% Other App
- 0% Other

OUTCOME
- 54% Clicked Links
- 51% Visited a Store
- 30% Made a Purchase
- 22% Retailer Website
- 19% Searched
- 19% Shared Info
- 16% Other
<table>
<thead>
<tr>
<th>Activity</th>
<th>In Person</th>
<th>Mobile Only</th>
<th>PC Only</th>
<th>Mobile + PC</th>
<th>Multiple Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit a store or service location</td>
<td>100%</td>
<td></td>
<td>0%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>Make a purchase</td>
<td>62%</td>
<td>33%</td>
<td>5%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>Visit a retailer website</td>
<td>81%</td>
<td></td>
<td>10%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>Continue research</td>
<td>73%</td>
<td></td>
<td>23%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Call a business</td>
<td>96%</td>
<td></td>
<td>4%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>Share info and word-of-mouth</td>
<td>88%</td>
<td></td>
<td>8%</td>
<td></td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Restaurant searches n=140
Q: What were the outcomes of this search?
Q: Which of the following did you do on your smartphone?
Q: Which of the following have you done on laptop/desktop/tablet?
Q: What other actions did you take in person?
# Shopping

## Location

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Home</td>
<td>69%</td>
</tr>
<tr>
<td>On the Go</td>
<td>17%</td>
</tr>
<tr>
<td>At Work</td>
<td>7%</td>
</tr>
<tr>
<td>In Store</td>
<td>4%</td>
</tr>
<tr>
<td>Someone Else’s Home</td>
<td>2%</td>
</tr>
<tr>
<td>At School</td>
<td>1%</td>
</tr>
<tr>
<td>Other Place</td>
<td>0%</td>
</tr>
</tbody>
</table>

## Motivation

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Needed info for future action or purchase</td>
<td>68%</td>
</tr>
<tr>
<td>Came across something interesting</td>
<td>21%</td>
</tr>
<tr>
<td>Other motivation</td>
<td>18%</td>
</tr>
<tr>
<td>Passing Time</td>
<td>17%</td>
</tr>
</tbody>
</table>

## Initiated On...

<table>
<thead>
<tr>
<th>Initiator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Browser</td>
<td>56%</td>
</tr>
<tr>
<td>App</td>
<td>38%</td>
</tr>
<tr>
<td>Voice</td>
<td>4%</td>
</tr>
<tr>
<td>Other App</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

## Outcome

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicked Links</td>
<td>51%</td>
</tr>
<tr>
<td>Retailer Website</td>
<td>51%</td>
</tr>
<tr>
<td>Searched</td>
<td>35%</td>
</tr>
<tr>
<td>Made a Purchase</td>
<td>25%</td>
</tr>
<tr>
<td>Visited a Store</td>
<td>24%</td>
</tr>
<tr>
<td>Shared Info</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012.
Base: Shopping searches n=441
Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Shopping searches n=288 Q: What were the outcomes of this search?
Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person?
**TECHNOLOGY**

### LOCATION

- **70%** At Home
- **15%** At Work
- **11%** On the Go
- **2%** In Store
- **1%** Someone Else’s Home
- **1%** At School
- **0%** Other Place

### MOTIVATION

- **60%** Needed info for future action or purchase
- **34%** Came across something interesting
- **20%** Passing Time
- **18%** Other motivation
- **12%** Other motivation

### INITIATED ON...

- **58%** Web Browser
- **37%** App
- **4%** Voice
- **2%** Other App
- **0%** Other

### OUTCOME

- **69%** Clicked Links
- **54%** Searched
- **34%** Retailer Website
- **29%** Other
- **19%** Shared Info
- **13%** Made a Purchase
- **6%** Visited a Store

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012.
Base: Technology searches n=351
## Mobile Drives Multi-Channel Behavior – Tech

### 54% Continue Research
- **Mobile Only**: 69%
- **Mobile + PC**: 16%
- **PC Only**: 15%

### 34% Visit a Retailer Website
- **Mobile Only**: 64%
- **Mobile + PC**: 20%
- **PC Only**: 16%

### 19% Share Info and Word-of-Mouth
- **In Person**: 58%
- **Mobile Only**: 23%
- **Multiple Platform**: 10%
- **PC Only**: 8%

### 13% Make a Purchase
- **Mobile Only**: 55%
- **In Person**: 18%
- **PC Only**: 18%
- **Multiple Platform**: 9%

### 6% Visit a Store or Service Location
- **In Person**: 100%

### 4% Call a Business
- **Mobile Only**: 60%
- **Mobile + PC**: 30%
- **PC Only**: 10%

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*Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Technology searches n=351 Q: What were the outcomes of this search? Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person?*
TRAVEL

LOCATION

- 60% At Home
- 24% On the Go
- 12% At Work
- 2% At School
- 1% Other Place
- 1% Someone Else’s Home
- 0% In Store

MOTIVATION

- 68% Needed info for future action or purchase
- 23% Came across something interesting
- 22% Other motivation
- 13% Passing Time

INITIATED ON...

- 61% Web Browser
- 37% App
- 1% Voice
- 1% Other App
- 0% Other

OUTCOME

- 55% Clicked Links
- 45% Other
- 43% Searched
- 34% Retailer Website
- 26% Shared Info
- 12% Made a Purchase
- 8% Visited a Store

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012.
Base: Travel searches n=107
MOBILE DRIVES MULTI-CHANNEL BEHAVIOR – TRAVEL

43% CONTINUE RESEARCH
- Mobile Only: 57%
- PC Only: 25%
- Mobile + PC: 18%

34% VISIT A RETAILER WEBSITE
- Mobile Only: 68%
- Mobile + PC: 18%
- PC Only: 14%

26% SHARE INFO AND WORD-OF-MOUTH
- In Person: 59%
- Mobile Only: 29%
- PC Only: 6%
- Multiple Platform: 6%

12% MAKE A PURCHASE
- Mobile Only: 75%
- PC Only: 25%
- In Person: 0%
- Multiple Platform: 0%

11% CALL A BUSINESS
- PC Only: 57%
- Mobile Only: 43%
- Mobile + PC: 0%

8% VISIT A STORE OR SERVICE LOCATION
- In Person: 100%

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Travel searches n=107 Q: What were the outcomes of this search? Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person?