

Main Street Goes Local: Who's New in the Neighborhood?

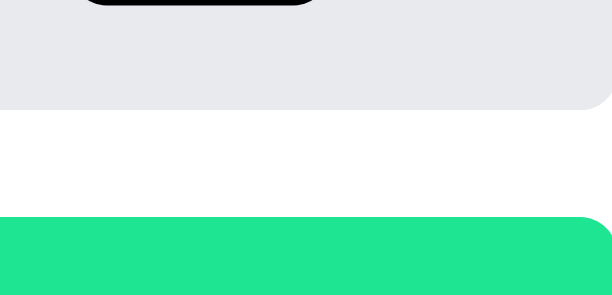
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As navigation patterns change, many stores are seeing new faces, providing fresh opportunities to reach new clientele.



Shoppers want to buy near them... and they need help discovering their new retail locations

Searches containing "available near me" have more than doubled¹

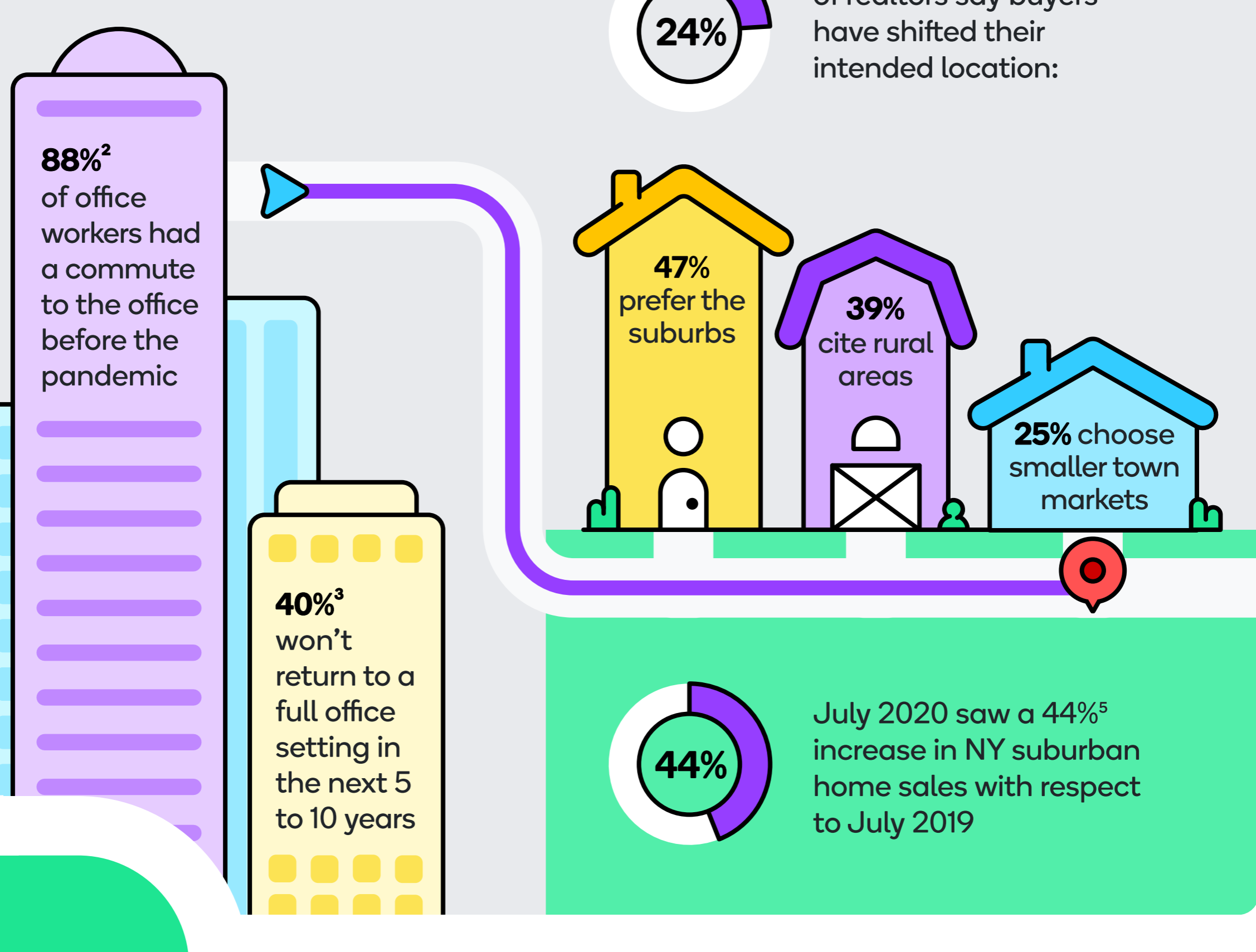


Where are the new neighbors coming from?



Work from anywhere is on the rise as fewer people commute to downtown cores.

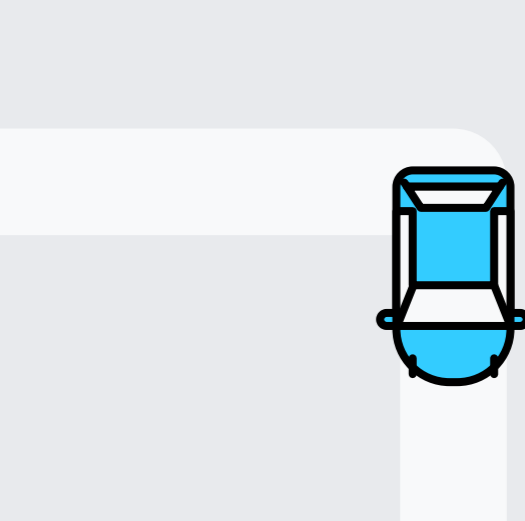
People are moving from the downtown core to suburbs.



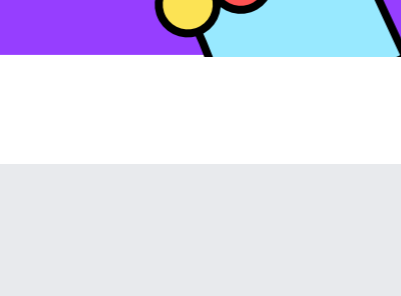
When are they out and about?

With fewer people commuting to work, traffic is lighter on either side of the traditional workday than it used to be.

The share of navigations on Waze from 10am to 3pm has gone up significantly. At 1pm, travel is up 15%⁶



Howdy, neighbor!



Let new neighbors know what a local store can offer:



It's convenient

84% of shoppers try to make the most out of a shopping run by visiting multiple retailers at once while running errands⁷

Google searches for "on my route" are up 1,000% year over year⁸



It's accessible

40%¹⁰ of consumers reported issues with a retailer's website when ordering online

An estimated one million¹¹ packages didn't arrive on time this past holiday season

46%¹² of consumers want to try before they buy

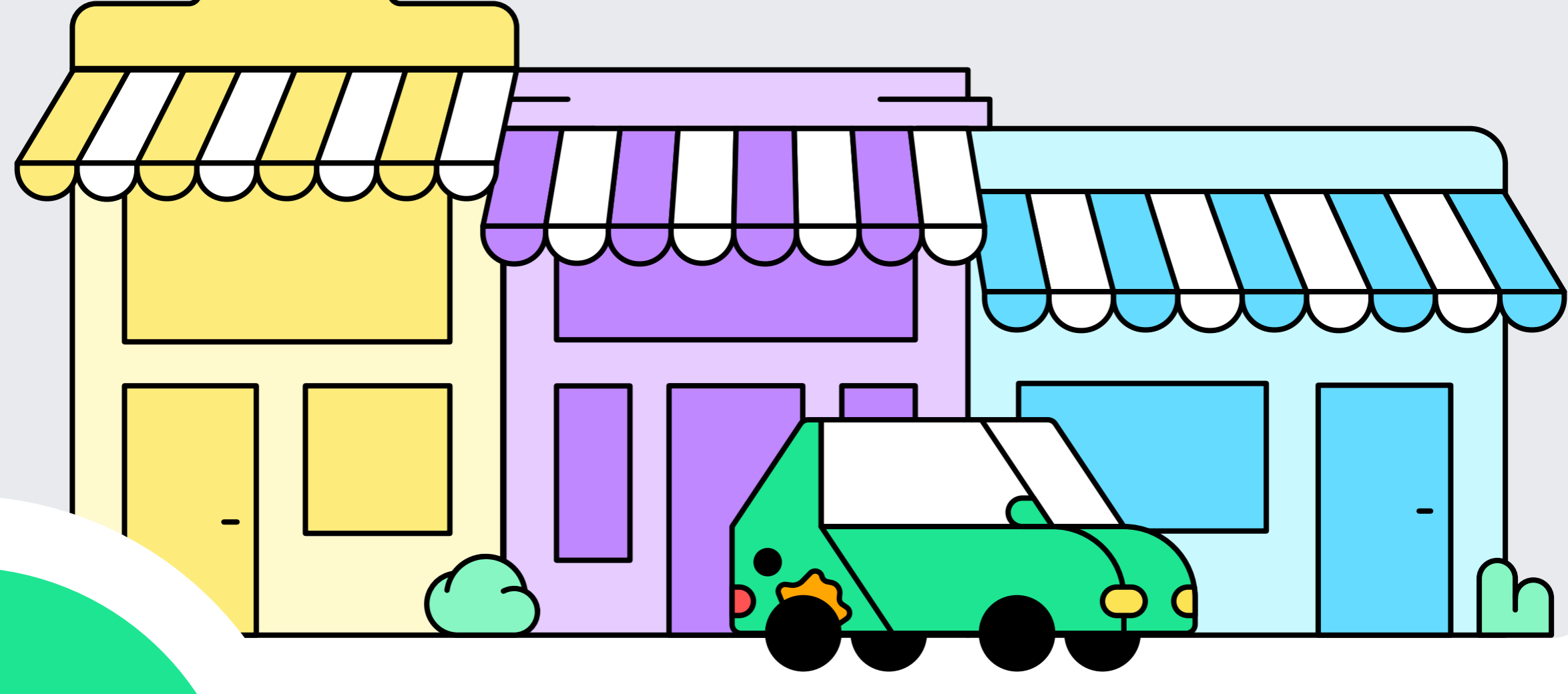


It meets their needs

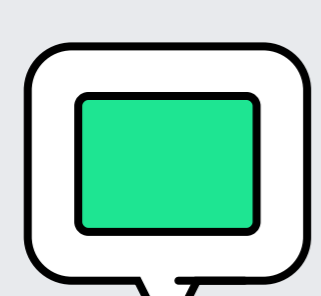
Consumers¹³ spend more when COVID-friendly policies are enforced

43%¹⁴ want to see stores wiping down frequently touched surfaces

Half of shoppers¹⁵ favored curbside or contactless pickup during the holidays; on Waze, the share of navigations to businesses with curbside pickup jumped 11%.¹⁶



Stores can introduce themselves to new neighbors with Waze.



Use Pins to:

Remind on-the-go shoppers the location is close...and open

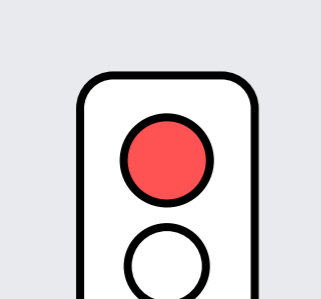
Share updates about business protocols, like enhanced sanitation protocols and social distancing



Use Search to:

Keep a location top of mind when customers browse for similar businesses

Highlight new hours and convenient shopping options, like curbside pickup



Use Takeovers to:

Create a digital billboard drivers will see when they're at a complete stop

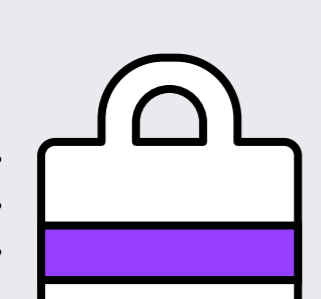
Share promotions and special offers that will encourage in-store shopping



Use Arrows to:

Indicate your business is nearby

Increase the association between a given location and your business



Use a Location Personality Badge to:

Let them know they can get in and out quickly with curbside pickup

Ready to reach on-the-go shoppers? Visit waze.com/ads to get started today.



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¹ Google Data, Global English, July 29, 2020 - September 26, 2020 vs July 29, 2019 - September 26, 2019

² "The Work from Home Revolution: Implications for the Office Sector." Green Street, 23 July, 2020. URL. Accessed 12 March, 2021.

³ "Where to Run a Store Now." Retail Dive, 1 February, 2021. URL. Accessed 12 March, 2021.

⁴ "Market Recovery Survey." National Association of Realtors, 2020. URL. Accessed 12 March, 2021.

⁵ "New Yorkers Are Fleeing to the Suburbs: 'The Demand Is Insane'." The New York Times, 30 August, 2020. URL. Accessed 12 March, 2021.

⁶ Waze Internal Data. Sept 2020 compared to Feb 2020 Waze Data, US, 2020

⁷ How Digital Out-of-Home Influences Decision Making, Egg Strategy, 2019

⁸ goMoxie Survey Finds Consumer Online Shopping Challenges Threaten Post-COVID Sales Recovery." Businesswire, 23 September, 2020. URL. Accessed 12 March, 2021.

⁹ "More than one million packages will not reach their destination this Christmas." CBS News, 24 December, 2020. URL. Accessed 12 March, 2021.

¹⁰ "Aligning tech investments with consumer expectation." National Retail Federation, 27 January, 2021. URL. Accessed 12 March, 2021.

¹¹ "The Impact of Social Distancing and Masking on COVID-19 Spread and Consumer Spending." Washington University, 2020. URL. Accessed 12 March, 2021.

¹² "Consumer Survey: COVID-19's Impact on Food Purchasing, Eating Behaviors and Perceptions of Food Safety." Food Insight, 14 April, 2020. URL. Accessed 12 March, 2021.

¹³ "Half of holiday shoppers plan to use curbside or contactless pickup: survey." Retail Dive, 22 September, 2020. URL. Accessed 12 March, 2021.

¹⁴ Waze Data, US, 2020