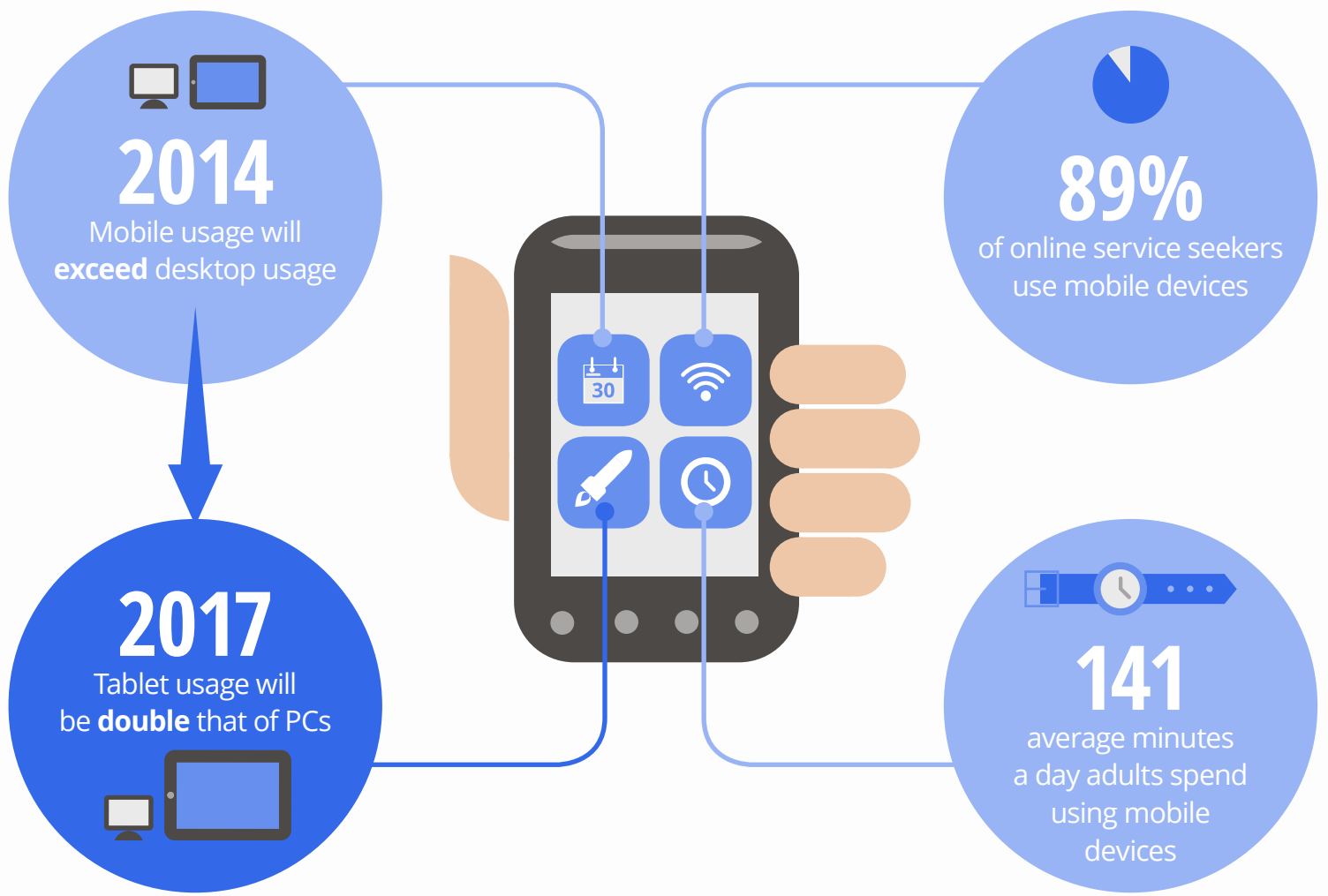


# DOUBLE IMPACT: ENGAGE ONLINE SERVICE SEEKERS

OPTIMIZE MOBILE EXPERIENCES AT TWO KEY POINTS IN THE PATH TO PURCHASE

## Mobile on the Rise



## Double Impact

### RESEARCH

Smartphones are where online consumers discover and explore brands

**65%**

start researching (reviews, articles, videos) on a smartphone...



then switch to another screen

**60%**  
switch to PC



**4%**  
switch to tablet



### CONNECTION

They then use mobile to take action with a brand



**85%**

use a map (to find the business)



**74%**

visit website (to take action)



**70%**

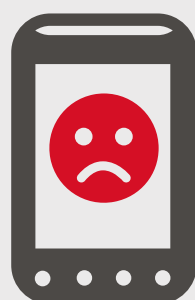
click to call (to book an appointment)

## Breaking Bad

**?**

**35%**

of consumers can't find the answers they want on mobile websites



**↗**

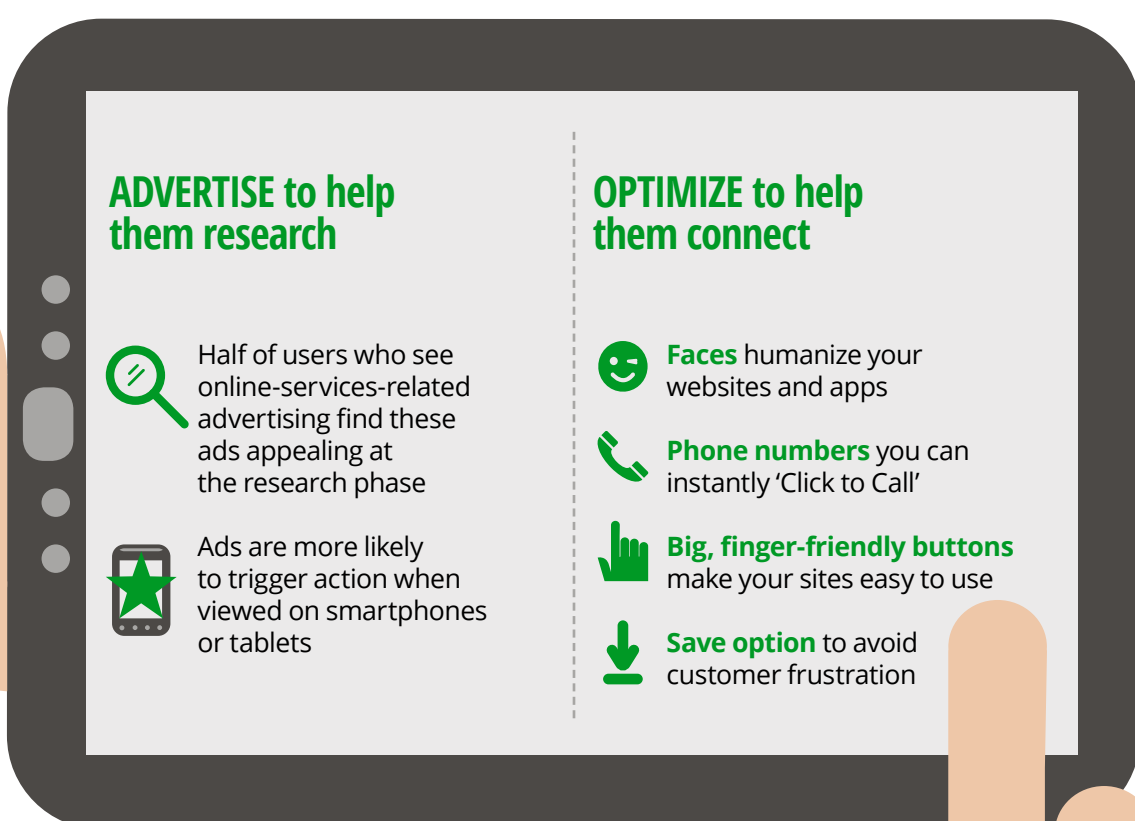
**6/10**

go elsewhere when they can't find what they need



## Making Good

To engage online service seekers, brands need to create great mobile experiences at both the **research** and **connection** stages.



### SOURCES

ComScore, 2012  
 Google & Ipsos Multi-Screen Study, 2012 & 2013  
 Gartner, 2013  
 Google & Ipsos Click-to-Call Study, 2013  
 Google & Sterling Online Services Cross-Device Study, 2013  
 AdAge, August 19, 2013