



PATH TO PURCHASE

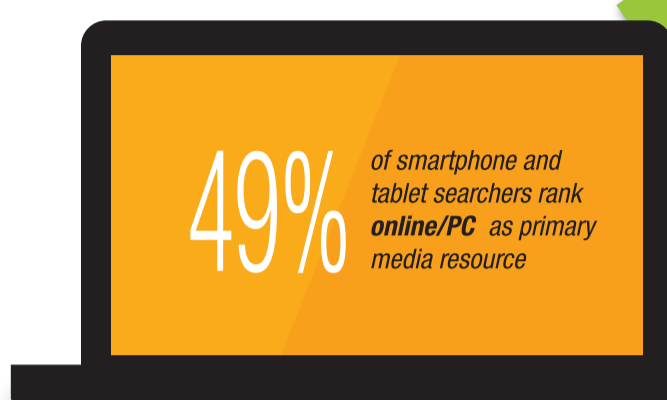
# MOBILE

## GENERAL FINDINGS

Mobile Rivals Online/PC As Primary Research Tool

54%

OF MOBILE USERS USE ADDITIONAL MEDIA SOURCES FOR RESEARCHING PURCHASES



46%

USE MOBILE EXCLUSIVELY AS PRIMARY RESEARCH TOOL



### Where Mobile Searchers Start: Brand & Comparison Apps/Sites

70% of smartphone and tablet searchers prefer Brand apps/sites for:



Banking & Finance Searches



Insurance Searches



Retail Searches

Gas/Convenience searchers prefer Comparison apps/sites.



### Mobile Consumers Searching Earlier And More Often

50%

OF MOBILE SEARCHERS USE THEIR DEVICE AT THE START OF THE SEARCH PROCESS



31% use their device throughout the process



### Location Key To Mobile Conversions

60%

of mobile consumers expect businesses to be within walking or local driving distance



1 OUT OF 3 SMARTPHONE USERS SEARCH SPECIFICALLY FOR CONTACT INFO



(PHONE NUMBERS, MAPS AND DRIVING DIRECTIONS)

LOCAL RELEVANCY TOP REASON FOR MOBILE AD ENGAGEMENT

### Immediacy of Need Varies by Category



GAS & CONVENIENCE AND BANKING & FINANCE USERS HAVE MORE IMMEDIATE NEEDS

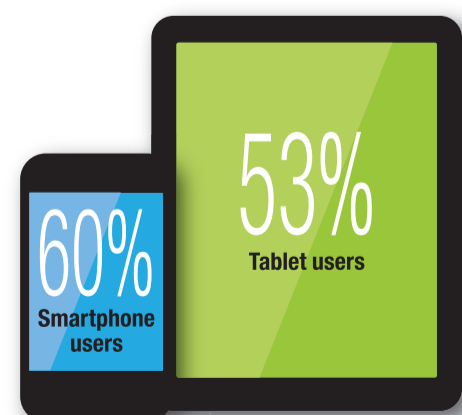
50% intend to purchase immediately or within a day



RETAIL AND INSURANCE USERS MORE RESEARCH FOCUSED, LESS URGENT NEEDS

33% intend to purchase within the month or longer

### Smartphone Users Convert Offline; Tablet Users Convert Online



Complete purchases related to mobile activity

74%

of SMARTPHONE-related purchases completed Offline/Instore



OFFLINE

54%

of TABLET-related purchases completed online via PC or Mobile Device



ONLINE

22%

of mobile searchers complete purchases directly on their mobile device

mobilepathtopurchase.com

Source: xAd/Telmetrics Mobile Path-to-Purchase Study 2013. Visit mobilepathtopurchase.com for more info.

