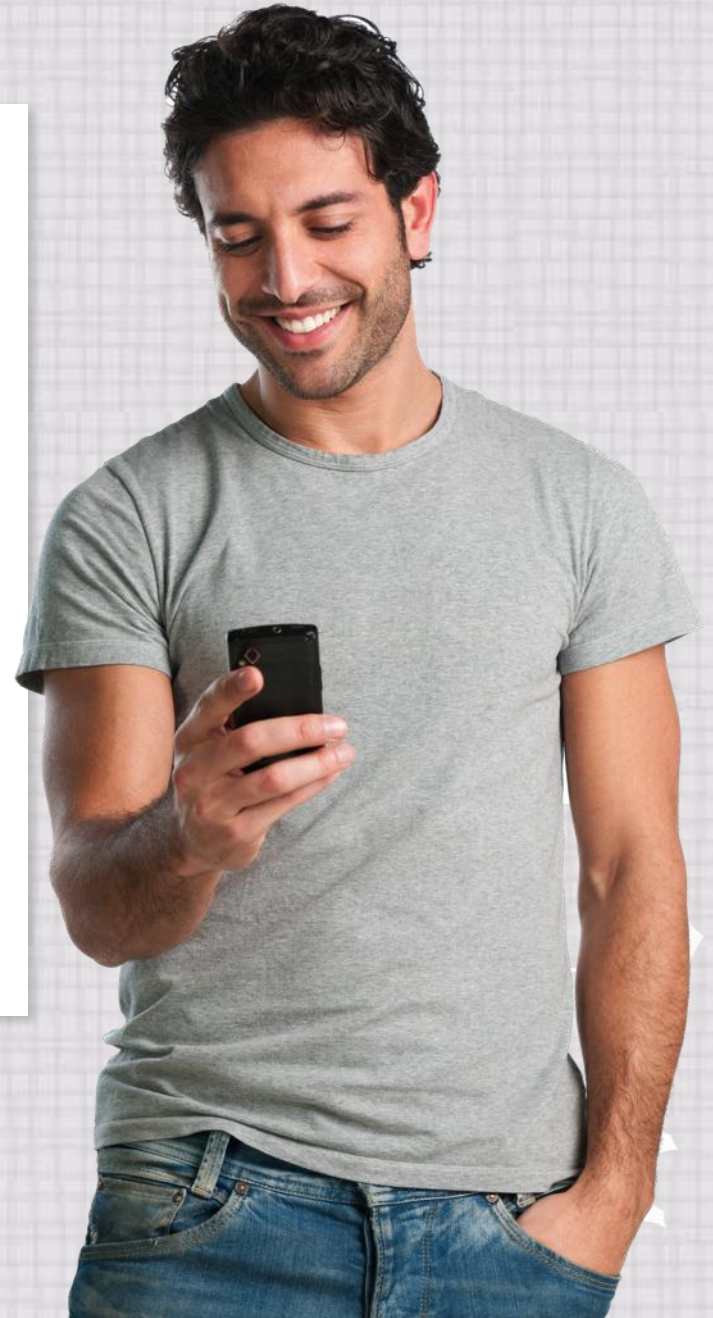


More Customers. More Sales. Go Mobile!

June 2013



AGENDA

- Smartphone usage on the **rise**.
- Mobile search behavior **helps businesses**.
- **New customers** come from mobile searches.
- Mobile websites **increase conversions**.
- **Get started!**



SMARTPHONE USAGE IS ON THE RISE

A hand is holding a black smartphone. The screen of the phone displays text about the increase in smartphone usage. The background of the image is a blurred cityscape with blue-tinted buildings.

Usage has
Increased
by **57%**
from 2012
to 2013.

Source: Our Mobile Planet Smartphone Research 2012,
<http://www.thinkwithgoogle.com/mobileplanet/en/>

SMARTPHONE USAGE IS ON THE RISE

80% of users don't leave home without their device.



Source: Our Mobile Planet Smartphone Research 2012,
<http://www.thinkwithgoogle.com/mobileplanet/en/>

MOBILE SEARCH BEHAVIOR HELPS BUSINESSES

When people search for information on mobile they are...

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



GET POTENTIAL CUSTOMERS TO CALL YOU



1 in 5 visits to a mobile
website results in **a call to
the business.**

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

TURN MOBILE TRAFFIC INTO FOOT TRAFFIC

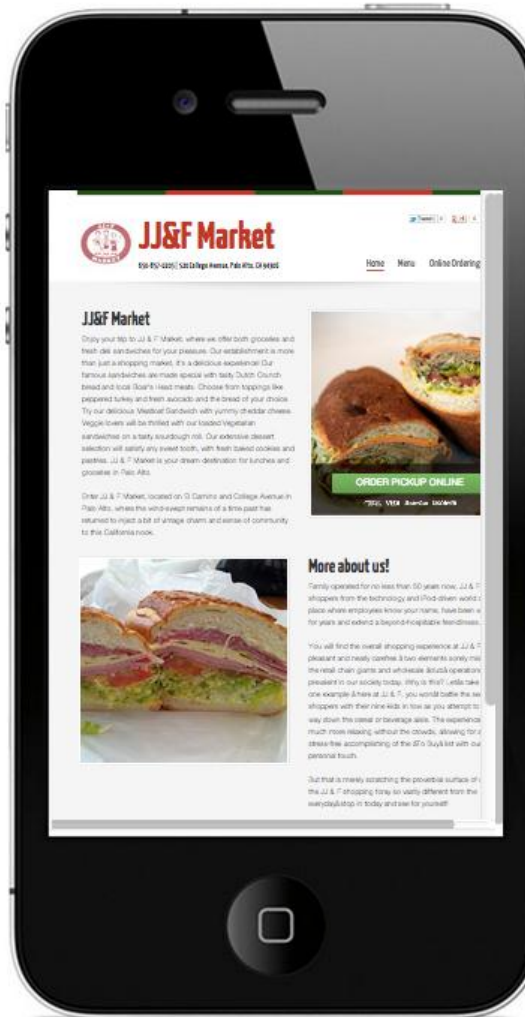
1 in 7 visits to a mobile website
results in a **visit to the
business's location.**



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

GET NEW CUSTOMERS WITH A MOBILE WEBSITE

BEFORE

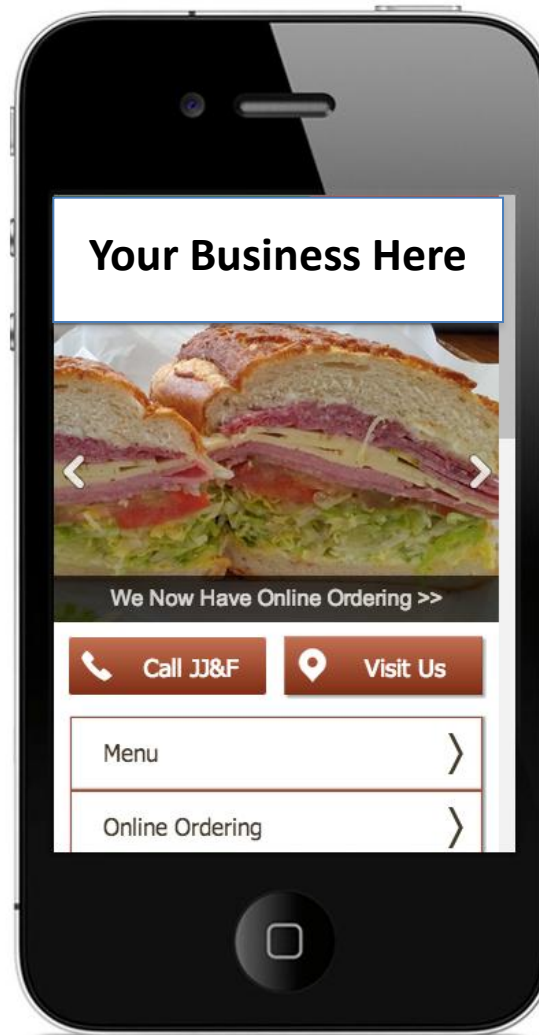


AFTER



MOBILE WEBSITE = MORE CUSTOMERS

Get more calls
to your business
with a click-to-
call button.



Let new customers
easily find your
location with a
mobile maps
button.



Mobile-friendly
text, buttons and
images give your
customer a better
experience.



**How can we drive new
business to you?**



Let's get started today!

Go mobile for as low as **\$180 per year!**

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