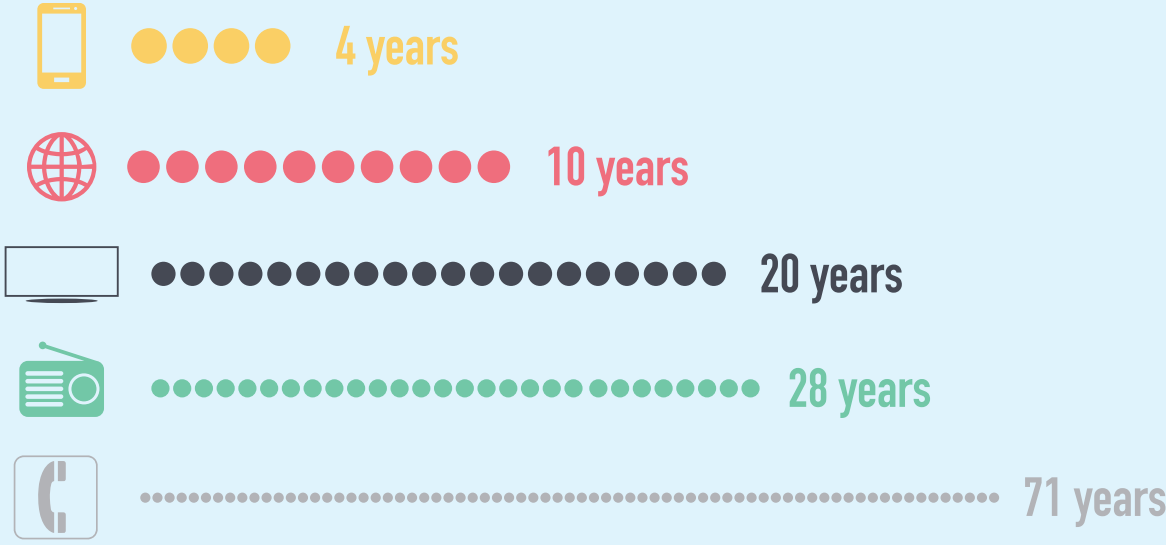


# WHY MOBILE has become MISSION CRITICAL

the **SMARTPHONE** has become

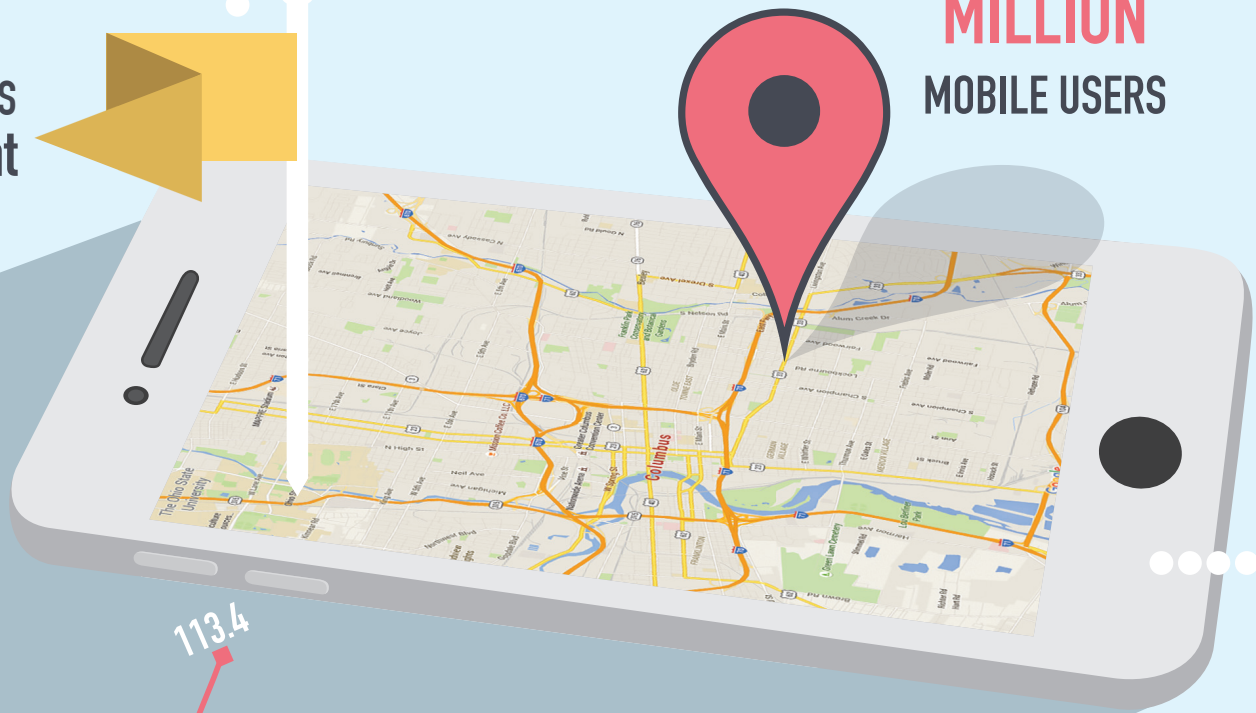
**MAINSTREAM**

in less than 4 years

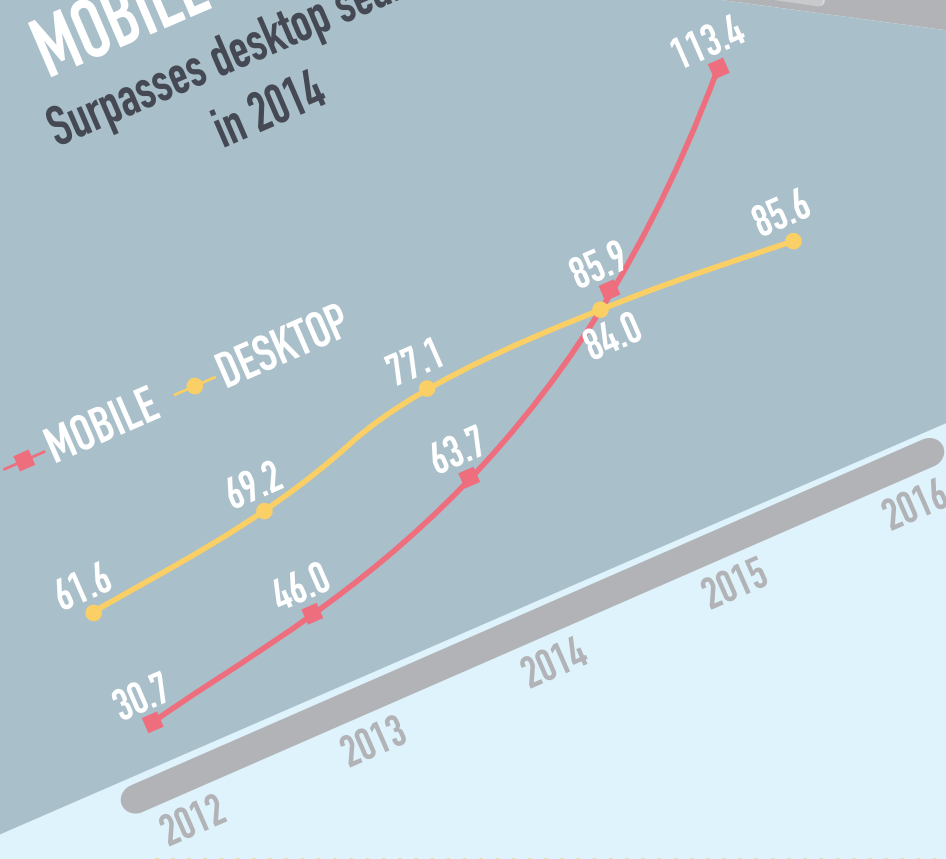


**50%** OF MOBILE SEARCHES have local intent

GOOGLE MAPS HAS **150 MILLION** MOBILE USERS



**MOBILE SEARCH** Surpasses desktop search in 2014



**95%** OF SMARTPHONE USERS have searched for LOCAL INFORMATION



**90%** of **MOBILE SEARCHERS** TAKE ACTION WITHIN 24 HOURS

**36%**

**IMMEDIATELY**

**61%** CALL

**59%** VISIT

**36%** MAKE AN IN-STORE PURCHASE

**39%**

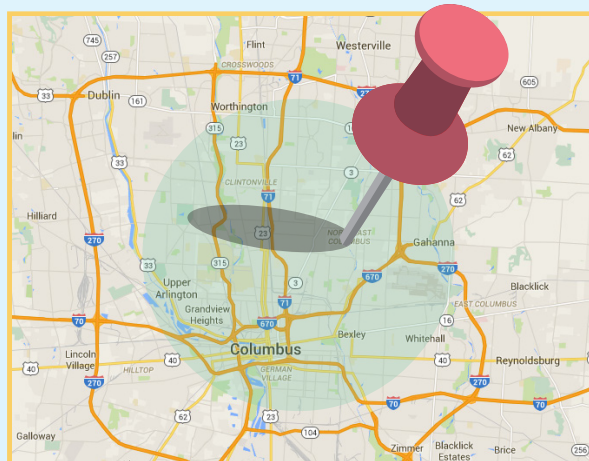
**WITHIN A FEW HOURS**

**15%**

**WITHIN ONE DAY**



**75%** of **CONSUMER SPENDING**

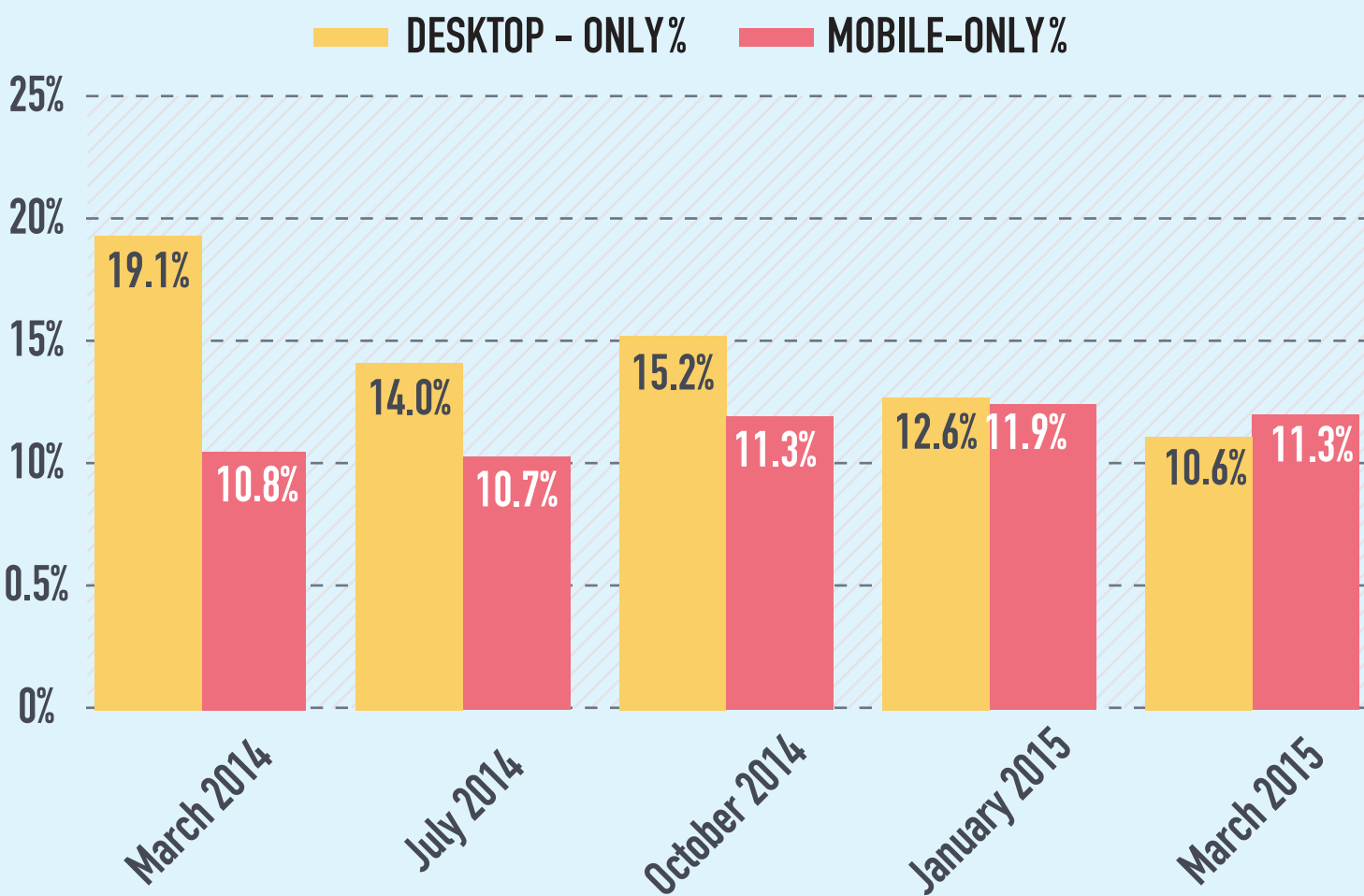


**OCCURS WITHIN 15 MILES** of the average American's front door.

**56%** of **WEBSITE TRAFFIC** comes from mobile devices



**MOBILE-ONLY INTERNET USERS EXCEED DESKTOP-ONLY USERS**



**61%** of **MOBILE USERS** will leave a site that's not mobile-friendly



**YET ONLY 33%** of **BUSINESSES** have a mobile website

