

Driving Traffic to Your Business Has Never Been Easier, More Convenient and Powerful

Mobile phones are always on and in the hand or pockets of consumers at all times. In most cases, mobile searches occur while on-the-go, which means a mobile user, is further along in the purchase decision process than with any other form of media.

Mobile search allows your business to be visible and promoted anywhere consumers are searching while using their mobile phone. With mobile search, your business can be highly visible on an extensive network of search directories, search sites, maps and navigation applications. Ads are location based, which means consumers will only see ads based on their geographic location and search keywords. You can effectively reach consumers through this highly customizable and powerful mobile search program.

Mobile search is performance driven with advertising options such as pay-per-click, pay-per-call, pay-per-check-in and drive-to. It measures the behavior of consumers by tracking clicks, calls and check-ins, providing you the ability to make evidence-based decisions.

Mobile Search Generates Leads

- : On average, the mobile local search user accesses their application three to five times per month conducting six to 10 searches.
- : 50 percent of searches generate a direct call to the business.
- : 40 percent of inquiries regard a product or service; 49 percent inquire about business hours or location.
- : More than 66 percent of call inquiries are placed from the searcher's car.

Why Mobile Search?

- : Promotes your business to local customers
- : Delivers highly relevant lead generation
- : Reaches consumers who are requesting information during the critical final stages of the buying decision.
- : Drives quick, measurable ROI through an affordable advertising medium.
- : Renders only relevant information based on local search keyword and location.
- : Provides reporting that allows you to see exactly how many times your ad was clicked on, giving you the ability to make evidence-based decisions.

Why Marquette Group?

- : **Expertise** — We can help you understand where the real mobile opportunities lie and build a program to increase your exposure and drive traffic to your business. We can maximize your reach across mobile applications, search sites, platforms, devices, and carriers.
- : **Ease and Efficiency** — We can integrate the power of mobile into your advertising and leverage this new channel into your next generation of customers.
- : **Versatility** — We have the experience and tools to provide the best service. Based on your requirements, we offer off the shelf and custom solutions.

Mobile Search Frequently Asked Questions

Why should I purchase a mobile search product?

Consumers use their phone to search, locate and communicate with businesses like yours when they are ready to make a purchase. 45 percent of all retail transactions begin online and finish with an offline purchase.¹

How do I know that mobile search is right for my business?

Mobile search is a growing market and currently there is a large amount of inventory of ads available, which means your cost-per-lead can be very affordable. If you are looking to reach consumers effectively in your local markets, mobile search offers you a customizable and affordable solution with measurable results. Based on the locations you want to reach and your vertical, we can help discover your opportunities and build a program to maximize your exposure.

Why do I need mobile search if I already have other search advertising?

Mobile searches only occur on mobile devices; whereas search engine marketing appears on computers and laptops. The two products are powerful when combined: they allow you to reach consumers any time, whether they are using their cell phone in the car or sitting in front of their computer at home or in the office.

How is mobile search different from an online search program?

Traditional online search programs are not optimized for the mobile market, which means that your information may not appear on mobile devices. With a mobile search program, your ads appear as sponsored listings on search directories, search sites and applications.

¹ Forrester Report February 2009