

WHY MOBILE MATTERS TO YOUR BUSINESS

Small screen, big opportunity

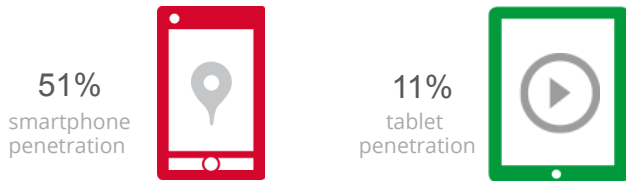


2013 IS THE YEAR, MOBILE QUERIES WILL TAKE OVER DESKTOP QUERIES

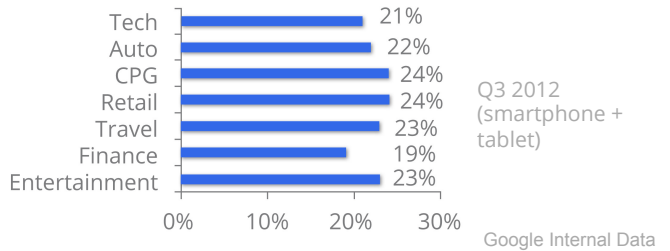
CONSUMERS EMBRACE MOBILE

SMARTPHONE & TABLET PENETRATION

Strong growth expected: 6.8m devices activated last year on Christmas day alone Flurry.com

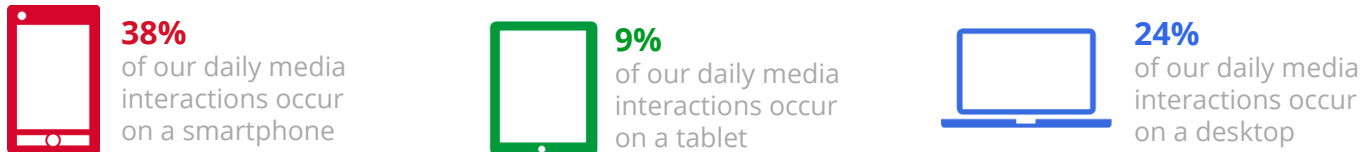


MOBILE % OF SEARCH QUERIES



SMARTPHONES & TABLETS PLAY KEY ROLE IN MULTI-SCREEN ENVIRONMENT

Device usage is context driven



Main use: communication **Main use: entertainment** **Main use: information**

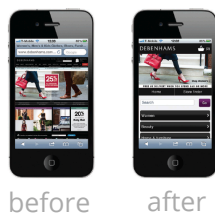
All devices are used for shopping. 67% start shopping on one device and finish on another. Search connects the screens.

Google/Ipsos 2012

GO MOBILE TO TAKE ADVANTAGE OF CONSUMER BEHAVIOUR

CREATE A MOBILE SITE

Debenhams **doubled conversion rates** for mobile users in UK with mobile-optimized site



BE OPEN 24/7 ON MOBILE

Benefit from 20% incremental searches

Take advantage of mobile now as CPCs are 50% (smartphones) to 25% (tablets) cheaper than desktop. Many advertisers have also seen higher CTRs & lower CPAs.

Google Internal Data

USE MOBILE SPECIFIC AD FORMATS TO DRIVE MOBILE CONVERSIONS

In addition to direct sales on mobile, mobile ads trigger in-store or cross-device conversions

