Mobile search is always on, happening on the go, at home and at work

77% of mobile searches occur at home or work; 17% on the go

Mobile searches are strongly tied to specific contexts

Shopping queries are 2x more likely to be in store

Mobile searches drive valuable outcomes for businesses

3 of 4 mobile searches trigger follow-up actions

Actions triggered by mobile search also happen very quickly

55% of conversions (store visit, phone call or purchase) happening within an hour

On average, each mobile search triggers nearly 2 follow-up actions

Product & shopping searches have a higher number of outcomes

Number of follow-up actions per mobile search

- Beauty: 3.56
- Auto: 2.52
- Travel: 2.20
- Food: 2.08
- Tech: 2.07

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