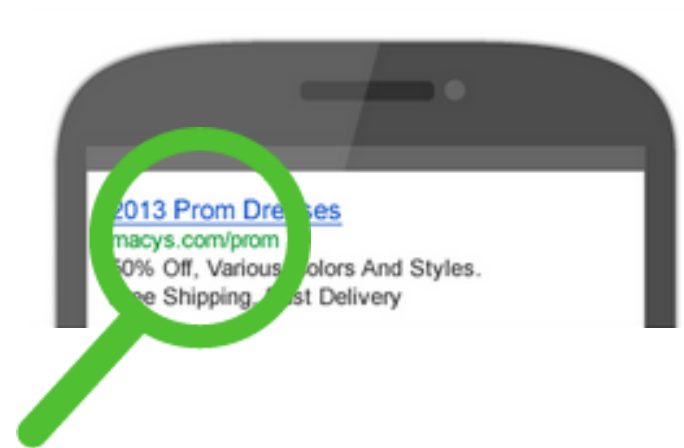


Reach people with Mobile Search Ads.

What are Mobile Search Ads?

- Mobile Search Ads are your AdWords ads modified especially for smartphones for optimal effectiveness.
- Use them to put your business in front of people as they use their phones throughout the day.
- Allow customers on the go to contact you by placing a call button on your mobile ads.
- Show special offers relevant to a customer's location or proximity to your store.



Why advertise on Mobile?

- Mobile users are searching for local information and are ready to take action.
- In addition to the ability to make phone calls, another unique aspect of mobile ads is that they leverage phones' location awareness.
- Mobile searches have grown by 400%* since 2010.
- 95%* of mobile searchers have looked for local information
- 50%* of mobile searches lead to a purchase.

Why advertise on Mobile?

When it comes to mobile advertising 'how' is now more important than 'why'.

To meet the needs of a growing market, Google have developed some great features to help you reach your mobile audience effectively:

- Connect your business with customers using "click to call".
- Drive local in-store traffic.
- Promote your mobile app.
- Engage with mobile shoppers.

Connecting businesses with customers using "click to call."

Call extensions

- Call extensions enhance ads with a phone number, allowing mobile customers to directly call a business from the mobile ad.
- With AdWords enhanced campaigns, you can schedule call extensions to appear only during your business hours when somebody is there to answer the phone.
- Google also offer the option to show ads with phone extension only.
- You decide how long a call should last before it is considered to be a conversion*.



Drive local in-store traffic.

Location extensions

- Bid more, or less for different locations or depending on your customers' proximity to your business.
- When coupled with call extensions, location extensions help to drive traffic and visits to your local business.
- Some advertisers value both phone calls and foot traffic to their stores. Location extensions extend normal text ads with both a phone number and a business address.
- Offer extensions are great for driving additional footfall, as your ads will show special offers to be redeemed in store. Schedule offer extensions to appear during a promotion or certain times of the week*.

Promote your mobile app

App extensions

- Let users download your app when they click on your ad.
- Promote downloads of your app on Google Search. Users searching for relevant queries can download your app directly.
- Google will automatically find and display the app icon registered in the iTunes App Store or the Android Marketplace.
- Monitor your ROI by tracking app downloads as conversions.

Engage with mobile shoppers.

- **Ad sitelinks**
Help mobile users navigate to relevant pages within your site.
- **Seller ratings extensions**
Display ratings gathered automatically from review sites.
- **Product extensions**
Allow mobile users to navigate directly to a purchase page.
- **Product listing ads***
Complement your mobile ads with the listings of your products.



Conclusion.

- More than ever, consumers have near-constant access to information from their mobile devices.
- Show your customized mobile ads to the right audience at the right time, for instance a time-sensitive offer on mobile during commuting hours.
- Across the global markets, 62% of people who've made a mobile purchase do so on a monthly basis*.
- Up to 30%** of searches have local intent – opportunity to increase footfall to bricks and mortar businesses.
- 34% of American made a purchase with their smartphone



Thank you.

If you have any queries or would like help setting up Mobile Search Ads please contact:

Account manager name Account manager email