TMP DIRECTIONAL MARKETING AND 15MILES:

BRIDGING THE GAP, FROM SEARCH TO SALES

LOCAL SEARCH USAGE STUDY

SEPTEMBER 2010

Objectives and Methodology

The objective of our annual study, commissioned through comScore, was to monitor the shifts in consumer behaviors, opinions and media selection within the framework of local search. Monitoring these shifts helps us understand how consumers use and value search engines, print and Internet Yellow Pages, local-search sites, emerging media and more.

Our study consisted of two components: survey results and observed online behavior. These two components help us determine if what consumers say about their search experiences are in line with how they actually search.

Survey Results

In July 2010, comScore administered this year's survey to online users of local-business search (survey sample was taken from comScore's proprietary panel of two million online consumers). For survey purposes, local-business search is defined as follows: "Local-business information includes details, such as the business name, phone number, address, hours of operation, specials, promotions, products carried, payment types accepted, etc."

After participants were emailed an invitation to take the online survey, which we structured to be completed in approximately 15 minutes, comScore collected over 4,000 completed responses. The results were grouped into three major site categories (see Table 1) over the course of Q3 2010.

IYP: Internet Yellow Pages (+/-2.7)	Local-Search Sites (+/-2.7)	General-Search Sites (+/-2.6)
Superpages	Google Local/Maps	Google
YP.COM	Yahoo! Local	Yahoo!
DexKnows.com	Bing Maps	MSN/Bing
Yellowbook.com	Citysearch	AOL
Yelp	City.Ask.com/Maps.Ask.com	Ask.com
Local.com	MapQuest	

Margin of error: all respondents (+/-1.5)
*These three groups, which are referenced throughout our study and this report, have been identified to show that consumers search differently online, depending on their search intentions and expectations.

Table 1. Categorization of Search Sites.

Observed Online Behaviors

We based our findings of online behaviors on a sample of one million consumers, who agreed to have their Internet searches monitored anonymously.

Executive Summary

During a breakout year in which total U.S. searches increased by 13.8 percent — from 21.9 billion a year ago (and, yes, Google still "owns" search) — Bing, Facebook and Twitter were just some of the major players to introduce enhanced local-search features. While search is undoubtedly increasing, the aforementioned enhancements indicate that the media landscape is evolving to the point that online search, mobile media and social networks are converging on local markets. As each platform crosses over into other arenas, search will continually become a convoluted, interlocking web.

As a marketer, you likely have many questions about how such changes are impacting search. On what media types should you focus to resonate with today's consumers? How do you make sense of consumers' changing behaviors across various media types? What impact do these search trends have on your bottom line? (The latter question is, perhaps, the most important.)

With so much research today focusing on where search happens, our focus is on where sales happen.

As in years past, our annual *Local Search Usage Study* demonstrates how consumers are inundated by media choices when researching, searching and purchasing (collectively referred to as the purchase process). Each year, we see progressive shifts in how interactive media is not only altering search, but also how it is bridging generational gaps. As search evolves, more age groups are falling into the e-age of adopt and adapt, and overall media selections are changing, as a result.

You'll find that as parameters for consumer groups become more relaxed or compromised, digital acceptance is spanning generations, from teenagers to parents and even grandparents. In other words, the cross-demographic adoption of digital media is creating a new generation of searchers/consumers. This generation, which will be referenced as "Generation Now" (hereafter referred to as "Gen Now") in this report, consists of search-savvy consumers in all age groups, who possess a keen ability to keep up with technology and to adapt if new channels meet their needs faster. They have the world at their fingertips, are fluent in search and know how to access information in a timely fashion (in fact, they demand it). Put simply, they expect relevant search results — now.

To effectively reach Gen Now, the key is to develop and optimize a complete search presence so that you can be found where consumers live, work and shop: within their local markets. As you'll learn in this report, local markets (and your search presence within them) bridge the gap, from search to sales. In fact, a majority of consumers prefer to shop within 15 miles of their homes or places of employment.

A local strategy is something that marketers can no longer afford to overlook. To help you bridge the gap between your business and where sales happen, our annual study breaks down year-over-year search totals, so you can see how media is influencing search patterns. Such patterns include how your potential customers are spending their time and where they are migrating.

By measuring several key aspects of consumer trends — behaviors and decisions — we uncover the insights necessary to influence marketers' search strategies. Here are the major findings highlighted in this year's report:

- **Trend 1: Online search is the preferred method for information about local businesses.**

  The Internet has altered how consumers find the information necessary to make informed purchase decisions, and it continues to be the most-effective medium in the lives of consumers.

  The majority of local-business searches are conducted online, with 70 percent of consumers citing online sites as their primary sources. That is up seven percentage points from 2009. Furthermore, more than half of local-business searchers spend the majority of their time searching online.

- **Trend 2: Search engines are most popular, but they're not growing as fast as other media.**

  With the introduction of mobile and social media, search engines have been tested, yet they stand resolute as the preferred choice among consumers.

  While search engines comprise more than 60 percent of the online-search market share, non-search engines' (e.g., social networks, mobile media, online directories, etc.) 22-percent surge is outperforming search engines' nine-percent growth since 2009.

- **Trend 3: Local searchers possess more potential in terms of post-search activities.**

  Local searchers are more apt to buy.

  To understand how consumers search and purchase over time is to better grasp how to bridge the gap, from search to sales. More sales happen among local searchers looking for nearby businesses: Following their online searches, local searchers are more likely than general searchers to contact businesses or to purchase from them.

- **Trend 4: An incomplete search presence won't complete the sale.**

  Consumers tend to be savvy searchers, but that only goes so far, as businesses must proactively develop a comprehensive search presence with essential information.

  In the absence of successful searches, one of three consumers abandon their searches altogether. One cause of this is the information provided about local businesses. In fact, 17 percent are dissatisfied with the information provided when searching for local businesses online or via mobile devices. The most-common reason for being dissatisfied is the inability to find the desired businesses.

- **Trend 5: To develop a complete search presence, local businesses must consider every avenue.**

  There are many paths to achieve a local-search presence, yet one, ultimate goal: increased sales. For best results, consider every possible avenue on which your customers are traveling.

  IYP sites fell to only 32 percent share of local searches, while local sites (e.g., Citysearch, MapQuest, etc.) now claim two-thirds of local searches. Thanks to Google Maps and Bing Maps' continued expansion, local sites' year-over-year growth increased from 51 percent to 68 percent.

- **Trend 6: Print is declining, but it still holds value for today's consumers.**

  Although traditional channels like print Yellow Pages have dropped in usage as primary sources of business information, usage and value as secondary sources remain strong.

  Even print Yellow Pages are holding their ground as a secondary source for business information (ranked second behind search engines). As in years past, this data supports the trend that consumers research online, then go offline to contact or visit businesses.

- **Trend 7: With emerging media on the rise, a diverse media mix must now include social and mobile marketing.**

  A savvy searcher adopts the latest technology; a savvy marketer follows suit.

  In the quest for local-business information, more age groups are adopting social and mobile media. In fact, our study revealed double-digit growth in usage, particularly due to smart-phone adoption and the burgeoning popularity of ratings and reviews.

  Furthermore, the rising popularity of the mobile browser and mobile apps makes social networking easier via mobile phones, meaning social and mobile overlap to some degree. Not only are more consumers engaging with new media, users are also demonstrating a higher propensity to contact businesses and/or purchase from them after conducting online searches.

What a Difference a Year Makes: Search Growth in the U.S.

While overall searches in the U.S. increased almost 14 percent over 2009, search totals were driven by:

- Intensity growth of five percent (114 searches per consumer), which is attributed mostly to “heavy searchers” (defined by the top 20 percent of searchers) whose intensity is up seven percent.
- An increasing U.S. searcher base of 217.8 million (June 2010).

Similar to total U.S. searches, IYP/local searches surged 14 percent. Meanwhile, local queries on general-search sites (i.e., local-portal search) lagged behind at six-percent improvement. Both figures demonstrate a rather steady trend over the past year. In both categories, Google Maps/Google built upon its lead, with market shares of 41 and 45 percent, respectively. Furthermore, enhancements to Bing Maps pushed Microsoft’s IYP/local market share up by seven points. In fact, Bing Maps (along with enhancements to Google Maps) is highly responsible for local sites now claiming two-thirds of IYP/local searches.

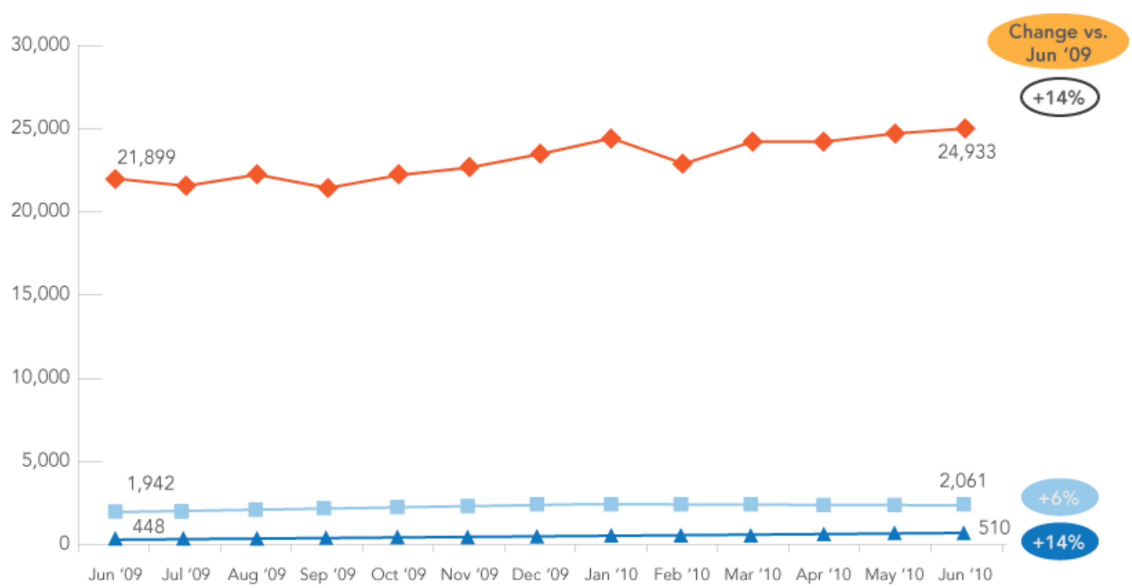


Table 2. U.S. Search Growth.

As previously mentioned, non-search engines are outperforming search engines in terms of growth. Among search engines, Google, Yahoo!, Ask.com and Microsoft (i.e., MSN, Bing) are on the rise, with the most notable changes from Microsoft (up 77 percent). AOL is the only general-search site studied that experienced a decrease in usage (down 14 percent). Non-search engines demonstrated strong year-over-year search growth, fueled mainly by Facebook (up 210 percent) and Amazon (up 46 percent).

These numbers prove that local search has become the industry's focus, as major players have all turned their attention to enhancing their local products: Bing Maps, Google Maps and Places, and more. Undoubtedly, the local-search market share has been altered. Even non-search engines, such as social networks coupled with mobile penetration, continued their push into the local-search landscape, particularly with the launch of Facebook Places and Twitter Places. Expect more platforms to enhance their local solutions in the coming year, painting a bright future for online and mobile search and an uncertain forecast for traditional channels.

Key takeaway: Develop your search presence across various online platforms, from general search to social media. Failure to do so could result in missing a major segment of your target consumers. Obviously, data supports the fact that consumers are searching with added frequency, but being unable to find you when (and where) it matters most could spell additional sales for your competition.

Primary and Secondary Sources of Local-Business Information

We've said it before, and we'll say it again: Today's consumers, or your potential customers, are scattered across various sources, from traditional to interactive media. With so many media sources available, marketing in the twenty-first century has inundated Gen Now with information overload, which is why a majority of messages go ignored. The ability to choose the messaging they want to receive means consumers have more control of content than ever before. All this has led to a fundamental shift in marketing: Consumers do not want to be advertised to; they want to be advised.

For instance, the marketing shift has ushered in a growing importance on ratings, reviews and social networks, where peers are freely exchanging their opinions and are influencing purchase decisions. Emerging media, such as social and mobile, is affecting what consumers consult first in their quest for business information. That means that as these trends continue to grow in importance and as they rise to the forefront of search, marketers must rethink how to reach Gen Now.

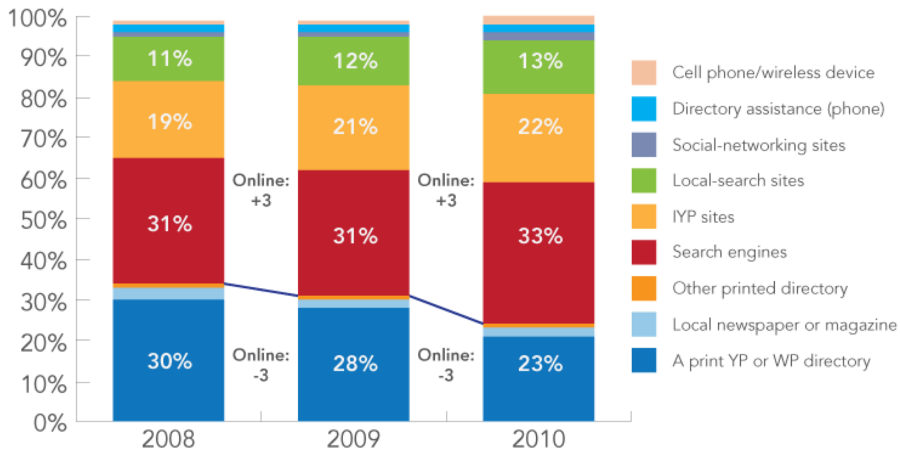


Table 3. Primary Source of Local-Business Information.

Despite the rise of social networks and mobile media, there is no all-in-one solution for targeting Gen Now. As in previous years, our study supports the pattern that consumers continue to be scattered.

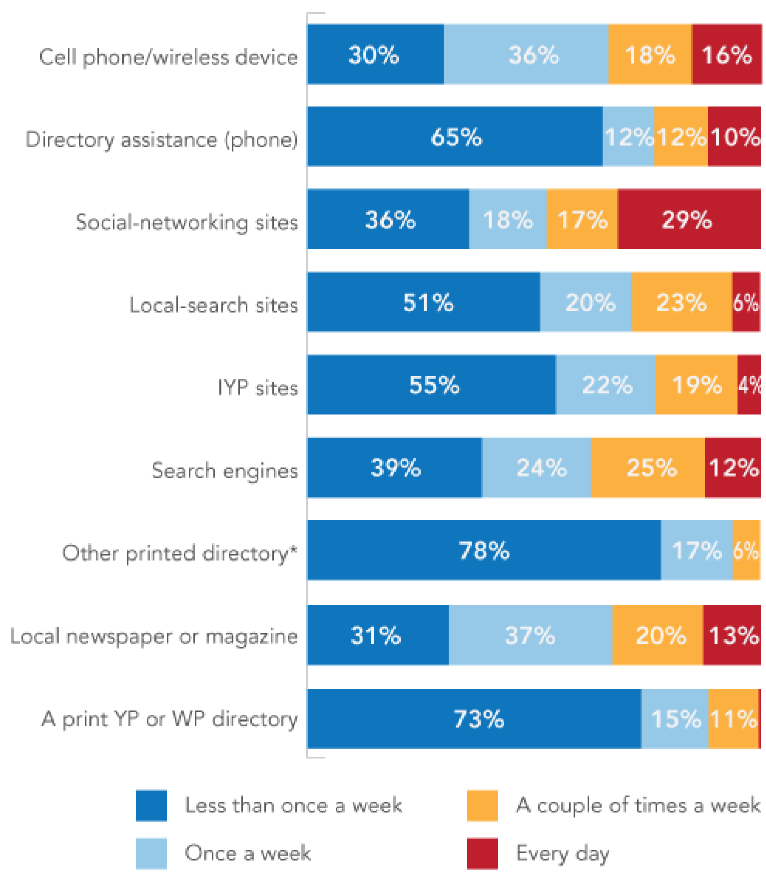
As the local space continues to heat up, more consumers in 2010 are consulting search engines (up two percent), mobile media (up two percent) and local-search sites (up one percent) as primary sources for business information (see Table 3).

The news for print publishers is mixed: Nine out of 10 consumers still believe that print directories are valuable sources of shopping information, and 80 percent of searchers still own print directories (12 percent never use the print directories that they own). While a sizeable portion use Yellow Pages directories as primary sources of local-business information, the number has decreased from 28 percent in 2009 to 23 percent in 2010 (but still second overall)

The forecast for the print industry will continue to be affected by the following:

- More states are passing legislation to allow consumers the ability to opt out of receiving print directories. In fact, seven of 10 business searchers believe that they should be able to do so.
- Print directories are primary sources among older generations. As younger demographics continue to outnumber older searchers, offline search could continually decline.
- With the introduction of IYP sites, the Yellow Pages have found a way to stay relevant in a marketplace shifting more toward digital media. Usage of IYP as a primary source is up, from 21 percent last year to 22 percent this year.

While print media as a primary, stand-alone source has slowed, its use as a secondary, complementary source remains strong. In fact, print ranks second behind search engines as the most-used secondary source. And when combining percentages for both primary and secondary sources, print holds its second position. As proof that print media is more effective when combined with other media, 44 percent of those who consult search engines use print directories as secondary sources, compared to 52 percent for IYP sites, 42 percent for directory assistance and 38 percent for local-search sites.



*Small sample

Table 4. Frequency of Use.

Here's a brief list of other noteworthy primary-secondary combinations:

Search engine (primary), then:

- IYP: 38%
- Local-search site: 38%

Local-search site (primary), then:

- Search engine: 48%
- IYP: 40%
- None: 14%

Directory assistance (primary), then:

- Search engine: 33%
- IYP: 41%
- Local-search site: 38%
- None: 13

Social network (primary), then:

- Search engine: 57%
- IYP: 36%
- Local-search site: 30%
- Directory assistance: 27%
- None: 11%

Mobile device (primary), then:

- Search engine: 45%
- IYP: 35%
- Local-search site: 36%
- Directory assistance: 26%

IYP (primary), then:

- Search engine: 41%
- Local-search site: 31%

Of all the search options available, Gen Now is most engaged with interactive media when searching for local-business information. Sixty-four percent use social networks once a week or more, and 70 percent of mobile users utilize their devices once a week or more. Both platforms outperformed search engines (61 percent) and local-search sites (49 percent). Print users are the least engaged with the medium; only 27 percent use it once a week or more (see Table 4).

Key takeaway: For a truly effective search strategy, diversify your portfolio to include a cross-platform mix of media sources, including print directories and emerging media. Consumers are scattered, so scatter your messaging through a comprehensive search presence.

Social: The New Search

Our study concludes that Gen Now is flocking to social-networking sites for local-business information. Of the online social networks, Facebook is king with a 93-percent usage rate. To find local-business information on social sites, a majority (56 percent) visit companies' pages, and 55 percent seek peer referrals and recommendations through their online networks. After securing peer referrals, nearly three-quarters are likely to use the local businesses recommended.

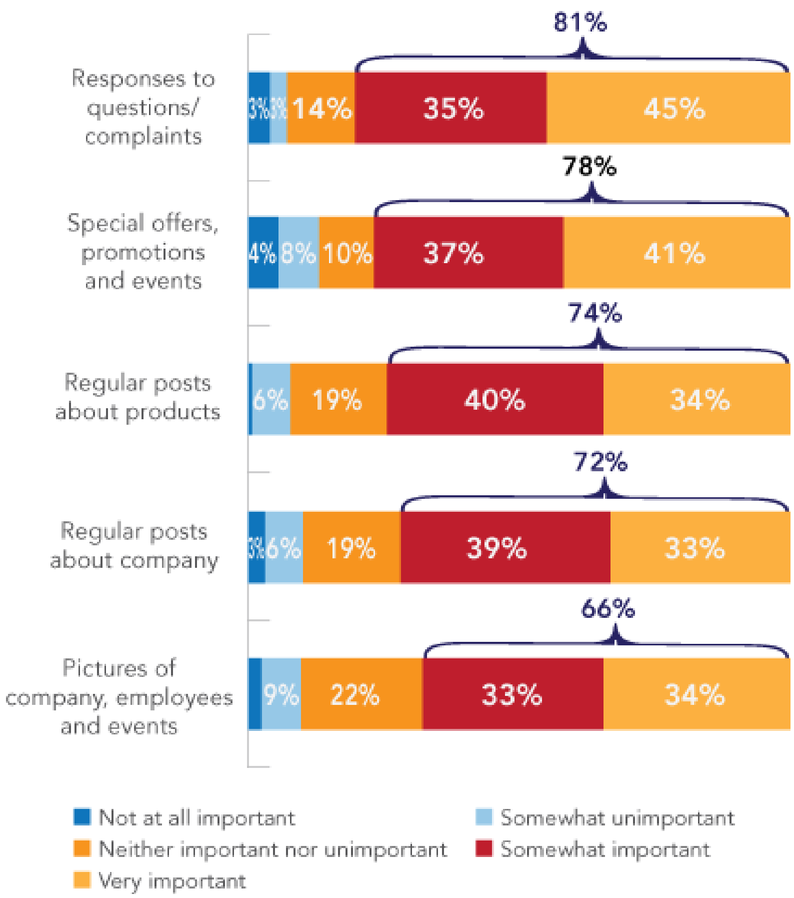


Table 5. Importance of Local-Business Information Offered on Social Sites.

If consumers can find the brands they're seeking on social sites, the payoff is positive for business: Sixty-nine percent of consumers are more likely to use a local business if it has information available on a social-networking site. Data like this will continue to impact the industry, demonstrating that the market is changing. Social media, once considered a fad, is now becoming a standard part of consumers' daily living and businesses' marketing plans. Companies that have remained hesitant to join the social revolution or to embrace the social buzz are finding it increasingly important to make their brands socially acceptable.

Social media offers companies a unique opportunity to actively participate in the conversations surrounding their brands. Our research shows that active participation is key: Eighty-one percent of social networkers believe that it is important for local businesses to respond to questions and complaints on social sites. Furthermore, establishing a social-networking page just to have one is considered a poor practice, as social networkers demand a variety of information from businesses:

- Seventy-eight percent want special offers, promotions and information about events.
- Seventy-four percent place importance on regular posts about products.
- Seventy-two percent value regular posts about companies.
- Sixty-six percent want company photos.

Key takeaway: Target consumers where they are actively gathering and conversing. But don't just dive in; participate. That's because social media is more about conversations and engagement than it is about campaigns. Use it to foster a positive brand reputation by regularly interacting with consumers and by responding to feedback, both negative and positive. Furthermore, monitoring ratings and reviews can assist in enhancing current products/services and departmental issues affecting brand reputation. The connections you make will reap rewards, as consumers spread your messaging and reputation virally.

What's Intent Got to Do With It?

Fact: Consumers engage in different types of searches at various stages of the purchase cycle. Their searches primarily consist of gathering research about the products/services that meet their needs, as well as finding local businesses that carry those products/services. Without understanding search intentions, businesses may find it difficult to effectively target potential customers with the proper information on the appropriate platforms.

Holding true to last year's study, Gen Now researches online early in the purchase process to discover the products/services that will fulfill needs. From there, consumers use offline search to find particular businesses — in and around their local areas — from which to buy the products/services that they identified through their online research. In fact, a majority of consumers (64 percent) expect a business' distance to be within 15 miles.

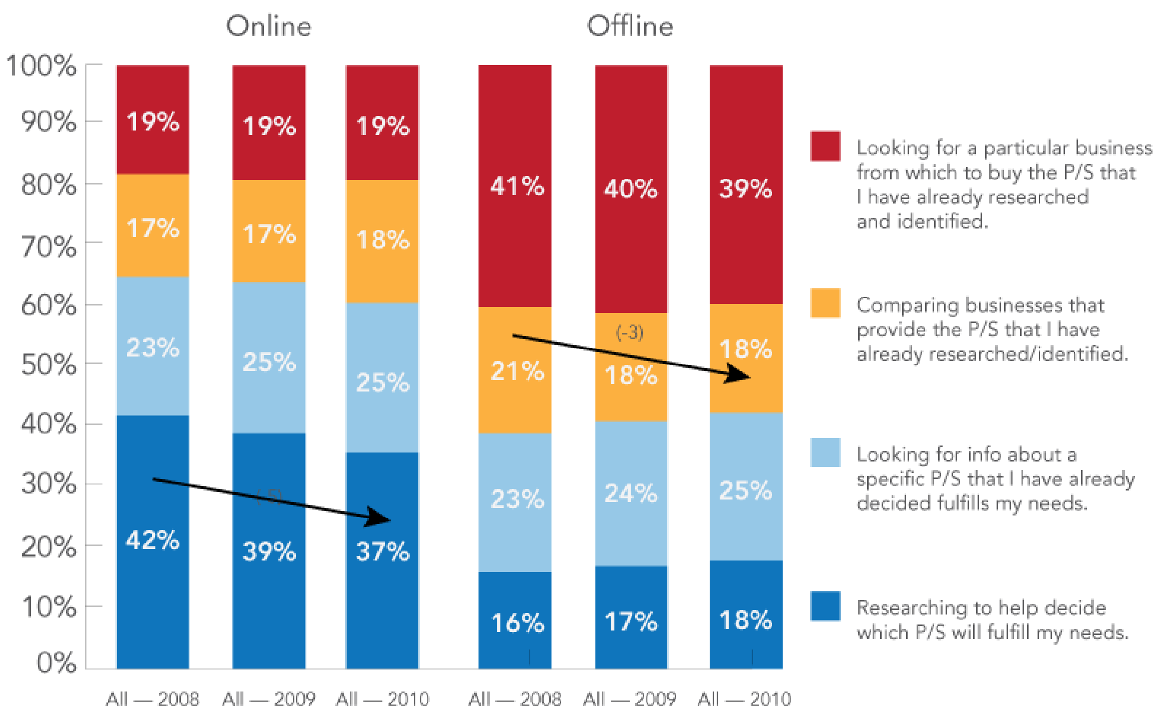


Table 6. Online Versus Offline Search Intent.

Did you know that 45 percent of consumers don't have specific businesses in mind when conducting local searches? In fact, more local-business searchers overall are beginning with general terms in their search queries, rather than categorical or business-name terms. They have products/services in mind, but they aren't sure where to purchase. That's a huge untapped market bursting with potential. If brands can optimize their local presence, the door is open for them to enter the consumer psyche during the research and search phases of the purchase process. The inability to be found equates to missed leads and, worse yet, sales.

On the other hand, social and mobile users are more likely to search with specific businesses in mind (56 percent and 60 percent, respectively). That makes sense considering social networks lack sophisticated general-search functionality, meaning users typically know beforehand the names of the brands they wish to follow. Also, mobile users are already outside their homes, looking for nearby businesses to fulfill their immediate needs. In other words, mobile users are serious about purchasing. As expected, social and mobile users are less likely to search offline for local businesses.

Gen Now searches with different goals in mind. Listed below are some reasons for differences in search intent:

- More than one-third of local-business searchers go online because it simplifies product/service comparisons. Less than one-third do the same regarding business comparisons.
- Compared to 52 percent of mobile users, 42 percent of local-business searchers go online because more options are available.
- Social networkers are more likely to use the Internet for research, not purchasing. They're also more concerned about speaking with people offline before purchasing.

Key takeaway: The purchase process consists of many stages, but marketers must be aware that most consumers search without specific brands in mind. Provide optimized and accurate information so that you appear early in the research/search phases and so that consumers can easily find you offline.

Great Expectations

Increasingly, savvy searchers understand how to get the information they need — now. Here, we'll analyze how search intentions (see previous page) drive consumer expectations, which, in turn, affect the types (and how frequently the types) of search portals are used. For the purpose of this study, we assessed search expectations among general, local, IYP, mobile and social searchers.

General searchers are more likely than local and IYP searchers to have the goal of researching products and services online. Forty-eight percent of general searchers look for business websites, while local searchers expect driving directions and maps (thanks, in large part, to Google Maps and Bing Maps). Phone numbers, addresses and hours of operation remain the top features that local-business searchers expect to find, particularly on IYP sites.

Social networkers and mobile users have similar expectations relative to one another, and these expectations are more drastic compared to local-business searchers in general. For example, mobile users expect a business' distance more than their fellow searchers. They also look for phone numbers, addresses, driving directions, maps and hours of operation more than social networkers. But both mobile and social users regard consumer ratings and reviews most highly of all searchers.

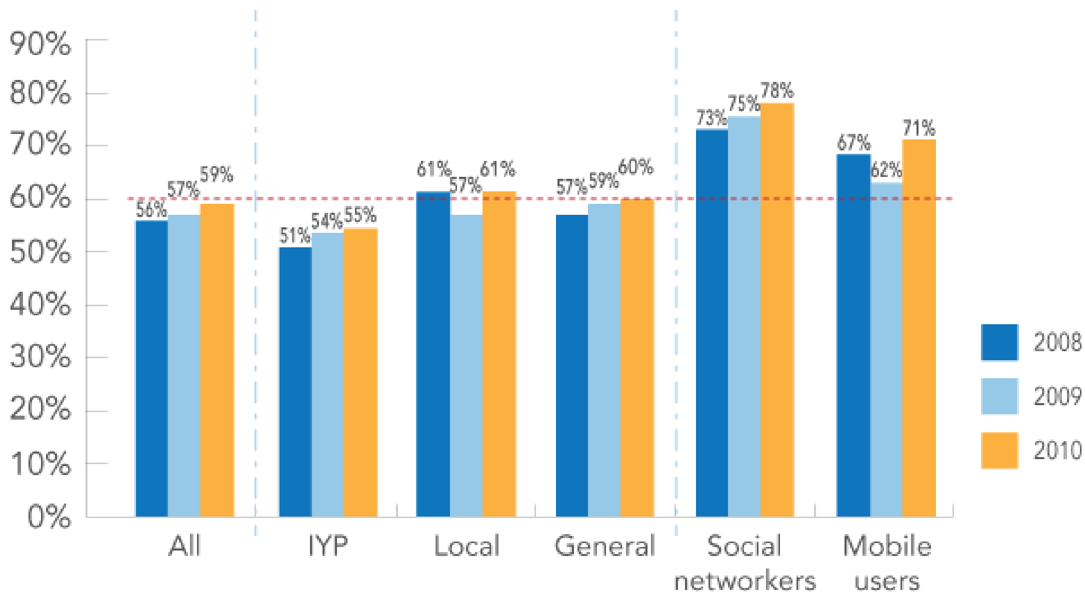


Table 7. Importance of Ratings and Reviews.

In fact, 78 percent of social networkers (a three-percent increase over 2009) and 71 percent of mobile users (plus nine percent over 2009) consider consumer ratings and reviews important in making their purchase selections. In addition to regarding their importance, social and mobile users are more likely to write reviews (38 percent and 39 percent, respectively), as more than 40 percent have submitted two to five in the past 30 days. Of those who haven't submitted reviews, most have at least considered it.

With the rise of social networks and mobile media, Gen Now is quickly adopting the latest technologies and adapting their search behaviors accordingly. As more consumers go to mobile and social media to search, brands need to be there. With the recent launch of Facebook Places and Twitter Places, businesses can claim their listings in local markets — proof that social media is moving into local search. But if consumers cannot find businesses on their preferred search platforms, they become dissatisfied. In fact, leading causes of consumers' dissatisfaction are as follows:

- Forty-six percent of social users are unhappy because they can't find the businesses they want (36 percent of mobile users).
- About one-fourth each of social and mobile users are dissatisfied because of incorrect business information.
- About 33 percent each of social and mobile users complain that the search for local businesses is too lengthy.

Key takeaway: Consumers have expectations over the type of results that they'll get when researching and searching for business information. As search becomes more sophisticated, such expectations will affect how and where consumers search. The keys are to be where consumers are actively searching (develop a presence) and to provide accurate listings/information for a satisfactory search experience.

Oooh, Pick Me!: How Consumers Arrive at Purchase Selection

Between the early phase of online research and the final stage of offline purchasing, what triggers the consumer to pick one business over another? While search behaviors, intent and expectations vary across different search platforms, one factor remains consistent in shaping purchase selection: business location.

As was the case last year, business location is the top selection criterion among local-business searchers online. Business location is followed closely by business familiarity. Other factors influencing purchase selection include:

- First business listings in search results.
- Consumer ratings and reviews online.
- Ads in print Yellow Pages.

Breaking this down by type of search site, IYP users are most likely to make a selection based on business location (up two percent over 2009) and familiarity (down one percent from 2009). Compared to 37 percent for IYP users, 35 percent of local-site users and 32 percent of general searchers look first to business location.

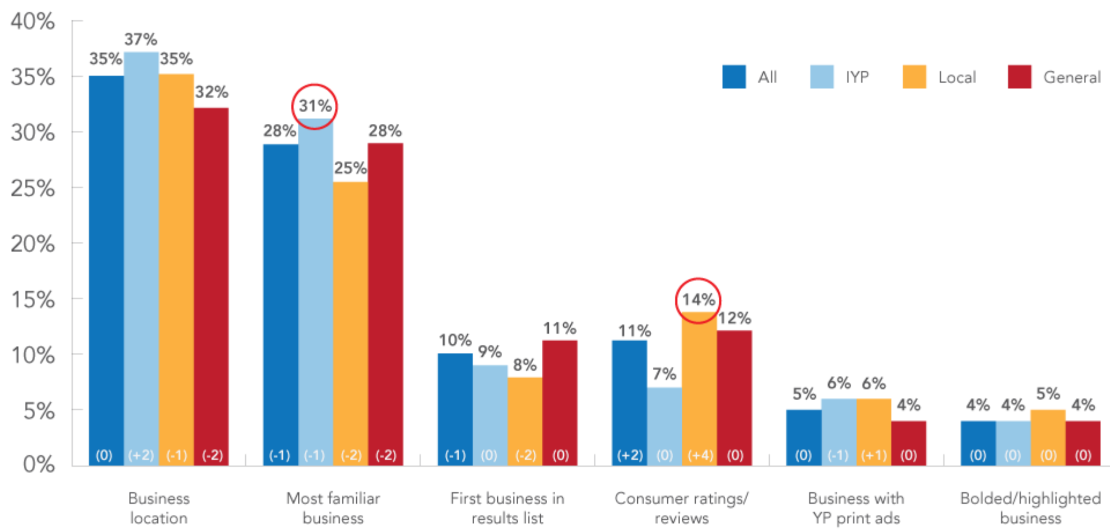


Table 8. Selection Criteria.

Business location topped the list of criteria for social and mobile users, as well (29 percent and 32 percent, respectively). This, too, was followed closely by business familiarity. In fact, social users ranked business familiarity four points higher than a year ago.

When considering business location, a majority of consumers (64 percent) expect the distance to be within 15 miles, with more consumers than last year ranking in the "1–5 miles" category.

In addition to location, local-site users are most likely to use consumer ratings and reviews, increasing from 10 percent in 2009 to 14 percent in 2010 (the highest growth in this category); meanwhile, IYP and general-site searchers in this category remained constant year over year.

Key takeaway: As the local-search industry continues to boom, consumers will demand improved search results with added relevance for their lives. Not only does Gen Now want information faster, it wants information that's closer to home. Within 15 miles of the consumer home or place of work is where sales happen. The time is now to start bridging the gap between your franchisees and local customers.

Search: What's Next?

Without this section, there are no leads or sales. Everything we have presented thus far has culminated in this key area of research: post-search activity. After all, what consumers do after searching is the main ingredient for growing your business and boosting your return on investment.

This year's data indicates that a majority of searchers contact at least one business, with only 21 percent not making any form of contact at all. Of that percentage, IYP users are more likely than local or general searchers to do so, with 87 percent contacting one or more businesses. Also, mobile users are more likely than social networkers to make contact, as 84 percent reached out to at least one local business.

While 92 percent of IYP, local and general users overall indicated successful searches (more respondents listed themselves as "extremely satisfied" this year versus 2009, as well as being more likely to return to the search sites used), 30 percent of local-business searchers with unsuccessful searches give up altogether (general-search users ranked highest among those most likely to abandon their searches). At the same time, that means 70 percent continue searching for more information until they receive the desired results. Follow-up tactics include consulting directory assistance and print directories, as well as using alternate keywords and sites. In fact, this year marked three notable shifts in additional offline and online research: print directories (an 18-percent increase compared to 2009), comparison-shopping sites (up six percent) and social networks (seven-percent growth).

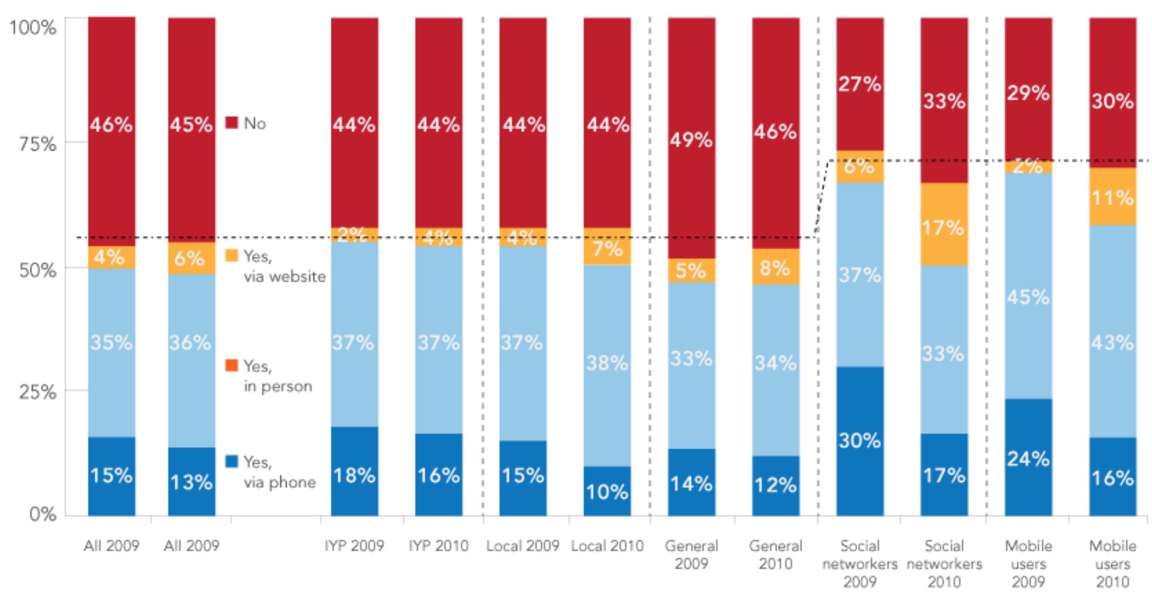


Table 9. Purchase Activity.

Social networkers are less likely than mobile users to stop searching if their first attempt fails (20 percent and 32 percent, respectively). That's because they're more likely to change search sites or to choose a search result anyway. Of the two groups, mobile users are less likely to consult print directories (11 percent) and additional search sites (23 percent).

Assuming that their searches prove successful, consumers react in various ways. But searchers across all categories share one thing in common: They research online, but they make contact offline. As digital as consumers have become, they still prefer to see and feel the products they intend to purchase, and they still value the personal contact of sales associates — something that only offline behaviors can provide.

That is proven by the fact that only nine percent of searchers contact businesses online, whereas 38 percent use the telephone and 36 percent make in-store visits. IYP searchers (49 percent) are the most likely to contact businesses via telephone. Local-site users (42 percent) are more likely to physically visit businesses than IYP (32 percent) and general searchers (35 percent). Furthermore, the number of mobile and social users making online contact declined year over year, from 11 percent in 2009 to nine percent in 2010. Collectively, 38 percent of mobile/social users contact businesses via phone, and 36 percent do so via in-store visits.

When searchers (overall) pinpoint the local businesses that carry the products/services they need, about half make purchases via websites, telephones and physical storefronts. Seventy percent of mobile users purchase, compared to 67 percent for social networkers. See Table 9.

Key takeaway: With sales as the final goal, your search presence is ultimately about driving a response, whether you seek phone calls, in-store visits or even online requests. To bridge the gap, from search to sales, your search presence must be complete with the information consumers need to make transactions.

The Year of Mobile

As proof that consumers are becoming savvier searchers, mobile and social media weren't even mentioned on our list of influential search platforms four years ago. Fast forward to this year's data, and we are seeing signs of searchers adapting to changes in technology, thus enabling them to get the information they demand with quickness and ease. As Gen Now continues to adopt the latest search platforms to harvest relevant information, emerging media, such as mobile devices, will soon morph into standard methods of searching. Let's analyze the mobile trends for 2010.

As of June 2010, 46.5 million mobile subscribers have accessed local-mobile content, a 36-percent increase over 2010:

- 29.2 million have used mobile browsers (up 35 percent year over year).
- 22 million have accessed content via apps (plus 61 percent year over year).
- 11.7 million have utilized SMS (up 22 percent year over year).

Of the mobile users surveyed, 39 percent (overall) research local businesses via the mobile Internet and/or mobile apps. Fifty-nine percent of smart-phone owners do the same, making them three-times more likely than feature-phone owners to conduct this type of search. Also, five times more smart-phone than feature-phone owners use localized phone apps, such as Yelp and YP.COM.

Separating actual usage from preferred methods of mobile search, smart-phone owners reinforce search patterns: They have a 20-percent higher preference than feature-phone owners for researching local businesses via Internet browsers or apps; 34 percent of feature-phone owners favor calling directory assistance versus 16 percent of smart-phone owners. In both categories, texting remains a low priority for searching/researching local businesses. Overall, 79 percent of mobile users are either "extremely satisfied" or "somewhat satisfied" with online directories (second only to online searchers).

Because smart-phone owners are more likely to search via their phones, they outranked owners of standard, Internet-capable cell phones — who favor calling directory assistance (411 is the preferred provider at 61 percent) and texting — in the following categories:

- Need information while on the go.
- Find the needed information more quickly via mobile phone.
- Easy to find the needed information via mobile phone.
- More opportunities to find the information via mobile phone.
- Usage of mobile phone is less expensive than other methods.
- Find more-complete information via mobile phone.

Overall, mobile phones are used most frequently in the beginning stages of the search cycle (39 percent). At the same time, smart-phone owners (27 percent) are more likely than feature-phone owners (15 percent) to use their devices throughout the entire search process. Of the 27 percent, 36 percent use their mobile phones to search for local-business information 50 percent of the time or more.

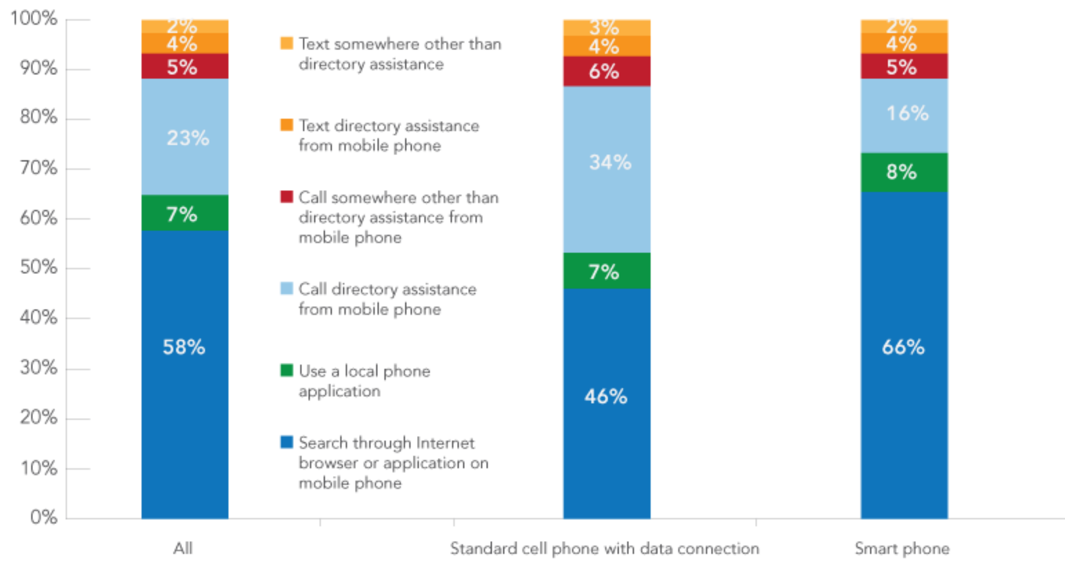


Table 10. Preferred Methods of Mobile Search.

Key takeaway: When mobile media first entered the search arena, it crawled. Today, it's sprinting. Fast becoming a staple of search, mobile has shed the cloak of emerging media. While mobile isn't a stand-alone solution to your search presence or strategy, it's a critical component to adopt into your marketing mix moving forward. As a complementary solution, mobile media can connect your brand with local consumers who are on the go.

Conclusion: Reaching Gen Now

The purchase cycle doesn't end with search. The ultimate goal is increased sales. So how do you bridge the gap, from search to sales?

Search is more than the ability to be found by consumers; at its core, search is really about driving a response. Most likely, that means calls, clicks or in-store visits that convert into sales. But with all the changes in the industry, particularly the advent of interactive media, the landscape has become less transparent and more diverse, which poses new challenges for today's marketers.

For example, Gen Now is overrun by choices, and the oversaturation of the marketplace has hardened consumers to most advertising. Searching on their terms, Gen Now demands instant gratification in the form of relevant search results now. Search has even gone mobile to appease the demands of on-the-go consumers.

As digital technology has given consumers more platforms for their search arsenals, the use of single channels is a thing of the past. No longer confined by media, consumers — young and old — are using whatever methods necessary to search and purchase. Once defined by demographic differences, search behaviors now span generations. Yes, search is transcending traditional norms and is crossing age lines to cloudy common conceptions of search: Even senior citizens are breaking barriers by being among the quickest to adopt new media.

At first glance, it would seem that marketers stand little chance at catching searchers' eyes in a fast-paced, diverse, consumer-controlled environment. But as media-savvy Gen Now quickly adopts and adapts, you can combat the migration by following suit. To reach Gen Now, go where your target consumers are migrating.

Now more than ever, marketers must stay current with the ever-evolving search experience — from offline to online and mobile media — as well as implement smarter search tactics to survive in today's diverse media landscape. Failure to reciprocate consumers' changing search behaviors gives your competitors a leg up, as your bottom line quickly morphs into a flat line. As Table 11 highlights, Gen Now is scattered and search savvy, making it imperative for you to scatter your messaging via:

- An optimized organic ranking.
- Pay-per-click ads.
- A user-friendly website.
- A local-listings-management tool.
- A social-networking presence.
- A mobile website and/or app.
- Directory assistance.
- Listings on local-search and IYP sites.

This collection of marketing tactics underscores the idea to balance a national brand presence with local-market awareness. If you're not doing what is necessary for consumers to easily find you at both national and local levels, you are distancing yourself by creating a disconnect. Gen Now does not tolerate a poor search experience — inadequate business information or a lack of a search presence altogether. Equate it to not having a storefront sign for your local business; the sign attracts attention, peaks interest and stands as a marker of your business' presence. Without it, pedestrians and motorists alike will not find you. If they can't find you, how will you drive sales?

Age	18–24	25–34	35–44	45–54	55–65	65+
A print Yellow Pages or White Pages directory	9%	12%	20%	27%	43%	43%
Local newspaper or magazine	2%	1%	2%	2%	3%	3%
Other printed directory (community directory, university directory, etc.)	0%	1%	1%	1%	1%	1%
Directory assistance (phone)	3%	2%	2%	2%	2%	2%
Your cell phone or other wireless device (PDA)	3%	7%	3%	2%	1%	0%
Search engines (Google, Yahoo!, MSN, etc.)	45%	36%	35%	29%	25%	22%
Internet Yellow Pages sites (YP.COM, Superpages.com, Yellowbook.com, etc.)	15%	23%	24%	21%	21%	16%
Local-search sites (Google Maps, Yahoo! Local, etc.)	15%	14%	11%	14%	11%	11%
Social-networking sites (MySpace, Facebook, etc.)	6%	4%	2%	1%	0%	0%
Other	2%	0%	1%	1%	1%	0%

Table 11. Primary Source of Local-Business Information by Age.

Your entire search presence must point the consumer toward the desired outcome — the sale. Do what works for you, but, moreover, do what works for the consumer, always striving to enhance the search experience. As you begin planning your budget for 2011 and beyond, implementing local and digital media will help you bridge the gap, from search to sales.

Thankfully, the entire industry has begun to place a greater importance on local search. Technology has become more sophisticated to enable advanced searching — with relevant results — at the local level. As our study indicates, more consumers are emphasizing business distance; they still prefer to shop locally where they can physically experience the products and services they need. And while the Internet has changed search, Gen Now still follows up its online searching with offline behaviors.

What does this mean for you, the marketer? To bridge the gap, you must help consumers find you in their local markets, where sales happen.

About Us

TMP Directional Marketing | 15miles

From the first Yellow Pages advertisement to comprehensive local-search-marketing strategies, TMP Directional Marketing (TMPDM) is an experienced leader in the industry. In 1967, our agency was the first to recognize the potential of Yellow Pages advertising. In the 1990s, we were the first to develop interactive-advertising solutions, due to our affiliation with Monster Worldwide. Today, we are the largest local-search agency, working in tandem with our interactive-services division 15miles to offer online-, offline- and mobile-search solutions. Our clientele consists of top national brands and more than 100 of the *Fortune* 500 companies, who rely on us to position their brands at the forefront of consumer searches through print advertising, Internet Yellow Pages, social media, and mobile and search-engine marketing.

Headquartered in New York City, we apply the advantage of national scope and the personalization of local perspective to our integrated marketing campaigns. Over the years, we've built an industry, underscored by our understanding of local-search marketing better than any other agency.

comScore, Inc.

A global leader in measuring the digital world, comScore, Inc. (NASDAQ: SCOR) bases its findings on a global cross section of more than two million consumers who give consent to have their browsing and transaction behaviors (e.g., online and offline purchasing) monitored confidentially. Panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures a broad spectrum of behaviors and attitudes. Its analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior returns on investment. For more information, visit comScore.com.

Citation
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Contact
For more information about our annual study or our comprehensive marketing services, please contact us at **866-738-4127,** or visit us online at **tmpdm.com** or **15miles.com**.