



## The Time for Mobile is now

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Digital life

Physical life





# The potential of mobile











htc  
quietly brilliant

**\$99<sup>99</sup>** ea  
After Instant Savings

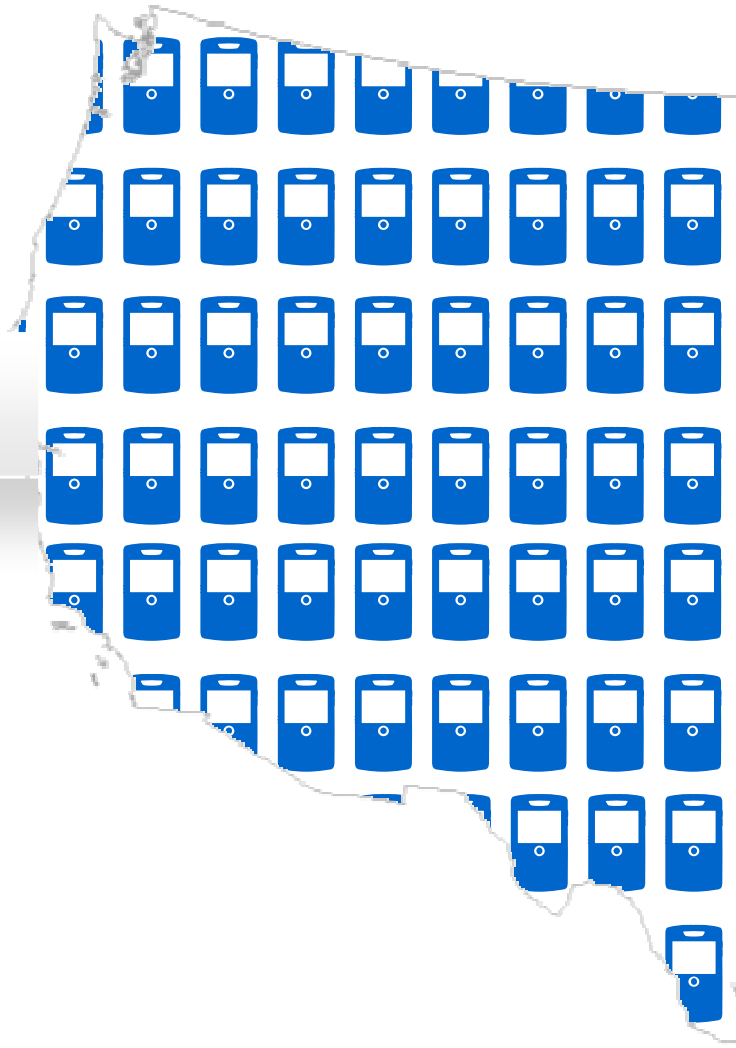


## Our **MOST INCREDIBLE PRICE EVER!**

### Key Features

- Android
- 1Ghz Snapdragon Processor
- Camera 8.0 Megapixel
- HTML Web Browser
- Skype Mobile
- Visual Voice Mail
- Touch Screen

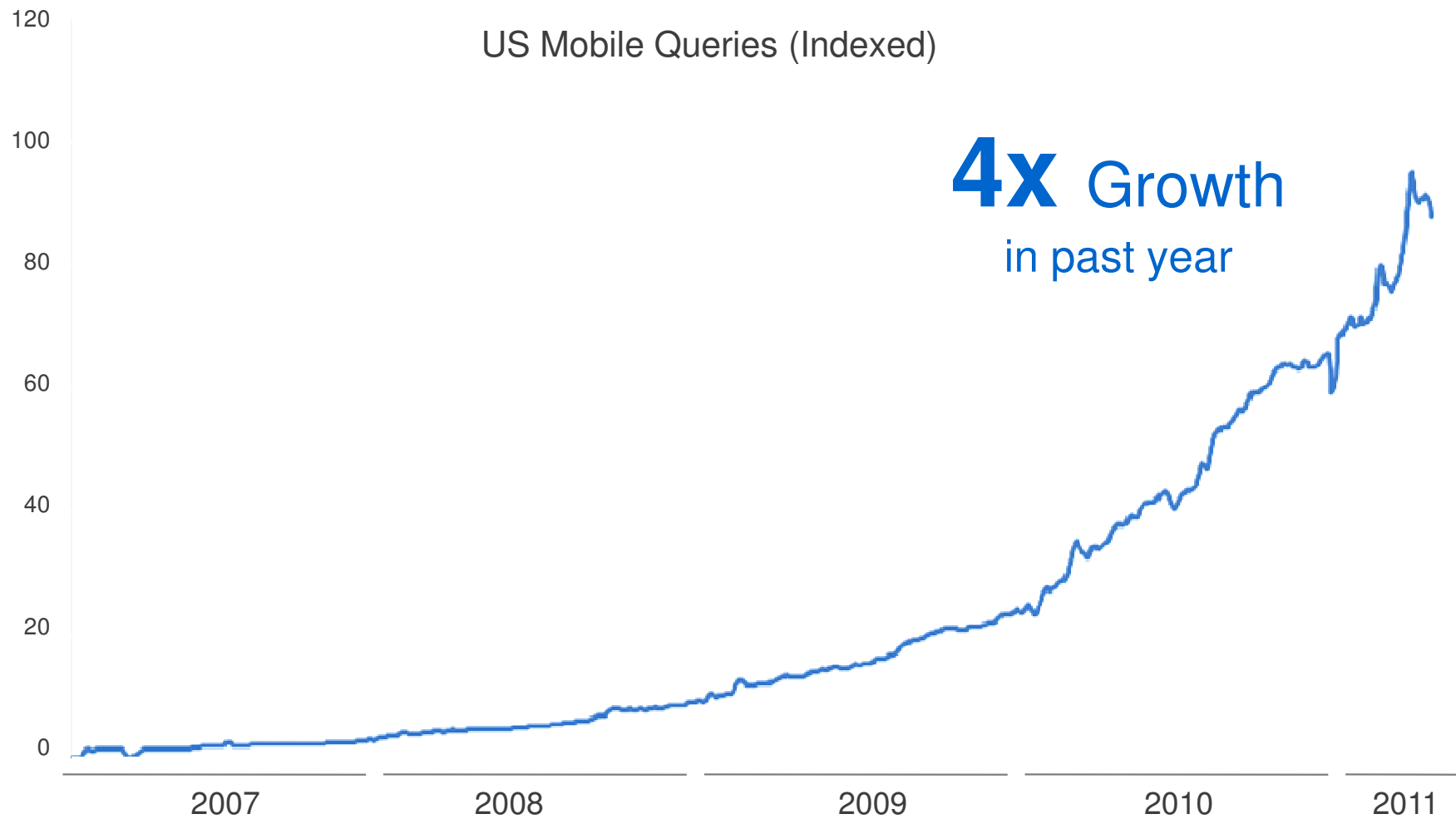




By end of 2011  
**over half**  
of Americans will have a  
smart phone

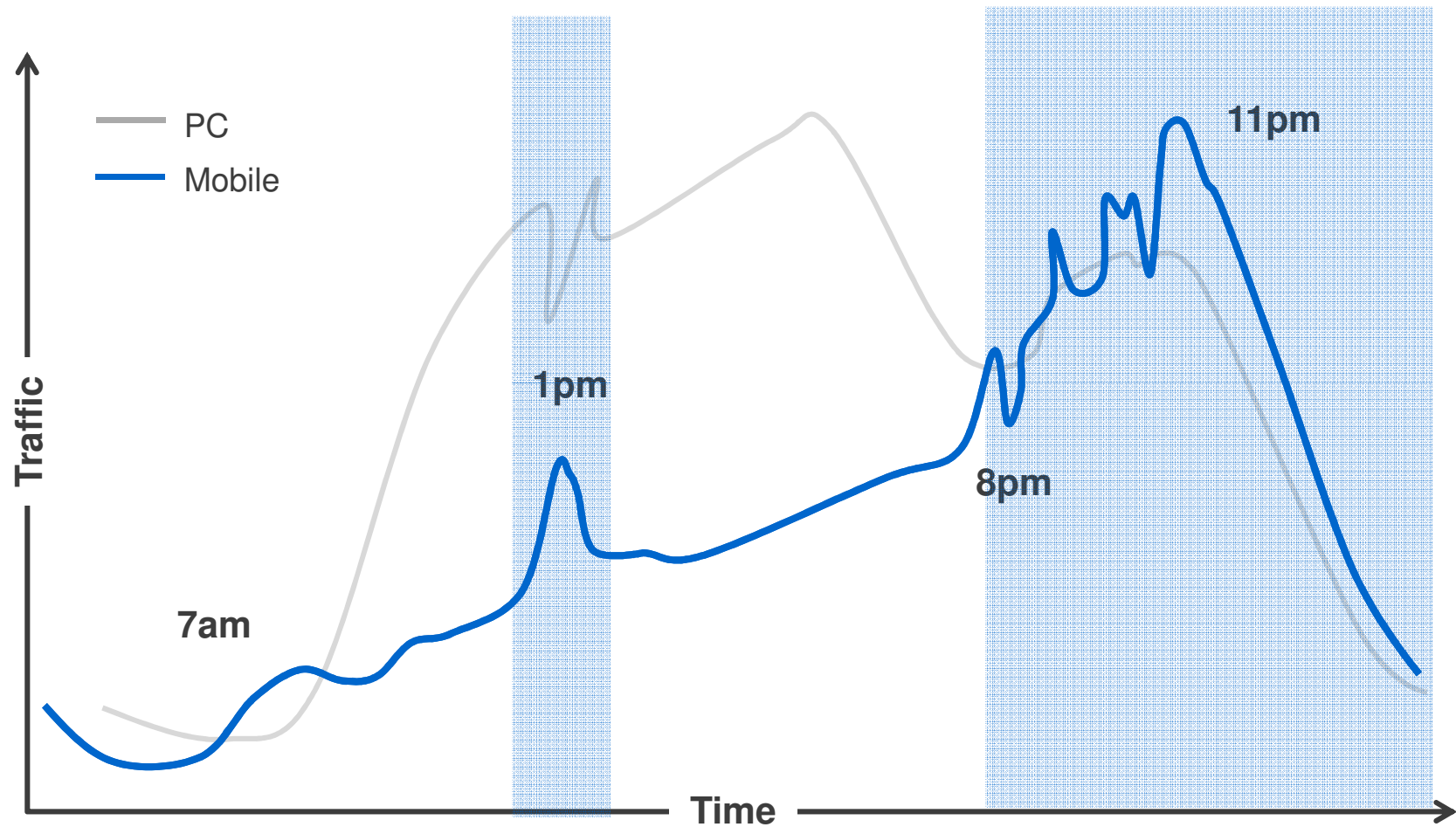


# The mobile web is exploding





# Mobile allows for constant connectivity





## 4 key trends

- Entertainment
- Immediate
- Local
- Shopping companion





Mobile entertains us

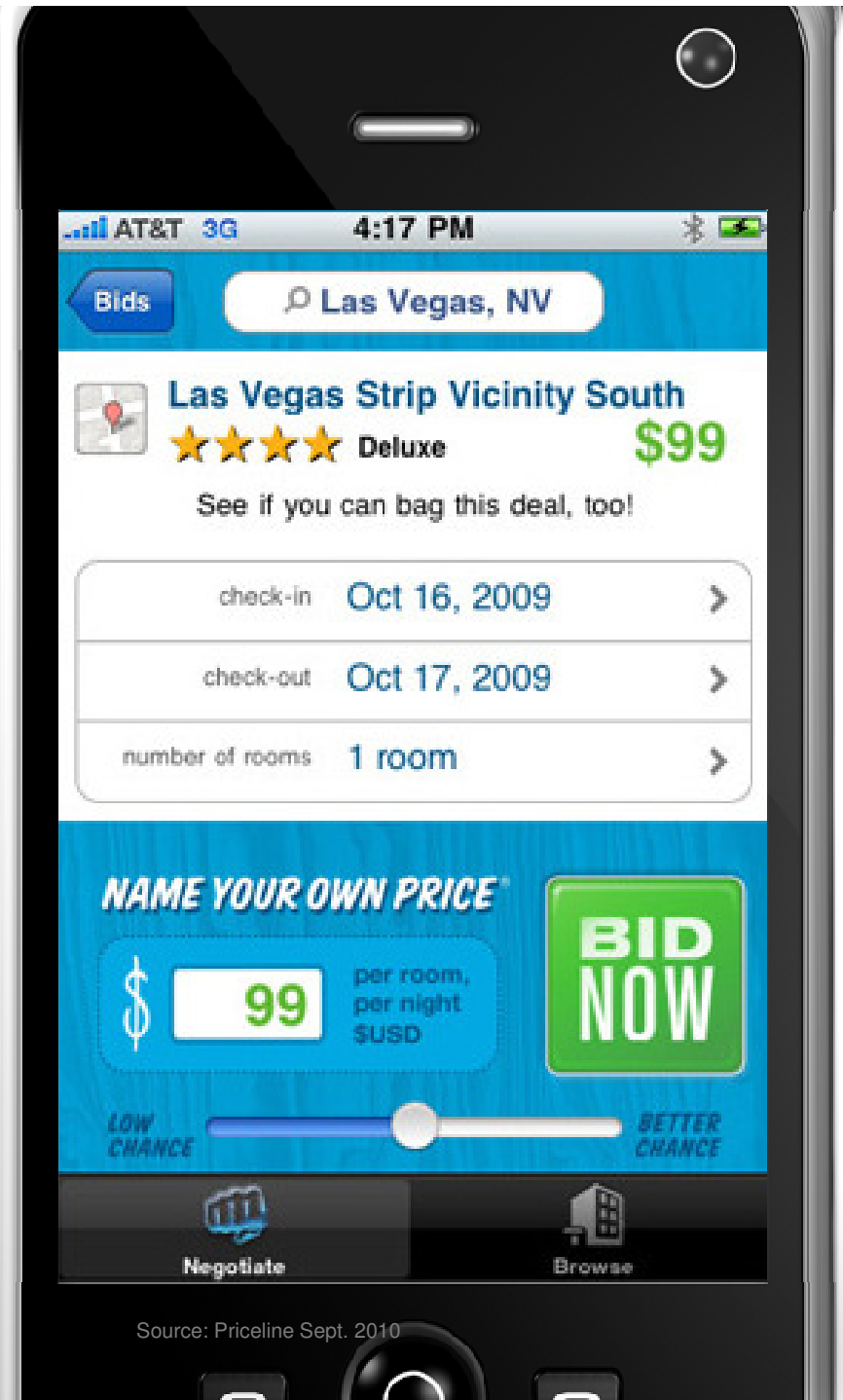
**125** years  
of Angry  
Birds played  
every day

**200  
million**  
mobile playbacks a  
day on YouTube

## Mobile is immediate

**82%** booked  
within a day of  
arrival, vs. **45%**  
on desktop

**58%** were within  
20 miles of their  
hotel





A woman with brown hair tied back, wearing a striped sleeveless top and dark pants, is looking down at a smartphone. She is standing in front of a large, detailed map of a city, likely New York City, which serves as the background for the entire slide. The map shows various streets, landmarks, and building footprints. Overlaid on the map are several text elements: a blue box with the text 'Mobile is local', a white circle with '1 in 3 mobile searches is local', and another white circle with statistics about local business searches. The woman's position is in the lower right quadrant of the frame, partially obscuring the map.

Mobile is local

**1 in 3**  
mobile searches  
is local

After looking up  
a local business on their  
smart phone,  
**61%** of users called the  
business and  
**59%** visited.

## The ultimate shopping companion

**79%** of  
smartphone Internet  
users use their  
smartphones to help  
with shopping.

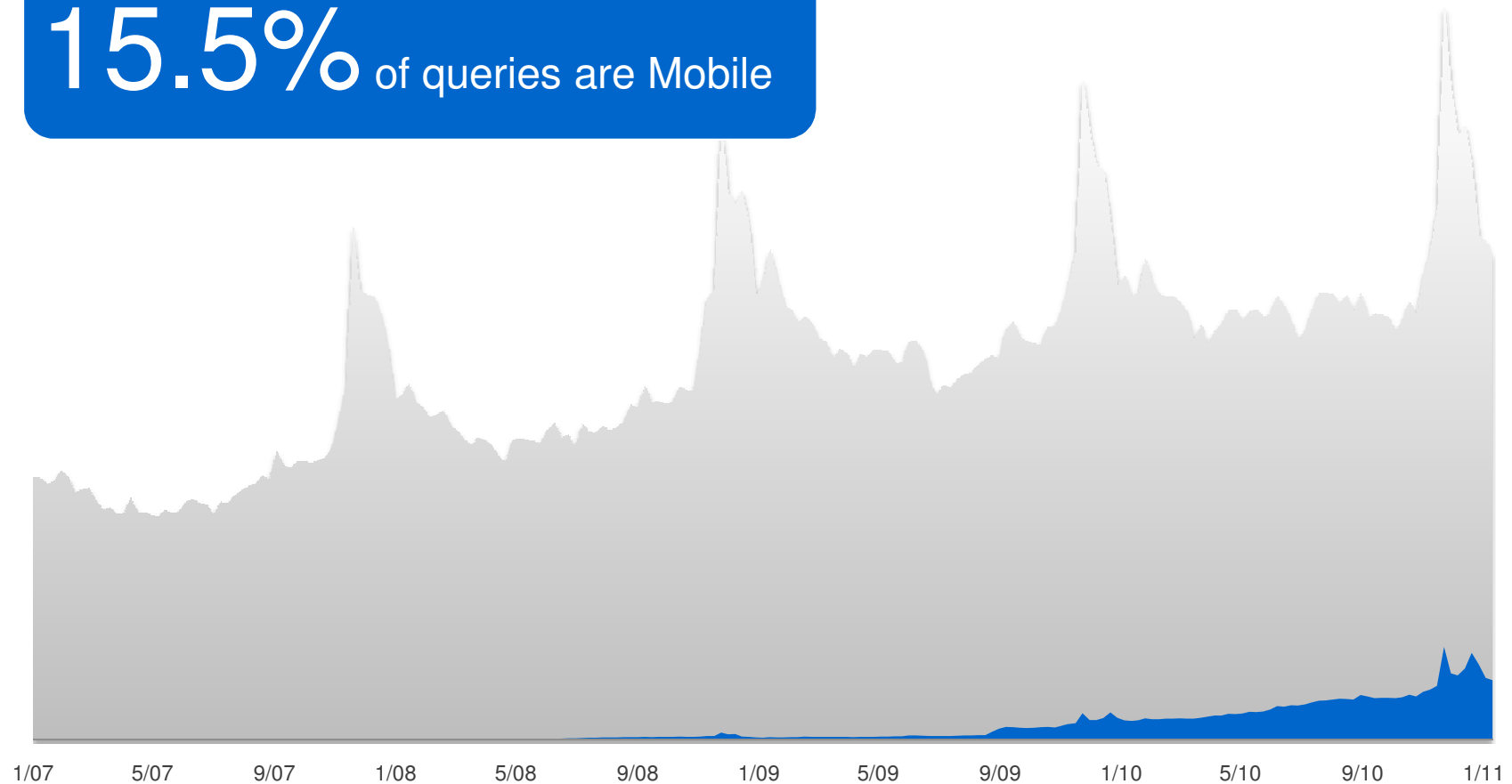
**74%** have  
purchased as a result  
of using their  
smartphone while  
shopping.



Mobile is material.

# Consumer Electronics

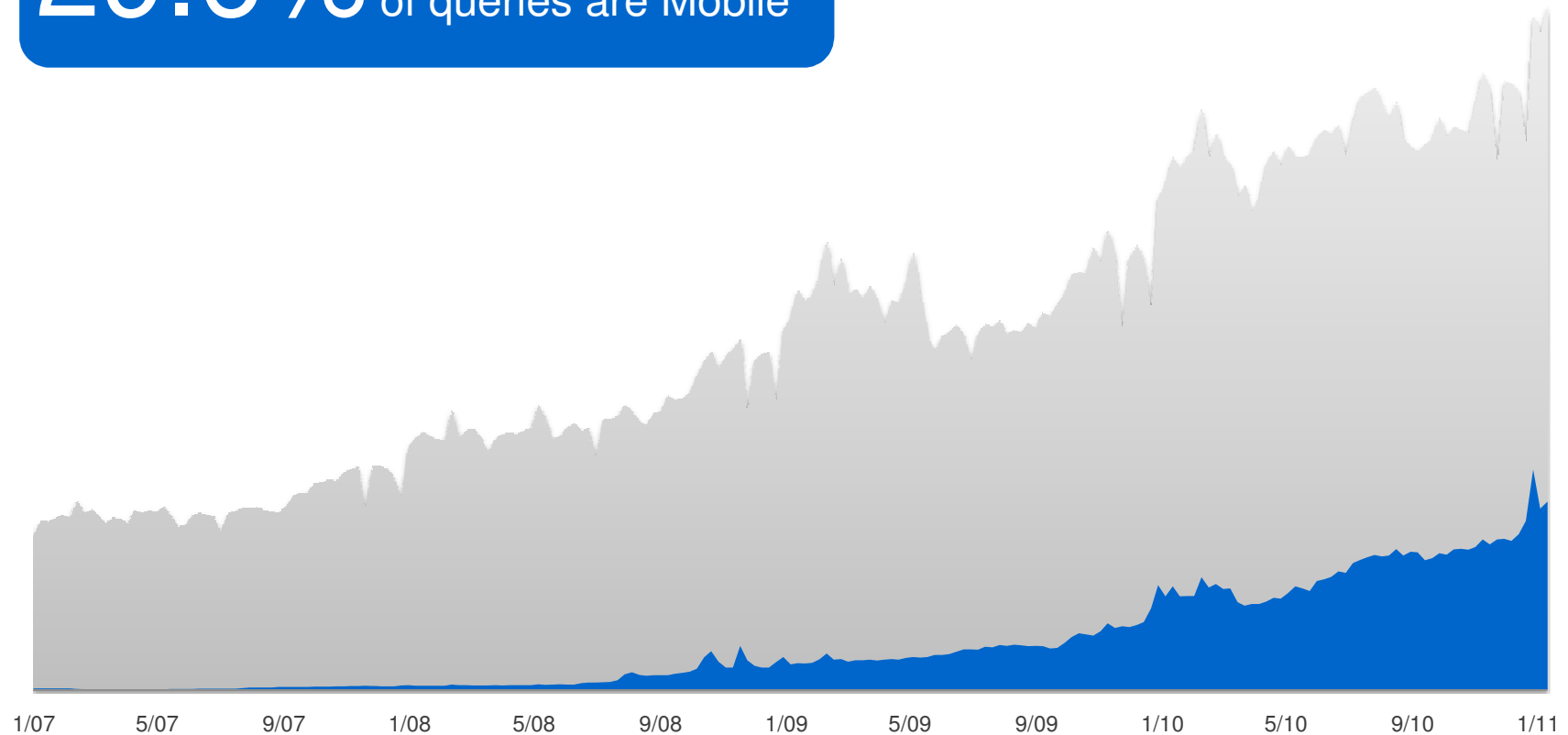
**15.5%** of queries are Mobile





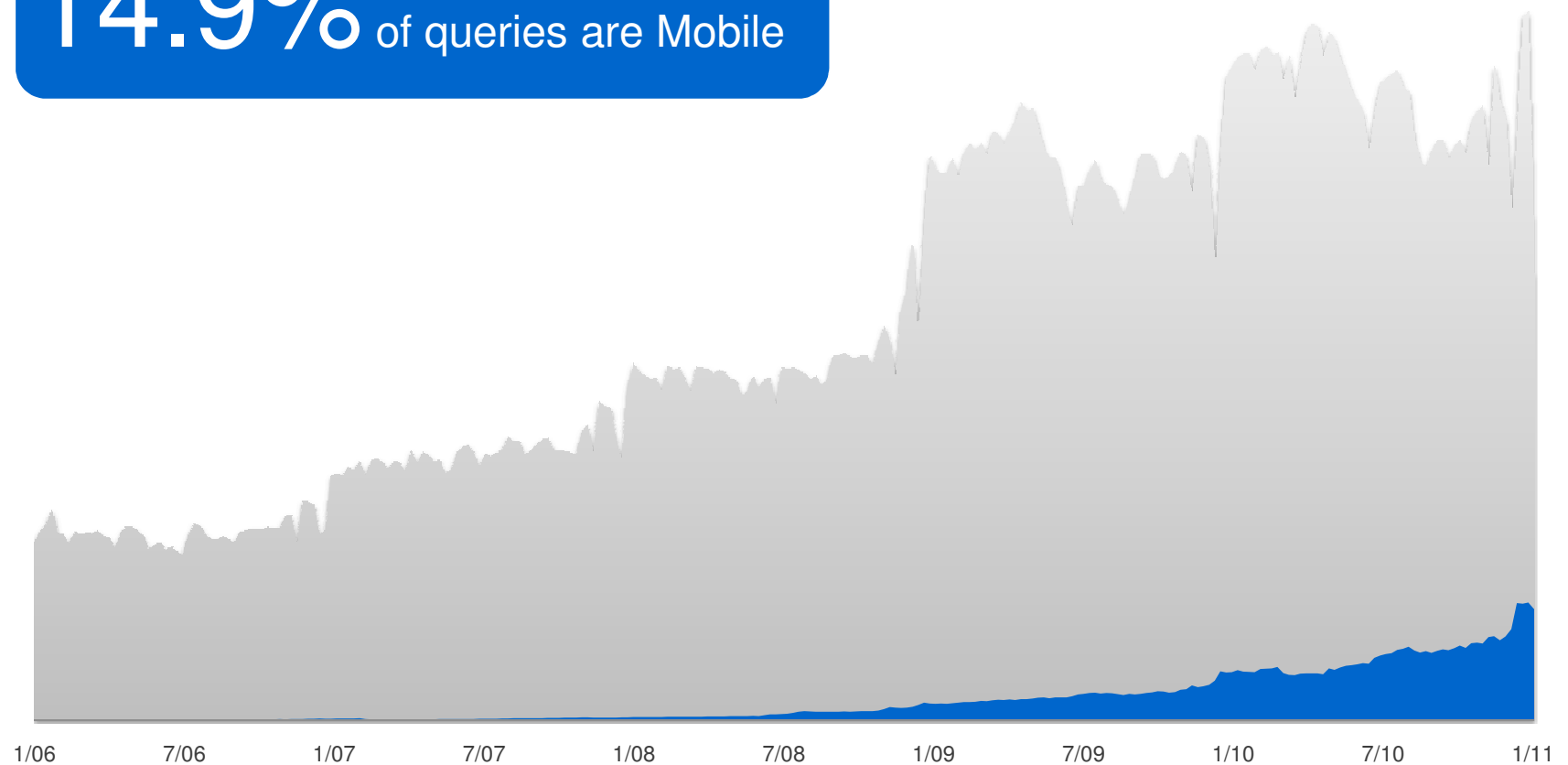
# Restaurants

**29.6%** of queries are Mobile



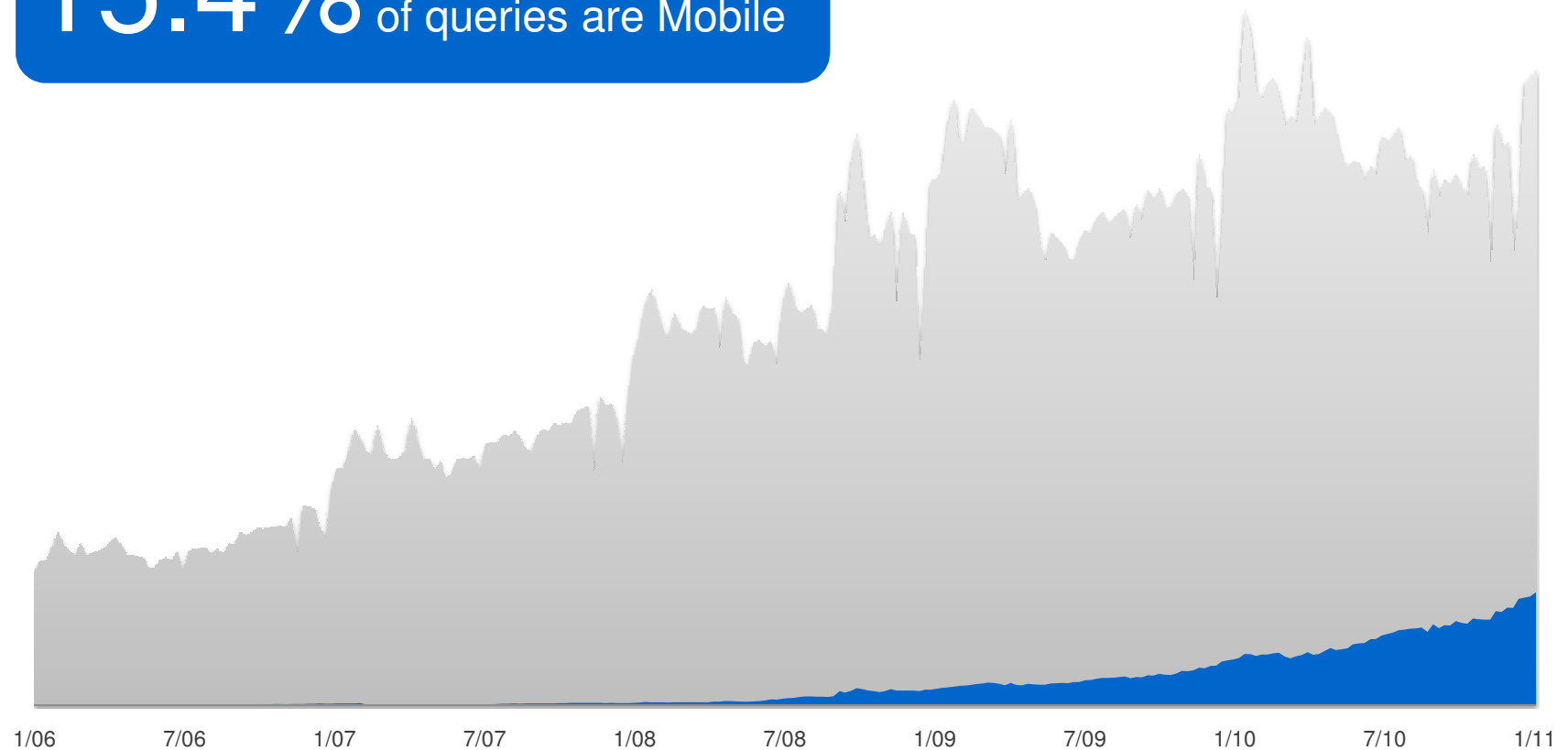
# Beauty and Personal

14.9% of queries are Mobile



# Finance & Insurance

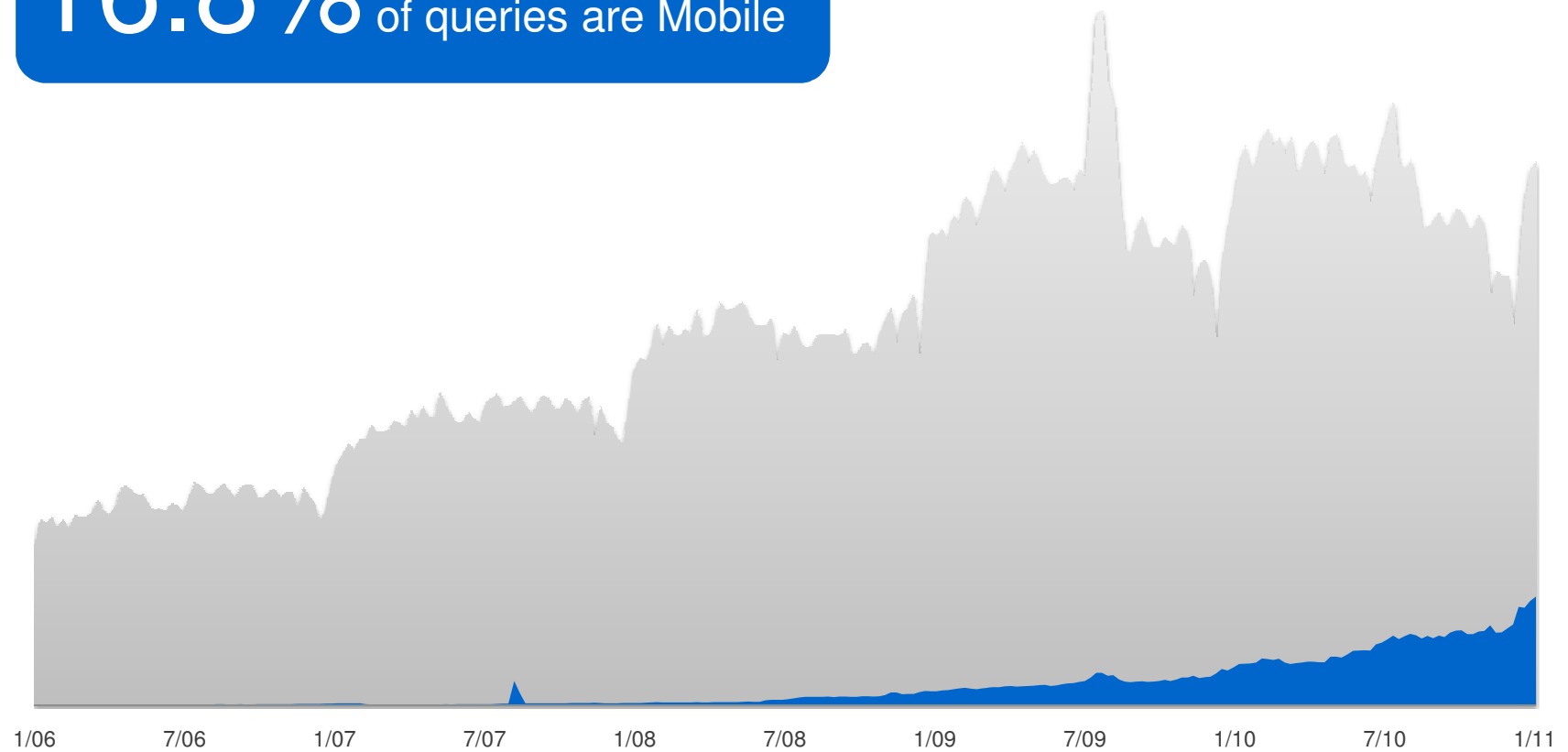
**15.4%** of queries are Mobile

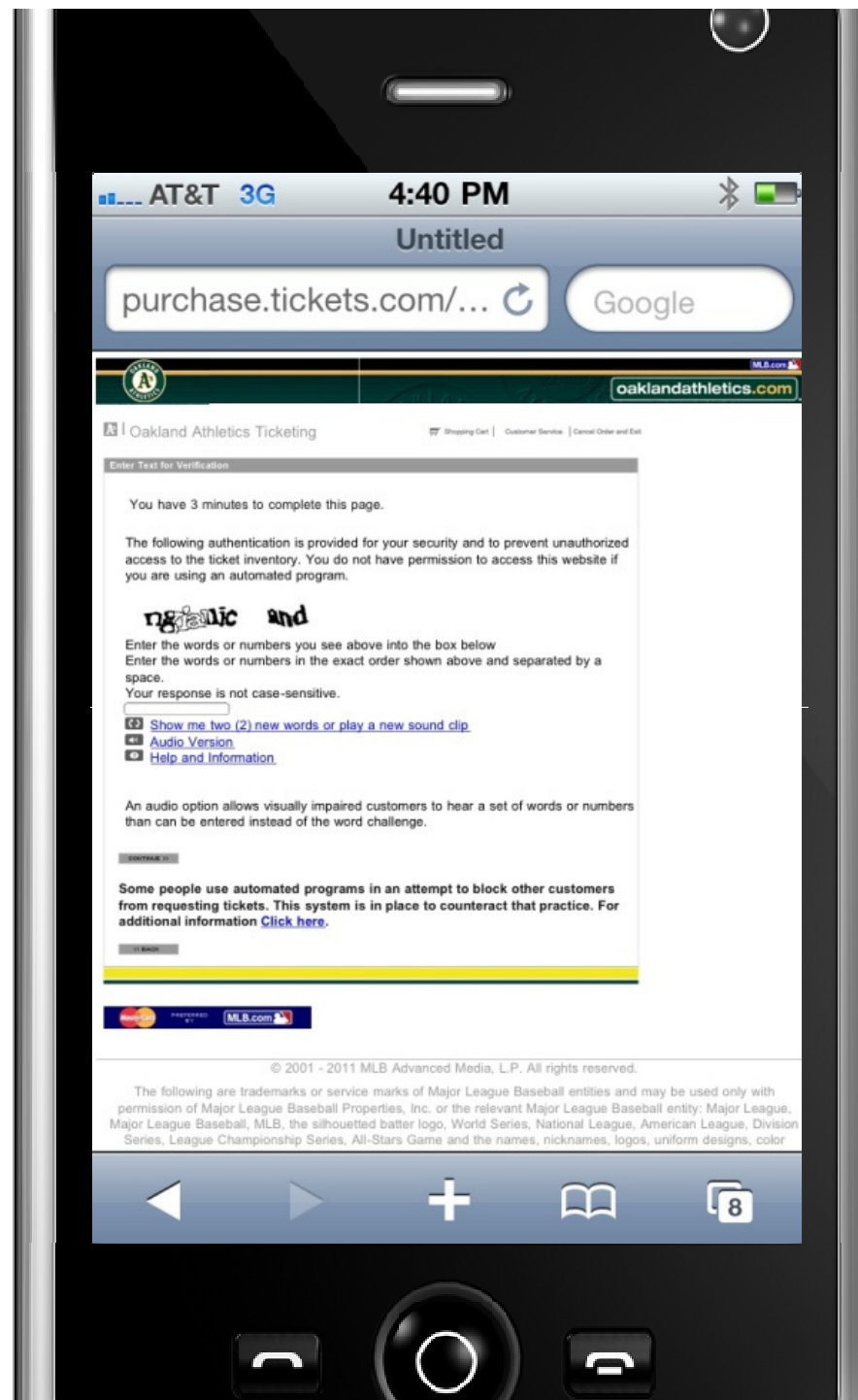




# Auto

16.8% of queries are Mobile





# 79%

of large online advertisers  
do *not* have a mobile optimized site

# 5 things

to build the foundation of your  
mobile effort



# Create a mobile specific site

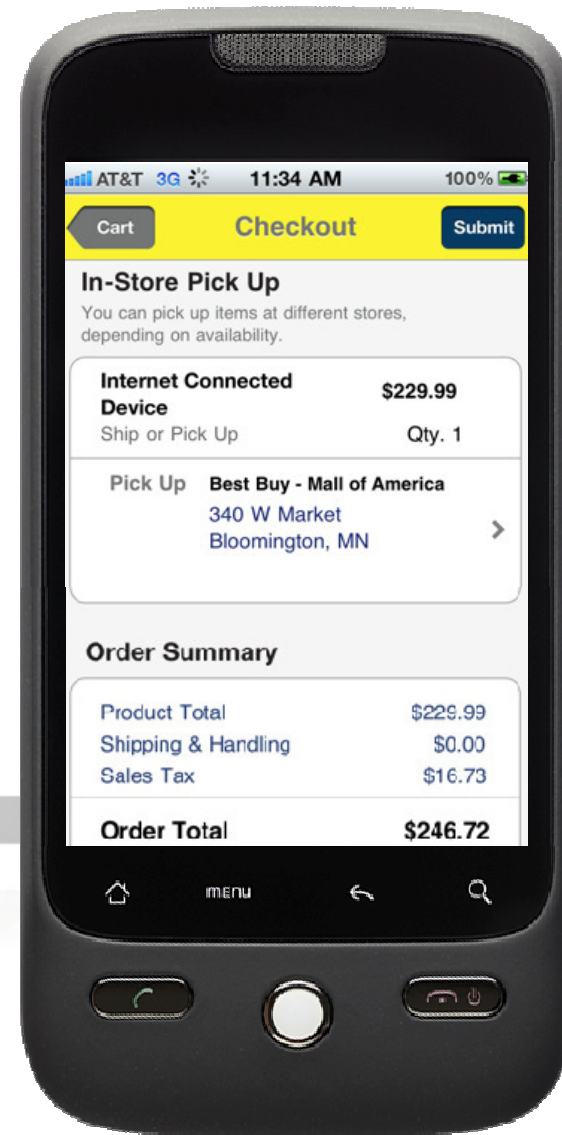
1



# Think “local”



# 2



## Get personal

“Hey KG, it’s me Braxton Williams, San Antonio Texas, I am a freshman basketball player at Roosevelt High School. I hear what you are saying and I want to thank you for learning me this message, but for telling me what a team is really about... peace.”

I understand even more what it is to be a team. All my life I have not really been a part of a family, I have been an outcast, basketball has been my outlet...

3



# Get personal

Over **33,000** consumers left messages for Kevin Garnett

**18%** called more than once

3

313-996-xxxx	Jones Marcus	Nov 20, 2007 3:57 PM
313-996-xxxx	Jones Marcus	Nov 20, 2007 11:06 PM
313-996-xxxx	Jones Marcus	Nov 20, 2007 11:06 PM
313-996-xxxx	Jones Marcus	Nov 21, 2007 12:17 PM
313-996-xxxx	Jones Marcus	Nov 21, 2007 2:37 PM
313-996-xxxx	Jones Marcus	Nov 21, 2007 9:50 PM
313-996-xxxx	Jones Marcus	Nov 23, 2007 6:21 PM
313-996-xxxx	Jones Marcus	Nov 23, 2007 6:22 PM
313-996-xxxx	Jones Marcus	Nov 24, 2007 3:25 PM
313-996-xxxx	Jones Marcus	Nov 24, 2007 3:26 PM
313-996-xxxx	Jones Marcus	Nov 24, 2007 7:15 PM
313-996-xxxx	Jones Marcus	Nov 27, 2007 11:09 AM
313-996-xxxx	Jones Marcus	Dec 1, 2007 7:41 PM
313-996-xxxx	Jones Marcus	Dec 3, 2007 10:37 AM
313-996-xxxx	Jones Marcus	Dec 7, 2007 4:39 PM
313-996-xxxx	Jones Marcus	Dec 14, 2007 8:06 PM
313-996-xxxx	Jones Marcus	Dec 15, 2007 10:00 AM
313-996-xxxx	Jones Marcus	Dec 18, 2007 11:56 PM
313-996-xxxx	Jones Marcus	Dec 21, 2007 1:23 AM
313-996-xxxx	Jones Marcus	Jan 1, 2008 3:01 PM
313-996-xxxx	Jones Marcus	Jan 1, 2008 3:01 PM
313-996-xxxx	Jones Marcus	Jan 2, 2008 7:07 AM
313-996-xxxx	Jones Marcus	Jan 2, 2008 9:00 AM
313-996-xxxx	Jones Marcus	Jan 2, 2008 10:54 AM
313-996-xxxx	Jones Marcus	Jan 2, 2008 12:36 PM
313-996-xxxx	Jones Marcus	Jan 2, 2008 8:35 PM
313-996-xxxx	Jones Marcus	Jan 2, 2008 8:36 PM
313-996-xxxx	Jones Marcus	Jan 2, 2008 8:36 PM
313-996-xxxx	Jones Marcus	Jan 2, 2008 9:03 PM
313-996-xxxx	Jones Marcus	Jan 3, 2008 8:13 AM
313-996-xxxx	Jones Marcus	Jan 3, 2008 10:10 AM



# Track mobile independently



# Iterate, iterate, iterate



# Five things you can do NOW

1

Create

a mobile specific site

2

Think  
Local

3

Get  
Personal

4

Track

mobile independently

5

Iterate,

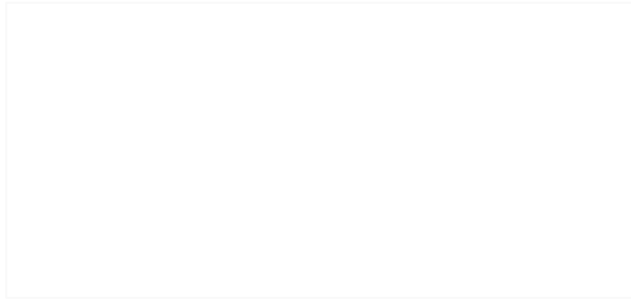
iterate, iterate



It's not too  
late



to be  
early.



thinkmobile  
with Google™