

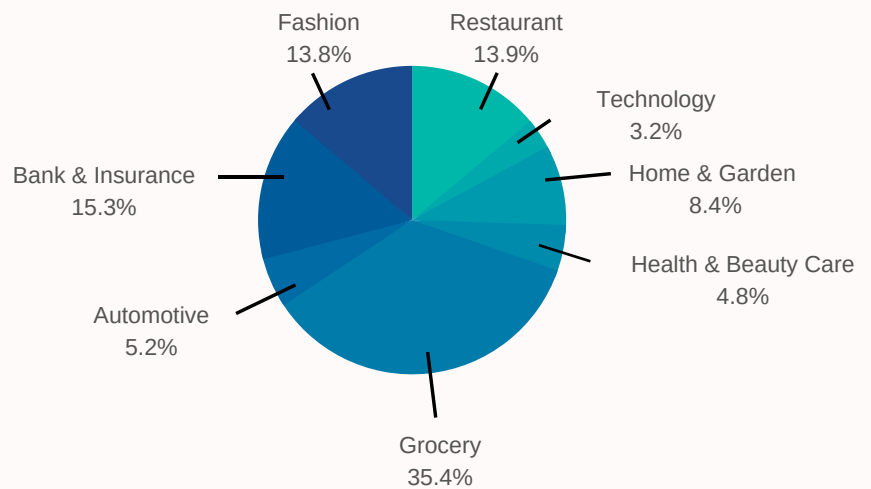
GOOGLE MY BUSINESS

2019 first-half study

Analysis of online contact points to physical outlets

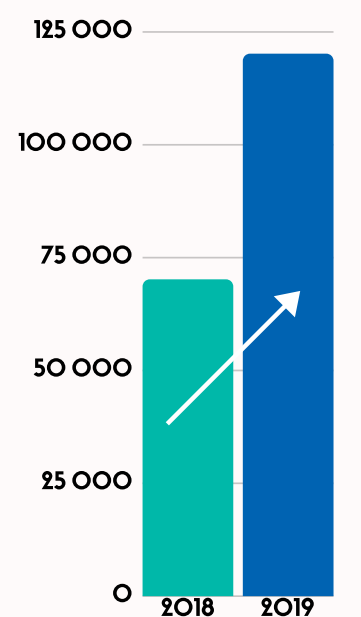


Mobilosoft continuously monitors the impact of Google My Business for its customers (retailers). The goal is to measure the overall impact of local searches on Google Search and Google Maps. This study takes over 10,000 points of sale in 8 industries particularly active on Google My Business:



1 INCREASE IN THE NUMBER OF IMPRESSIONS

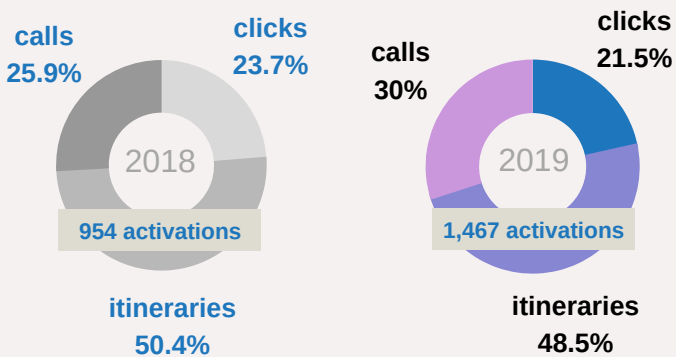
Between the first half of 2018 and the first half of 2019, the number of impressions per point of sale in Google My Business increased by 69%.



These results suggest that by 2019 consumers are spending more time looking for outlets on the Internet than a year ago.

2 INCREASE IN THE NUMBER OF ACTIVATIONS

We also notice an increase about 35% in the number of activations that each outlet receives in the first half of 2019.

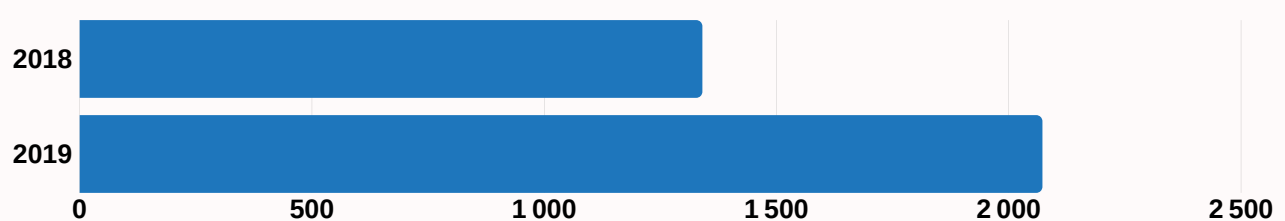


It is interesting to note that the fastest growing type of activation is phone call.

Consumers have more accurate research before deciding on their point-of-sale trip.

3 INCREASE IN THE WEB-TO-STORE TRAFFIC

Store visits increased by 54% via Google My Business, based on the implemented algorithm*.



In the first half of 2019, on average, each outlet generates 2072 visits thanks to its presence in Google Search and Google Maps.

* Developed by Mobilosoft, based on the micro-conversion model created by Google.

DISCOVER HOW WE FACILITATE LOCAL DIGITAL MANAGEMENT OF RETAILERS!

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