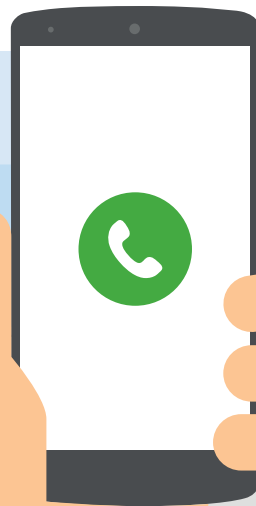
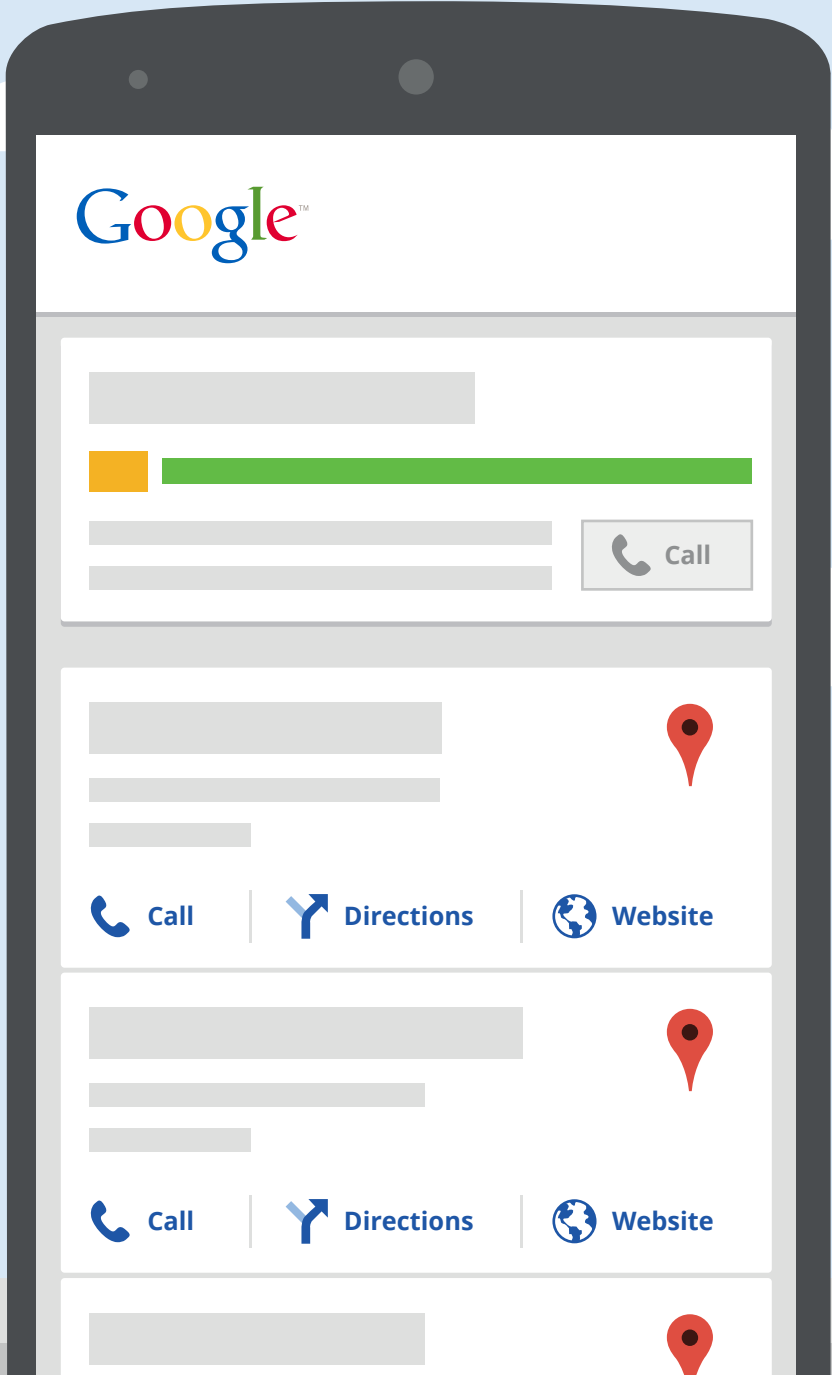


# Connect with calls

The importance of calling from  
Search in the path to purchase

Google™





# What is it?

Australians are picking up their mobiles to search more and more. We wanted to gain a deeper insight into their attitudes and behaviours around calling businesses directly from Search results. We partnered with Ipsos and asked over 2000 Australians how they wanted to connect with businesses when looking for products or services in Travel, Retail, Restaurants, Finance, Technology, Automotive and Local Services.

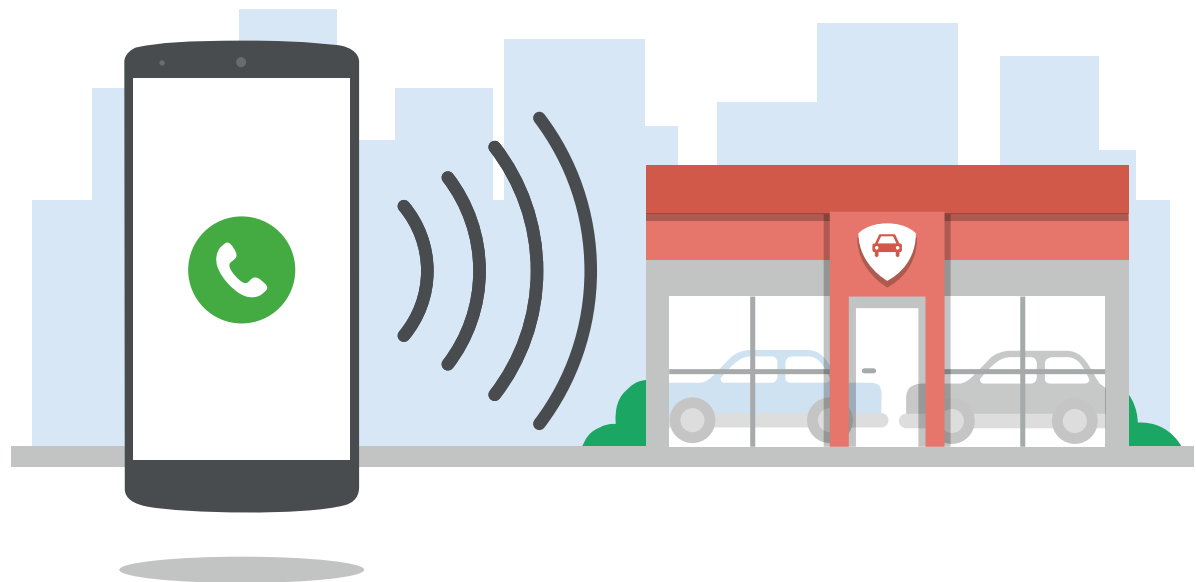


# Australians want to call a business directly from Search

9 out of 10



Believe it's important to be able to call directly from Search results

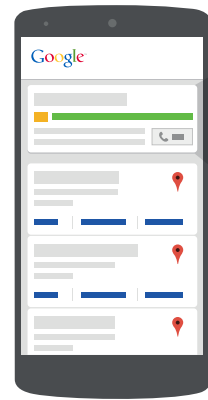


And they need to do it regularly

4 in 5

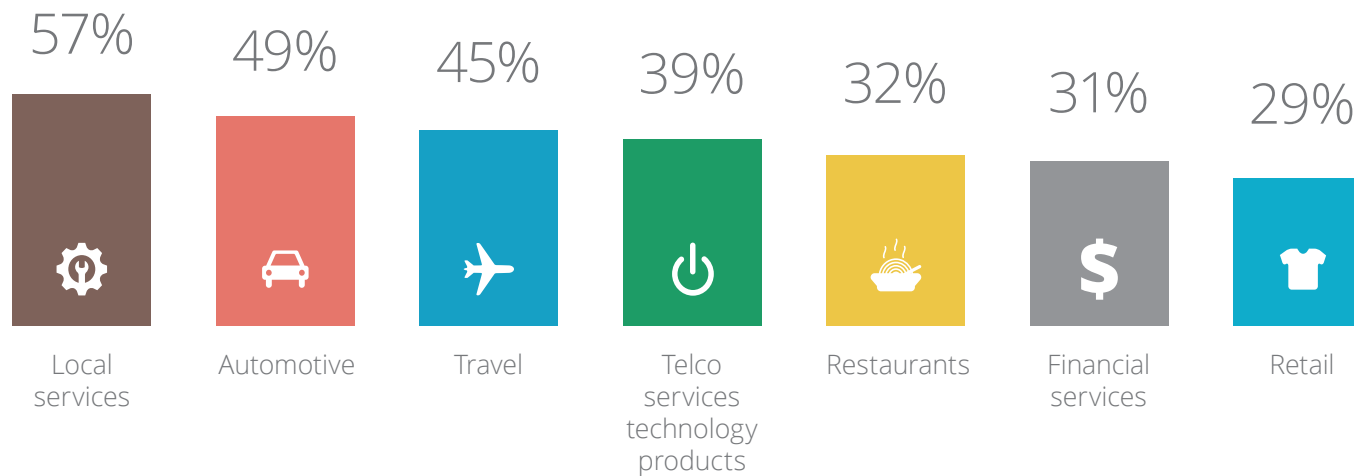


mobile searchers need to use the call button often

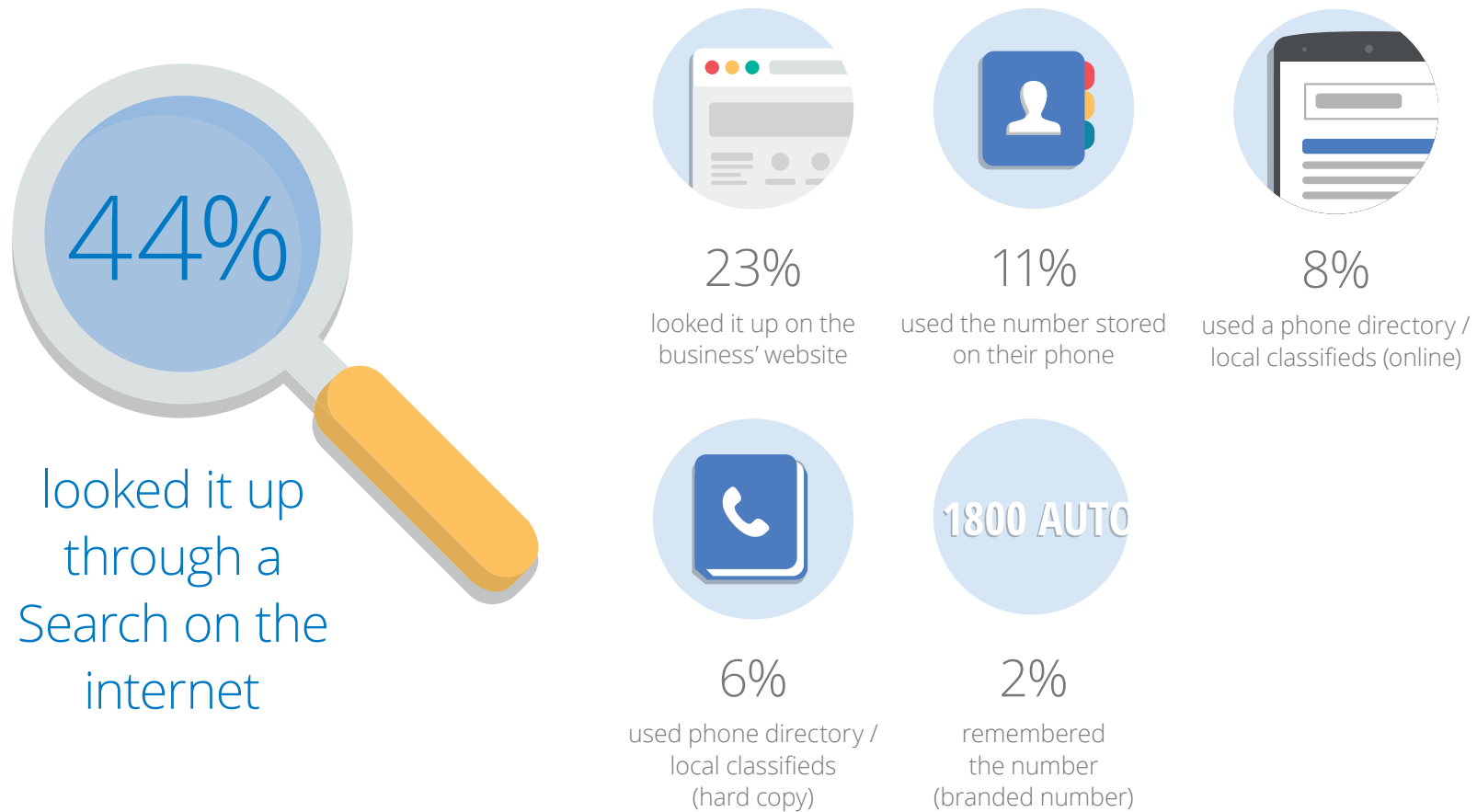


# Many industries can benefit from being accessible in Search results

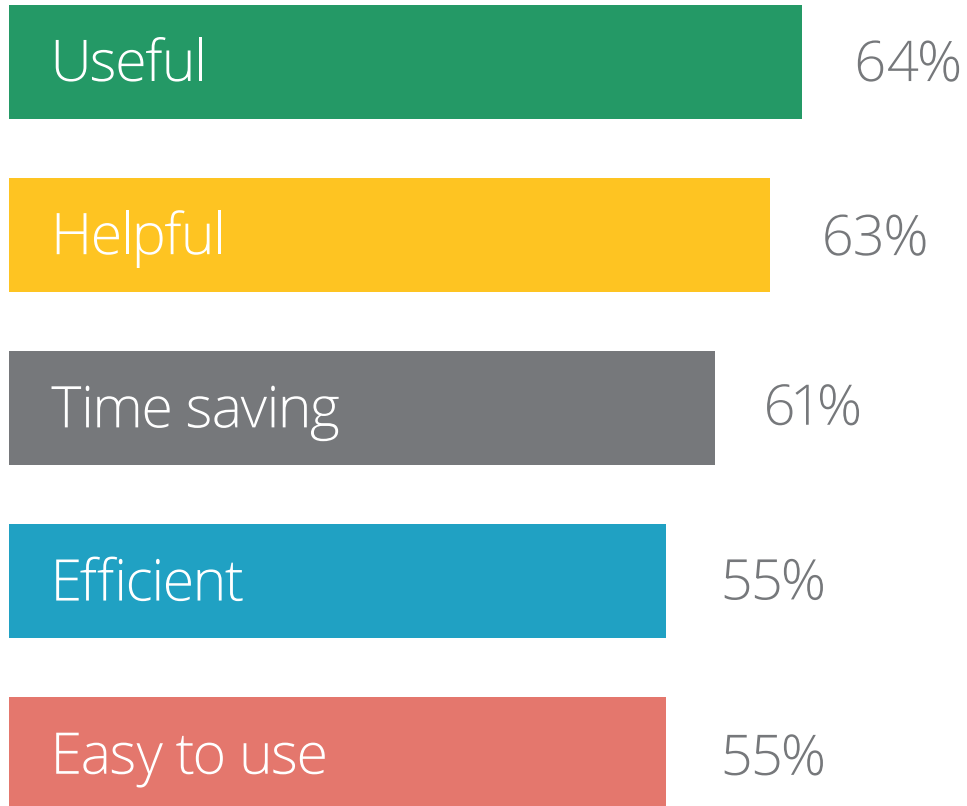
Percentage who would be extremely / very likely to call directly from Search if feature was available



# In fact, it's the most popular way Australians find a local businesses' number



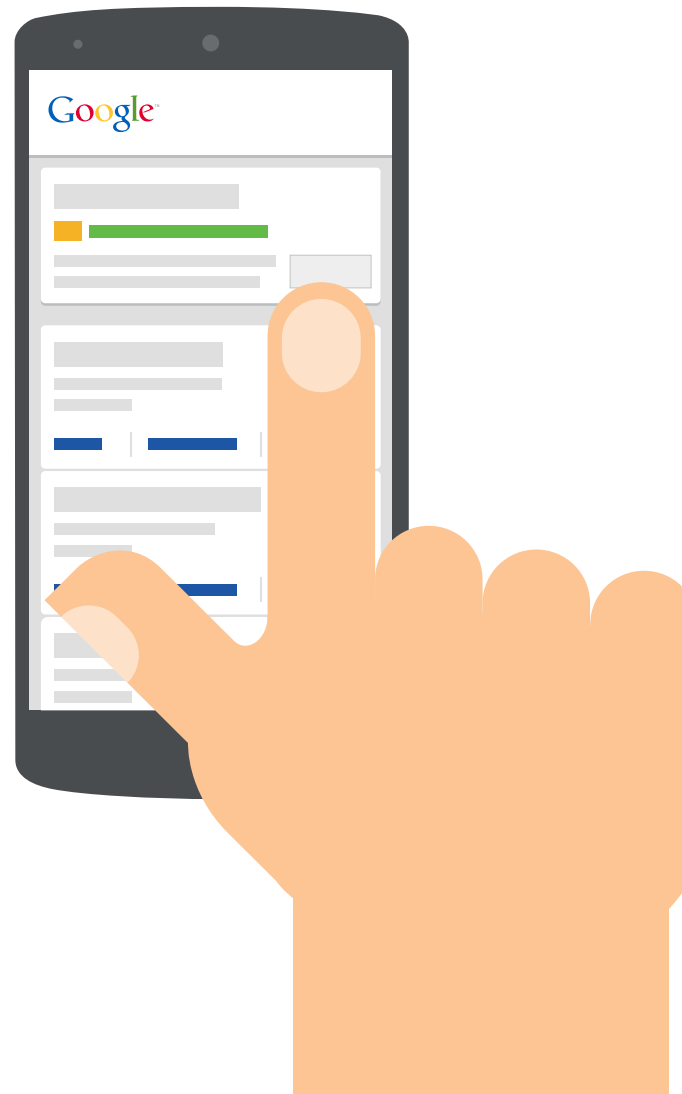
# Calling from Search helps consumers and saves them time



But often the call feature is not there  
when they want it most



think it's widely  
available enough

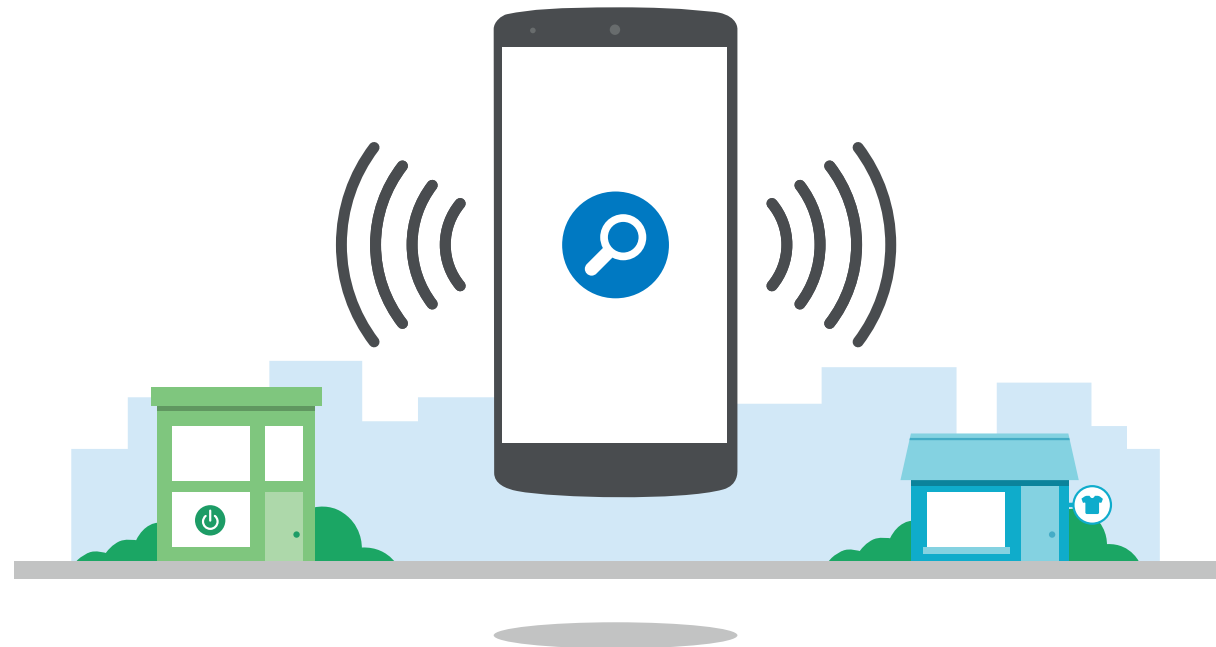




Especially for consumers searching for retail or technology businesses



of these consumers feel that the call feature within Search is widely available enough



# These calls are valuable to your business

52%

call a business from Search  
to make a purchase,  
appointment or reservation



And may result in lost sales

44%

are more likely to explore another brand if the call feature is not available



# Not having the call button in Search results can have a negative impact on your brand

42%

Feel frustrated and annoyed if the click to call feature is not available

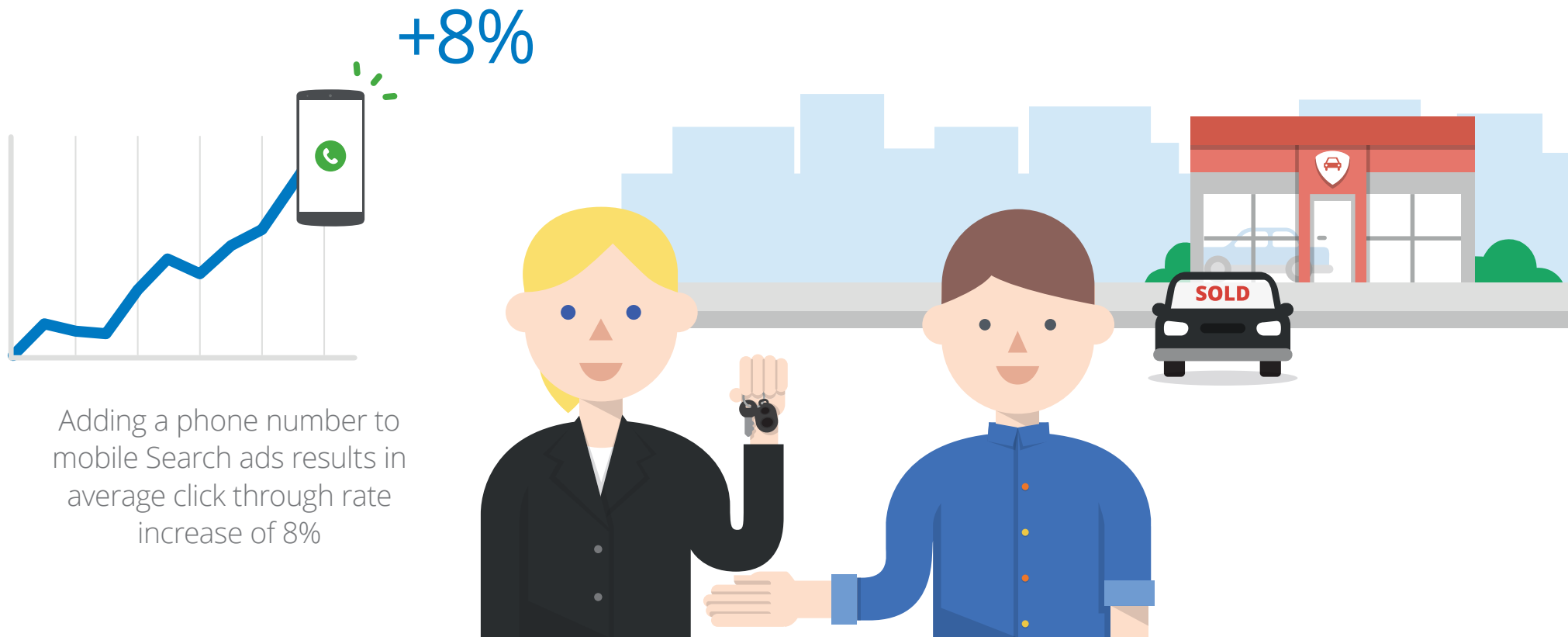


33%

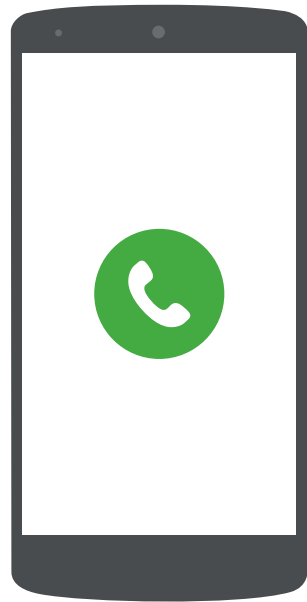
feel disappointed in the brand / company



# Help your Search ads perform better



# Measure & optimise your results



## Track



Track calls as conversions to measure the full value of your mobile campaigns.

## Optimise



Optimise your campaigns to increase conversions. Use Google Forwarding Numbers to identify which ad groups are driving calls to your business.

## Measure



Attribute an estimated value to the calls you receive to measure the full value of your mobile campaigns.

Visit [fvm.withgoogle.com](https://fvm.withgoogle.com) to get started.

Google™ | **Connect with calls**  
The importance of calling from Search in the path to purchase

Appendix

# Categories included in the study

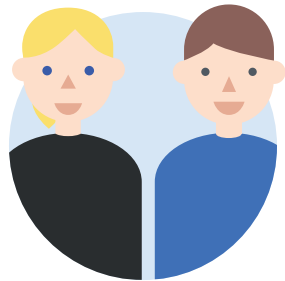


New Vehicle	Rental Car	Bank Account or Credit Card	Quick Service/Fast Food Restaurant	Telecom Providers	Local Professional Services	Apparel, Shoes, Accessories
	Airline Ticket	Insurance	Casual or Fine Dining Restaurant	Electronics	Home Services	Home Goods
	Hotel or Other Overnight Accommodation					Supermarket and/or Bottle Shop

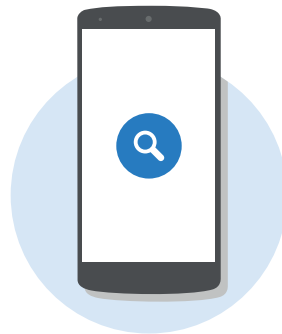


# Methodology

This was a 20 minute online survey led by Ipsos.  
Respondents met the following criteria for inclusion in this research:



Aged 18-74



Smartphone users  
(own a smartphone and  
use mobile Search at least  
a few times/week)



User/purchaser in at least  
one of the verticals in the  
past six months