

THE SEARCH ADVERTISER'S SURVIVAL GUIDE

10 scenarios when a smartphone and
fast fingers might save your life

ADWEEKBRANDSHARE



(INTRODUCTION)

DO NOT GO QUIETLY INTO THE NIGHT... WITHOUT YOUR SMART PHONE

Have you ever wondered just how important local mobile advertising may be to a consumer in the most dire of circumstances—like, you know, a zombie apocalypse?

Well, sometimes those crisis-averting or death-defying searches can actually lead to a purchase for your brand—if you invest in local mobile advertising, that is. YP, the leading local marketing solutions provider in the U.S., found that 77 percent of users who initiated searches on YP contact a retailer within 24 hours of making a search and 66 percent purchase a product or service.* We've devised several scenarios where those products and services purchased through local mobile advertising actually save the day.

Welcome to the “Search Advertiser’s Survival Guide.”

*Sources for statistics cited in this guide: IDC “Local Search: Unleashing Opportunities for National Brands”, September 2015, commissioned by YP; ComScore “YP Value Proposition Report”, October 2014, commissioned by YP; “Internal YP data Q2 2015 from across different verticals”; “Internal YP data Q3 2014 - Q2 2015.”

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BEING THE *NOT-SO-COOL*, COOL KID

SCENARIO

It's your first day at a new job, and you're eager to make a good first impression—maybe a little too eager. While chatting with your new boss, you accidentally spill a cup of coffee all over your desk, submerging both your laptop and smartphone.

SOLUTION

Things might not be going your way, but at least you brought your tablet to work, since 83 percent of people use two or more devices for local search activities. And local search is exactly what you need. A quick search on yp.com turns up a local electronics repair shop that will be happy to loan you a phone and laptop until yours are repaired. At least you can stay on-task and work by making a good second impression.

POTENTIALLY
LIFE-SAVING FACT:



47 percent of searchers use their smartphones while at school or work to make local searches, compared to only 26 percent on laptops.

Are You Being Infested By Aliens?

SCENARIO

You wake up one day in a feverish sweat. Even worse, your face has an infection that has swollen into a red balloon. You panic. The documentary you were watching last night warned about alien infestation and all your symptoms point to that being a likely scenario. You're sure of it.

SOLUTION

Just as 69 percent of searchers will do, you use search— either on your smartphone, tablet, desktop or laptop—to find an expert. An infectious disease expert, that is. You quickly find a doctor and rush to the clinic. Thankfully, the doctor assures you your infection was just caused by bacteria on your earring. And that aliens are not taking over earth just yet...

POTENTIALLY
LIFE-SAVING FACT:



Clinics and pharmacies with local mobile advertising campaigns from YP saw an increase of 56 percent more in-store foot traffic, depending on campaign parameters and other market factors.

FIRST DATE WITH A PIZZA ADDICT

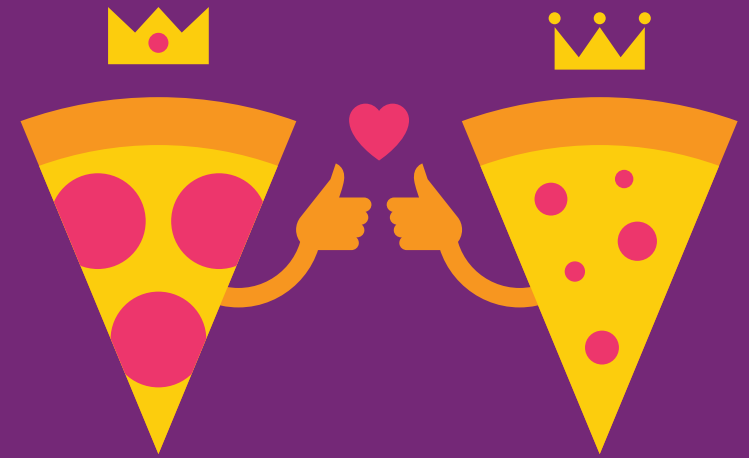
SCENARIO

Imagine you're going on a first date. It just so happens that he's a "king of pizza" who loves the stuffed crust. You really want to impress him, so you take a deep breath and reach for the all-knowing smartphone in your pocket.

SOLUTION

On YP you find a featured ad for a popular pizza chain known for its incredible stuffed crust pizza. Considering over a third of YP searchers are more influenced by these ads, you book a table right away. Your date is so impressed that you went out of your way to accommodate him that it leads to a second date, a third and, just five years later, marriage.

POTENTIALLY
LIFE-SAVING FACT:



Nearly half of YP searchers are more influenced by map results, compared to all internet searchers.

DEFENDING THE MARGARITA CHAMPIONSHIP TITLE

SCENARIO

It's that time of the year—your annual football party—and you're under a lot of pressure to uphold your reputation for having the best margaritas in town. And not just the best margaritas, but enough for 17 of your closest friends to enjoy themselves until the end of the game. But an hour before everyone arrives, your old blender decides to give up.

SOLUTION

Thanks to the YP app, you get a coupon for a new blender at a department store. Within 20 minutes, you're back with an even better blender that you grabbed for a great price. And the department store pats itself on the back for a championship-winning local ad strategy. Unlike the football game, it's a win-win.

POTENTIALLY LIFE-SAVING FACT:



73 percent of searchers will use a smart-phone, tablet, desktop or laptop to find coupons or deals.

CRUISING FOR COUPONS

SCENARIO

You're flying a hot air balloon to your wedding when your balloon suddenly starts to deflate. Thankfully you're an expert pilot and land safely in a field. But it's an hour until your wedding and you need some wheels to get to the venue. As you've already spent your life savings on the wedding, ring and hot air balloon lessons, renting a car at full price just isn't an option.

SOLUTION

Luckily you've got the YP app on your phone, and the first ad you see is for 20 percent off convertibles—the “groom's special” from a national car rental service. This is only natural, you think, since **73 percent of people searching online use their smartphone, tablet, desktop or laptop to find coupons or deals.** With only minutes to spare, you get to the wedding on time and are happily married for the rest of eternity.

POTENTIALLY
LIFE-SAVING FACT:



YP searchers are more actively searching within the travel category, compared to all other searchers.

Searching For Answers

SCENARIO

Out of the blue you get a call to appear on a TV game show in two days. It's been so long since you flexed your trivia muscles that you'd almost forgotten applying to be a contestant years ago. Not wanting to turn down the opportunity, you accept and decide to spend the next two days dusting off your powers of recall by reading lots of news and doing endless Web searches.

SOLUTION

Much like 36 percent of searchers, your quest for knowledge through search has expanded to two or more devices. As a result, you come across an ad for discounted trivia lessons at a university. Thanks to yp.com, you sign up right away and smell victory on the horizon.

POTENTIALLY
LIFE-SAVING FACT:



YP searchers are 28 percent more influenced than all internet searchers by sponsored ad results. Roughly a quarter are more influenced by banner ads.

THE HOLIDAY PARTY GIFT STUMBLE

SCENARIO

It's a frigid night in mid-December, and you're hustling to make a friend's holiday party when you slip on some black ice. Thankfully nothing is broken—except the NYC-themed tree ornaments in your bag.

SOLUTION

You can't show up empty-handed, so you do a quick search on yp.com. As it happens, a major retailer near your friend's apartment has a few of the same ornaments left in stock. No wonder that **73 percent of searchers have used mobile or desktop to find stores that have a product in stock.** And you're no different—except for that bruised knee.

**POTENTIALLY
LIFE-SAVING FACT:**



**YP searchers
are 15 percent
more likely to
visit a business
after making
a search.**

THE ROCK'N'ROLL ROADTRIP THAT GOT A BIT TOO ROCKY

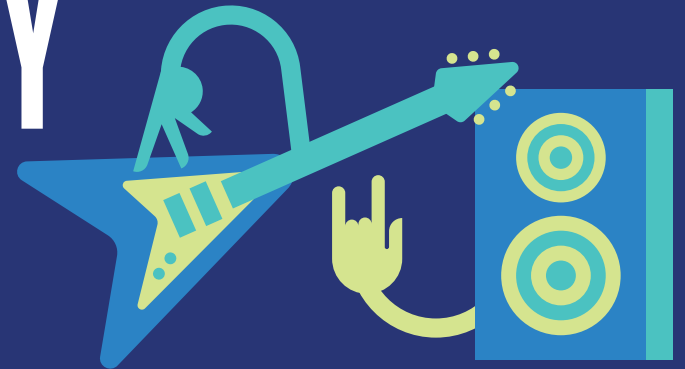
SCENARIO

So you're a touring musician on the cusp of stardom. While driving through America's heartland on your way to your biggest gig yet, a radiator hose gives out on your 15-year-old tour bus.

SOLUTION

Since your smartphone is more reliable than your bus, you fire up the YP app—with its one percent click-through rate for auto brands with location-based mobile campaigns from YP—to find the closest auto parts shop so you can get a replacement hose at drum-rolling speed. Soon you're back on the road and arrive in time to play the show and impress the big record executive.

POTENTIALLY
LIFE-SAVING FACT:



Auto parts and services brands see a 23x lift in store visits from mobile campaigns, depending on campaign parameters and other market factors.

CLOSE CALL AT THE BIG CONFERENCE

SCENARIO

You're scheduled to present at a synergistic business conference in another city. Arriving a few hours before you present, you accidentally leave your only hard copy of the presentation notes on the airplane.

SOLUTION

You quickly hop on yp.com from your smartphone—because YP searchers are **20 percent more likely to be mobile**—to find the nearest office supply store to print out a new copy, and then beeline it to the venue in your rental. You kill it at the conference and get that raise you've been hoping for.

POTENTIALLY
LIFE-SAVING FACT:



Nearly half of YP searchers look for a local business to get purchase information after seeing an ad.

PREPARED FOR THE APOCALYPSE?

SCENARIO

Zombies have risen from the grave, terrorizing us all. You want to save the day, but you can't remember how to fend them off.

SOLUTION

So you use [yp.com](#) to find a hardware store that is eager to provide you with the zombie-eradicating tools you need. You destroy all the zombies and become a hero to the human race.

POTENTIALLY
LIFE-SAVING FACT:



Always aim for the head. Everybody knows that the only surefire way to kill a zombie is to **destroy the brain.**

(CONCLUSION)

Ok, maybe some of those scenarios are a little farfetched. What isn't farfetched is the power of local search for national advertisers. Shifting some of those search dollars to geo-targeted mobile ads through the ypSearchMarketplaceSM just may save the day.

YP is a leading local marketing solutions provider in the U.S. dedicated to helping businesses and communities grow. YP's flagship consumer brands include the popular YP app and yp.com, which are used by more than 70 million visitors each month in the U.S. For more information on YP marketing solutions including mobile, search and display advertising, visit us at: national.yp.com and follow us on twitter @ypforbusiness.