

# Localeze/15miles Fifth Annual comScore Local Search Usage Study Reveals SoLoMo Revolution Has Taken Over

Feb 29, 2012

**San Jose, CA** - The Social, Local and Mobile (SoLoMo) revolution - fueled particularly by the

rapid adoption of the tablet -- now dominates the search landscape, according to the newly

released Localeze/15miles Fifth Annual comScore Local Search Usage Study. The most

significant findings revealed that as consumers rapidly adopt new devices and new methods to

access local business information, online local listings are the most relevant and trusted search

results. The data was presented today during a special joint SMX West presentation

from Localeze, a Neustar service and the trustedbusiness listings identity management provider

for local search, and 15miles, a leader in local, mobile and social marketing solutions.

Infographic: The United States of Local Search

“With the availability, speed and ubiquity of devices, as well as exploding access points for local

business information, marketers are challenged with implementing a strategic local targeting

program,” said Gregg Stewart, president, 15miles. “As local-based applications and social

networks become more refined, marketers need to employ a top-down approach to ensure that

they are reaching their priority channels.”

## **Explosion of Tablets and Mobile Shapes Local Search and Buying Behavior**

The 2012 study, which includes a special focus on mobile and tablet local search usage, shows

that tablet owners are the most active local searchers with 64 percent indicating at least weekly

use for local searches on the device. Findings also showed that tablets are a critical

asset throughout all stages of the local business search and purchase cycle and lead to a higher

likelihood of making a purchase, with 86 percent of respondents making a purchase from their

most recent tablet-based local search.

Sixty-one percent of smartphone users surveyed reported conducting local searches from a

device. They also indicated that the number one reason for using a mobile device for a

local business search is the on-the-go necessity for fast information. Additionally, 49 percent of

mobile and tablet users reported using apps for local business searches.



## **New Methods for Finding Local Business Information including Social and Daily Deals**

With the rise of social networks and daily deal providers introducing location-based services,

consumers are becoming savvier about accessing local business information. In fact,

social network local business search usage has increased 67 percent since 2010 and 35 percent

of individuals that primarily use social networking sites for local search do so on a daily basis,

according to the study. Also, local business searchers are heavily engaged with social local

content through consumer reviews, with 45 percent of social network local business users

submitting reviews online for local business.

While there is speculation that daily deals are on the decline, 60 percent of respondents use

daily deals. In fact, 88 percent of respondents that use Groupon and 86 percent of respondents

that use Living Social said they are highly satisfied with the purchases from these sites. Eighty-

six percent of survey respondents also revealed that they have or plan to purchase future deals

from these businesses.

## **Local Listings the Most Relevant and Trusted Search Results for Consumers**

When searching online for local businesses, and in general, mobile searches, basic business

Name, Address, Phone Number (NAP) information is still the most critical search data.

Additionally, online searchers do not believe paid results or even general search results, are as

relevant or trustworthy as local search results. According to this year's findings, 61 percent of

online searchers consider local search results to be more relevant and 58 percent consider local

search results to be more trustworthy. On the contrary, only 10 percent of online searchers

indicated paid search results were more relevant and 9 percent felt they were more

trustworthy. Also, local business information is important for today's social networkers. 63

percent of social networkers are more likely to use a local business if the business has

information available on a social networking site.

"It has never been so easy for consumers to access and share meaningful local business

information," said Jeff Beard, president, Localeze. "This convenience is transforming the way



users perform local searches. With the explosion of local information online, it has never been

more important for businesses to get their core listings correct. Marketers have a unique,

unprecedented opportunity to capitalize on reaching consumers at the right time and in the

right forum while ensuring the sanctity of their business listings.”

The Localeze/15miles *Local Search Usage Study* was conducted by comScore in December

2011, based on a combination of data from 4,000 online surveys and observed behaviors of one

million consumers who agreed to have their online searches tracked anonymously.

**About 15miles**

15miles is part of the LSF Network group of companies and is a leader in local, mobile and

social marketing solutions for national and regional brands. Applying the management team's

proven expertise and rich history in local search marketing to its services, 15miles offers a

variety of solutions that includes social marketing, search engine optimization, pay per-click

advertising, website design and development, Internet yellow pages, local business listing

management and mobile solutions. For more information, please visit <http://www.15miles.com>.

## **About Localeze**

Localeze is a trusted business listings identity management provider for local search. As

a trusted partner, Localeze maintains direct, authorized relationships with local search

platforms, national and regional brands, channel partners and local businesses. The company

provides businesses essential tools to verify, manage and enhance the identity of their local

listings across the Web. Through these relationships and access to authoritative local business

information, Localeze is the trusted provider of enhanced online local business listings in the

local search industry. Localeze is a Neustar Service headquartered in Sterling, Va. For more

information visit [www.localeze.com](http://www.localeze.com).