The Role of Click to Call In the Path to Purchase
UK Results
February 2014
BACKGROUND & METHODOLOGY

Background
Google commissioned Ipsos, an independent market research company, to understand consumer attitudes about click to call within organic and paid mobile search results. The study explored behaviors within the context of 7 different Google verticals: Travel, Restaurant, Finance, Retail, Technology, Local Services and Auto.*

*Note: The presentation also includes metrics calculated from internal Google data looking at click to call performance of thousands of AdWords accounts in aggregate.

Methodology
1,500 respondents were recruited and completed a 20 minute online survey between November 14 and November 25, 2013. Respondents met the following criteria for inclusion in this research:

• Aged 18-74
• Smartphone users who use mobile search multiple times per week ➔ applies to 80% of UK smartphone users*
• Made a purchase in at least one of the verticals in the past six months ➔ applies to up to 96% of UK smartphone users**

After seeing a sample mobile Search Engine Results Page, which included the click to call feature, respondents were asked a number of questions. The questions probed into their general thoughts about click to call as well as specific questions about the vertical that they recently purchased in.

* Source: Google / TNS. The Connected Consumer. 2013
** Travel = 67%, Restaurants = 94%, Technology = 81%, Retail = 96%, other verticals n.a. Source: Google/ TNS. Mobile Purchase Journey. 2013.
CLICK TO CALL OPTIONS IN MOBILE SEARCH RESULTS

Click to call button on mobile search ad

Click to call button on organic mobile search result
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KEY FINDINGS

A third of mobile searchers frequently need to directly call a business from the mobile search results

42% of mobile searchers have used click to call, with the need to talk to a real person the main motivation for doing so.

These calls are valuable

For 48% of mobile searchers the stage of overall path-to-purchase when click-to-call is most important is when they want to make their final purchase.

The ability to call is important to maintain a strong brand image and to reduce the risk of losing business to competitors.

36% of mobile searchers say that if a business does not have a phone number associated with their search results, they will be more likely to explore other brands.

Click to call is an important tool in mobile search ad campaigns

Adding a phone number to mobile search ads results in an average click through rate increase of 8%.
MOBILE SEARCHERS ARE AWARE OF ADDITIONAL INFORMATION DISPLAYED IN SEARCH RESULTS

47% of mobile searchers recall seeing additional, company-specific information along with standard search results.

**BASE:** SMARTPHONE USERS WHO USE SEARCH ON THEIR SMARTPHONE SEVERAL TIMES A WEEK AND PURCHASED WITHIN AT LEAST 1 OF 7 CATEGORIES WITHIN 6 MONTHS (1500) ; RECALL SEEING ADDITIONAL INFORMATION (705)

**QAI:** WHEN SEARCHING FOR INFORMATION ON YOUR SMARTPHONE, DO YOU RECALL EVER SEEING ADDITIONAL, COMPANY-SPECIFIC INFORMATION ALONG WITH THE STANDARD SEARCH RESULTS?

**QAI:** WHAT FEATURES AND FUNCTIONALITY WERE INCLUDED WITH THIS ADDITIONAL INFORMATION? OPEN END QUESTION
CLICK TO CALL IS CONSIDERED A USEFUL FEATURE AND REGULARLY USED BY 1/3 OF MOBILE SEARCHERS

52% of mobile searchers find “the call button” useful

Frequency of needing to directly call a business from the mobile search results:

- Always: 32%
- Frequently: 39%
- Sometimes: 23%
- Rarely: 6%
- Never: 6%

BASE: SMARTPHONE USERS WHO USE SEARCH ON THEIR SMARTPHONE SEVERAL TIMES A WEEK AND PURCHASED WITHIN AT LEAST 1 OF 7 CATEGORIES WITHIN 6 MONTHS (1500)

Q2. HOW USEFUL WOULD YOU FIND EACH OF THE FOLLOWING FEATURES IF YOU WERE SEARCHING FOR INFORMATION TODAY?

Q4. HOW OFTEN WHILE SEARCHING FOR INFORMATION ON YOUR SMARTPHONE DO YOU FIND YOURSELF NEEDING TO CALL A BUSINESS DIRECTLY (REGARDLESS OF WHETHER OR NOT THE OPTION IS AVAILABLE TO YOU)? 5PT SCALE FROM “NEVER” TO “ALWAYS”; TOP 2 BOX SHOWN.
CONSUMERS ACROSS ALL VERTICALS ARE LIKELY TO USE CLICK TO CALL

% who would be likely to call if the capability was available in a smartphone search result

63%

Local Services 42%
Auto 38%
Tech 36%
Travel 27%
Restaurant 27%
Finance 25%
Retail

BASE: VERTICAL-SPECIFIC USERS/PURCHASERS
Q8 IS THE FIRST IN THE SET OF QUESTIONS BASED AMONG SUB-VERTICAL QUOTA ASSIGNMENTS.

Q8. IF YOU HAD BEEN CONDUCTING A SEARCH FOR [INSERT SUB-VERTICAL NAME] INFORMATION AND RECEIVED RESULTS ON YOUR SMARTPHONE SIMILAR TO THOSE SHOWN BELOW (BUT RELEVANT TO YOUR LOCATION AND SEARCH), HOW LIKELY WOULD YOU BE TO CALL A BUSINESS? 5 PT SCALE FROM ”NOT AT ALL LIKELY” TO ”EXTREMELY LIKELY”; TOP 2 BOX SHOWN.
TALKING TO A PERSON AND GETTING ANSWERS QUICKLY ARE THE LEADING MOTIVATIONS FOR USING CLICK TO CALL

Reasons for calling a business as opposed to using a website or other means:

- To talk to a real person: 53%
- To quickly get an answer / accomplish my goal: 48%
- I have more questions or need more information than a website can answer: 46%
- To accomplish something that can't be done through the business's website: 40%
- To get more accurate information than can be found from other sources: 37%
- It's convenient: 35%
- The product or service is expensive, and therefore a conversation is required: 14%

BASE: SMARTPHONE USERS WHO USE SEARCH ON THEIR SMARTPHONE SEVERAL TIMES A WEEK AND PURCHASED WITHIN AT LEAST 1 OF 7 CATEGORIES WITHIN 6 MONTHS (1500)

Q5. FOR WHICH OF THE FOLLOWING REASONS, IF ANY, WOULD YOU CHOOSE TO CALL A BUSINESS AFTER SEARCHING FOR INFORMATION ON YOUR SMARTPHONE? SELECT ALL THAT APPLY.
PEOPLE ACCOMPLISH A WIDE VARIETY OF TASKS VIA PHONE CALLS

% who call a business directly from a search for each task

- Inquire about inventory / availability / booking information: 40%
- Schedule an appointment / make a reservation: 39%
- Check for the business's hours: 35%
- Request more information be sent to me: 33%
- Inquire about or compare pricing: 31%
- Make a purchase/transaction over the phone: 30%

BASE: VERTICAL-SPECIFIC USERS/PURCHASERS
Q10. WHEN THINKING ABOUT ALL OF THE SEARCHES YOU CONDUCT FOR [INSERT SUB-VERTICAL NAME] INFORMATION, WHICH OF THE FOLLOWING ARE REASONS WHY YOU MAY CALL A BUSINESS DIRECTLY? SELECT ALL THAT APPLY.
## THE TASKS ACCOMPLISHED VIA CLICK TO CALL VARY BY INDUSTRY

<table>
<thead>
<tr>
<th>Task</th>
<th>Restaurant</th>
<th>Finance</th>
<th>Auto</th>
<th>Local</th>
<th>Travel</th>
<th>Retail</th>
<th>Tech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inquire about inventory / services offered / availability</td>
<td>44%</td>
<td>22%</td>
<td>40%</td>
<td>53%</td>
<td>37%</td>
<td>45%</td>
<td>40%</td>
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<tr>
<td>Schedule an appointment / make a reservation</td>
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<td>29%</td>
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<td>65%</td>
<td>32%</td>
<td>28%</td>
<td>34%</td>
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<tr>
<td>Check for the business's hours</td>
<td>34%</td>
<td>21%</td>
<td>49%</td>
<td>39%</td>
<td>24%</td>
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</tr>
<tr>
<td>Request more information be sent</td>
<td>13%</td>
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<td>24%</td>
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<td>-</td>
<td>34%</td>
<td>22%</td>
<td>42%</td>
<td>23%</td>
<td>20%</td>
<td>28%</td>
</tr>
<tr>
<td>Put an item on hold</td>
<td>-</td>
<td>-</td>
<td>36%</td>
<td>-</td>
<td>17%</td>
<td>33%</td>
<td>30%</td>
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</tbody>
</table>

% who may call a business directly from a search for each task

**BASE:** SMARTPHONE USERS WHO USE SEARCH ON THEIR SMARTPHONE SEVERAL TIMES A WEEK AND PURCHASED WITHIN AT LEAST 1 OF 7 CATEGORIES WITHIN 6 MONTHS (1500)

Q. **WHEN THINKING ABOUT ALL OF THE SEARCHES YOU CONDUCT FOR [INSERT SUB-VERTICAL NAME] INFORMATION, WHICH OF THE FOLLOWING ARE REASONS WHY YOU MAY CALL A BUSINESS DIRECTLY? SELECT ALL THAT APPLY.**
CLICK TO CALL FUNCTIONALITY IS MOST IMPORTANT DURING THE PURCHASE PHASE

% who find it extremely/very important to be able to call the business during each phase of decision-making

- **Inspiration**: 23%
  - The time when you realised you needed to purchase

- **Research**: 36%
  - The time when you actively looked and researched your purchase

- **Purchase**: 48%
  - The time when you purchased

- **Post**: 35%
  - Any behavior you may have participated in after you purchased

*BASE: Vertical-specific users/purchasers
Q9. Assuming you used a search engine on your smartphone to obtain information on [insert sub-vertical name], how important is it for you to be able to call the business during each of these phases of the decision-making process? Select one for each phase. 5pt scale of “Not at All Important” to “Extremely Important,” top 2 box shown.*
LACK OF A CALL BUTTON CAN DAMAGE CONSUMER’S PERCEPTION OF A BUSINESS

% who say the following statements describe how they feel when unable to call a business directly from the search results on their smartphone

- **More likely to explore other brands**: 36%
- **Frustrated or annoyed**: 32%
- **Disappointed in the brand or company**: 30%
- **Less likely to use the brand/company in future**: 28%
- **Less likely to recommend the brand/company**: 28%
- **Less trusting of the brand or company**: 26%

**BASE**: VERTICAL-SPECIFIC USERS/PURCHASERS

*Q11. HOW WELL DO THE FOLLOWING STATEMENTS DESCRIBE HOW YOU FEEL WHEN YOU ARE UNABLE TO CALL A BUSINESS DIRECTLY FROM THE SEARCH RESULTS ON YOUR SMARTPHONE? 5PT SCALE FROM "DOES NOT DESCRIBE AT ALL" TO "DESCRIBES COMPLETELY": TOP 2 BOX SHOWN.*
CALLS DRIVEN BY SEARCH ADS ARE SUBSTANTIVE AND VALUABLE FOR BUSINESSES

72% of clicks on a mobile search ad call button last longer than 30 seconds

6 minutes

Average length of calls driven from search ads

SOURCE: GOOGLE INTERNAL DATA, GLOBAL AVERAGE, BASED ON CALLS FROM GOOGLE FORWARDING NUMBER CALL REPORTING
THE ADDITION OF A CALL BUTTON INCREASES OVERALL SEARCH AD PERFORMANCE

Increase in ad click-through rate when call extensions are enabled

SOURCE: GOOGLE INTERNAL DATA, GLOBAL AVERAGE
On average, 40 million calls are driven by Google ads each month.
Implications for businesses
Adding call extensions to your search ads helps you connect with your customers

Implement call extensions on your mobile search campaigns. With call extensions you gain access to call specific reporting metrics such as call duration and caller area codes.

You can also use call scheduling to make sure that call extensions are only showing up at times when it’s strategic for your business.
Calls are an important mobile conversion path and should be measured accordingly.

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

Optimise your campaigns to increase phone call conversions. Identify keywords and ads that are driving a large volume of phone calls and implement conversion-based bidding tools.

Attribute an estimated value to the calls you receive. With your company’s average order value and the percentage of calls that are transactional in your industry, you can estimate the value of clicks from your call extensions. If driving phone calls is a valuable goal, you can increase your mobile bid modifier to ensure that your ads show up more often on mobile devices.
Vertical Breakouts
Travel
CLICK TO CALL IS IMPORTANT ACROSS ALL PARTS OF THE TRAVEL PROCESS

% who would be extremely/very likely to call if the call capability was available in smartphone search

BASE: SMARTPHONE USERS WHO USE SEARCH ON THEIR SMARTPHONE SEVERAL TIMES A WEEK AND PURCHASED WITHIN AT LEAST 1 OF 7 CATEGORIES WITHIN 6 MONTHS EXCLUDING THOSE WHO HAVE NO NEED TO SEARCH FOR THIS TYPE OF INFORMATION (FLOATING BASE)

Q8. FOR EACH OF THE FOLLOWING, HOW IMPORTANT IS IT TO HAVE THE ABILITY TO BE ABLE TO CALL THE BUSINESS DIRECTLY FROM YOUR SEARCH RESULTS AS YOU LOOK FOR INFORMATION ON EACH OF THESE ITEMS? PLEASE SELECT ONE FOR EACH PRODUCT/SERVICE. 4PT SCALE FROM "I HAVE NO NEED TO SEARCH FOR THIS TYPE OF INFORMATION" TO "MUST HAVE"; TOP 2 BOX SHOWN.
WITHIN THE TRAVEL CATEGORY, THE ABILITY TO PLACE A CALL IS MOST IMPORTANT DURING THE PURCHASE PHASE

% who find it extremely/very important to be able to call the business during each phase of decision-making

- **POST EXPERIENCE**
  - Car: 42%
  - Hotel: 34%
  - Airline: 29%

- **PURCHASE**
  - Car: 54%
  - Hotel: 47%
  - Airline: 42%

- **RESEARCH**
  - Car: 42%
  - Hotel: 32%
  - Airline: 30%

- **INSPIRATION**
  - Car: 31%
  - Hotel: 20%
  - Airline: 20%

Q9. ASSUMING YOU USED A SEARCH ENGINE ON YOUR SMARTPHONE TO OBTAIN INFORMATION ON [INSERT SUB-VERTICAL NAME], HOW IMPORTANT IS IT FOR YOU TO BE ABLE TO CALL THE BUSINESS DURING EACH OF THESE PHASES OF THE DECISION-MAKING PROCESS? SELECT ONE FOR EACH PHASE. 5PT SCALE OF "NOT AT ALL IMPORTANT" TO "EXTREMELY IMPORTANT": TOP 2 BOX SHOWN.

**BASE:** TRAVEL USERS/PURCHASERS
OVERALL, OVER HALF WILL CALL A TRAVEL BUSINESS TO MAKE CHANGES TO THEIR RESERVATION/BOOKING

% who may call a business directly from a search for each reason

- Inquire about booking or itinerary information
  - Car: 29%
  - Hotel: 35%
  - Airline: 44%

- Make a purchase/transaction over the phone
  - Car: 35%
  - Hotel: 31%
  - Airline: 37%

- Get directions/location information
  - Car: 35%
  - Hotel: 42%
  - Airline: 23%

- Schedule an appointment/make a reservation
  - Car: 33%
  - Hotel: 32%
  - Airline: 32%

- Inquire about/check for promotions, incentives or deals
  - Car: 36%
  - Hotel: 25%
  - Airline: 27%

- Request more information to be sent to me (e.g., brochure...)
  - Car: 22%
  - Hotel: 32%
  - Airline: 30%

- Inquire about or compare pricing
  - Car: 32%
  - Hotel: 26%
  - Airline: 25%

- Check for the business’s hours
  - Car: 35%
  - Hotel: 24%
  - Airline: 19%

- Locate or get directions to a store/business
  - Car: 32%
  - Hotel: 25%
  - Airline: 17%

- Inquire about or compare specific product/service features
  - Car: 28%
  - Hotel: 21%
  - Airline: 23%

- Put an item on hold
  - Car: 25%
  - Hotel: 15%
  - Airline: 16%

- Check or redeem loyalty program points/frequent flier miles, etc.
  - Car: 16%
  - Hotel: 15%
  - Airline: 20%

BASE: TRAVEL USERS/PURCHASERS
Q10. WHEN THINKING ABOUT ALL OF THE SEARCHES YOU CONDUCT FOR [INSERT SUB-VERTICAL NAME] INFORMATION, WHICH OF THE FOLLOWING ARE REASONS WHY YOU MAY CALL A BUSINESS DIRECTLY? SELECT ALL THAT APPLY.
Finance
ABOUT FOUR IN TEN SEARCHERS FOR INVESTMENT INFORMATION WOULD PLACE A PHONE CALL FROM SEARCH IF GIVEN THE OPTION

% who would be extremely/very likely to call if the call capability was available in smartphone search

Bank Account: 24%
Investment: 38%
Insurance: 24%

BASE: FINANCE USERS/PURCHASERS
Q8 IS THE FIRST IN THE SET OF QUESTIONS BASED AMONG SUB-VERTICAL QUOTA ASSIGNMENTS.
Q8. IF YOU HAD BEEN CONDUCTING A SEARCH FOR [INSERT SUB-VERTICAL NAME] INFORMATION AND RECEIVED RESULTS ON YOUR SMARTPHONE SIMILAR TO THOSE SHOWN BELOW (BUT RELEVANT TO YOUR LOCATION AND SEARCH), HOW LIKELY WOULD YOU BE TO CALL A BUSINESS? 5PT SCALE FROM “NOT AT ALL LIKELY” TO “EXTREMELY LIKELY”; TOP 2 BOX SHOWN.
THE NEED FOR A CALL RELATED TO A FINANCE SEARCH IS MOST IMPORTANT AT THE PURCHASE STAGE

% who find it extremely/very important to be able to call the business during each phase of decision-making

**Inspiration**
The time when you realised you wanted or needed to make a finance-related transaction or purchase (perhaps prompted or triggered by a specific event). This is the moment you began dreaming or thinking about your desire to transact or purchase but had not yet started shopping/researching.

**Research**
The time when you actively looked and researched your account or financial transaction/purchase (looking into price, interest rates, services, etc.)

**Purchase**
The time when you opened your account or made a financial transaction/purchase. This includes using the device while at a bank or financial institution.

**Post**
Any behavior you may have participated in after you opened your account or made a financial transaction/purchase (sharing your experience, recommending to friends or family, writing a review, etc.)

BASE: FINANCE USERS/PURCHASERS
Q9. ASSUMING YOU USED A SEARCH ENGINE ON YOUR SMARTPHONE TO OBTAIN INFORMATION ON [INSERT SUB-VERTICAL NAME], HOW IMPORTANT IS IT FOR YOU TO BE ABLE TO CALL THE BUSINESS DURING EACH OF THESE PHASES OF THE DECISION-MAKING PROCESS? SELECT ONE FOR EACH PHASE. 5PT SCALE OF “NOT AT ALL IMPORTANT” TO “EXTREMELY IMPORTANT”, TOP 2 BOX SHOWN.
OVERALL, OVER 4 IN 10 WOULD CALL A FINANCIAL BUSINESS TO MAKE CHANGES TO THEIR ACCOUNT

% who may call a business directly from a search for each reason

<table>
<thead>
<tr>
<th>Reason</th>
<th>Bank</th>
<th>Investment</th>
<th>Insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make changes to my account</td>
<td>38%</td>
<td>33%</td>
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<tr>
<td>Request more information to be sent to me (e.g., brochure…)</td>
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<td>48%</td>
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Q10. WHEN THINKING ABOUT ALL OF THE SEARCHES YOU CONDUCT FOR [INSERT SUB-VERTICAL NAME] INFORMATION, WHICH OF THE FOLLOWING ARE REASONS WHY YOU MAY CALL A BUSINESS DIRECTLY? SELECT ALL THAT APPLY.

BASE: FINANCE USERS/PURCHASERS
PHASES OF THE DECISION-MAKING PROCESS

RESTAURANT:
1. Inspiration: When you started thinking about visiting or ordering from a restaurant; when you were inspired by an occasion that would prompt visiting or ordering from a restaurant.
2. Research: The time when you actively looked and researched your restaurant plans (looking into menus, prices, reviews, etc.).
3. Purchase/Ordering: The time when you placed an order for food or beverages at a restaurant.
4. Experiencing: Any behavior you may have participated in during your visit or meal (uploading photos, “checking in” at the restaurant via a social network, etc.).
5. Post Experience: Any behavior you may have participated in after you bought at a restaurant (sharing your experience/photos, recommending to friends or family, writing a review, etc.).

AUTO
1. Inspiration: The time when you realised you needed to purchase a vehicle or automobile part(s) or service(s). This is the moment you began dreaming or thinking about your desire to purchase but had not yet started shopping/researching.
2. Research: The time when you actively looked and researched your purchase (looking into price, makes/models, brands, stores, dealerships, etc.).
3. Purchase: The time when you purchased your vehicle, part(s) or service(s). This includes using the device while at the dealer or retailer.
4. Experiencing: Any behavior you may have participated in after you purchased your vehicle, part(s), or service(s) (sharing your experience/photos, recommending to friends or family, writing a review, etc.).
5. Post Purchase: Any behavior you may have participated in after you used your local service (sharing your experience/photos, recommending to friends or family, writing a review, etc.).

TRAVEL
1. Inspiration: The time when you identified you wanted or needed to book travel; when you started thinking about taking a trip or when you were inspired or prompted by an event that you needed to attend.
2. Research: The time when you actively looked and researched your trip or travel plans (looking into destinations, prices, travel times, etc.).
3. Purchase/Booking: The time when you booked your trip
4. Experiencing/Traveling: Any behavior you may have participated in during your trip (looking for a restaurant, uploading photos, status messaging about your trip, etc.).
5. Post Traveling: Any behavior you may have participated in after you took your trip (sharing your experience/photos, recommending to friends or family, writing a review, etc.).

FINANCE
1. Inspiration: The time when you realised you wanted or needed to make a finance-related transaction or purchase (perhaps prompted or triggered by a specific event). This is the moment you began dreaming or thinking about your desire to transact or purchase but had not yet started shopping/researching.
2. Research: The time when you actively looked and researched your account or financial transaction/purchase (looking into price, interest rates, services, etc.).
3. Purchase: The time when you opened your account or made a financial transaction/purchase. This includes using the device while at a bank or financial institution.
4. Experiencing: Any behavior you may have participated in after you opened your account or made a financial transaction/purchase (sharing your experience/photos, recommending to friends or family, writing a review, etc.).
5. Post Purchase: Any behavior you may have participated in after you opened your account or made a financial transaction/purchase (sharing your experience/photos, recommending to friends or family, writing a review, etc.).

LOCAL
1. Inspiration: The time when you realised your need for a local service (e.g., real estate, legal, plumber or home service). This is the moment you began dreaming or thinking about your need for a real estate, legal, plumber or home service but had not yet started researching.
2. Research: The time when you actively looked and researched local services (looking into prices, companies, locations and other service options).
3. Purchase: The time when you committed to paying for your local service.
4. Experiencing: Any behavior you may have participated in after you used your local service (sharing your experience/photos, recommending to friends or family, writing a review, etc.).
5. Post Purchase: Any behavior you may have participated in after you purchased your item or service (sharing your experience/photos, recommending to friends or family, writing a review, etc.).

RETAIL/TECH
1. Inspiration: The time when you realised you wanted or needed to purchase a retail or technology product; when you started thinking about your purchase or when you were inspired or prompted by an event that you needed to make the purchase for.
2. Research: The time when you actively looked and researched your purchase (looking into price, styles, features, etc.).
3. Purchase: The time when you purchased your item or service.
4. Experiencing: Any behavior you may have participated in after you purchased your item or service (sharing your experience/photos, recommending to friends or family, writing a review, etc.).
5. Post Purchase: Any behavior you may have participated in after you purchased your item or service (sharing your experience/photos, recommending to friends or family, writing a review, etc.).