What Research Says About How Customers Search, Shop, and Show Up Close to Home

The customers who matter most are usually the ones nearby—and the data proves it. Here's what national research says about how people search and shop locally, and why it points straight to geofencing.

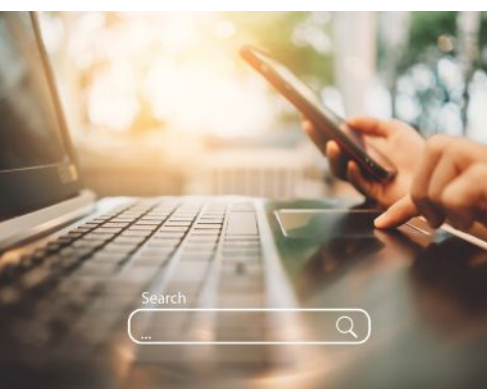
YOUR CUSTOMERS ARE SHOPPING LOCAL—AND FAST.

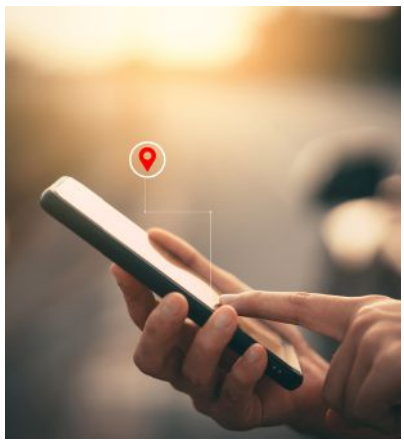
72% of consumers who did a local search visited a store within five miles of where they were. *(HubSpot)*

18% of local smartphone searches lead to a purchase within a day—compared to just 7% for non-local searches. *(Think with Google)*

46% of all Google searches are looking for local information. *(GoGulf)*

"Near me" searches have grown more than 900% over a two-year span. *(Chatmeter)*





LOCATION-BASED ADVERTISING IS ALREADY MAINSTREAM.

84% of marketers use location data in their marketing—and **89% of those who do say it increased their sales.** *(Factual/Lawless Research)*

86% of marketers say location data helped grow their customer base. *(Factual/Lawless Research)*

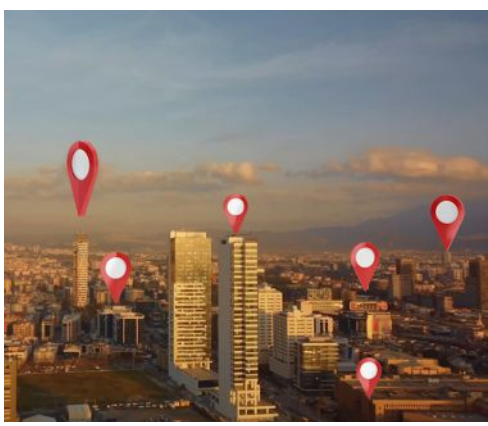
The location-based advertising market reached **$128.1 billion in 2024** and is **projected to hit $169.9 billion in 2026.** *(Grand View Research)*

AND GEOFENCING, SPECIFICALLY, PUNCHES ABOVE ITS WEIGHT.

Geofencing lifted click-through rates 68% for convenience stores and gas stations—and 60% for financial services—versus non-geofenced campaigns. *(PayPal Media Network)*

Fencing a competitor's locations—**"conquesting"—drove a 12% lift in click-through rates.** *(PayPal Media Network)*

57% of landing-page clicks from geofenced ads were purchase-intent actions: click-to-call, click-to-map, click-to-coupon. *(PayPal Media Network)*



IN THIS MONTH'S FEATURE STORY

THE WHOLE STORY: TURN TO PAGE 35 for "Home-Field Advantage"—a complete guide to putting geofencing to work for your salon, from DIY setup to hiring a specialist.