

Local search advertising will rebound after sharply diminishing this spring

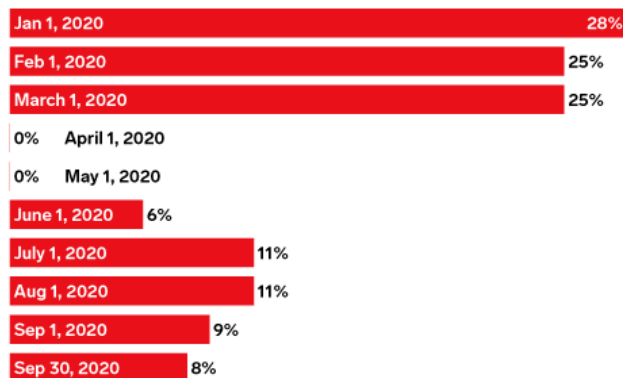
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During the pandemic, consumers made fewer local searches, and local search advertising dropped dramatically.

US Google Shopping Ad Performance Metrics: Local Inventory Ad (LIA) Click Share, Jan 1, 2020-Sep 30, 2020

% of total



Note: based on campaigns analyzed by Merkle, broader industry metrics may vary; data represents a snapshot of each individual day shown
Source: Merkle, "Digital Marketing Report Q3 2020," Oct 27, 2020

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Some formats, such as local inventory ads and Google Map Ads, dropped between 75% and 100% in Q2, and they have still not fully

recovered, according to Merkle data published in October.

Several factors should lead to a recovery in local search in 2021. First, the mobile search market should be strong. We expect US mobile search ad spending to increase by 22.4% to \$44.32 billion. Second, as lockdowns lift and consumers begin shopping again, they will look for alternatives—most likely nearby (or online).

Read more:

- [The pandemic promises search ad spending short-term pain but long-term gain](#)
- [Where do US consumers begin their product searches?](#)
- [Podcast: What to expect for mobile ads in 2021](#)