

A woman with long brown hair, wearing a floral-patterned short-sleeved shirt, is smiling and looking down at a red smartphone she is holding. She is also holding several shopping bags in shades of blue, white, and red. In the background, there is a store window display featuring a mannequin wearing a striped long-sleeved top and a light-colored scarf. The scene is set outdoors, likely on a city street.

Canadian Mobile Moments Series: Always Be Serving Your Consumers

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In this edition of the Mobile Moments Series, discover yet another reason why it's important to understand how Canadians search. Hours of operation no longer apply; consumers want information anytime, anywhere and expect to get there with their phone.

think with **Google**

Canadians no longer consider their mobile devices just for calling and texting. While smartphones were originally intended to put the power of computing into the pockets of users on the go, they are now used more frequently at home and at work.

In a recent Micro-Moments [video](#), Erica tells us how she and her husband were able to upgrade their home by using a mortgage calculator on her smartphone while waiting at the airport. She explains how they were able to start looking into purchasing a new home the same moment they began talking about it.

The “[Mobile Search Moments Canada Study](#)” conducted by Google, in partnership with Nielsen, found that eight in ten mobile searches occur at work or at home, and like Erica’s search for a mortgage calculator, 41% are goal-oriented.¹

Mobile traffic reflects human behaviour

As smartphones become more integrated into users’ daily lives, their usage patterns have come to reflect their natural behaviours.

For example:

- Financial mobile searches are most common during working hours.¹
- Arts and entertainment searches are most popular when Canadians return from work, between 6 p.m. and 9 p.m.¹
- News, sports, and weather searches peak at the start and end of the day.¹

The location of these searches has also come to reflect natural behaviour patterns. For example:

- Food, groceries, fashion, and tech searches are commonly conducted in stores.¹
- Retail and dining searches are typically made on-the-go.¹

Hours of operation are obsolete

In this always-on environment, there is no such thing as standard hours of operation. Consumers expect a positive brand experience whether

they're shopping in store at 4 p.m. or online at 4 a.m. Even in the presence of other devices at home or work, our research found that Canadian consumers often elect to use their smartphone, and they expect a user experience similar to that on a desktop or tablet site.¹

Marketing in an always-on environment

With our [latest research](#), brands can now identify where and when consumers are conducting mobile searches for their sector's products and services and optimize their experience. The fact that Canadians most frequently search for automotive information while inside of a dealership, for example, demonstrates the need for pricing and product information to be readily available on the mobile platforms of automakers and dealerships.¹

Whether at home, at work, or on the go, Canadians expect the resources they search for on their smartphones to be available without compromise. They expect a positive experience anytime and anyplace their mobile moment occurs, and delivering one must be the bedrock of any mobile marketing strategy.

Sources

¹ Google Canada/Nielsen, "Mobile Search Moments Canada Study," March 2015.



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