

How to Win Micro-Moments: Be Accountable

Mobile has become the connective tissue between the online and offline worlds, driving store visits and phone calls that can directly impact your bottom line.

But while mobile provides new opportunities for marketers to engage with consumers, it also challenges our assumptions about the value of 'touchpoints' across media. In order to win micro-moments and drive real growth, marketers must evolve their measurement practices for today's mobile-first world. Use new tools and build new ways to connect the dots – across screens, channels and media types – in order to get a more accurate view of what's actually working to drive results.

WHY BEING ACCOUNTABLE MATTERS



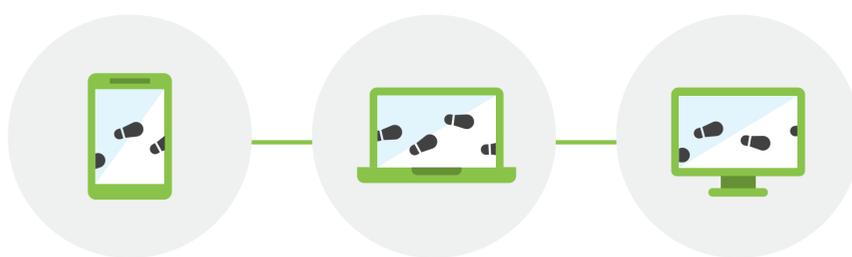
75%

of online adults 18 - 54 start an activity on one device, but continue or finish it on another.¹

WHAT CAN YOU DO?

Legacy metrics from a desktop-first world can distract you from the business results that really matter.

Think about **multi-device behavior** and make sure you **measure the impact of screens collectively**.



Estimate or track things like how much store traffic results from digital interactions, or how many converted calls originate from a mobile search. Whether it's across devices or online to offline, don't let measurement silos get in the way of driving business results; organize and incentivize your teams to the metrics that matter for today's world.

SHUTTERFLY WAS ACCOUNTABLE



By measuring cross-device conversions in AdWords, **Shutterfly** learned how often mobile played a part in its customer's buying behaviors. This insight led the company to enable 100% of its keywords for mobile. The first round of optimization boosted total digital conversions by 15% in under a year, proving how connecting the dots across screens yields real results.



The results?

15%

increase in digital conversions

For more information on being accountable and other micro-moments insights, visit thinkwithgoogle.com/micromoments-guide

SOURCING

¹ Google / Ipsos Connect, March 2016, GPS Omnibus, n=2,013 US online respondents 18+.