**Micro-Moments:** Your Guide to Winning the Shift to Mobile

To win in mobile, you have to be there whenever consumer needs arise and deliver messages and experiences that meet those needs in the moment.

**For more insights, recommendations and case studies visit**
[thinkwithgoogle.com/micromoments-guide](http://thinkwithgoogle.com/micromoments-guide)

### Be There

- **60%** of online users say that links to mobile research help them make purchase decisions if they don't have time to do so further down the line.

### Be Useful

- **73%** of consumers say that regularly getting useful information from an advertised brand is the most important attribute when considering a brand.

### Be Quick

- **46%** of shoppers will wait no more than two seconds before abandoning a retail or travel site.

### Connect the Dots

- **12.9pp** increase in unaided brand awareness and **1 in 3** of smartphone users say they're more likely to buy from a brand other than the one they intended to because of the information provided in the moment they needed it.

### Key Points

1. **I-Want-to-Know Moments**
   - when consumers are looking for information about how to do something, whether that means finding stores that sell a product, trying a new recipe or buying a home.
   - Display relevant content, like videos, how-tos and FAQs.
   - Make sure your site is mobile-friendly.

2. **I-Want-to-Go Moments**
   - consumers who are发觉 that your brand appears in search results.
   - Enable GPS features, like driving directions.
   - Consider an in-store experience to offer a seamless online-to-offline experience.

3. **I-Want-to-Do Moments**
   - consumers who are discovering a new company or product when conducting research.
   - Create snackable content that offers helpful information rather than just product information.

4. **I-Want-to-Buy Moments**
   - consumers who are entering a store.
   - Use drop-down menus to reduce typing.
   - Display click-to-call buttons.

- **40%** of shoppers will wait no more than two seconds before abandoning a retail or travel site.

- **29%** of consumers will wait no more than two seconds before abandoning a retail or travel site if it's too slow or it's too costly.

- **51%** of smartphone users say their needs (e.g. they can't find information or it's too slow). 9 of shoppers will wait no more than two seconds before abandoning a retail or travel site.