6 in 10 of people who search on their smartphone for something nearby visit a business within a day, and 28% of those searches result in a purchase. 7

Internet users check whether a product is available in a local store before visiting a store. 8

3 Key Shopping Micro-Moments for a Mobile World

HOW MOBILE SHAPES THE CONSUMER JOURNEY

Smartphones are a shopper’s new best friend.

I-NEED-SOME-IDEAS MOMENTS
When people have an awareness of the product category but haven’t chosen a specific brand or product.

WHICH-ONE’S-BEST MOMENTS
When people make a decision about what to buy and where to buy it.

I-WANT-TO-BUY-IT MOMENTS
When people are drawn to brands that will deliver on their needs in these moments. So, how can you ensure your brand is there and useful?

What can you do to win micro-moments?

1. Measure across channels and devices—beyond last-click and online sales—to understand the role mobile plays in driving sales for your brand.

2. Organize your company, so every department has a unified approach to fulfilling shoppers’ needs in the moment.

3. Identify the key micro-moments your brand can’t afford to lose by using search insights to better inform your decisions.

4. Support your company in any endeavor to mobilizing helpful, mobile and mobile-friendly products.

5. Identify helpful content or brands in what will be your search insights to be top of your devices.

6. Minimize errors, delays and dropped transactions that occur when customers are unable to execute mobile searches for your brand.

What people face in their search to compare prices, brands, specs, and product reviews.

Where people make a decision about what to buy and where to buy it.

60% of people who search on their smartphone for something nearby visit a business within a day, and 28% of those searches result in a purchase. 7

90% of consumers use one app they use most frequently when they begin shopping. 9

40% of the shopping decisions we see on Google where people say they will purchase in-store happen on weekends. 10