

# 3 Key Shopping Micro-Moments for a Mobile World



## HOW MOBILE SHAPES THE CONSUMER JOURNEY

Smartphones are a shopper's new best friend.



82%

of smartphone users say they consult their phones on purchases they're about to make in a store.<sup>1</sup>

Time on-site for mobile users in the U.S. is down 5% year over year, however, retail's share of online purchases is still growing.



34%

of online retail purchases now happen on mobile devices.<sup>2</sup>

## I-NEED-SOME-IDEAS MOMENTS

When people have an awareness of the product category but haven't chosen a specific brand or product.



90%

of smartphone users say they aren't absolutely sure of the specific brand they want to buy when they begin shopping.<sup>3</sup>



40%

of the shopping searches we see on Google are for broad category queries like bedroom furniture or women's athletic clothing.<sup>4</sup>

## WHICH-ONE'S-BEST MOMENTS

When people turn to their devices to compare prices, brands, specs, and product reviews.



Among top retail categories, mobile searches on Google related to "best" products have grown by **more than 50%** in the last year.<sup>5</sup>



**Almost 50%** of internet users look for videos related to a product or service before visiting a store.<sup>6</sup>

## I-WANT-TO-BUY-IT MOMENTS

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



76%

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.<sup>7</sup>



6 in 10

internet users check whether a product is available in a local store before visiting a store.<sup>8</sup>

## WHAT CAN YOU DO TO WIN MICRO-MOMENTS?

Consumers are drawn to brands that will deliver on their needs in these moments. So, how can you ensure your brand is there and useful?



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



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



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

### SOURCING

- 1 Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398 based on internet users
- 2 Google Data, Aggregated, anonymized data from Google Analytics, U.S., April 2016; Google Analytics, retailer aggregated data, US, March 2016
- 3 Consumers in the Micro-Moment, Wave 3, Google/Ipsos, U.S., August 2015, n=1291 online smartphone users 18+
- 4 Google Data, anonymized, aggregated searches that trigger a PLA, US, November, 2015
- 5 Google Data, Searches related to apparel, Home & Garden, Beauty & Personal Care, Computer & Electronics and Gift. US, May 2015 vs. May 2016
- 6 Google / Ipsos Connect, March 2016, GPS Omnibus, n=2,013 US online respondents 18+
- 7 Google/Purchased Digital Diary: How Google Analytics Solve Their Moments in the Moment, May 2016, Smartphone users = 1000. Local searchers = 634, Purchases = 1,140
- 8 Google / Ipsos Connect, March 2016, GPS Omnibus, n=2,013 US online respondents 18+