3 Key Shopping Micro-Moments for a Mobile World

Smartphones are a shopper’s new best friend.

**I-NEED-SOME-IDEAS MOMENTS**

When people have an awareness of a 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 need results and want to act on their insights.

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

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

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

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

**CONSUMER INSIGHTS**

- 82% of consumers say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

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

- 90% of smartphone users say they aren’t absolutely sure of the specific brand they want to buy when they begin shopping.

- 76% of online retail purchases now happen on mobile devices.

- 34% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

- 30% of online retail purchases now happen on mobile devices.

- 40% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

**WWW.ISTHISAHEAD?**

- 34% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

- 15% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

- 5% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

**WWW.ISTHISBEFORE?**

- 34% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

- 15% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

- 5% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

**WWW.ISTHISNOW?**

- 34% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

- 15% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.

- 5% of smartphone users say they consult their phones on a daily basis. 28% of consumers research on mobile devices.