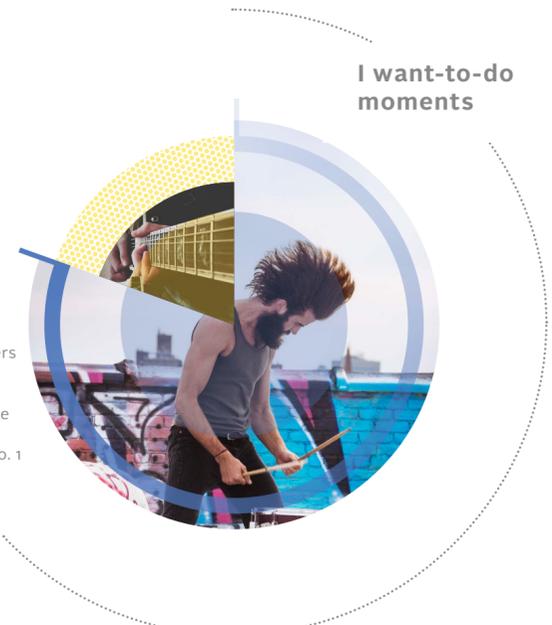


# WIN THE MOMENTS THAT MATTER

think with Google

The online session as we know it is over. We no longer "go online" - we live online; always on, always connected. Constant connectivity has not only transformed behaviour, but also expectations. Now, more than ever, we turn to our devices during real intent-driven moments where we want to do, need to find, or need to buy something, and expect immediate and relevant answers. These moments are crucial for brands because they are where decisions are being made and preferences are being shaped - these are moments that matter.

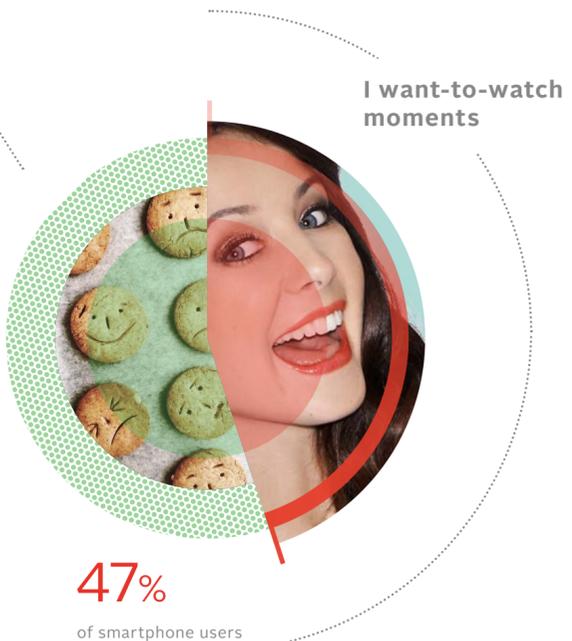
Billions of moments that matter exist online



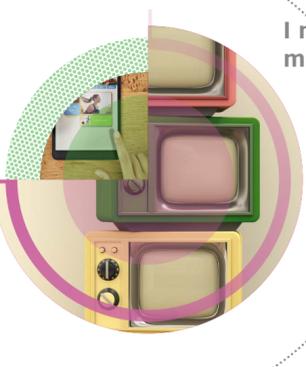
I want-to-do moments



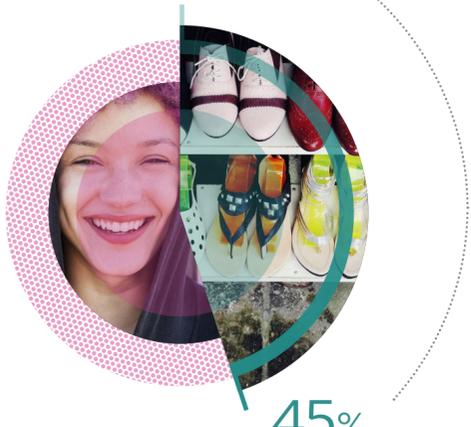
I need-to-buy moments



I want-to-watch moments



I need-to-find moments



Shape preferences



Influence decisions



Presenting billions of opportunities for brands to...



Are you making the most of the moments that matter?

Identify the moments that you want to win or can't afford to lose. Examine all phases of the consumer journey to map the moments when people want to find inspiration, learn something or make a quick purchase. By putting these intent-driven moments at the centre of your strategy, you can ensure that you are present for all of the moments that matter most for your business.

Sources:  
1. Ipsos Moments that Matter Research, June 2015, UK. 2. The Connected Consumer Survey, 2014/2015, UK. Base: Smartphone users | Watched online video in the past week | Answering based on a recent online video session on YouTube. \* Vertical products: retail products / travel services / health & beauty products / media & entertainment products. \*\* Nearest connected device: Smartphone, tablet, desktop/laptop computer, in a typical week.