

How People Meet Their Needs in I-Want-to-Know Moments

When looking for information or inspiration, people increasingly turn to mobile and search. For marketers, these I-want-to-know moments are an opportunity to positively influence brand perception. To better understand how people meet their needs, we asked 1,000 smartphone owners to keep a mobile diary. Here's what I-want-to-know moments look like:

THE MOST COMMON TYPES OF I-WANT-TO-KNOW MOMENTS



General Knowledge
e.g. What's happening in the news?



Food & Grocery
e.g. What are healthy breakfast choices?



Shopping
e.g. What's the return policy?

MOST USED DEVICE IN I-WANT-TO-KNOW MOMENTS



of people use their phone in their I-want-to-know moments.

TOP 5 WAYS PEOPLE ADDRESS I-WANT-TO-KNOW MOMENTS:



- 81% use search
- 55% visit a non-retailer website or app
- 40% look at images or photos online
- 34% visit a retailer website or app
- 26% watch online video

WHAT HAPPENS IN I-WANT-TO-KNOW MOMENTS AFFECTS PURCHASE DECISIONS

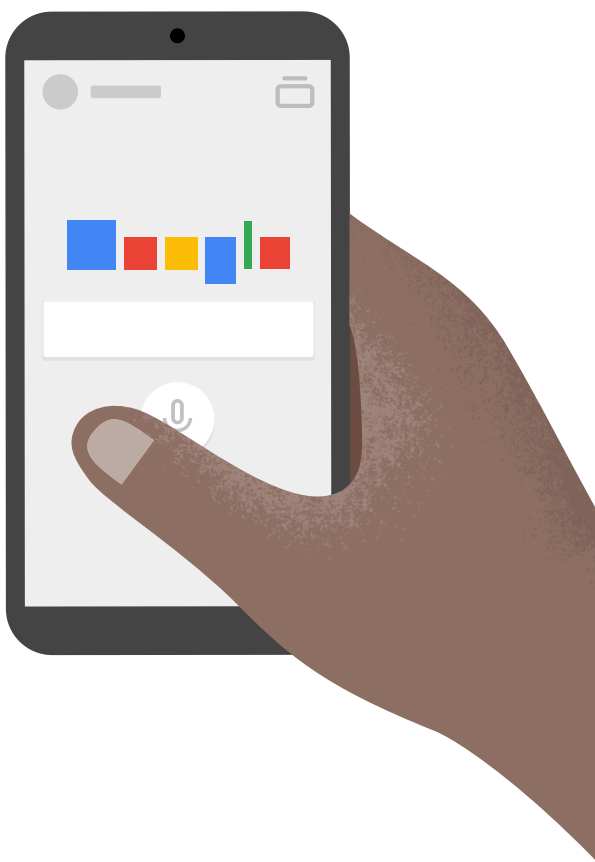


Mobile's influence:

85%
of people took a relevant action on their phone prior to making a purchase.

Search's influence:

62%
of purchasers were influenced by a relevant search.



Why this matters

Smartphones, and particularly mobile search, have a big influence on how people find the information they're looking for in a moment of need. Is your brand meeting people with relevant and useful information on mobile? Are you there when people search to get into the consideration set quickly before a purchase is made? And underpinning all of this, are you tracking and valuing these mobile interactions appropriately?