



How Micro-Moments Are Changing the Rules

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Consumer behavior has changed forever. Today's battle for hearts, minds, and dollars is won (or lost) in micro-moments—intent-driven moments of decision-making and preference-shaping that occur throughout the entire consumer journey. Read more about this new mental model for marketing.

As mobile has become an indispensable part of our daily lives, we're witnessing a fundamental change in the way people consume media. What used to be our predictable, daily sessions online have been replaced by many fragmented interactions that now occur instantaneously. Many of these moments have become quite routine as we check the time or text a friend.

But then there are the other moments—the I want-to-know moments, I want-to-go moments, I want-to-do moments, and I want-to-buy moments—that really matter. We call these “micro-moments,” and they're game changers for both consumers and brands.

Micro-moments occur when people reflexively turn to a device—increasingly a smartphone—to act on a need to learn something, do something, discover something, watch something, or buy something. They are intent-rich moments when decisions are made and preferences shaped. In these moments, consumers' expectations are higher than ever. The powerful computers we carry in our pockets have trained us to expect brands to immediately deliver exactly what we are looking for when we are looking. We want things right, and we want things right away.

Consider these findings from some recent research we conducted:

- Of leisure travelers who are smartphone users, 69% search for travel ideas during spare moments, like when they're standing in line or waiting for the subway. Nearly half of those travelers go on to book their choices through an entirely separate channel.¹
- Of smartphone users, 91% look up information on their smartphones while in the middle of a task.²
- Of smartphone users, 82% consult their phones while they're standing in a store deciding which product to buy. One in 10 of those end up buying a different product than they had planned.²

- Of online consumers, 69% agree that the quality, timing, or relevance of a company's message influences their perception of a brand.²

The successful brands of tomorrow will be those that have a strategy for understanding and meeting consumers' needs in these micro-moments.

Read more about micro-moments in the [Wall Street Journal](#) and stay up-to-date on the latest insights and research at thinkwithgoogle.com/micromoments.



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Sources

- 1 Google/Ipsos, "[The 2014 Traveler's Road to Decision](#)," June 2014.
- 2 Google/Ipsos, "Consumers in the Micro-Moment," March 2015.