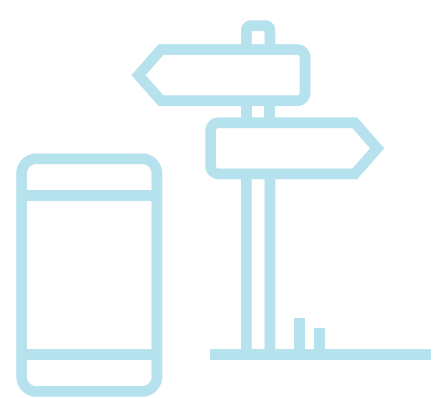


How to Win Micro-Moments: Be There

When someone picks up their mobile device, chances are they want to learn, do, find, or buy something right now.

Whether they're searches, app interactions, mobile site visits, or video views, these micro-moments are happening constantly. Showing up and engaging consumers means your brand is in the game to be **chosen**, not just seen.

WHY BEING THERE MATTERS



90%

of smartphone users are not absolutely certain of the specific brand they want to buy when they begin looking for information online.¹

WHAT CAN YOU DO?

There are category and brand-relevant micro-moments happening right now, but you could be missing opportunities to engage consumers because you're not there.



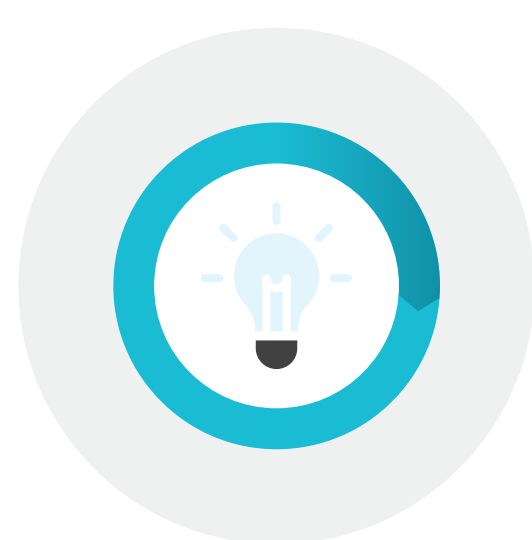
Identify and prioritize the I-want-to-know, I want-to-go, I-want-to-buy, and I-want-to-do moments that you can't afford to lose.

Then work with your team or agency to get your "share of intent" metric, and see how you stack up against key competitors. Create a plan to close gaps by boosting your ad coverage across a greater number of micro-moments and growing your share of intent.

FIAT WAS THERE



When **Fiat** returned to the American car market after a 28-year hiatus, they deployed mobile search ads on category terms such as 'small car' and 'city car' in order to build awareness and influence consideration for consumers in their moments of interest and research. Not only was Fiat committed to being there, but they also provided a useful experience across devices. On desktop, the ads took people to the online car configurator (a car customization tool), and on mobile the ads directed people to the nearest car dealership.



The results?

127%

increase in unaided brand recall

For more information on being there and other micro-moments insights, visit thinkwithgoogle.com/micromoments-guide

SOURCING

¹ Consumers in the Micro-Moment, Wave 3, Google/Ipsos, U.S., August 2015, n=1,291 online smartphone users 18+.