

Micro-Moments: How Consumers Rely on Mobile to Meet Their Needs

In hundreds of micro-moments throughout the day, people use their mobile phones to find answers to their questions and solve problems while on the go. This means there are more opportunities than ever for your brand to be there and be useful.



TURNING TO MOBILE IN MOMENTS OF NEED

People rely on mobile devices to manage their lives and inspire their plans. Among smartphone users:

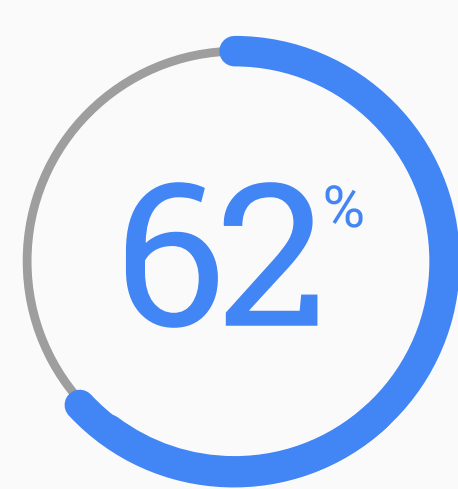


91%

use mobile for inspiration when in the middle of a task.¹



use mobile to work toward a long-term goal while on the go.¹



are more likely to take action right away against an unexpected task or problem because they have smartphones for inspiration when in the middle of a task.¹

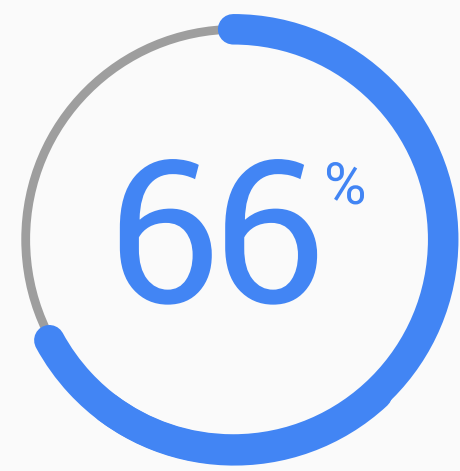
HOW MICRO-MOMENTS CAN INFORM YOUR MOBILE STRATEGY

Influence purchases by meeting people in their moments of curiosity and need as they research. Among smartphone users:

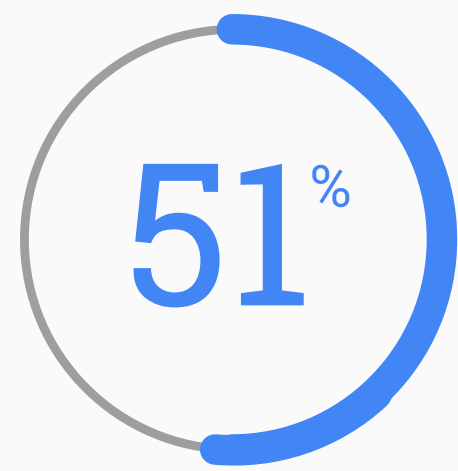


82%

consult their phones when in a store.¹



consult their phones to learn more about something they saw in a TV commercial.²



have purchased from a company or brand other than the one they intended, because the information provided on search was useful.³

For a complete guide to winning these micro-moments, visit thinkwithgoogle.com/micromoments-guide

SOURCING

1 Consumers in the Micro-Moment, Google/Ipsos, US, March 2015, n=5,398, based on internet users

2 Google Consumer Surveys, U.S., May 2015, n=1,243

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