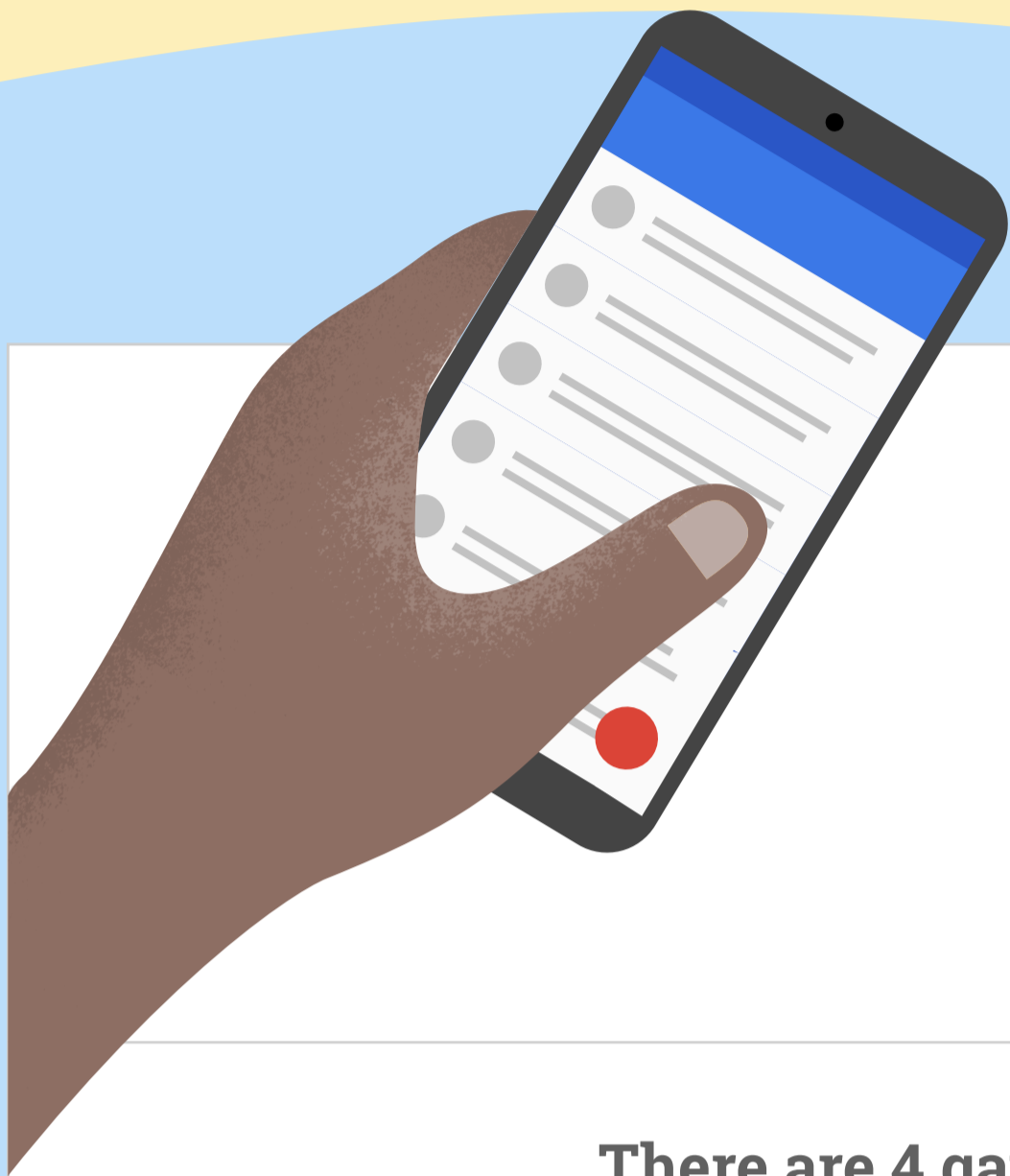
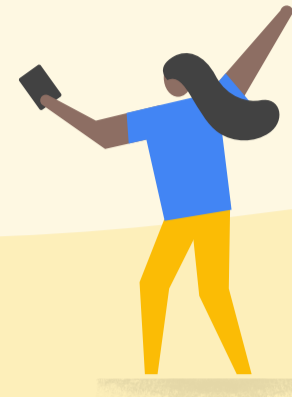


# The Basics of Micro-Moments

Want to develop a strategy to shape your consumer's decisions?  
Start by understanding the key micro-moments in their journey.



## micro-moment | mīkrō-mōmēt

**NOUN**

An intent-rich moment when a person turns to a device to act on a need—to know, go, do, or buy.

There are 4 game-changing moments that really matter.



### I-want-to-know moments:

When someone is exploring or researching, but is not necessarily in purchase mode.



### I-want-to-go moments:

When someone is looking for a local business or is considering buying a product at a nearby store.



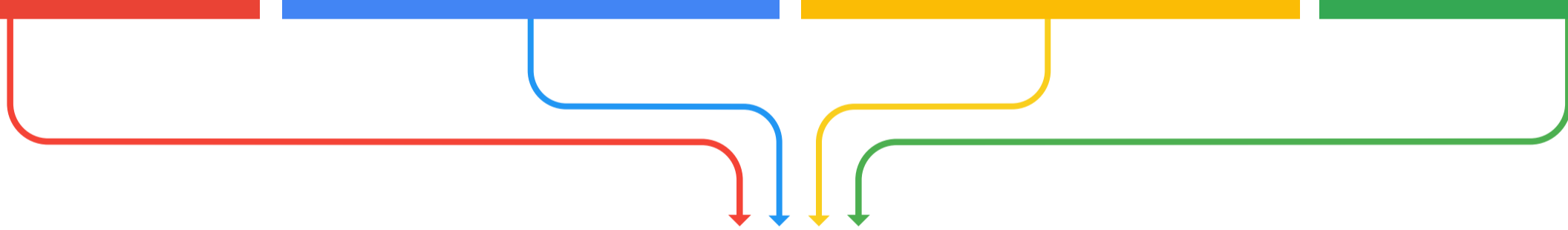
### I-want-to-do moments:

When someone wants help completing a task or trying something new.



### I-want-to-buy moments:

When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.



In these moments, consumers want what they want, when they want it—and they're drawn to brands that **deliver on their needs**.

### Be there:

Anticipate the micro-moments for your target audience, and commit to being there to help when those moments occur.

### Be useful:

Provide a digital experience that's relevant to consumers' needs in the moment, and quickly connect people to the answers they're looking for.

### Be accountable:

Create a seamless customer experience across all screens and channels, and measure the collective impact across them, too.

For more insights, recommendations, and case studies, read our complete guide to micro-moments:

[thinkwithgoogle.com/micromoments-guide](https://thinkwithgoogle.com/micromoments-guide)