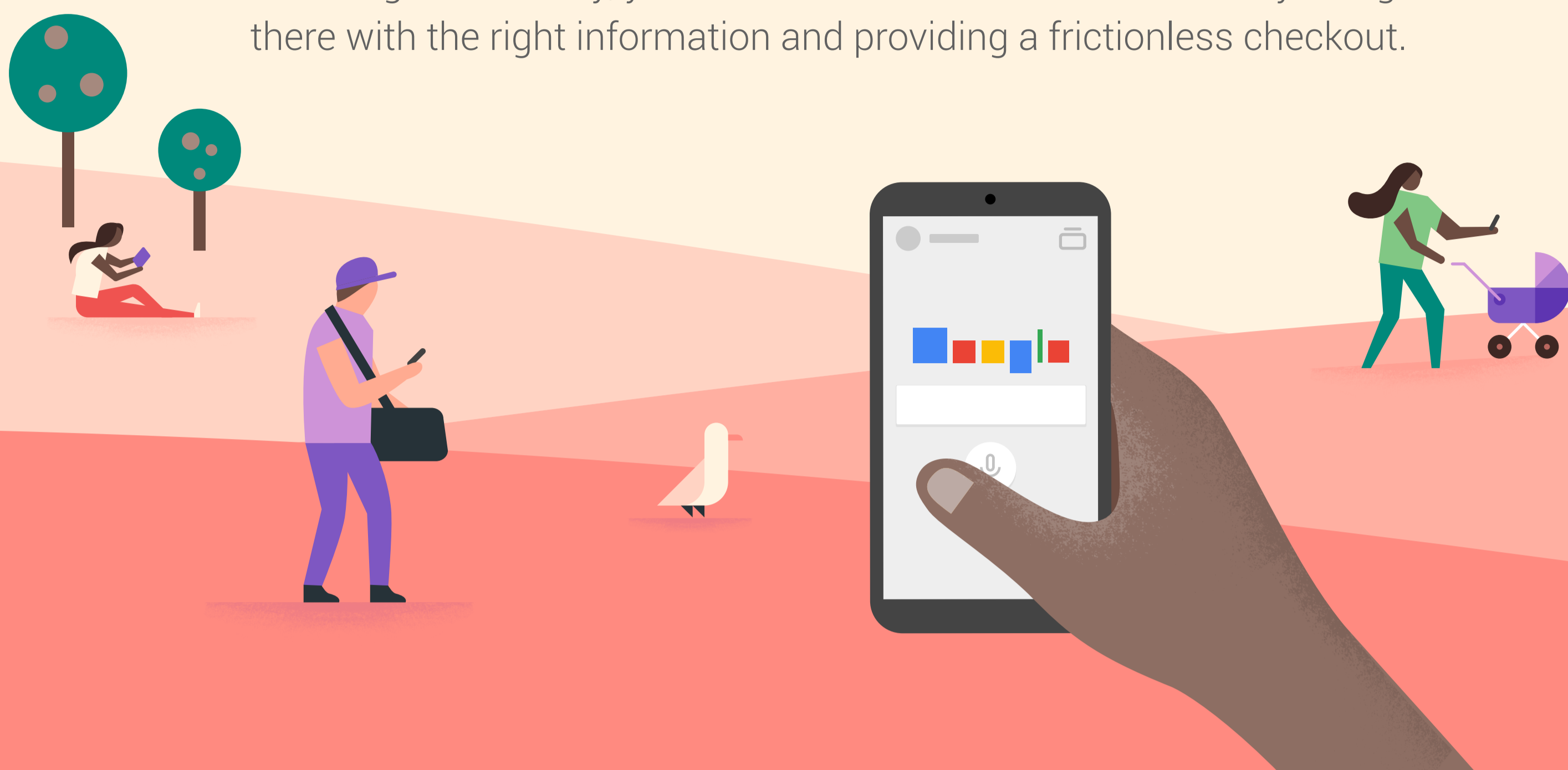


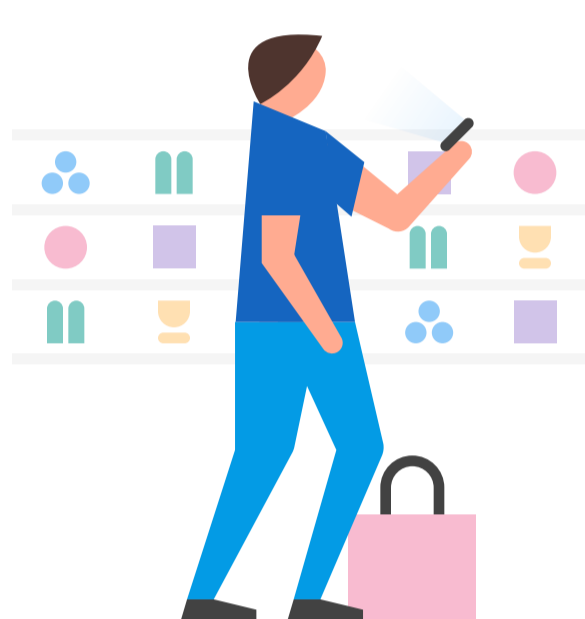
Shape Consumers' Preferences in Their I-Want-to-Buy Moments

I-want-to-buy moments can happen anytime and anywhere—in the makeup aisle, in the kitchen, or on the street. When people need help deciding what to buy, your brand can influence their choice by being there with the right information and providing a frictionless checkout.



IDENTIFY YOUR CONSUMERS' MICRO-MOMENTS

Talk to your consumers to figure out how and when they're researching and making purchase decisions.



82%

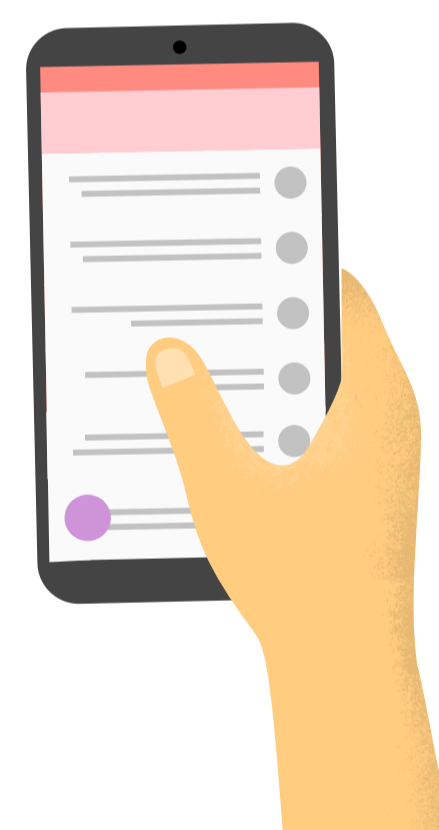
of smartphone users say they **consult their phones** on purchases they're about to make in a store.¹

DELIVER RELEVANT MESSAGING

Look at how people are searching—the questions they ask, the terms they use—and create ads and content that provide helpful answers.

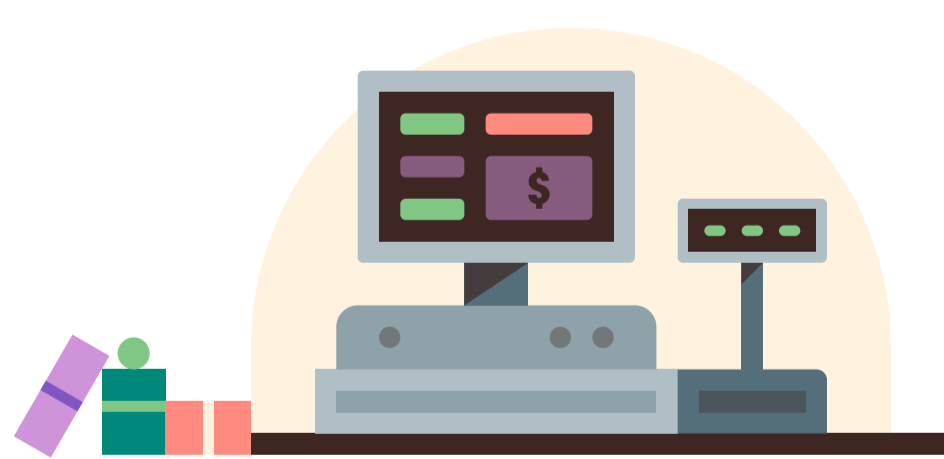
51%

of smartphone users have **discovered a new company or product** when conducting a search on their smartphones.²



MEASURE EVERY CONSUMER TOUCHPOINT

To account for all the ways that digital impacts a consumer's decision to buy something, take steps to measure results online, across devices, in apps, and in stores.



16%

U.S. retailers see 16% **more search ad conversions** when data across all devices is included.³

For more micro-moments insights, recommendations, and case studies, visit thinkwithgoogle.com/micromoments-guide

SOURCING

- 1 Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398, based on internet users.
- 2 Consumers in the Micro-Moment, Wave 3, Google/Ipsos, U.S., August 2015, n=1,291 online smartphone users 18+.
- 3 Google internal data, U.S., May 2015.