

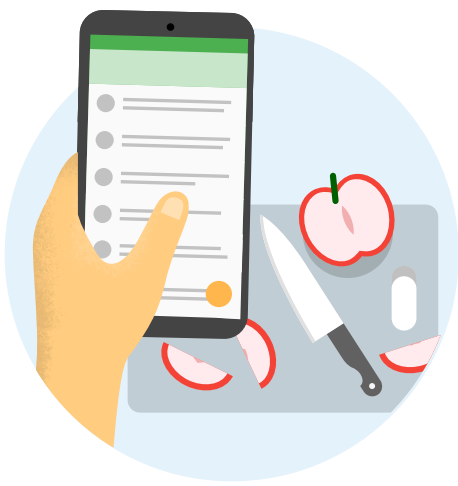
How People Meet Their Needs in I-Want-to-Do Moments

From learning how to tie a tie to finding the perfect recipe for homemade pasta, people constantly turn to their phones in I-want-to-do moments. These particular micro-moments are opportunities for brands to help people get things done. To better understand how people meet their needs, we asked 1,000 smartphone owners to keep a mobile diary. Here's what I-want-to-do moments look like:

THE MOST COMMON TYPES OF I-WANT-TO-DO MOMENTS



General Knowledge
e.g. How to remove a stain

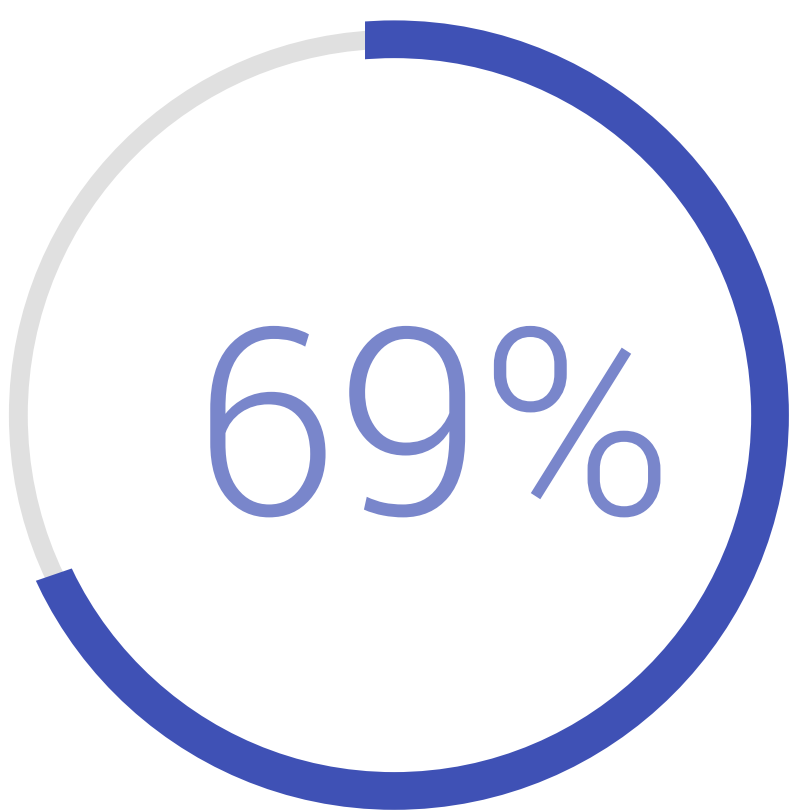


Food & Grocery
e.g. Look-up recipes



Home & Garden
e.g. Gardening tips and tricks

MOST USED DEVICE IN I-WANT-TO-DO MOMENTS



of people use their phones in their I-want-to-do moments

TOP 5 WAYS PEOPLE ADDRESS I-WANT-TO-DO MOMENTS



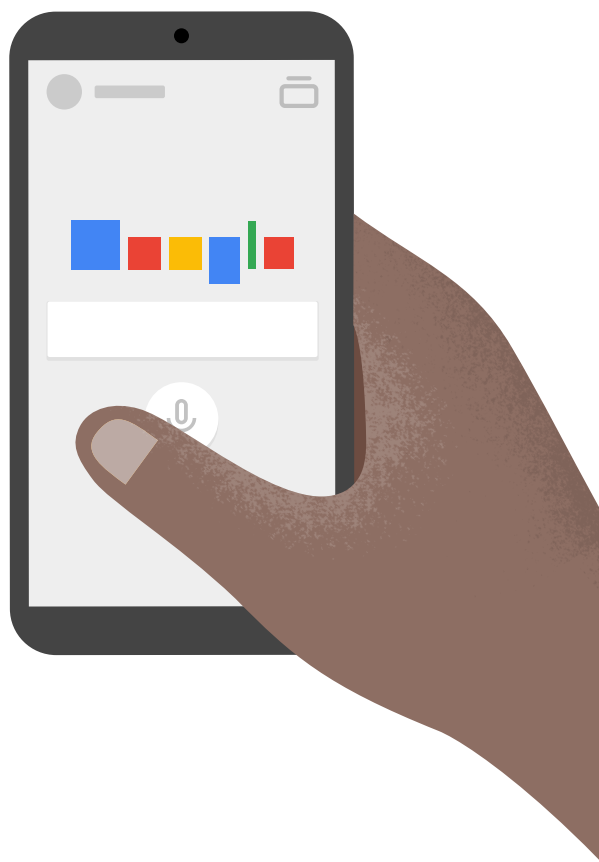
- 72% use search
- 34% visit a non-retailer website or app
- 31% watch an online video
- 25% look at images or photos online
- 20% ask someone via call or messaging

WHAT HAPPENS IN I-WANT-TO-DO MOMENTS AFFECTS PURCHASE DECISIONS



Mobile's influence:
76%
of people took a relevant action on their phone prior to making a purchase.

Search's influence:
59%
of purchasers were influenced by a relevant search.



Why this matters

Smartphones, and particularly mobile search, have a big influence on how people find the information they're looking for in a moment of need. Is your brand meeting people with relevant and useful information on mobile? Are you there when people search to get into the consideration set quickly before a purchase is made? And underpinning all of this, are you tracking and valuing these mobile interactions appropriately?