

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

In I-want-to-go moments, people are looking for what’s nearby--whether that’s a coffee shop or a gym. These particular micro-moments are an opportunity for brands to connect consumers to businesses. 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-go moments look like:

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



Shopping

e.g. What time does the store open?



Restaurant & bars

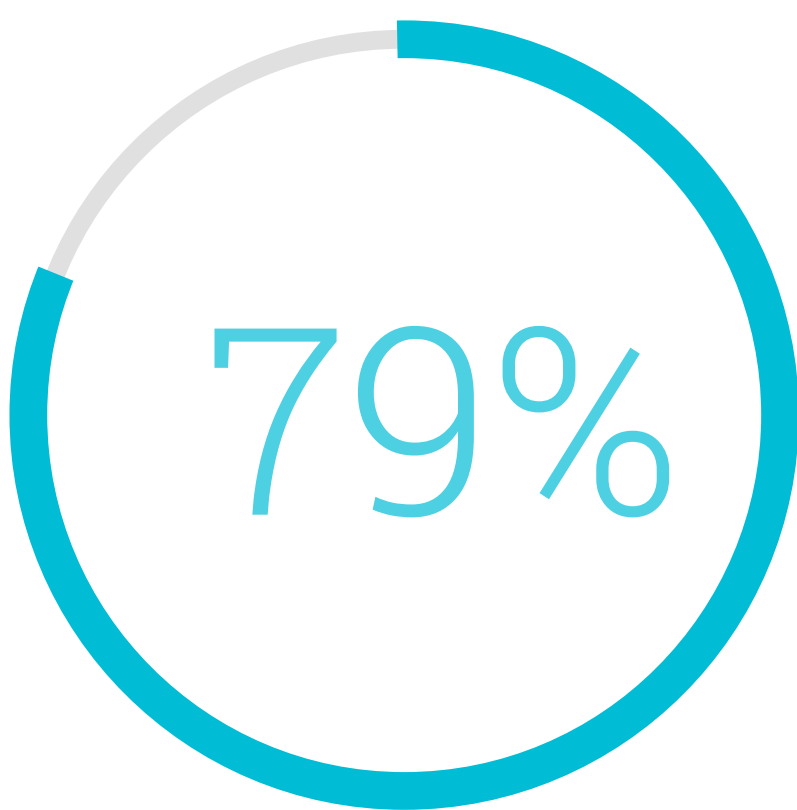
e.g. Lunch spot near me



Navigation

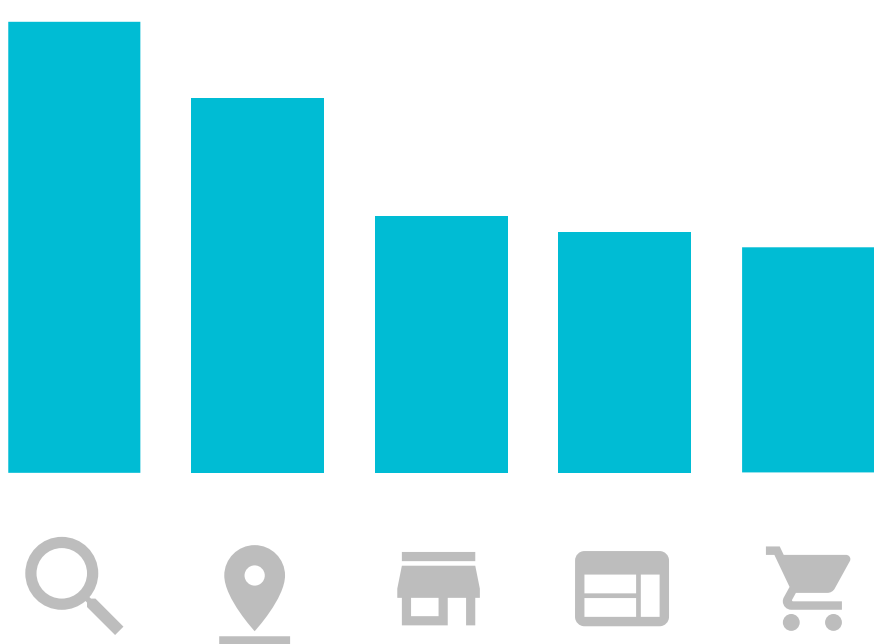
e.g. Best route to the airport

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



of people use their phone in their I-want-to-go moments.

TOP 5 WAYS PEOPLE ADDRESS I-WANT-TO-GO MOMENTS:



- 69% use search
- 55% use an online map
- 40% visit a store or other location
- 36% visit a non-retailer website or app
- 34% visit a retailer website or app

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

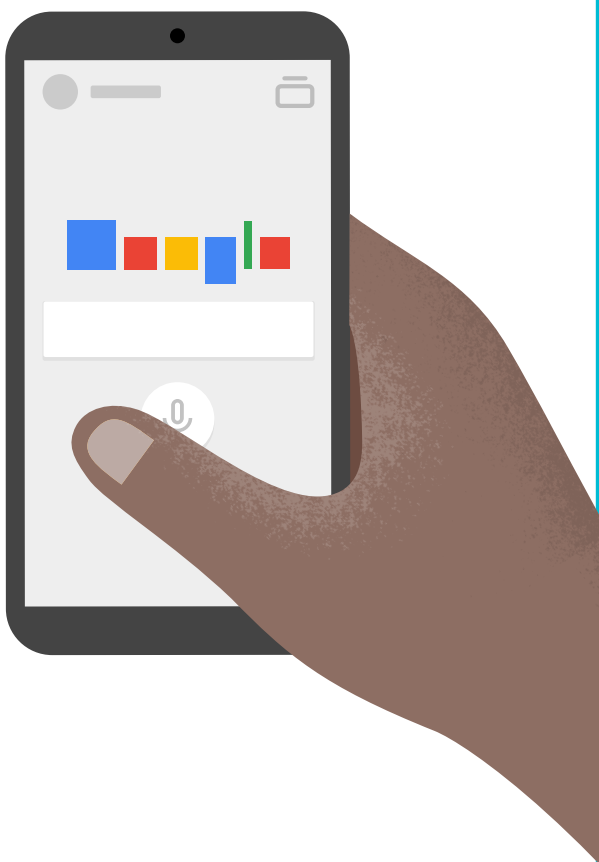


Mobile’s influence:

86% of people took a relevant action on their phone prior to making a purchase.

Search’s influence:

48% of purchasers were influenced by a relevant search.



Why this matters

Smartphones, and particularly mobile search, have a big influence on how people decide where to go to get something done. 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?