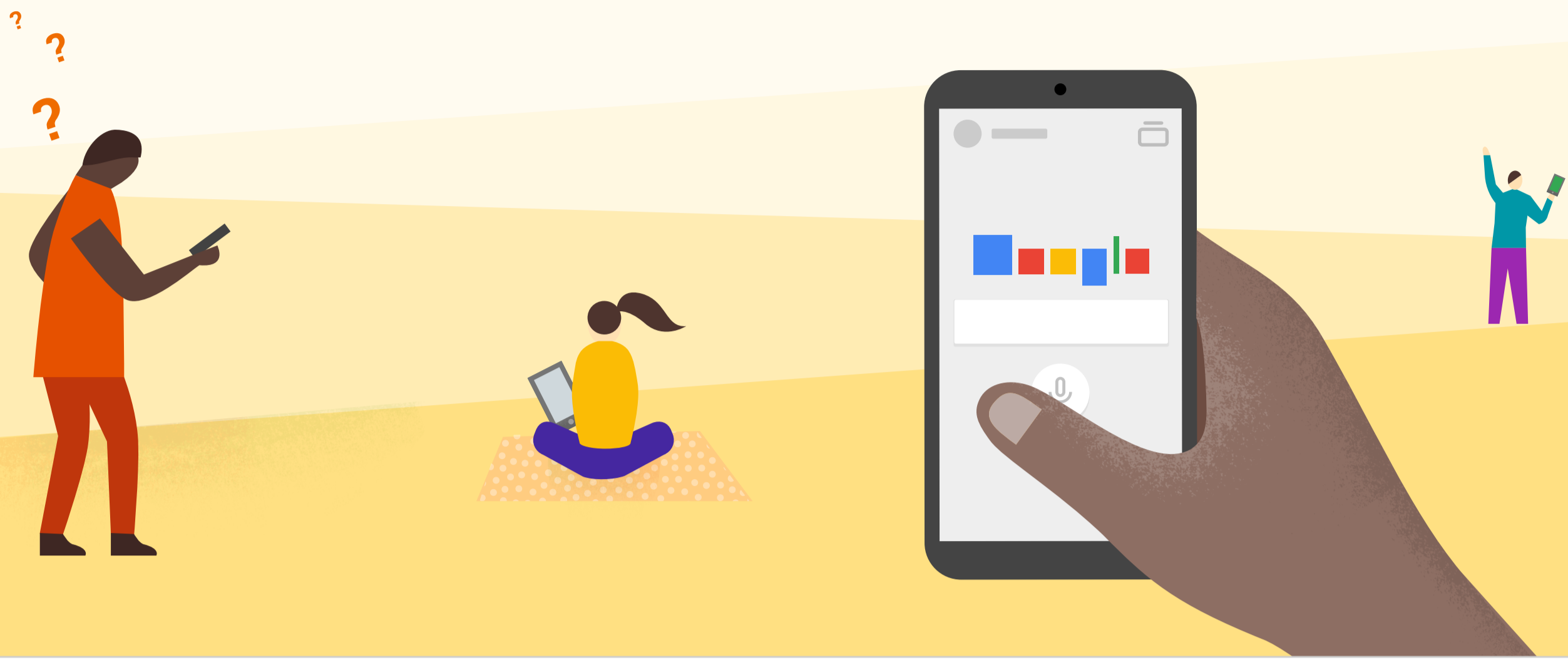


# Give Consumers Relevant Information in Their I-Want-to-Know Moments

When people search on their mobile devices for information or inspiration, they count on relevant and fast results. These I-want-to-know moments are opportunities to positively influence perceptions of your brand.



## ANTICIPATE CONSUMER QUESTIONS

Grab your smartphone and perform some of the top searches related to your category. Are you there?



65%

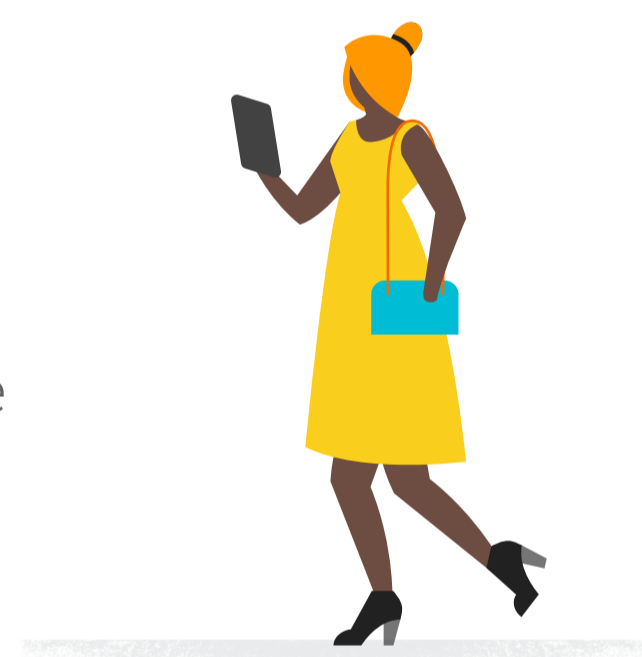
of smartphone users agree that when conducting a search on their smartphones, they look for **the most relevant information** regardless of the company providing the information.<sup>1</sup>

## ENSURE ANSWERS ARE EASY TO FIND

Make it easy for consumers to find the information they're looking for about your brand or product.

69%

of smartphone users are more likely to buy from a company whose mobile site or app can help them **find answers to their questions easily**.<sup>1</sup>



## HELP CONSUMERS EVERY STEP OF THE WAY

Even for larger purchases or long-term goals, mobile research plays a part. Make sure your brand offers potential consumers helpful information for every part of their decision-making process.



90%

of smartphone users have consulted their phones to **make progress toward a long-term goal** or multi-step process while "out and about."<sup>2</sup>

For more micro-moments insights, recommendations, and case studies, visit [thinkwithgoogle.com/micromoments-guide](http://thinkwithgoogle.com/micromoments-guide)

### SOURCING

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