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

When looking for information or inspiration, people increasingly turn to mobile and search. For marketers, these I-want-to-know moments are an opportunity to positively influence brand perception. 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-know moments look like:

**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?

**THE MOST COMMON TYPES OF I-WANT-TO-KNOW MOMENTS**

- General Knowledge: e.g. What's happening in the news?
- Food & Grocery: e.g. What are healthy breakfast choices?
- Shopping: e.g. What's the return policy?

**MOST USED DEVICE IN I-WANT-TO-KNOW MOMENTS**

66% of people use their phone in their I-want-to-know moments.

**TOP 5 WAYS PEOPLE ADDRESS I-WANT-TO-KNOW MOMENTS**

- 81% use search
- 55% visit a non-retailer website or app
- 40% look at images or photos online
- 34% visit a retailer website or app
- 26% watch online video

**WHAT HAPPENS IN I-WANT-TO-KNOW MOMENTS AFFECTS PURCHASE DECISIONS**

- Mobile's influence: 85% of people took a relevant action on their phone prior to making a purchase.
- Search's influence: 62% of purchasers were influenced by a relevant search.

Source: Google/Purchased Digital Diary, "How Consumers Solve Their Needs in the Moment," representative sample of U.S. smartphone users=1,000, responses=14,840, needs=10,540; smartphone users by need type=614-940; purchasers by need type=228-763, May 2016.