

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

In I-want-to-buy moments, consumers are ready to put their dollars behind their decision. For marketers, these particular micro-moments are an opportunity to close the deal. 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-buy moments look like:

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



Shopping
e.g. TV price comparisons

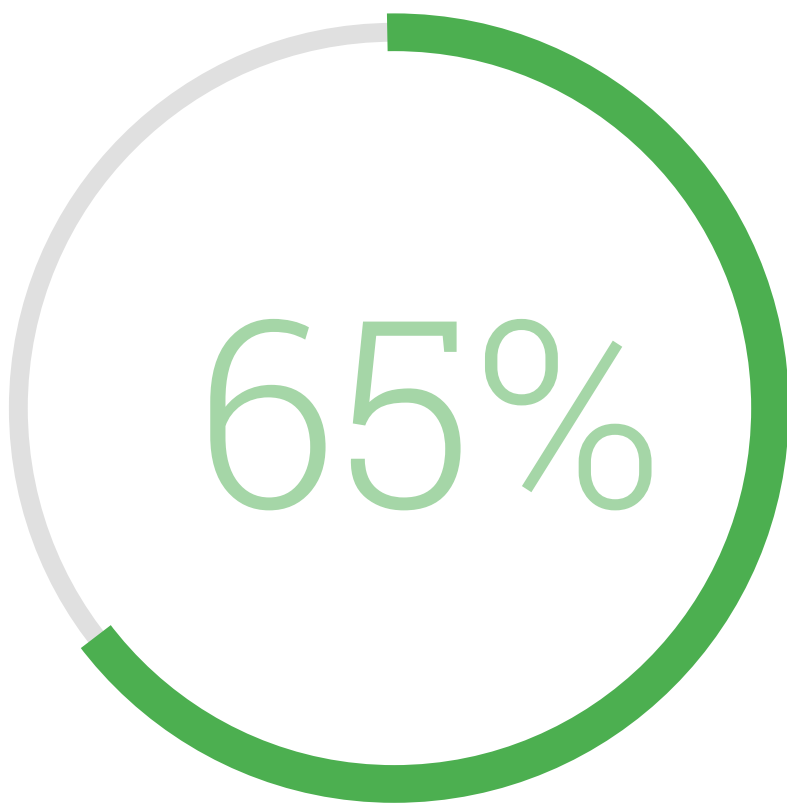


Food & Grocery
e.g. Best place to buy fresh vegetables



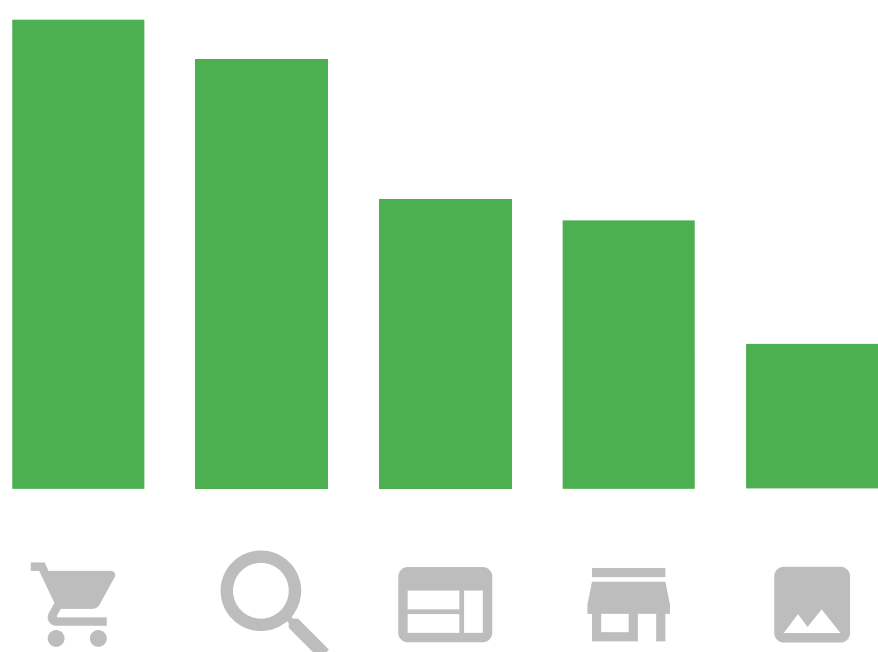
Restaurants & Bars
e.g. Pizza delivery near me

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



of people use their phone in their I-want-to-buy moments

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



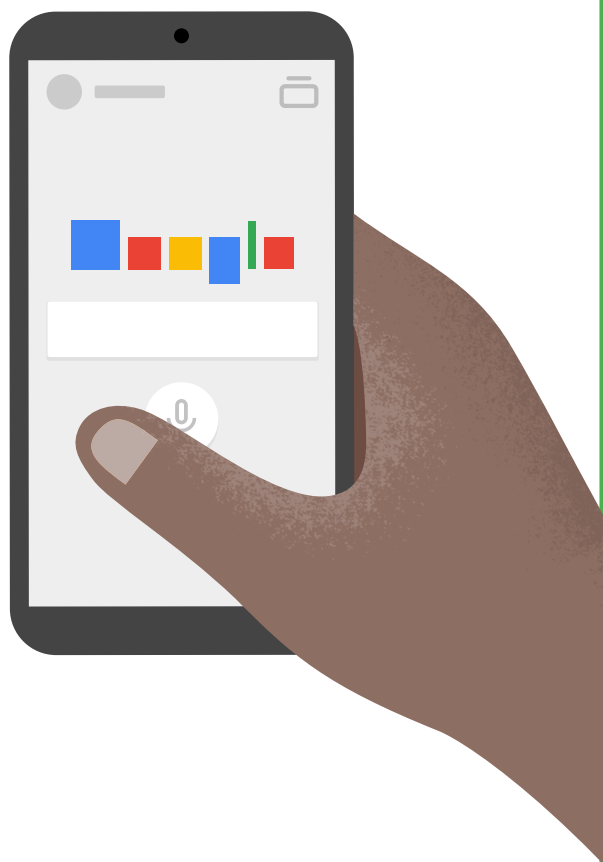
- 71% visit a retailer website or app
- 64% use search
- 42% visit a non-retailer website or app
- 41% visit a store or other location
- 23% look at images or photos online

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



Mobile's influence:
79%
of people took a relevant action on their phone prior to making a purchase.

Search's influence:
39%
of purchasers were influenced by a relevant search.



Why this matters

Smartphones, and particularly mobile search, have a big influence on how people end up purchasing something after they turn to a device with the intent 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?