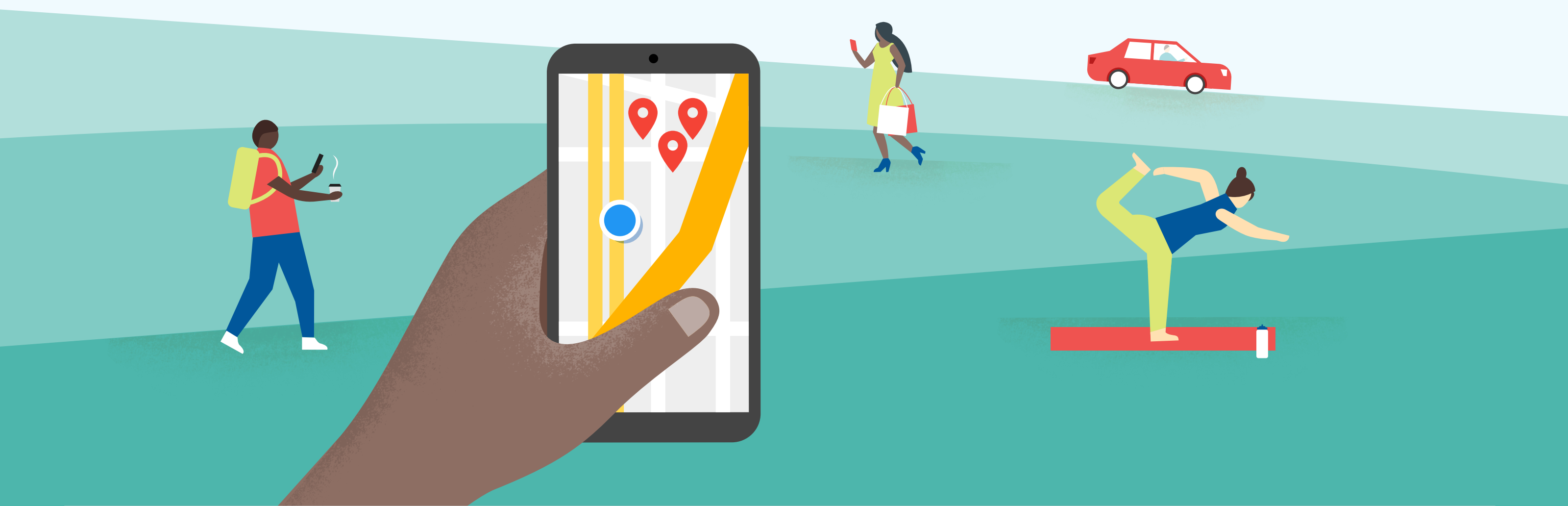


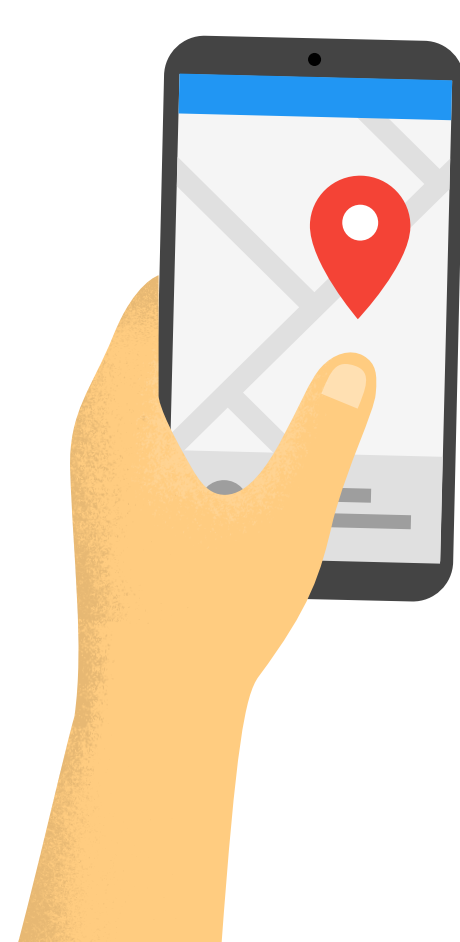
# Make Sure Consumers Can Find You in Their I-Want-to-Go Moments

I-want-to-go moments occur when people are looking for things in their vicinity—be it a gym, a mall, a plumber, or a cup of coffee. To win these moments, meet consumers by using location signals to highlight relevant locations, store inventory, and driving directions.



## RECOGNIZE THE IMPORTANCE OF LOCAL SEARCH

In I-want-to-go moments, proximity matters since consumers are looking for a connection to the physical world. When you're developing your advertising strategy, consider the importance of location-based searches (i.e., "breakfast near me").



**30%**

of mobile searches are related to location<sup>1</sup>—**growing 50% faster than all mobile searches.**<sup>2</sup>

## MAKE YOUR ADS RELEVANT WITH LOCAL MESSAGING

People want to find what they're looking for as soon as possible in their I-want-to-go moments. Direct people to your stores by offering directions and highlighting the in-stock items they need.

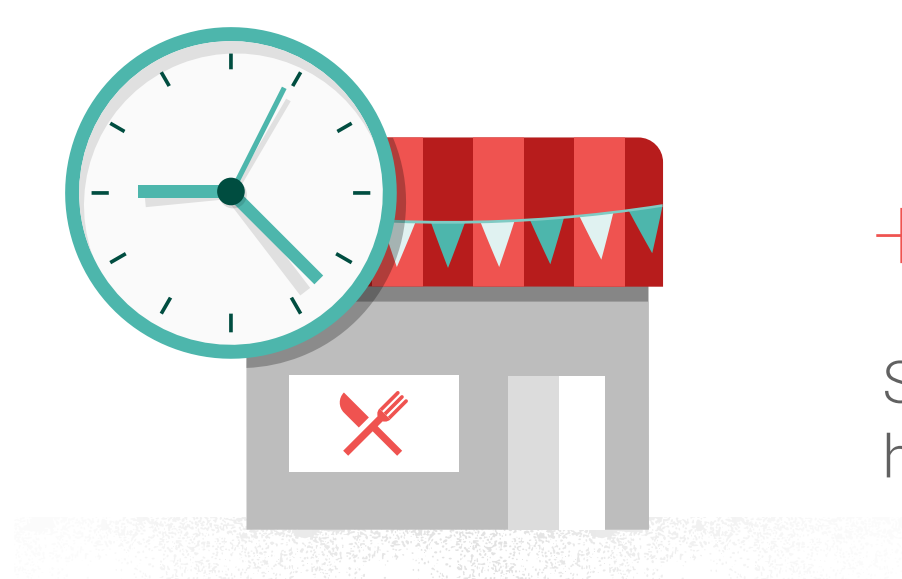
**76%**

of consumers who conduct a local search on their phones **visit the store within a day.**<sup>3</sup>



## PROVIDE USEFUL LOCAL INFORMATION ON YOUR SITE OR APP

Convenience often matters in I-want-to-go moments more than brand loyalty. Make it easy for consumers to find useful information—such as hours, inventory, and pricing—while on their smartphones.



**+2.1X**

Searches like **"stores open now"** or **"food open now"** have grown 2.1X on mobile.<sup>4</sup>

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

### SOURCING

<sup>1</sup> Google data, global, April 2016.

<sup>2</sup> Google internal search data, global, March 2016 vs. March 2015.

<sup>3</sup> Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, May 2016. Smartphone users=1,000, local searchers=634, purchases=1,140.

<sup>4</sup> Google Trends, U.S., mobile, March 2016 vs. March 2015.