4 New Moments Every Marketer Should Know

Consumer behavior and expectations have forever changed. With powerful phones in our pockets, we do more than just check the time, text a spouse, or catch up with friends. We turn to our phones with intent and expect brands to deliver immediate answers. It’s in these I-want-to-know, I-want-to-go, I-want-to-do, I-want-to-buy moments that decisions are made and preferences are shaped.

In many countries, including the U.S., more Google searches take place on mobile devices than on computers.¹

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**I-want-to-know moments**

- 65% of online consumers look up more information online now versus a few years ago.²
- 66% of smartphone users turn to their phones to look up something they saw in a TV commercial.³

**I-want-to-do moments**

- 91% of smartphone users turn to their phones for ideas while doing a task.⁴

**I-want-to-go moments**

- 82% of smartphone users consult their phones while in a store deciding what to buy.⁸

**I-want-to-buy moments**

- 100M+ hours of “how-to” content have been watched on YouTube so far this year.⁷
- 29% increase in mobile conversion rates in the past year.⁹

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**Sources**

1. Google internal data, for 10 countries including the U.S. and Japan, April 2015.
7. Google Data, North America, January 1–May 5, 2015, "How-to” video classification based on public data such as headlines, tags, etc., and may not account for every “how-to” instructional video available on YouTube.