

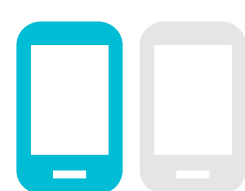
Micro-Moments: Your Guide to Winning the Shift to Mobile

To win in mobile, you have to be there whenever consumer needs arise and deliver messages and experiences that meet their needs in the moment.
For more insights, recommendations, and case studies, visit g.co/micromoments-au

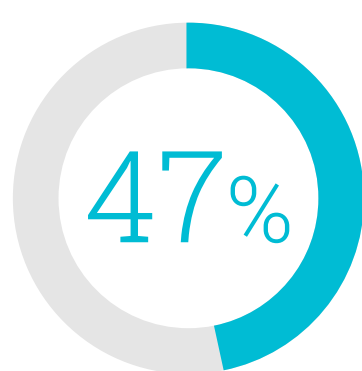
Be There

Being there on mobile is imperative to shape decisions and preferences.

1 in 2



smartphone users have discovered and bought new brands when conducting a search.¹



of smartphone users say they would ignore a brand that didn't show up in search.¹

1 in 3



smartphone users have purchased from a company or brand other than the one they intended to because of information provided in the moment they needed it.²

1 Do a reality check

Think of the most searched-for topics for your business. Grab your mobile device and try those searches. Are you there and do you like what you see? Hold up the same mirror to your presence on YouTube.

2 Examine and grow your share of intent

How often are you there for key consumer needs out of all the times that you could be there? Assess the size of that gap on mobile vs. desktop and vs. your peer set. Then set a goal with your team to close the gap over time by increasing your mobile ad coverage.

3 Be there for all kinds of moments

I-want-to-buy moments are important, but so are the broader range of consumer needs and curiosities. Hold your team accountable to being there across 4 key moment types:

1. I-Want-to-Know Moments

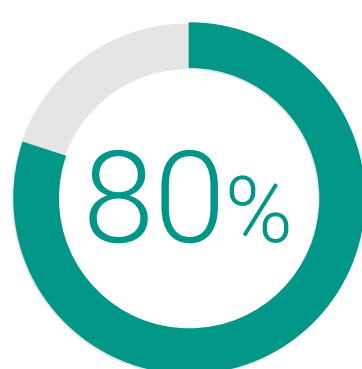
3. I-Want-to-Do Moments

2. I-Want-to-Go Moments

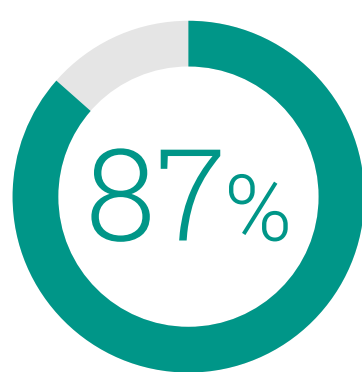
4. I-Want-to-Buy Moments

Be Useful

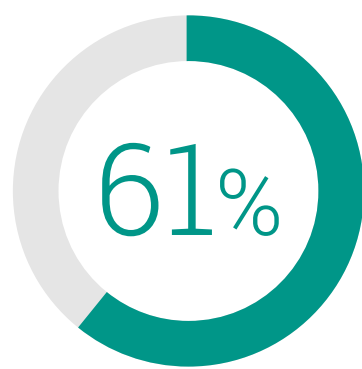
If you aren't useful in the moment, not only will consumers move on, they might not ever come back.



of smartphone users turn to their phone or tablet at least once a day to search for information, ideas, or advice.¹



of women 18-24 used their smartphone to search for "how-to" content on health and beauty in the past 3 months.³



of smartphone users say that they're more likely to buy from companies who customise mobile information to their location.²

1 I-Want-to-Know Moments

Create snackable content that offers helpful information rather than pushing a sale.

2 I-Want-to-Go Moments

Show consumers you're nearby when they search for a local business or product. Even better: Display your in-stock inventory on your mobile site and in search results.

3 I-Want-to-Do Moments

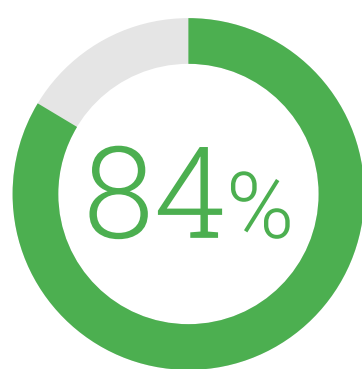
Create how-to videos to help people use your product or service, whether that means baking biscuits or buying a home. Make sure that the content is useful when people come to you on mobile mid-task.

4 I-Want-to-Buy Moments

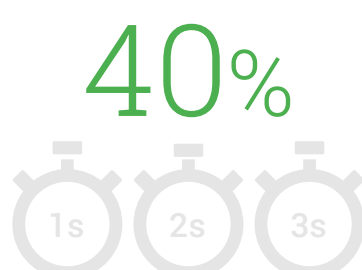
Consumers decide to buy from home, the car, the shop aisle and all over. Use location and device clues to help them seal the deal however they like, on your site or app, in shop or on the phone.

Be Quick

Consumers won't wait for a clumsy mobile site or app. They expect to move at lightning speed.

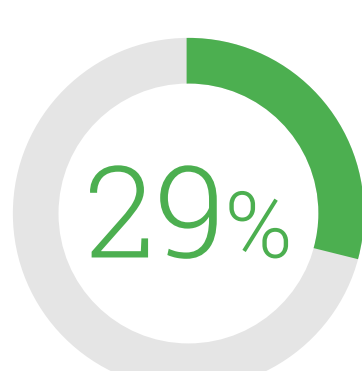


of smartphone users agree their smartphone searches are more focussed on information they need immediately.¹



40%

of shoppers will wait no more than three seconds before abandoning a retail or travel site.⁴



of smartphone users will immediately switch to another site or app if it doesn't satisfy their needs (e.g. they can't find information or it's too slow).²

1 Eliminate steps

If speed thrills, friction kills. Reduce it by eliminating the hassle of extra steps.

- Add one-click functionality for easy sales and sign-in
- Use drop-down menus to reduce typing
- Display Click-to-Call buttons

2 Anticipate needs

Know what your customer wants

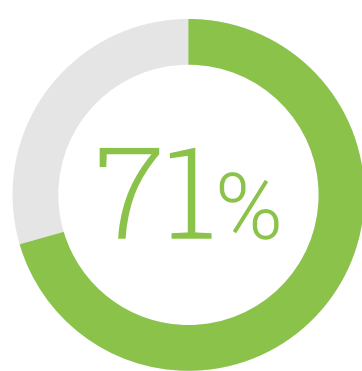
- Put the calls-to-action for those activities atop your homepage, and hide secondary actions in menus
- Enable GPS features, like driving directions
- Use previous customer behaviour and login data to tailor their next experience

3 Load like lightning

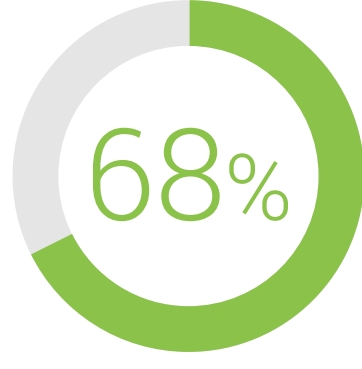
Even the best mobile UI will flop if it takes too long to load. Use the [PageSpeed Insights Tool](#) to rate your load time and suggest improvements. Share this with your technical team and ask for an improvement plan.

Connect the Dots

You don't have mobile customers and desktop customers. You just have customers. Organise your teams around a single view of the customer, however they convert.



of users who used their smartphones in-store did so because they trust the information in search more than the sales assistants.¹



of smartphone users have turned to their phone to influence their purchase decision while in a store.¹



40%

of enterprises still use first-touch / last-touch attribution.⁵

1 Connect the dots across screens

Ensure that your team measures the full impact of your digital spend across mobile and desktop, sites and apps, phone calls and shop visits. The [Estimated Total Conversions report](#) in AdWords can help.

2 Connect the dots across channels

Measuring how digital influences offline behaviours can reveal insights about your valuable customers and how they purchase. [AdWords Store Visits Reporting](#) offers insights to help you measure and optimise how online channels draw shoppers into your shop.

3 Connect the dots across teams

Nix the silos! Put your digital and in-store teams under the same roof with shared incentives and KPIs.

1. Consumers in the Micro-Moment, Google/Galaxy, AU, June 2015, (n= 1002 smartphone uses).

2. Consumers in the Micro-Moment, Wave 3, Google/Ipsos, US, August 2015, n=1291 online smartphone users 18+.

3. Consumers in the Micro-Moment, Google/Galaxy, AU, June 2015, (n=485 women that use their smartphone to search for information, ideas, or advice).

4. Forrester Consulting on behalf of Akamai Technologies; n=1,048 US online consumers, September 2009.

5. Forrester, 'Cross Channel Attribution is Needed to Drive Marketing Effectiveness', May 2014, United States.