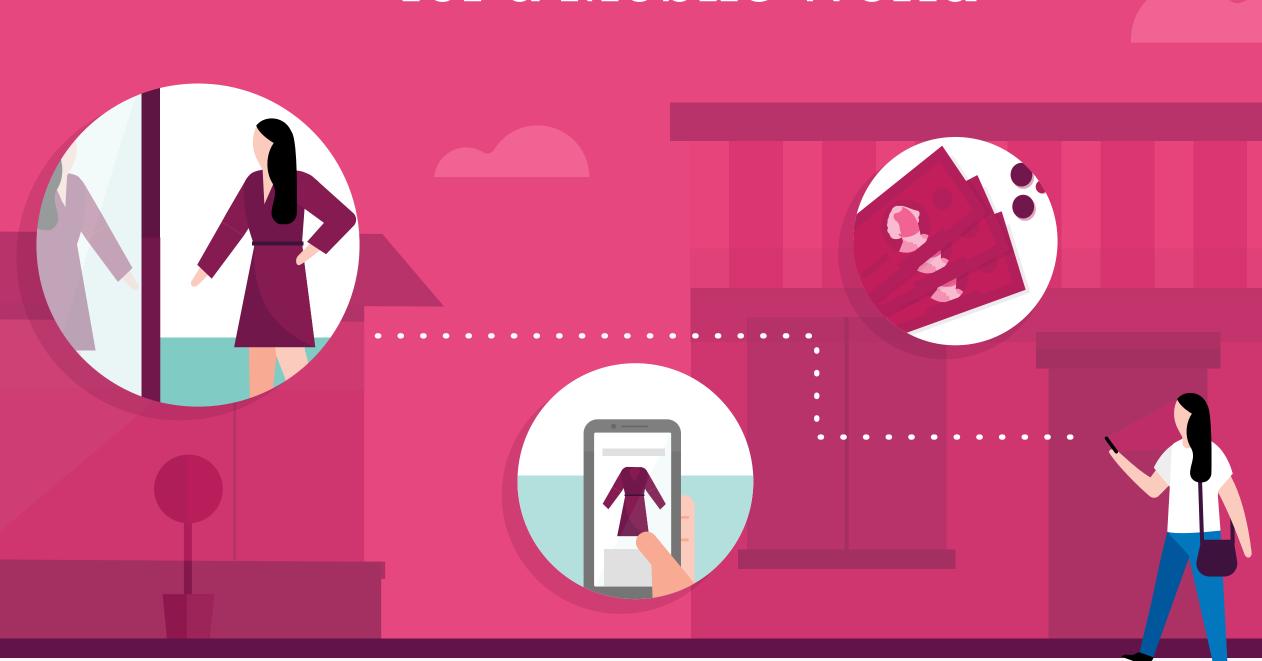
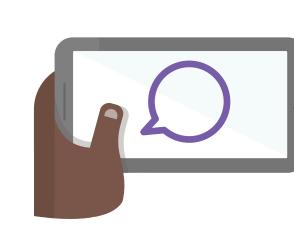
### 3 Key Shopping Micro-Moments for a Mobile World



**HOW MOBILE SHAPES THE CONSUMER JOURNEY** 

Smartphones are a shopper's new best friend.



of smartphone users say

they consult their phones on purchases they're about to make in a store.1

Time on-site for mobile users in the U.S. is down 5% year over year, however, retail's share of online purchases is still growing.<sup>2</sup>



of online retail

purchases now happen on mobile devices.3

I-NEED-SOME-IDEAS MOMENTS

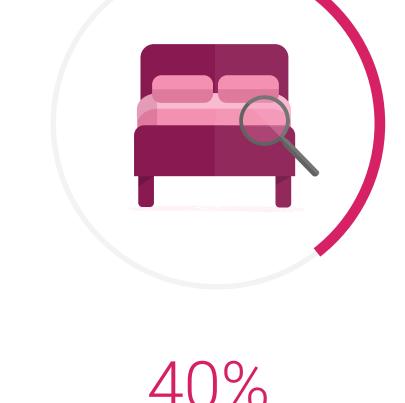
chosen a specific brand or product.

When people have an awareness of the product category but haven't



of smartphone users say they

aren't absolutely sure of the specific brand they want to buy when they begin shopping.4



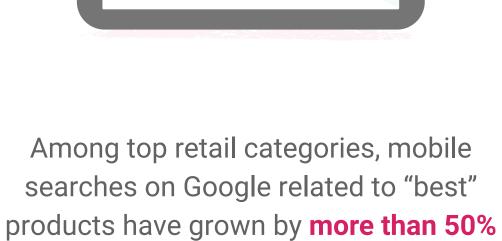
of the shopping searches we see on Google are for broad category

queries like bedroom furniture or women's athletic clothing.<sup>5</sup>

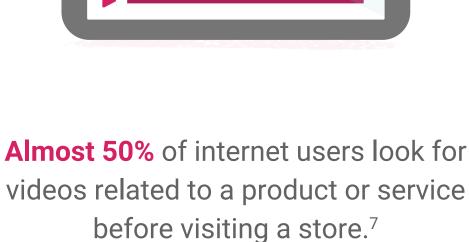
### When people turn to their devices to compare prices, brands, specs, and

**WHICH-ONE'S-BEST MOMENTS** 

product reviews.



in the last year.6



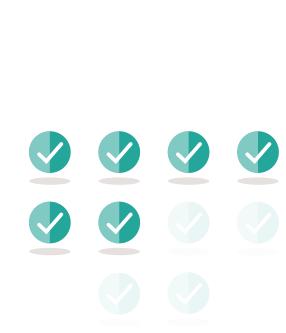
# 76%

I-WANT-TO-BUY-IT MOMENTS

When people make a decision about what to buy and where to buy it.

of people who search on their smartphone for something nearby visit a business

result in a purchase.8



6 in 10

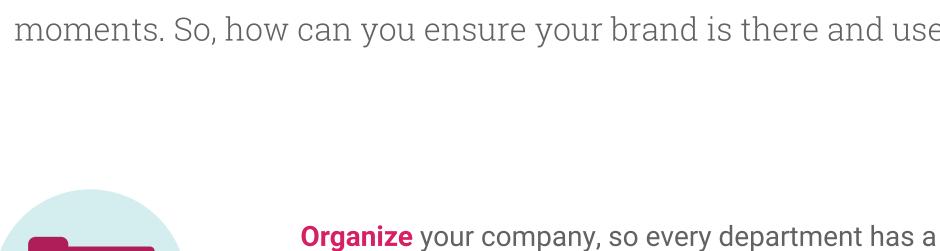
available in a local store before visiting a store.9

internet users check whether a product is

within a day, and 28% of those searches

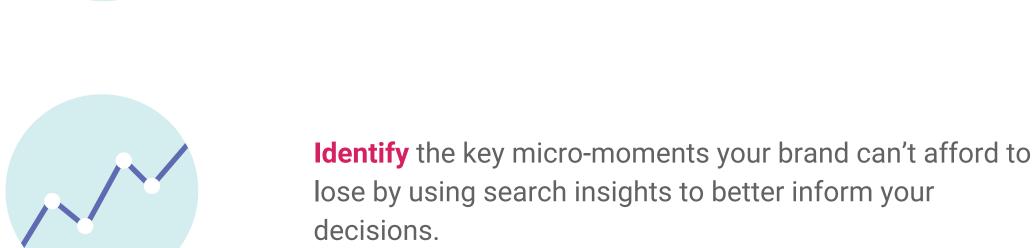
## WHAT CAN YOU DO TO WIN MICRO-MOMENTS?

Consumers are drawn to brands that will deliver on their needs in these



moment.

moments. So, how can you ensure your brand is there and useful?



decisions.

unified approach to fulfilling shoppers' needs in the



driving sales for your brand.

Measure across channels and devices—beyond last-click

and online sales—to understand the role mobile plays in

US, May 2015 vs. May 2016

SOURCING

US, March 2016

- Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398 based on internet users

2, 3 Google Data, Aggregated, anonymized data from Google Analytics, U.S., April 2016; Google Analytics, retailer aggregated data,

- Consumers in the Micro-Moment, Wave 3, Google/Ipsos, U.S., August 2015, n=1291 online smartphone users 18+ Google Data, anonymized, aggregated searches that trigger a PLA, US, November, 2015 Google Data, Searches related to apparel, Home & Garden, Beauty & Personal Care, Computer & Electronics and Gift.
- Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, May 2016, Smartphone users = 1000. Local searchers = 634, Purchases = 1,140 Google / Ipsos Connect, March 2016, GPS Omnibus, n=2,013 US online respondents 18+

Google / Ipsos Connect, March 2016, GPS Omnibus, n=2,013 US online respondents 18+