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

From learning how to tie a tie to finding the perfect recipe for homemade pasta, people constantly turn to their phones in I-want-to-do moments. These particular micro-moments are opportunities for brands to help people get things done. 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-do moments look like:

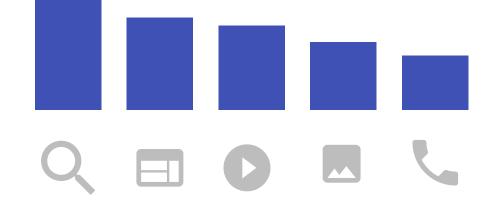


MOST USED DEVICE IN I-WANT-TO-DO MOMENTS



of people use their phones in their I-want-to-do moments

TOP 5 WAYS PEOPLE ADDRESS I-WANT-TO-DO MOMENTS



72% use search
34% visit a non-retailer website or app
31% watch an online video
25% look at images or photos online
20% ask someone via call or messenging

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

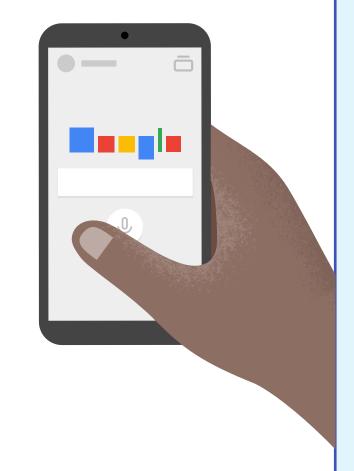


Mobile's influence:

76%

Search's influence:





of people took a relevant action on their phone prior to making a purchase. of purchasers were influenced by a relevant search.

Why this matters

Smartphones, and particularly mobile search, have a big influence on how people find the information they're looking for in a moment of need. 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?



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Source: Google/Purchased Digital Diary, "How Consumers Solve Their Needs in the Moment," representative sample of U.S. smartphone users=1,000, responses=14,840, needs=10,540; smartphone users by need type=614-940; purchasers by need type=228-763, May 2016.