



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



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-go moments

2X
increase in "near me" search interest in the past year.⁴

82%
of smartphone users use a search engine when looking for a local business.⁵



I-want-to-do moments

91%
of smartphone users turn to their phones for ideas while doing a task.⁶

100M+
hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

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

29%
increase in mobile conversion rates in the past year.⁹

Sources

1 Google internal data, for 10 countries including the U.S. and Japan, April 2015.
2 Consumers in the Micro-Moment, Wave 2, Google/Jpsos, U.S., May 2015, n=1,005, based on internet users.
3 Google Consumer Surveys, U.S., May 2015, n=1,243.
4 Google Trends, U.S., March 2015 vs. March 2014.
5 The Consumer Barometer Survey 2014/2015, U.S., n=1,000, based on internet users.

6 Consumers in the Micro-Moment, Google/Jpsos, U.S., March 2015, n=5,398, based on internet users.
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.
8 Consumers in the Micro-Moment, Google/Jpsos, U.S., March 2015, n=5,398, based on internet users.
9 Google Analytics aggregated data, U.S., April 1–14 2014 and April 1–14 2015.