

The New PATH TO PURCHASE [IN 2016]

How Mobile has Reshaped the Purchase Journey with "Micro-Moments"

MICRO-MOMENTS

Mobile has forever changed the way we live, and it's forever changed what we expect of brands. It's fractured the consumer journey into hundreds of real-time, intent-driven micro-moments. Each one is a critical opportunity for brands to shape our decisions and preferences.

- Think With Google

Mobile Shoppers Are Users Who...



Expect Immediate Action

We act on impulse whenever we want to learn, find or buy something



Are Loyal to Needs

We rely more on brands that can consistently provide answers to questions in the moment



Have a Demand for Relevance

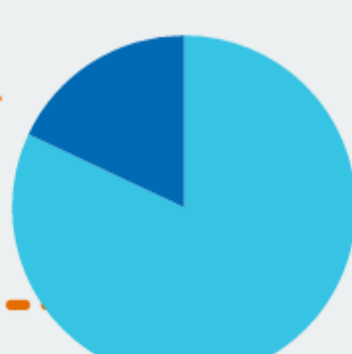
When we have immediate needs, we have high expectations and low patience

THE STATS

how people use mobile devices to make purchases

82%

Of people evaluate purchase decisions in-the-moment.



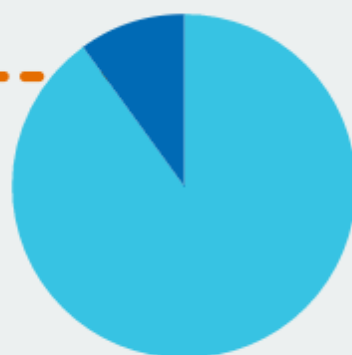
91%

Of people solve unexpected problems in-the-moment.



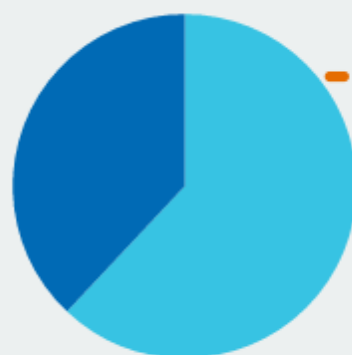
90%

Of people pursue big goals in small moments.



62%

Of people try new things in routine moments.



HOW TO CAPITALIZE ON MICRO-MOMENTS



Identify your consumers' I-want-to-buy moments

Talk to them—in stores, through surveys, in focus groups and forums—to figure out when and how they're researching and making purchase decisions.

Be there in moments of need

Create a comprehensive strategy that works holistically across channels such as search, video, social, and display. Keep in mind that consumers may be at home, in store, or somewhere in between.



Deliver relevant messaging

Simply being there in these moments isn't enough. Look at how people are searching—the questions they ask, the terms they use—and create ads and content that provide helpful answers.



Make it easy for them to make a purchase

The step from research to purchase should be a simple and seamless one. Give the consumer multiple ways to buy—whether that means driving them to your e-commerce site from a YouTube video or from a local inventory ad to a nearby store.



Measure every moment that matters

It's no longer enough to simply measure the online conversion. With mobile, the path to purchase is now fragmented. As a result, advertisers need to measure results online, across devices, in apps, and even in stores.



Read more about the Online Retail Landscape in 2016 and beyond!