



Micro-Moments

The Biggest Opportunities are in the Smallest Moments

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of mobile searches in Canada are in a location where a PC is likely to be available



Increase in time spent watching YouTube on mobile devices







TRUTH #1

SOME MOMENTS MATTER MORE THAN OTHERS

[Web](#)[Videos](#)[Images](#)[Shopping](#)[News](#)[More](#) ▼[Search tools](#)

About 44,800,000 results (0.37 seconds)

mi·cro·mo·ment

/ˈmɪkrō/ /ˈmōmənt/

*noun; plural noun: **micro-moments***

Moments when we act on a need – a need to learn something, do something, discover something or buy something.

Intent-rich moment when decisions are being made or preferences being shaped.



I-want-to-know moments

7 in 10

Canadian smartphone users say they use their phones to look up information more now than a few years ago.³



I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁵



I-want-to-do moments

91%

of Canadian smartphone users use their phones for ideas while doing a task.⁷



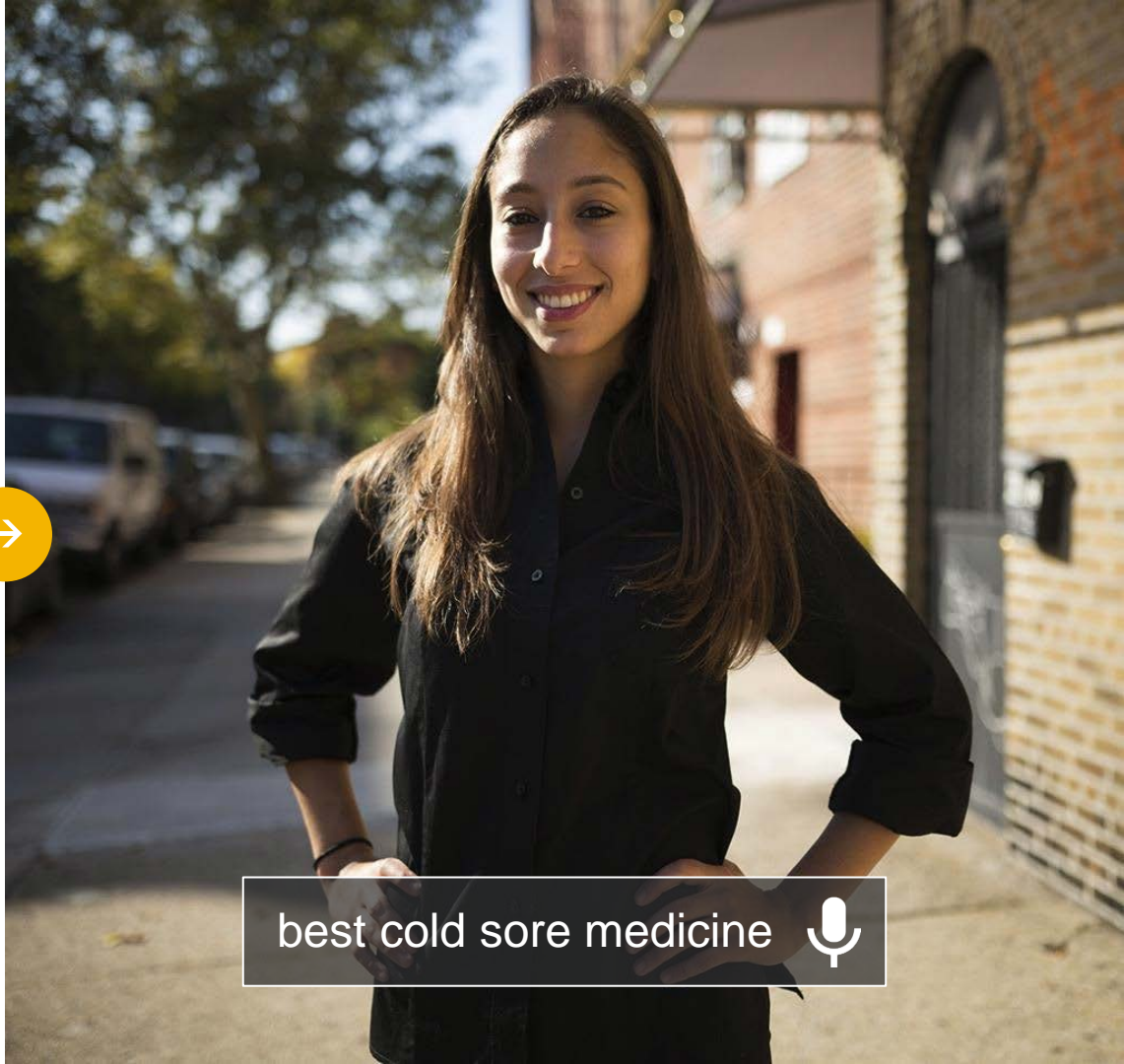
I-want-to-buy moments

70%

of Canadian smartphone users consult their phones while in a store.⁹

Meet Giana

In the drugstore aisle Giana researches treatment options and opts to buy the small tube that's 4x the price of others.



best cold sore medicine



Meet Erica

Erica wants to move into a bigger home. The long process advances over many mobile moments.



mortgage calculator



A woman with blonde hair, wearing a red and white striped shirt, is shown in profile, looking at a product on a grocery store shelf. The background is filled with various grocery items on shelves, creating a sense of a busy retail environment. The image is overlaid with a semi-transparent dark grey filter.

TRUTH #2

INTENT TRUMPS IDENTITY
IMMEDIACY TRUMPS LOYALTY

A hand holding a smartphone displaying a search results page, overlaid with a text equation. The background is a blurred crowd of people. The text is white and bold, set against a dark, semi-transparent background.

MICRO-MOMENTS =
INTENT + IMMEDIACY +
CONTEXT



29%

increase in mobile's
share of online
sessions in the past
year

13%

decrease in time
spent per visit

24%

increase in mobile
conversion rates

A close-up, profile view of a person looking at a smartphone. The background is dark with several out-of-focus, colorful bokeh lights in shades of white, yellow, and purple. The person's face is partially visible in profile, and they are holding the phone with both hands.

BE THERE

BE USEFUL

A close-up, profile view of a person with dark hair looking down at a smartphone held in their hand. The background is dark with several out-of-focus, colorful bokeh lights in shades of white, purple, and pink. The overall mood is contemplative and focused.

BE THERE



46%



LIFT IN BRAND AWARENESS



WHAT QUESTIONS ARE CONSUMERS ASKING ABOUT YOUR BRANDS?

best shampoo for curly hair



what is the best shampoo and conditioner for curly hair



what is the best shampoo for curly frizzy hair



what shampoo and conditioner is best for curly hair



what is the best anti frizz product for curly hair



which shampoo is best for curly hair



what the best shampoo for curly frizzy hair



which organic shampoo is best for curly hair



what paul mitchell product is best for curly hair

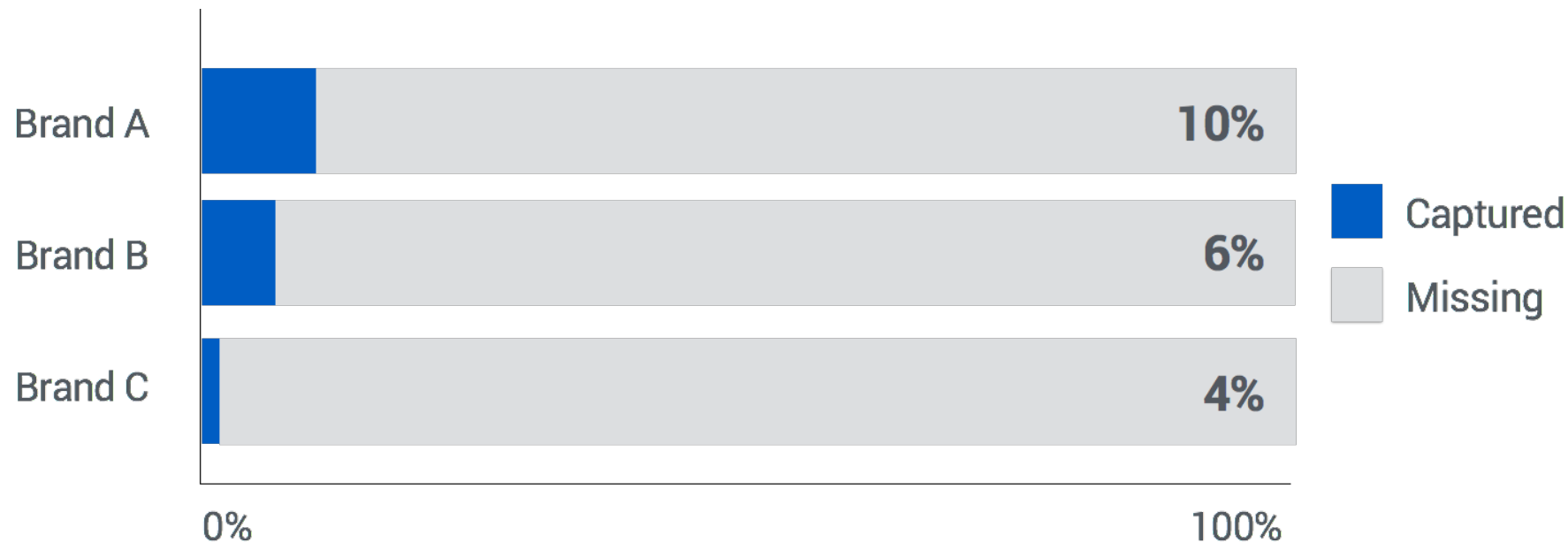
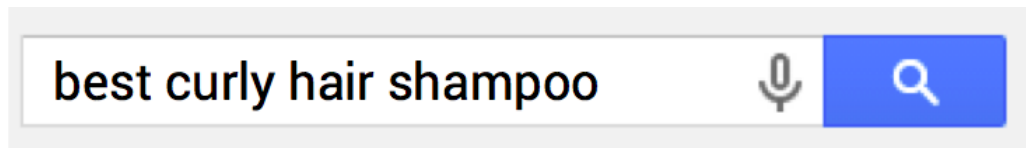


what is the best shampoo and conditioner for frizzy hair





SHARE OF QUERIES BEST CURLY HAIR SHAMPOO





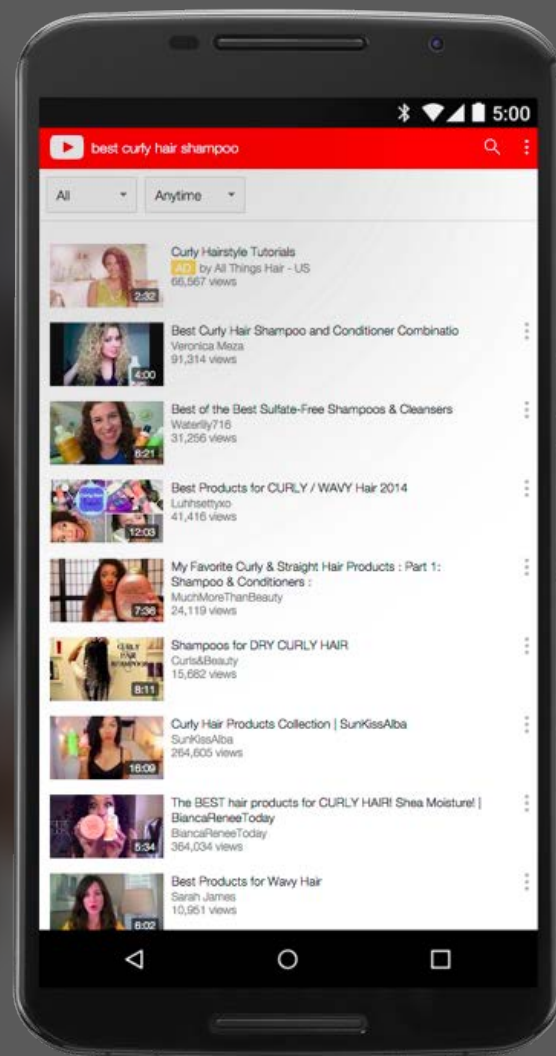
TRUTH #3

WE ARE ALL FALLING SHORT

51

BILLION

BEAUTY MOMENTS



The image shows a screenshot of a YouTube video player. The video is titled "No Heat Curls by NikkiPhillippi - All Things Hair" and is from the channel "All Things Hair - US". The video has 2,623,680 views and 91,764 subscribers. The video player shows a woman with long, wavy, light-colored hair, smiling and gesturing with her hand. A large white text overlay reads "I-WANT-THAT-LOOK MOMENTS". To the right of the video player is a "Up next" list of related videos, including "How to get crazy big curly hair (no heat)", "Heatless Headband Waves", "Easy Heatless Curls Hair Tutorial!", "EASY HEATLESS WAVES FOR SHORT HAIR!", "INSTYLER- DOES THIS THING REALLY WORK?", "HOW I STYLE MY SHORT HAIR! (NO HEAT)", "Noodle Curls Tutorial, No Heat Curls", and "Blackstone's Stephen Schwarzman on Hiring Phenomenal People".



is there

A yellow Fiat car, likely a Fiat 500, is shown from a front-quarter perspective, driving on a road. The car is in motion, with a blurred background. The text "I-NEED-A-SMALLER-CAR MOMENTS" is overlaid in white, bold, sans-serif font.

I-NEED-A-SMALLER-CAR
MOMENTS



is there

A close-up, profile view of a person with dark hair looking down at a smartphone held in their hands. The background is dark with several out-of-focus, colorful bokeh lights in shades of white, purple, and pink. The overall mood is contemplative and focused.

BE USEFUL

I-NEED-MORE-ASAP
MOMENTS



Walgreens
is there



HOW-DO-I-TILE-MY-BATH MOMENTS



is there

A blurred background image showing several people in a meeting or office setting. The text is overlaid on this background.

TRUTH #4

**YOU DON'T HAVE TO OVER
THINK IT**



WIN THE MOMENTS THAT MATTER

www.thinkwithgoogle.com/micromoments

think with **Google**[™]