

MICRO-MOMENTS: BE THERE WHEN IT COUNTS FOR YOUR CUSTOMERS



Micro-moments are moments in time when consumers want to know, do, buy, or go. They expect brands to be there, be relevant, be fast, and make it easy to take the next step. Brands need to comply. **But consumer expectations in the moment can be challenging:**

11% of marketers are prepared to take advantage of micro-moments

Source: CMO Council, 2018

58% of advertisers are not successful in acting on real-time customer data

Source: Kantar Media, 2019

Mobile is the key for brands to succeed with micro-moments:

2,617

number of times/day users touch their phone

Source: Wired, 2019

75% of users expect to find immediate information when searching

Source: Google/Ipsos, 2019



82%

demand immediate responses to questions from brands

Source: Small Business Trends, 2018



Brands also need to tune into other **trends that can impact moments:**

82% of consumers who use **AI-powered personal assistants** rely on them for information

Source: Capgemini, 2018

51% disregard **brand loyalty** & purchase from whoever provides information in the moment

Source: Forbes, 2019



Micro-moments directly translate into sales, boost loyalty, and enhance long-term brand perception. Brands that recognize customers instantly across all channels and are ready to assist them in any way, at any time, will win the battle when it comes to micro-moments.

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