

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:



% 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

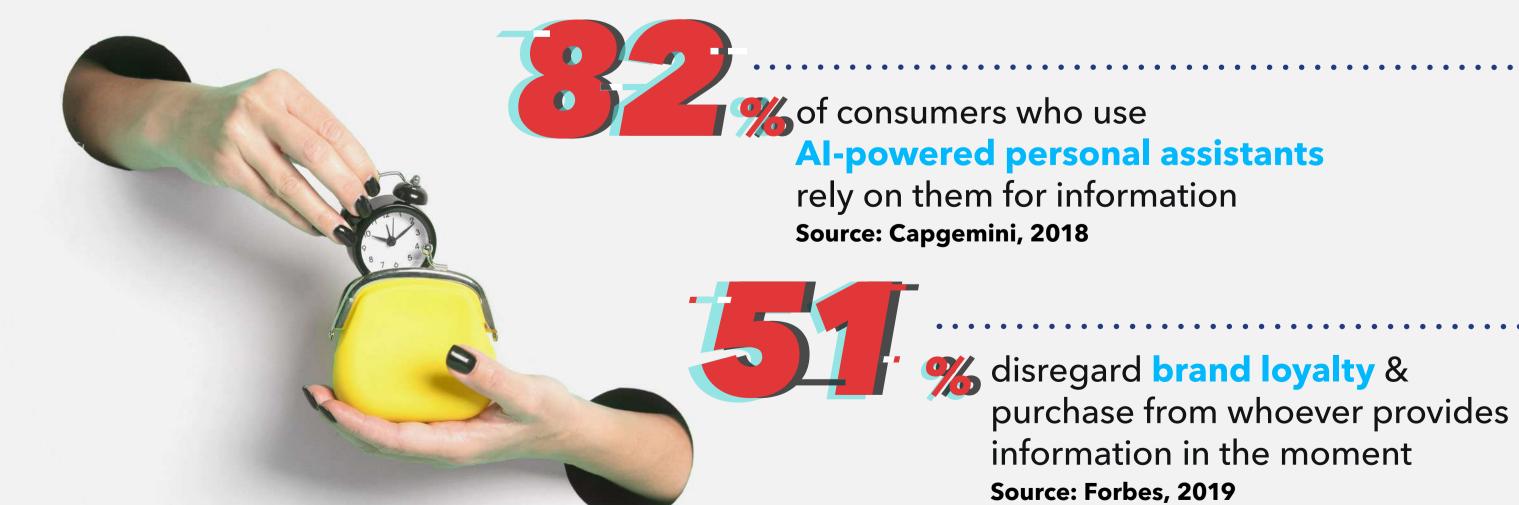
number of times/day users touch their phone Source: Wired, 2019

immediate information
% when searching
Source: Google/Ipsos, 201 of users expect to find 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:



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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