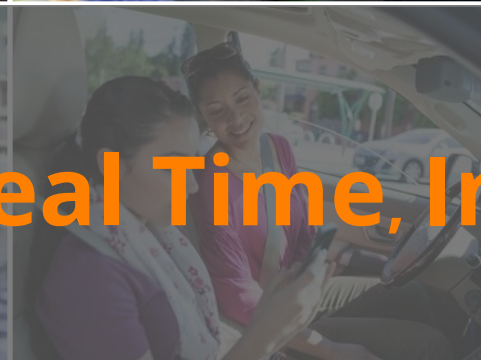
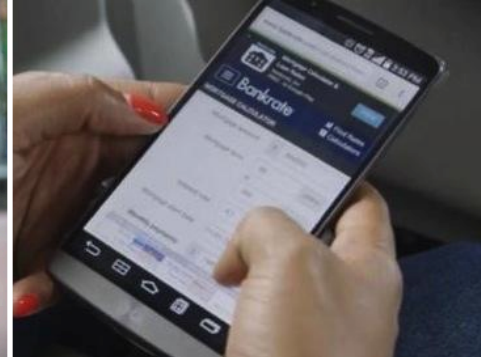


MICRO-MOMENTS

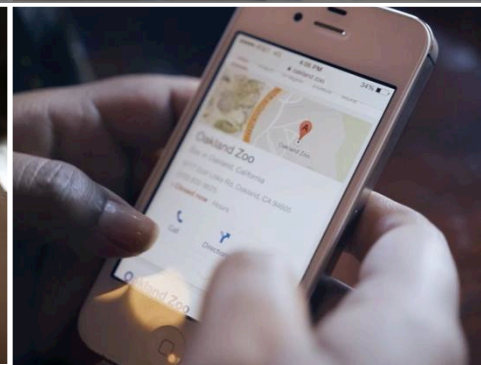
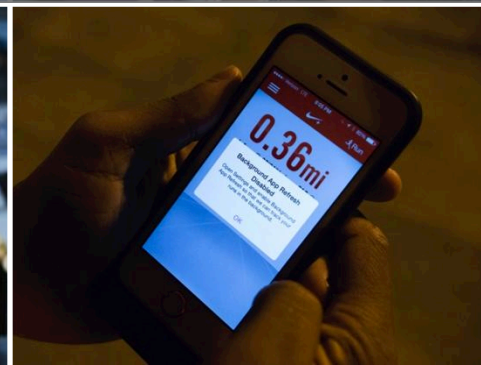
微时刻 - 全新的战场

THE NEW BATTLEGROUND FOR BRANDS





Countless **Real Time, Intent Driven** Moments



It does not matter **who you are**



A man in a grey sweater and white shirt is looking at a smartphone. The background is blurred, showing other people in a public space.

It is about
What you want?

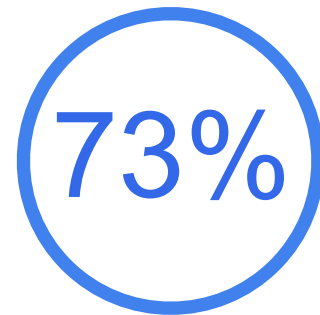
Micro-moments Happen On Mobile

Want-to-know
moments

Want-to-go
moments

Want-to-buy
moments

I-want-to-know moments

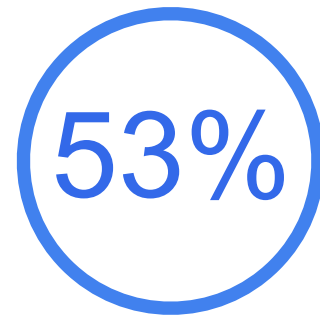


of consumers use search engines on
smartphones for information
*UK60%, US\$50%

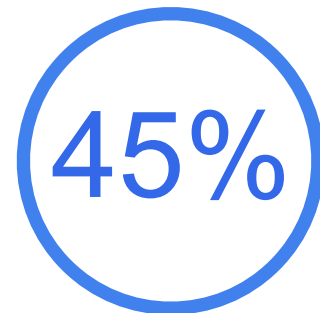


of consumers watch video on smartphones
*US\$41% UK38%

I-want-to-buy moments

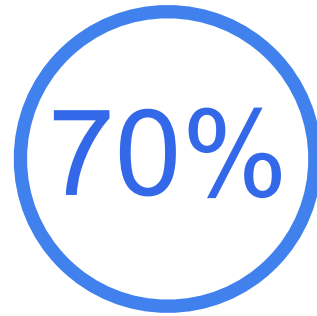


of consumers seek promotion on
smartphones before purchase

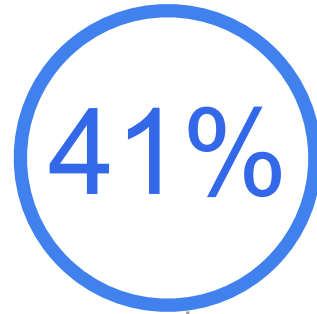


of online consumers compare price before
purchase on smartphones

I-want-to-go moments



consumers use search engine to find local
business information
*UK 28%



consumers use smartphones to search for a
specific local products

Leveraging Micro-moments on Mobile



Get
REACH

AWARENESS
知名度



Capture
CONTEXT

INTEREST
兴趣



Inspire
ACTION

TRIAL
体验

Right Audiences, Right Creatives

Connect with audiences in the **Moments that matter**



Create Awareness
In the Moment

Google Display Solutions
YouTube
Google Search

Generate Intent &
Interaction
In the Moment

Rich Media
Engagement Ads

Inspire Action
In the Moment

Google Analytics
Rich Media

Give Consumer a
Second Chance

Remarketing
Dynamic Remarketing

Audience Re-targeting – Serving Every Step Along The Way

Smart remarketing lists, automatically created for you



Homepage
visitors



Search results
viewers



Product
viewers



Cart
abandoners



Past purchasers



Win The Moments That Matter

受众精准营销
掘金“微时刻”

1

Identify right
micro-moments

2

Capitalize the
micro-moments

3

Optimize & Grow