



# The Impact Of Intent

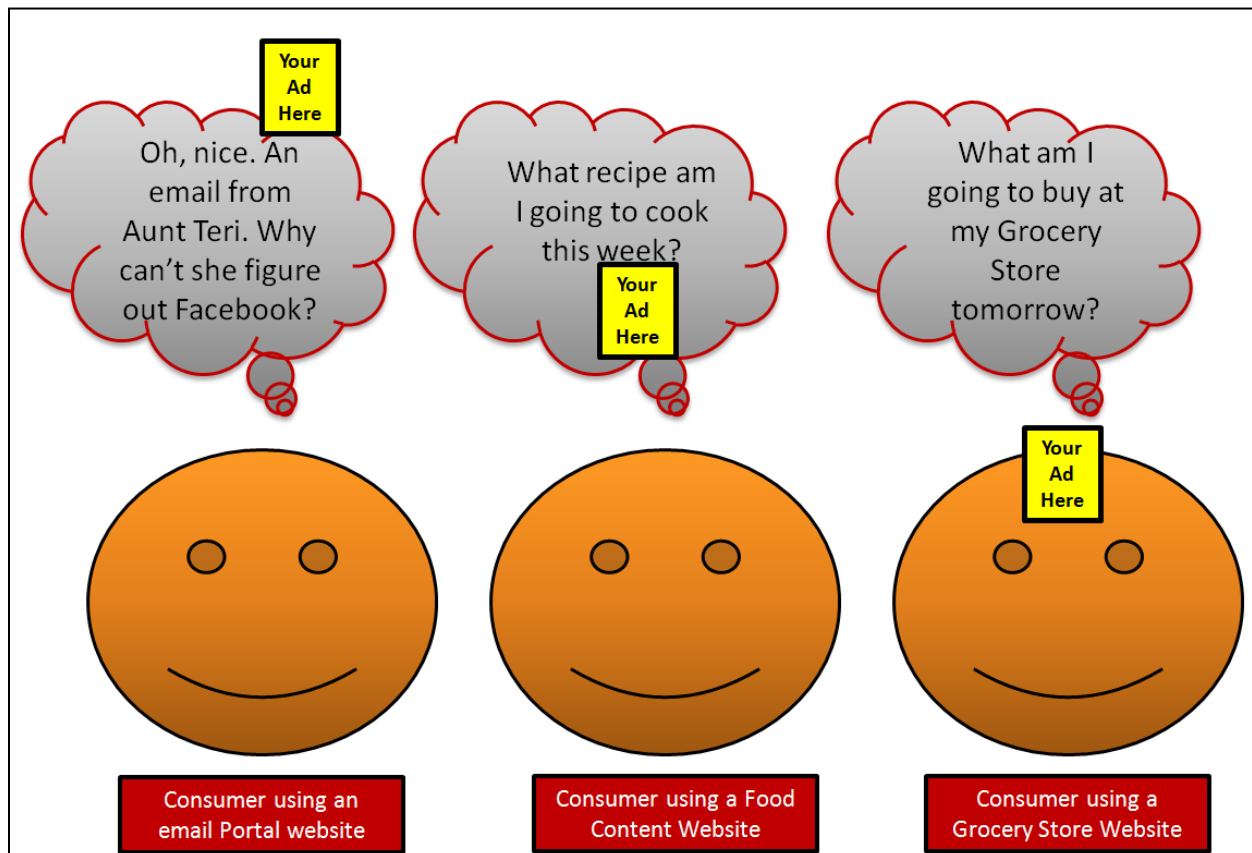
*Notes on the state of mind of the web user*

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*This white paper discusses the nature of the Grocery Shopping website in terms of the state of mind of the consumer, and makes the argument that the impact and ROI from an ad is proportional to its timing to the shopping intent of the consumer.*

People use their computers and handheld extensions for an increasing number of functions in their everyday life.

## The impact of your ad during various states of mind.



*As you can infer from your own experience, consumers are in different 'modes' depending on what they are using their computer or handheld to do.*

## **Mind modes.**

When people are in the personal communications mode (such as email or social networking) their minds are not wrapped around advertising messages. The messages are peripheral noise, sometimes breaking through, sometimes not. It takes many impressions to ensure that a message will reach out through the clutter of the conversation that has the consumer engaged. They are rarely capable of being relevant, and even if there is contextual mapping to the conversation, the ad still sits there wrapped in an ‘ad’ spot where the consumer has it already mentally categorized as ‘noise I can ignore.’ Advertisers fight this with animation, graphics, and other attention-getting devices, but it is hard work because the ad is fighting the environment and fighting against its intrusive nature.

When they are in more of a ‘special interest’ mode, such as visiting a food site, reading reviews, looking at recipes, the advertising is much more central to their mindset. This is the classic ‘contextual’ mode that has served advertisers well, and is why advertisers are best served when they are surrounded by messages that are relevant to the advertisement, and more important, when the consumer’s mind mode is actively considering information in the area.

The most interesting mode is intent.

This is when the consumer switches from ‘reading content’ to ‘using an application tool as a means to an end.’

Search is the most obvious example. The heavy ‘intent’ mode of a search user is why searches ‘convert’ into consumer actions so much more, well, intently. This, in turn, is why search, at 6% of online page views, is 50% of online advertising dollars. These are the pages that count.

Grocery Store Websites are search-like tools that consumers use to plan their shopping trips. They are deeply engaged in searching the information:

- What is on special?
- What are the nutritional values?
- How can I use this product?
- What is new?
- What will make my week more fun?
- What will my kids like?
- What do I need in my pantry this week?
- How can I make my store visit easier?
- Am I getting all the good coupons?

*In this environment, your advertisement isn’t clutter in the chatter, and it isn’t interesting information. It becomes vital data to be used in the search to fill the shopping cart wisely.*