



Don't Sleep on Gen Z

Youth Marketing Takeaways

[Personalized marketing](#) hinges on meeting the consumer where they are at any given point. Using segmentation and historical data, brands can market specifically to Gen Z even before capturing zero-party data directly from them.

Let's dig into some of the ways you can adapt your marketing for younger generations to achieve greater personalization.

Setting the Stage

- From 2009 to 2019, e-commerce penetration in retail rose by more than 10 percentage points in the US and the UK¹ and by 7 points in France
- E-commerce grew more from mid-April to mid-June, 2020, than in the decade before that, jumping from 16% to 27% of retail in the US and from 18% to 30% in the UK¹
- As a result of COVID-19, 62% of Zoomers¹ have increased their time spent on social media

A Closer Look at Gen Z

Gen Z (ages 7-22²) are pros when it comes to determining what information is most important to them and what information is not.

- Gen Z makes up about 30% of the global population³
- 58% of those in Gen Z say they start to feel uncomfortable if they're without an internet connection for more than four hours⁴
- Their purchasing power is worth \$143 billion⁵ USD
- The average Gen-Z attention span is eight seconds⁶

Marketing that Matters

So, how does a brand stand out as useful or important to this hyper-critical, yet incredibly plugged-in generation? Showcase value upfront.

Gen Z can easily filter out brands that don't align with their personal values and beliefs.

- 72% of Zoomers are more likely to buy from a company that contributes to social causes⁴
- 70% of Gen Z consumers try to buy from companies they consider ethical⁷
- 65% try to ascertain the origins of products they are buying⁷
- 48% of Gen Zers—but only 38% of consumers in other generations—said they value brands that don't classify items as male or female⁷

How to Connect with Gen Z

Within each generation, there will be nuances, but marketing to your target audience's generation ensures your customers will have access to a personalized customer experience.

To connect specifically with Gen Z through your marketing messaging:

- Integrate mobile into your marketing mix. SMS, push notifications, and in-app messaging can be added to your workflows to reach Gen Z wherever they are.
- Create a personalized experience. Gen Z highly values being unique and having a tailor-made interaction with brands.
- Build a workflow that delivers the right messages at the right time. Show Gen Z what your brand stands for when they're most likely to engage with the message.

Sources:

¹<https://www.bcg.com/publications/2020/how-marketers-can-win-with-gen-z-millennials-post-covid>

²<https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

³<https://www.weforum.org/agenda/2021/03/gen-z-unemployment-chart-global-comparisons/>

⁴<https://www.marketingdive.com/news/gen-z-wants-brands-to-be-fun-authentic-and-good-study-says/581191/>

⁵<https://www.businessinsider.com/retail-courts-gen-z-spending-power-over-140-billion-2020-1>

⁶<https://www.visioncritical.com/blog/gen-z-versus-millennials-infographics>

⁷<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>

Brands that Trust Iterable

Acne Studios

Calm

MAG
Manchester
Airport

STRAVA

ZOOPLA