Engaging Every Generation Through Loyalty
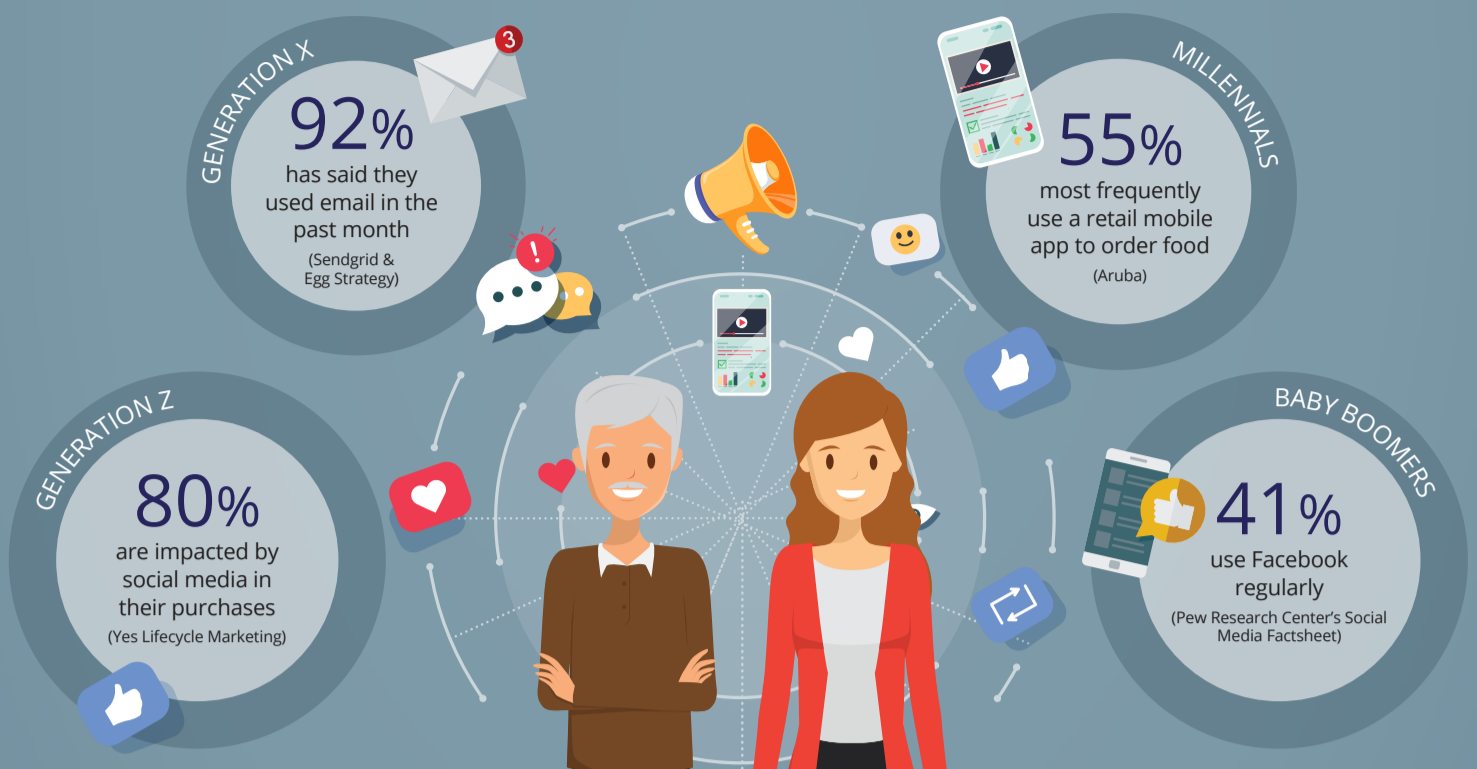
Consumers of all ages lead busy lives and are bombarded with thousands of messages daily.

GENERATION X
92% has said they used email in the past month
(Sendgrid & Egg Strategy)

MILLENNIALS
55% most frequently use a retail mobile app to order food
(Aruba)

GENERATION Z
80% are impacted by social media in their purchases
(Yes Lifecycle Marketing)

BABY BOOMERS
41% use Facebook regularly
(Pew Research Center's Social Media Factsheet)

Brands need to break through the marketing clutter by understanding and delivering on the engagement preferences of every generation.

2010

Generous Generation Z
(Ages 22 & under)

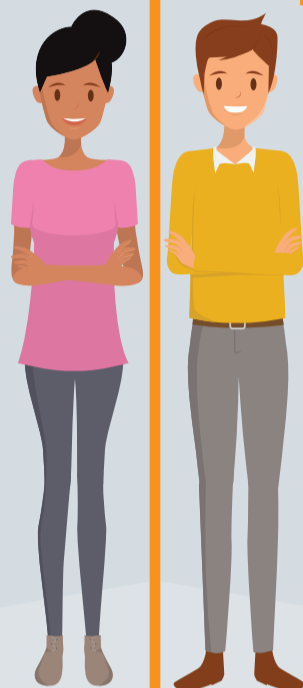### OMNICHANNEL BEST PRACTICES

The "Social Generation"
- The most willing generation to share information about themselves with a brand
- Has had a phone in their hands since they could sit in a stroller
- The most socially conscious

85% engages with game mechanics & only about half of loyalty programs provide gamification opportunities (The Loyalty Report 2019)

83% wish more businesses would use text to communicate with them (Zipwhip)

- **Take social up a notch**
- **Offer gamification**
- **Meet their demand for mobile**

1996

## Mighty Millennials
(Ages 23-38)

The "Largest Generation"
- The largest generation group in the U.S. with annual $600 billion to spend
- Grew into adulthood in the digital age
- Accustomed to businesses having an online presence

43% variety of rewards offered is the top incentive for them to join a loyalty rewards program (Software Advice)

47% engaging in innovative ways influences their brand loyalty (Accenture)
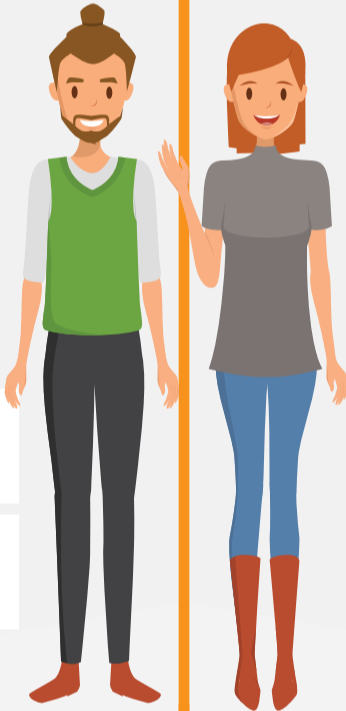
- **Deliver reliable mobile**
- **Create personal brand interactions**
- **Establish feedback and sharing opportunities**

1980

Gainful Generation X
(Ages 39-54)

The "Forgotten Generation"
- Make as much as their Boomer counterparts
- Spend more, averaging 11% more than Boomers and 33% more than Millennials
- Spends it on housing, clothing, and dining out

81% are on Facebook and 5.9 million have Snapchat accounts (Statista)

53% personalized shopping experience would make them more likely to be loyal to a brand (RetailMeNotinc.)

- **Engage over email**
- **Provide personalized offers**
- **Create seamless online and offline experiences**

1965

Baby Boomers Belong
(Ages 55-73)

The "Big Spenders"
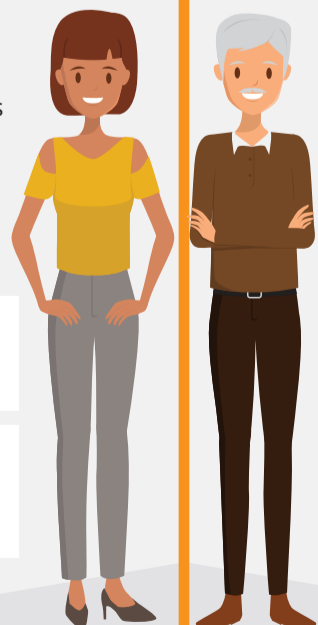- The most affluent customers in the U.S.
- Spend five hours a day on their smart phones
- Don't think of this group as relics from the past

25%+ clock in at over 20 hours of content per week (BuzzStream and Fractl)

50%+ will visit a company website or continue their search on a search engine after seeing something on a social networking site (DMN3)

- **Market over Facebook**
- **Consider up-selling**
- **Make relevant recommendations**

1946

With the right technology, marketers can create data-driven customer segments and deliver omnichannel offers across every engagement touchpoint.