Engaging Every Generation Through Loyalty

Consumers of all ages lead busy lives and are bombarded with thousands of messages daily. Brands need to break through the marketing clutter by understanding and delivering on the engagement preferences of every generation.

Generous Generation Z
(Ages 22 & under)

- 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% engage with gaze-enhanced & gamified loyalty programs
83% prefer to communicate with brands through social media

Mighty Millennials
(Ages 23-38)

- The “Largest Generation”
  - The largest generation group in the U.S.
  - Grew into adulthood in the digital age
  - Accustomed to businesses having an online presence

43% are interested in extended warranties on products
47% are interested in innovative ways to influence brand loyalty

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 Snapchat accounts
53% prefer a personalized shopping experience

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% still want to be informed of a product by a salesperson
50% prefer a purchase activity with someone who shares their values over one in which they are influencing the choice

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

The Punch Marketing Cloud provides brands with a scalable digital marketing platform to segment and engage every generation.
To see a demo, visit punchh.com/contact-us.