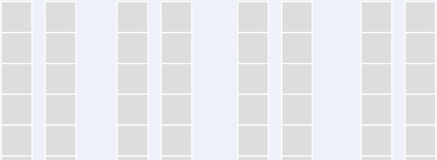
FLUENT

Vibe Check on Gen Z

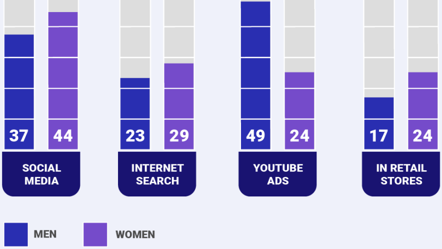
America’s first generation of digital natives doesn’t know life without the Internet. IOW, they just hit different.

If you’re searching for Gen Z, don’t Google it

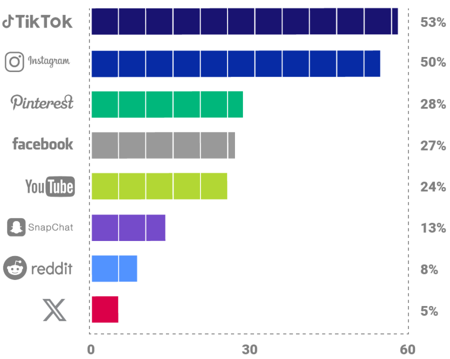
Gen Z’s Preferred Channels for Discovering New Products, by Gender



Social media has surpassed search engines as one of the top ways Gen Z hears about new products and services. However, if you're looking to reach Gen Z men, **don't underestimate the power of YouTube ads.**



Gen Z's Preferred Social Platforms for Shopping & Product Discovery



Product discovery from trusted voices, not "experts"

Whether it's through ads or organic posts, Gen Z wants to **hear directly from creators and ordinary users on TikTok and Instagram.**

Top Three Content Formats for Product Discovery on Social

1 SHORT-FORM VIDEO (TIKTOK, REEL)

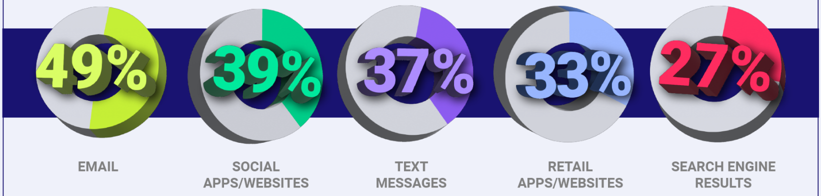
2 ADS OR SPONSORED CONTENT

3 THROUGH A FEED POST

Don’t talk to strangers

Gen Z expects personalization, and understands that it comes at a cost. **72% of Gen Zers are willing to share their email address and 58% would provide their phone number in exchange for better service** and more tailored experiences.

Gen Z's Preferred Channels for Receiving Personalized Messaging



Earn their trust, earn their business

Gen Zers value convenience and want to be rewarded for their loyalty. Personalization, authenticity, and transparency are the difference-makers when it comes to creating long-lasting relationships with Gen Z shoppers.

DO'S

REMOVING FRICTION

Optimize the customer experience for mobile

For Gen Z, the customer journey often begins and ends on mobile. Create a seamless user experience with **buy now, pay later (BNPL) and mobile payment options** on your site and app.

74%

Are most likely to use their mobile phone when shopping online

84%

Use Buy Now Pay Later to make purchases via their mobile phone

22%

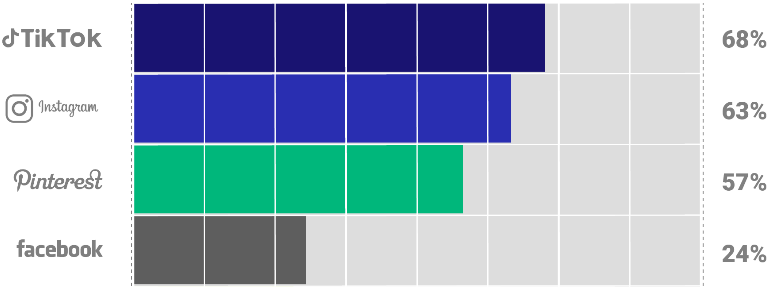
Prefer to purchase products directly from a company's mobile app

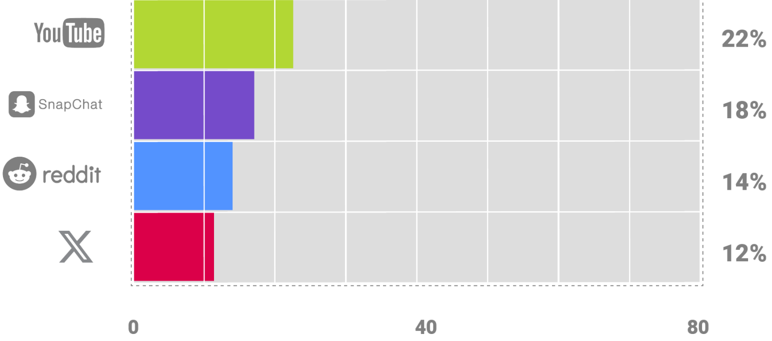
BUILDING TRUST

Partner with influencers in your niche

55% of Gen Zers consider influencer recommendations one of the most important factors in their purchase decisions, and they're looking to platforms like **TikTok and Instagram** to engage with creator content that aligns with their interests.

Gen Z's Preferred Social Platforms for Viewing Creator Content





DRIVING RETENTION

Lauch a loyalty program with the right perks

65% of Gen Zers say loyalty programs are critically important in maintaining brand loyalty. **Rewards and discounts** are the perks most likely to keep them around.

Top Offerings Gen Z Expects from Loyalty Programs

59%

Points & rewards

58%

Discounts on products & services

28%

Exclusive / early access to products & events

24%

Personalized product & service suggestions

DONT'S

PERSONALIZATION

Adopt a one-size-fits-all approach to messaging

51% of Gen Zers are frustrated by brand messages that fail to meet their wants and needs

ACCOUNTABILITY

Take a stance on social issues without the actions to back it up

78% of Gen Zers are skeptical of brands' commitments to issues like equity, diversity, and sustainability

PRIVACY

Use Gen Z's data without gathering consent

91% believe it's a human right to know what information companies are holding about them

Sources:

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Gen Z and the Data Security Paradox, Paramount Insights

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The 2023 Gen Z Subculture Field Guide, Horizon Media

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