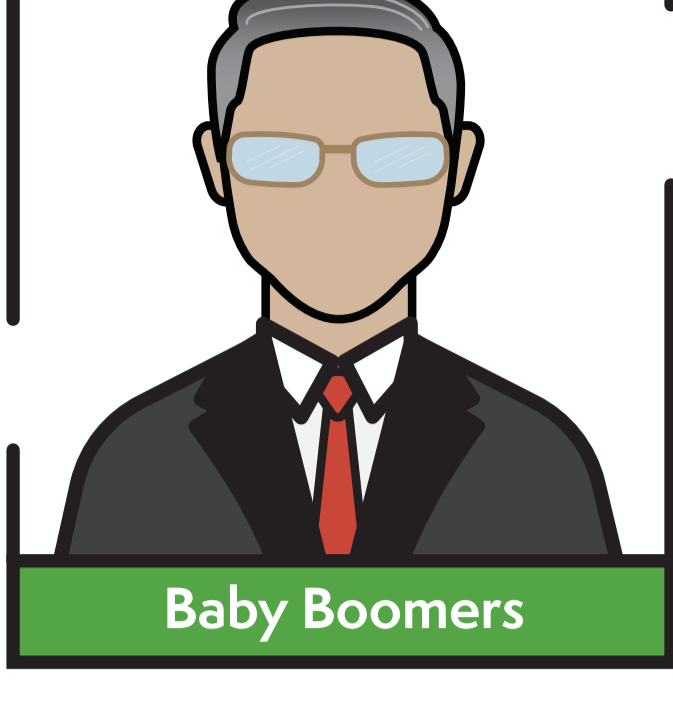


Mobile for Every Generation

Remember when we could shrug off mobile as a “millennial thing”? Gone are the days of letting millennials fend for themselves on mobile. Consumers across all generations are looking to engage with brands on mobile, but we can’t rely on a “one size fits all” mobile mentality. In order to develop a multi-faceted mobile strategy that will appeal to everybody from toddlers to teens to retirees, we have to dig a little deeper into their habits:



Baby Boomers

Profile

Born: 1943-1964

Habits

They typically turn to their smartphones to do research after a first touch with a traditional advertising channel (TV, radio, magazine, etc.)⁶

They don’t trust that their data is safe online⁴

They’re still more likely to use computers for shopping and other money-related activities⁴

Device Ownership



Tablet¹
54%



PC/Laptop²
50%



Smartphone¹
67%



Wearable⁵
5%



Smart Speaker⁴
22%

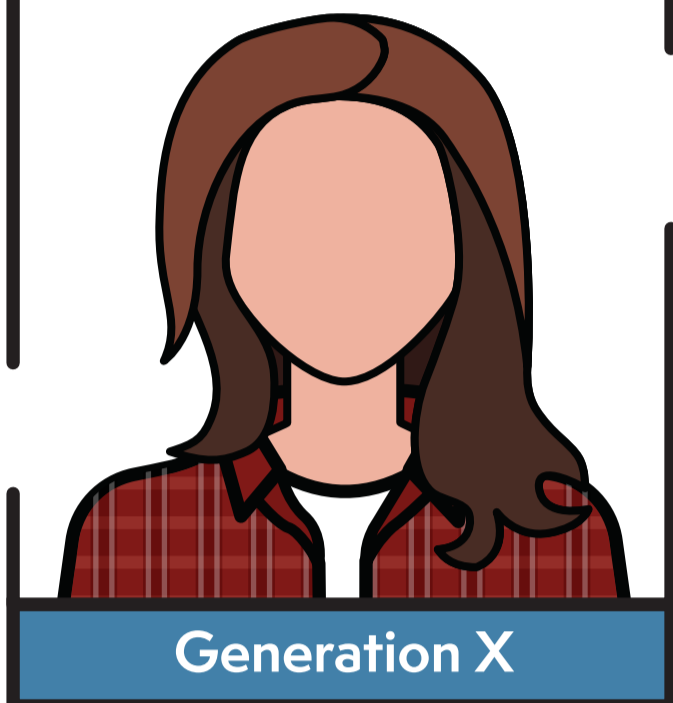
Ways to Engage

Make Omnichannel Seamless

Ensure that your traditional advertising methods have an easy access point to your mobile experience, like a short, memorable URL or a text code

Personalize the Experience

Capitalize on their loyalty and ensure that second visits to your mobile site are personalized based on their past purchases and behaviors



Generation X

Profile

Born: 1965-1979

Habits

They’re the generation that spends the most time on social media⁷

They trust their friends’ opinions and look to reviews for guidance⁸

They research online, but purchase offline⁹

Device Ownership



Tablet¹
64%



PC/Laptop²
53%



Smartphone¹
85%



Wearable⁵
26%



Smart Speaker³
25%

Ways to Engage

Create Connections

Leverage chatbots on existing social platforms to make sure Gen Xers can reach your brand easily

Go Brick-and-Mobile

Make sure they can easily find the products they researched online with location-based features



Millennials

Profile

Born: 1980-2000

Habits

21% admit to having deleted an app because they didn’t like the look of it on their home screen¹⁰

The majority get annoyed with too many app notifications¹⁰

They turn to their smartphones to discover and purchase products⁹

Device Ownership



Tablet¹
54%



PC/Laptop²
37%



Smartphone¹
92%



Wearable⁵
30%



Smart Speaker³
34%

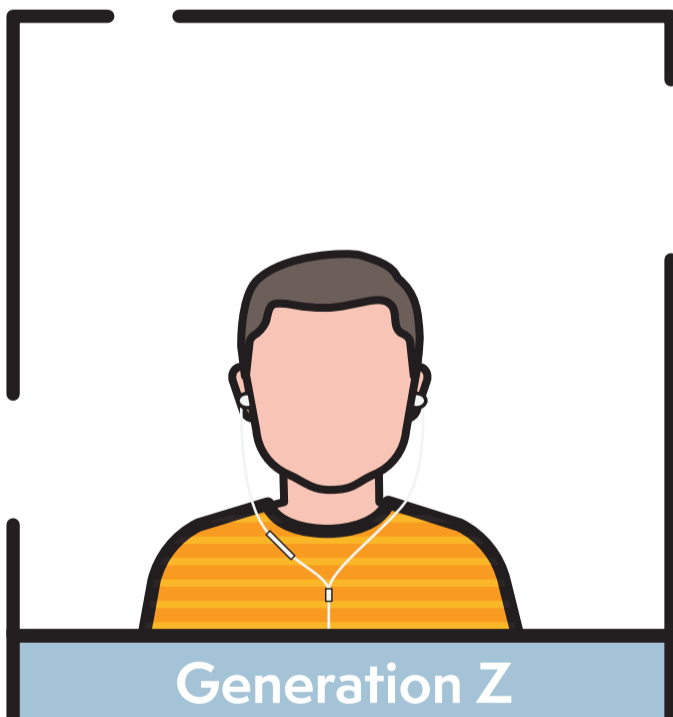
Ways to Engage

Embrace Text

Break through notification clutter with a solid SMS or Rich Communication Services (RCS) strategy

Make Product Delivery Fun

Create a Pinterest-like experience for exploring new products, and make sure to include personalized recommendations



Generation Z

Profile

Born: 2001 - 2013

Habits

45% of kids with smartphones got their first phone between ages 10-12¹¹

Top smartphone activities for kids: texting, downloading apps, playing games, and surfing the web¹¹

The majority of parents say they want better safety and usage controls for their kids’ activities¹¹

Ways to Engage

Augment Playtime

Create a mobile game to augment your product or experience

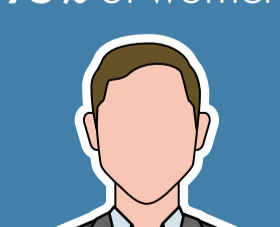
Give Parents Control

Make sure to include opportunities for parents to limit screen time or check in on their kids’ activity

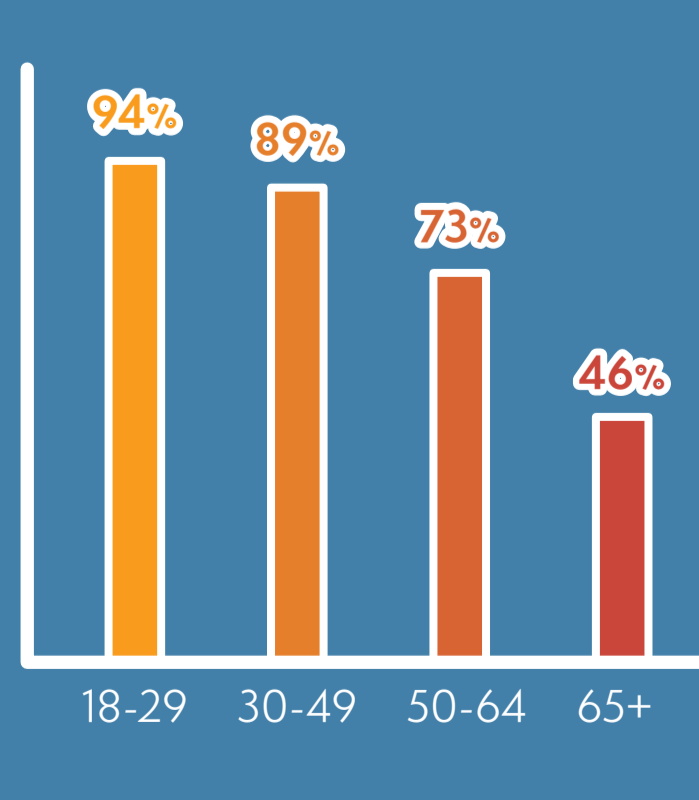
Smartphones Aren’t Just for Millennials¹



75% of women



80% of men



One Device. Endless Possibilities

It’s time to start building mobile strategies that make sense for your customers and their mobile habits. Taking the time on the front end of your campaigns to plan and research will pay off in the end when you’ve got happy customers of all ages!

¹ <http://www.pewinternet.org/fact-sheet/mobile/>

² <https://www.statista.com/statistics/368406/individual-computer-ownership-usa/>

³ <https://www.emarketer.com/content/the-smart-speaker-series-millennials-infographic>

⁴ <https://www.aarp.org/research/topics/technology/info-2018/technology-use-attitudes.html>

⁵ <https://www.emarketer.com/Chart/US-Wearable-User-Penetration-by-Age-2017-of-population-each-group/202360>

⁶ <https://www.marketingherpa.com/article/chart/online-shopping-behaviors-based-on-age>

⁷ <https://www.nytimes.com/2017/01/27/technology/millennial-social-media-usage.html>

⁸ <https://www.mediapost.com/publications/article/314505/marketing-to-the-generations-boomers-and-gen-x.html>

⁹ <https://www.tapbuy.io/en/blog/millennials-vs-gen-x-can-adapt-shopping-habits/>

¹⁰ <https://www.comscore.com/Insights/Press-Releases/2017/8/Comscore-2017-US-Mobile-App-Report-Available-for-Download>

¹¹ <https://www.nielsen.com/us/en/insights/news/2017/mobile-kids--the-parent-the-child-and-the-smartphone.html>