

WIN GEN Z

WITH EXCLUSIVE OFFERS THAT HIT DIFFERENT

If you want to acquire Gen Z with campaigns that go viral, give them an exclusive offer.

Seventy-eight percent of Gen Z said an exclusive offer would make them more likely to purchase from a brand, and 93% said they would share an exclusive offer with their friends.

We asked more than 1,500 Gen Z consumers in the US and UK about their spending habits and what they want from brands.¹

▶▶ **READ ON TO SEE WHAT ELSE THEY SAID.**

9 in 10



Gen Z Consumers
would share an exclusive
offer with others who were
eligible for it.



SHOW GEN Z YOU *RESPECT THEIR BUDGETS*

Gen Z doesn't have much extra money to spend, but giving them an exclusive offer will entice them to buy from your brand.

40%

of Gen Z
feel pessimistic about where
the economy is headed
compared to last year.

42%

of Gen Z
are tightening their budgets.

8 in 10

Gen Z Consumers
would be more likely to
purchase from a brand
that gave them an
exclusive offer.





LEVERAGE GEN Z'S ***SOCIAL AND REAL-LIFE NETWORKS***

Clearly social media plays a big role in how Gen Z discovers new brands. But don't overlook the power of a good old-fashioned recommendation from friends and family.

35%

of Gen Z
spend more than four hours
a day on social media.²

68%

of Gen Z
learn about new brands
through social media.

42%

of Gen Z
learn out about new brands
through a recommendation
from a friend or family
member.

MAKE GEN Z CATCH *FEELINGS FOR YOUR BRAND*

Become the brand that Gen Z thinks of first with exclusive offers that align with their value-for-money ethos.



Gen Z

23%

of Gen Z think exclusive offers for their age group are the best way for a brand to stand out from their competition.

58%

of Gen Z would check to see if a brand offers a young adult discount before purchasing from it.



Gen Z College Students

47%

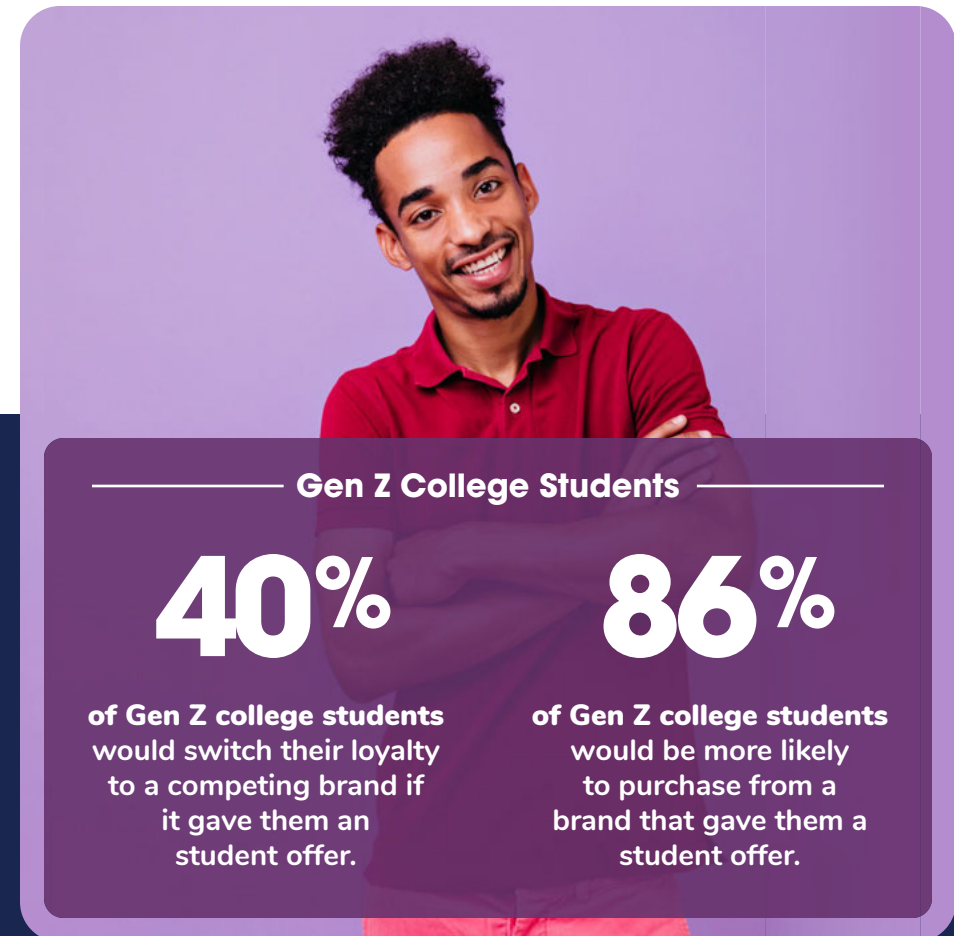
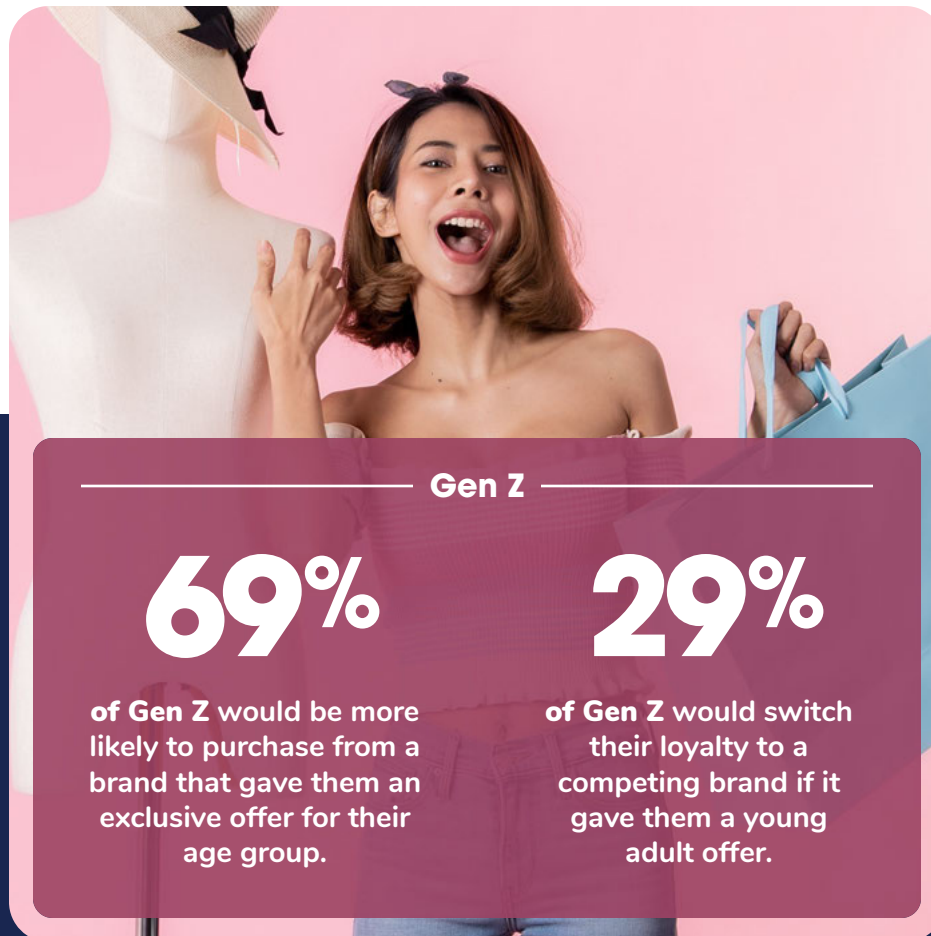
of Gen Z college students think student offers are the best way for a brand to stand out from the competition.

90%

of Gen Z college students would check to see if a brand offers a student discount before purchasing from it.

MOVE INTO YOUR *HIGH CONVERSION ERA*

Exclusive deals make Gen Z buy from your company before—
and instead of—any other brand.



AVOID *VERIFICATION* *ICKS*

Verifying the age of a Gen Z customer protects your offer. Respecting Gen Z's data privacy and making the process frictionless leaves them feeling good and will drive more conversions.



The Impact of Verification Experiences on Gen Z



POSITIVE

59%

said being instantly verified and not having their data shared with other brands has a positive impact.

NEGATIVE

42%

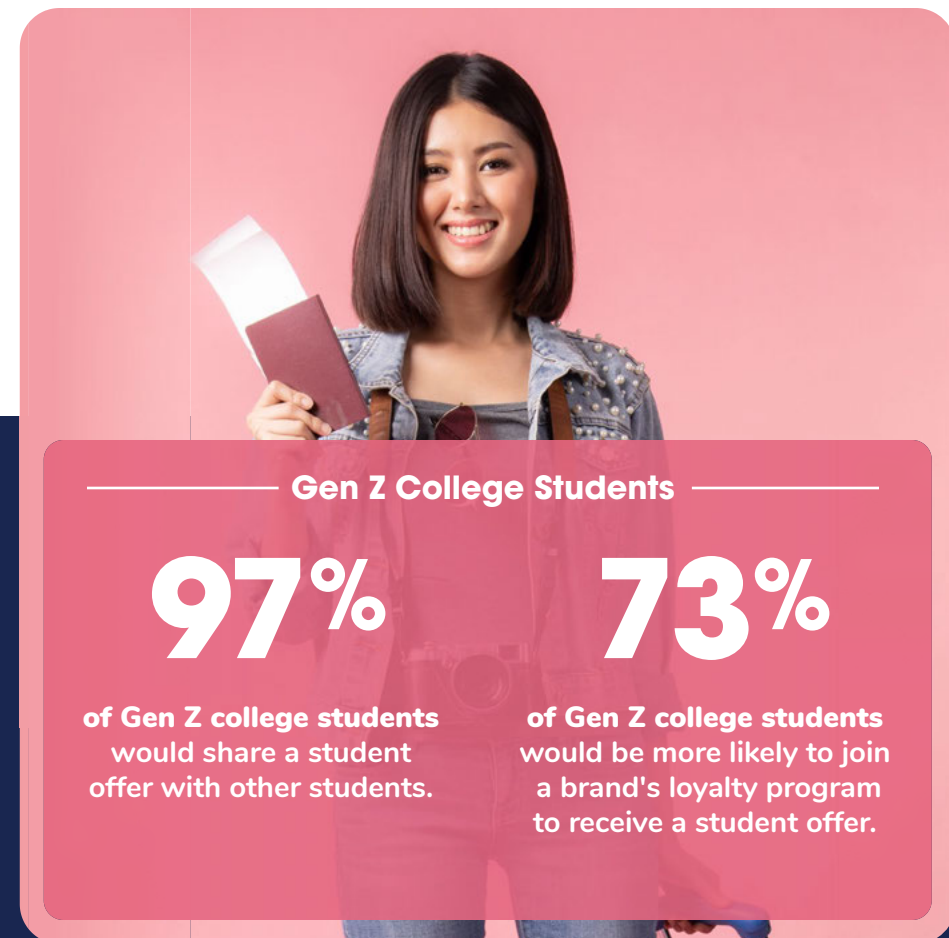
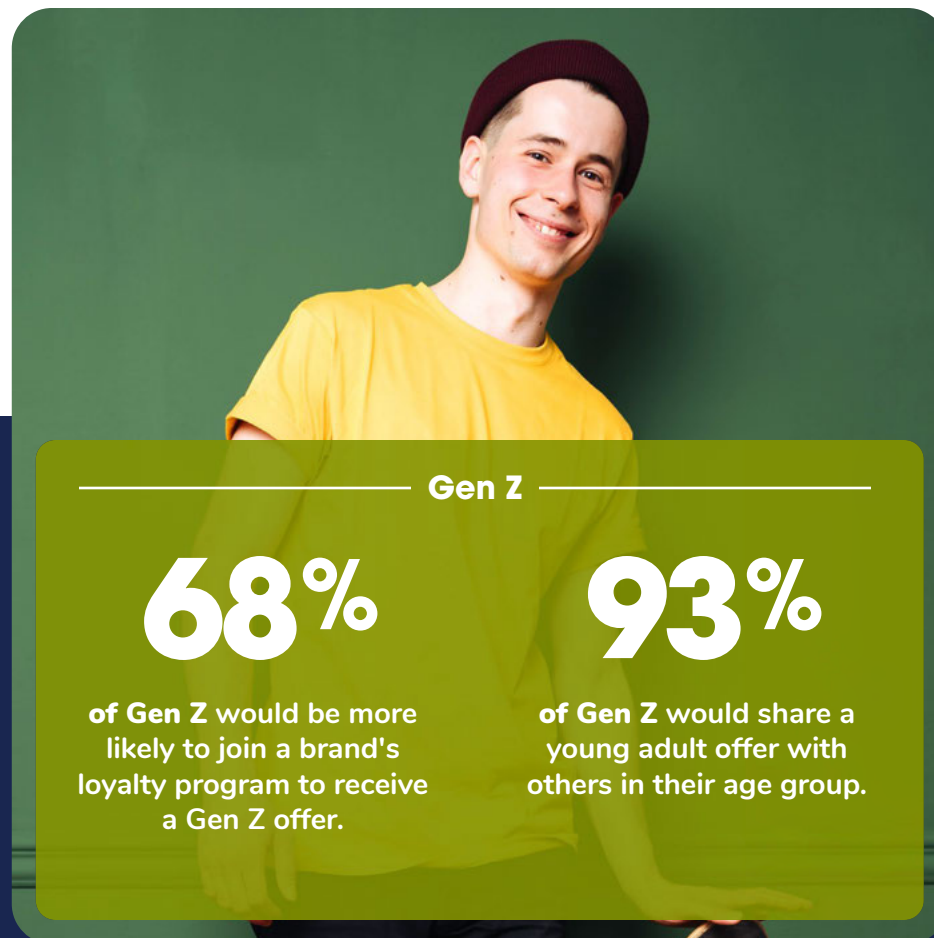
said having to upload a document to prove their eligibility for an offer has a negative experience.

25%

said having to create a separate account on a website that offers deals for Gen Z has a negative impact.

TURN GEN Z INTO *LIFELONG STANS*

Exclusive offers endear Gen Z to your brand, drive membership in your loyalty program, and make your campaigns go viral.



END GAME

WIN GEN Z FOR LIFE



When you engage Gen Z with an exclusive offer, you turn their concern about the economy into an exchange that expresses how much they mean to your brand. The pay off is new customers—and meaningful brand relationships that spread throughout their community and last a lifetime.

[LEARN HOW TO WIN GEN Z WITH EXCLUSIVE OFFERS](#)



¹ 2024 Consumer Report: Gen Z – How to Get Gen Z to Obsess About Your Brand

² [Where Does Gen Z Spend Most of Their Time Online?](#)