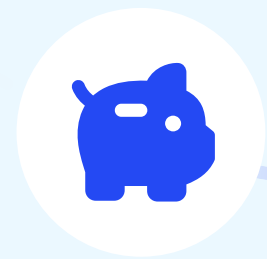


Playbook

# The Ultimate Guide for Marketing to Young Adults



SheerID 



**Young adults are a high-value audience across all industries.** And they are just forming their brand relationships, so winning them gives you the chance to nurture deep loyalty as they enter their careers and adulthood.

**Nearly sixty percent of Gen Z check to see if a brand offers them an exclusive discount, and nearly half said they are more loyal to brands that give them an exclusive offer.**

**472M**

18–24  
year-olds<sup>1</sup>

**\$360B**

disposable  
income<sup>2</sup>

**27%**

of the US  
population<sup>3</sup>

# Table of Contents

|    |                      |    |                     |    |               |
|----|----------------------|----|---------------------|----|---------------|
| 04 | Demographic Insights | 11 | Offer Verification  | 15 | Paid Ads      |
| 07 | Offer Preferences    | 13 | Creative Guidelines | 17 | Word of Mouth |
| 08 | Channel Preferences  | 14 | Social Marketing    |    |               |



# Demographic Insights

# DEMOGRAPHIC INSIGHTS

 Gender Identity<sup>1</sup>

45%  
Male

53%  
Female

3%  
Other

 Employment<sup>2</sup>

57%  
Full-Time

43%  
Part-Time

 College Attendance

62%  
do not attend higher education

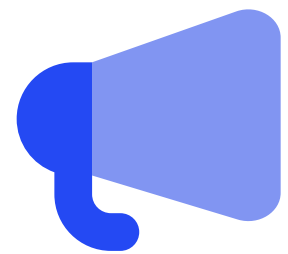
 Monthly Income<sup>3</sup>

\$3000



## DEMOGRAPHIC INSIGHTS

# Buying Habits



# 75%

Gen Z consumers will **stop buying from brands that don't align with their values**<sup>1</sup>



# 2x more likely

Gen Z consumers will **abandon a brand that doesn't deliver a relevant, tailored experience**<sup>2</sup>

# Offer Preferences

Nearly 70% of Gen Z are more likely to purchase from a brand that gives them an **exclusive offer**. They also find perks like free shipping and early access highly appealing.

When designing your offer, consider their preferences on the right. You can see the success our customers are having across audiences [here](#).

## OFFERS YOUNG ADULTS FIND APPEALING

Free Shipping



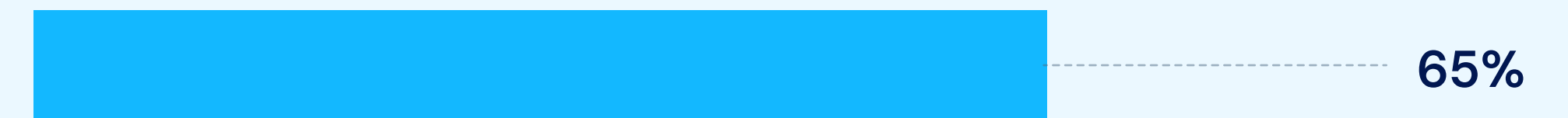
BOGO  
(Buy one, get one free)



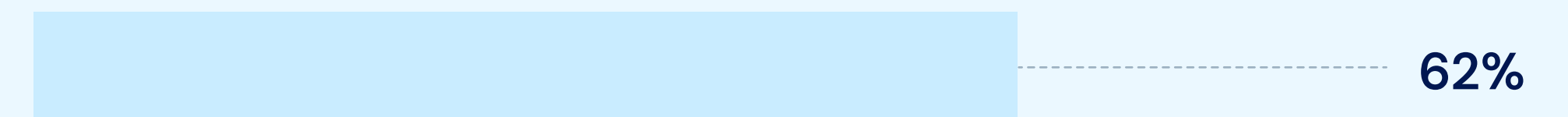
Discounts



Early Access



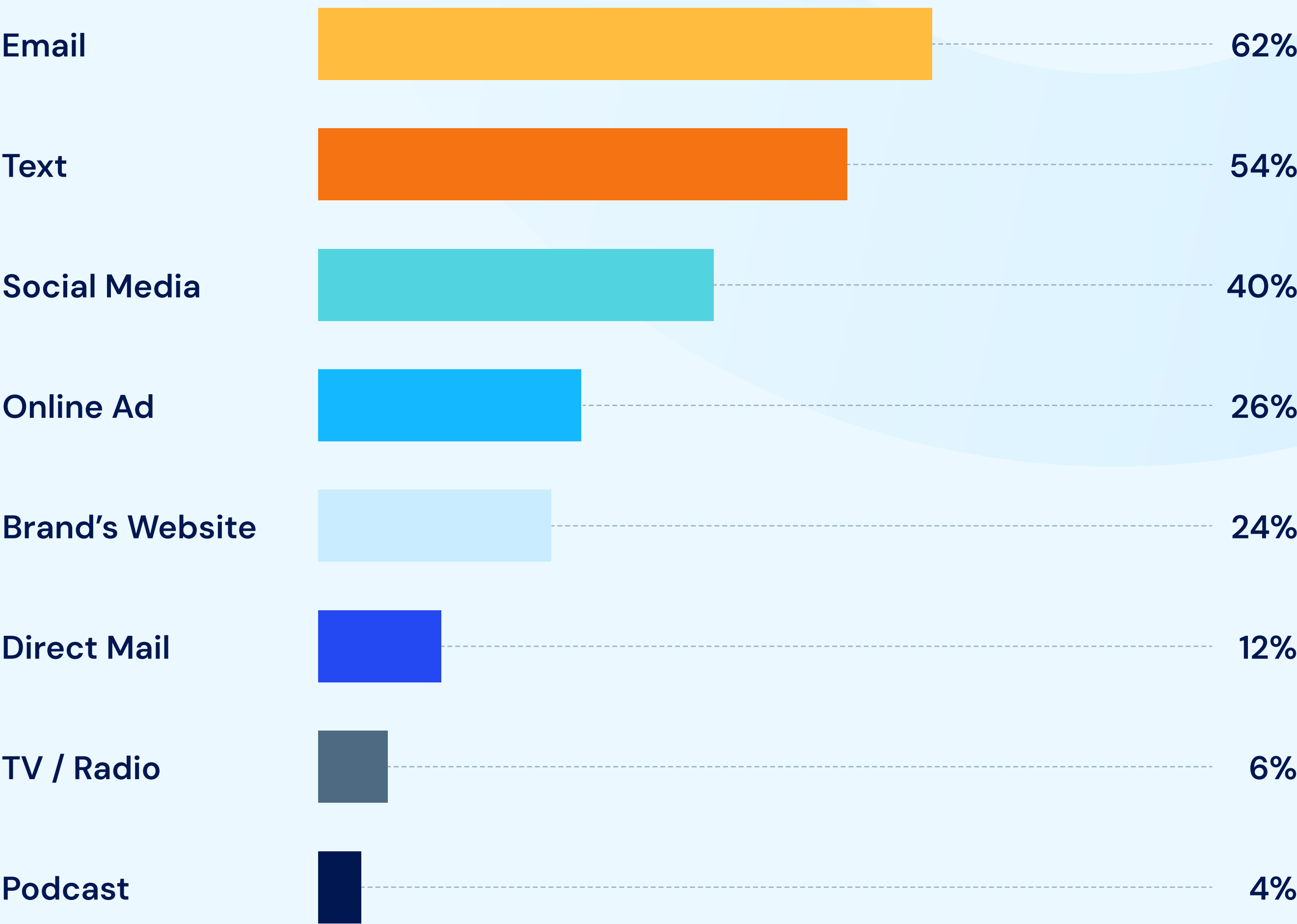
Limited-Time  
Offers



# Channel Preferences

Young adults love social media, but that's not the top channel they use to find out about special offers. **They'd rather hear about it directly through email or text.**

## HOW YOUNG ADULTS WANT TO HEAR FROM BRANDS ABOUT SPECIAL OFFERS



CHANNEL PREFERENCES

# Customer Examples

Steve Madden

YOUNG ADULT DISCOUNT

# 20% OFF

Verify if you are between ages 18-25 with a valid ID to receive 20% off your next purchase.

### Unlock Your Special Offer

Verify your current age.  
[How does verifying work?](#)

\* Required information

First name\*

Last name\*

Date of birth\*

Used for verification purposes only

Steve Madden promotes its generous young adult discount on a **dedicated landing page**.

# Customer Examples

## CorePower Yoga

Verify your status to get special pricing

Students

Young Adults

Medical

Teacher

Seniors

Military

First Responders

Company Partners

SPECIAL PRICING

Young Adults

Includes:

- 18-24 years old at time of sign-up

VERIFY & SAVE

\*Discounts apply to NEW purchases only. Existing members are not eligible. You must use this page for all discounted purchases. Questions about eligibility, [contact us](#).

CorePower Yoga reaches the most youth possible by **extending its exclusive offer to both young adults and students.**



# Offer Verification

Verifying eligibility for your young adult offer is critical to its success. It prevents discount abuse, which protects your margins and increases your campaign ROI. And it keeps your offer truly exclusive, which makes it more appealing.

The ideal verification process is instant, reliable, and privacy-friendly. It should occur as a natural extension of your brand experience, and give you full control over the data you collect.

SheerID's Audience Network uses 200K+ authoritative data sources to instantly verify young adults as a seamless step in your purchase process. They enter privacy-friendly information like their date of birth and zip code into a simple form, and you own all the data you collect. Our Audience Network appends it to 400+ martech platforms so you can use it to re-engage young adults to drive their CLV.

## OFFER VERIFICATION

# The Impact of Verification Experiences on Young Adults



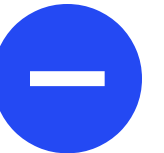
59%

of Gen Z said **being instantly verified and knowing their data won't be shared** with other brands has a positive impact.



51%

of Gen Z said a verification process that **takes longer than five minutes** would have a negative impact.



25%

of Gen Z said **having to create an account on a student deals website** to get verified would have a negative impact.



# Creative Guidelines

Young adults are cynical about traditional advertising, but your campaign will be successful if it is:

- **Genuine.** Make your promotions feel authentic by leveraging user-generated content and influencer marketing.
- **Entertaining.** Use humor and storytelling to grab and keep their attention.
- **Value-driven.** Align your campaigns with the social and environmental issues they care about.
- **Concise and visually engaging.** Create ads that are snappy and captivating to cut through the noise and keep them from scrolling through.
- **Shareable.** Incentivize referrals and make it easy for young adults to pass your offer along to their peers.

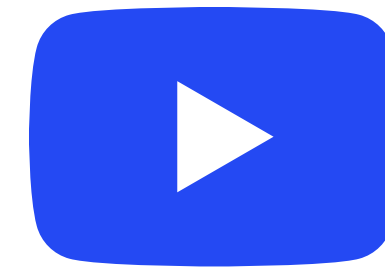
## PRO TIP

Building trust with young adults is essential to winning their business. **Be transparent about operations, respond to feedback, and acknowledge mistakes.**

# Social Media

Having a strong presence on social media is one of the best ways to engage young adults: **85% of Gen Z says social media impacts purchase decisions.<sup>1</sup>**

## YOUNG ADULTS SOCIAL MEDIA PREFERENCES



1. YOUTUBE



2. TIKTOK



3. INSTAGRAM



4. SNAPCHAT



## Paid Ads

Paid ads on social media can be an effective way to reach young adults: more than 75% use TikTok and Instagram<sup>1</sup> for product discovery. Nearly half of Gen Z<sup>2</sup> consumers plan to make more purchases through social media in 2025 compared to 2024.

Young adults don't value product-centric advertising. **Ads that authentically integrate your products and services into the content resonate most.**

## PAID ADS

# Gen Z are attracted to ads that

1

Have **clear** product information.

2

Provide **special offers/discounts**.

3

Teach them **something new**.

4

Offer **entertaining and funny** content.



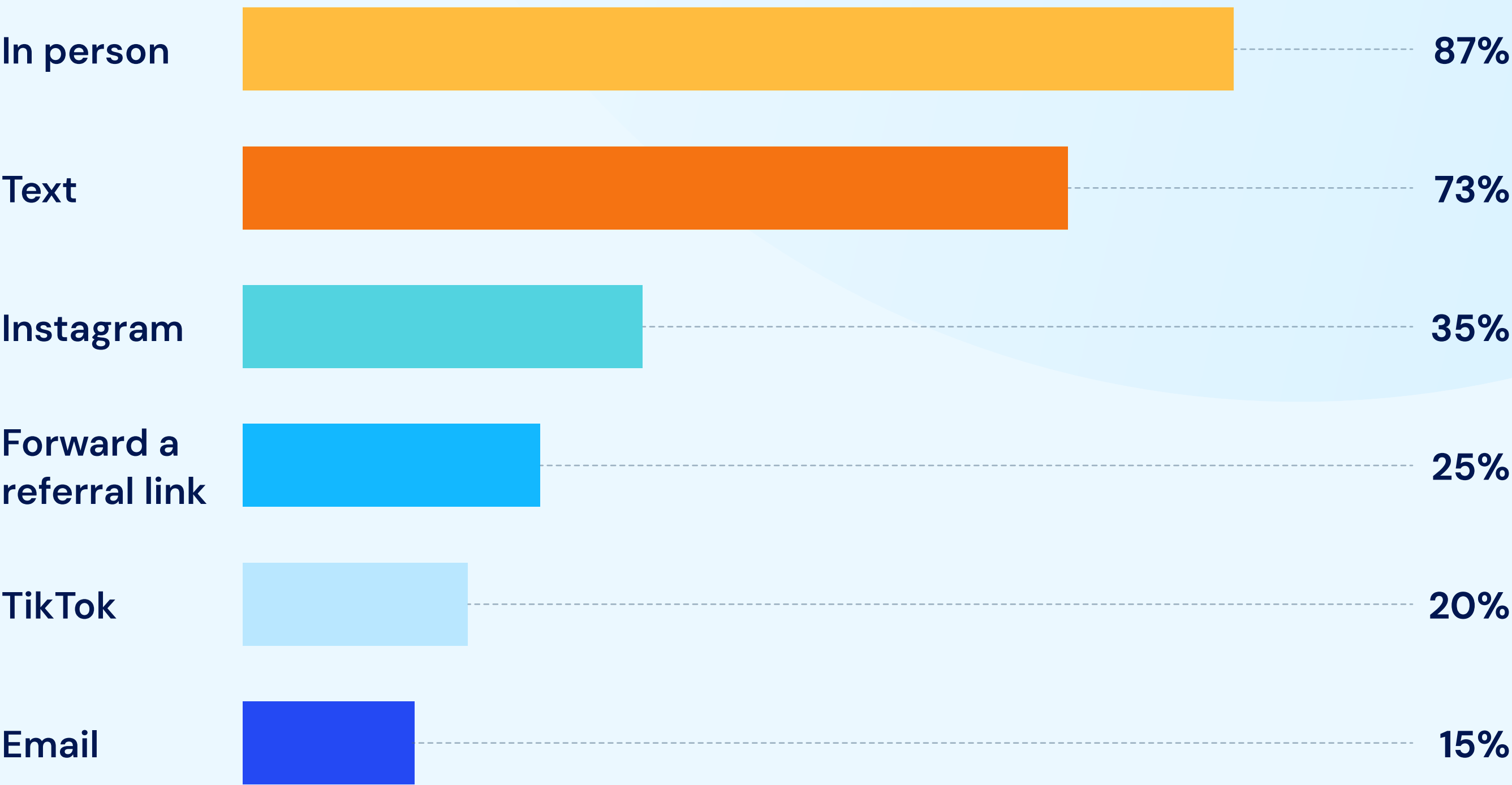
# Word of Mouth

Trust greatly influences Gen Z's purchasing behavior. Fifty-six percent of Gen Z<sup>1</sup> said family and friends have the most significant influence over their buying decisions and 70% said user-generated content<sup>2</sup> influences their purchasing behavior.

**That's great news for your exclusive offer: 93% of Gen Z<sup>3</sup> said they would share an exclusive offer with other Gen Zers.**

You can harness the power of young adults' connections by leveraging the channels they most frequently use to spread the word.

## HOW YOUNG ADULTS WILL SHARE AN EXCLUSIVE OFFER



# Ready to Launch Your Own Young Adult Program?

Contact us and we'll help you strategize for maximum success.

Let's Talk

