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2023 *Consumer Trends* Index

U.S. MILLENNIALS — CONSUMER ATTITUDES AND TRENDS IN PERSONALIZATION, PRIVACY, MESSAGING, ADVERTISING, BRAND LOYALTY, AND THE RISING COST OF LIVING

In conjuction with ●Econsultancy

Executive Summary

As the United States continues to grapple with rising prices and economic uncertainty, marketers face the constant challenge of maintaining a pulse on ever-fluctuating consumer behavior. We have already released a **U.S.-specific version** as part of our suite of 2023 Consumer Trends Index reports, but here at Marigold we are always looking to empower marketers with additional insights that enhance **relationship marketing** strategies. And thus, the generation-specific Consumer Trends Index was born.

This iteration focuses specifically on U.S. Millennials — a highly engaged, socially active generation of consumers who seek more than just financial incentives from brands. A sense of community, brand purpose, and personalized experiences are all common desires among Millennials. Driven by their heavy preference for personalization, Millennials are willing participants of the value exchange — contact information, income, and location in real-time are just a few of the many data points that a majority are comfortable sharing in exchange for better service. Of course, the real story is the astounding 84% of Millennials who are willing to share their hobbies and interests — a testament to the value of **zero-party data**.

With sizable numbers of Millennials citing that their favorite brands either understand them, or even better, treat them like VIPs, the key to attaining Millennial loyalty is rooted in crafting genuine relationships. In return for brand interactions that make them feel valued, Millennials are overwhelmingly loyal, with more than four-fifths willing to pay more to shop with favored brands. The brands who can successfully develop and foster this loyalty will win the day, but doing so will require the coalescence of personalization, excellent customer service/support, loyalty programs, and digital-friendly experiences.

At Marigold, we pride ourselves on our technology's ability to scale businesses from start-ups and high growth companies all the way to global enterprises. If you'd like to dig in deeper and understand how you can better align your relationship marketing efforts to your audience's needs, **we're here to help**.

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Key Takeaways

61% of Millennials have made a purchase from an email in the last 12 months — a 9% year-on-year increase.

Millennials are polarized on the economic outlook, with 51% very optimistic and 30% very pessimistic. This year, compared to last, Millennials are more likely to rely on loyalty program benefits (53%) and do more research (58%) before making purchases.

Millennials have an exceptionally high rate of digital connectedness. In the last year, 66% have used a mobile phone to do in-store research, 62% have made an in-app purchase, and 56% have purchased digital content. Further, 78% consider a brand's mobile app or website to be an important or critically important factor in maintaining loyalty.

Millennials are overwhelmingly loyal to their favorite brands, with 83% prepared to pay more to shop with them.

Loyalty programs are a major desire for Millennials — 78% consider loyalty programs to be an important or critically important factor in maintaining loyalty, 67% are more likely to take part in a loyalty program this year compared to last, and 30% have left or become less loyal to a brand because of an inadequate loyalty program.

When it comes to value exchanges, Millennials are interested in more than just financial incentives, with vast majorities willing to share their personal data in exchange for early or exclusive access (90%), unlocking content (82%), and to feel part of a brand's community (81%).

Millennials want personalized content and offers from trusted brands, with 84% willing to share their hobbies/interests in exchange for better service.

The Millennial outlook is dim for banner ads, with purchases down 20% year-on-year and ad blocker use up 40% year-on-year.

84% of Millennials say that their favorite brand influences their life beyond the products and services that the brand provides.

Research Parameters

Marigold, in conjunction with Econsultancy, conducted its 2023 Consumer Trends Index of U.S. consumers across four age generations: Generation Z, Generation Y/Millennials, Generation X, and Baby Boomers. This latest report is based on the insights from 467 Millennial consumers from the United States. The data was collected in October-November 2022.

This research reveals what Millennials expect from the brands they do business with online — the channels they prefer to connect on, what value exchanges elicit engagement, and how attitudes have shifted in response to increased economic uncertainty. The granular insights will empower digital strategists, marketers, and decision-makers to deliver relationship marketing strategies that build mutually beneficial and long-lasting connections between brand and buyer.

Be sure to visit www.meetmarigold.com for other available reports and research papers, including Global, U.S., U.K., and vertical-specific versions.

Purchase Channels & Messaging

Millennials Purchase from a Wide Range of Channels

Online purchases are extremely common among Millennials, with over 60% having purchased from email (61%), social media posts (67%), and/or social media advertisements (63%) in the last 12 months.

Email's competitiveness with social media posts and ads — among Millennials nevertheless — should be welcome news to marketers seeking to maximize their ROI. In a time of rising advertising costs and unwieldy social media algorithms, email serves as a cost-effective alternative that can be easily tailored to create personalized customer experiences.

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The modern guide to email marketing

How to grow your business with email marketing automation

67% of Millennials have made a purchase from a social media post in the last 12 months
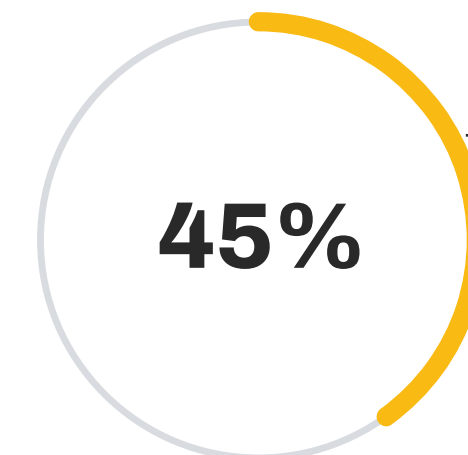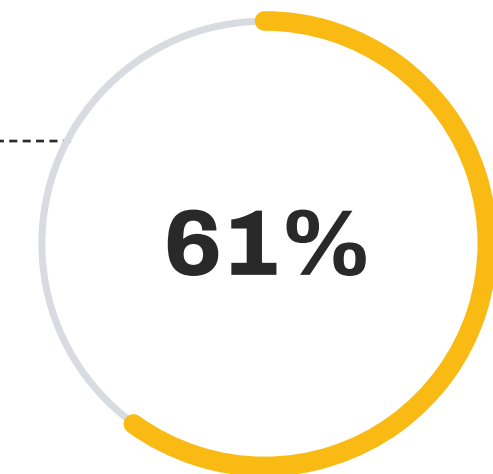
an 8% year-on-year increase
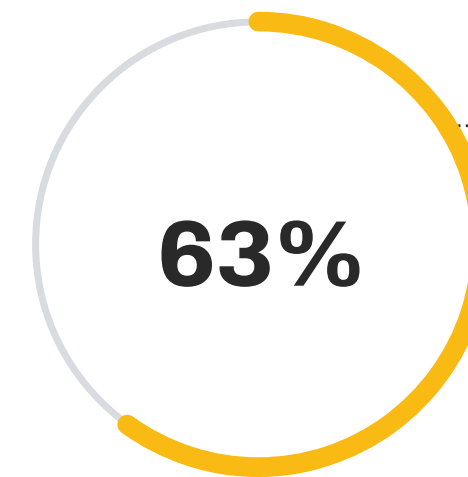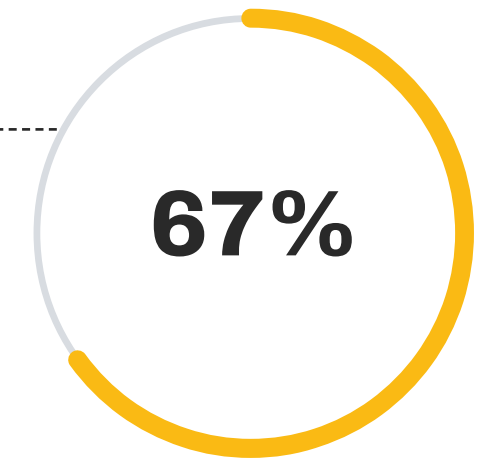
63% of Millennials have made a purchase from a social media advertisement in the last 12 months

an 11% year-on-year increase

61% of Millennials have made a purchase from an email in the last 12 months

a 9% year-on-year increase

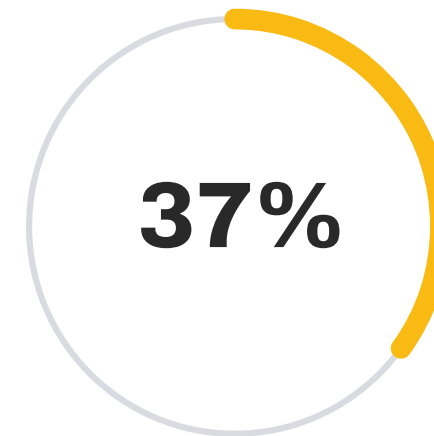**45%** of Millennials have made a purchase from an SMS/MMS message in the last 12 months

a 29% year-on-year increase

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Banner Ads *Aren't Clicking* with Millennials

Just 37% of Millennials have purchased from a banner ad in the last 12 months — a year-on-year decrease of 20%.

Millennials have grown up in a digital world where advertisements are ubiquitous, and as a result, they have become more adept at ignoring them. Banner ads are often seen as intrusive and disruptive, with Millennials taking matters into their own hands via ad blockers. Nearly half (49%) have used an ad blocker in the last 12 months — a year-on-year increase of 40%.

Millennials value authenticity and personalization — they are less likely to respond to generic banner ads that do not speak to their interests or needs. Brand messaging should be tailored to their unique interests and preferences, highlighting the value of zero party data. Such data puts consumers in control of what information they share and who they share it with, enabling both greater transparency and more effective personalization.

37%

Only 37% of Millennials have made a purchase directly from a banner ad in the last 12 months

**a 20% year-on-year decrease**

49%
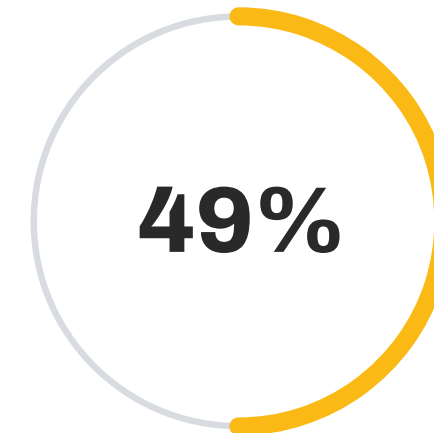
of Millennials have used an ad blocker in the last 12 months

a 40% year-on-year increase

The Factors Behind Millennial *Purchasing Behaviour*

When asked to identify with a shopper-profile, the plurality (32%) of Millennials cite that they're looking for the best price when purchasing, with a fairly even split elsewhere: 24% want products to fit their style, 24% want convenience, and 20% want responsible brand behavior.

Though value is the most common single emphasis for Millennials, a sizable 68% want something other than value, suggesting the need for brands to expand their marketing strategies beyond just the provision of financial incentives.

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32%
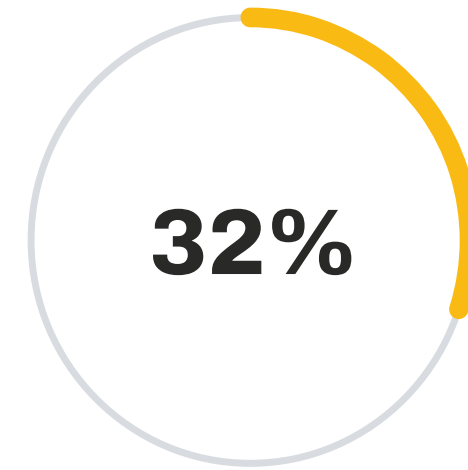
of Millennials emphasize getting the best price

24%
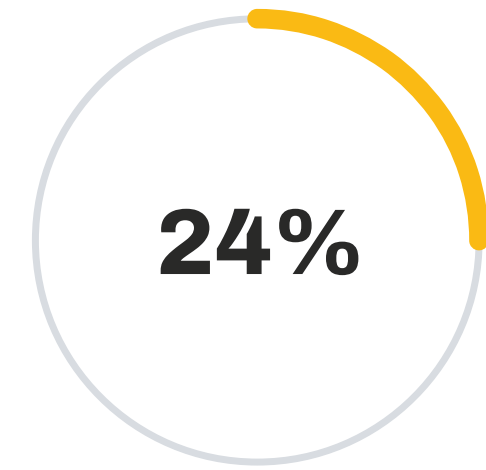
of Millennials emphasize product-style

24%
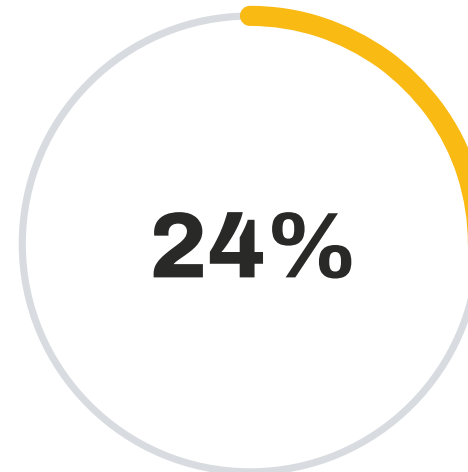
of Millennials emphasize convenience

20%

of Millennials emphasize brand responsibility

A Mobile Strategy Is Key

Being a generation of digital natives, Millennials predictably use mobile phones at exceptionally high rates. This usage extends into purchase decisions, with sizable numbers of Millennials researching while in-store (66%), making in-app purchases (62%), and buying digital content (56%) via mobile.

These all point to the importance of a full-fledged mobile strategy. Marketers should think of mobile as a collection of touchpoints (such as SMS, MMS, email, website, mobile app) that coalesce to enhance brand accessibility.

LEARN MORE

▶ **Want a simple messaging solution to enhance business results? Look no further than SMS**

▤ **5 SMS marketing examples your audience actually wants to receive**
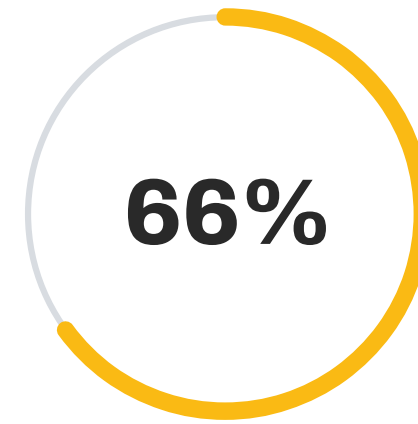
66%
of Millennials have used their mobile phone while in a store to research a potential purchase

a 10% year-on-year increase
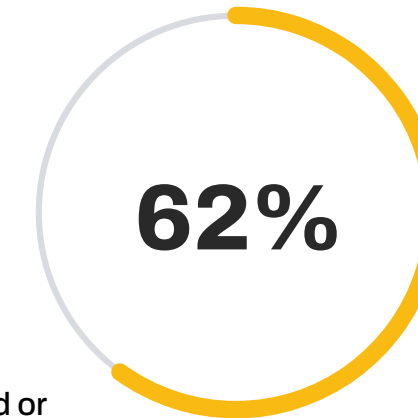
62%
of Millennials have made an in-app product or service purchase

a 3% year-on-year increase
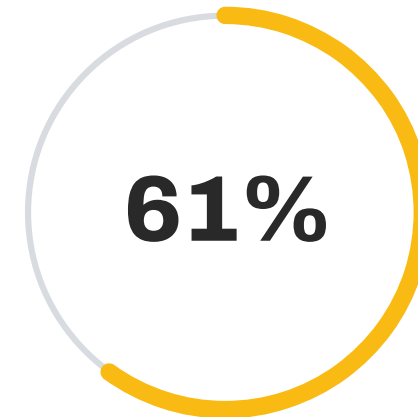
61%
of Millennials have received or sent money from their mobile phone to another individual

an 11% year-on-year increase
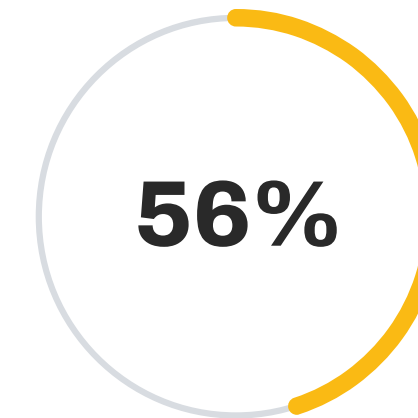
56%
of Millennials have bought digital content via mobile phone

a 19% year-on-year increase
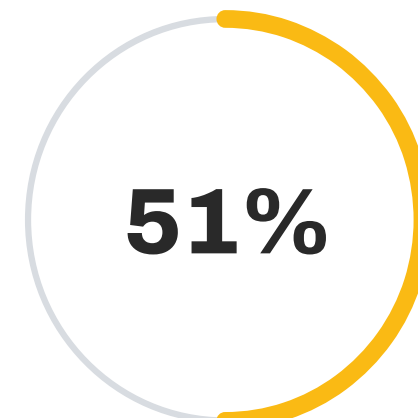
51%
of Millennials have browsed for products in a physical store but purchased online

a 9% year-on-year increase

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How Millennials' Favorite Brands Are Communicating

When it comes to separating favored brands from those less so, messaging is a key differentiator. Millennials want communications that are consistent and personalized.

Over 85% of Millennials believe that their favorite brands do the following: provide a consistent user experience (90%), treat them like an individual (89%), reward them for their loyalty (88%), use their data in a way that makes them feel comfortable (87%), strive to develop a relationship (86%), and make them feel like a VIP (86%).

The brands committed to fostering better relationships and adding relevance, value, and personalization to their messaging are the ones that are elevated to preferred status and poised to see long-term benefits across the customer lifecycle.

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How to use survey emails to get a pulse on your customer base

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What Millennials' favorite brands do

90%

Provide a consistent user experience

88%

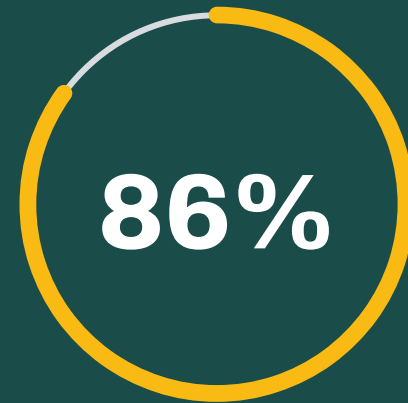Reward them for their loyalty

89%
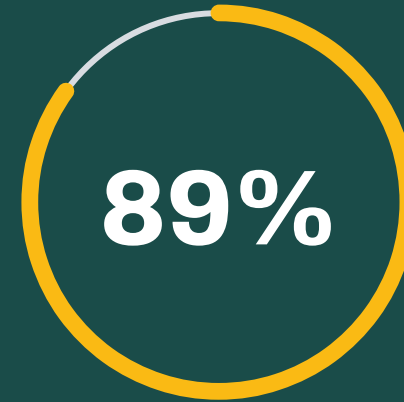
Treat them like individuals

83%

Surprise them with unexpected rewards

87%

Use data in a way that makes them feel comfortable

86%

Strive to develop a relationship

84%

Influence their lives beyond the products and services brands provide

86%

Make them feel special, like VIPs

Millennials' Relationships *with Their Favorite Brands*

When tasked with choosing the best description of the relationship with their favorite brands, a plurality of Millennials cite VIP treatment (37%), followed by a good relationship where the brand understands them (31%), and a relationship in which the brand communicates only when necessary (28%).

A significant portion of Millennials clearly have close-knit relationships with favored brands, requiring the need for a highly personalized and in-tune messaging strategy. Marketers need to connect with Millennials by delivering the right message, on the right channel, at the right time. Doing so requires a cadence that is constantly refined by optimal delivery times. Campaigns should be triggered based on online behavioral data and other real-time customer signals across your websites, apps, and owned properties, including in-store actions. Let the data tell you when it's time to send a message, in which channel, and what the content should be. Listening is as important as talking when building relationships and driving favored outcomes.

How Millennials describe the relationship with their favorite brands:

37% — The brand provides VIP treatment

31% — They communicate with each other like they have a good relationship, and the brand understands them

28% — The brand communicates as and when necessary

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Millennials Are *Frustrated With Non-Personalized Messaging*

With the slew of marketing technologies available to brands, there's little excuse for sending communications devoid of personalization.

Even so, Millennials indicate that they've been frustrated by multiple types of brand communications, including messages that failed to reflect their wants and needs (52%), irrelevant content or offers (46%), and a lack of recognition for shopping or loyalty card history (42%).

Truly personalized messaging is the core of relationship marketing, with a focus on creating long-term customer satisfaction. In order to reduce attrition and continue to grow, brands need to deliver personalized messaging that shows empathy and an understanding of an individual's likes, interests, history, and preferences while delivering in the moments that matter. The key to successful messaging necessitates collecting, understanding, and activating more zero-party data throughout their entire messaging process.

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Get our zero-party data lookbook here

Watch our zero-party data webinar here

Frustrations Millennials have experienced in the last six months:

52% Messages that failed to address wants and needs

46% Irrelevant content or offers

42% Messages that didn't recognize shopping or loyalty card history

42% Messages based on information not shared directly with the brand

34% Communications delivered at the wrong time of day

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When It Comes to Messaging Frequency, *Marketers Are Doing Well*

Whether through email, apps, social media, or SMS, Millennials are generally content with the volume of messages they receive from brands. When asked about messaging frequency, Millennials "want more" or feel they get served the "right amount" of discount codes/money off coupons (67%), personalized treats (66%), loyalty program information (65%), free delivery offers (63%), and VIP offers (63%).

In fact, Millennials are not just content — for several types of messaging, they want more. There have been year-on-year increases in the desire for more messaging on loyalty program information (33% YoY increase), discount codes/money off coupons (21% YoY increase), free delivery offers (15% YoY increase), and personalized treats (13% YoY increase).

A messaging strategy balanced with a blend of value-based offers and personalized content is key to high engagement rates and customer retention.

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Messages that Millennials "want more" or receive the "right amount" of

66%

Personalized treats

67%

Discount codes/money-off coupons

63%

Free delivery offers

65%

Loyalty program information

63%

VIP offers

57%

Sale promotions

59%

Brand purpose-related activities

Brand Loyalty

Millennials Are Loyal to their Favorite Brands

Despite economic uncertainty and the rising cost of living, a massive 83% of Millennials are willing to pay more to shop with their favorite brands.

The value potential of a loyal Millennial customer base should not be overlooked. As a highly digitally connected generation, Millennial loyalty can quickly translate to increased brand presence online, and ultimately more opportunities to connect with new customers.

LEARN MORE

The power of a welcome email to build brand loyalty

The buyer's guide to omnichannel loyalty

83%

of Millennials will pay more to purchase from their favorite brands

11%
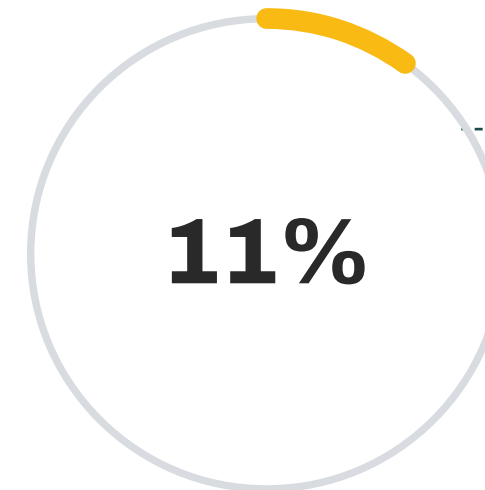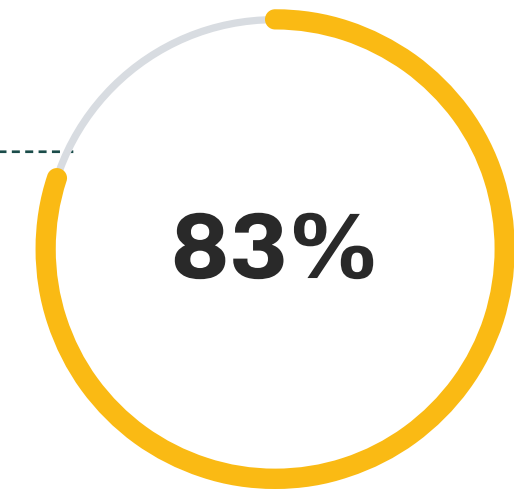
Only 11% of Millennials say they're not loyal to any particular brands

Top Loyalty Drivers

A loyal customer base is exceptionally powerful in driving revenue and reducing the stressors associated with acquiring new customers. But to establish such a base requires that brands understand the factors driving loyalty. For Millennials, excellent customer service, product choice/availability, and offers/promotions are all key.

The digital connectedness of Millennials adds another wrinkle to the quest for driving loyalty, with sizable numbers citing data privacy policies and mobile apps/websites as factors important or critically important in maintaining loyalty. Failing to provide a seamless and secure digital experience in 2023 is simply inexcusable.

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Factors that are important or critically important to maintaining Millennial loyalty

85%
Customer service/support

85%
Availability online/in-store
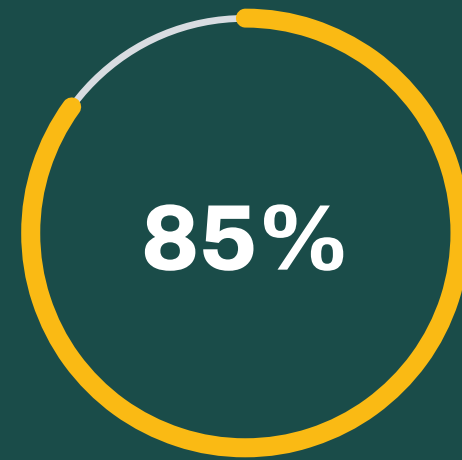
82%
Range of options/product choice

82%
Offers and promotions

82%
Data privacy policies

78%
Mobile app/website

78%
Loyalty programs
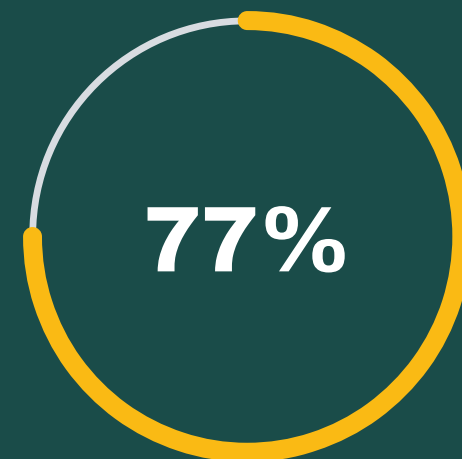
77%
Quality of products or services
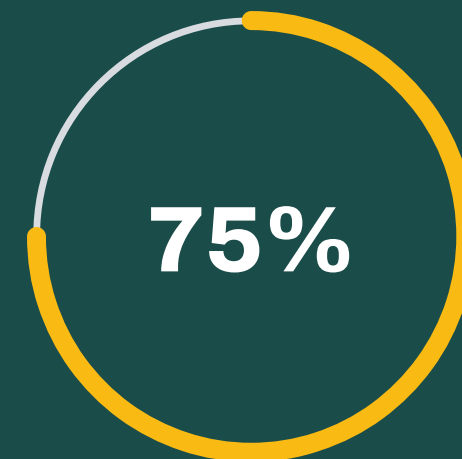
75%
Brand efforts to build a relationship

71%
Brand purpose

The *Cost of* Getting Loyalty Wrong

With an aforementioned 83% of Millennials willing to pay more to shop with their favored brands, maintaining the "favored" status is key. However, 43% of Millennials have switched away or become less loyal to a previously favored brand — an 8% year-on-year increase.

The quality of a brand's product or services (45%) is the most commonly cited reason for Millennials switching away from or becoming less loyal to a brand.. The high level of digital-connectedness among Millennials is also apparent, with 37% citing inadequate product availability online/in-store, 36% citing the brand's data privacy policies, and 33% citing the brand's mobile app/website.

Understanding the problem areas for Millennials is a critical facet for building loyalty and — aside from the obvious needs like providing quality products and optimal customer service — a digital-friendly experience is key.

43%

of Millennials have switched away or become less loyal to a previously favored brand in the last year

an 8% year-on-year increase

The reasons Millennials have switched away from a favored brand

45%

Quality of products / services
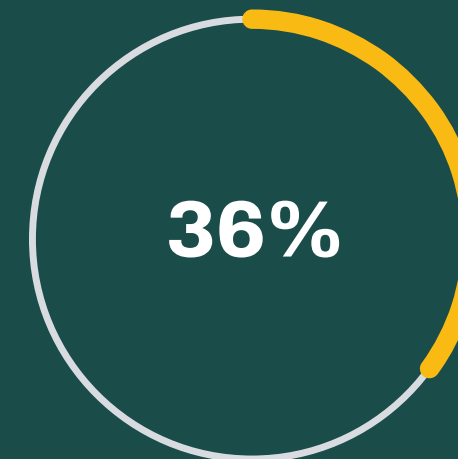
40%

Customer service / support

37%

Availability online / in-store

36%

Data privacy policies

33%

Mobile app / website

32%

Brand purpose

32%

Offers & promotions

30%

Loyalty program

30%
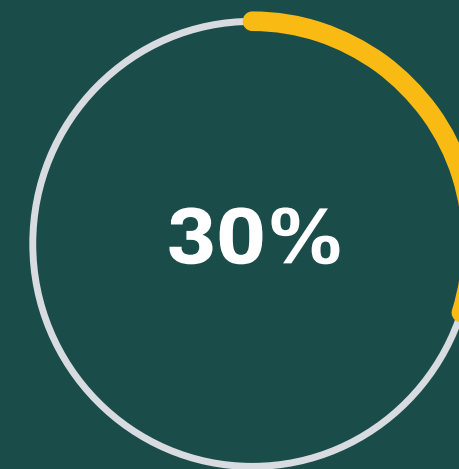
Range of options

Lapsed Millennial Customers *Can Be Won Back*

The great news is that 83% of Millennials who have switched away or become less loyal to a previously favored brand say they can be won back.

The key to successful business is a low customer churn rate — loyal customers result in higher customer lifetime value, more predictable revenue, and enhanced brand reputation. To address customer churn, determining the cause is critical. As per the previous data points, Millennial attrition could be occurring as a result of multiple factors such as product quality, customer service, or a lackluster digital experience. Gathering these insights and targeting those lapsed customers with personalized solutions will provide an opportunity to rekindle the customer-brand relationship.

Easy ways to collect this information from lapsed customers include win-back offers or even new marketing campaigns including sweepstakes, sent via email or SMS, that contain survey questions to qualify. Create a one-off value exchange that doesn't dilute your core value to mass markets, but that is highly targeted and has enough hook to obtain that data on why customers left. These offers might just bring them back into your fold as a customer, and at the least, you will understand why they left and can course correct with current customers to lower your churn rates.

83%

of Millennials who have switched away from or become less loyal to a previously favored brand in the last year say they can be won back

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Loyalty Program Participation *is on the Rise*

Millennials love loyalty programs. These programs not only deliver perks and benefits, they also foster an emotional connection between brand and customer. For brands, loyalty programs have the imperative benefit of rewarding repeat customers, thus driving sales and increasing customer lifetime value.

Over two-thirds of Millennials (67%) are more likely to take part in a loyalty program this year compared to last, with a mere 2% being less likely. When taking into consideration the other Millennial attitudes toward loyalty programs — with 88% saying their favorite brand rewards them for their loyalty, 78% citing loyalty programs as important or critically important, and 30% having left a brand because of an inadequate loyalty program — the stats suggest that brands with robust loyalty programs have a massive opportunity to win with Millennials.

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⬇ **What are the steps to create a successful loyalty program?**

67%

of Millenials are more likely to take part in a loyalty program this year compared to last

2%

Only 2% of Millennials are less likely to take part in a loyalty program this year compared to last

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What Millennials Want
From Loyalty Programs

The most desired loyalty program components among Millennials can generally be broken down into the financial and non-financial. The former are the most popular, with 46% wanting points/rewards and 45% wanting discounts. However, the importance of non-financial offerings should not be understated. A third or more want personalized loyalty program components, like exclusive/early access to products/events/services (34%), personalized product/service suggestions (33%), and communications via the consumer's preferred channels (34%).

Attaining loyalty ought not be reduced to merely offering the cheapest price point. Rather, it is a more collective suite of experiences, in which a brand fosters community, recognizes the customer as an individual, and delivers personalized recommendations that reflect this.

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↓ **Loyalty assessment: how does your loyalty program rank?**

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Desired loyalty program offerings

46%

Points / rewards

45%
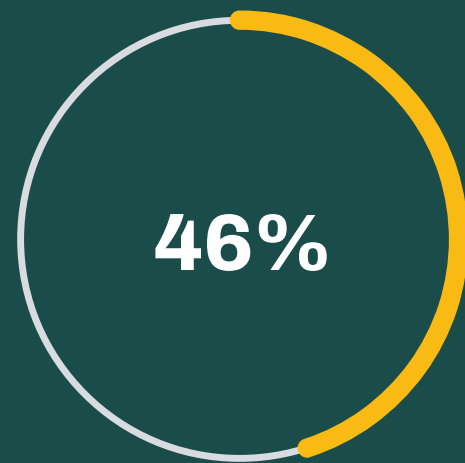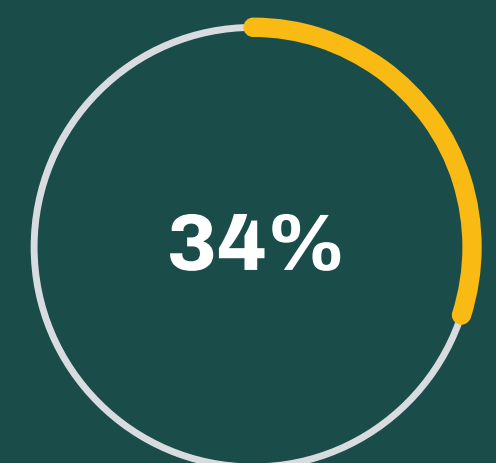
Discounts on
products / services

34%

Exclusive/early access to
products / events / services

34%
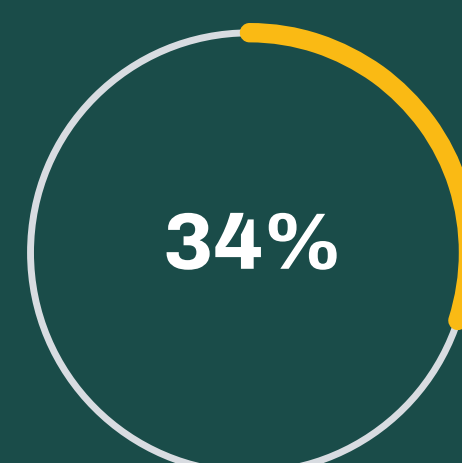
Communications via preferred
channels

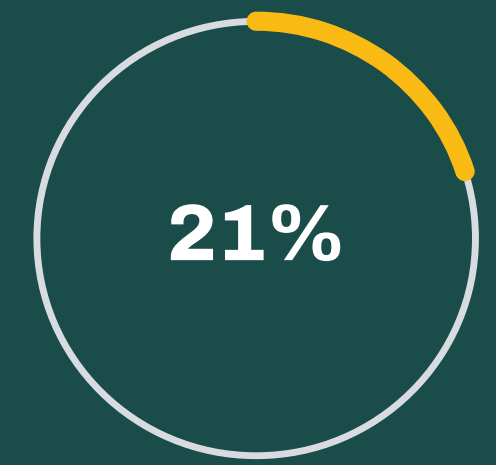**33%**

Personalized product /
service suggestions

27%

Contests / sweepstakes

24%

Community

21%

Brand recognition

Privacy & Personalization

Millennials Are *Open-Minded* When it Comes to Brand Interactions

Millennials tend to be more receptive to a variety of brand interactions involving personal data. In fact, Millennials are the only U.S. age group to rate every provided brand interaction as more than 50% "cool."

Whether brands believe this data is sufficient to pursue such interactions, especially those that are relatively less popular (like utilizing voice and locational data), will ultimately depend on their unique customer base. The good news is that other types of interactions are less intrusive, and much more popular. Millennials are especially warm to recommendations based on past purchases (77%), email reminders about abandoned online shopping carts (68%), and chatbots that assist with online shopping (68%).

LEARN MORE

The privacy paradox

Percentage of Millennials who consider the following brand interactions to be "cool"

77%

Recommendations from brands based on past purchases

64%

Personalized offers after staying on a brands site for 2+ minutes

68%

Email reminders about abandoned online shopping carts

58%

Adverts that follow across devices

68%

Chatbots that access past purchase history to help with online shopping

56%

Adverts related to something talked about near a smart device

66%

Adverts on social media sites based on recent shopping experiences on others sites

53%

Adverts from unknown companies based on location data

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The *Value* *Exchange* Economy

The idea of a value exchange is as old as civilization and omnipresent in life. Whether you're looking at it from the marketer's or the customer's perspective, it's simple: ask, receive, give, repeat. It's a match made in relationship marketing heaven.

It doesn't have to be an extravagant prize or colossal discount. Of course, 93% of Millennials are prepared to trade data discounts or coupons, 91% for loyalty points/ rewards, and 88% for the chance to win something. But many Millennials will share their personal, psychographic and behavioral data in return for early or exclusive access (90%), unlocking content (82%), and to feel part of a brand's community (81%).

Millennials will trade personal and preference data for the following

93%

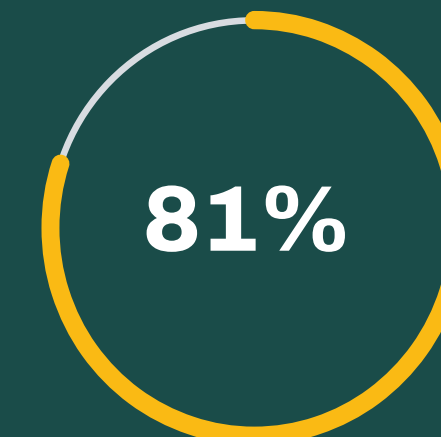Discounts or coupons

91%

Loyalty points / rewards

90%

Early and / or exclusive access to offers

88%

A chance to win something

82%

Unlocking content

81%

Community

Millennials Will Share Behavioral Data for Better Service

The open-mindedness and willingness to divulge information surfaces again for Millennials, where the majority are willing to share personal data — in exchange for better service — from every category we asked, including full name (75%), gender (85%), date of birth (77%), email address (78%), and phone number (67%).

Millennials are even willing to share more intimate information, like their income (66%) family makeup (63%), and location in real-time (62%).

The real story, however, is the massive 84% of Millennials who are comfortable sharing information about their hobbies and interests. This category transcends standard demographic data and empowers brands to build more genuine relationships with consumers, and in turn, deliver better personalization. And, as it comes directly and willingly from the consumer, there are no intermediaries or guesswork.

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The power of progressive profiling and scaling customer data across brands

What Millennials will share in return for better service

84% — Hobbies and interests

75% — Full Name

85% — Gender

77% — Date-of-birth

78% — Email address

67% — Phone number

63% — Home address

63% — Family makeup

66% — Income

62% — Location in real-time

60% — Photograph

Millennial Use of Privacy Measures

Despite their willingness to share personal data in exchange for better service, Millennials use a variety of privacy measures. There have been notable year-on-year increases in several areas, including cleaners to circumvent cookie tracking or remove unnecessary entries (16% YoY increase), alternative privacy-centric search engines/browsers (15% YoY increase), and privacy modes on pre-installed browsers (13% YoY increase).

In addition, 49% of Millennials have used ad blocking tech in the last year — a substantial 40% year-on-year increase. This uptick in adoption, paired with the phasing out of third-party tracking cookies and poor performance of banner ads, points to the growing weakness of traditional digital advertising.

In the last 12 months, Millennials have used the following

49% Ad blocker

an 40% year-on-year increase

43% Privacy mode on a pre-installed browser

a 13% year-on-year increase

48% Password manager

no year-on-year change

43% Cleaners, e.g. cookies, registry

a 16% year-on-year increase

31% Paid-for/premium internet security software

a 3% year-on-year decrease

38% Alternative privacy-centric search engine or browser

a 15% year-on-year increase

38% Password generator

a 7% year-on-year decrease

The *Slow Death* of Third-Party Cookies

For decades, third-party tracking cookies have been the lifeblood of the online advertising ecosystem. Soon, however, Google will be imminently curtailing their use, with promises of a full phase-out by the end of 2024 (Safari and Firefox already have). The loss of third-party cookies will inevitably make it more difficult for the marketers wedded to the practice of tracking users online to serve targeted advertisements.

Millennials are gaining awareness of the impending cookie withdrawal — 64% say they're aware, a 10% year-on-year increase. Among those aware, 37% are optimistic (because brands may come up with a better way of sharing data) and 32% are glad (because they don't like being tracked).

Marketers need to shift to a first- and zero-party data strategy to power their advertising and marketing initiatives before the cookie fully crumbles.

Among Millennials aware of the impending cookie withdrawal

64%
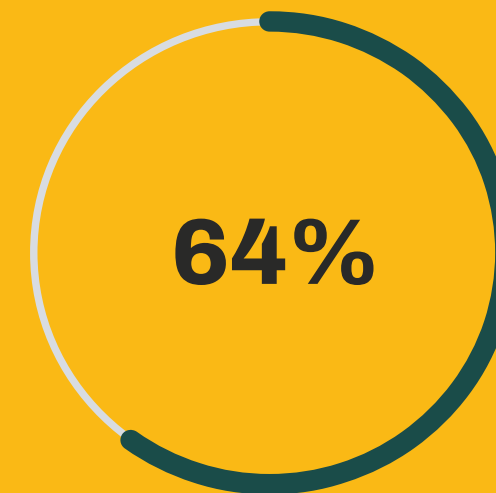
of Millennials are aware of the impending cookie withdrawal

a 10% year-on-year increase

37%

are optimistic, because brands may come up with a better way of sharing data

32%

are glad, because they don't like being tracked

19%

will miss them, because cookies make for a better experience

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The Rising Cost
Of Living

Millennials Are *Polarized* on the State of the Economy

While rising prices and economic uncertainty have put economic issues at the forefront for many consumers, Millennials tend to be more optimistic than other U.S. age groups. Half or more are very optimistic about their overall job security (57%), financial situation (55%), the economic outlook (51%), and even the rising cost of living (50%). Of course, a noteworthy minority of Millennials deviate from this optimism, with 31% very pessimistic about the rising cost of living and 30% very pessimistic about the economic outlook. These polarized takes highlight the importance of recognizing that Millennials are still a collection of individuals, rather than an invariable group that can be approached with a one-size-fits-all approach.

A personalized strategy is key for Millennials — aforementioned financial incentives will be advantageous offerings for economically-concerned consumers, but approaches that incorporate non-financial offerings (like style matching, personalized suggestions, and VIP offers) will be especially useful for those who don't have economics top-of-mind.

How Millennials feel about economic issues

	VERY OPTIMISTIC	VERY PESSIMISTIC
The rising cost of living	50%	31%
Overall job security	57%	17%
The economic outlook	51%	30%
Personal financial situation	55%	21%

Millennial Purchase Habits Are Shifting

Millennials are split when it comes to shifting purchase habits — some are becoming more restrained, and others less so. Interestingly, a plurality (47%) will be making more "quick" purchases regardless of cost, while a third (33%) will be making fewer of these purchases. Over half will be waiting more often for products to go on sale (51%) and will be doing more research before buying (58%).

The value of loyalty programs also resurfaces, with 53% relying more on loyalty program benefits this year, compared to last. This presents a mutually beneficial opportunity for brands and customers — in a time of financial uncertainty, loyalty programs can appeal to the financial considerations of customers, while also helping brands gather zero-party data.

How Millennial habits have changed this year, compared to last

	DOING MORE	DOING LESS	ABOUT THE SAME
Buying products as quickly as possible regardless of cost	47%	33%	20%
Researching before buying	58%	20%	23%
Waiting for products to go on sale	51%	20%	29%
Relying on loyalty program benefits	53%	18%	28%

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Millennial Consumer Sentiment by Industry

Millennial *Trust in Brands* to Deliver Personalized Marketing *is on the Rise*

Just a few years ago, consumer trust in organizations that had access to consumer data was at an all-time low. The Cambridge Analytica scandal dominated headlines, huge fines were being meted out for data breaches, and the practice of using surreptitiously gathered third-party data was omnipresent.

Fortunately, these crises have been a catalyst for change in all verticals, accelerating the way in which brands provide digital service and innovating how they deliver their products. For many, it's been an opportunity to build deeper, more meaningful relationships with customers and use their data in a transparent manner to provide personalized marketing and services.

Year-on-year uplifts in Millennial trust per industry

18%
Financial Services

16%
Travel / Hospitality

15%
Food / Grocery

30%
Gaming / Gambling

15%
Beauty / Fashion

33%
Sports / Entertainment

14%
Furniture / Household Goods

16%
Household Appliances

17%
Home Improvement / Garden / Pets

9%
Restaurants

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Online Customer Experience Is Good, *but It Can Always Be Better*

Crafting a seamless online customer experience is a mutually beneficial endeavor — and a must for a generation as digitized as Millennials. For brands, it drives efficiencies and increases revenue. For customers, it allows for enhanced accessibility and frictionless purchases. It's worth noting again that a staggering 90% of Millennials have a favorite brand that provides a consistent customer experience — whatever the channel.

On the whole, brands are doing exceptionally well with Millennials — over two-thirds of Millennials define their experience with each industry as "excellent."

When it comes to "very poor," the story is resoundingly positive with all customer experiences except for betting/gambling (15%) falling below 10%.

Percent of Millennials who have had an "excellent" online customer experience

80%
Signed up for a new financial product

69%
Booked a flight, holiday, or hotel room

68%
Placed a bet / gambled

75%
In-home / out-of-home entertainment

80%
A grocery order for delivery or pick up

72%
Ordered breakfast / lunch / dinner for delivery or pick-up

73%
Clothes, fashion accessories, or makeup

71%
Furniture

80%
Large household appliances

73%
Home improvement

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Final Takeaways

- **The favorite brands of Millennials deliver highly personalized experiences.** If your current marketing technology cannot adequately deliver advanced personalization, **it's time to explore new solutions.**

- **Establishing brand loyalty is imperative.** Millennials will pay more to shop with favored brands – in a tightening economic environment, establishing loyalty provides a direct path to reduced financial stress.

- **Connection is key.** Millennials seek community, brand recognition, and acknowledgement of their loyalty. The brands who master **relationship marketing** are best poised for success among this highly engaged generation.

Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximise ROI every step of the way.

Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at **MeetMarigold.com**

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