

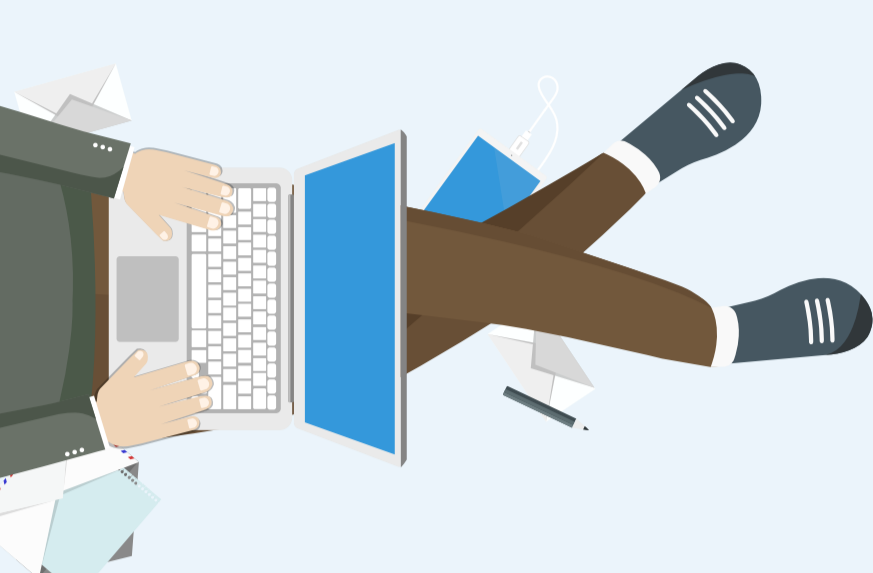


## Figuring out millennial consumers can feel like trying to teach yourself quantum physics with no textbook!

To make things easier, SendinBlue recently conducted a millennial consumer survey<sup>1</sup> to learn more about the coveted age group.

The results revealed insights on what millennials like and dislike in marketing communications from retailers, as well as how businesses can walk the fine line in between the two.

### Retailers: Give 'em what they want



# 63%

of respondents cited email as their #1 preferred channel to communicate with retailers, with the next closest option being text at 14%.

# 75%

say perks like free shipping or 2-day delivery are the main thing driving loyalty to retailers.



# 59%

will take action from emails that contain a sitewide or product category-wide promotional offer.

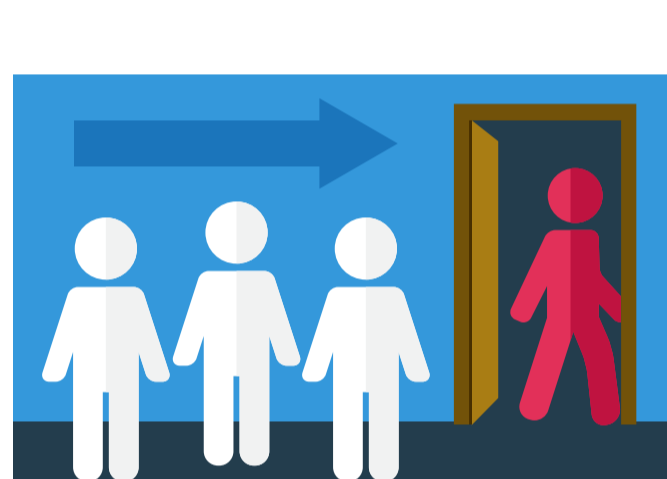


### Walking the fine line



#### Most millennials aren't getting what they want.

68% check email at least 2-5 times a day, but they receive less than 5 emails from retailers a day – signaling a major missed opportunity!



#### Use it, don't abuse it, retailers.

While millennials love email, over 55% say retailers who spam their inbox are more likely to lose their customer loyalty.

### Knowing the sweet spot



The majority of millennials want to engage with retailers via email to get discounts and promotional offers. Quality communication is key.

### Make it happen



# 71%

of millennials will take action from an email containing their preferred marketing content (think discount codes & free shipping!)



#### Out of sight, never out of mind.

The majority of millennials said they will pull up an email when browsing in a physical store to access coupons. This highlights email's role as the bridge between online and in-store shopping.

### Conclusion

Millennials are a unique group of consumers who know exactly what they want from retailers. Having grown up with the explosion of technology and social media, they can spot inauthenticity and spam from a mile away -- and once they do, it's

## GAME OVER.

Instead, let your millennial customers know their voice has been heard:

- ✓ Deliver on your promises
- ✓ Be authentic in your communications
- ✓ Provide real value in your promotions



#### SOURCES:

1. This survey was fielded by 750 US millennials age 18-34 via Survey Monkey on behalf of SendinBlue.