



# THE SVOC REPORT

Single View Of Customer

## ⊕ The Millennial Issue

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## 1 To Win Over Millennials You Must Create Engaging Mobile Content

**The Millennials Are the New Money.** They're savvy. They're demanding. Yes, it IS all about them. The largest generation the U.S. has ever seen, they represent more than \$200 billion in annual and \$10 trillion in projected lifetime spend.

## 2 A View From the Field from 4INFO

**Mobile is the New Mainstream.** Mobile is unique. Never before has there been a single device that travels with customers along their entire journey from digital touch points to physical in-store touches.

## 3 Marketing Momentum Through Measurement

Winning with Millennial customers is much more complicated given the explosion in demographic and behavioral diversity, the growth in new marketing channels, and the rise of the super-connected consumer.



## To Win Over Millennials You Must Create Engaging Mobile Content.

**Millennials Are the New Money.** They're savvy. They're demanding. Yes, it IS all about them. The largest generation the U.S. has ever seen, they represent more than \$200 billion in annual spend<sup>1</sup> and are now the largest segment of the workforce<sup>2</sup>. The future is already here. But with \$10 trillion in total projected spend over their lifetimes<sup>3</sup>, there is still plenty of opportunity ahead for brands that can capture their loyalty.

**The World of Tomorrow, Today.** Born between 1980 and 2000, the oldest Millennials are now in their mid-30s with children in tow while the youngest are in high school. They're the latest step on a multi-generational path that started with Baby Boomers, accelerated with Generation X and continues to this day. As Millennial preferences become even more common in older generations and universal in younger ones, you need to adapt. Lose the Millennials and you lose your future.

### So What's The Problem?

**The Reach of Mainstream Channels is Fading.** Millennials are much more likely to cut the cord, landing beyond the reach of both their grandparents' broadcast networks and their parents' cable network favorites. They'll pay for Netflix subscriptions and HBO Now accounts, but they won't wait for time-wasting ads on their mobile devices. More likely to own a smartphone than a laptop or PC<sup>4</sup>, Millennials are more likely to use ad blockers<sup>5</sup>, which makes it harder for brands to reach them through mobile browser-based display ads to build awareness or drive purchase. This generation wants to be engaged or left alone.

**Millennials Value Individual Attention.** In the past it was simpler: male or female, high school or college educated, rich or poor. That was then. Today Millennials may be the single biggest generation, but they demand to be engaged one-on-one in ways that don't exclude core parts of who they are from the conversation. Send them irrelevant content and they'll potentially tune you out forever.

**Friends, Family, Fans.** Millennials generally disdain mass media and pride themselves on marching to the beat of their own drum. Don't be fooled. They're more peer-driven than past generations. Just watch them group shop at the mall or look for online approval before they pull the trigger on a new tank top. Or follow YouTube celebrities whose online video game commentary or make-up tips earn millions annually<sup>6</sup>. Online is prime time for Millennials, especially on mobile.

# 5 Ways to Make It in a Millennial Marketplace.

1

**Make Mobile Your New Mainstream.** 52 percent check their smartphones within five minutes of waking<sup>7</sup>. It's more than a device – it's a lifeline. Millennials have grown up as the most connected generation in history<sup>8</sup>. They constantly look for updates from peers and online personalities as well as those brands that have earned the right to engage them. You need to be there and ready to connect from the moment they're up and running.

2

**Make it Brief.** Let them know you're not going to be the brand that sucks up all their time. Brief narratives, lists and other compelling content such as short videos can engage without overwhelming. Or create an interlinked series of "shorts" that can be consumed in any order, or in an easily scrollable vertical sequence. Time to create your own wall.

3

**Entertain and Empower.** Tuning out display is almost second nature for a generation that grew up ignoring Google ads. Engage them on a deeper level with ad content that produces an emotional reaction and compels them to take action. Connect to the way they view the world by entertaining them. They don't want features or functions. They want funny. Funny lets them know you see the world through their eyes. Funny lets them reinforce their own online presence with content they can share with everyone on their list.

4

**Empathize and Empower.** 84 percent of Millennials consider it a duty to make positive lifestyle choices<sup>9</sup>. More than 50 percent buy in support of their causes<sup>10</sup>. Give them the opportunity to reaffirm and communicate those choices to their broader community. They make less and have more debt than previous generations, but they'll still opt for organic and let their friends know it<sup>11</sup>.

5

**Inspire and Empower.** Millennials are looking for inspiration as well as personal and professional tips. Tell them how to gracefully end a conversation, develop critical thinking skills and find the most distinctive wear-to-work looks, and they'll likely be ready to hear more. Inspire them and they'll name drop your brand online.



## A View From the Field.

4INFO, an Acxiom Premium Partner focused on mobile display advertising.

**Mobile is the New Mainstream.** Mobile is unique. Never before has there been a single device that travels with customers along their entire journey from digital touch points to physical in-store touches. As audiences accelerate their move to mobile they expect brand engagement to follow suit in-app where 89 percent of all ad traffic originates<sup>12</sup>. In-app ads get around mobile ad blockers to take advantage of what Forrester calls “borrowed moments” throughout the day. If you’re not there in-app, you’re irrelevant.



A mobile-first ad platform enables you to actively track the changing nature of marketing as more of the customer journey migrates to mobile, providing additional insights along all of the touch points.

**Make It Personal.** The bar is higher than it’s ever been for consumer expectations. Millennials expect individual attention, especially when you cross the line to devices that are in the palm of their hand more than 200 times a day<sup>13</sup>. That’s 1:1 time for your brand if you know how to reach them. That’s easier when you have current and accurate data from your CRM system, but what about new prospects? At 4INFO we work closely with Acxiom to provide a robust foundation for targeting prospects and analyzing your marketing spend.

First, we’ve associated every mobile device in the households of 95 percent+ of all users in the U.S. using a unique method that’s earned three patents. Then we match those devices to customer data via Onboarding for 4INFO and Acxiom’s Data Science Safe Haven using street address. The combination of 4INFO and Acxiom respects consumer privacy and enables our clients to match devices to significantly more customer records than “walled garden” publishers that match devices to customers through email-login-based approaches<sup>14</sup>. Our method offers the highest targeting and measurement accuracy, resulting in the highest ROI for your mobile marketing spend.

## Count All the Conversions.

Mobile-centric marketing provides a level of reach and engagement beyond anything previously available. But it doesn't solve the problem of knowing what ultimately works. In a reversal of "showrooming," 73 percent of consumers deliberately browse online but choose to purchase in-store to avoid delivery fees, find the best fit, or take immediate possession<sup>15</sup>. In fact, 93 percent of all sales still occur in-store<sup>16</sup>. You need the most accurate understanding of engagement and conversions available to calculate the true return on ad spend, as well as which creative and channels work best for your brand.

Smart brands need to be able to measure the impact of their advertising spend on mobile by being able to link the mobile exposures to the sales transaction data, no matter where the sale occurs – mobile, desktop or in-store. That's where the combination of Acxiom and 4INFO is uniquely placed to help joint clients. Acxiom and 4INFO help clients understand the true lift from their marketing spend without relying on workarounds like discounts or coupons that require training in-store staff.

## Market at Scale.

1:1 mobile marketing provides tremendous insight but can be hard to scale for many marketing teams.

At 4INFO, we've seen customers innovate their segmentation strategies through mobile-centric targeting of their prospect and customer bases. Combining mobile-centricity with Acxiom's vast store of consumer information enables our clients to target very specific segments and also to do so with accuracy and at a scale that delivers meaningful results.

Significant ROI on a campaign that delivers \$100,000 in incremental lift is great, but scaling the audience to achieve a \$1 million lift is even better.





## Marketing Momentum Through Measurement.

Winning with Millennial customers is more complicated given the explosion in demographic and behavioral diversity, the growth in new marketing channels and the rise of the super-connected consumer. As a result, marketing teams have geared up to support a new style of multilateral, multi-touch engagement that doesn't rely on a few mega-marketing campaigns or tactics. But how do brands boost revenue with a splintered set of marketing investments? Success-Based Scaling.

The key to achieving Success-Based Scaling is to know what works, where it works best, and who is most likely to respond. And the key to all three is measurement. It's the magic behind successful marketing, especially to Millennials. Accurate measurement relies on three basic principles: measure people – not just devices; focus on the bigger opportunity; and get the whole sales story.



BONUS:

## Supersize Your Success

**Fan the Flames.** Millennials love brands that resonate with their values, let them personalize your product and/or promote themselves to their peers. Howdy partner! Refer-a-friend discounts? Limited invite-only offers? Exclusive previews or access? Yes, please. Let Millennials pick which of the three to send to their peers. And watch what happens. What they share with whom not only provides insight into consumers' own personal networks, it also gets your brand past mobile ad blockers and in front of your most likely prospects. All for free. VIP access to peer prospects without paying for mobile ad placements?

Priceless.

**Fuel the Fire.** Maximize your momentum. Let Millennials broadcast your brand to the widest set of their friends, family and fans. Those connections are likely to be found across a range of social network properties including social networking giants like Facebook, Twitter and Instagram, as well as niche properties that might hold the key for specific Millennial segments. This may require you to partner with third parties that can anonymously bridge the gap between your known new customers and the millions more like them on mobile-based social media.

## 3 Basic Principles for Accurate Measurement

### PRINCIPLE 1

**Focus on People.** Cookies are a staple for marketing but dangerous for your brand. They're an imperfect indicator of both reach and frequency and result in both oversaturated and oblivious pools of unlikely prospects. More than 50 percent of U.S. consumers use three or more devices<sup>15</sup>. To be successful, you must engage and track them consistently across all devices to optimize your marketing spend, follow them on their customer journeys, and identify the moments where mobile brand engagement matters most.

### PRINCIPLE 2

**See The Big Picture.** Anonymous activity such as search, display ads and social media sponsored posts provide many more signals of prospect behavior and intent than a small collection of consumers. Combine it with data from known customers to make the best marketing decisions. Mobile-based anonymous data provides much more granular data that augments traditional identifiable sources such as purchase, email, service call and mailing info. Combine the two, but respect privacy or you'll alienate the most important source of new purchases: your existing customers. Anonymize your CRM data and combine it with the broader data set of mobile market signals to direct your brand outreach.

### PRINCIPLE 3

**Get the Whole Sales Story.** Online conversions continue to grow but still don't provide the whole story, especially for the vast majority of products and services consumed offline. True return on investment and cost per acquisition can only be assessed if the state of conversions is known. Here are four primary methods:

- General Observation: Can be used for simple marketing mixes; multi-variate relationships and unobserved variables can be challenging to identify and assess
- Census/Surveys: May lack statistical confidence, limit granularity and increase non-response bias.
- Cookies: Can dramatically over-/under-state reach and frequency, highly variable cross-channel consistency.
- People-Based: Best accuracy and statistical confidence.



# MILLENNIALS AND RETAIL / CPG



The impact of Millennials continues to spread in retail as they mature - whether they choose to start forming their own households or continue to co-habit with parents or roommates. Sensitive to costs but not as sensitive about privacy, they prefer to shop in-store but demand an upgraded online and offline experience.

National Retail Federation

## If You Build It, They Will Come: How Millennial Homebuyers Influence Retail Trends

Clever ideas on how to connect with Millennials in the store and online. 31 percent of homebuyers, Millennials make more selective home improvement and decorating choices and extensively use social media like Pinterest.

Contrary to stereotypes, Millennials can be exceptionally loyal and prefer to shop in-store but want online prices and selection. They value brands that solicit and reward their participation and loyalty across channels.

Accenture

## What Shoppers Really Want

PWC

## 2015 Global Retail Survey

Terrific study with four big Millennial highlights: rise of differentiated in-store experiences, brand-based mobile "shopping assistants," enhancing social sharing throughout the customer journey and a comparison and contrast with Boomers.

Cross-generational survey that highlights Millennials' price sensitivity and lack of privacy hang-ups – as long as they're getting a deal. Receptive to mobile coupons, they are more responsible with credit but still more likely to splurge on small extras in beauty and personal care compared to Boomers.

Coupons.com

## Uncovering Truths of Millennial Spending

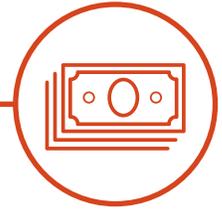
National Retail Federation

## Eat More Fries: McDonalds

Showcases the rise of beacon technology beyond traditional POS discounts in fast-serve restaurants. Can be used to trigger better communication, gather consumer insights and drive improved operations while building loyalty and forestalling negative posts on social media.



# MILLENNIALS AND FINANCIAL SERVICES



Mobile and social initiatives are de rigueur for marketing financial services to Millennials, but that is not enough. Banks need to more broadly rethink the customer experience at every level for Millennials. From incorporating new features and benefits that are more expansive and experiential, to developing new form factors that are intuitive and convenient for Millennial lifestyles, to creating personalized and relevant interactions.

Bankrate.com

## Student Loan Debt Forces Many Millennials to Put Their Life on Hold

New Home? New Car? Kids? No thanks, according to 56 percent of Millennials between the ages of 18-29 with student loans.

Financially scarred by the Great Recession, Millennials track budgets closely and 74 percent are more comfortable saving and investing money rather than spending it.

Forbes

## Millennials: The Money Conscious Generation?

U.S.News

## Six Smart Money Habits of Millennials

Ask yourself "the Big Question": To what extent should new financial products incorporate Millennial zen?

The case for redefining Millennial journeys: "71 percent consider their banking relationship to be transactional rather than relationship-driven."

First Data

## The Unbanked Generation

Chain Store Age

## Millennials Don't Want Plastic

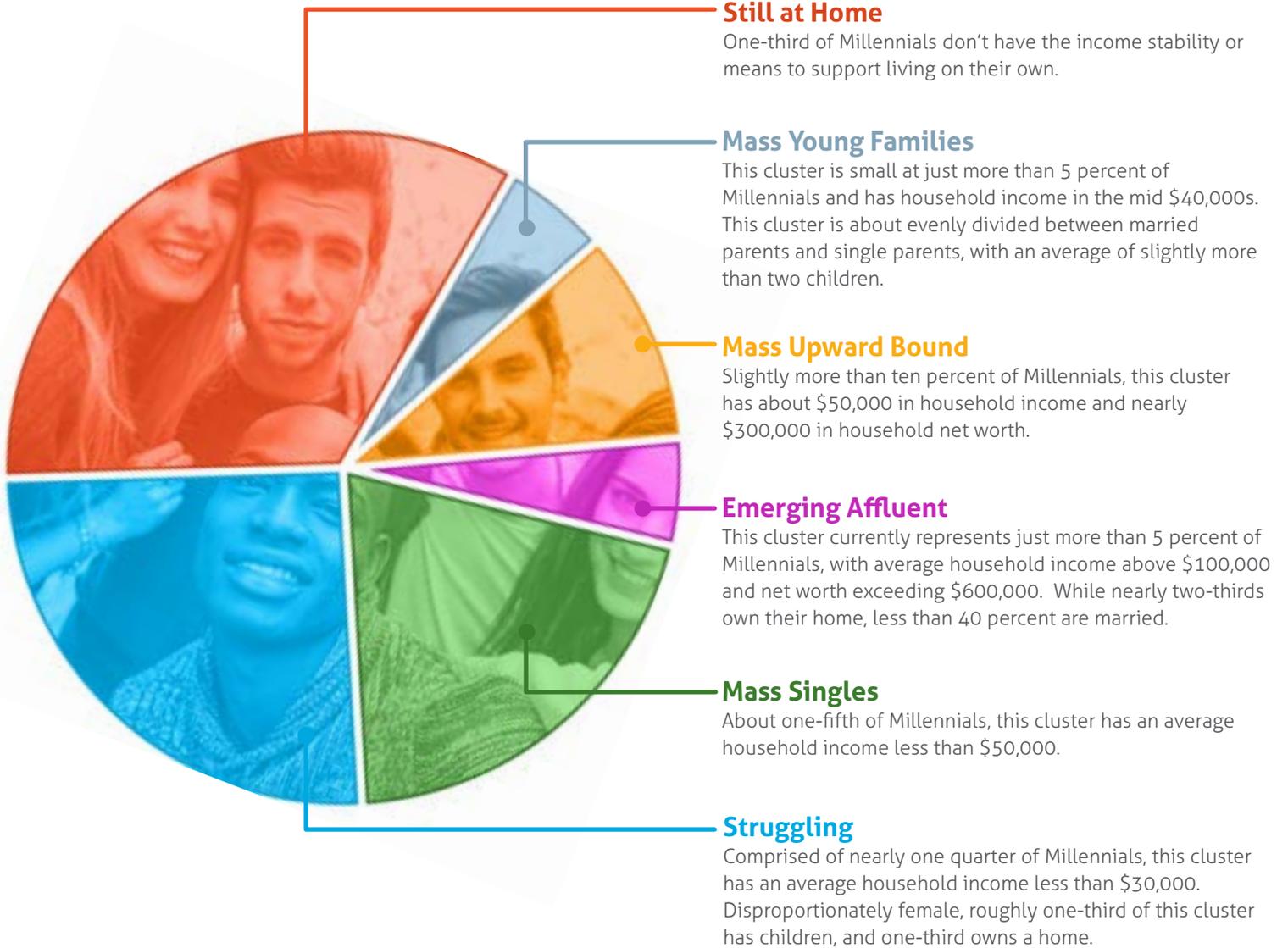
Rethinking card form factor: anything or everything but plastic?





## Millennial Clusters for Financial Services.

While there are similarities among Millennials, their financial needs vary widely depending on their life stage, affluence, and psychographics. In our research, we find six distinct Millennial clusters which suggest strategic implications for financial services marketers.



# MILLENNIALS AND MEDIA



Check out the articles below to learn more about Millennials and media. Or for a broader and deeper insight into industry trends contact Patricia Clark (Patricia.Clark@acxiom.com) to learn more about the annual Acxiom Client Media Summit to share insights, thought leadership and network with other leaders in media.

Fierce Online

## SVOD Providers Netflix, Hulu, Others Steamroll Pay TV In Content Discovery Ease Of Use

Traditional TV seriously lags in discoverability and shareability forcing Millennials to rely on recommendations from their online network plus web services that make it easy to find what they want.

Traditional TV watching among Millennials is in major decline. They want to watch at their convenience on their most convenient device. Comcast invests to stay relevant through online outlets such as BuzzFeed / Vox, streaming video service, and a YouTube-like app.

CED Magazine

## Comcast Teeing Up New Services Aimed at Millennials

Forbes

## Across Time and Space: Cross Platform Measurement

4A's (American Association of Advertising Agencies) all recognize that traditional ways of buying, selling and tracking media no longer reflect consumers usage, especially for Millennials whose consumption is often time shifted and cross-device. New ways to measure are needed for the advertising market.

Millennial males are elusive creatures stalked by marketers who are eager to reach a digitally-savvy group seen as innovators, trend starters and a sign of things to come.

Nielsen

## The Men, The Myth, the Millennial Legends

Magazine Media 360

## A New Industry Metric

Measures magazine media brand audiences across multiple platforms and formats to provide a comprehensive and accurate picture of consumer demand; covers 143 brands from 34 companies, representing 95 percent of the reader universe.



# MILLENNIALS AND INSURANCE



Understanding your consumers - their interactions with your brand, with your technology and with your offering - is critical for success. We make sure our clients know the most noteworthy market trends, best practices, solutions and services related to audience solutions, connectivity, and marketing services. These five key articles provide additional cross-industry viewpoints on Millennial engagement as well as general consumer engagement across channels and platforms.

Gallup

## Insurance Companies Have a Big Problem with Millennials

Gallup uncovers significant insights into what drives Millennials to start a relationship or stay in one with an insurance company. This article provides a strong foundational understanding of the dynamics and engagement keys with this vital segment.

The smartphone revolution has changed expectations regarding engagement. Carrier Management highlights how insurance companies can no longer afford to sit on the sidelines of an integrated mobile strategy across all engagement channels.

Carrier Management

## Harnessing the Mobile Revolution to Meet High Customer Expectations

Aflac

## Millennials and Ethics/Values - October 2015 Survey

Aflac provides a grounded and well-documented survey of Millennial drivers.

This article is an excellent read for understanding the mindset and viewpoint that Millennials have on acquiring life insurance. The article will challenge your thinking about how to approach this growing financially influential segment.

Reuters

## Life Insurance is a Tough Sell for Millennials

Insurance Journal

## The Case for Independent Agency Optimism

If you thought the independent agency was on its last leg, think again. The Insurance Journal highlights the growing competitive advantage of independent agencies and their ability to attract key market segments and provide a competitive engagement model, especially for younger demographic segments.



# MILLENNIALS AND TELECOMMUNICATIONS



The song “Don’t Fence Me In” comes to mind when we think about how to best target Millennials. Their demanding communications needs have driven telecom giants to push beyond wireless phones and large data packages to lure new customers. Brands that offer mobile TV, tablets and competitively bundled rate plans – all uncontracted – will be the ones mostly likely to keep the Millennials for the industry average of four years.

New York Times

## Verizon to Offer Free Mobile TV, with an Eye on Millennials

Verizon targets online customers and prospects between the ages of 18 and 34 with a mix of the most popular comedy, sports, and online shows outside of the traditional cable or satellite bundle. They are betting that a predictive viewing experience will lead to increased loyalty and sharing.

Seeking to disrupt the data wars amongst carriers, T-Mobile streams more than 24 different video services - including Netflix, HBO, Hulu and ESPN – and optimizes down to 480p for mobile-based viewing that doesn’t count against monthly usage limits. Aimed at cord-cutters and millennials, the lack of #1 video-streaming provider YouTube could hamper adoption and sharing of viral content.

Fierce Wireless

## Analysts: T-Mobile likely to win over consumers with Bing On video streaming offer

BusinessInsider.com

## Waiting is the Spinning Wheel of Death for Millennials

Sleek phone design and high-definition displays are table stakes for all carriers. Verizon emphasizes the importance of immediate consumption of mobile content as the key factor for attracting mobile millennial customers.

Video calling skews female (54 percent) and Millennial (59 percent) out of 43 million users according to recent research. Smartphones accounted for 75 percent of video calls, easily outpacing tablets and e-readers. This study is further evidence of the definitive dependence that mobile devices - especially smartphones - play in the lives of consumers.

Wireless Week

## Majority of Video Callers Female, Millennials

AdWeek

## AT&T Pushes Cricket Brand at Millennials With New “Family Guy” Ad Strategy

Innovation from a top U.S. telecommunication provider as it engages consumers with sole sponsorship of Family Guy episode. It aims to attract cost-conscious Millennials who value authenticity from brands. Also part of Turner Broadcasting’s “Beyond the :30” arrangement is an Adult Swim-created co-branded site – [adultswim.com/cricket](http://adultswim.com/cricket) – that should encourage repeat viewing and sharing of content.





## Contributors to the issue

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## About Acxiom

Acxiom is an experienced and innovative leader in data-driven marketing. The world's largest consumer marketers turn to us to help them increase audience engagement, create profitable customer relationships and personalize customer experiences.



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To learn more about how Acxiom can work for you, visit [acxiom.com](http://acxiom.com) or call us at 1-888-3ACXIOM.

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