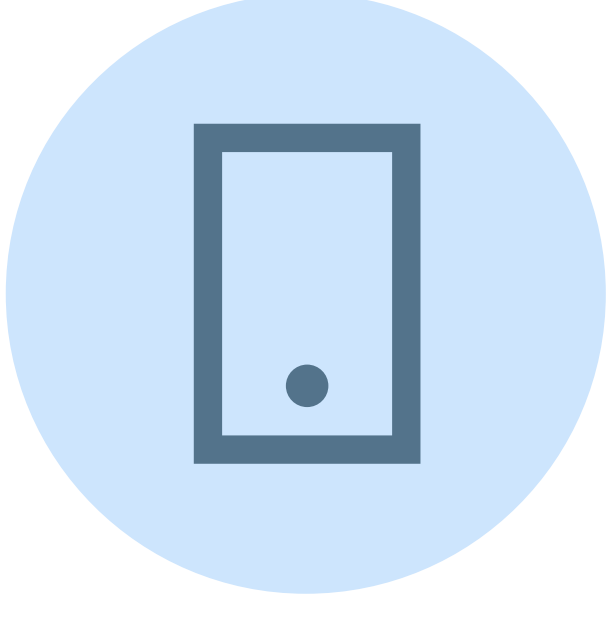



# Messaging Across Age Groups

Text messaging is a marketing opportunity that crosses generational lines


95% of Americans own a mobile phone<sub>1</sub>




Baby Boomers and Millennials spend 30 minutes and 48 minutes per day texting on average, respectively<sub>2</sub>



73% of Generation Z uses internet-connected devices primarily for texting and chatting<sub>3</sub>




Text messaging presents a way to maintain 1:1 conversations with audiences on their channel of preference—the average open rate is 99%<sub>4</sub>




## Baby Boomers

- Boomers engage in more branded text message interactions than any other group<sub>5</sub>
- More than 86% of consumers aged 55-75 would sign up to receive text messages from businesses, and 58.38% already have<sub>6</sub>
- 6 out of 10 Boomers spend time reading blogs and online articles for information, and 7 out of 10 enjoy watching product- and service-related videos<sub>7</sub>
- The older the text message recipient is, the more message relevance matters to them<sub>1</sub>



Key Takeaway


Quality, value, durability, and dependability appeal to Baby Boomers, **so focus on personalized, informational messages** that provide key product details—especially for big-ticket items



Both Carol Wright and Dr. Leonard’s drive incremental revenue with a highly engaged demographic of 55+ years old shoppers via informational alerts related to new products, top-sellers, free shipping, and sales—all of which helped the brands drive 120x+ ROI


## Millennials

- More than 50% of Americans access social media exclusively using mobile devices, and 42% of Millennials can’t go more than five hours without checking social media<sub>8</sub>
- Millennials (and Gen Z) are the largest user base for Instagram<sub>10</sub>
- 86% percent of Millennials cite promotions or discounts as influential<sub>14</sub>
- Millennials are more likely to trust online reviews as much as personal recommendations when compared to older generations<sub>11</sub>




Key Takeaway

**Promote discounts and giveaways** to appeal to social media-savvy Millennials with limited discretionary income, and **demonstrate social proof** via SMS content highlighting positive reviews




Anastasia Beverly Hills used Attentive’s Instagram Stories swipe-up feature in conjunction with website sign-up creatives to grow SMS subscribers by more than 250%<sub>12</sub>



Dorsal Bracelets used Snapchat ads to drive traffic to Attentive sign-up creatives on its website, driving 30% of its total revenue with Attentive-powered text messages<sub>13</sub>


## Generation Z (Zoomers)

- Gen Z spends double the time of Millennials using mobile devices for shopping and converts about twice as much on mobile than any other demographic<sub>14</sub>
- 84% of Zoomers will actively promote a brand that stands up for something they believe in<sub>14</sub>
- 72% of Zoomers say they’re more likely to buy from a company that contributes to social causes<sub>15</sub>
- 76% of Gen Z describes promotions and discounts as influential—but this type of content is even more valuable when paired with content highlighting a brand’s mission and values<sub>14</sub>



Key Takeaway

**Illustrate authentic commitment to social responsibility** in a personal way to drive incremental revenue among mobile-first Zoomers



Pura Vida Bracelets used text messaging to spotlight the different causes it supports, raising \$200,000 for charity in a single month and achieving a 15x ROI on its text message marketing program<sub>16</sub>

## Remember

A generation defines when a consumer is born, not how they think or behave—assumptions should be tested and updated accordingly. Appealing to multiple generations at once is a challenge, but SMS provides an effective way to break through generational boundaries and engage consumers of all ages.

1. 2020 State of DTC Text-Message Marketing

2. Smartphone Screen Time: Baby Boomers and Millennials

3. Generation Z Statistics

4. Personalized Text Messaging: Your Next Top Revenue Channel

5. Exploring Generational Differences in Text Messaging Usage and Habits

6. Mobile consumer survey, Attentive, October 2020

7. Five Things You Need To Know About Marketing To Baby Boomers

8. More Than Half of US Social Network Users Will Be Mobile-Only in 2019

9. Millennials and Technology at Home

10. Share of U.S. adults using social media, including Facebook, is mostly unchanged since 2018

11. 97% of Consumers Aged 18-34 Read Online Reviews to Judge a Local Business

12. How Anastasia Beverly Hills Uses Text Messaging to Drive Online Revenue, With 42x+ ROI

13. How Dorsal Bracelets Uses SMS Marketing to Drive 30% of Total Revenue

14. 4 ways retailers can expand their reach with Gen Z

15. Gen Z wants brands to be 'fun,' 'authentic' and 'good,' study says

16. How Pura Vida Bracelets Tests Brand Voice and Strategy in the SMS Channel—Delivering 15x ROI