Creating Customer Experiences
That Win Over Gen Z

ITERABLE

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Iterable

Turning moments into memorable experiences.

Iterable empowers marketers to deliver the right content to the right audience at the right time.

DATA FLEXIBILITY **REAL TIME** **SCALABLE** **CROSS-CHANNEL**

Customers Creating Seamless Brand Experiences

E-COMMERCE

- booksy
- SHOPRUNNER
- MADISONREED®
- lovepop

TRAVEL & ENTERTAINMENT

- MAG Manchester Airport
- SeatGeek
- Fender®
- VICE

FOOD & BEVERAGE

- KptnCook
- DOORDASH
- MARLEY SPOON
- IMPERFECT FOODS

HEALTH & WELLNESS

- Calm
- FIIT
- Curology
- TRAININGPEAKS™

RETAIL

- UNiDAYS
- asics
- SNS SNEAKERSNSTUFF
- Acne Studios

TECHNOLOGY

- STRAVA
- Zoopla
- wetransfer.com
- Evernote

1. AUTHENTICITY AND INTEGRITY

Just 42% of Gen Z said that they trust companies

Calm ✓
@calm

Mental health is health. 🎾

To support Naomi Osaka's decision to prioritize her mental health, Calm is donating $15,000 to @LaureusSport in France, an organization doing incredible work in the mental health space to transform the lives of young people through the power of sport.

Mental health is health.

Calm

11:57 pm · 2 Jun 2021 · Twitter Web App

1,227 Retweets   346 Quote Tweets   4,334 Likes

> **"I loved it, not only because it truly brightened her day, but because this was a brand that was truly living it's values"**

My mother in law's Yorkshire terrier recently passed away and to say she was devastated is an understatement. When she sadly informed Butternut Box that she'd no longer need her subscription, she received these at her door.

She loved it, it truly brightened her day.

I loved it, not only because it truly brightened her day, but because this was a brand that was truly living it's values - Genuine Care.

All brands have their values on paper (or at least should) but living and breathing them across every point of the customer journey requires passion and effort. The results can be powerful and earn customer loyalty that competitor acquisition campaigns will struggle to break.

Bravo to the team at Butternut Box 🐾

Butternut Box

Dear Noreen,

...re sorry to hear your sad news. Just to let y...
...e are thinking of you at this very difficult ti...

Love the Butternut Box team x

Hannah Francis and 4,787 others   106 comments · 31 shares

Stand for Social Justice

31% of Gen Z reports that they stopped buying from a brand that's part of a social cause they don't align with

2. CONTENT CREATION

42% of users say they're on TikTok to discover new things

Influencers are
Losing Their Influence

Taylor Offer · 3rd+
Making the world more comfortable @feat | Forbes ...
2w · 🌐

I was at Coachella this weekend and my biggest takeaway was:

The influencer has changed.

I've been going to Coachella for 10 years now and most of my friends I go with have millions of followers on Instagram.

Normally, these Instagram influencers would be stopped every five minutes by fans wanting pictures and they would get the royal treatment from all the brands and for all the after-parties.

This year, it was different.

It seemed like no one cared about the "Instagram Influencers". No one asking them for pictures, no brands bending over backwards for them.

It seems like everyone is over the Instagram Influencer's "Perfect lives" they show on Instagram.

All the hype was around Tik Tokers. Everyone was taking pictures with them. All the brands were doing everything for them.

My takeaway is people are over the "perfectly edited" content and are craving the more "raw and real" content.

If you are creating content, don't try to be perfect. Keep it real!

👍❤️😮 Philippa Ellis and 8,522 others   393 comments · 203 shares
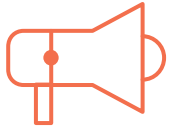
👍 Like   💬 Comment   ↱ Share   ◁ Send

Dunkin's
Nano Influencers

SOCIAL REACH

1.1 Million

Followers Targeted

ENGAGEMENT

21K+ likes
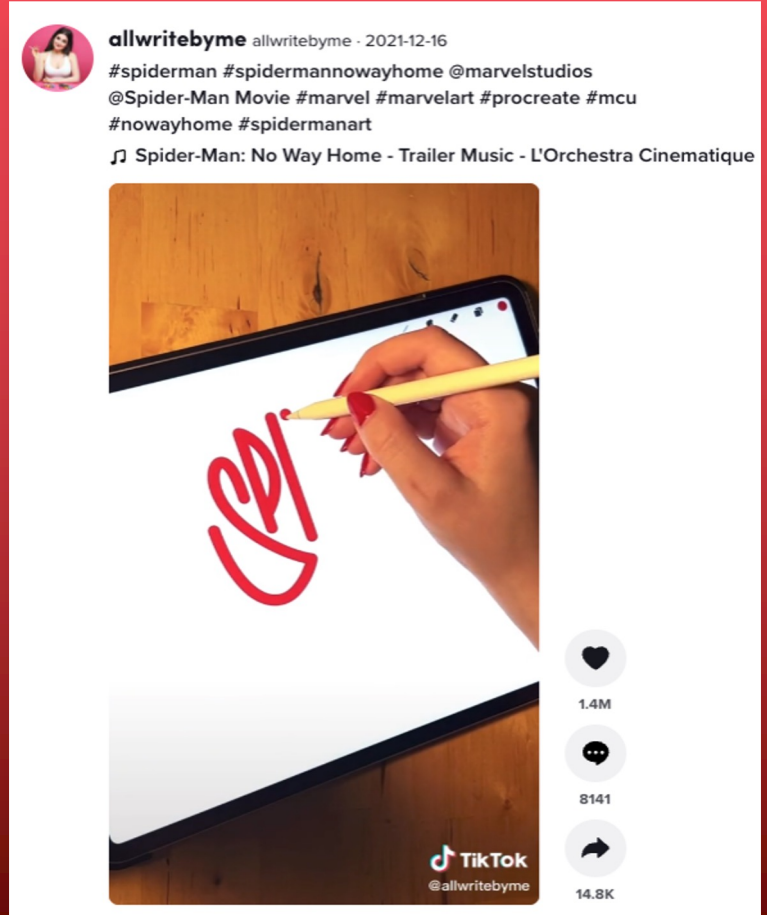
965 comments

ENGAGEMENT RATE

5.2%

User Generated Content

> " "A year or a year-and-a-half ago, we were a must-try platform. Now we're really a must-have. Before, we were part of the conversation. Now, we're driving the conversation."
>
> *Nikao Yang, Vertical Director of Gaming and Entertainment, Global Business solutions at TikTok*

3. BE MORE THAN JUST 'BEING DIGITAL'

44% of Gen Zers are willing to trade their personal data for a more tailored experience

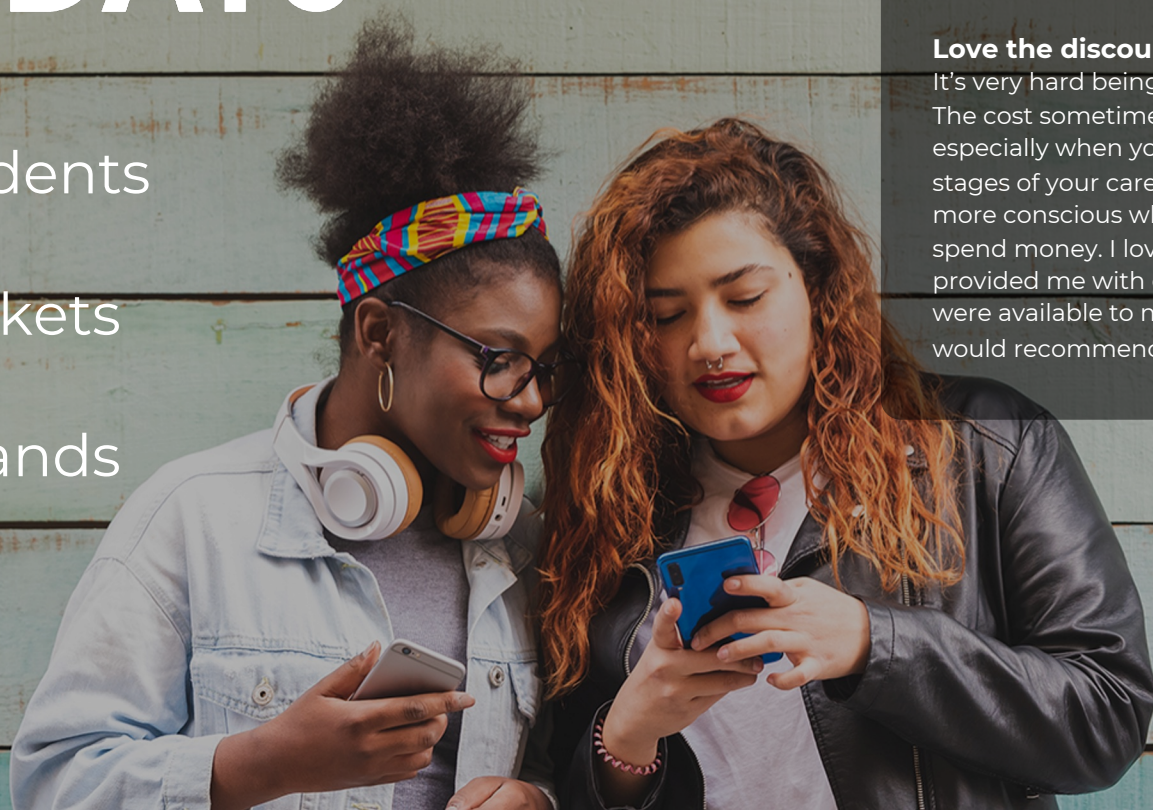# 4. EXPERIMENT

UNiDAYS

20M students

115+ markets

800+ brands

★★★★★

03/24/2022

Love the discounts
It's very hard being a student, we all know this.
The cost sometimes can really get you,
especially when you are still in the beginning
stages of your career. So you have to be way
more conscious when it comes to how you
spend money. I love this app because it has
provided me with deals that I did not know
were available to me. So I am grateful and
would recommend it to anyone and everyone.

Key Takeaways

1. Be **authentic** and have **integrity**
2. Consider your **content creation** strategy
3. **Be more than** just "being digital"
4. **Experiment**

... and have fun!

Take the next step on your journey

Let's continue the conversation...

- **Come and join us for a chat at stand 5!**
  - Enter our prize draw for a chance to win a FREE Super Nintendo Classic Console 🎮🏆

- **Don't Sleep on Gen Z: Youth Marketing Takeaways**
  - Pick up a copy at the Iterable stand!

- **Read the full Calm & UNiDAYS case studies:**
  - **bit.ly/iterablecalm**
  - **bit.ly/iterable-unidays**