



# 2022 Digital Consumer Trends by Age Group

Generational Consumer Attitudes and Trends in Personalization, Privacy, Messaging, Advertising, and Brand Loyalty

In conjunction with ● **Econsultancy**



# Age Groups



## Gen Z

**18-25**

This generation is the first set of digital natives, where multitasking is the new relaxing - flitting between multiple screens and channels at the swipe of a finger. This tribe is quick to mobilize, are shrewd with their spending and trust social proof over any form of advertising.



## Millennials

**26-40**

Digital pioneers rather than natives, Millennials bore witness to the explosion of technology at our fingertips. Still acutely digitally savvy, they straddle the generational line, happily purchasing from social media, SMS or more traditional formats like email. Like Gen Z, they use multiple devices and expect them to be connected.



## Gen X

**41-55**

The last generation that will be considered digital immigrants, Gen X don't get the same amount of attention as younger age groups or Boomers, often considered the generational "middle child." They tend to share more characteristics with Boomers, but treat them right and you have a life-long loyal customer.



## Boomers

**56-75**

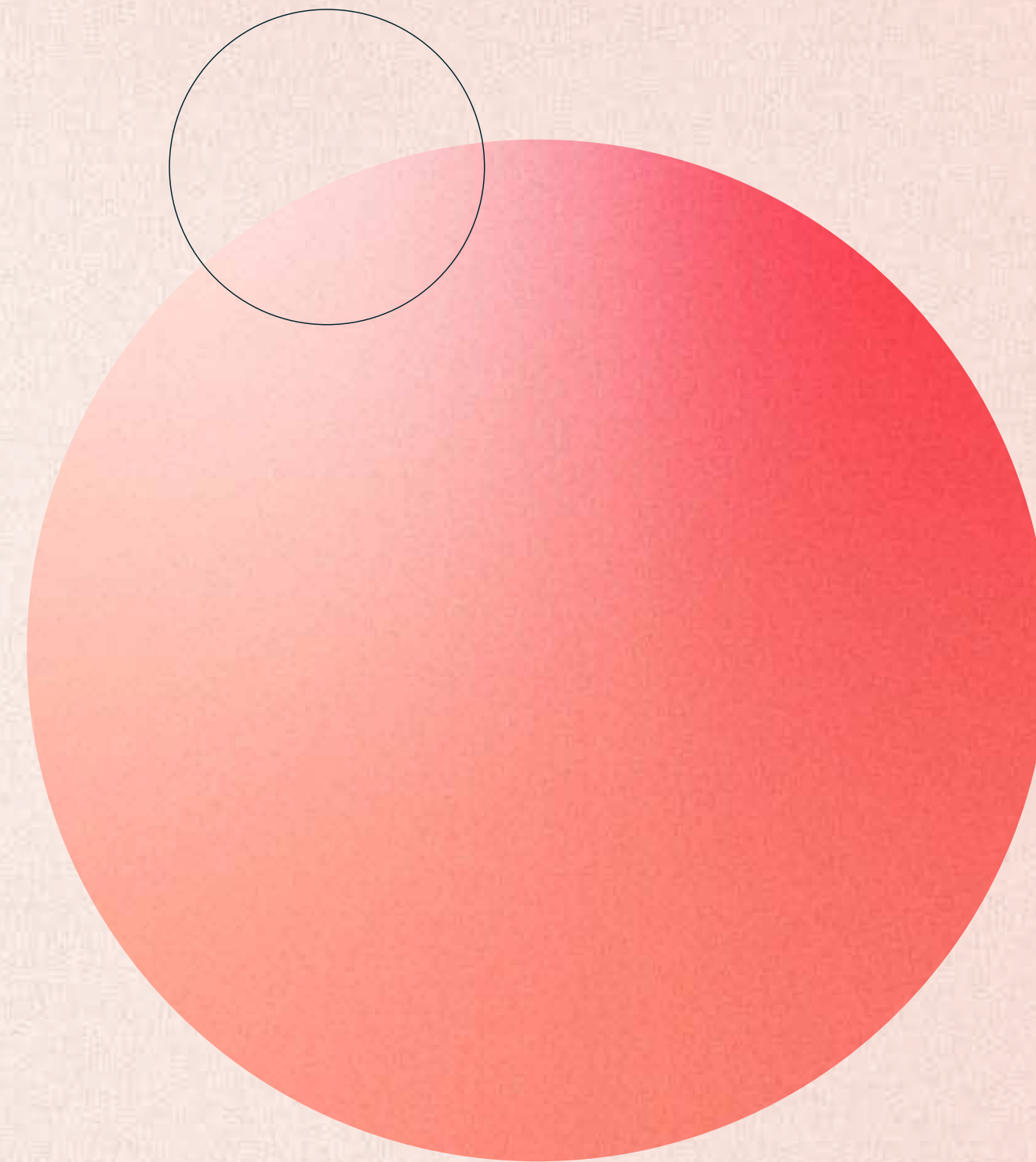
Boomers represent the largest amount of buying power, so ignore them at your peril. They hunt for the best price, value loyalty points over anything more modern and will be annoyed by substandard personalization. If you want to engage with them, traditional rewards like prizes and discounts are always a winner.

# Research Parameters

New research commissioned by CM Group reveals what different generations of consumers expect from the brands they do business with online, the channels they want to connect on and the data they're prepared to share in return for more personalized experiences at every stage of the customer lifecycle; from acquisition through to loyalty.

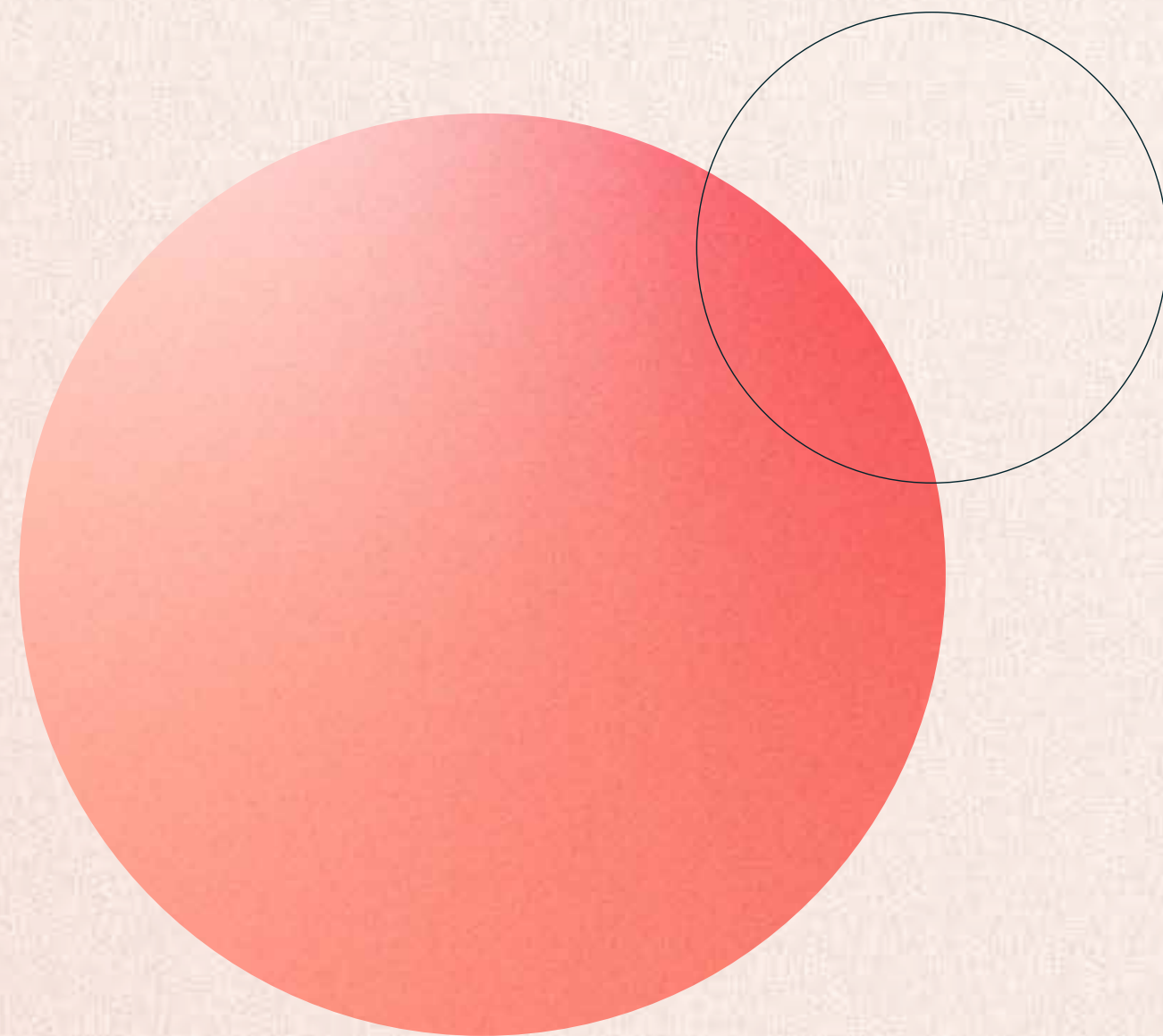
This data will be contrasted between generations, as well as our 2021 study, to spot the unique attitudes and genuine trends in consumer behavior. Giving digital strategists and decision-makers the analysis on how these issues fit together to build more meaningful and lasting relationships between brand and buyer.

The format for this version of our report focuses on age-group data (Gen Z, Millennials, Gen X & Boomers), but be sure to visit our [2022 content hub](#) for our global report version, U.S. only report and a host of webinars and infographics.

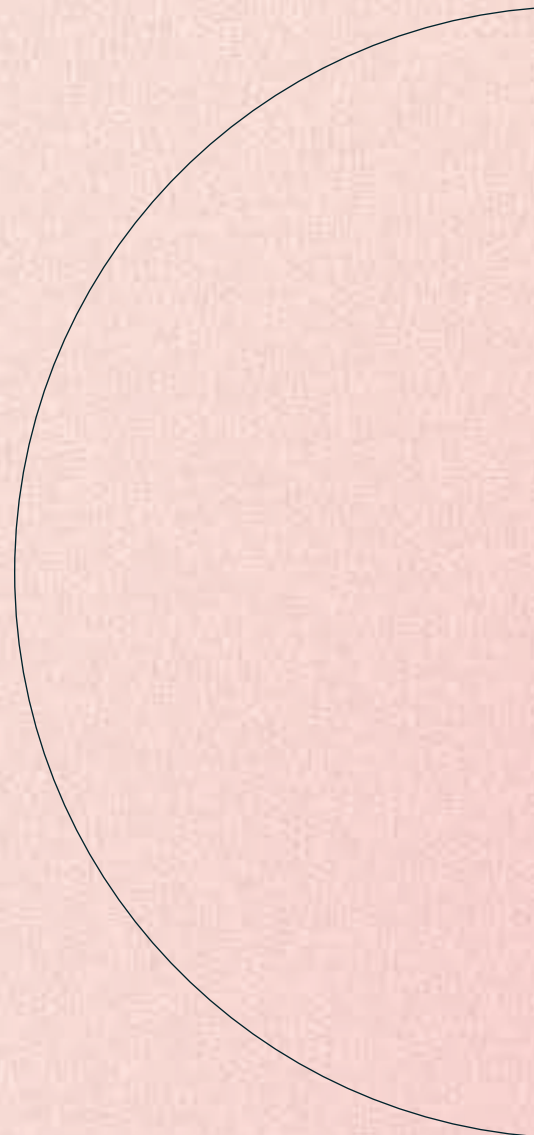




# Sales Drivers

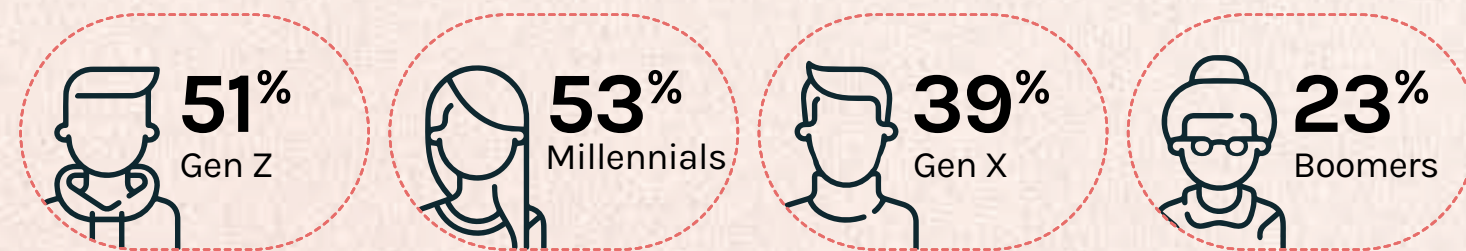


If you really want to deliver messaging that drives action, and imperatively sales, you need to start treating every recipient as an individual. Messaging that goes beyond a first name, or lumping consumers into generic buyer personas, is the key to getting your messages opened, read, clicked, and converted, and building more meaningful relationships with consumers. Email still clicks when it comes to the more discerning generations, but if you want the attention of the younger crowd you will need to turn your hand to social media and SMS.



Have you ever made a purchase from any of the following in the last 12 months?

## Social media advertising & organic posts



When it comes to driving sales, a post in social media, closely followed by social media advertising, is comfortably the preferred channels for Gen Z, and Millennials for receiving offers, content, incentives and rewards from brands. More than half of these younger consumers have made a purchase because of a post on social media in the last 12 months, an uplift on last year and significantly higher than Gen X and Boomers.

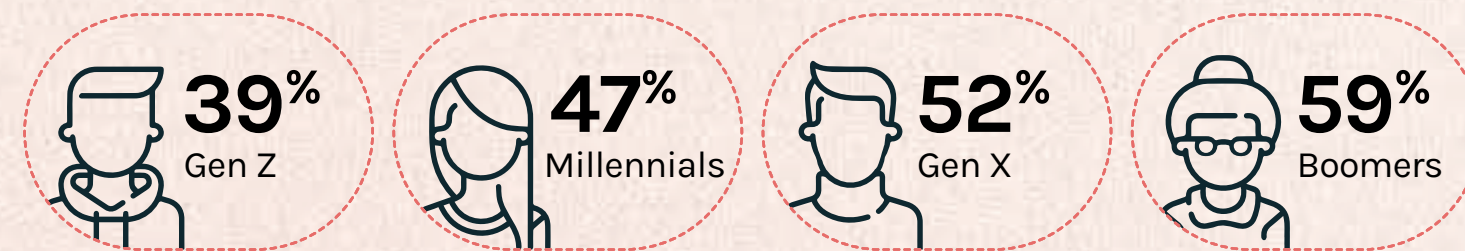
**122%**  
more Gen Z  
than Boomers



**130%**  
more Millennials  
than Boomers

Have you ever made a purchase from any of the following in the last 12 months?

## Email

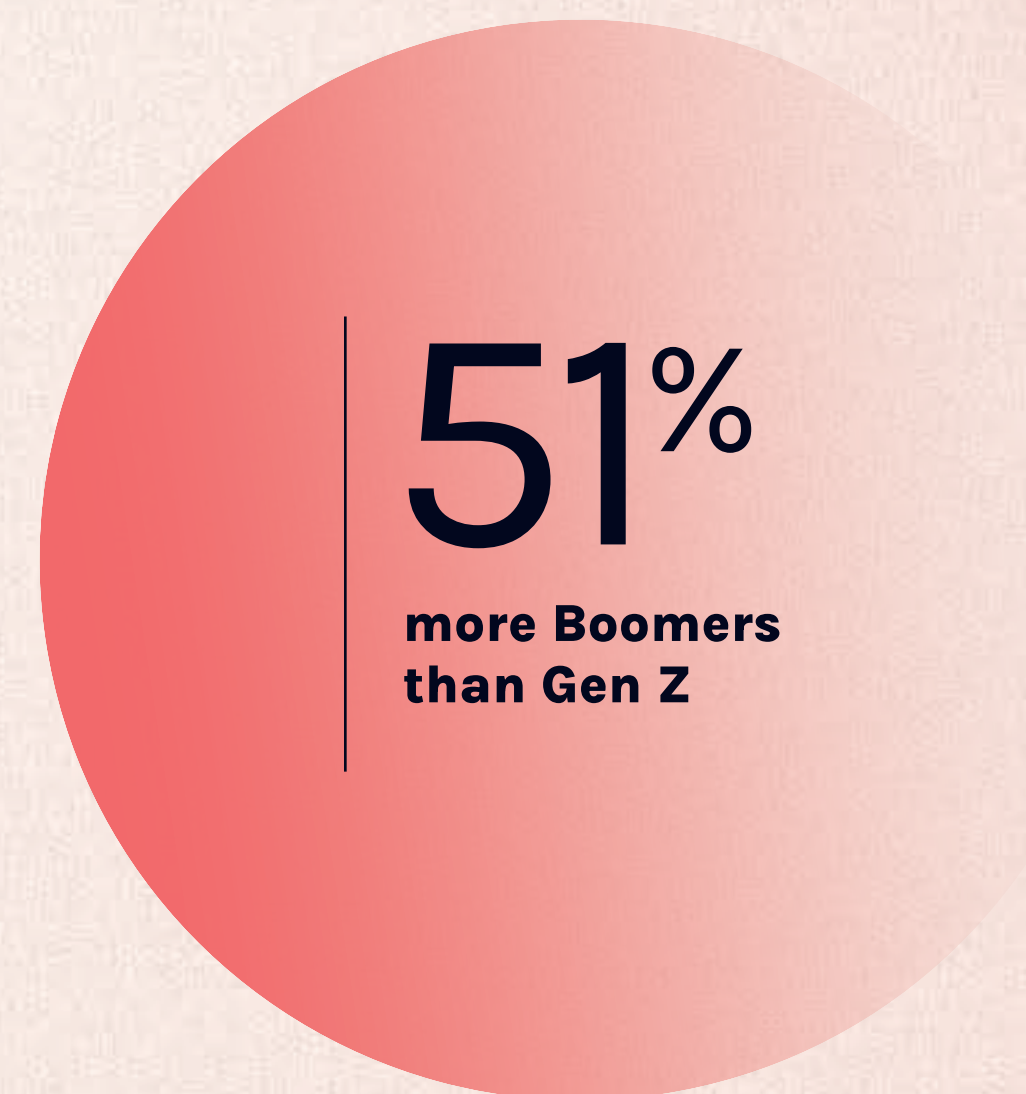


For the more refined generations, email remains the preeminent channel for receiving deals and messaging from brands. More than half of Gen X and a substantial 59% of Boomers have made a purchase because of an email they received in the last 12 months, an uplift on the previous year, with a sizable gap between the oldest and youngest age groups.



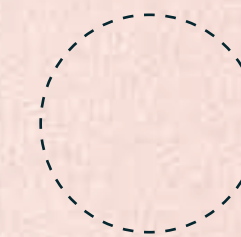
13%

more Boomers than any other generation



51%

more Boomers than Gen Z



Have you ever made a purchase from any of the following in the last 12 months?

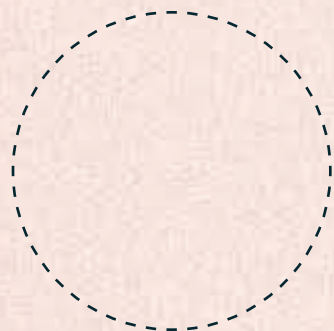
56%

more Gen Z & Gen X than Boomers

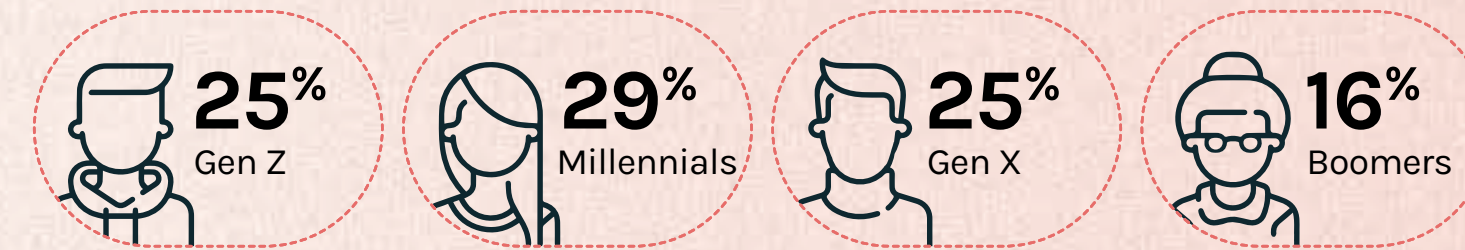


81%

more Millennials than Boomers



## SMS



With native capability on every handset, SMS is an effective vehicle to address a large audience and engage with immediacy. 90% of messages are read within 90 seconds and unlike some channels, technology is not a barrier - where there is some level of familiarity, whether it be an 18-year or 75-year-old. The numbers are relatively consistent across age groups other than Boomers, with around a quarter of consumers having made a purchase from an SMS they received.

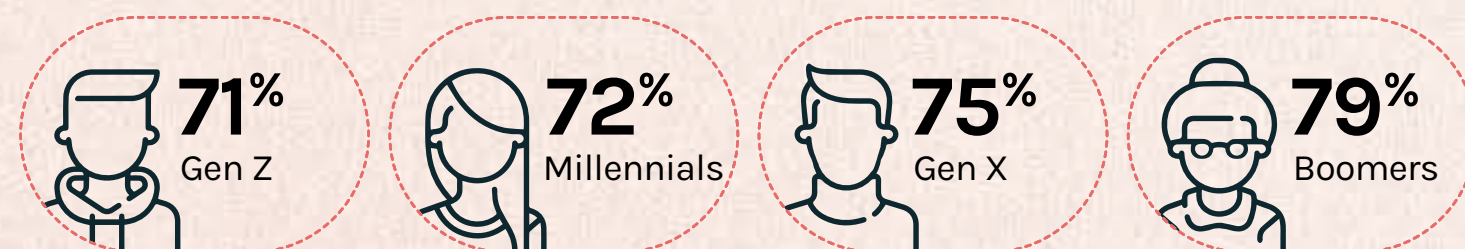
# Preferred Brands Treat Their Customers as a Person, Not a Persona

Irrespective of age, the overwhelming majority of consumers, when thinking about how their favorite brand communicates with them, want the relationship to go beyond the purely transactional. The older the consumer the more they value true personalization and consistent user experiences, irrespective of the channel. If you want to wow a younger audience, then using data to surprise and delight is key.

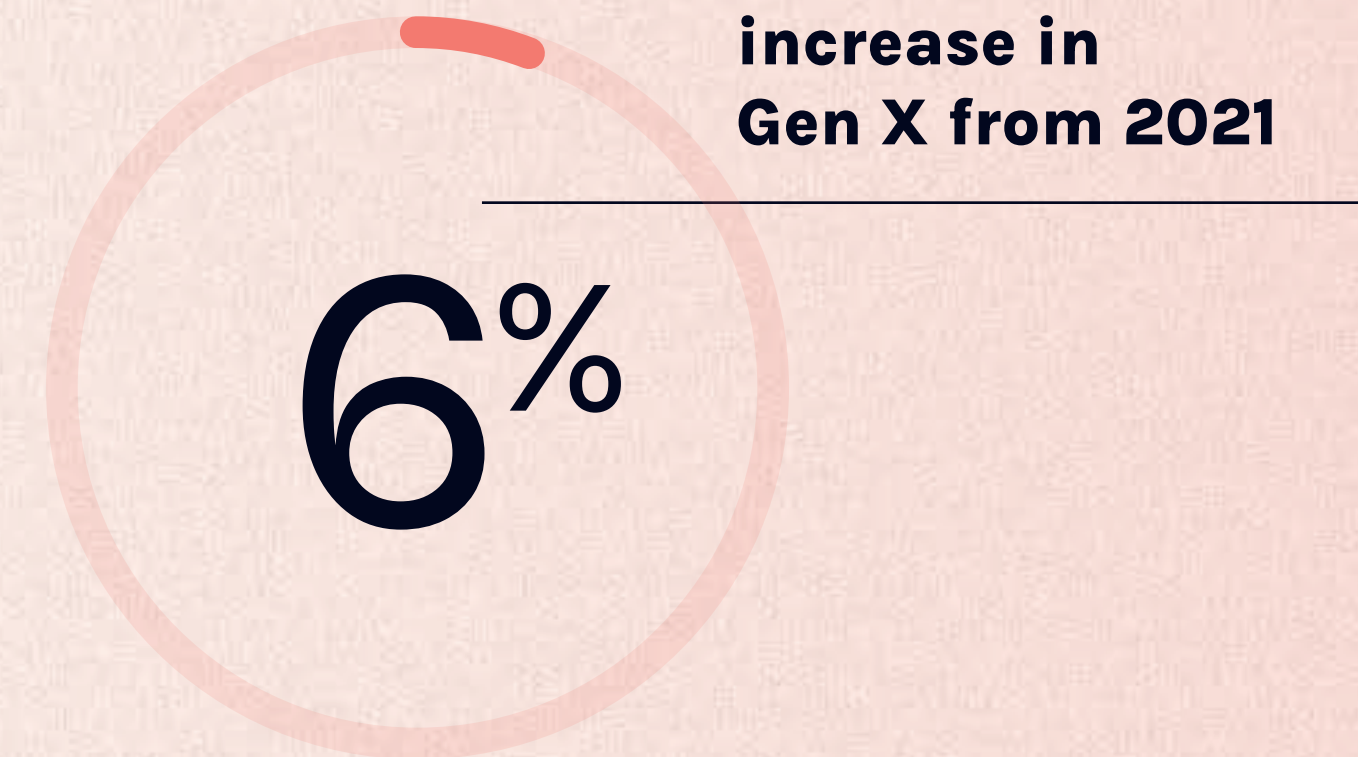
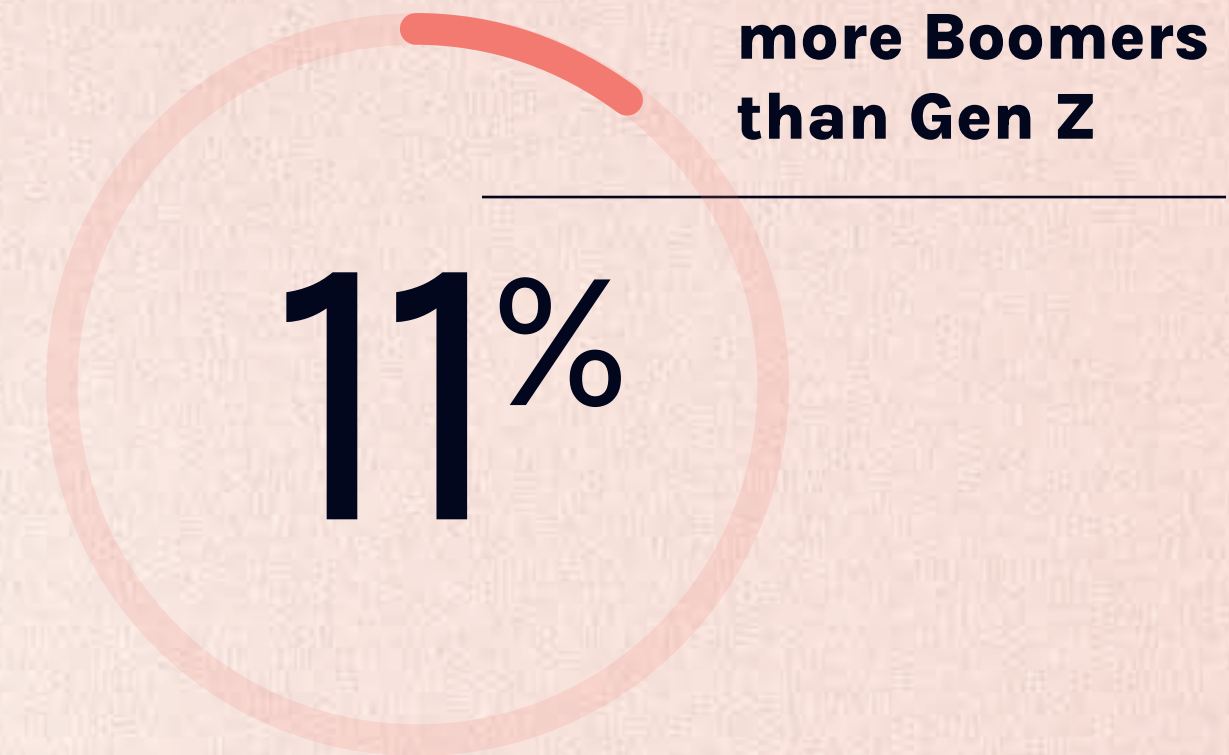


Thinking about your **FAVORITE** brand that has communicated with you over the last six months, please select whether you agree or disagree with the following statements.

## Treats the customer like an individual

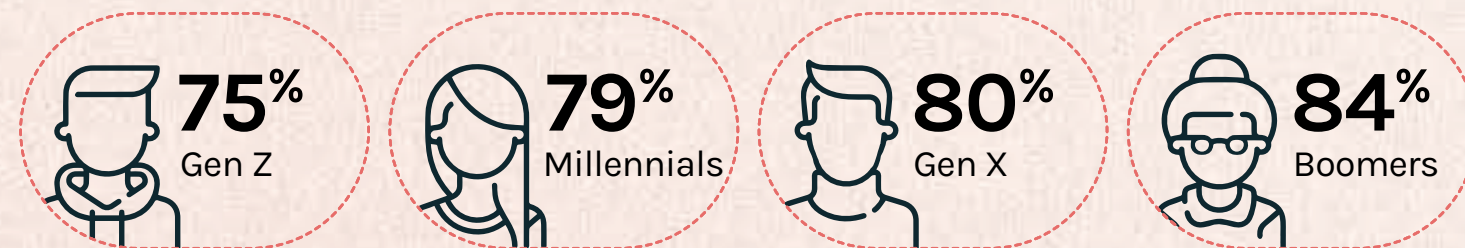


Around three-quarters of consumers across all generations are craving more individualization from brands and rewarding those that have made that commitment. This gets higher the older the consumer.

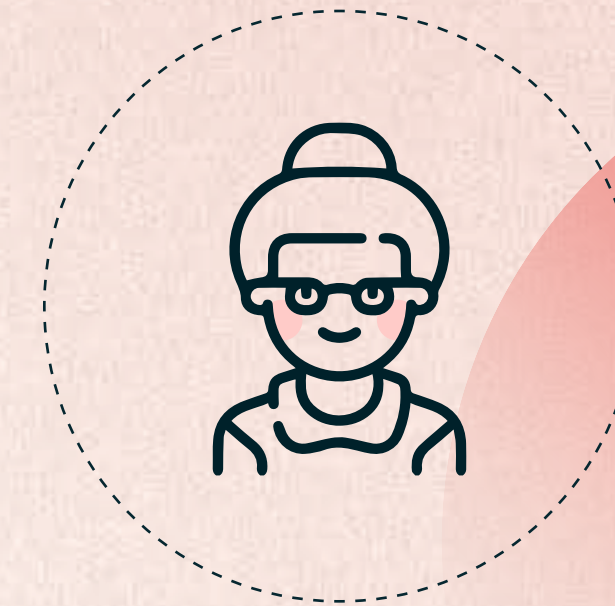


Thinking about your **FAVORITE** brand that has communicated with you over the last six months, please select whether you agree or disagree with the following statements.

## Provides a consistent experience, regardless of the channel



Over three-quarters of consumers across generations favorite brand's communications are consistent wherever they interact with it. This gets higher the older the consumer. It's essential for every brand to actualize this, with a unified customer profile which includes identifying core information about the customer, the channels and interactions they've had with your organization, along with their transaction history.

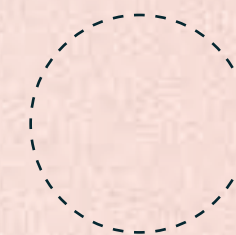


5%

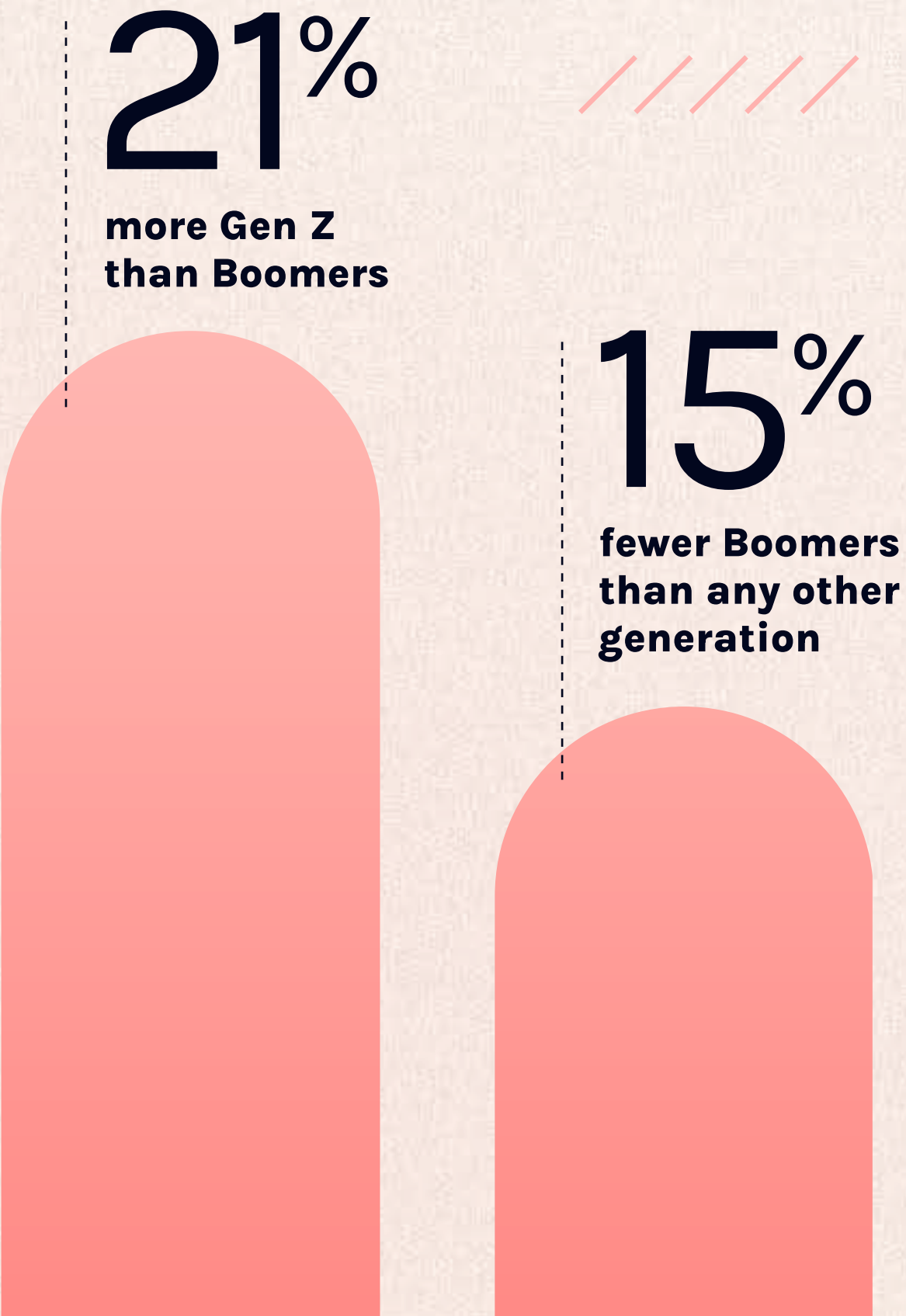
more Boomers than any other generation

12%

more Boomers than Gen Z



Thinking about your **FAVORITE** brand that has communicated with you over the last six months, please select whether you agree or disagree with the following statements.



### Surprises and delights with unexpected rewards



Consistently around two-thirds of consumers have a favorite brand whose messaging surprises them with rewards they don't expect, until a small drop off to Boomers who find this less valuable. Adding AI and ML to give a jolt to personalization efforts truly gives marketers the ability to surprise and delight their customers by helping scale and automate the offer selection and targeting process.

# Like Gen Z, Personalization Initiatives Have a Lot of Maturing to do

Data doesn't lie - most marketers are missing the mark when it comes to personalization. In the data economy, where brands have huge portfolios of data on their customers, personalization is more often a buzzword than a genuine tactic.

Personalization is the core of relationship marketing, that means a strategy rooted in both first- and zero-party data and creating messaging opportunities based on it to personalize every interaction and differentiate from your competitors.

The older generations are staunch in their annoyance at poor personalization that delivers irrelevant offers or is derived from third-party data. Younger generations are irked by this too, but are also frustrated when their loyalty and purchase history is not taken into account.

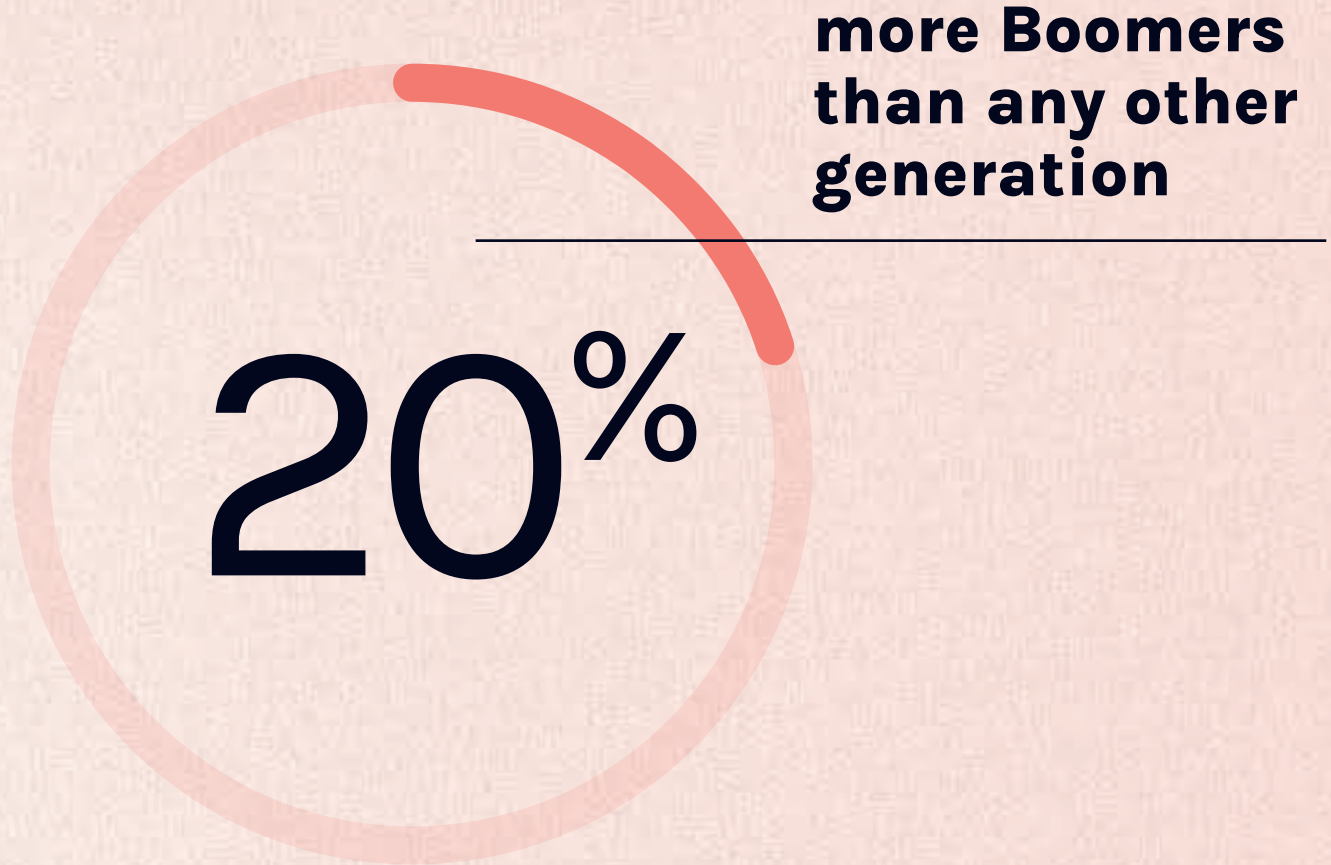


Thinking about all the brands that have communicated with you regularly in the last six months, have you experienced any of the following frustrations? I felt frustrated when I received...

### Irrelevant content & offers

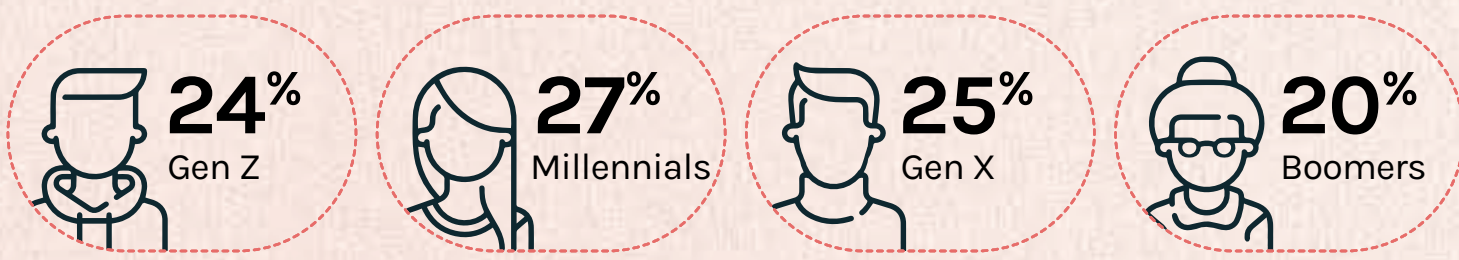


A substantial chunk of consumers have felt frustration when receiving irrelevant content and offers - the older the consumer, the more common the dissatisfaction. Other than Gen Z, there have been noticeable year-on-year increases too.

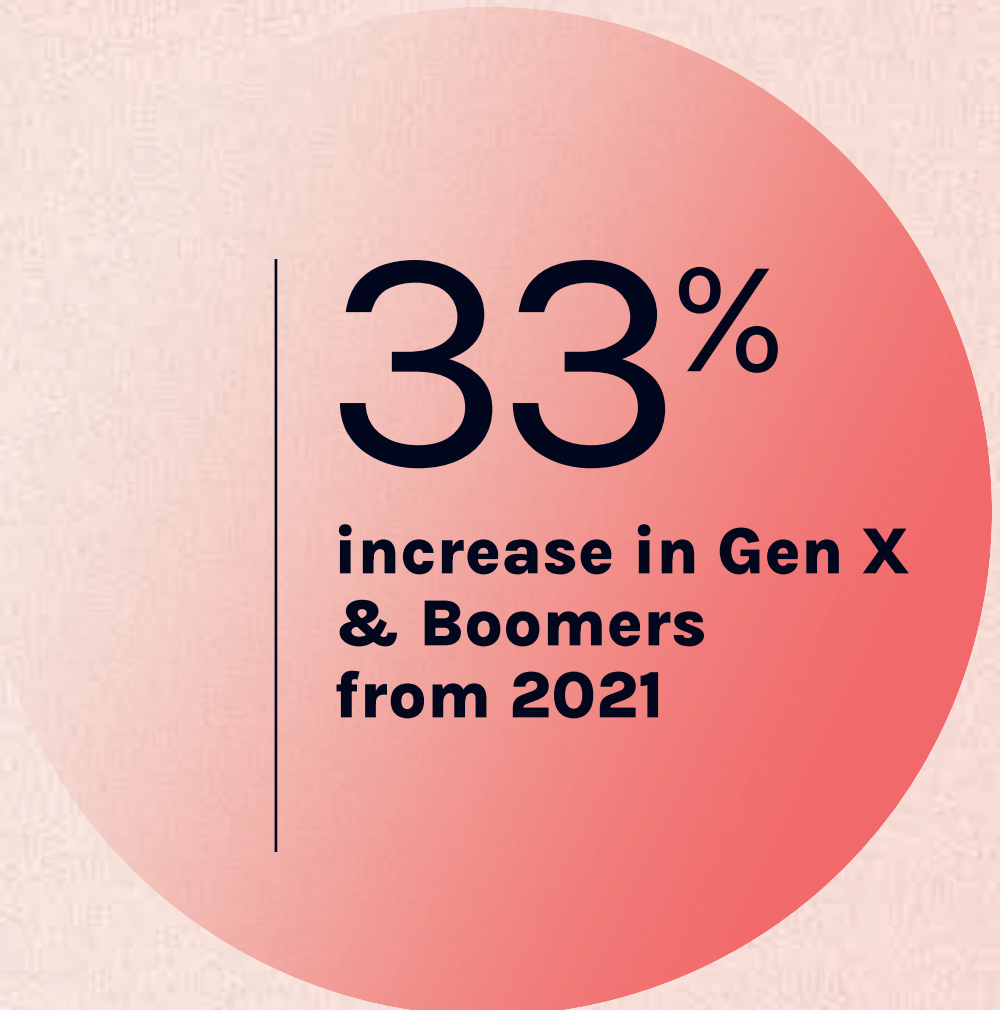


Thinking about all the brands that have communicated with you regularly in the last six months, have you experienced any of the following frustrations? I felt frustrated when I received...

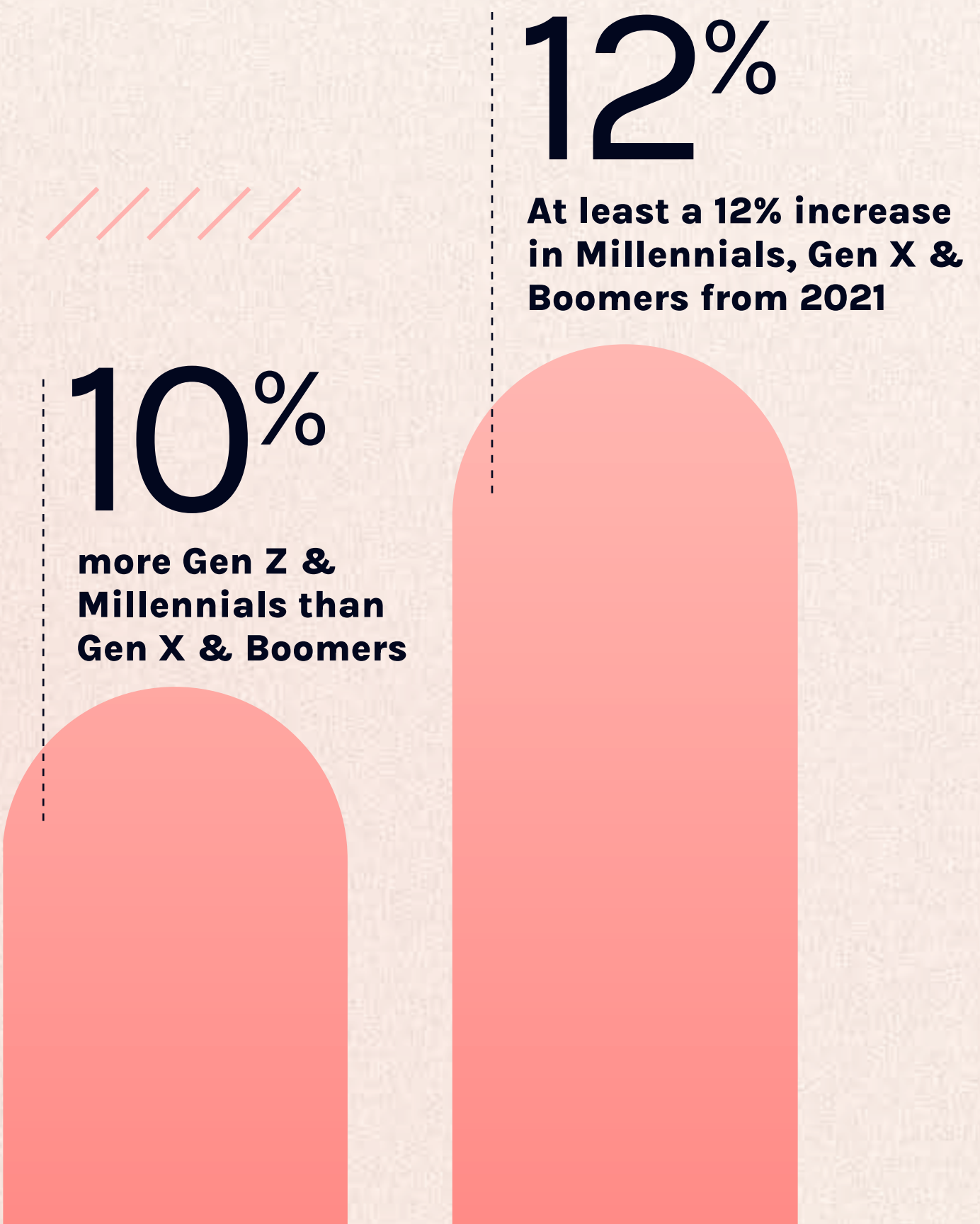
## Communications delivered at the wrong time of day



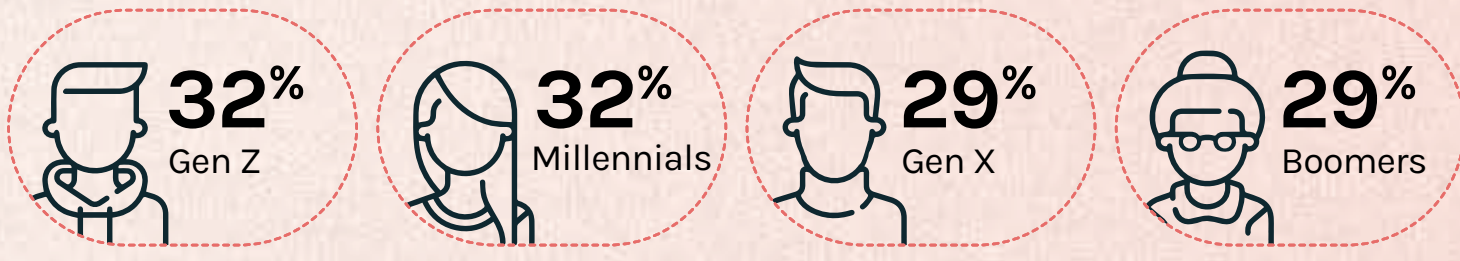
Around a quarter of consumers across generations have felt annoyed by communications delivered at the wrong time of day with an increase year-on-year across all generations, getting higher the older the consumer. The answer is precise and accurate targeting through messaging at scale - engaging customers using batch and trigger-based email and SMS campaigns.



Thinking about all the brands that have communicated with you regularly in the last six months, have you experienced any of the following frustrations? I felt frustrated when I received...



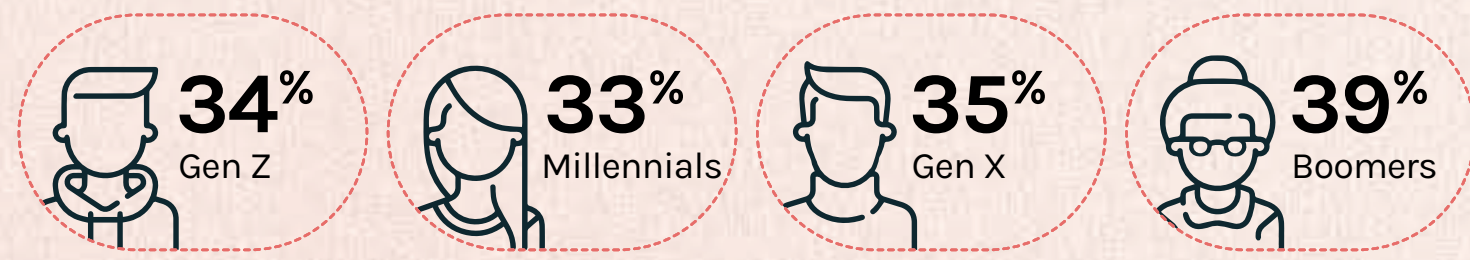
### Messages that didn't recognize shopping or loyalty card history



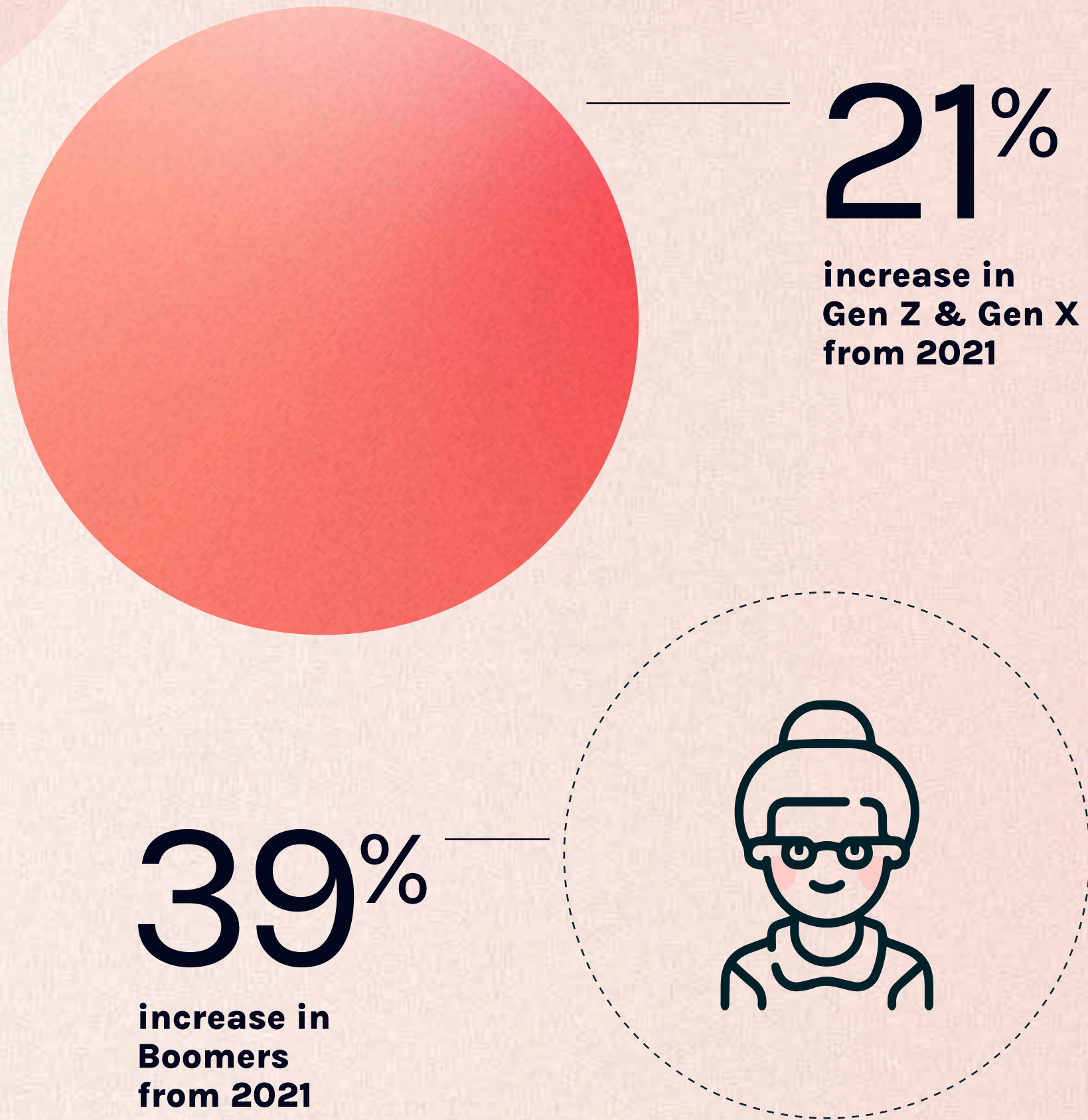
Around a third of consumers across all generations have felt irritation by messages that don't recognize their shopping or loyalty card history. This drops slightly for the older generations. There has been an increase year-on-year across all generations, getting higher the younger the consumer.

Thinking about all the brands that have communicated with you regularly in the last six months, have you experienced any of the following frustrations? I felt frustrated when I received...

### Messaging based on information not shared directly with the brand



Well over a third of consumers across all generations have felt irked by messaging based on information that they hadn't shared directly with the brand - this increases for older consumers. Brands must deliver value, relevancy and create meaningful experiences for individuals based on their proactively shared preferences... not third-party or inferred data.



# Highly Profitable Customers Who Are Loyal by Nature Are Being Handed to Your Competitors

Marketers are still struggling to make the case for long-term strategic investments in loyalty, despite data showing this investment would pay dividends. Loyalty programs are an often-overlooked aspect of customer experience, but they are vital in building relationships that last. The majority of consumers across all age groups enjoy the benefits that come from being loyal to a brand, with two-thirds of Gen Z prepared to pay more to purchase from a favored brand. Get it wrong and you won't have the means to turn one-off purchasers into loyal customers. Get it right, and your customers will pick your products over the competition.

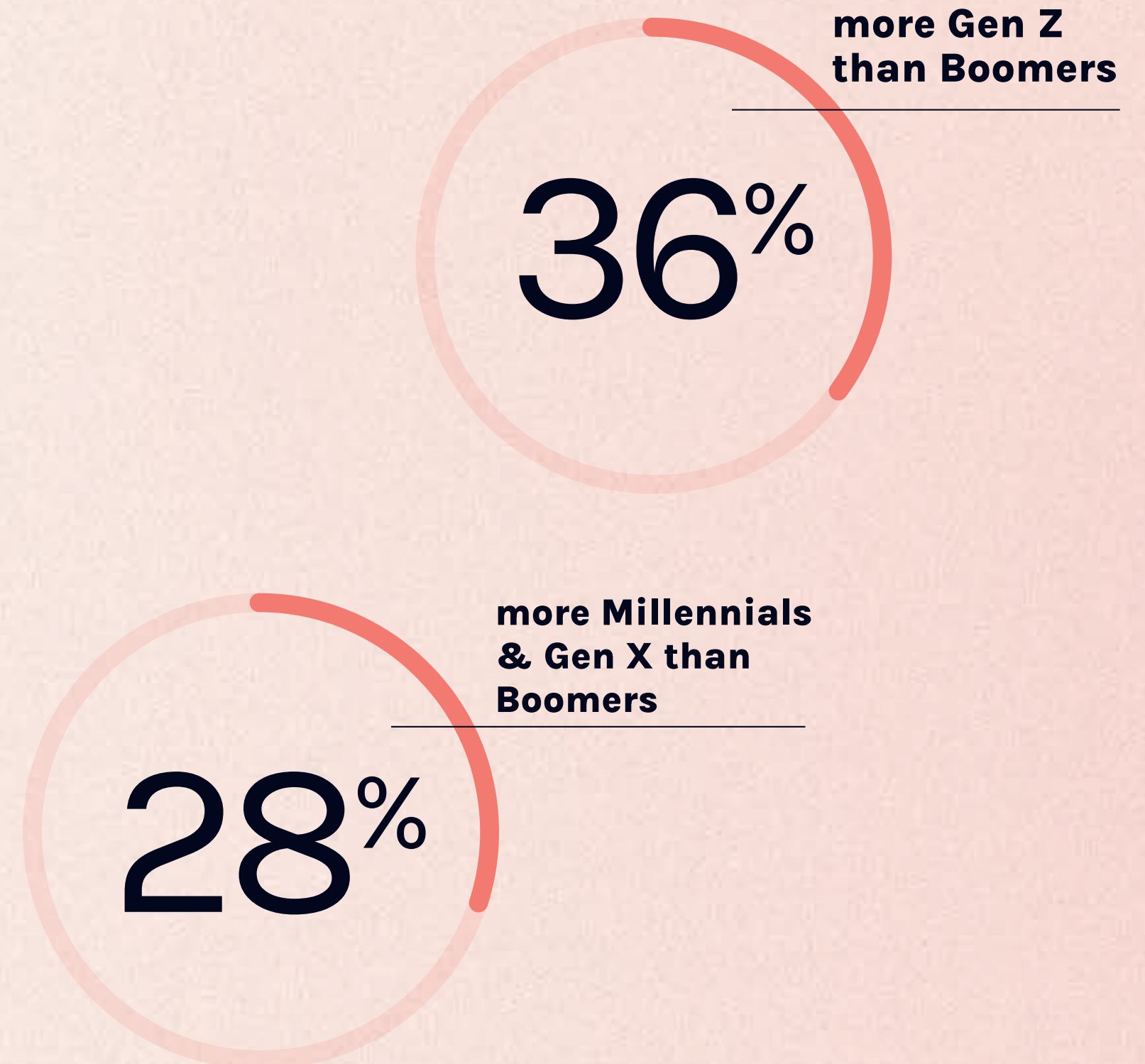


Brands want to have loyal customers who prefer them to competitors. Thinking about how you've shopped, the brands you've bought from and your personal brand loyalties in the last six months, are the following statements true or false?

**“I’m definitely loyal to some companies, and I’ll pay more to shop with them”**



The most unambiguous way a consumer can show they love your brand is to have an affinity for your products, believe in your brand promises, and pay a little bit extra for it. Almost two-thirds of consumers across all generations are not only loyal to some companies, but will pay more to shop with them. However, slightly less than half of Boomers feel this way.

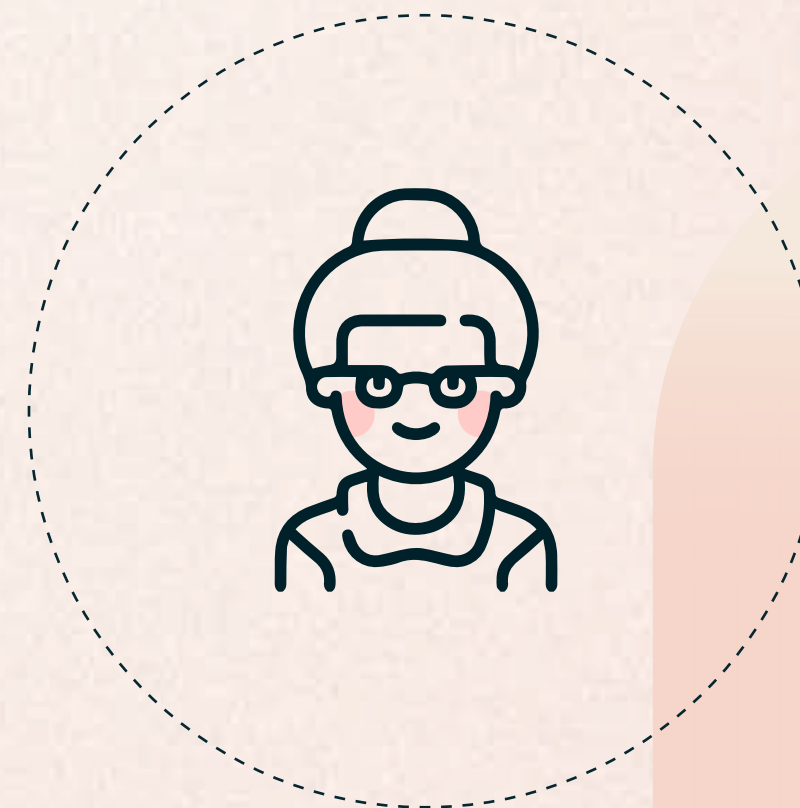


Brands want to have loyal customers who prefer them to competitors. Thinking about how you've shopped, the brands you've bought from and your personal brand loyalties in the last six months, are the following statements true or false?

## “I am loyal to some brands, but I'll buy from competitors”



Around three-quarters of consumers across all generations are loyal to some brands, but will buy from competitors if it's cheaper or more convenient. This increases the older the consumer gets. There has been an encouraging year-on-year drop across the board, most pronounced in Gen Z. There needs to be genuine focus on a reciprocal brand and consumer trust, to turn warm shoppers and take them on the journey to becoming loyal brand advocates.



10%

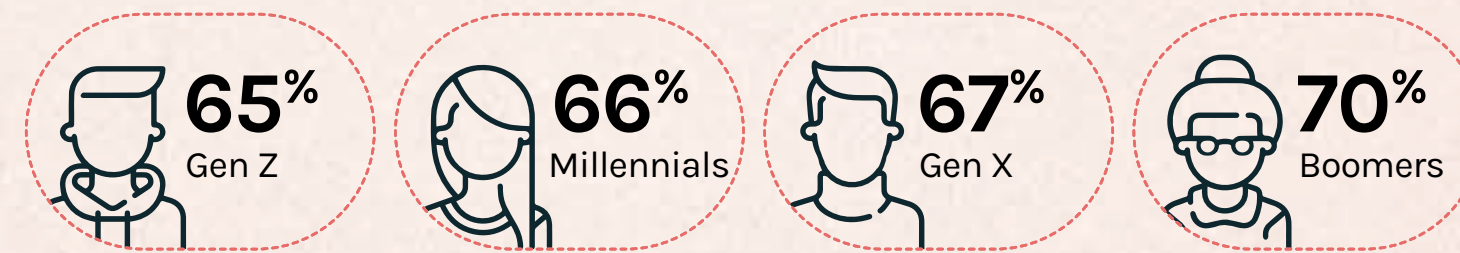
more Boomers than any other generation

20%

more Boomers than Gen Z

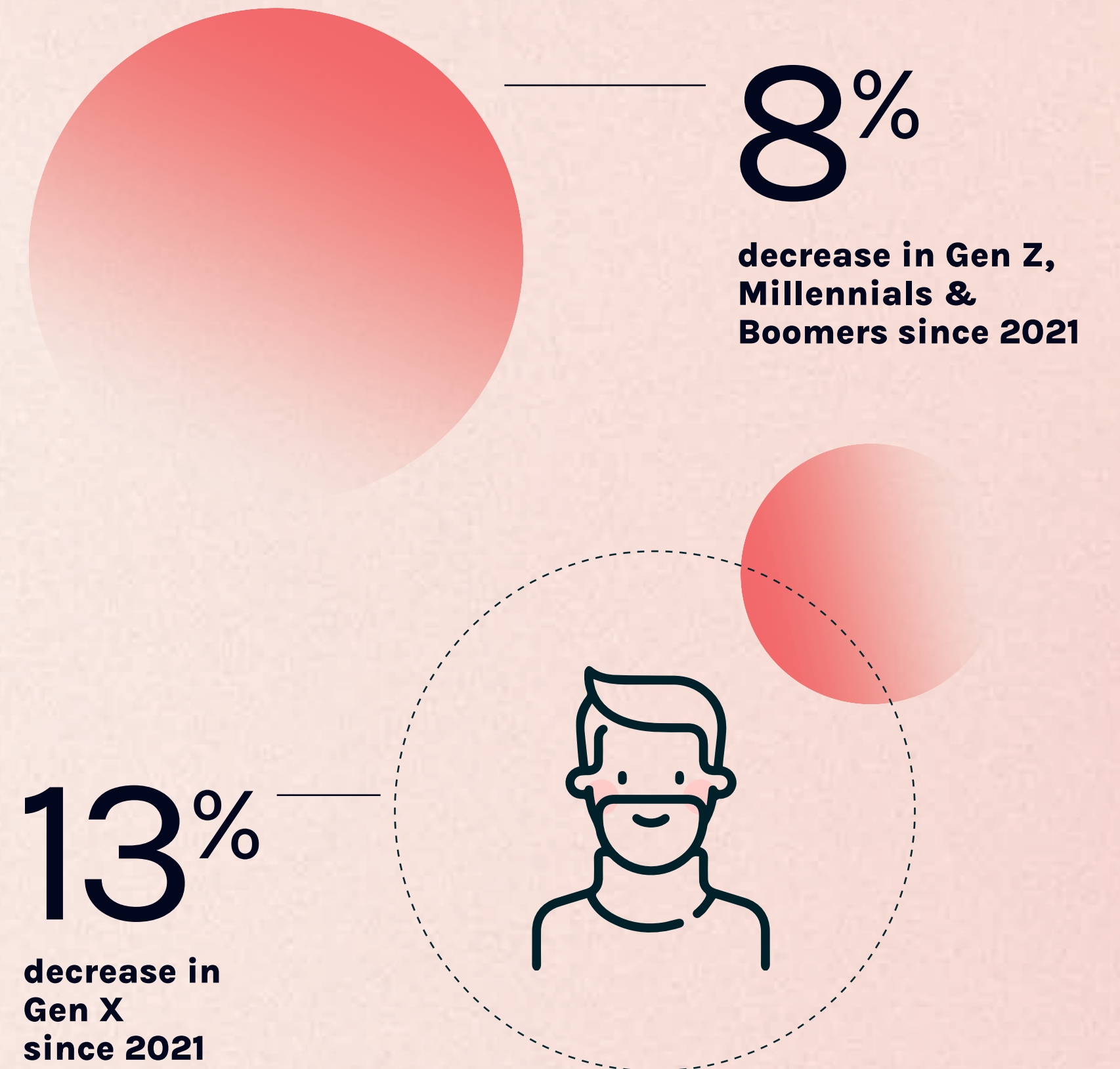
Brands want to have loyal customers who prefer them to competitors. Thinking about how you've shopped, the brands you've bought from and your personal brand loyalties in the last six months, are the following statements true or false?

**“There are examples where I frequently buy from the same company, but I don't feel loyal”**



Around two-thirds of consumers across all generations frequently buy from the same company, but don't feel loyal to that company.

This increases slightly the older the consumer gets. Across all generations there has been a year-on-year drop in consumers who feel this way.

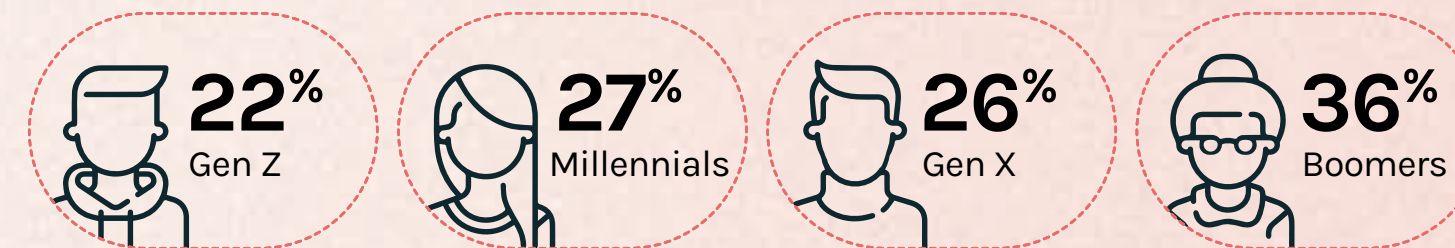


Brands want to have loyal customers who prefer them to competitors. Thinking about how you've shopped, the brands you've bought from and your personal brand loyalties in the last six months, are the following statements true or false?

**33%**  
more Boomers than any other generation

**15%**  
fewer Gen Z than any other generation

## “I’m not loyal to any particular companies”



A quarter of consumers across the younger generations are not loyal to any companies, with over a third of Boomers feeling this way. Optimistically, there has been a year-on-year drop in consumers who feel this way in every generation other than Millennials. That’s a huge slice of the market that may not be loyal to you, but are also not loyal to your competitors. It’s crucial for brands to build value into every customer relationship to turn fickle consumers into loyal customers.



# Top Loyalty Drivers

There are many factors that drive brand loyalty, and the top drivers are fairly simple: have a great product and good customer service. But following that, consumers value all the things that make your brand a bit different: a great loyalty program, being respectful of data and treating them as a person, not a persona.

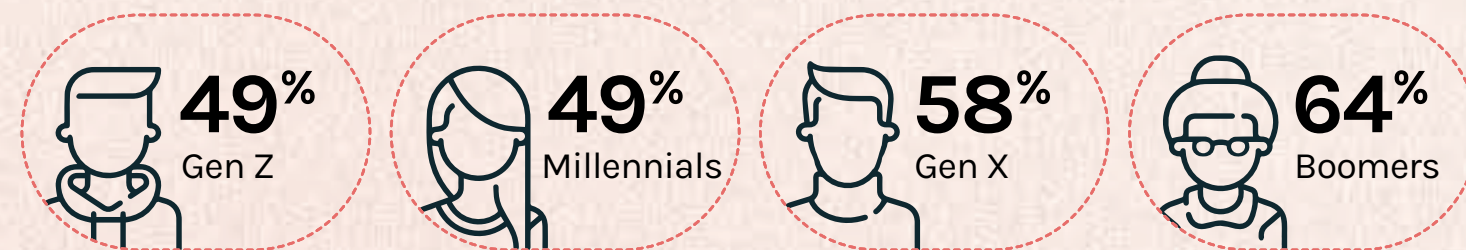
For the more senior shoppers, a stellar product is essential, as well as when a brand strives hard to build a relationship with them. For younger folk, it's a champion loyalty program backed up by true personalization and treating their data with respect.

While the COVID-19 pandemic has been unequivocally a disaster for communities and brands, we have seen a rise in consumer trust – and this is a trend we should all strive to continue.

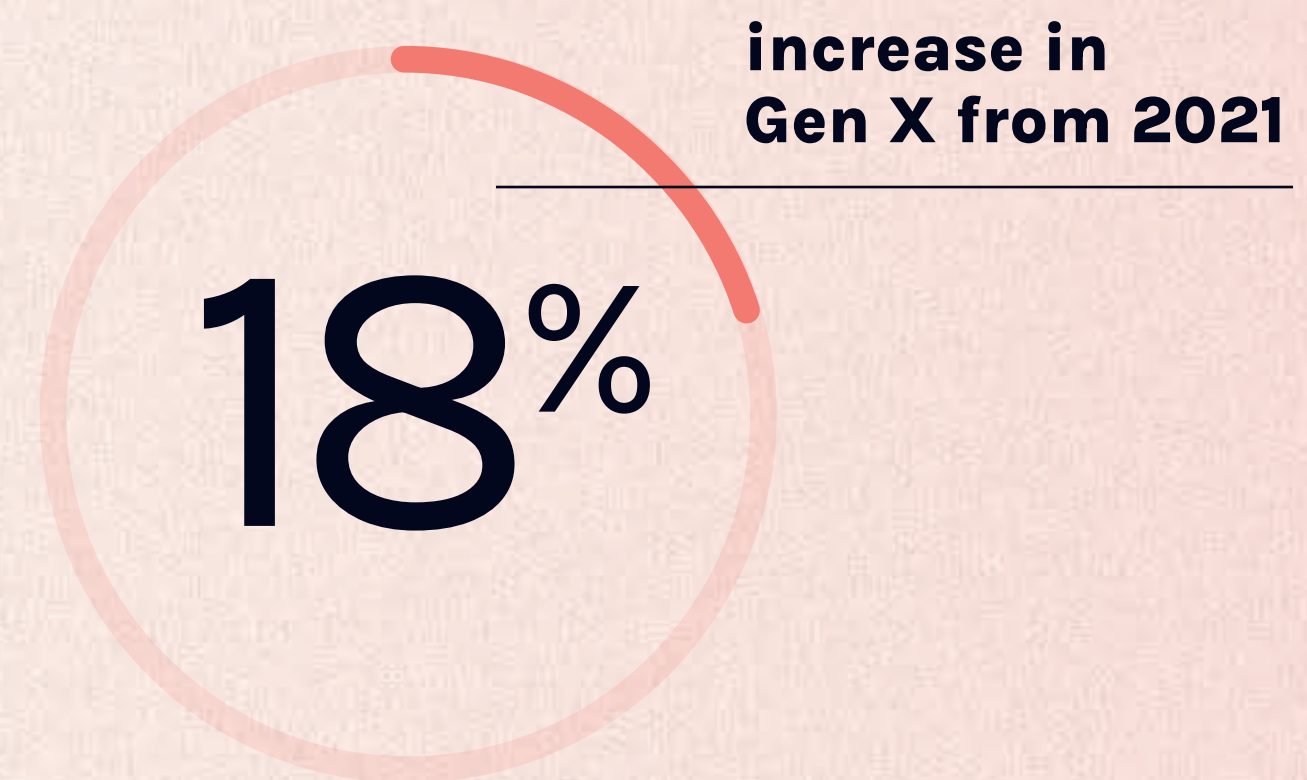
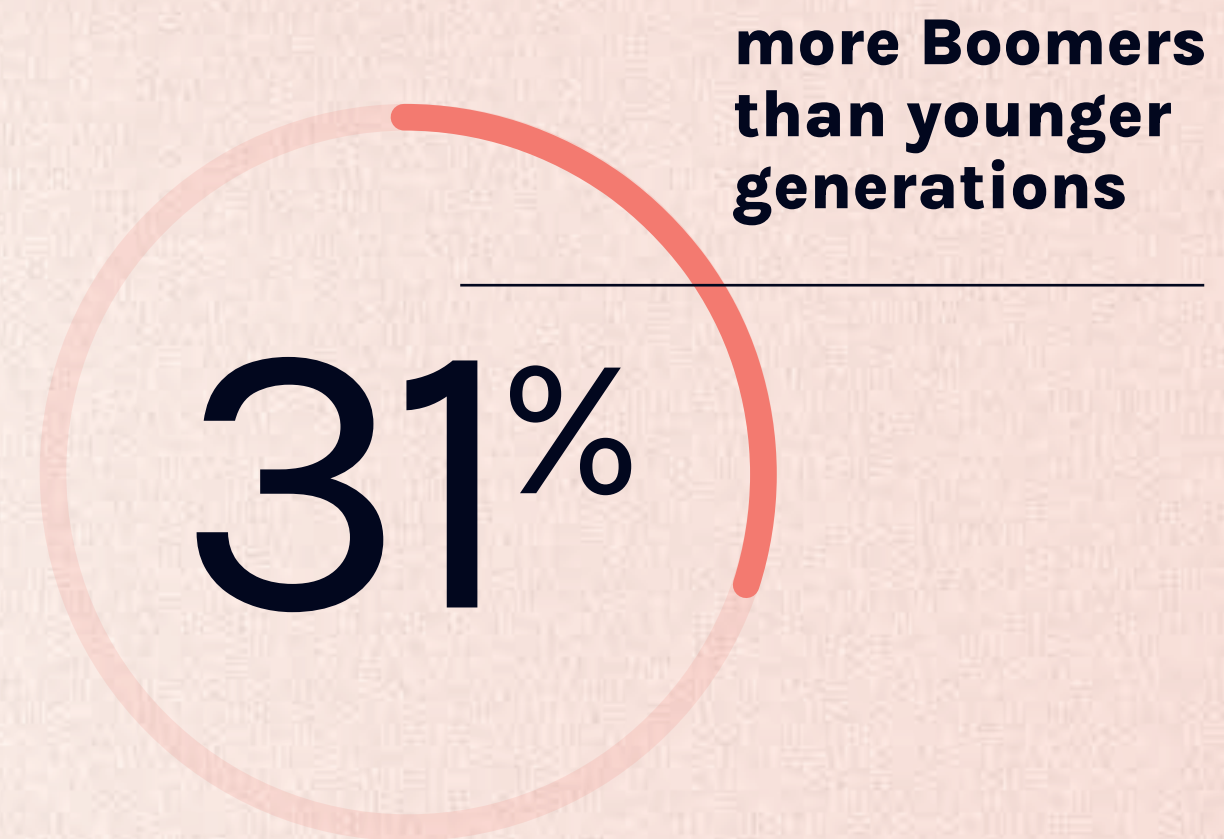


Thinking about the brands you are most loyal to, what are the factors that make you loyal to certain brands?

## Great products/ services

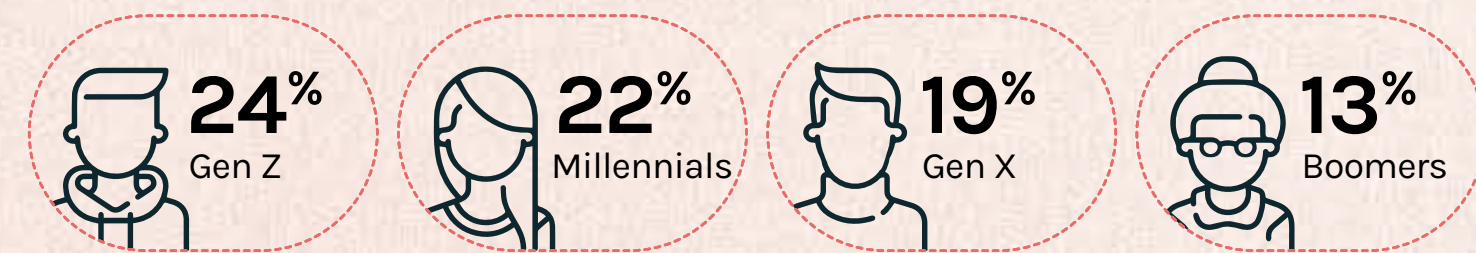


It's no surprise that the top loyalty driver is to have a great product or service. At least half of consumers are loyal to a brand for this reason, and this rises to almost two-thirds as the consumer gets older.



Thinking about the brands you are most loyal to, what are the factors that make you loyal to certain brands?

## Loyalty program



The younger the consumer, the more important the extra value of a full-fledged loyalty program becomes with sizable shifts from Boomers through to Gen Z.



**26%**  
more Gen Z  
than Gen X

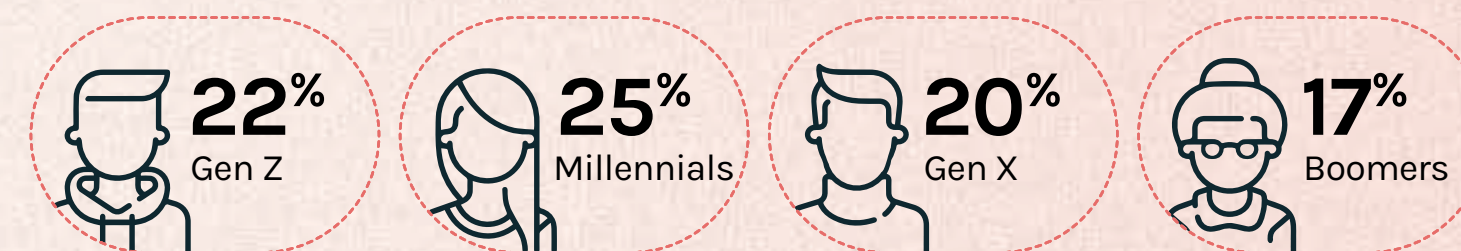
**85%**  
more Gen Z  
than Boomers

Thinking about the brands you are most loyal to, what are the factors that make you loyal to certain brands?

25%  
more Millennials  
than Gen X

47%  
more Millennials  
than Boomers

## Treating data with respect

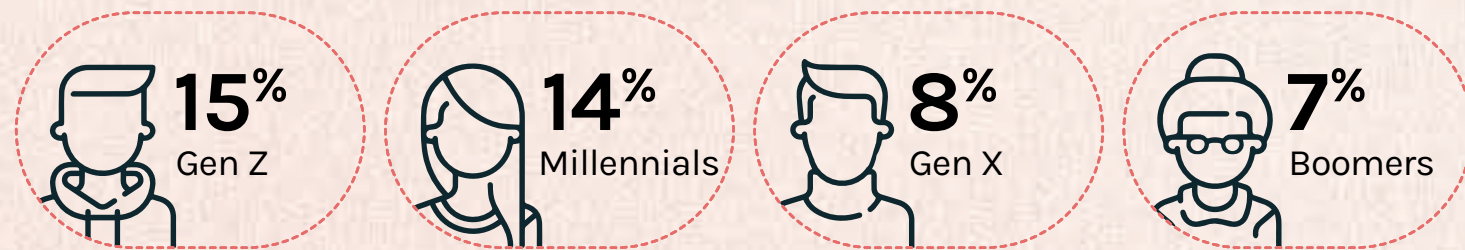


For many, privacy is now a differentiator to be conflated with price, product, and customer experience. With around a fifth of consumers loyal to a brand that treats their data with respect, this peaks with Millennials at 25%, and is least valuable among older consumers.

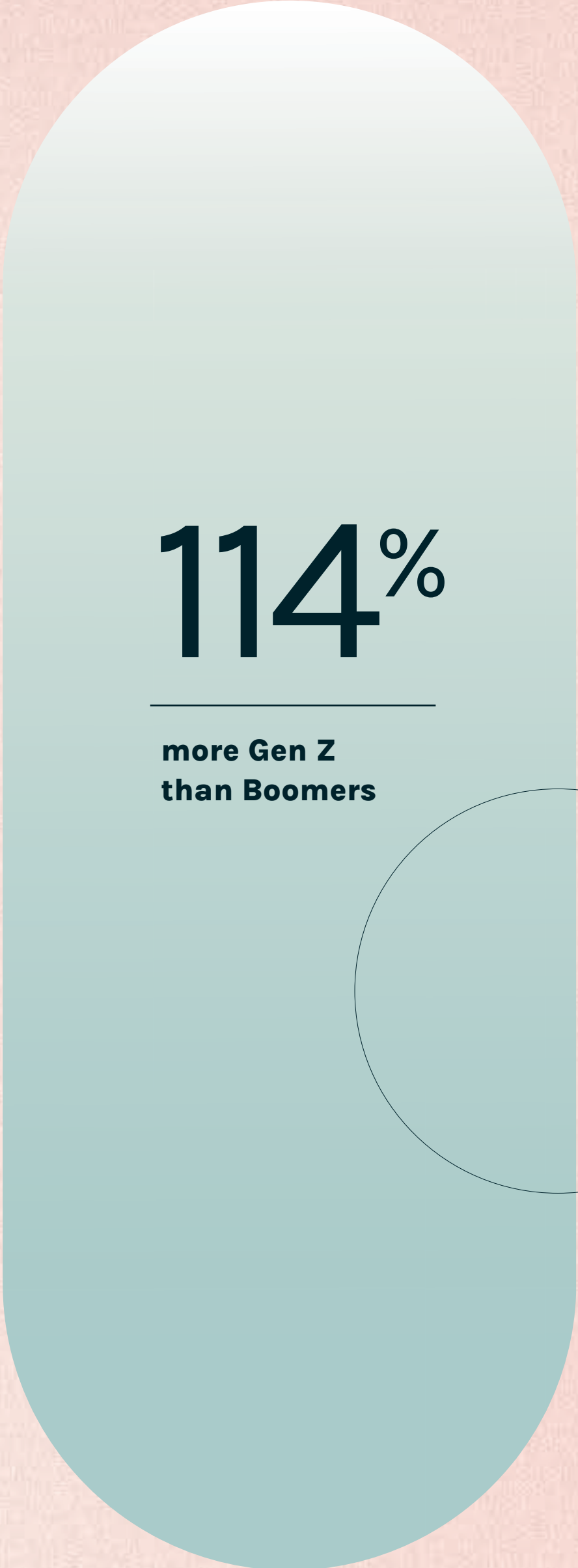
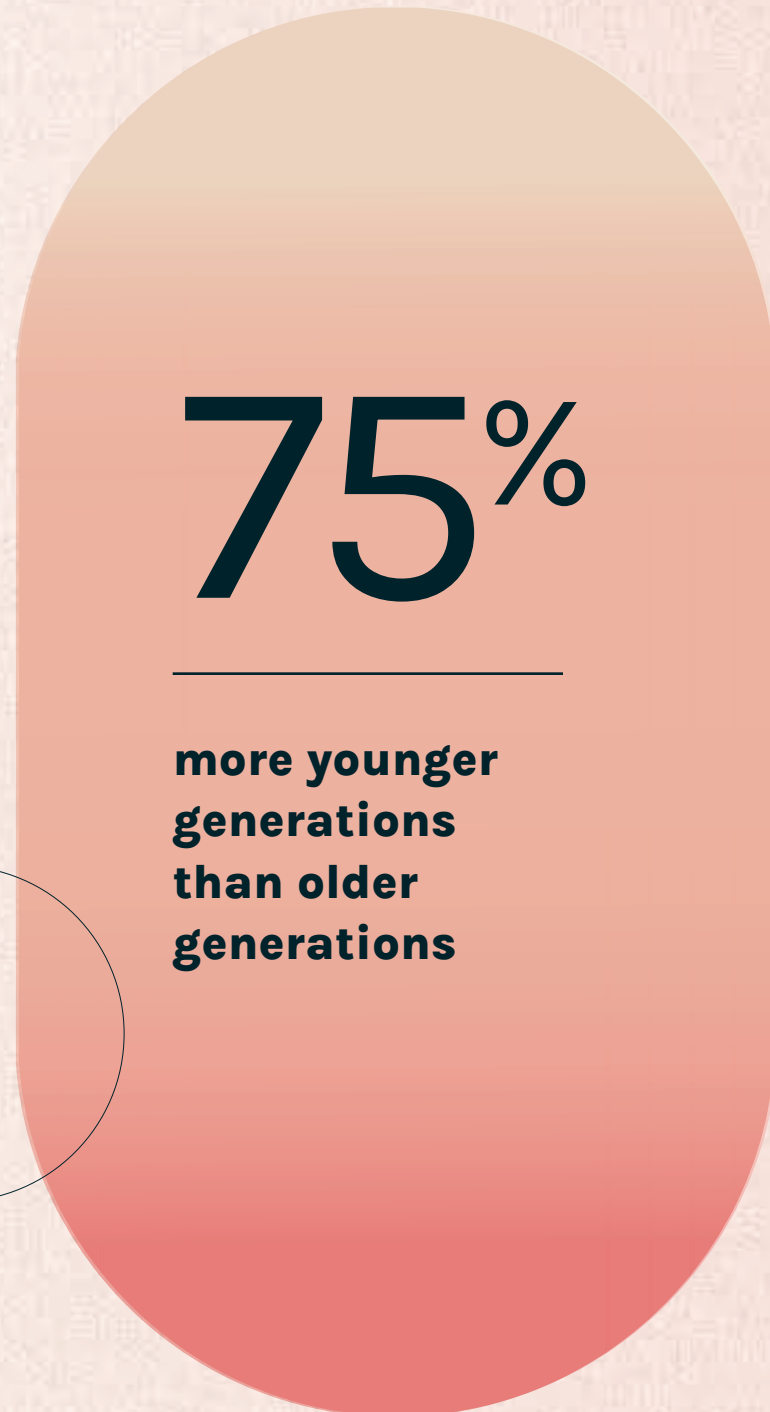


Thinking about the brands you are most loyal to, what are the factors that make you loyal to certain brands?

## Understanding what I need

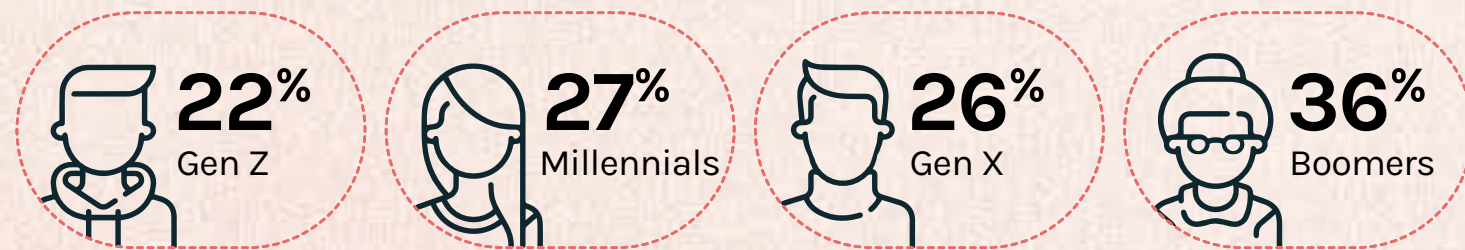


Around 10-15% of consumers are loyal to a brand that understands what they need, getting more important the younger the consumer. Using your data to create truly personalized experiences is key here.

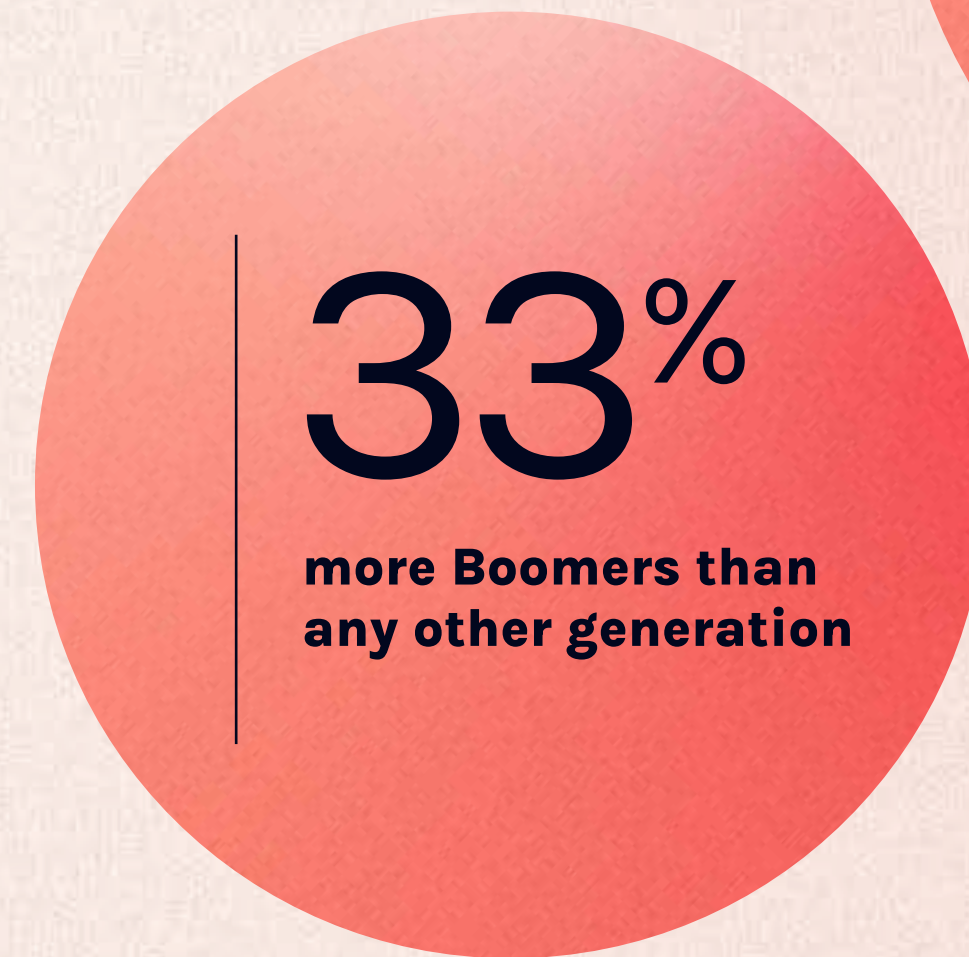


Thinking about the brands you are most loyal to, what are the factors that make you loyal to certain brands?

## Working hard to build a relationship



Around a quarter of consumers are loyal to a brand that works hard to build a relationship with them, and this is significantly more important for Boomers. This again comes back to the core of relationship marketing - meeting the customer where they are - and delivering personalized experiences that reflect this.



# The Cost of Getting Loyalty Wrong

All too many brands still invest far more resources in customer acquisition strategies than customer retention. Here's where your hard-earned data must shine, by delivering engaging messages and personalized experiences to create loyalty that lasts. Data fuels these experiences, providing insight into what benefits and rewards will entice your customers into becoming more emotionally invested in your brand, and less likely to jump ship. In the last year, well over a third of younger generations have switched from a favored brand - marketers need to quell this attrition.



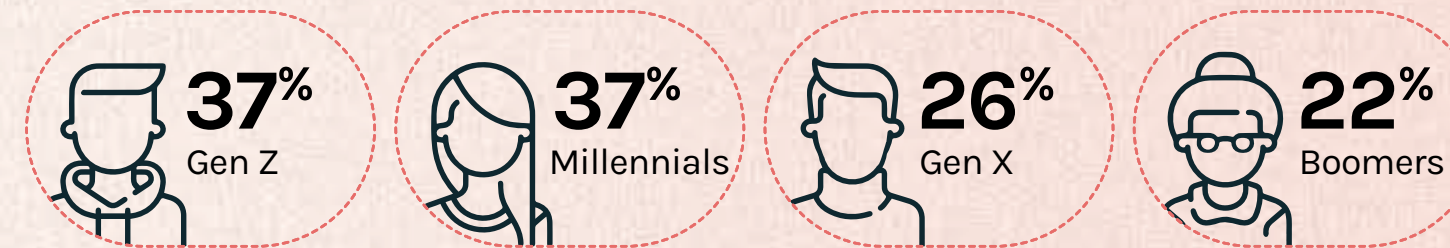
68%

more Gen Z & Millennials than Boomers

42%

more Gen Z & Millennials than Gen X

## Consumers who have switched brands



Marketers should be concerned about the high numbers of consumers that have left a brand they previously used to buy from in the last 12 months. The younger the consumer, the more likely they are to have cut ties, with a big jump from the older to younger generations. Rather than merely accrue new customers in the immediacy, there should be a focus on maintaining and nurturing relationships with one's current customer base.



# Loyalty Program Participation is on the Rise, but Don't Get Complacent

Loyalty programs drive sales, increase customer lifetime value and keep profitable customers coming back – and the good news is that consumers across all generations love them and the overwhelming majority are willing to increase their participation next year.

The heart of loyalty is not merely the cheapest price-point, but a brand that can foster community, recognizes the customer as an individual, and delivers content and product recommendations that reflect this.

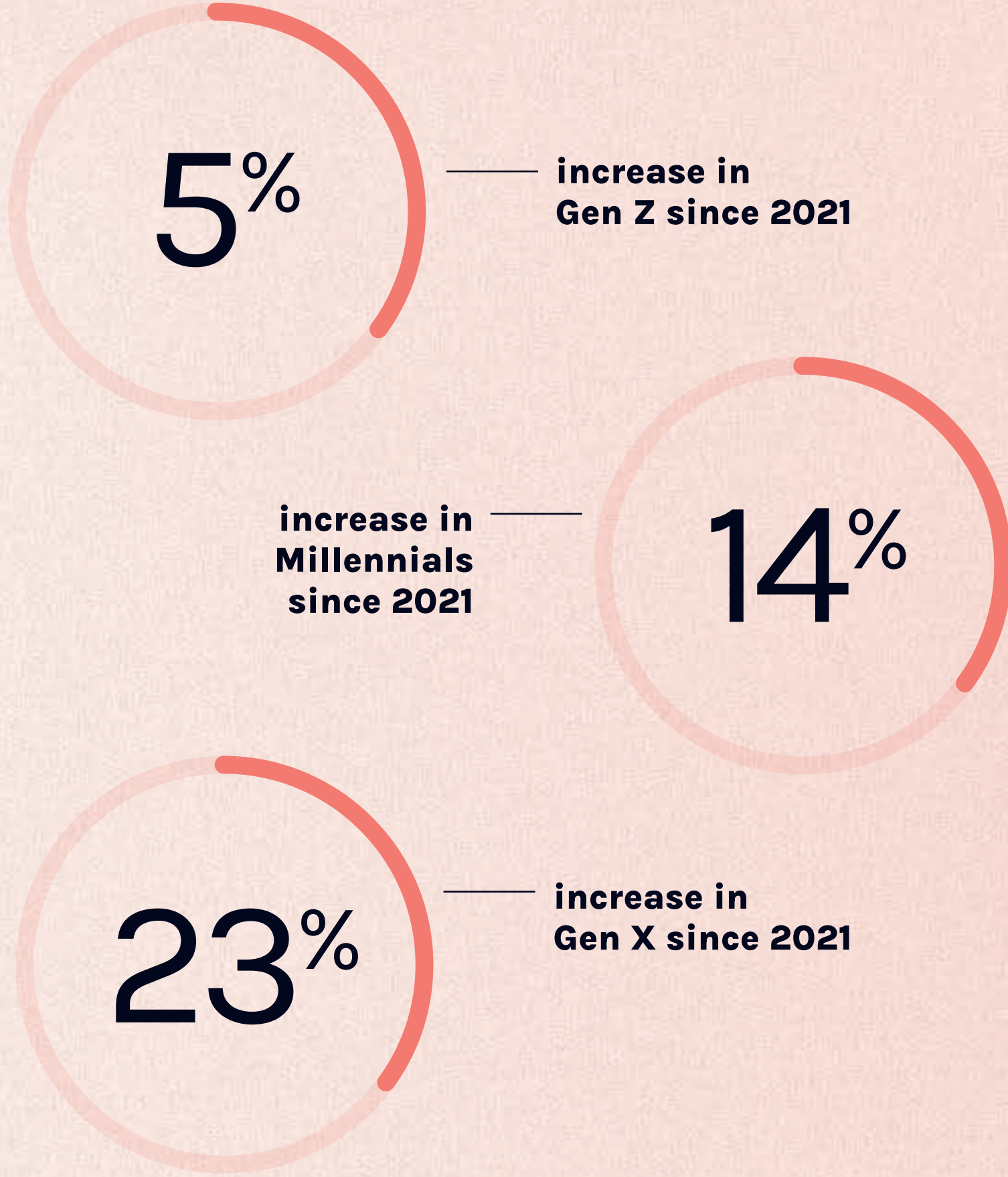


# Are you more or less likely to engage in brand loyalty programs this year than last year?

## More likely



Consumers across all age groups are participating in loyalty programs, even if you are not offering one. The number of consumers across all generations that say they are more likely to take part in a loyalty program than last year has increased across all age groups and remained the same with Boomers. What's more, a mere 6% of Boomers, and 11% of Gen Z are less likely to participate in a loyalty program than the previous year.



# Loyalty is About More Than Points-for-Prizes

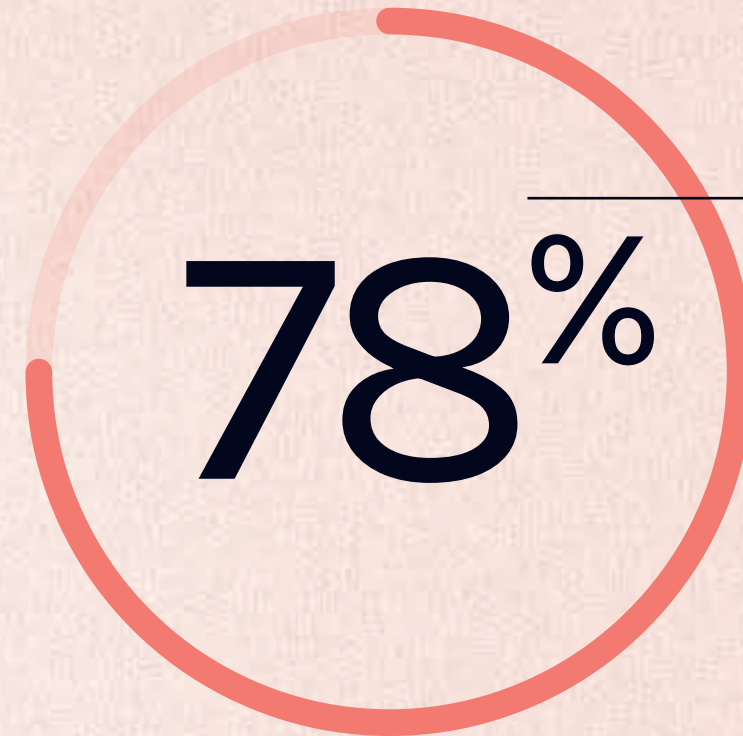
A lot of brands think they need a points-based rewards program, because all too many conflate the term loyalty program with rewards program. Points-for-prizes is merely one of the many different tactics one can use to help engender loyalty. Of course most age groups love points, but for younger consumers, a free taco every tenth visit isn't going to be enough to beat the competition.

Year-on-year, consumers across all generations are telling us they would like engaging interactive experiences, exclusive access, personalized product recommendations, brand recognition and community in return for their loyalty. The heart of loyalty is not merely the cheapest price-point, but a brand that can foster the above.



Thinking about rewards and loyalty programs, what should brands offer to keep you coming back?

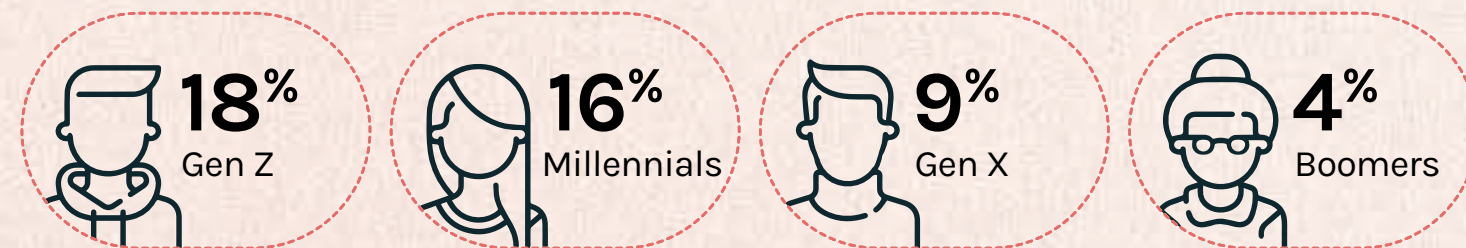
**more younger generations than older generations**



**increase in Boomers since 2021**



## Community



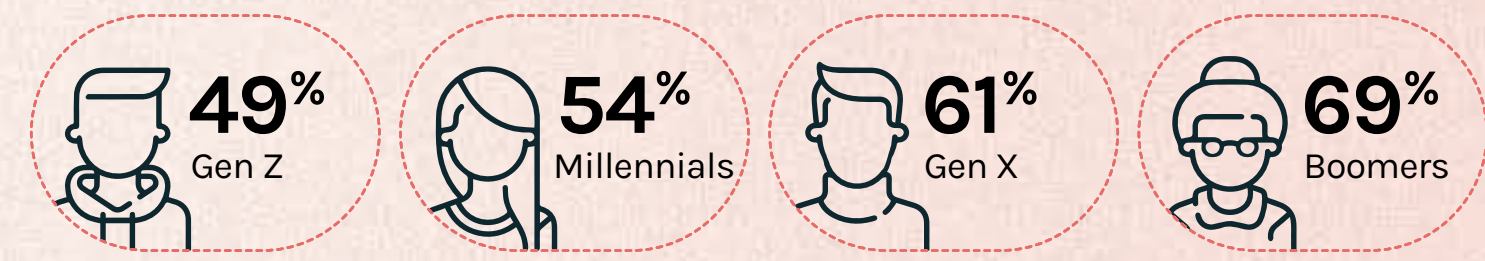
There is a sizable differential between younger and older consumers when it comes to valuing being part of a brand's community. Encouragingly, there have been noticeable year-on-year increases across all generations - the older the consumer the bigger the increase.

Thinking about rewards and loyalty programs, what should brands offer to keep you coming back?

**20%**  
fewer Gen Z than older generations

**9%**  
fewer Gen Z than any other generation

## Points/ Rewards



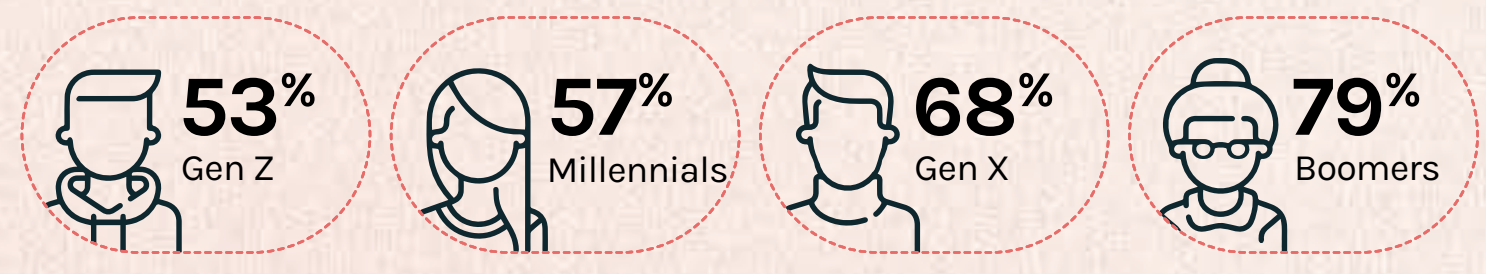
Points will always be a staple of loyalty programs, but interestingly, for Gen Z, slightly less than half say points keep them coming back.

There is a substantial jump to the older consumers when it comes to valuing points, with year-on-year increases across all generations.

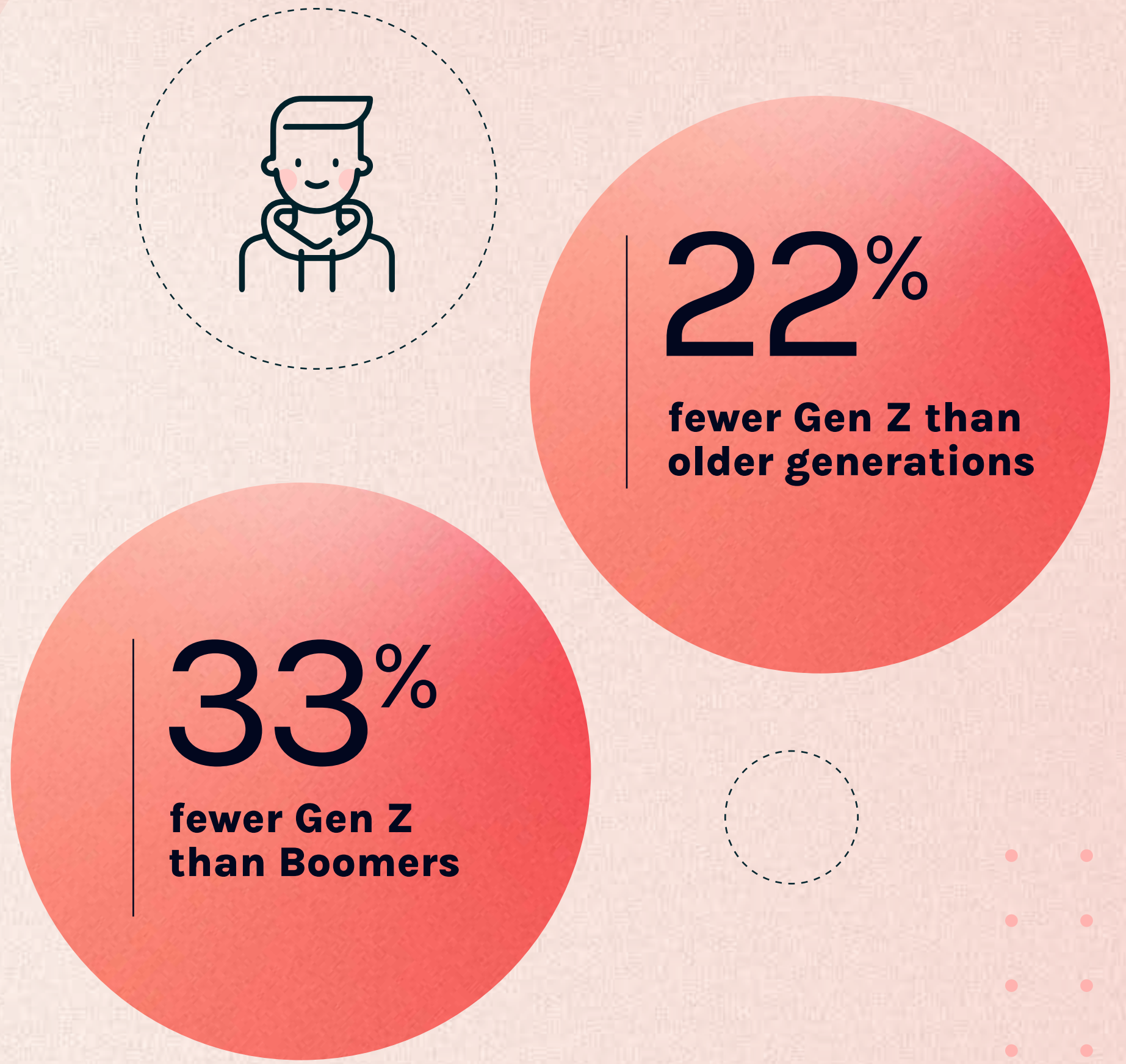


Thinking about rewards and loyalty programs, what should brands offer to keep you coming back?

## Discounts

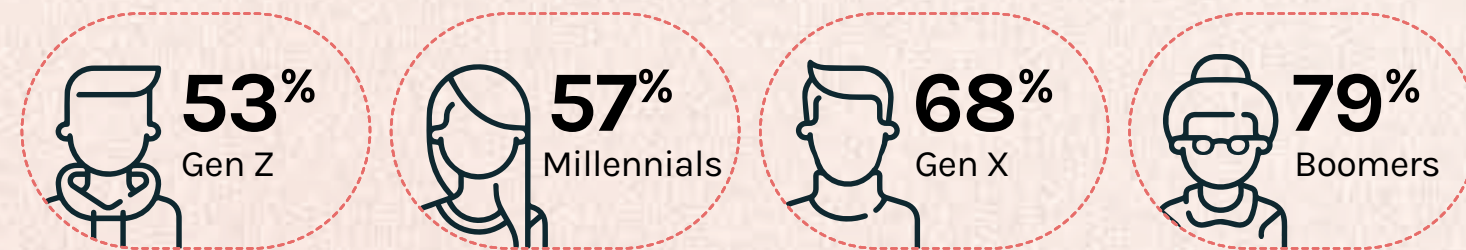


Consumers will always love a discount, but undercutting your competitors doesn't guarantee loyalty - in fact, just over half of Gen Z and Millennials say it keeps them coming back. However, over two-thirds of Gen X and well over three-quarters of Boomers will be wooed with a discount.

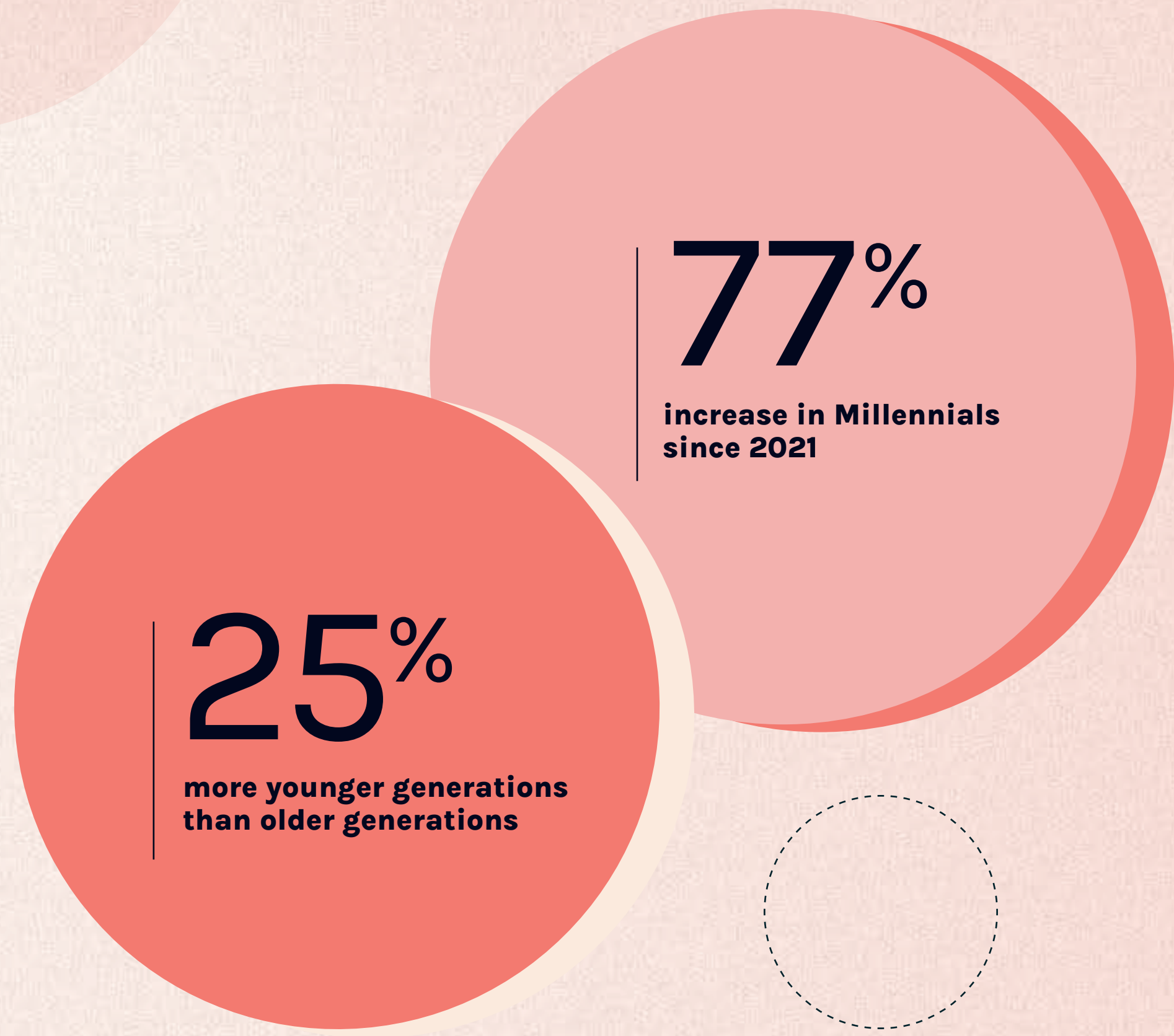


Thinking about rewards and loyalty programs, what should brands offer to keep you coming back?

## Contests/ sweepstakes



The rise in consumers enjoying interactive experiences like questionnaires, polls, sweepstakes, contests and social stories give your brand an opportunity to gather valuable first- and zero-party data and deepen that emotional bond between brand and consumer. There is a reasonable differential between younger and older consumers and huge year-on-year increases across all generations.

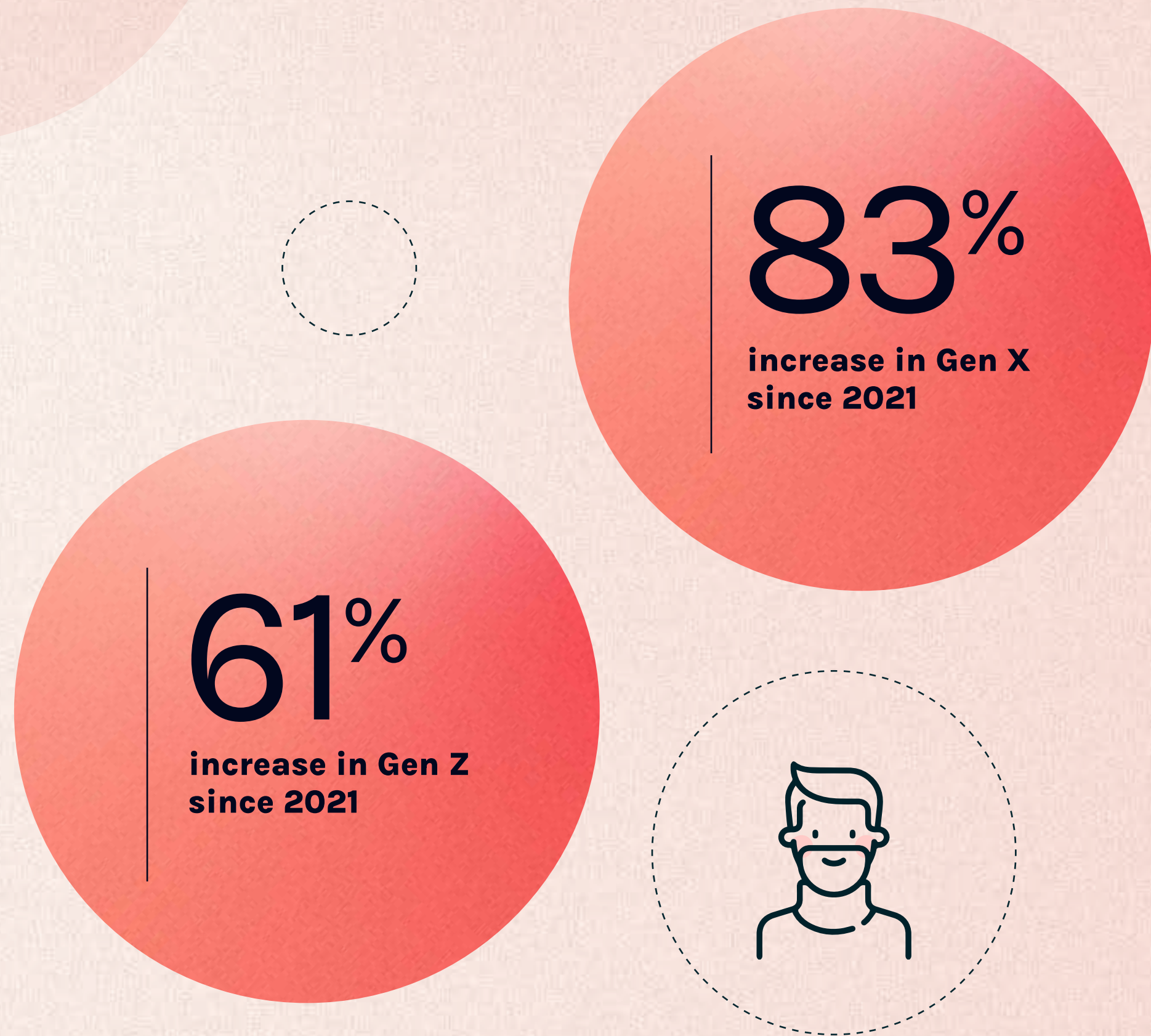


Thinking about rewards and loyalty programs, what should brands offer to keep you coming back?

## Exclusive/ early access



Just under a third of consumers across all generations value early or exclusive access to your products and services, but the interesting facet is the large year-on-year increases across all generations.



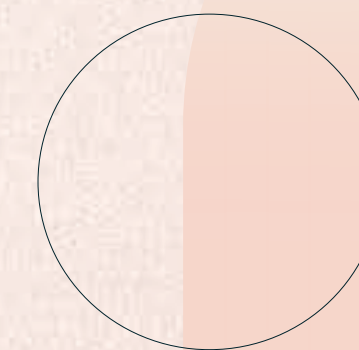
Thinking about rewards and loyalty programs, what should brands offer to keep you coming back?



## Recognition



Predictably, there is a sizable difference between younger and older consumers when it comes to valuing brand recognition, becoming more important the younger the consumer. However there have been huge year-on-year increases across all generations.

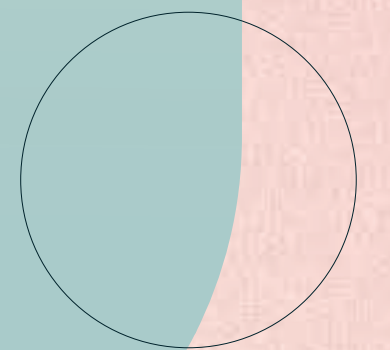


45%

increase in Gen X since 2021

175%

more Gen Z than Boomers

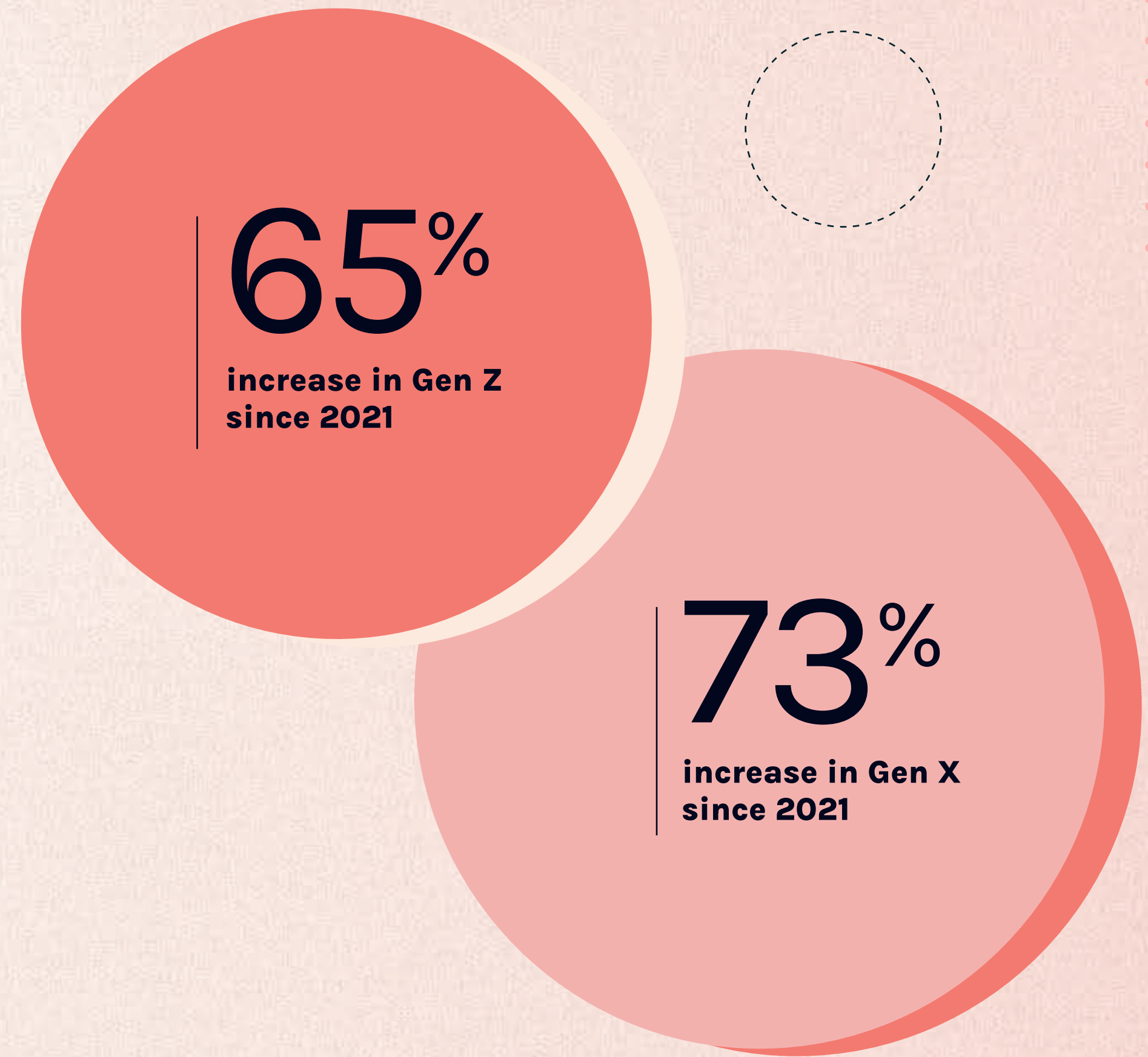


Thinking about rewards and loyalty programs, what should brands offer to keep you coming back?

## Suggest products & services based on preferences



Around a quarter of consumers across all generations value suggested products and services based on their preferences. However, the story here is the huge year-on-year increases across all generations. Using first- and zero-party data to deliver truly personalized product recommendations is essential.



# Whatever You Do, Be Cool

What marketers view as exciting innovations in data gathering can actually be spooky for consumers. With targeted ads and personalized emails becoming the norm, it is easy for consumers to develop a fear of being watched.

The majority of consumers feel retargeting ads, location-based ads, or ones from a listening smart device are examples of creepy marketing and not cool - generally this is more pronounced the older the consumer. However, using first- and zero-party data (previous transaction history and self-reported preference data) is viewed as cool in the eyes of all consumers.

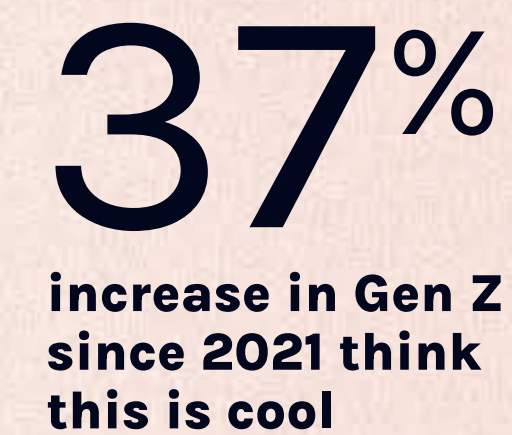
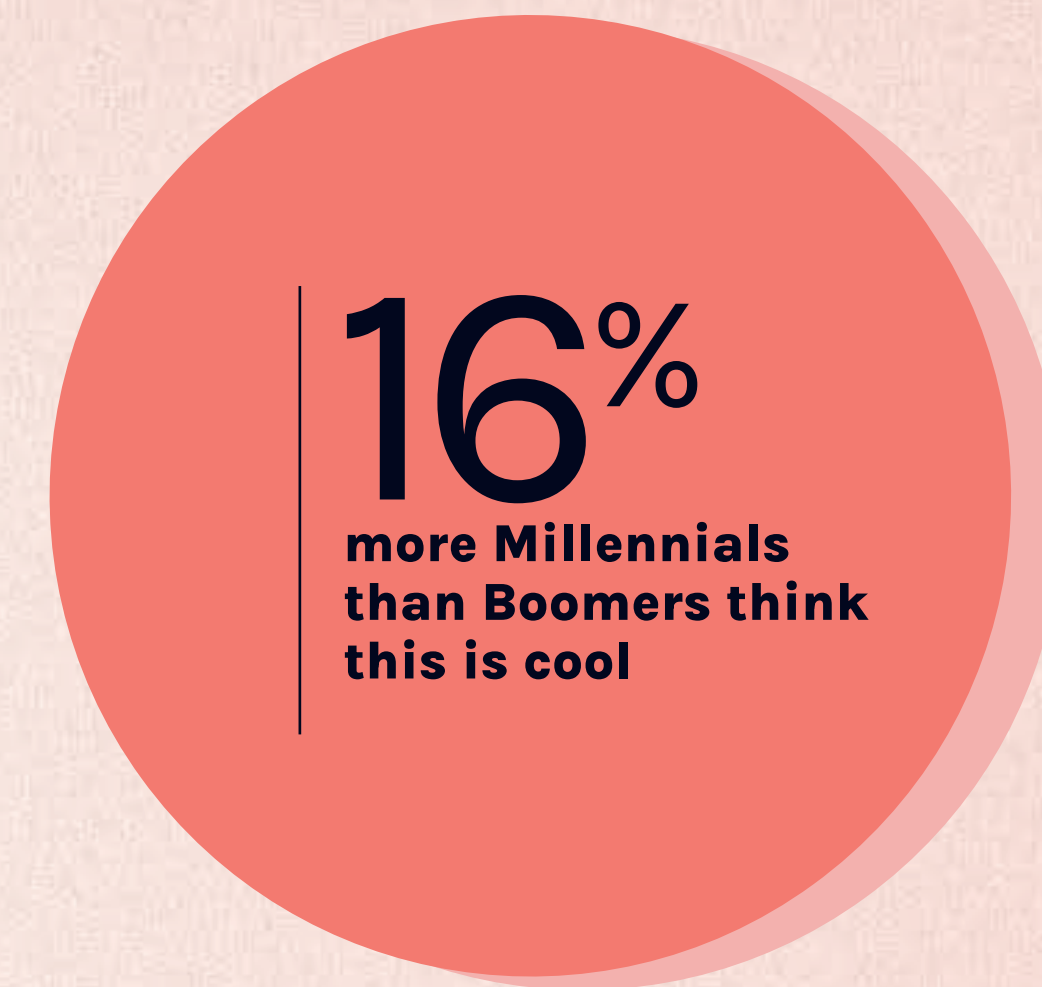
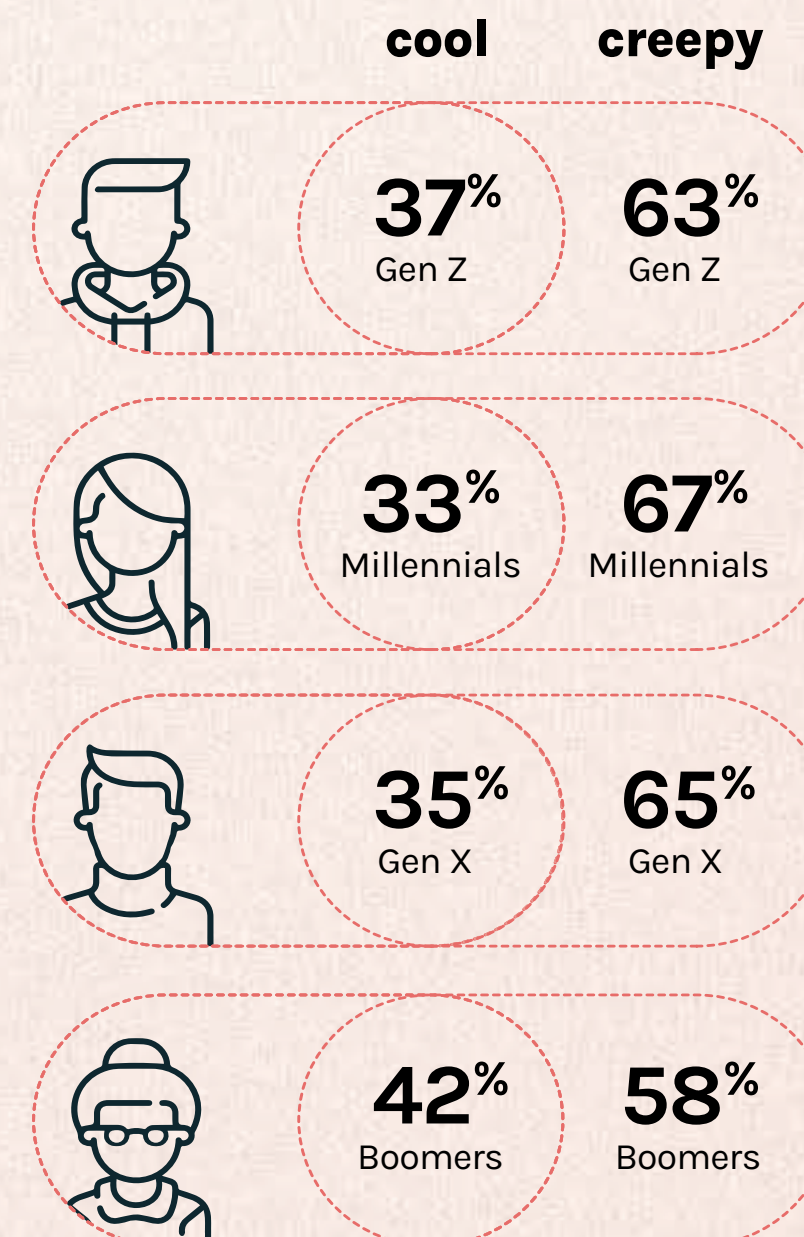


If a brand/retailer interacted with you in the following ways, would this be creepy or cool?

## Personalized offers after staying on a brand's site for 2+ minutes

The majority of consumers across all generations think personalized offers after staying on a brand's site for a couple minutes are cool.

With a consistent 30-40% year-on-year increase across all generations. Last year, all generations felt this was creepy.

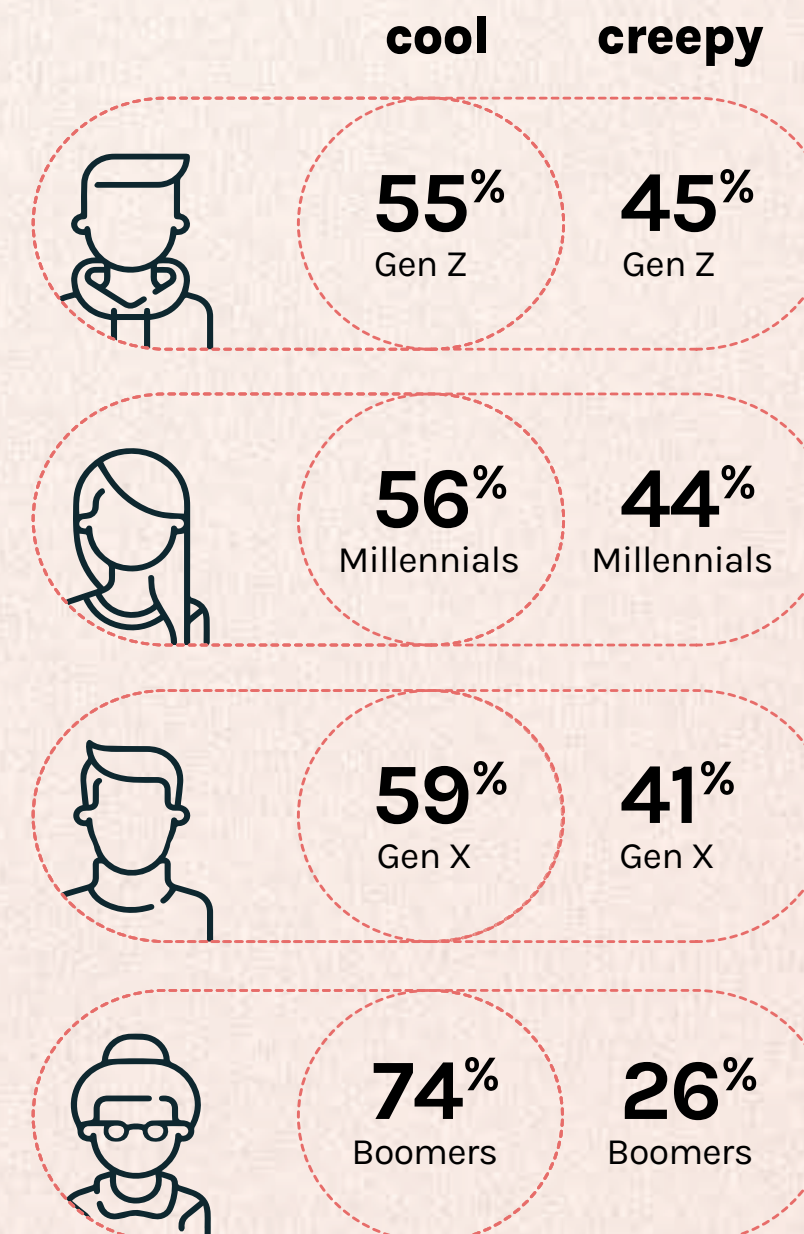


If a brand/retailer interacted with you in the following ways, would this be creepy or cool?

## Adverts related to something talked about near a smart device

In the U.S. alone 90 million homes have smart speaker devices, not including phones and tablets.

However, the majority of consumers across all generations still think adverts related to something they have talked about near one is creepy - particularly Boomers, with a hefty 74%. There has been a sizable year-on-year softening of this stance.



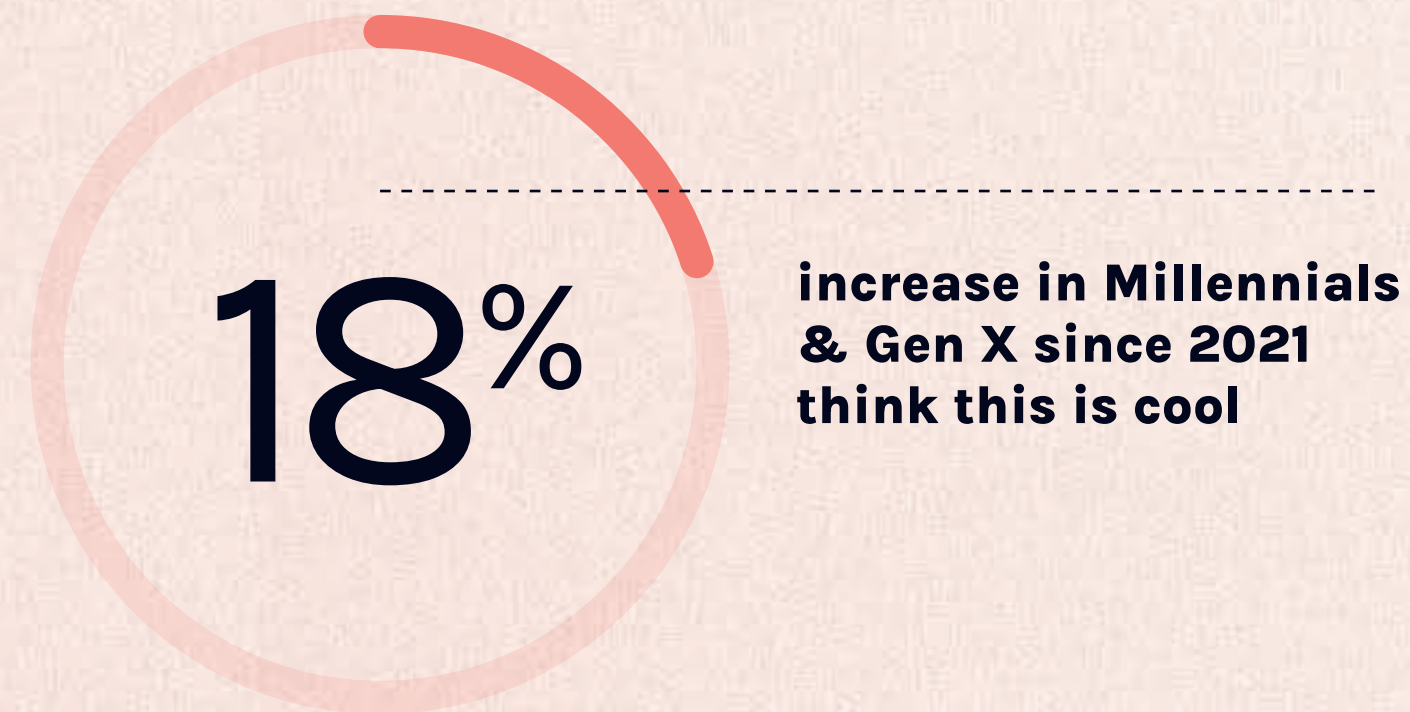
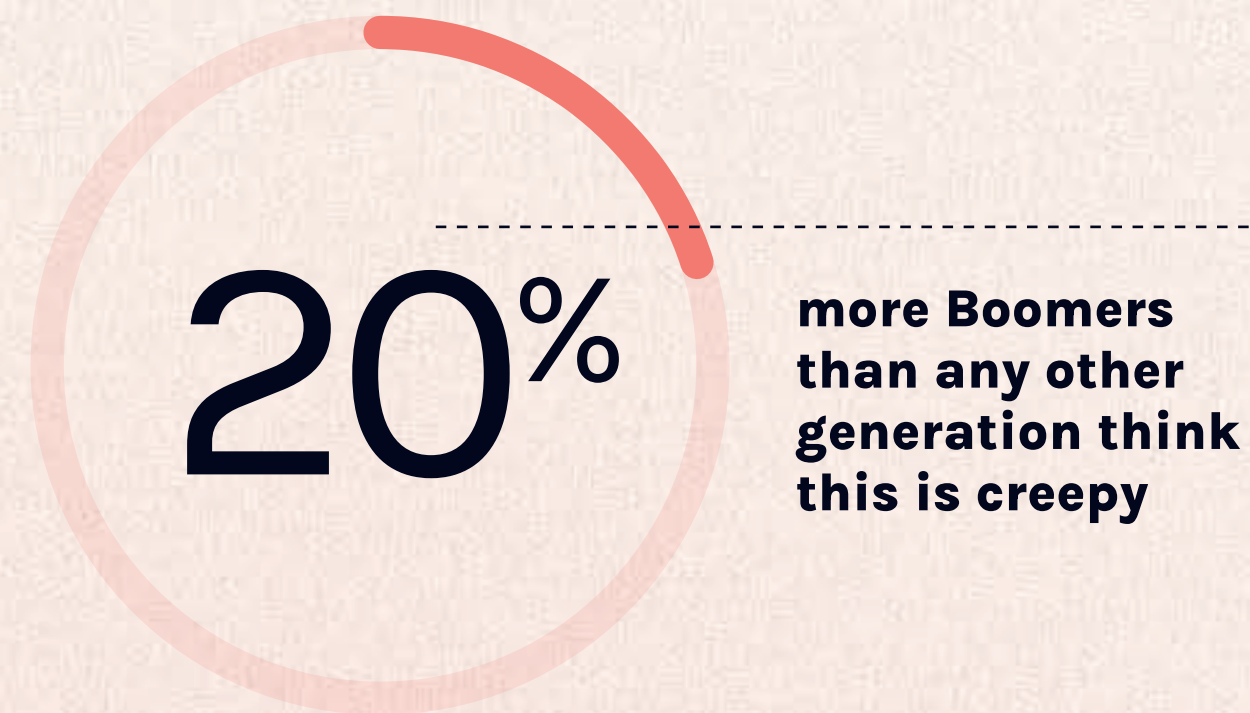
25%





more Boomers than any other generation think this is creepy

16%

decrease in Millennials since 2021 think this is creepy

If a brand/retailer interacted with you in the following ways, would this be creepy or cool?



	Cool	Creepy
	59% Gen Z	41% Gen Z
	56% Millennials	44% Millennials
	60% Gen X	40% Gen X
	72% Boomers	28% Boomers

## Adverts that follow across devices

Reactivating dormant customers through retargeting ads yields minimal tangible returns, and is becoming trickier with the rise of ad blockers and changes in cookie functionality.

The majority of consumers across all generations think they are creepy, particularly Boomers with a hefty 72%. However, there has been an interesting year-on-year increase in consumers finding this cool.

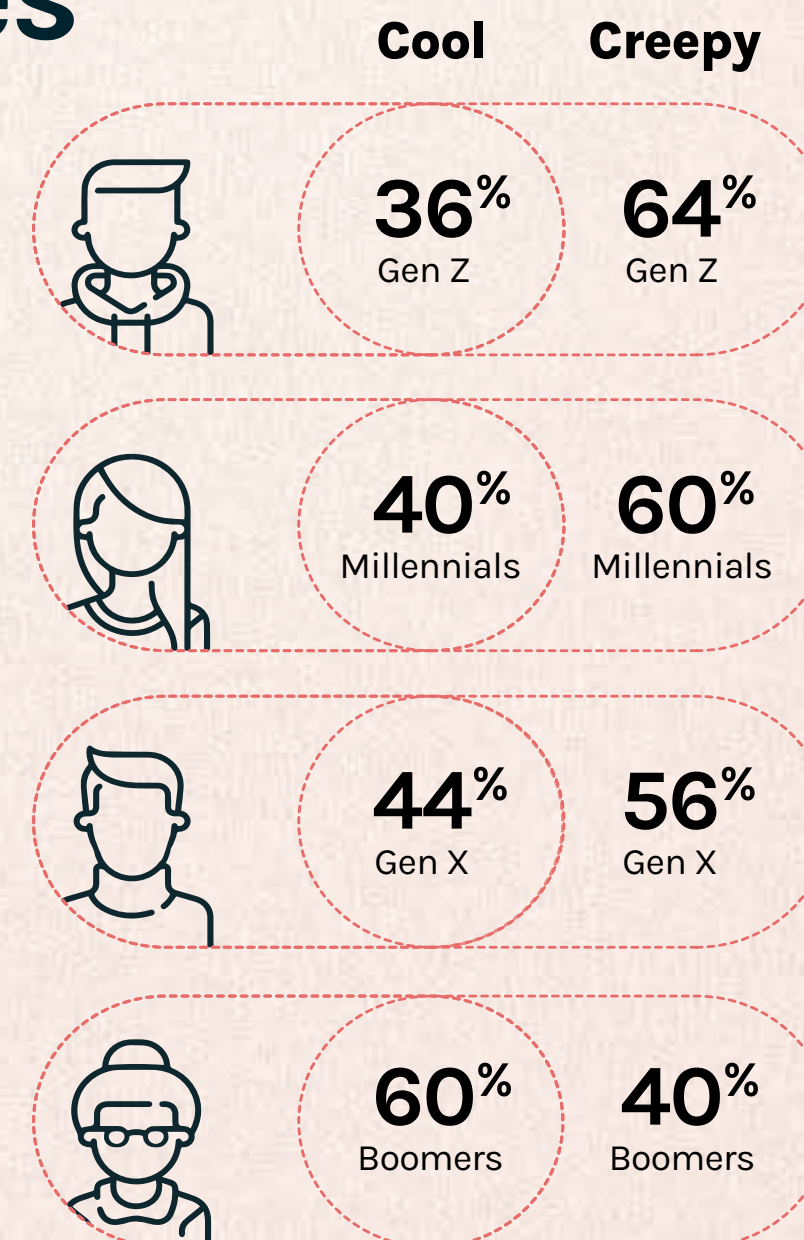


If a brand/retailer interacted with you in the following ways, would this be creepy or cool?

## Adverts on social media sites based on recent shopping experiences on other sites

We know younger consumers are making purchases through social ads and posts, and the majority think adverts on social media sites based on recent shopping experiences on other sites are deemed cool.

The older the consumer, the less comfortable they are with this practice. In fact, well over half of Boomers find this creepy. However, there has been a slight year-on-year increase in consumers finding this cool across all generations.



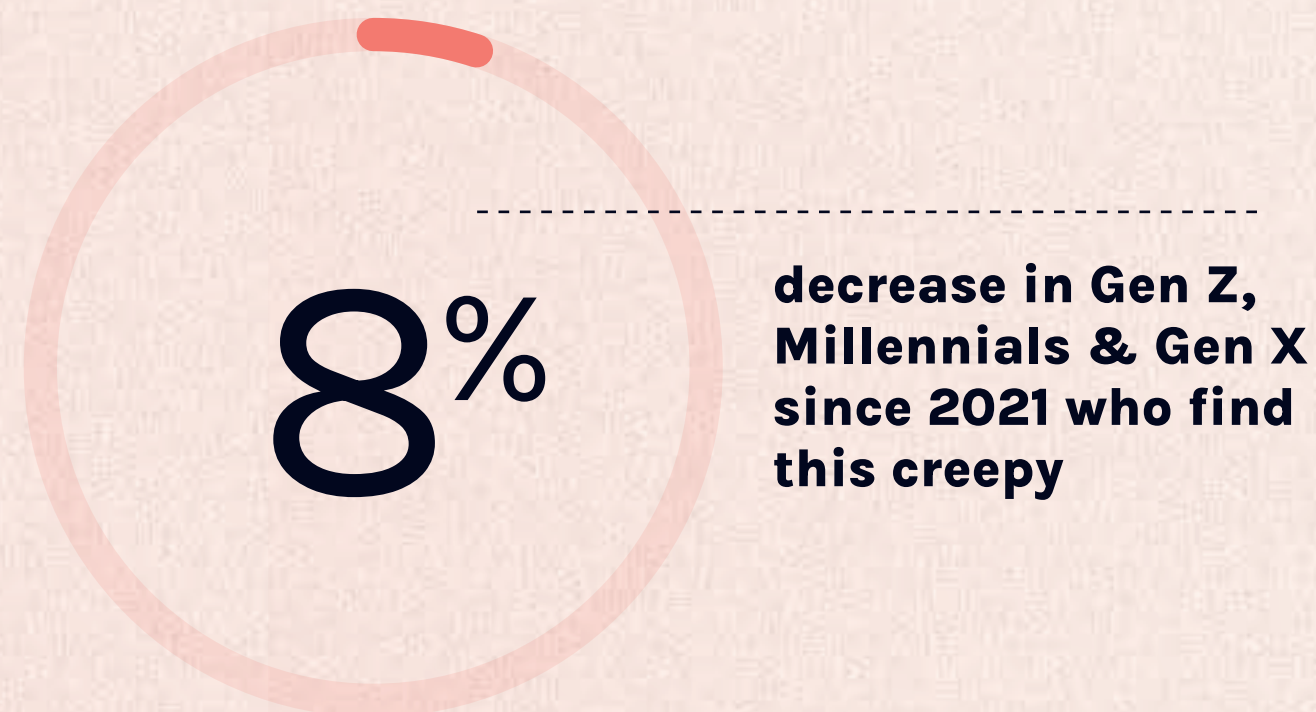
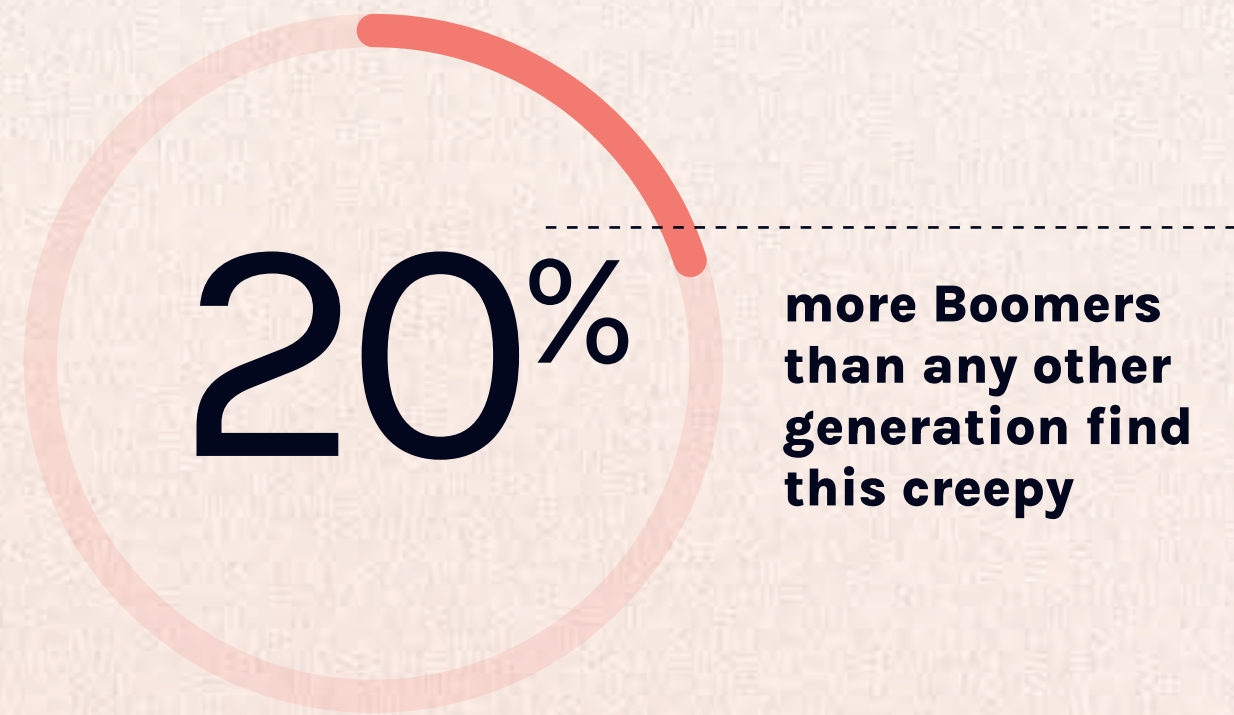
60%





more Gen Z than Boomers find this cool

16%

increase in Gen Z Millennials & Gen X since 2021 who find this cool

If a brand/retailer interacted with you in the following ways, would this be creepy or cool?



	Cool	Creepy
	63% Gen Z	37% Gen Z
	61% Millennials	39% Millennials
	65% Gen X	35% Gen X
	78% Boomers	22% Boomers

## Adverts from companies I don't know based on location data

This form of marketing still feels taboo irrespective of the age group, with the overwhelming majority of consumers saying adverts from companies they don't know based on their location data is creepy.

This generally increases the older the consumer. However, there has been a slight year-on-year decrease in consumers being spooked by this.



# The Value Exchange Economy

If you want your customers' preference data, you need to offer something tangible in return – this is the value exchange economy. But it needn't always be a red-letter prize or huge discount. Sure, particularly older consumers are prepared to trade data for a discount or the chance to win a prize. But with younger consumers there's a real love for more holistic offerings like early or exclusive access, unlocking content and to feel that they are part of a brand's community.

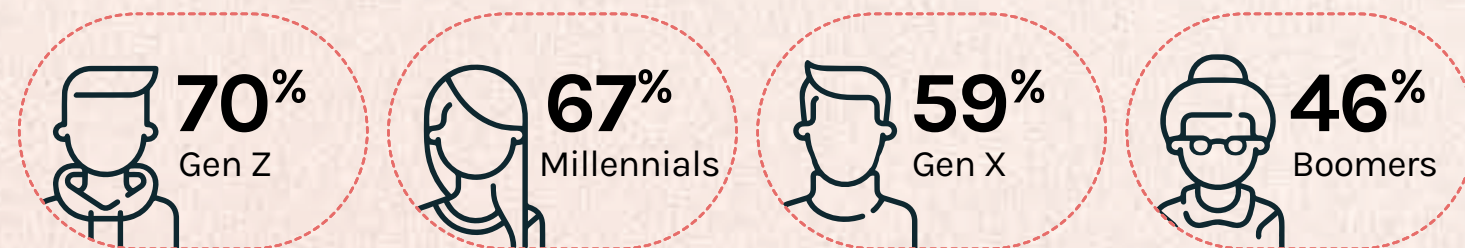
Brands can deliver this through interactive experiences that conduct research, accrue opt-ins and deliver an altogether better experience with a value exchange for the consumer. Capturing consumer motivations, intentions, interests and psychographic preferences at scale allows for a personalized customer experience.

And by leveraging the right mechanics, and offering a value exchange, your customers will tell you what products they desire, what they look for in a service and what motivates them to purchase.

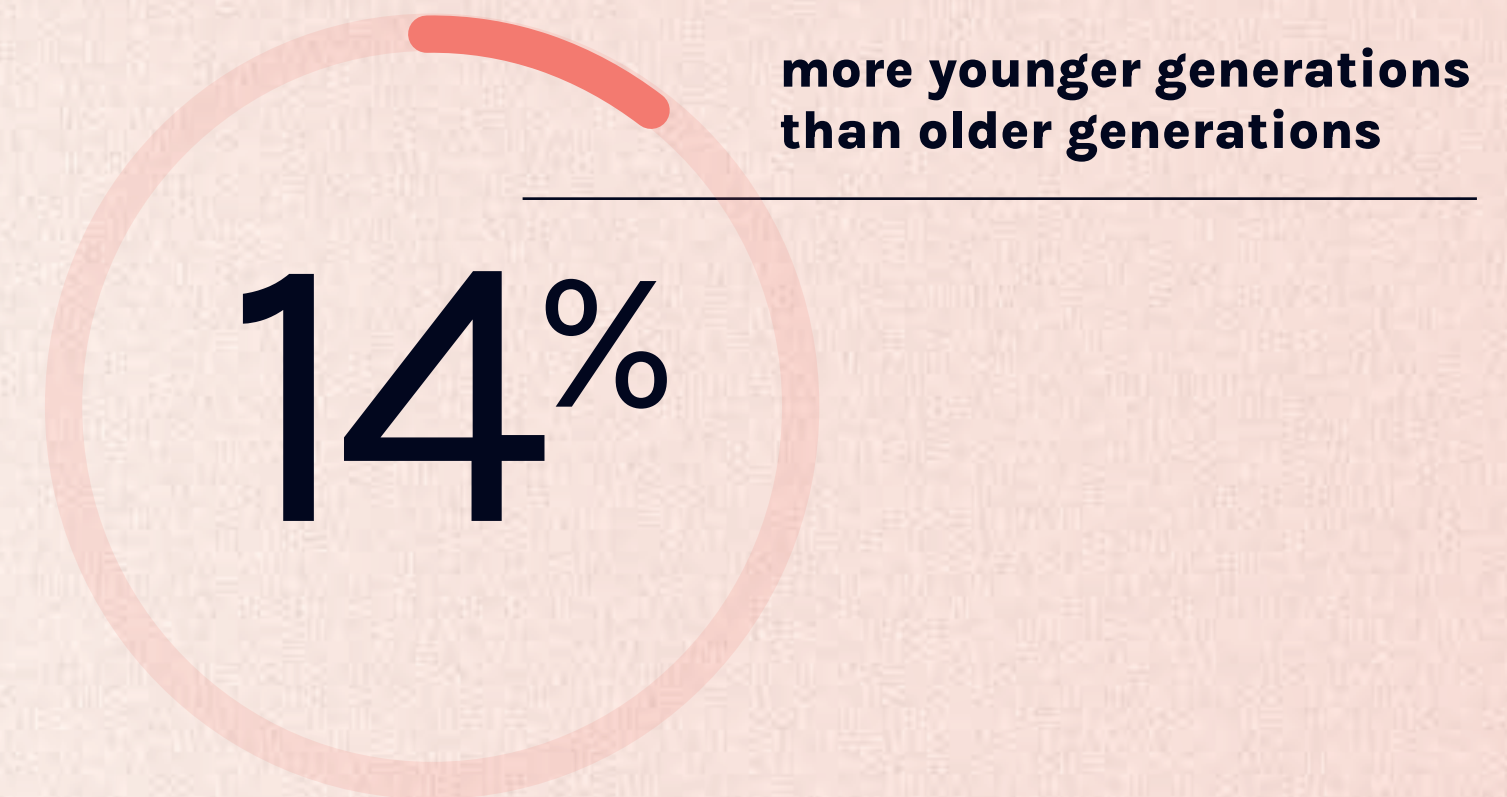


Brands often provide something of value in exchange for personal data. Which types of benefits are the most valuable to you?

## Unlocking content

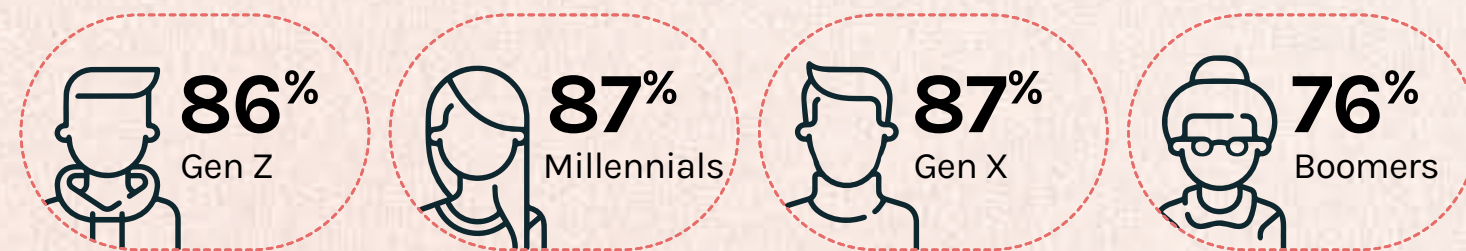


Around two-thirds of consumers find unlocking content valuable, until Boomers where this number is less than half. Year-on-year there has been an increase in consumers finding this valuable, apart from Boomers where there has been a slight decrease.

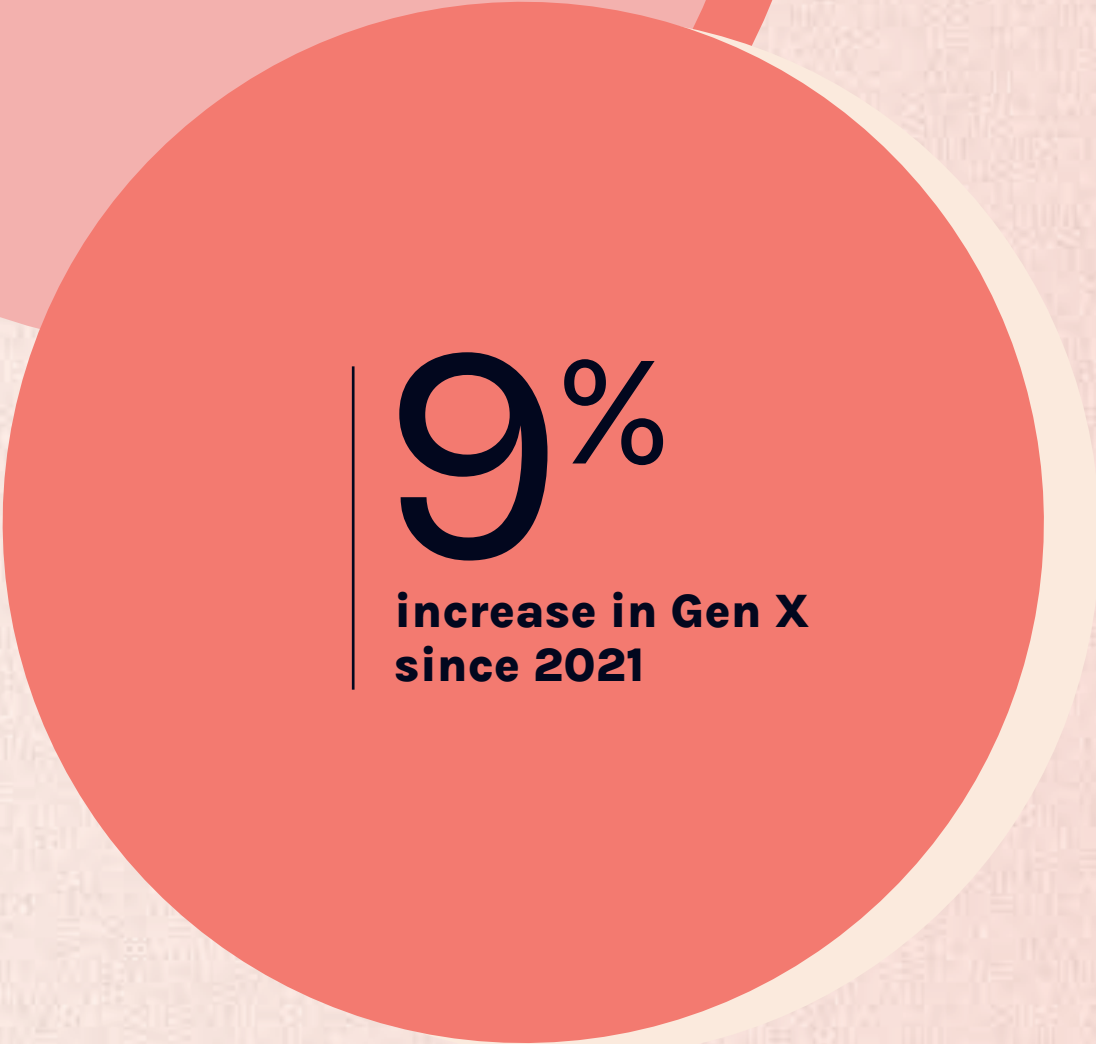


Brands often provide something of value in exchange for personal data. Which types of benefits are the most valuable to you?

## Chance to win a prize



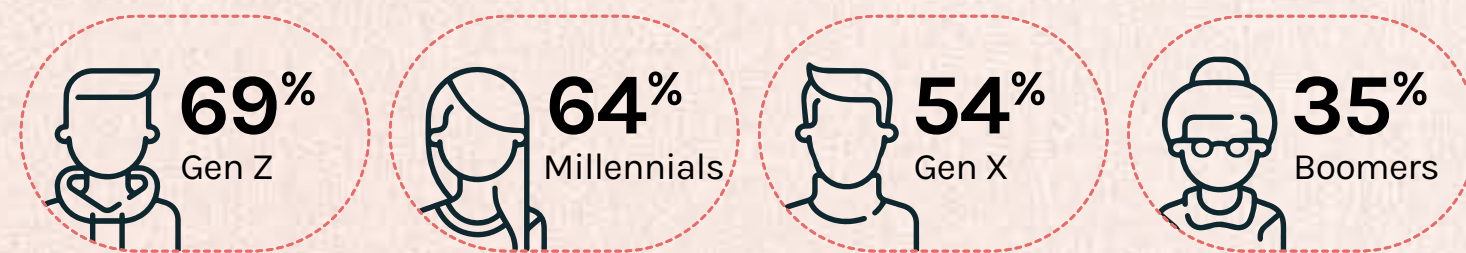
Consistently, almost 90% of consumers find the chance to win a prize valuable. In fact, when considering Boomers, this number is still over three-quarters. Year-on-year there has been a slight increase in consumers finding this valuable across all generations.



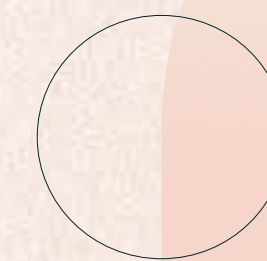
Brands often provide something of value in exchange for personal data. Which types of benefits are the most valuable to you?



## Community



Around two-thirds of consumers find community valuable, however only a third of Boomers do. Year-on-year there has been a slight increase in consumers prepared to trade data across all generations. Boomers remained the same.



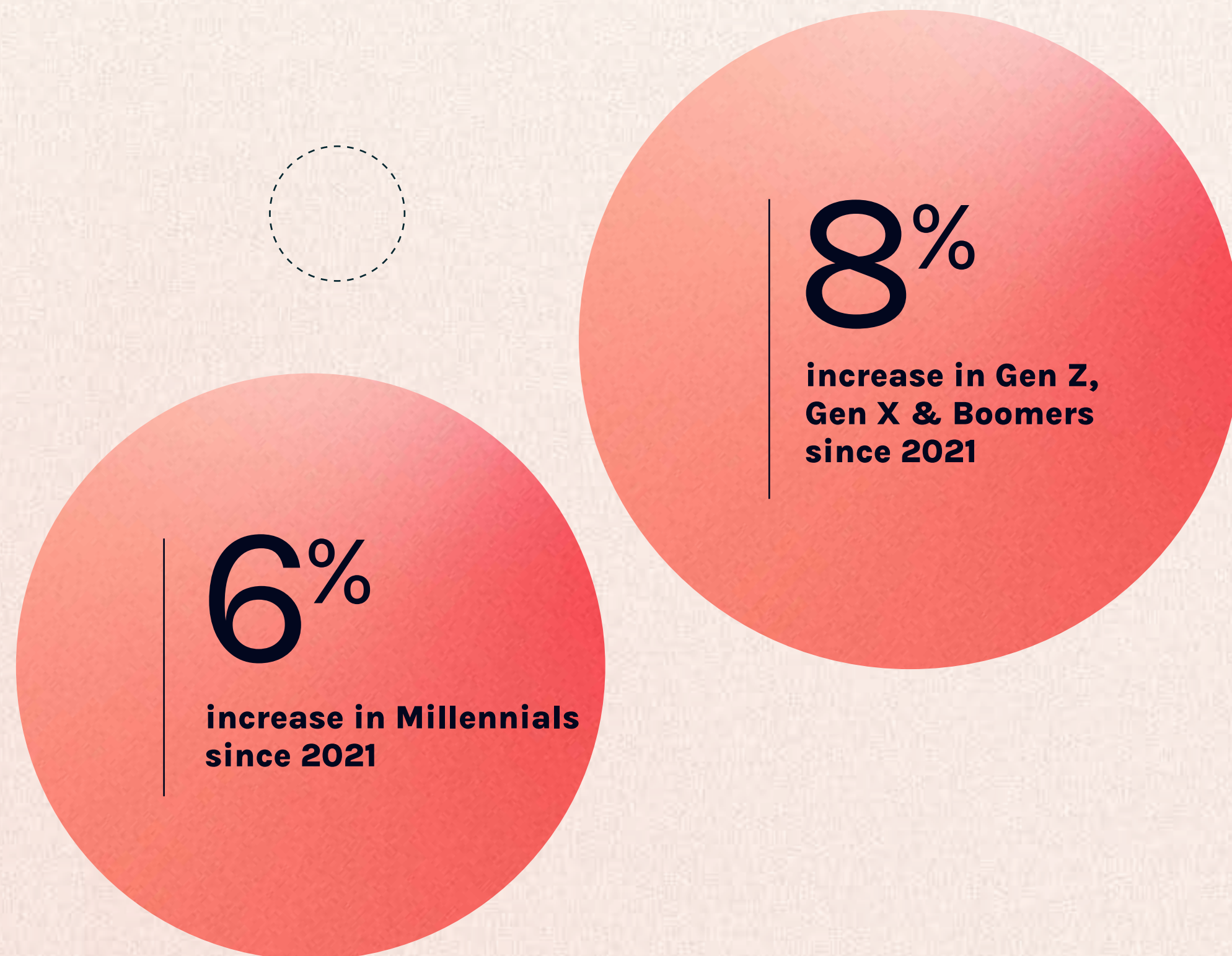
10%

increase in Gen X & Millennials since 2021

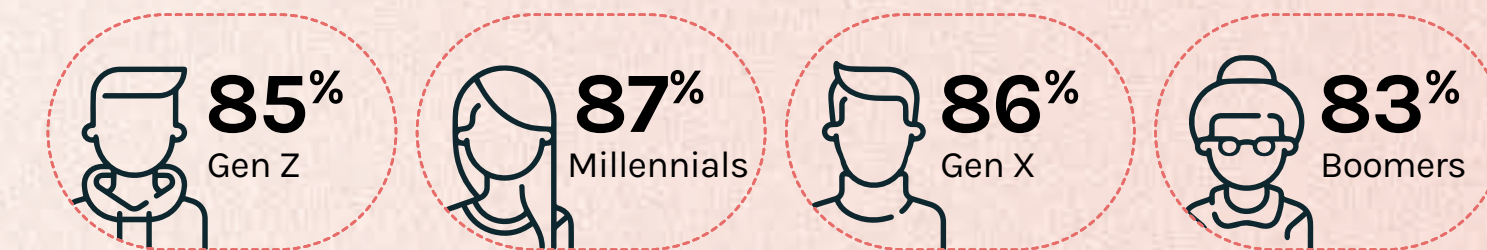
97%

more Gen Z than Boomers

Brands often provide something of value in exchange for personal data. Which types of benefits are the most valuable to you?



## Exclusive/ early access

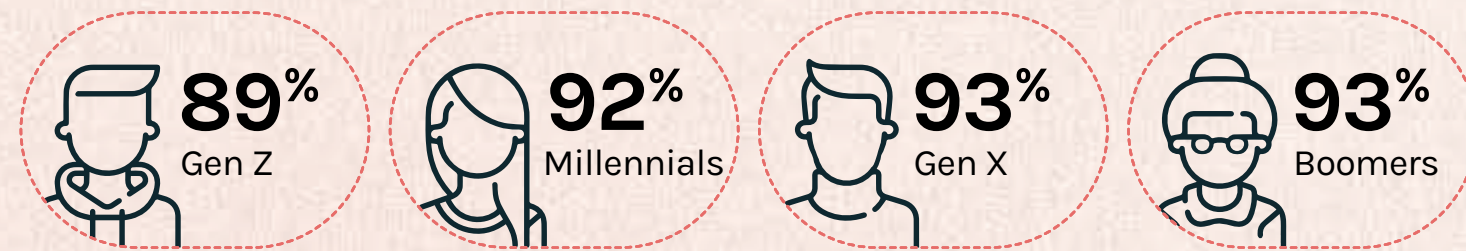


A hefty 80% + of all consumers find early or exclusive access to products or services valuable, including a small year-on-year lift across all generations, too.

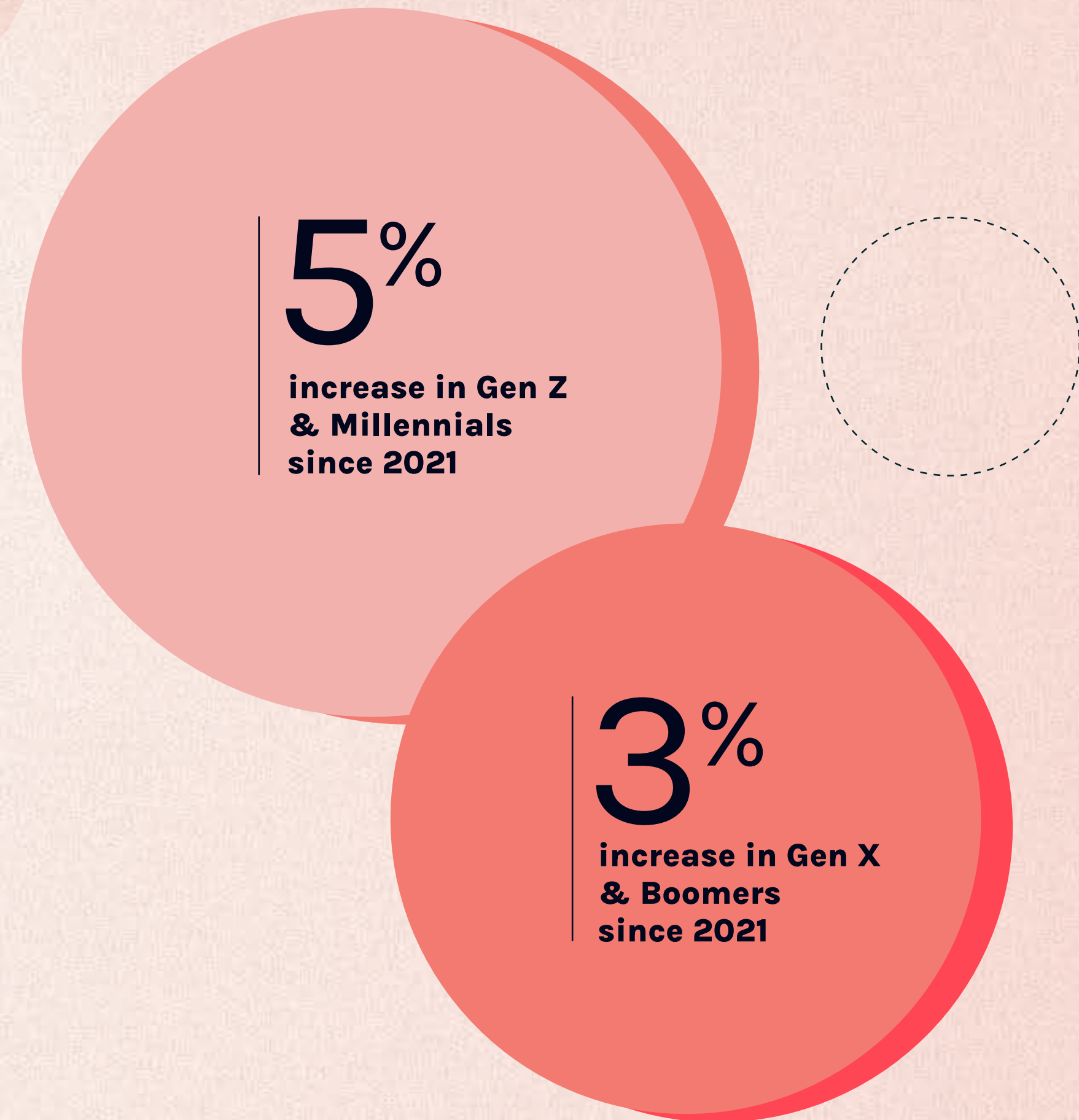


Brands often provide something of value in exchange for personal data. Which types of benefits are the most valuable to you?

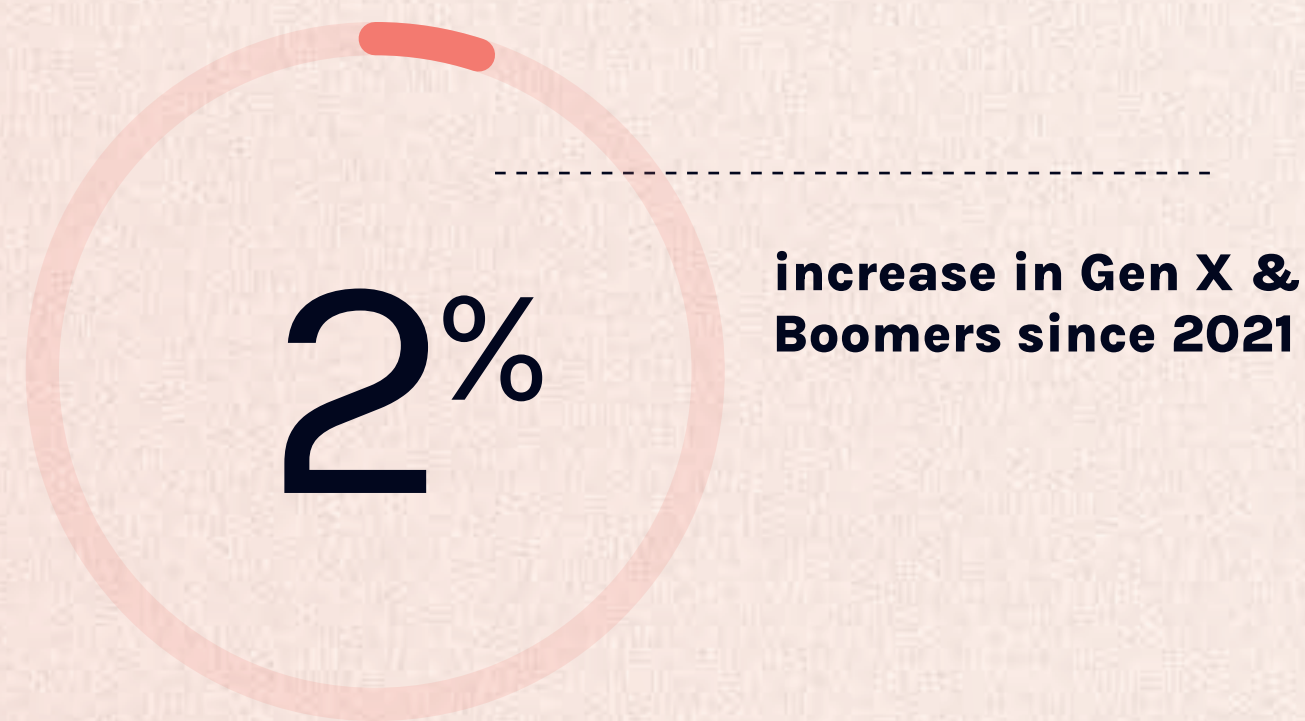
## Loyalty points / rewards



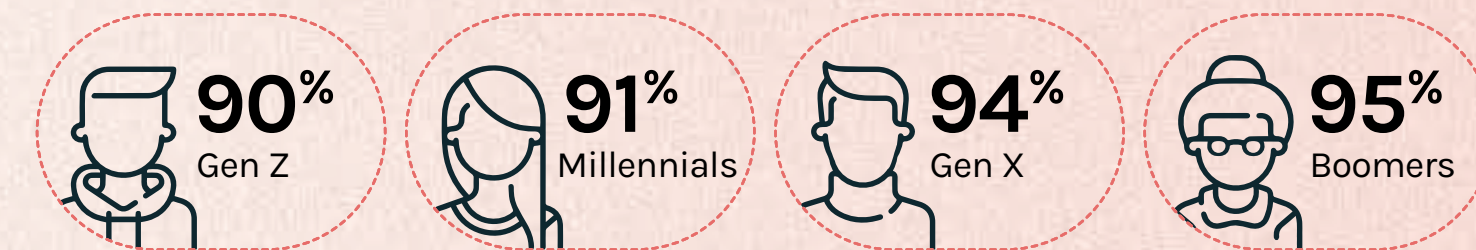
Almost all consumers value loyalty rewards, and this increases slightly the older the consumer is. There has been a small year-on-year increase across all generations too.



Brands often provide something of value in exchange for personal data. Which types of benefits are the most valuable to you?



## Discounts/ Coupons



Well over over 90% of all consumers value loyalty rewards, and this increases slightly the older the consumer is. There has been a small year-on-year increase across all generations too.



# The Cookie is Crumbling

As Google plans to comprehensively curtail third-party cookie tracking within the next couple of years, and other browsers such as Firefox and Safari already suppressing them, the way in which marketers connect with consumers is undergoing radical change. For three decades, this has been the de facto way for marketers to marginally personalize their campaigns to consumers.

The vast majority of consumers are blissfully unaware of this disruption to our industry, but irrespective, the cookie is truly crumbling.

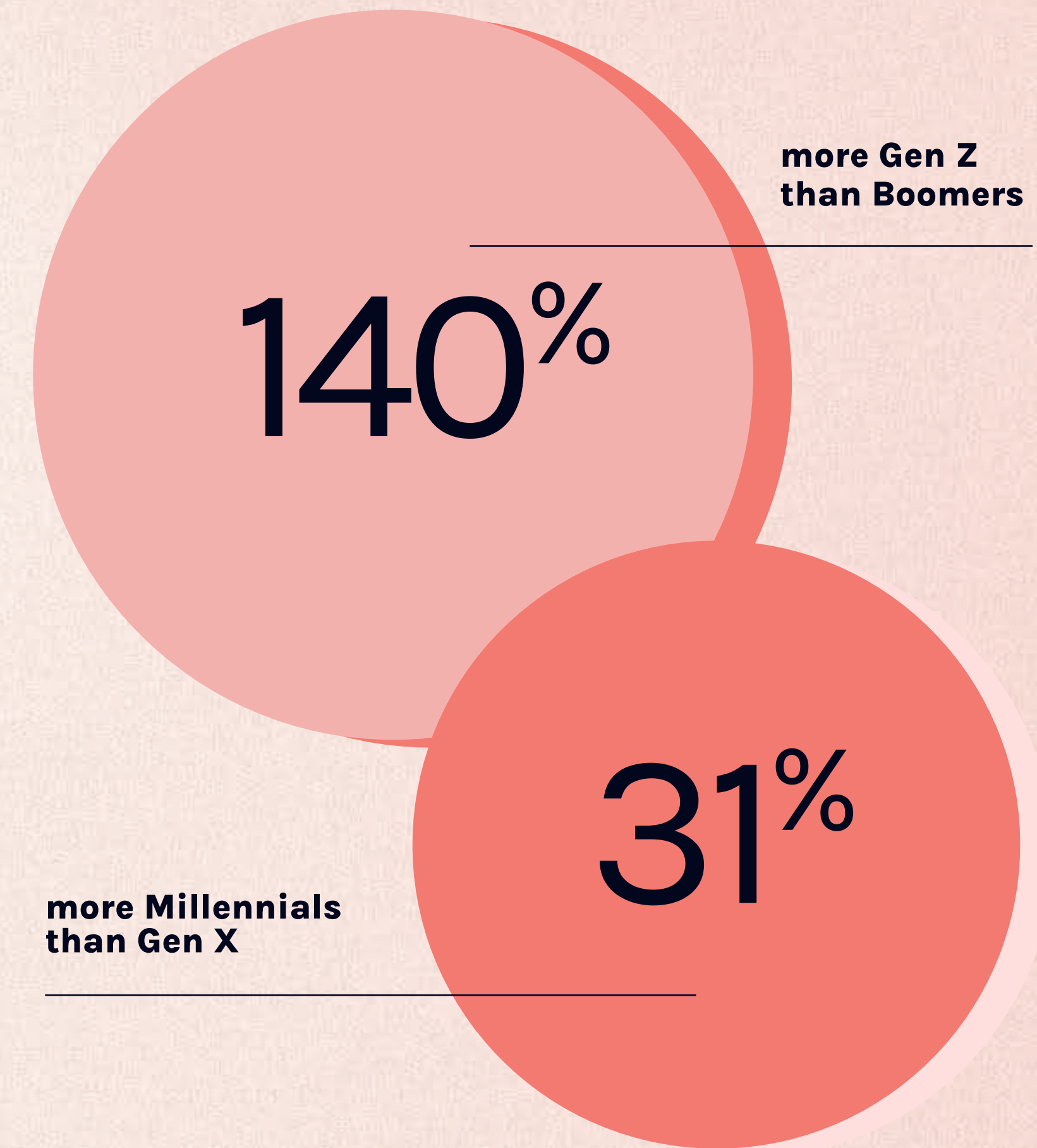


Were you aware that cookies, which track visitor activity on websites, apps and other digital properties, are being withdrawn soon?

## Consumers aware that cookies are being withdrawn soon



Predictably, the younger and more digitally savvy the consumer, the more likely they are to be cognizant of the fact that cookies are soon to be withdrawn. A mere 15% of Boomers have seen this news, with a quarter of Gen X, and over a third of Millennials and Gen Z.



# The Death of the Cookie... What's Next?

The curtailment of cookies is a headache for marketers wedded to this way of gathering identifying data on consumers to power their advertising, as well as perpetuating Google's anti-competitive walled garden.

These sweeping changes to the martech and adtech industries reinforce the need for marketers to shift to a first- and zero-party data strategy to power their advertising and marketing initiatives. Marketers must collect and own their own databases to communicate directly with their customers and target consumers alike.

The optimism of youth means Gen Z will miss cookies the most and predictably older generations are more cynical about what comes next.

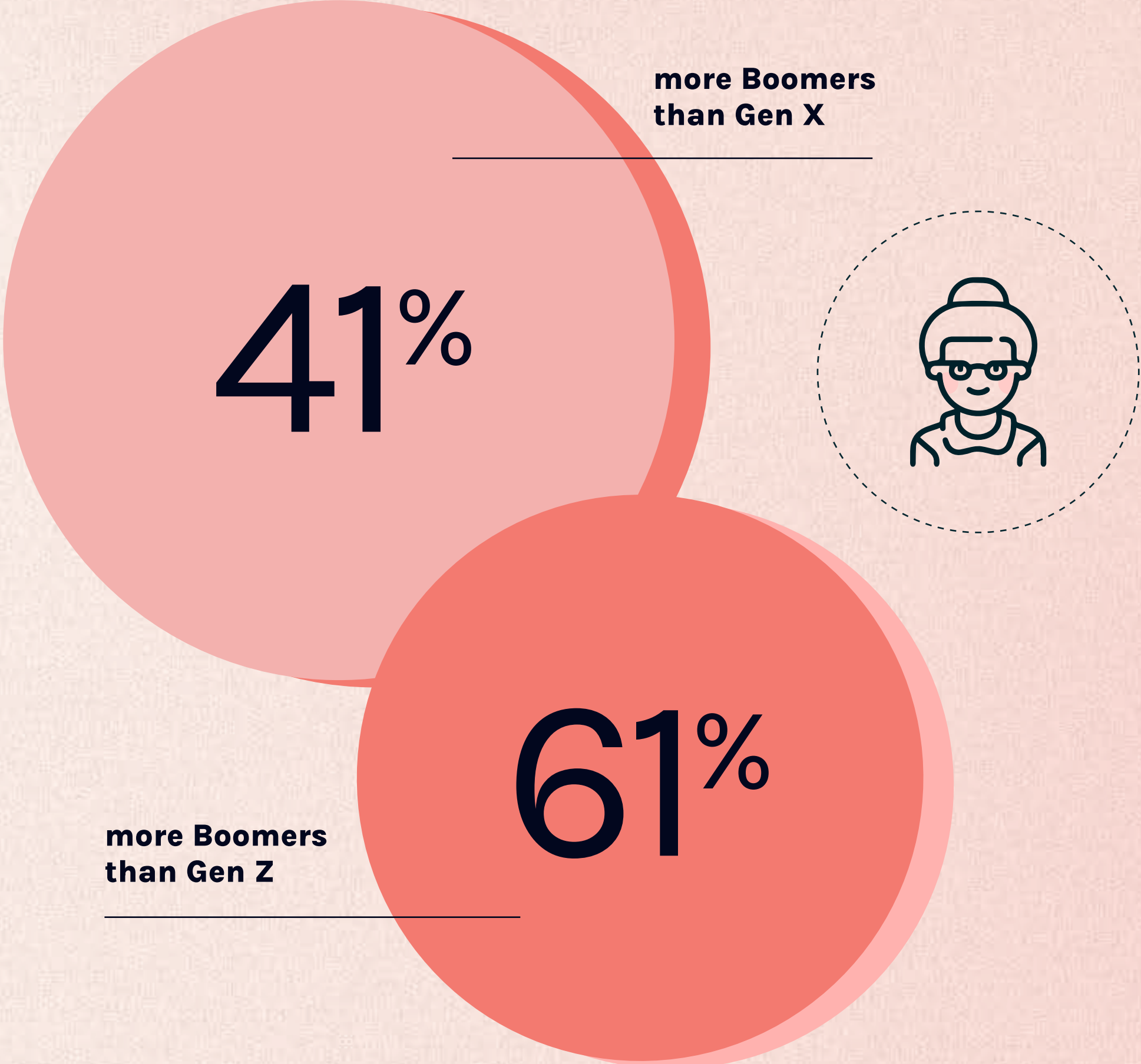


How do you feel about cookies going away?

# “I’m glad – I don’t like being tracked”

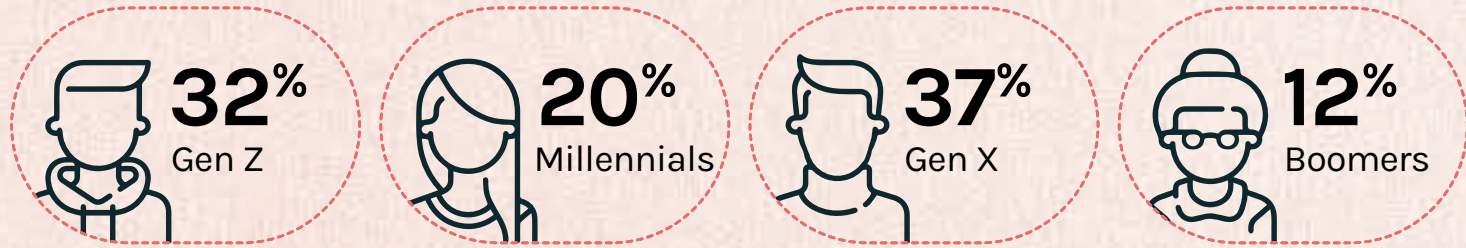


Although Gen X and Boomers are least aware of cookies being withdrawn, they are the happiest about it, with almost half of Boomers, a third of Gen X, and a quarter of Millennials and Gen Z pleased to no longer be tracked.

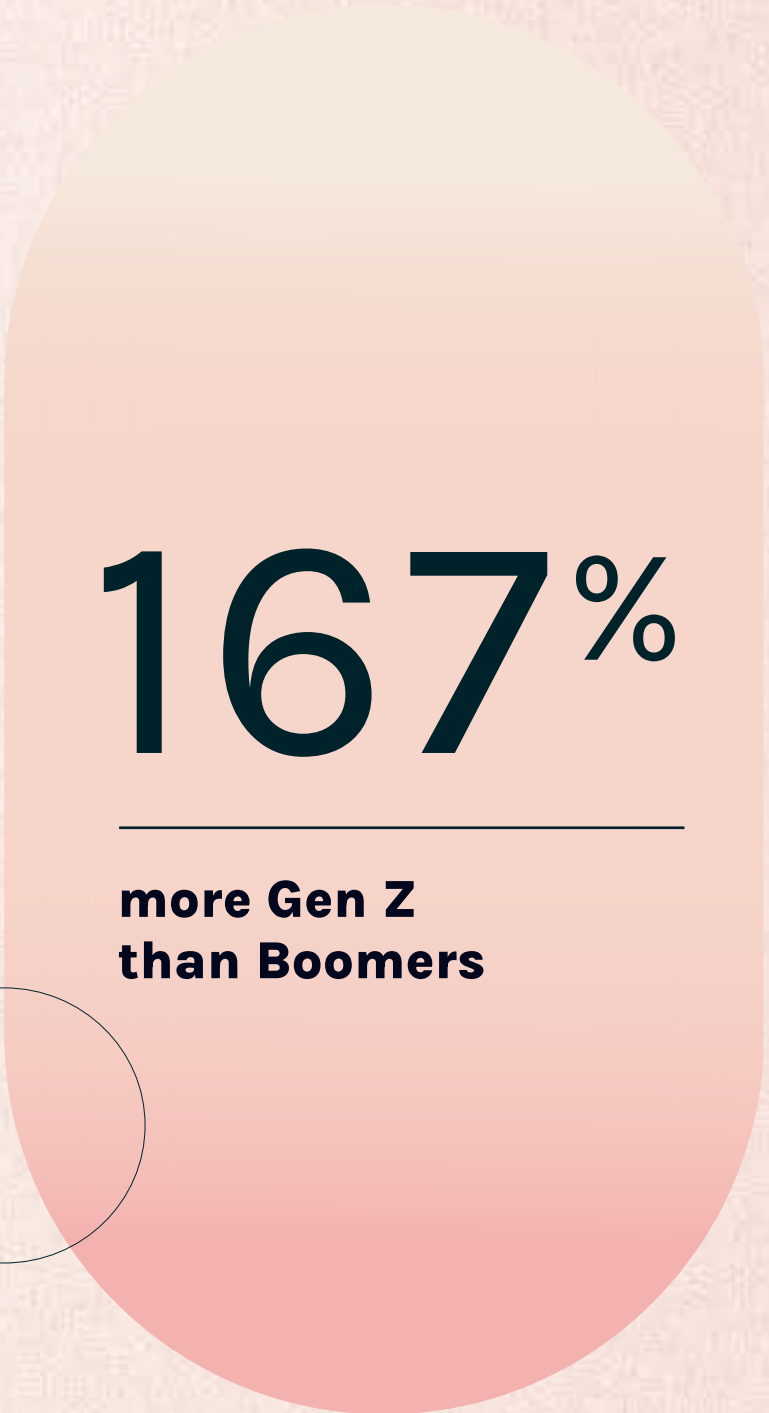


How do you feel about cookies going away?

**Optimistic – “perhaps brands will come up with a way of sharing data that is fairer for everyone”**

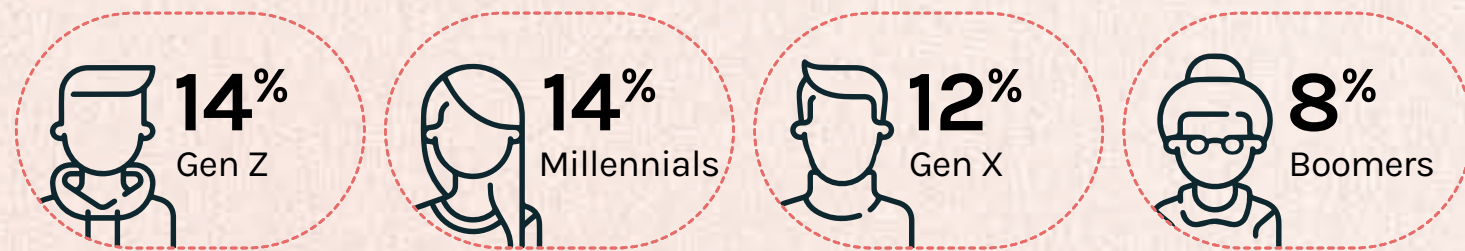


Generational trends are challenging to express with no clear pattern between age groups. Around a third of Gen Z & Gen X are optimistic brands will find a fairer solution for sharing data, with Millennials and Boomers more cynical that brands will resort to alternative surreptitious means to track them.

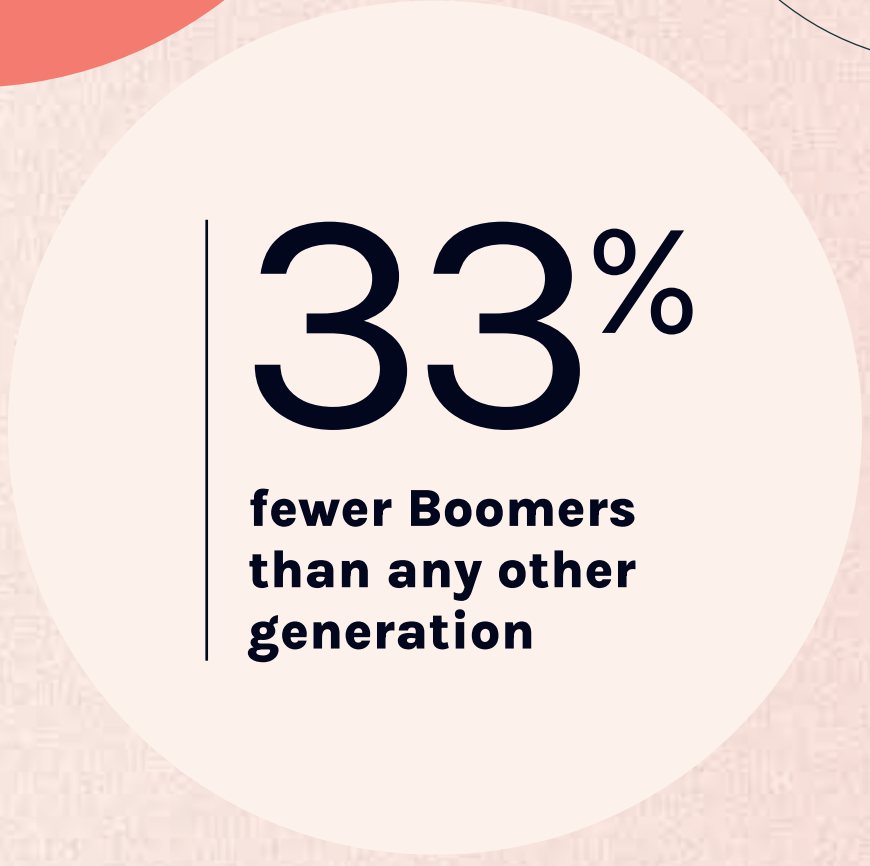
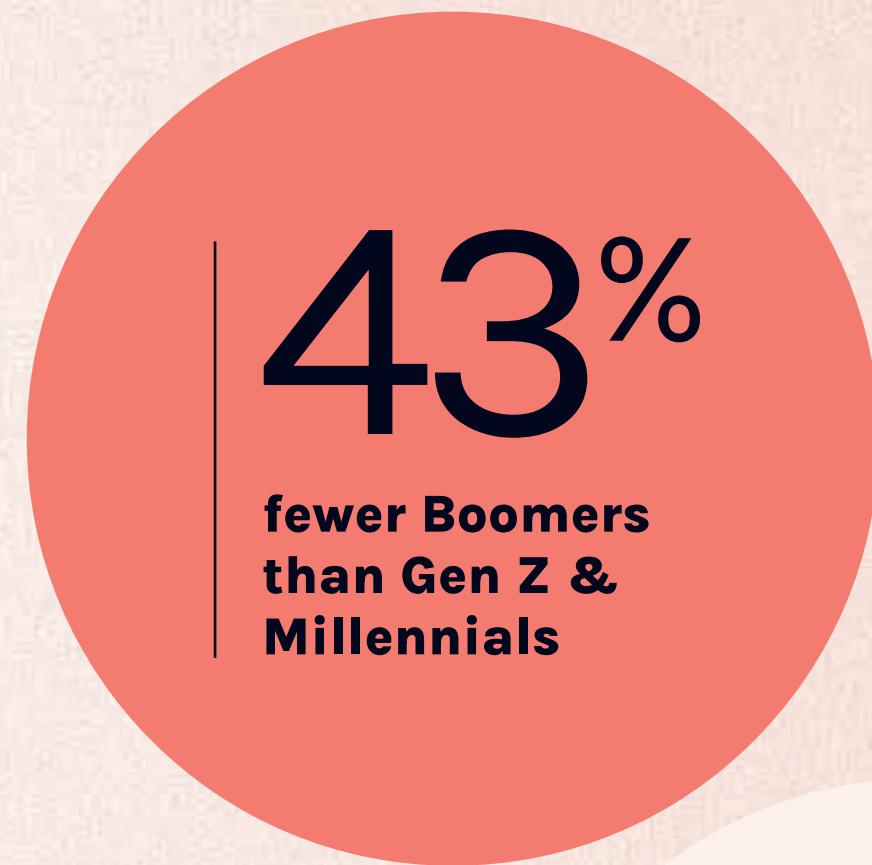


How do you feel about cookies going away?

## “I’ll miss them – they make for a better experience”




A small amount of consumers will miss cookies when they eventually disappear, believing they make for a better online experience. This number is higher across younger consumers.




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