


Brands are only a text away from the Gen Z consumer

Article



The trend: Gen Z and millennial consumers prefer text messaging over email to engage with brands for quick questions, confirmations, and real-time payments, per a [Mitto study](#) in May 2022.

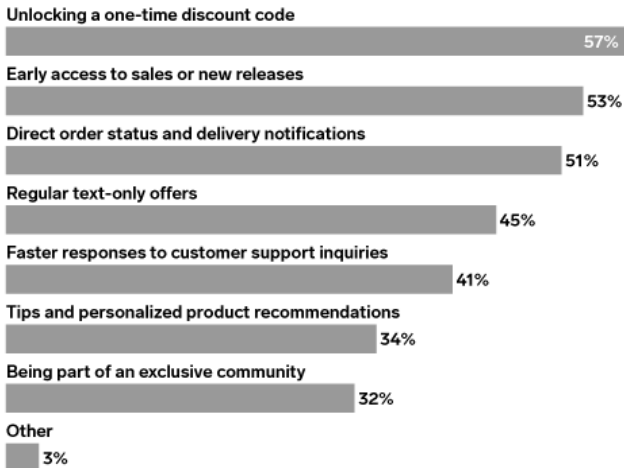
- Texting remains an effective tool. One in three consumers checks text notifications within one minute of receipt, per a [2022 survey](#) of business owners, consumers, and digital marketers

from SimpleTexting.

- That survey found that younger age groups move more quickly than their older counterparts to check texts, with 44% of Gen Z consumers looking at notifications within a minute of getting a text.

Incentives that Would Motivate US Digital Shoppers to Sign Up for a Brand's Text Messages, July 2021

% of respondents



Note: ages 16+
Source: Yotpo, "Shoppers Tell All: How Brands Should Text to Drive SMS Success," Aug 16, 2021

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Digital habits: Younger consumers are more active with digital tools that allow marketers to test innovations to the shopping experience, such as personalized promotions and virtual try-on.

- Gen Z and millennials use quick payment tools such as Buy Now, Pay Later at higher rates than other consumer groups.
- The Gen Z consumer is the most active in purchasing virtual apparel from fashion brands, per a [CivicScience](#) study.
- Over four-fifths (85%) of Gen Z consumers engaged with a contact center using a virtual agent or automated phone, versus 58% for baby boomers, per a [Talkdesk](#) survey in October 2021.

The big takeaway: Brands need to diversify communication channels to reach younger audiences and provide frictionless shopping experiences.

- Given younger generations' propensity for faster interactions, marketers looking to build relationships with Gen Z and millennial audiences would be wise to invest in SMS communications.