Podcast: Why Marketers' Indifference Toward Gen X Is Insane

Audio



eMarketer principal analyst Mark Dolliver discusses the oft-forgotten Generation X. He also explains the implications of the rise of the Hispanic population in the US and why email still rules conversational marketing.

WS Gen X Social Media Users, by Platform, 2019 % of social network users Facebook 88.6% Instagram 45.9% Twitter 24.5% Snapchat 19.1% Note: social media users who access the respective account at least once per month; Gen X are individuals born between 1965 and 1980 Source: eMarketer, March 2019 247890 www.eMarketer.com

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