

Podcast | When Marketing to Millennial Parents, Personalization Is Key

AUDIO |

eMarketer Editors

eMarketer principal analyst Mark Dolliver discusses ways that marketers can reach millennial parents. How are young parents different from those of earlier generations? How well does out-of-home advertising work for them? And in what ways are these youthful consumers similar to their older counterparts?

"Behind the Numbers" is sponsored by LinkedIn Marketing Solutions. Listen In.

US Internet Users Who Are Encouraged to Make a Digital Purchase from a Retailer After Seeing Their Print Ad, by Demographic, March 2018

% of respondents in each group



Note: millennials n=427 ages 19-36; millennial parents n=220 ages 19-36 with children under age 18; total n=1,280 ages 18+
Source: Valassis, "Awareness-to-Activation Study" in conjunction with The NPD Group, July 10, 2018

239611

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#) or [Stitcher](#).

