

MILLENNIAL LOYALTY NOW IT'S PERSONAL

Nearly 40 percent of retail industry leaders say their primary concern with millennials is their lack of loyalty — but millennials have redefined it as a two-way street, demanding personalized, relevant experiences in return for their brand loyalty.¹

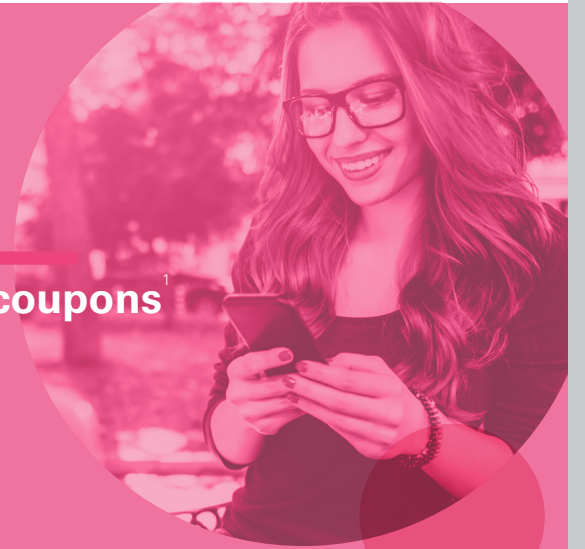
**IN FACT, YOUR
MILLENNIAL
AUDIENCE HAS
COME TO EXPECT
PERSONALIZED
OFFERS**

95%

Want personalized coupons

76%

Want offers based on purchase history²



PERSONALIZATION YIELDS CUSTOMERS WITH INCREASED LIFETIME VALUE



Consumers who believe personalized experiences are very appealing are **10X** more likely to be a brand's most valuable customer.³



Those who prefer personalized communications have a **28%** higher brand loyalty than those who don't.⁴

**EMAIL IS
PREFERRED
OVER OTHER
PERSONALIZATION
MEDIUMS, AND
IT'S ALSO THE
MOST FAMILIAR
AND LOW-COST**

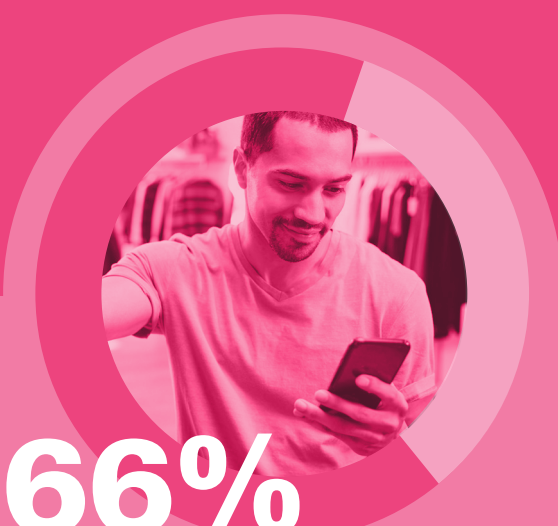
91%

Prefer brands that personalize recommendations⁵

70%

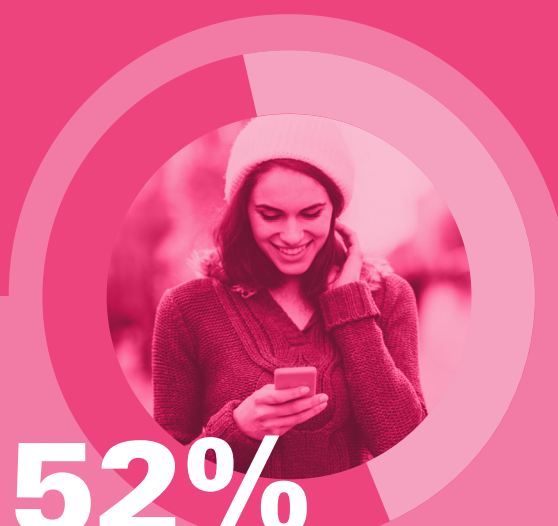
Are ok with brands tracking behavior⁶

YOU DON'T WANT TO RELY ON DISCOUNTS AND PRICE FOR RETENTION



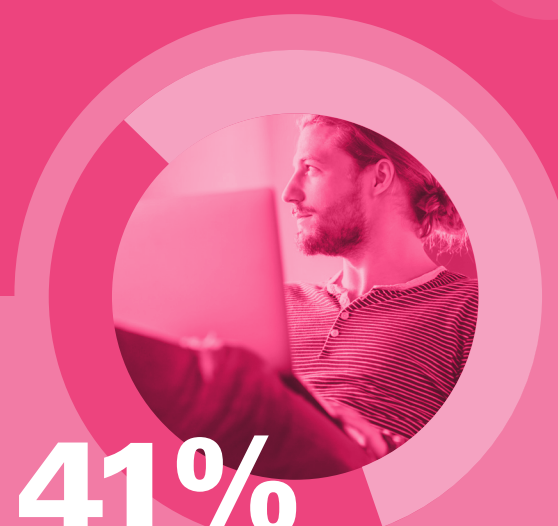
66%

of millennials say they will switch brands if they are offered a discount of 30% or more.⁶



52%

of millennials said they'd switch for discounts of 15% or more.⁶



41%

of millennials said they would switch if the discount were 10% or more.⁶

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SOURCES

¹ www.accenture.com/us-en/insight-outlook-who-are-millennial-shoppers-what-do-they-really-want-retail

² [https://www.loyalty.com/home/insights/article-details/the-importance-of-prioritizing-high\(er\)-value-customers](https://www.loyalty.com/home/insights/article-details/the-importance-of-prioritizing-high(er)-value-customers)

³ <https://www.slideshare.net/EpsilonMktg/the-power-of-me-the-impact-of-personalization-on-marketing-performance/1>

⁴ <https://www.businesswire.com/news/home/20170822006083/en/Millennials-Prefer-Shopping-In-Store-New-SmarterHQ-Survey>

⁵ <https://couponfollow.com/research>

⁶ <https://smarterhq.com/millennials-where-they-shop-how-they-shop-why-it-matters>