Marketing for Millennials

Millennials were born between 1

1981 and 1996

In 2018, Millennials make up the 22–37 age group.

18–24 year olds check their phone on average of 74 times per day 2
25–34 year olds check their phone on average of 50 times per day 2

7 out of 8 millennials own a smartphone 3

83.1 Million Millennials represent more than ¼ of the nation’s population 4

In opposition to the popular belief that millennials don’t respond to email marketing, 10% MORE millennials, compared to older generations, say that promotional emails are influential ‘all or most of the time’. 3

68% of millennials prefer to receive brand communications via Email, over all other avenues including in-store and social media. 5

Millennials also...

Want authenticity from reliable sources 6
Like downloadable content 6
Prefer personalization and/or customization 6

Sources:
1 According to Pew Research Center; 2 Study released by Deloitte; 3 Fluent research study; 4 United States Census Bureau; 5 Study conducted by Bluecore; 6 Hubspot