

Marketing for Millennials

Millennials were born between ¹

1981



1996

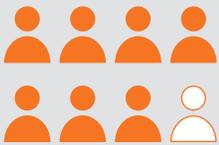
In 2018, Millennials make up the 22–37 age group.



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



2017/2018 - 83.1 Million Millennials represent **more than 1/4 of the nation's population** ⁴



+10% more

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