

# THE RISE OF MOBILE PRODIGIES

## MILLENNIALS, GEN Z, AND THE FUTURE OF MOBILE MARKETING



**Mobile Prodigies:** Millennials and Gen Z consumers whose proficiency with their mobile devices is highly developed and evolving. They are driving the app ecosystem while they work, play, and shop.

### MOBILE PRODIGIES: MOBILE FIRST + APP-FORWARD

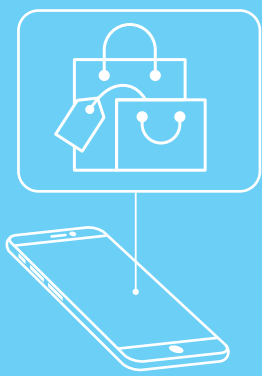


For Mobile Prodigies, app browsing and discovery is nearly compulsive – 60% download one or more apps weekly (the equivalent of 3–5 new downloads per user, per month).

80% ...of Mobile Prodigies spend more time on mobile apps than they did one year ago

60% ... (14–17 years old) said they would rather lose their wallet than their mobile phone

### MOBILE INSPIRATION + IN-STORE PURCHASES



Mobile Prodigies use their devices for product discovery, pre-purchase research, and point-of-sale/post-purchase engagements. And then, importantly, Mobile Prodigies complete their shopping journey by purchasing in-store.

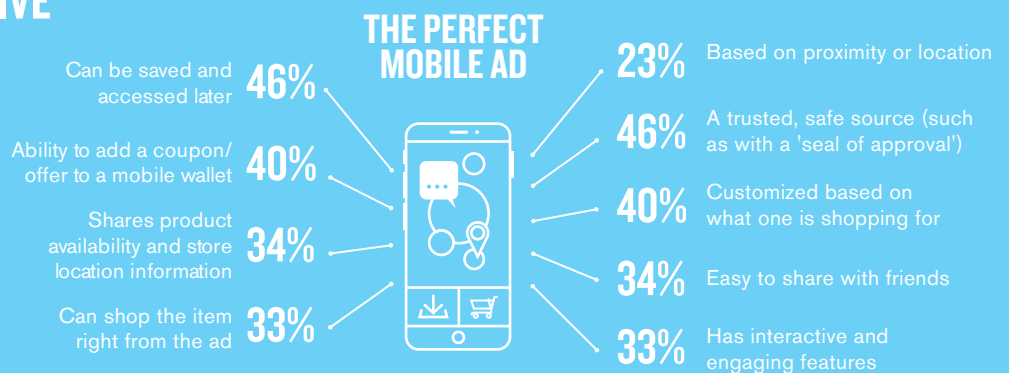
80% prefer to use smartphones to search for inspiration and to research items they may want to buy

1 in 4 use a mobile phone while shopping in a physical store to seek guidance and input from friends and family

95% prefer to use smartphones to search for inspiration and to research items they may want to buy

### NEXT-GENERATION CREATIVE

Creativity, aesthetic design, functionality, and innovation are all essential to hold Mobile Prodigies' attention long enough to produce brand-friendly results. Now more than ever, mobile marketers must turn to tightly aligned and future-leaning ad designs.



### PERSONALIZATION + PREDICTION



Mobile Prodigies value their individuality and demand that advertisers recognize and value it as well. Mobile Prodigies also want brands to anticipate the next best idea, the next experience, and products they haven't yet discovered. Taking personalization into the future means predicting what Mobile Prodigies want next.

80% expect tailored ads that not only target location but also recognize their interests and habits – who they are and how they self-identify

"If I were a retailer, I would probably create an app that would not only help you get ready in the morning, but, if you go shopping, it also knows your style. It will pick items from the store and put it on your phone and tell you exactly where to find the products inside the store."

James, 19, Mobile Prodigy

### MOBILE PRODIGIES AND DATA SHARING



Mobile Prodigies are constantly weighing the benefits of sharing their personal data: they will grant approval when a brand and/or marketer serves them creative that matches or exceeds their expectations. Likewise, they will withdraw that approval if and when the creative does not hit the contextual mark.

82% will delete apps that ask for too much personal information, or if the data-ask lacks sufficient explanation irrelevant to the experience of the app.

60% would agree, if presented with more relevant advertising, to one or more of the following:  
a. downloading a free app  
b. connecting the app to their Facebook account  
c. sharing location data  
d. sharing fitness and sleep data.

1/3rd would reverse their data-sharing stance from 'no' to 'yes' if doing so meant more relevant, personalized ads, experiences, and offers.

**RELEVANCE TRUMPS ALL.** If mobile marketers serve Mobile Prodigies best-in-class mobile experiences, they are willing to share their personal information – their permission comes down to relevance and reward.