

# 5 Keys to Reaching Gen Z



## Take advantage of real-world retail

They are young and mobile – they crave novelty and experience. Online-only retailers will extend their impact by entering the realm of “bricks” either through store-in-a-store or stand-alone efforts.

## Clean up and enhance store display/design

The Instagram generation lives by visuals and expects their retailers to make it cool, show how products are used, and feature them in their best light. They have to be desirable, accessible, touchable.

## "Uniquify" your merchandising mix

YouTube and social media present a window into millions of influencers – Gen Z doesn't want to look like everyone else. Retailers would be wise to find way to bring new and different merchandise into the mix, and not be afraid to run out of it.

## Improve the online experience

With online shopping not able to provide a tactile experience, up the quality of what you can control: spot on product descriptions with dynamic content, aesthetically pleasing images, 360° rotations, video demos geared to their age group, and reviews optimized for their skeptical minds.

## Use data to deliver a personalized shopping experience

Their desire to have it tailored to them is delivered by technology: customized products as well as a customized marketing experience. But, do it well, with the right offer, dynamic content, etc.



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