

BUILDING LOYALTY WITH DYNAMIC SHOPPERS

Retailers, with all the flashy competition and distractions out there, how do you hang onto your customers? To drive repeat business – in your physical store and online – heed findings from a recent study, showcased here. As frequently as millennials shop, it's imperative for you to be considered one of their preferred retailers.



» WIRED TO BE LOYAL TO A FEW

Have one **preferred retailer** for each purchase category



» MODEL AND MIRROR "PREFERRED RETAILER" PRACTICES

If you want customers to see you that way, here's what it takes



Safeguard & protect personal info



Reward with personalized discounts or special offers



Interact with me through my preferred communication channel



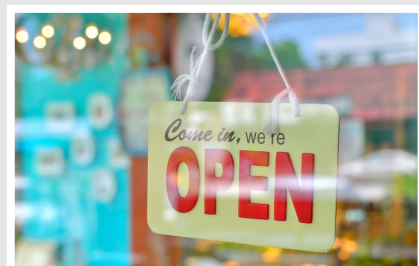
» MILLENNIALS' FREQUENCY STANDS OUT

Shop at least 1X month



	All	Millennials	Millennial Parents
Apparel/Shoes	30%	46%	53%
Home Improvement Items	25%	33%	44%
Home Décor	21%	34%	43%
Electronics/Appliances	17%	29%	42%

» ENTER NEW PROSPECTS



I can be swayed by advertised promotions & sales



Read print ads/inserts from retailers



» ADVERTISING PROVES POWERFUL FOR EXPANDING LOYALTY BASE

Top 3 strategies that drive newcomers or occasional shoppers to visit store or website

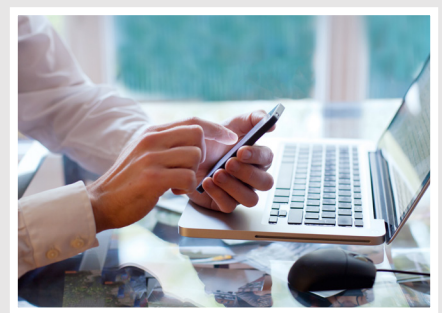


	All	Millennials	Millennial Parents
Receiving an offer	47% 1	55% 1	54% 1
Receiving an ad in both print and digital	28% 2	33% 3	41% 2
Receiving an email after visiting website	26% 3	--	--
Seeing ads on social media	--	34% 2	41% 2

» WINDOW OF OPPORTUNITY: REACHING MILLENNIAL PARENTS AT WORK

62% say "I often make purchases during work when I see an email, online ad or mobile notification from a retailer"

74% say "I often shop at stores close to where I work on my lunch break or before/after work"



» KEY: REACHING OUT WITH OFFERS ALL YEAR

Pays back with loyalty during crucial shopping times/seasons



73% ALL typically shop at retailers that have reached out throughout the year

27% ALL say they typically shop at new retailers

46% PARENTS | 49% MILLENNIAL PARENTS Parents are more open to new retailers during holidays and back-to-school specifically.

» CASES FOR PRINT AND DIGITAL INTERACTION



Print ad encourages them to go online and make a purchase from that retailer



Need to see a retailer's ad both in print and online several times to remember the message



» TOP 3 MEDIA consumers use

For planned purchases

- coupons (42%)
- direct mail (25%)
- emails and in-store promotions (21%) (tied)

For unplanned purchases

- in-store promotions (36%)
- coupons (26%)
- emails (17%)

To plant a seed to shop

- TV and emails (29%) (tied)
- direct mail (28%)
- coupons (25%)

ABOUT THE STUDY

The Valassis Awareness-to-Activation Study is an ongoing study fielded in conjunction with The NPD Group, Inc., a global market research company. The sample was derived via an online survey, and all participants were at least 18 years of age and all participants in the contiguous United States. Approximately 10,000 respondents are surveyed annually. The specific data included in this report is from the research wave fielded 1/26/2018 - 3/15/2018 to over 1,200 respondents and is balanced by age and gender to US Census demographic profiles.

Millennials = born 1982-1999 | Parents = HHs with children under age 18

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