



October 1, 2013

## Think You Know Mobile Millennials? Think Again; Campaigner(R) Survey Reveals Mobile Email and M-commerce Behaviors

### Gen Y, the Most Socially Networked Generation, Lags on Social Sharing, as Over 74 Percent Don't Share Great Email Deals on Social Networks

LOS ANGELES, CA -- (Marketwired) -- 10/01/13 -- Results of a national survey of consumers commissioned by Campaigner<sup>®</sup>, the email marketing and CRM brand of j2 Global, Inc. (NASDAQ: JCOM), revealed that more millennials make purchases directly from mobile marketing emails than any other generation. [eMarketer](#) recently projected that m-commerce will account for nearly 16 percent, or \$41.68 billion, of this year's e-commerce holiday shopping spend; more than half of these transactions (62.5 percent) will take place on tablet devices. Considering these factors, retailers have a huge opportunity this holiday season to tap into this highly mobile generation -- [73 percent](#) of which are already making transactions on mobile devices, [reportedly spending more than they earn](#).

According to Campaigner's survey, the millennial generation (age 18 - 34) is emerging as the hot demographic for retailers to win over for mobile purchases this holiday season. Of the millennials that own mobile devices, nearly nine in 10 (85.7 percent) use email on their mobile phone and, to date, more have made purchases directly from a mobile marketing email than any other generation.

This mobile, tech-savvy group needs to be wooed -- and in the right way. Retailers face several mobile marketing email challenges when it comes to turning millennial targets into buyers and loyal customers. The top three challenges mobile marketers face in this regard include motivating millennials to open the emails, engage with the email and then share the deals or offers through social channels. According to the Campaigner<sup>®</sup> survey, only 19.8 percent are motivated to open emails because of the subject line, and 25.5 percent identify irrelevant or non-personalized content as the biggest irritation regarding the email marketing messages they receive on their mobile devices.

The biggest opportunity retailers are missing is the benefits they would reap from adding social share buttons to their mobile marketing emails. At this time, [millennials depend on social networks](#) to keep up with brands and deals. However, the Campaigner survey suggests that when it comes to mobile marketing emails, a whopping 74.2 percent are not at all likely to share appealing email offers through their social media channels.

While the holiday shopping season is undoubtedly a boon for retailers, the Campaigner survey reveals that that it might actually be the toughest time for them to break through to millennials. Nearly 70 percent are indifferent to, or unengaged with, the mobile marketing content they are receiving during the holiday shopping season. In breaking it down, nearly 50 percent (48.6) are undecided as to how holiday marketing emails impact their holiday purchases, and 21.1 percent feel overwhelmed by them, ignoring them outright.

"Members of the Millennial generation are hands-down the most active mobile users and consumers in the world, and they will soon become the heart-and-soul of the mobile commerce economy," said E.J. McGowan, General Manager of Campaigner. "This generation is a game-changer for retailers and they will need to approach targeting this valuable demographic from all angles -- mobile design, personalization, social, and content that engages. It will be an exercise utilizing the best mobile email marketing practices, and Campaigner is here to help lead them to success."

Campaigner's "Top Three Tips for Breaking Through with the Mysterious Mobile Millennial":

- **Up Your Social Game:** To capture the attention of the most socially-networked generation to date, give them an easy way to share great sales or promotions. Dedicating a small amount of space in a mobile marketing email for potential customers to share information on their social networks is an easy effort to make as a means to increase your millennial customer base. If you really want to get them hooked -- set up a rewards program for sharing.
- **Go Mobile-friendly, or Go Home:** Since millennials are exceptionally mobile-savvy, they lose patience with clunky, non-mobile optimized emails in an instant. Make sure the size and style of the fonts used is readable, use big call-to-action buttons for easy tapping and mobile devices, and ALWAYS ensure that mobile marketing emails link back to a mobile-optimized site or landing page. To cover your bases with responsive mobile design, more tips can be found [here](#).

- **Know Your Millennials (better than they know themselves):** The last thing you want a millennial to do is not to open your email -- or worse -- read your email headline, and delete it because it doesn't relate to them. Millennials have grown up in the age of on-demand, personalized everything, so it's critical to go the extra mile with personalization in an effort to impress and/or reassure them that you know what they want, when they want it, before they even do.

An infographic of the survey results can be found at: <http://www.campaigner.com/solutions/infographics/pdf/Millennials-Infographic.pdf>.

### ***About the Survey Commissioned by Campaigner***

The survey was commissioned by Campaigner using Google Consumer Surveys between December 19 and December 20, 2012. Each question sampled at least 1,237 unique, randomly sampled Internet users across the Google Consumer Surveys publisher group, who identified themselves as consumers. The following link provides a breakdown of the millennial-focused data highlighted in this press release: <http://www.campaigner.com/survey/results/201309.pdf>. This data was extracted from the original survey which can be found at <http://www.campaigner.com/survey/results/201306.pdf>. The average margin of error is +/- 2.7%.

### ***About Campaigner<sup>®</sup>***

Campaigner sales and marketing enables small, medium and large businesses to strengthen customer relationships and drive sales by connecting with their customers quickly, simply and affordably. Features include professional email campaign creation, multiple ways to grow and manage lists, integration with CRM and the utilization of campaign metrics and reports to increase results. Campaigner is a brand and registered trademark of j2 Global Canada, Inc., an affiliate of j2 Global, Inc. (NASDAQ: JCOM). Learn more and visit Campaigner at [www.campaigner.com](http://www.campaigner.com).

### ***About j2 Global<sup>™</sup>***

j2 Global, Inc. (NASDAQ: JCOM) and its affiliates provide Internet services through their two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications and CRM solutions. It markets its services principally under the brand names [eFax<sup>®</sup>](#), [eVoice<sup>®</sup>](#), [FuseMail<sup>®</sup>](#), [Campaigner<sup>®</sup>](#), [CampaignerCRM<sup>™</sup>](#), [KeepItSafe<sup>®</sup>](#), and [Onebox<sup>®</sup>](#) and operates a messaging network spanning 49 countries on six continents. The Digital Media Division, created with j2 Global's November 2012 acquisition of [Ziff Davis, Inc.](#), offers trusted news and reviews of technology products on its web properties, which include [PCMag.com](#), [ExtremeTech.com](#), [ComputerShopper.com](#), [Toolbox.com](#) and [Geek.com](#). The Digital Media Division also operates [BuyerBase<sup>®</sup>](#), an advanced ad-targeting platform; [LogicBuy.com](#), a leading provider of online deals; and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2012, j2 Global had achieved 17 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit <http://www.j2global.com>.

PDF Attachment Available: [http://media.marketwire.com/attachments/201309/190290\\_Millennials-Infographic-FINAL\\_FINAL\\_092713.pdf](http://media.marketwire.com/attachments/201309/190290_Millennials-Infographic-FINAL_FINAL_092713.pdf)

### ***Press contact:***

Cheryl Renton  
Marketing Communications Manager  
Email: [cheryl.renton@j2.com](mailto:cheryl.renton@j2.com)  
Website: [www.campaigner.com](http://www.campaigner.com)  
Twitter: @Campaigneremail  
Facebook: [Campaigneremail.com](http://Campaigneremail.com)

Source: j2 Global, Inc.

News Provided by Acquire Media