MARIGOLD™

2024 European Consumer Trends Index

The latest consumer insights into marketing channels, messaging engagement, brand loyalty, data privacy & more

IN CONJUNCTION WITH ECONSULTANCY

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Methodology

The Consumer Trends Index is an annual research study designed to impart brands with consumer data and insights critical to developing effective relationship marketing strategies.

For the 2024 European iteration, Marigold, in conjunction with Econsultancy, **surveyed a total of 7,343 consumers** from the following regions: Denmark, France, Germany, Spain, Sweden, the United Kingdom, and the Benelux Region.

FIELD DATES:

September 2023 – November 2023

Millennials *Generation Y*
41.9%
AGES 27–42
3,076 RESPONDENTS

Gen X *Generation X*
23.4%
AGES 43–58
1,716 RESPONDENTS

Gen Z *Generation Z*
15.3%
AGES 18–26
1,120 RESPONDENTS

Boomers *Baby Boomers*
19.5%
AGES 59–77
1,431 RESPONDENTS

WE HAVE A VISION AT MARIGOLD:

Find your people, get to know them *and make them superfans.*

On face value, it's a simple phrase. But looking deeper, it's a series of steps that perfectly define relationship marketing.

Your journey as a brand simply isn't complete without a strategy to forge genuine connections with customers. This idea isn't exactly a secret these days, and it's easy to lose track of *why* efforts like relationship-building and loyalty cultivation are so important. That's the beauty of the Consumer Trends Index. We ask the questions that matter and bring insights into the fold that you can use to guide your strategy for the coming year. The value of brand loyalty, for example, is considerable. Despite a turbulent economy, 65% of European consumers will pay more to shop with the brands they're loyal to.

Consumer behaviour and preferences regarding loyalty are among the many stats you'll find in the report. Others include personalisation, messaging engagement and data privacy, to name a few. On these fronts, some themes are perpetual. Consumers have long sought an individualised touch from brands, and this remains the case for 2024. It's a similar story for data privacy: consumers are concerned with how their data is used, illustrated by their uneasiness with third-party cookie tracking, gravitation towards brands who respect their data privacy, and emphasis on data privacy policies as a factor in maintaining brand loyalty. Of course, new challenges arise as well – front and centre this year, prompted by economic challenges, is the need for technology consolidations. But as cross-channel messaging has become an integral component of marketing, brands may be worried about finding a solution that can meet their complex needs. Savvy brands always have a way to capitalise on strategic changes, though, and tech consolidations are no exception.

Elsewhere, a consumer obsession with monetary-centric brand promotions and offers is clearly present.

But with half of consumers citing frustrations with receiving irrelevant content and offers, brands will need to look further than just cast-and-blast discounts and coupon codes to really resonate.

Pessimism regarding social media is also present – considerably so. Sizable numbers of consumers don't trust the advertisements they see on social media and feel that they've been manipulated by algorithms. A combination of ad distrust and inclination to share less with social platforms highlights the importance of direct communication (like via email, SMS and push notifications) with consumers, ensuring they remain connected to your brand even if their social engagement wanes.

There's a lot to unpack for 2024.

So let's begin.

At a Glance: Key Themes & Stats

Email tops marketing channels in purchase frequency.

50% *of consumers* have made a purchase from an email in the last year, compared to **48% for social media advertisements, 44% for social media posts, 24% for SMS/MMS messages**, and **21% for banner advertisements.**

Economic considerations are influencing consumer behaviour, but consumers still seek more than just the lowest price.

51% *of consumers* **feel pessimistic** about the economic outlook.

Nonetheless, sizable numbers of consumers rank **product/service quality (72%), convenience (59%)** and **excellent customer service (44%)** as factors *more* important than price when it comes to making a purchase decision.

Brand loyalty is immensely valuable. Brands need to satisfy consumer desires in several key areas to maintain it.

65% *of consumers* **will pay more** to shop with the brands they're loyal to.

More than **70%** of consumers cite the following as either important or critically important to maintaining their loyalty: customer service/support, offers/promotions, data privacy policies, product/service quality, options and availability.

From the characteristics of favoured brands to the types of offers consumers like, the need for personalisation is widespread.

84% *of consumers* say their favourite brand **treats them like an individual.**

85% *of consumers* **think personalised birthday offers are "cool,"** while 80% think the same about product recommendations based on past purchases.

78% *of consumers* cite they are **likely to engage with a personalised offer** tailored to their interests.

At a Glance: Key Themes & Stats

The demand for loyalty programmes continues to grow.

40%
of consumers

are more likely to engage in a loyalty programme this year compared to last, while only **7%** are less likely to engage.

The push for greater data privacy is making zero-party data even more important.

62% *of consumers*

find ads based on indirect tracking tools, like third-party cookies, to be a “creepy” marketing tactic.

In late 2024, Google Chrome will become the next major browser to disable third-party cookies.

Fortunately, the value exchange is alive and well.

When it comes to sharing their data in exchange for something, a majority of consumers **find value in discounts/coupons (92%)**,

loyalty points/rewards (90%), early/exclusive access to offers (84%), a chance to win something (81%), unlocking content (59%) and brand community (54%).

Consumer pessimism surrounding social media is hard to ignore.

63%
of consumers

don’t trust the advertising they see on social media.

55%
of consumers

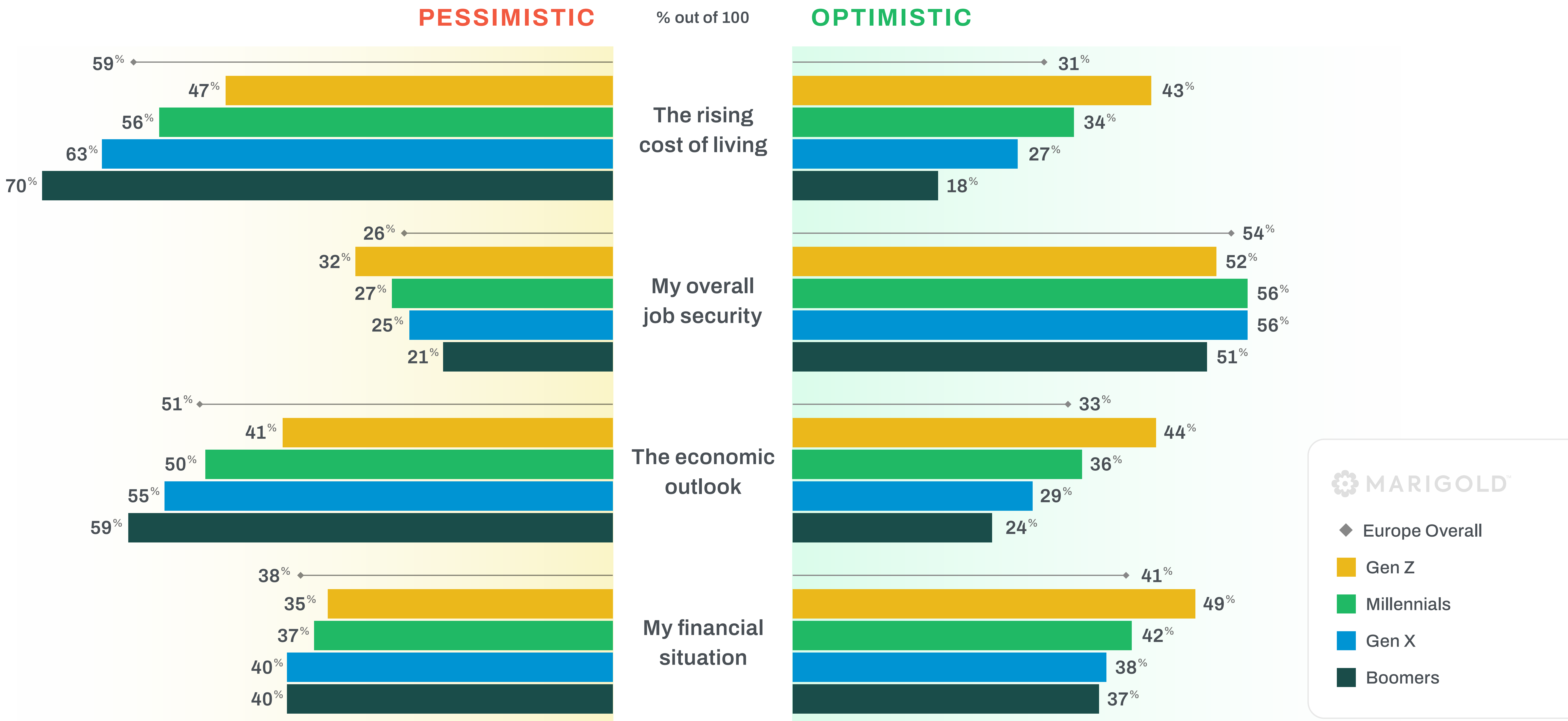
are engaging with social media less for the **sake of their mental health.**

Addressing *the* Economy

The elephant in the room is an economy in flux. Inflation and rising interest rates have made many consumers think twice before making purchases – close to half are doing more research before purchasing, waiting longer for products to go on sale, and relying more often on loyalty programme benefits. The practice of impulse buying is also declining.

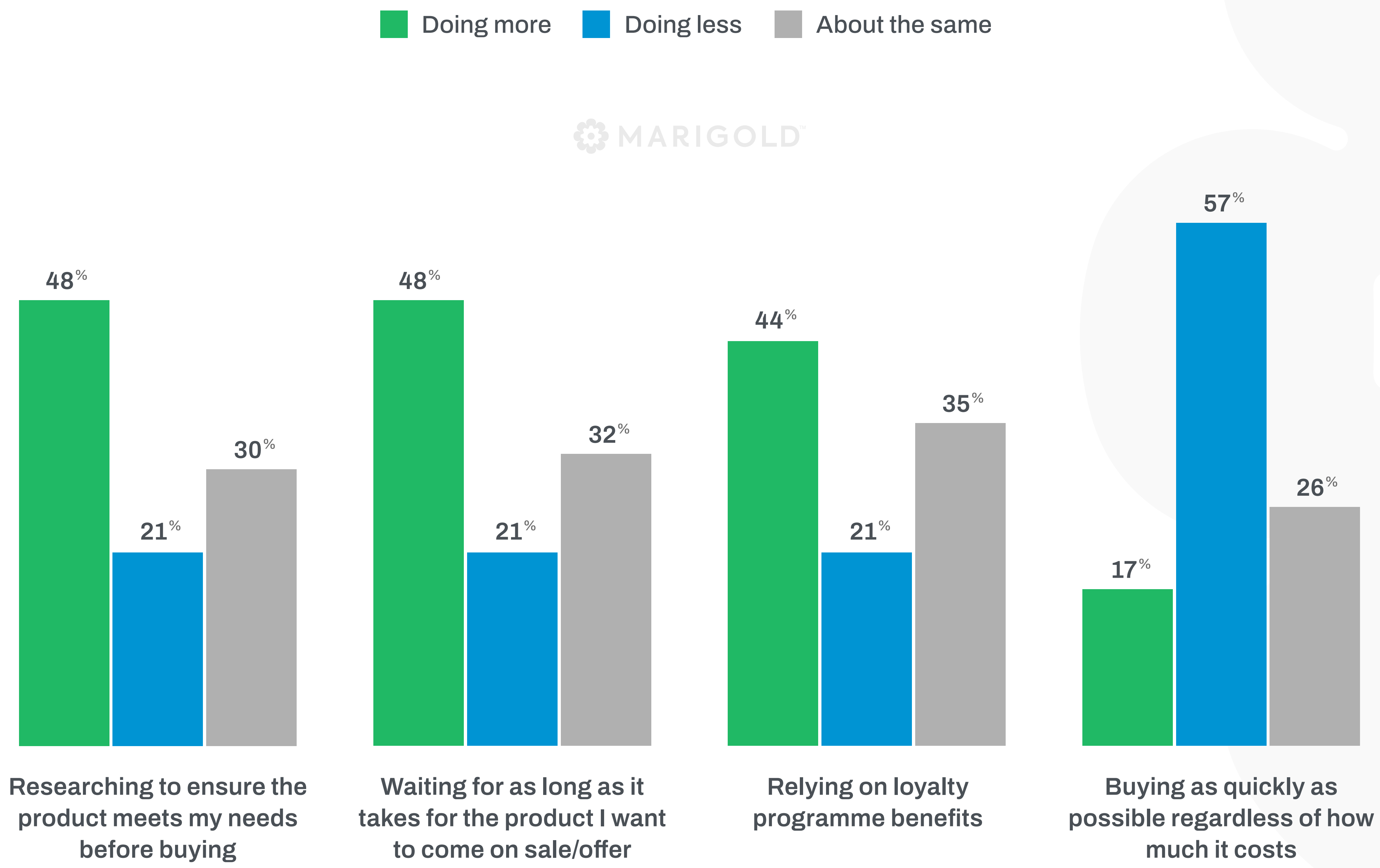
While broad economic considerations have certainly impacted consumer behaviour, the news isn't all doom and gloom. For savvy brands who know where to shift their attention, there is an abundance of opportunities to win with consumers. Well over half of consumers cite **product or service quality (72%) and convenience (59%)** as *more* important than price when making a purchase decision. And a considerable number **(44%) place excellent customer service over price as well**. Yes, price is important. But it isn't the end-all-be-all for adaptable brands.

How would you *describe your feelings* regarding the following?



NOTE: Gen Z and Millennial consumers tend to be more optimistic about the economy relative to their Gen X and Baby Boomer counterparts – a good sign for brands as the buying power for these younger cohorts increases.

Compared to last year, when buying a new product from my favourite brand I'm…



Which of the following are more important than price *when making a purchase decision?*

72% Europe Overall

The quality of the brand's products or services

- 61% Gen Z
- 70% Millennials
- 75% Gen X
- 79% Boomers

59% Europe Overall

Convenience
e.g., availability, purchase, or delivery options

- 48% Gen Z
- 59% Millennials
- 63% Gen X
- 63% Boomers

44% Europe Overall

Excellent customer service and support

- 33% Gen Z
- 42% Millennials
- 47% Gen X
- 54% Boomers

42% Europe Overall

The brand's reputation

- 41% Gen Z
- 42% Millennials
- 43% Gen X
- 43% Boomers

27% Europe Overall

The brand's ethical values, including its stance on social/environmental issues

- 29% Gen Z
- 29% Millennials
- 27% Gen X
- 25% Boomers

19% Europe Overall

A consistent digital experience

- 19% Gen Z
- 19% Millennials
- 20% Gen X
- 17% Boomers

2% None of the above | 2% Gen Z | 1% Millennials | 2% Gen X | 3% Boomers

Marketing Channels

Email Remains #1

Years go by, new social platforms enter the market, and yet it is email that continues its reign as the most popular channel for driving consumer purchases. In the last year, more consumers have made a purchase from an email **(50%)** than from a social media advertisement **(48%)** or post **(44%)**, SMS/MMS message **(24%)**, or a banner ad **(21%)**.

To those out of the loop, email's sustained performance may come as a surprise.

But if you really take a step back and think about it, email inboxes are *everywhere*. Email has become a prerequisite for interacting with the digital world – good luck creating an account, subscribing to a newsletter, or opting for paperless billing without email. Unlike social platforms where consumers can "detox" or "unplug" for a while, checking email is an actual day-to-day necessity for many. Its accessibility and widespread consumer reliance make email an obvious choice for the savvy marketer to bring visibility to their messages – but, of course, consumers can and will unsubscribe if these messages miss the mark.

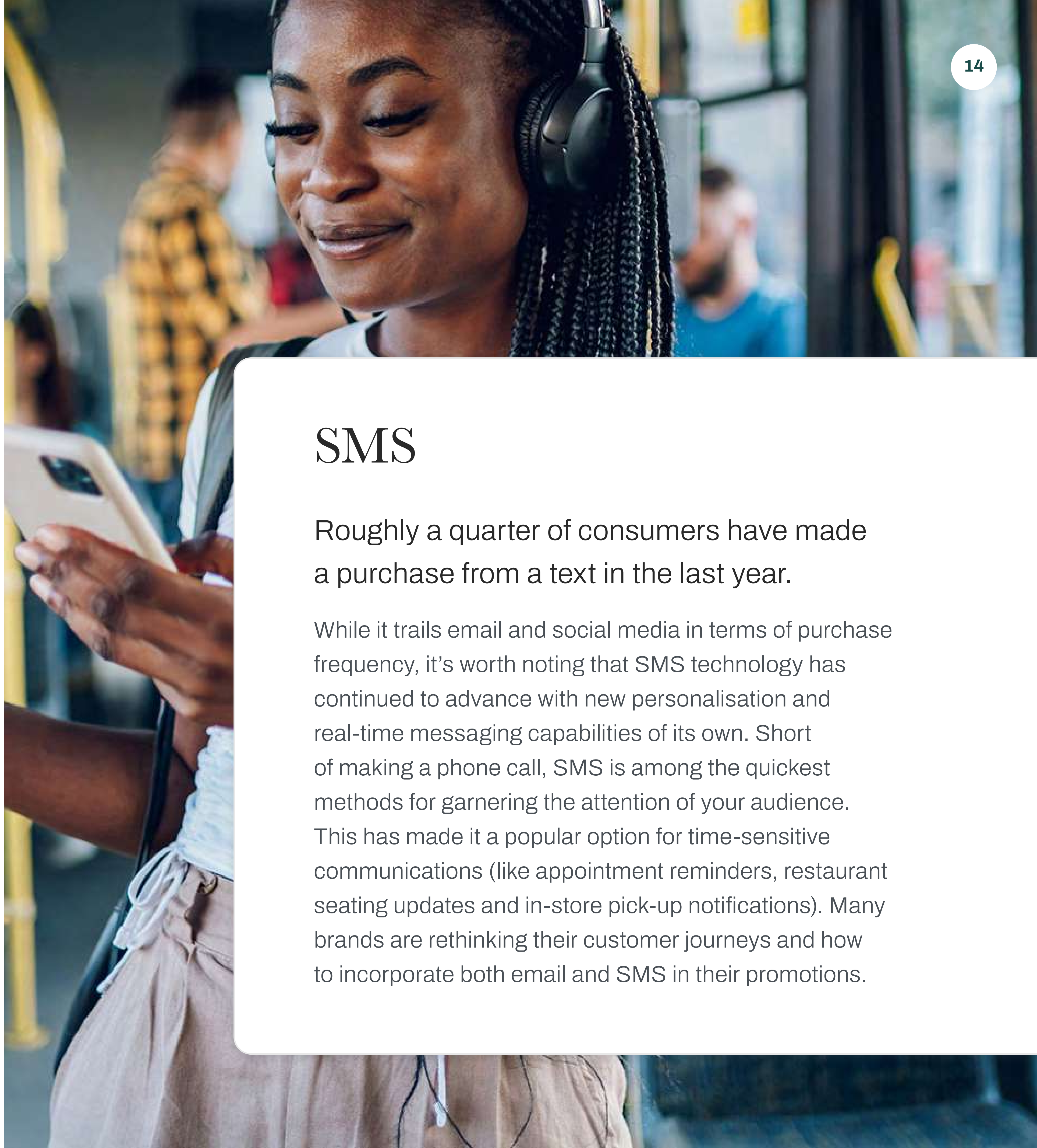
Fortunately, advancements in technology have elevated email's ability to deliver hyper-relevant, masterfully segmented messages that resonate with consumers on an individual level. The desire for personalised messaging – a critical component of relationship marketing – is a recurring theme surrounding modern consumers. They seek timeliness, relevance and an individualised touch – email continues to be the optimal channel for marketers to deliver on these fronts.

Social Media Ads & Posts

While other marketing channels continue to trail email when it comes to purchases made, younger consumers are undoubtedly embracing social media advertising as a way to find new brands, products and offerings.

Social media platforms have capitalised with expanded monetisation efforts, demonstrated in recent history with the weaving in of new e-commerce opportunities like integrated shops on TikTok, Instagram and Snapchat.

When comparing social media posts versus ads, paid social media ads yield a more substantial purchase frequency across all age generations. But beware – an overcorrection towards ad-focused marketing without a clear strategy outlined could prove costly amid soaring advertising costs.

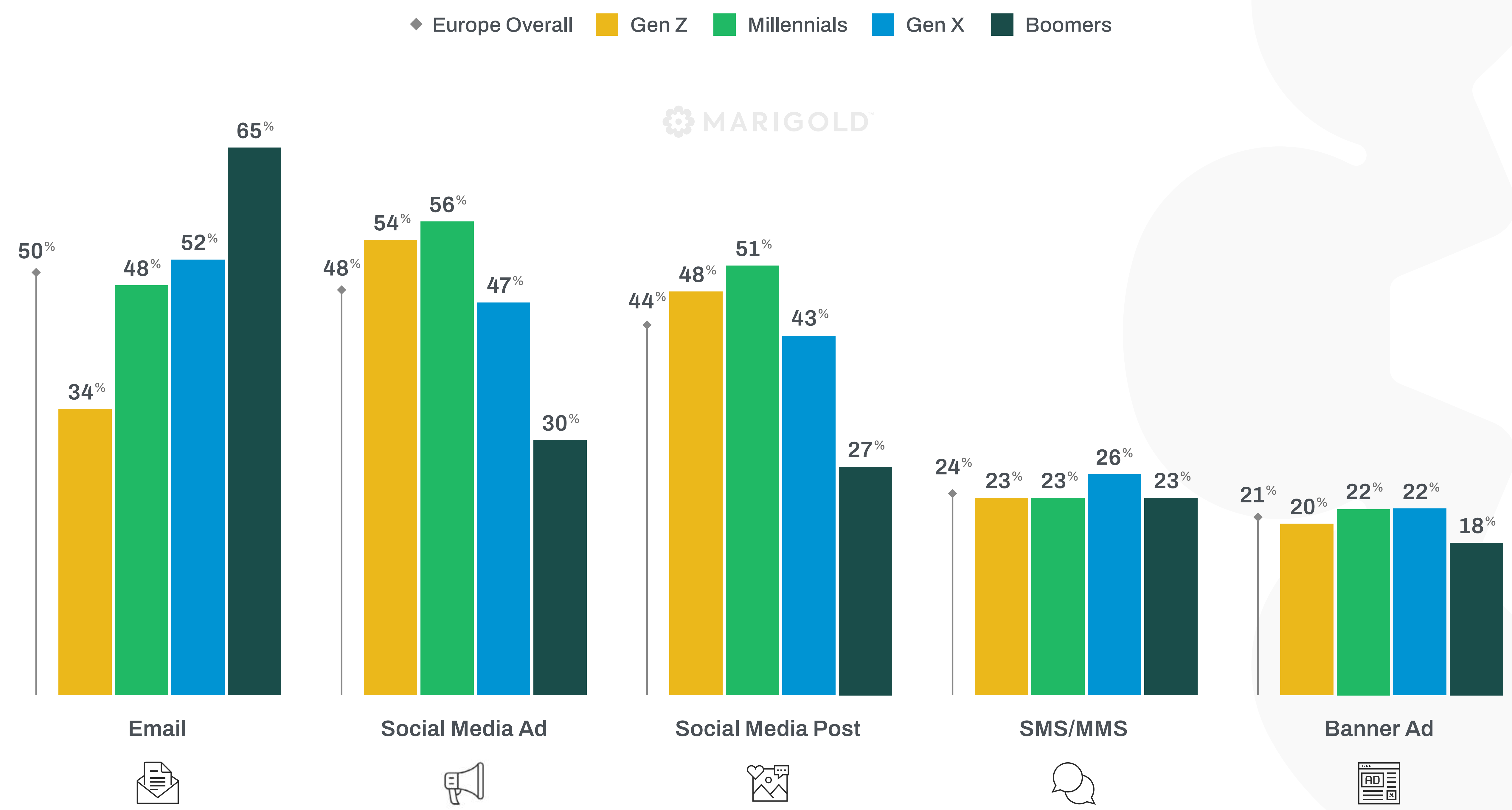


SMS

Roughly a quarter of consumers have made a purchase from a text in the last year.

While it trails email and social media in terms of purchase frequency, it's worth noting that SMS technology has continued to advance with new personalisation and real-time messaging capabilities of its own. Short of making a phone call, SMS is among the quickest methods for garnering the attention of your audience. This has made it a popular option for time-sensitive communications (like appointment reminders, restaurant seating updates and in-store pick-up notifications). Many brands are rethinking their customer journeys and how to incorporate both email and SMS in their promotions.

Have you made a purchase from any of the following *in the last 12 months?*



Mobile

It's 2024. The need for mobile optimisation is a given at this point, which can be easier said than done depending on the capabilities of your organisation. Just in case you still need convincing, here's the rundown.

Remember those 50% of consumers who've made a purchase from an email in the last year? Make it an email *viewed via mobile* and that number only falls to **35%**. For perspective, of all people who've bought something from an email, seven in ten have bought from an email they viewed in a mobile format. All the more reason to view every email as it will be seen on a mobile device before scheduling the send.

Right now, you're probably within reach from your own mobile device – and potentially reading this report from a tablet or phone. Since our mobile devices are on us everywhere we go, mobile unsurprisingly plays a significant role in on-the-fly in-store research as well. **More than half (51%) of consumers have used their phone in-store to research or otherwise help with purchase decisions.** What relevance does this have for brands exactly? Well, pull out your phone, pretend as if you're a customer, and visit a random product page on your website. Most website technology today is pretty good about mobile optimisation for basic formatting, but navigation sequences and copy are a little trickier. How easy is the website to navigate with no mouse? And is the copy suitable for mobile (i.e. no walls of text, no TLDRs necessary)?

Which of the following have you done *in the last 12 months?*

35% Europe Overall

Bought a product or service because of an email I viewed on my mobile phone

- 28% Gen Z
- 37% Millennials
- 36% Gen X
- 36% Boomers

53% Europe Overall

Bought a product or service through a mobile app

- 44% Gen Z
- 57% Millennials
- 54% Gen X
- 48% Boomers

38% Europe Overall

Bought digital content via my mobile phone

- 41% Gen Z
- 44% Millennials
- 38% Gen X
- 24% Boomers

51% Europe Overall

Used my mobile phone in-store to research or help me decide to make a purchase

- 46% Gen Z
- 57% Millennials
- 52% Gen X
- 42% Boomers

57% Europe Overall

Received or sent money from my mobile phone

- 47% Gen Z
- 60% Millennials
- 60% Gen X
- 56% Boomers

39% Europe Overall

Browsed for products in-store but purchased elsewhere

- 40% Gen Z
- 42% Millennials
- 37% Gen X
- 34% Boomers

36% Europe Overall

Visited and made a purchase in-store as a result of an email or SMS promotion received

- 30% Gen Z
- 36% Millennials
- 36% Gen X
- 38% Boomers

Leverage Tech Consolidation *to Your Benefit*

With tightening budgets, tech consolidation initiatives have become a new normal as many marketers are tasked to *do more with less.*

Over the past several years, advancements in marketing technology and corresponding brand efforts to ensure no stone is left unturned have caused brands to amass a variety of technologies from a variety of vendors, spanning SMS, email, push notifications, loyalty programmes and beyond. Unintentionally, this has contributed to bloated infrastructure. And while marketing teams have stitched together technologies and "made things work," a constricted economic environment has been the catalyst needed to reduce the bloat. Brands are now pressed to determine what is necessary, what isn't, and how the need to hit a multitude of channels can still be satisfied with tech consolidations. While the prospect of changing marketing technologies and processes can be daunting, there is value that arises out of consolidation, beyond budgetary relief.

A key advantage of tech consolidation is the ability to create more consistent experiences. As ideal as it would be for a consumer to see a promotion on a given channel, and follow immediately with a purchase, the buying journey isn't always so straightforward. Consumers will see a message or promotion, they'll ideate, they'll browse, they'll research, they'll interact with your brand, and eventually make a purchase decision. These actions often take place across platforms and devices, which begs the question:

How confident are you in your brand's ability to provide consistent cross-channel messaging?

Using distinct platforms for distinct marketing channels elevates the risk of disjointed and inconsistent experiences. When you centralise and consolidate your messaging with a **cross-channel platform**, it becomes easier to provide a logical flow of communication, as does the ability to manage and integrate data – no reconciling different customer IDs from different vendors to piecemeal together the right messaging cadences.

If your brand hasn't already addressed tech consolidations, expect to see them soon. As the saying goes, play with the cards you're dealt – in this case, use consolidation as an opportunity to satisfy the longstanding consumer desire for consistent user experiences.

Messaging Frustrations & Engagement

Frustrations

Messaging is the vessel by which brands connect and cultivate genuine relationships with customers.

It's no secret optimised messaging is the core of any intelligent marketing strategy. And yet, messaging frustrations – namely a lack of personalisation – persist among consumers. **Half have been frustrated by irrelevant content or offers** in just the past six months, while **41%** have similarly been **frustrated by messages that failed to reflect their wants and needs.**

While these metrics are concerning from a high-level perspective, they also present an easy-win opportunity for brands if they make personalisation a priority. It comes back to the idea of marketers shifting away from cast-and-blast promotions and putting an honest effort into understanding consumers on a personal level. For your prospects, it can be as simple as updating your landing pages beyond standard form fields and collecting data on preferences and interests. For your current customers, it can be as simple as sending out surveys or polls that give them an opportunity to express their evolving needs. Then, it just comes down to leveraging the data effectively – a challenge that has become easier with **advanced marketing technology** that can help you identify segments, expand campaigns and deliver triggered personalised messages.

Have you experienced any of the following frustrations from brands *in the last six months?*

50% Europe Overall

Irrelevant content or offers

- 43% Gen Z
- 49% Millennials
- 51% Gen X
- 62% Boomers

41% Europe Overall

Messages that didn’t reflect my wants and needs

- 43% Gen Z
- 42% Millennials
- 40% Gen X
- 37% Boomers

36% Europe Overall

Messaging based on information about me that I hadn't shared directly with the brand

- 34% Gen Z
- 36% Millennials
- 37% Gen X
- 35% Boomers

33% Europe Overall

Messages that didn't recognise my shopping or loyalty card history

- 33% Gen Z
- 34% Millennials
- 32% Gen X
- 31% Boomers

26% Europe Overall

Email sent at a time when I wasn't likely to see it

- 27% Gen Z
- 27% Millennials
- 25% Gen X
- 22% Boomers

Engagement *by* Message Type

There's no shortage of campaign possibilities when it comes to resonating with consumers.

Consumers are most likely to engage with messages containing discounts and coupon codes, loyalty programme promotions, sale/holiday promotions and personalised offers – *all* are message types ripe for personalisation. Robust customer journey mapping plays a key role here – different stages in the customer journey require different offers to really be enticing. Rather than universal promotions, isolate the various journey stages among your customers, and create compelling offer sequences. It may take a bit more work upfront, but it can help alleviate frustrations with irrelevant content and offers experienced by over half of consumers.

Outside of offers and promotions, product announcements have proven to grab consumers' attention, **three-quarters of consumers** citing a likeliness to engage.

Engagement levels begin to fall off with newsletters and brand purpose-related activities. Both still have their place, but it is critical for brands to think about their audiences and segments when launching or re-imagining their newsletter strategy. Brand purpose-related activities in particular resonate differently among groups. **64% and 65% of Gen Zers and Millennials respectively are likely to interact with brand purpose-related activities**, sliding slightly to **61%** for Gen Xers but falling substantially to **45%** for Baby Boomers. The relative Boomer apathy towards brand purpose (and other social-themed brand activities) is a recurring theme in our 2024 data, where they consistently poll the lowest among all age groups.

How likely are you to engage *with each of the following brand messages?*

Loyalty programme promotions

84% Europe Overall

- 79% Gen Z
- 85% Millennials
- 88% Gen X
- 82% Boomers

Discounts and coupon codes

83% Europe Overall

- 77% Gen Z
- 86% Millennials
- 86% Gen X
- 82% Boomers

Sale promotions or holiday promotions

81% Europe Overall

- 79% Gen Z
- 82% Millennials
- 85% Gen X
- 79% Boomers

Personalised emails that surprise you with offers tailored to your interests

78% Europe Overall

- 75% Gen Z
- 79% Millennials
- 79% Gen X
- 76% Boomers

Product announcements

75% Europe Overall

- 72% Gen Z
- 76% Millennials
- 78% Gen X
- 70% Boomers

Exclusive VIP offers

75% Europe Overall

- 71% Gen Z
- 78% Millennials
- 77% Gen X
- 70% Boomers

Newsletters

62% Europe Overall

- 57% Gen Z
- 61% Millennials
- 67% Gen X
- 66% Boomers

Brand purpose-related activities

60% Europe Overall

- 64% Gen Z
- 65% Millennials
- 61% Gen X
- 45% Boomers

Brand *Loyalty*

The Value of Loyalty

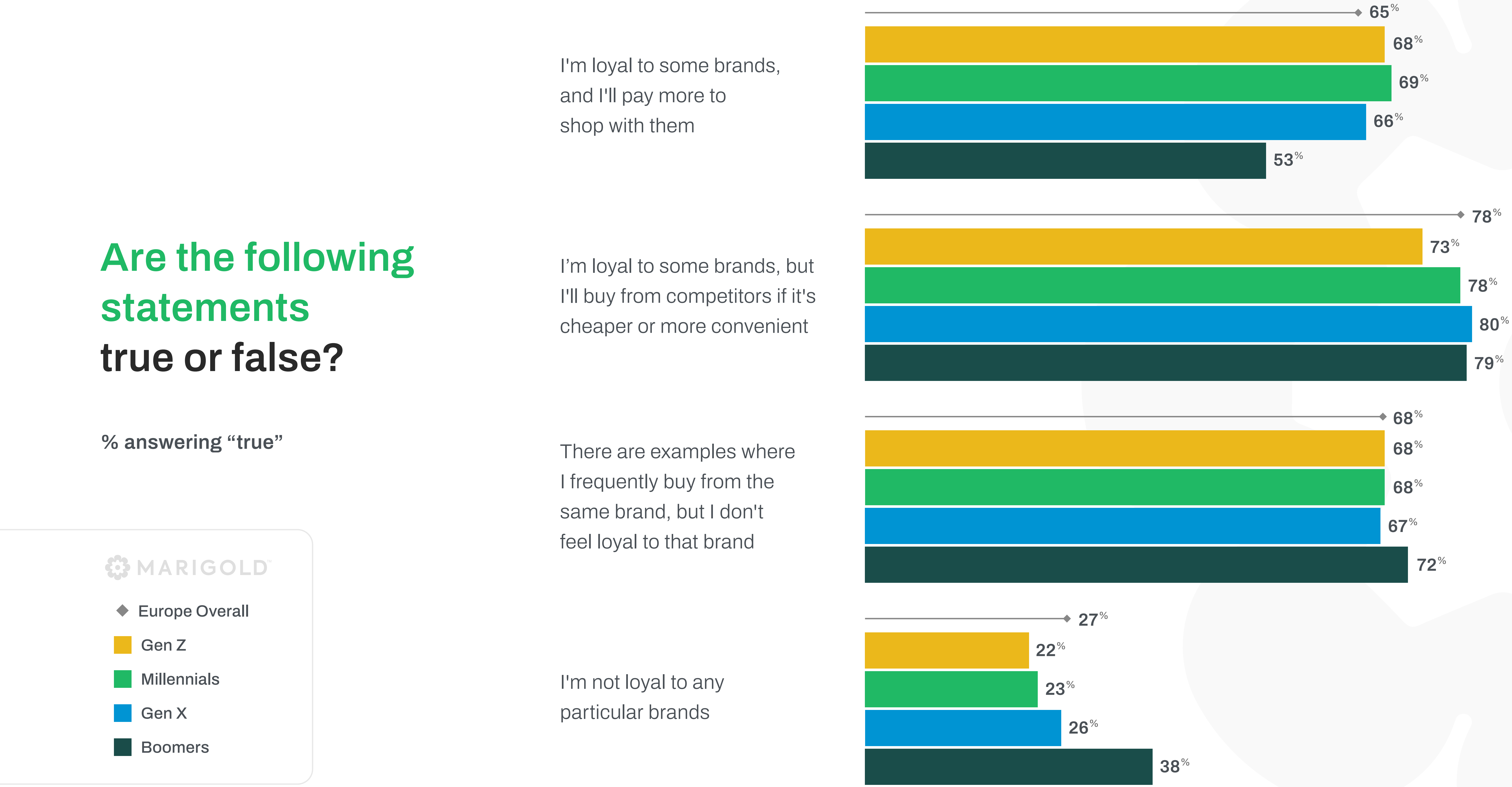
Loyalty remains incredibly valuable for brands in 2024. **More than six in ten consumers will pay more to shop with the brands they're loyal to.**

The brands able to secure this loyalty are poised to benefit in a variety of ways – loyalty opens the door for increased revenue opportunities among customers while reducing the pressure of acquiring new ones.

Brands unable to secure loyalty are at risk. Even when a brand has a suitable product or service that commands more than just one-off purchases, loyalty isn't a given. **A whopping 68% of consumers say there are examples where they frequently buy from the same brand, but don't actually feel loyal.** This delicate purchasing behaviour reinforces the critical importance of a dedicated loyalty strategy.

Are the following statements true or false?

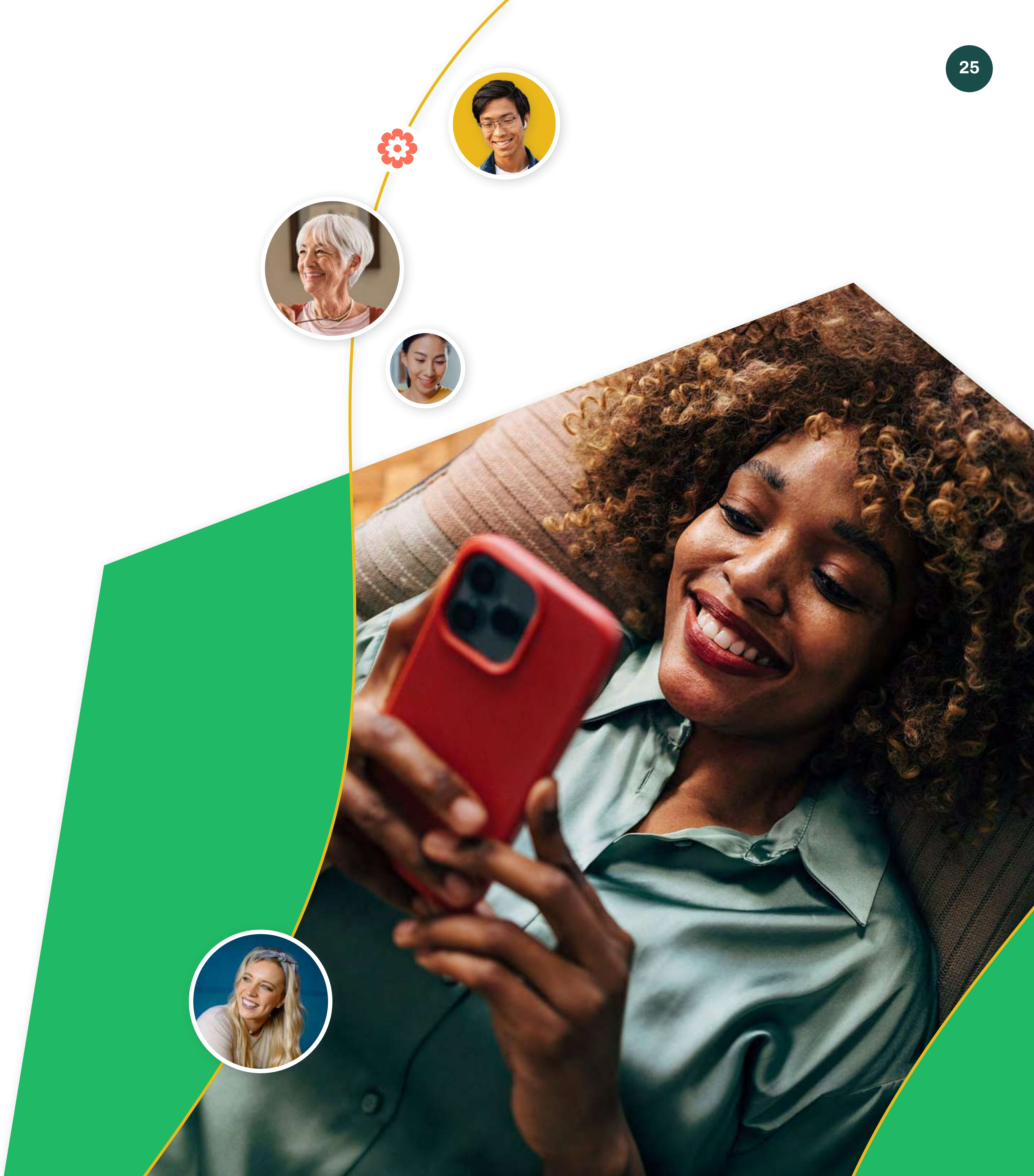
% answering "true"



Consumers' Favourite Brands

When crafting loyalty strategies, what better place to start than by looking to the brands who've earned the "favoured" status among their constituents?

As it turns out, favoured brands are getting quite a bit right. They are delivering consistent experiences across channels, practising personalisation and relationship-building, rewarding customers for their loyalty, and respecting data privacy. When combined, these brand efforts are a great representation of relationship marketing in practice – a commitment to cultivating genuine connections, carried out by consistent, personalised messaging that makes customers feel like VIPs. It's a lot to account for. But when the end result is loyal customers who will pay more to shop with you, it's worth the effort.



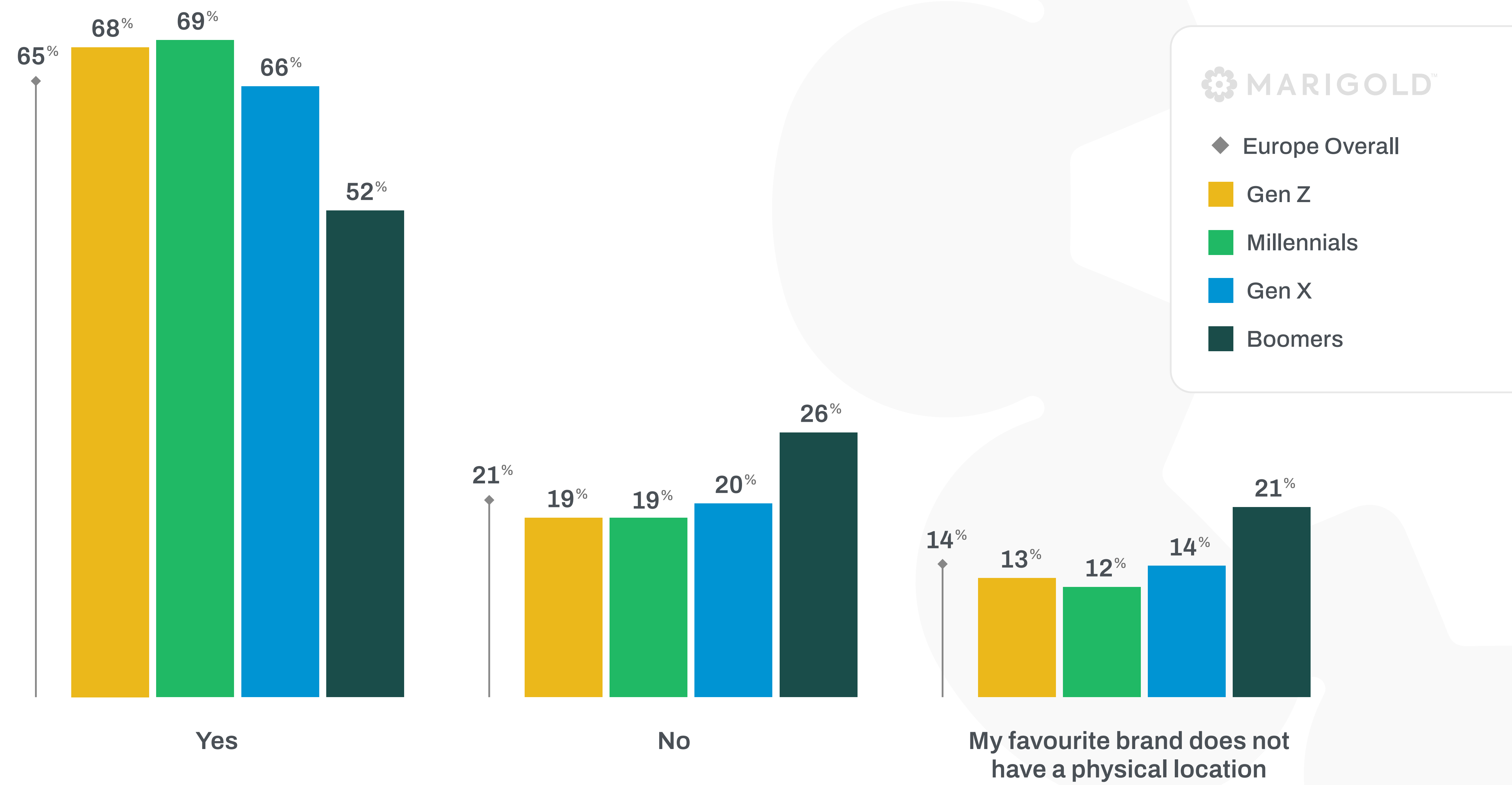
My favourite brand...

Provides a consistent experience, regardless of where I interact with it	91%
Rewards me for my loyalty	87%
Uses my data in a way that makes me feel comfortable	87%
Treats me like an individual	84%
Strives to develop a relationship	81%
Surprises me with rewards I don't expect	76%
Makes me feel special, like a VIP	73%
Influences my life beyond the products and services that it provides	68%

% answering “agree”

In another testament to the value of a loyal customer base, **65% of consumers** cite that if their favourite brand's nearest location closed, they would go out of their way to continue shopping with them even if it meant a longer trip. **Only 21%** wouldn't continue shopping with the previously favoured brand. Interestingly, **14% of consumers** cite their favourite brand doesn't have a physical location at all – a reminder that some brands can thrive in a fully remote environment.

If your favourite brand's nearest location closed, would you still go out of your way to shop with them *even if it meant a longer trip?*



Loyalty Drivers

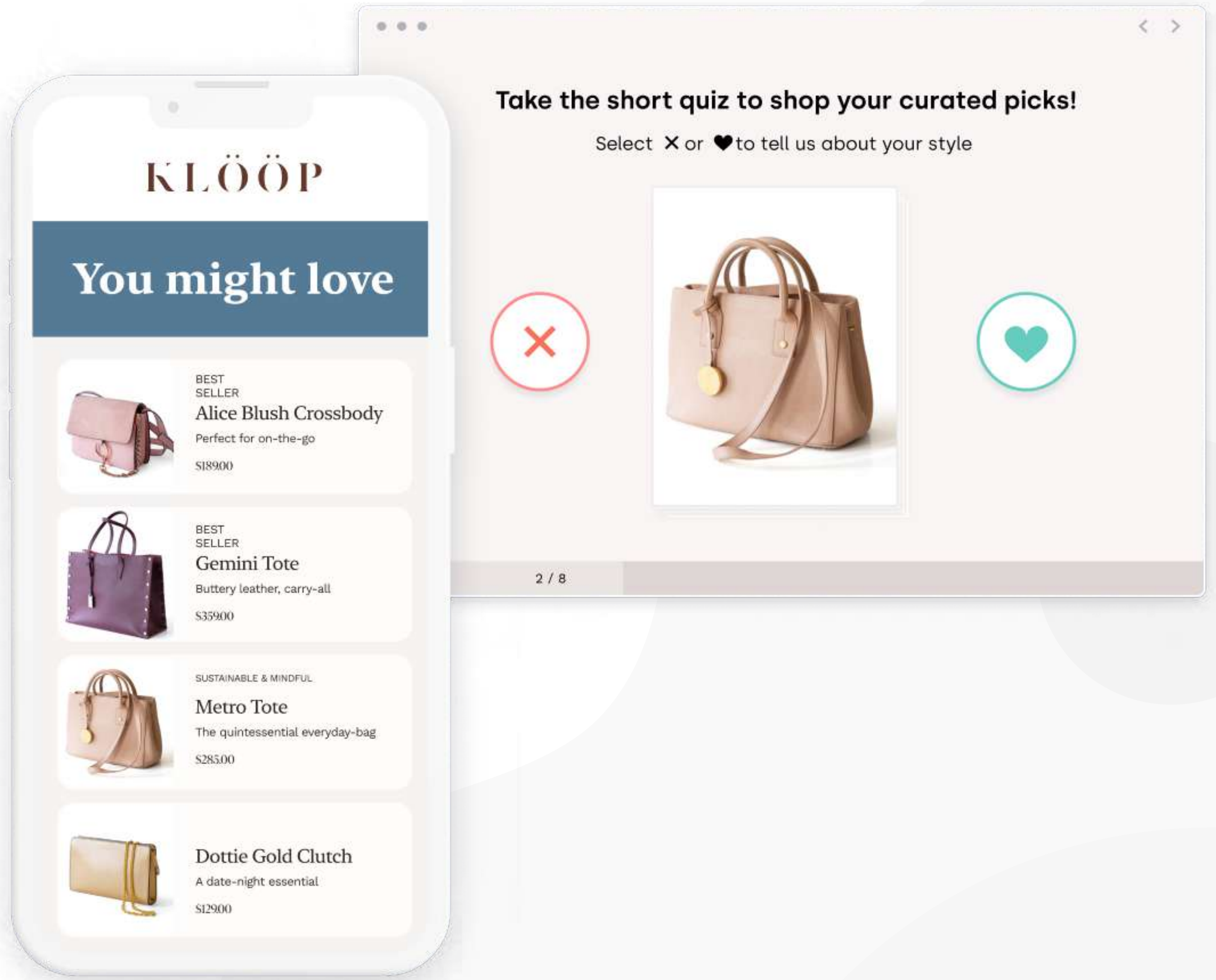
We know loyalty is valuable and we know consumers' favourite brands are satisfying many of the areas key to relationship marketing. But what are some specifics your brand can do that will *really* keep your customers loyal?

At Marigold, Big L loyalty programmes are those that require investment into a dedicated loyalty solution. Big L Loyalty programmes include tech and services like currency management, earning systems, dynamic loyalty tiers, and a dedicated team – which often sits outside of marketing – to manage the programme.

SPOILER ALERT: a Big L Loyalty programme, while great, *isn't a necessity* for driving loyalty.

Simply optimising your messaging to ensure your audience receives up-to-date, personalised information can check many of the boxes pivotal to customer loyalty. Think triggered messages for product availability, personalised offers and promotions based on previous activity, and transparent explanations for how data is being used – all easy messaging implementations that can dramatically improve customer perception of your brand.

More broadly, there are several other factors that you can probably guess are important. When differentiating your brand from competitors, speak to these characteristics of your brand: the quality of your products or services, what sets your customer support and service apart, and the variety of products/services your brand offers.



How important are the following in keeping you loyal to your favourite brand?

% answering “important” or “critically important”

Range of options/ product choice
80% Europe Overall

- 72% Gen Z
- 79% Millennials
- 84% Gen X
- 82% Boomers

Availability online/in-store
79% Europe Overall

- 71% Gen Z
- 79% Millennials
- 81% Gen X
- 81% Boomers

Data privacy policies
77% Europe Overall

- 71% Gen Z
- 76% Millennials
- 79% Gen X
- 81% Boomers

Offers and promotions
76% Europe Overall

- 70% Gen Z
- 77% Millennials
- 78% Gen X
- 76% Boomers

Customer service/support
74% Europe Overall

- 66% Gen Z
- 73% Millennials
- 77% Gen X
- 80% Boomers

Quality of product or services
71% Europe Overall

- 56% Gen Z
- 69% Millennials
- 75% Gen X
- 82% Boomers

Mobile app/website
e.g., functionality, user-friendliness

68% Europe Overall

- 64% Gen Z
- 70% Millennials
- 72% Gen X
- 62% Boomers

Loyalty programmes
67% Europe Overall

- 63% Gen Z
- 68% Millennials
- 70% Gen X
- 63% Boomers

They work hard to build a relationship with me
55% Europe Overall

- 56% Gen Z
- 58% Millennials
- 56% Gen X
- 44% Boomers

Brand purpose
e.g., broader social aims

54% Europe Overall

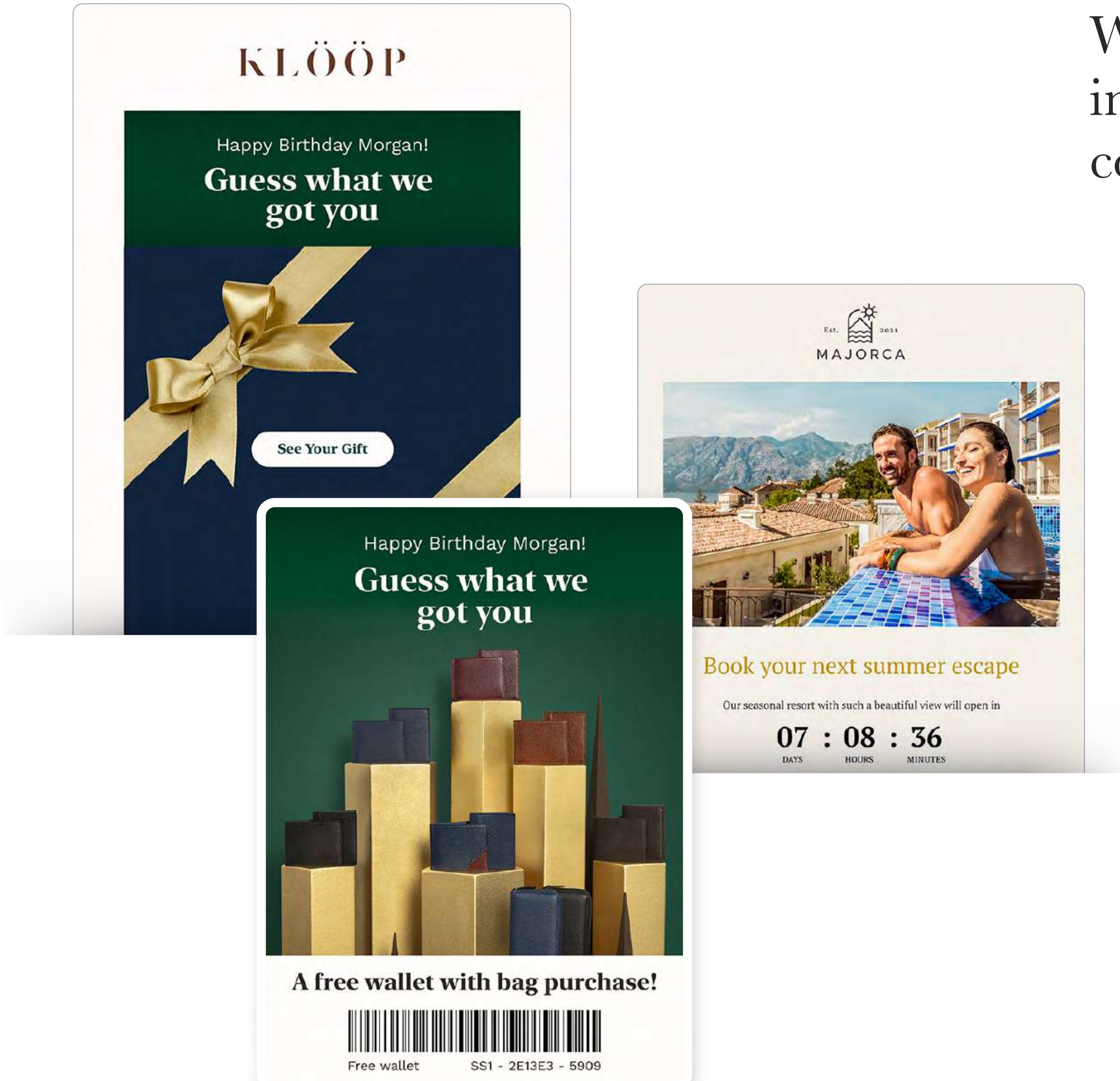
- 57% Gen Z
- 57% Millennials
- 55% Gen X
- 45% Boomers

The Art of the Win-Back

While it may come as a concern for marketers that more than one in three consumers have effectively burned their loyalty to at least one brand in the last year, the good news is that **the overwhelming majority of these consumers cite they can be won back.**

The impact of inflation resurfaces here, where more attractive discounts or coupon codes rise above the other strategies when it comes to most effectively winning back customers. But the effectiveness of financial incentives when pocketbooks tighten isn't exactly a secret – finding the right way to increase the visibility of your offers is critical. As consumer inboxes become filled to the brim with 15% off this and 20% off that, the responsibility falls upon the shoulders of marketers to craft offers that really resonate with their audiences.

This is where real-time personalisation and dynamic content prove to be immensely valuable. Accounting for customer data, behaviour and characteristics in real-time, and leveraging these data points to provide hyper-relevant, timely offers can help elicit customer attention.

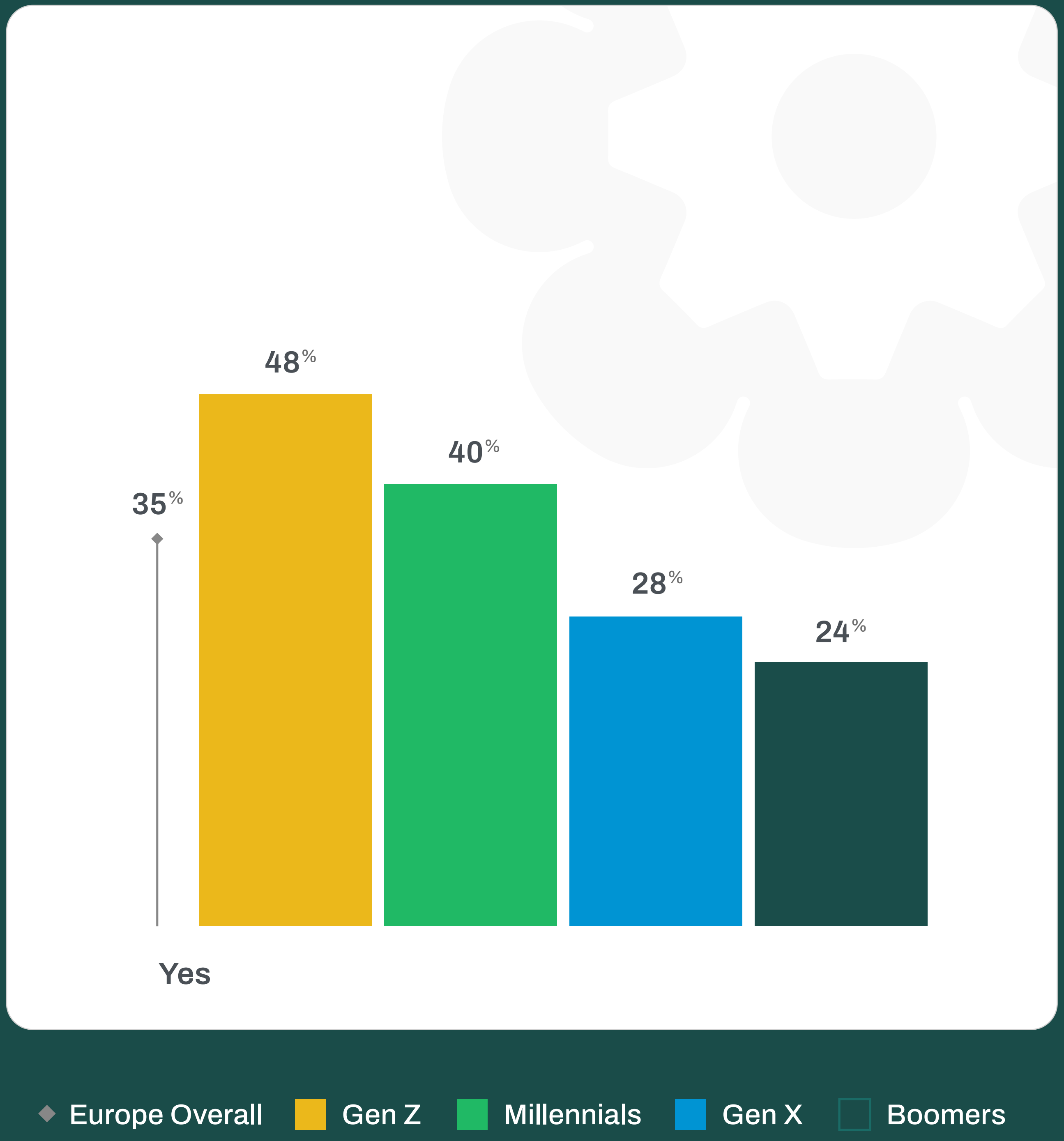


When weaving discounts or coupons into your win-back messaging strategy, consider using the following:

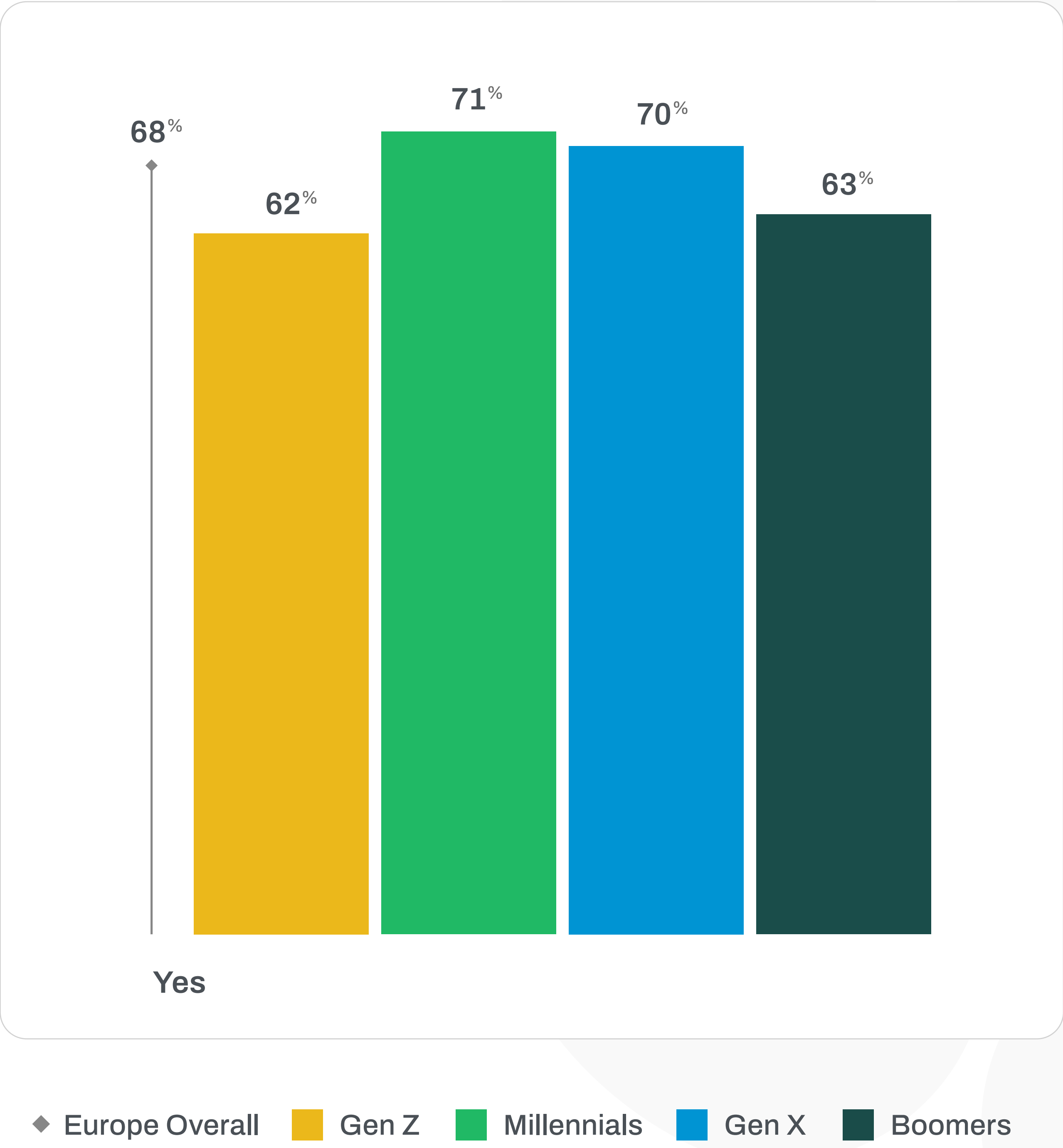
- **Triggered offers** based on time (i.e. three months since the customer has made a purchase) or interactions (i.e. immediately after they've viewed a particular product or service on your website).
- **Interactive elements** like click-to-reveal and scratch-off offers to increase engagement and help to gamify experiences.
- **Live countdown timers** accompanying the offer to drive a sense of urgency.

Looking for win-back strategies other than monetary-centric offerings? Fortunately, a third or more of consumers cite they could be won back with better customer service, a broadened range of products/services and enhanced quality of products/services. If you're unsure of which area to target in your win-back messaging, consider asking your less engaged customers to share their thoughts in a survey – it's a great way to demonstrate that you value their perspective and a key step in pinpointing your precise attrition contributors.

Have you switched away from or become less loyal to any brand you previously liked to buy from in the past year?



Given that you've shifted loyalty or stopped buying from a preferred brand, do you believe the brand could take actions to win you back or make you brand loyal?



If you believe a brand could win you back or make you more loyal, *which actions could help?*

Provide more attractive discounts or coupon codes

56% Europe Overall

- 44% Gen Z
- 57% Millennials
- 61% Gen X
- 62% Boomers

Enhance the quality of products or services

42% Europe Overall

- 38% Gen Z
- 41% Millennials
- 45% Gen X
- 46% Boomers

Broaden its range of products or services

35% Europe Overall

- 34% Gen Z
- 35% Millennials
- 36% Gen X
- 39% Boomers

Better customer service

33% Europe Overall

- 30% Gen Z
- 34% Millennials
- 30% Gen X
- 36% Boomers

Refine the digital user experience

21% Europe Overall

- 26% Gen Z
- 21% Millennials
- 20% Gen X
- 16% Boomers

Strengthen data privacy policies

18% Europe Overall

- 20% Gen Z
- 18% Millennials
- 19% Gen X
- 15% Boomers

Reconsider its stance on societal issues

17% Europe Overall

- 20% Gen Z
- 19% Millennials
- 15% Gen X
- 13% Boomers

Big L Loyalty

If you aren't currently leveraging a dedicated loyalty programme, you're likely missing out on revenue opportunities.

Four in ten consumers are *more* likely to engage in a loyalty programme this year compared to last, while **only 7%** are less likely to engage (roughly half will be keeping their loyalty programme participation constant).

When it comes to specific loyalty programme desires, point/reward systems and exclusive discounts top the list for consumers across all age groups. Loyalty programmes can and *should* offer **more than just financial incentives,** but the allure of tangible rewards is undeniable. The key is constructing a loyalty programme that appeals to the broad consumer affinity for cost-savings, while offering a personal touch that sets your programme apart from the countless others whose appeals start and end with points-for-purchases.

As you can likely deduce from the variety of loyalty programmes you've interacted with personally, not all are created equally. There's a lot to balance in an advanced "Big L" programme, from the technical demands of creating dynamic loyalty tiers and earning systems, to the strategic challenges of curating compelling loyalty sequences that truly resonate with customers. The solution is an intelligent system of programme management that can dynamically segment customers into loyalty tiers, reward non-transactional (but still valuable) customer interactions (like survey participation), and offer robust reward management functionalities to keep customers actively engaged.

CORE "BIG L" LOYALTY PROGRAMME CAPABILITIES

- ☐ Currency management
- ☐ Digital punch cards
- ☐ Dynamic loyalty tiers
- ☐ Earning systems
- ☐ Loyalty status monitoring
- ☐ Personalised offers
- ☐ Reward management

WORTH NOTING

is that roughly a third of consumers find value in receiving exclusive access to products/events/services, while about a quarter find value in personalised product/service suggestions based on their loyalty programme usage. Only 13% of consumers overall are interested in the ability to connect with other people who like the brand, but this desire for a sense of community rises to a more considerable 21% for Gen Z consumers.

Are you more or less likely to engage in brand loyalty programmes this year compared to last year?

More Likely

40% Europe Overall

- 39% Gen Z
- 45% Millennials
- 41% Gen X
- 30% Boomers

Less Likely

7% Europe Overall

- 12% Gen Z
- 7% Millennials
- 6% Gen X
- 4% Boomers

No Change

53% Europe Overall

- 49% Gen Z
- 48% Millennials
- 53% Gen X
- 66% Boomers

Thinking about rewards and loyalty programmes, what should top brands offer to keep you coming back?

56% Europe Overall

Exclusive product or service discounts

- 42% Gen Z
- 54% Millennials
- 59% Gen X
- 67% Boomers

56% Europe Overall

Points/reward systems

- 43% Gen Z
- 54% Millennials
- 59% Gen X
- 68% Boomers

32% Europe Overall

Exclusive access to products/events/ services for members

- 32% Gen Z
- 33% Millennials
- 32% Gen X
- 30% Boomers

26% Europe Overall

Ability to take part in contests, sweepstakes, or challenges

- 27% Gen Z
- 28% Millennials
- 25% Gen X
- 22% Boomers

23% Europe Overall

Recommend products/services based on loyalty programme usage

- 25% Gen Z
- 22% Millennials
- 25% Gen X
- 19% Boomers

19% Europe Overall

Communicate with me on the channels I prefer

e.g., email, SMS, apps

- 21% Gen Z
- 19% Millennials
- 19% Gen X
- 18% Boomers

13% Europe Overall

Community

e.g., the ability to connect with other people who like the brand

- 21% Gen Z
- 15% Millennials
- 10% Gen X
- 6% Boomers

12% Europe Overall

Community Recognition

e.g., badges, social posts

- 19% Gen Z
- 14% Millennials
- 10% Gen X
- 5% Boomers

Privacy, Zero-Party Data & the Value Exchange

Providing personalisation while respecting the personal data of consumers is a balancing act for brands.

Insufficient consumer data, stored across multiple systems of record, will negatively impact the ability of brands to deliver experiences that are timely and relevant. But trekking too far in the direction of sensitive personal data can leave consumers feeling outright uncomfortable.

For better or worse (*better* for forward-looking marketers), the demise of third-party cookies and the intensification of privacy and anti-spam efforts by tech leaders like Google, Yahoo and Apple requires a fundamental shift in the way brands collect consumer data.

Optimising personalisation in a post-cookie environment where consumers, corporations and governments alike are placing heavier emphasis on data privacy will require a more direct-to-consumer approach, assisted with thoughtful messaging and a continued gravitation towards zero-party data acquisition.

Brand Interactions:

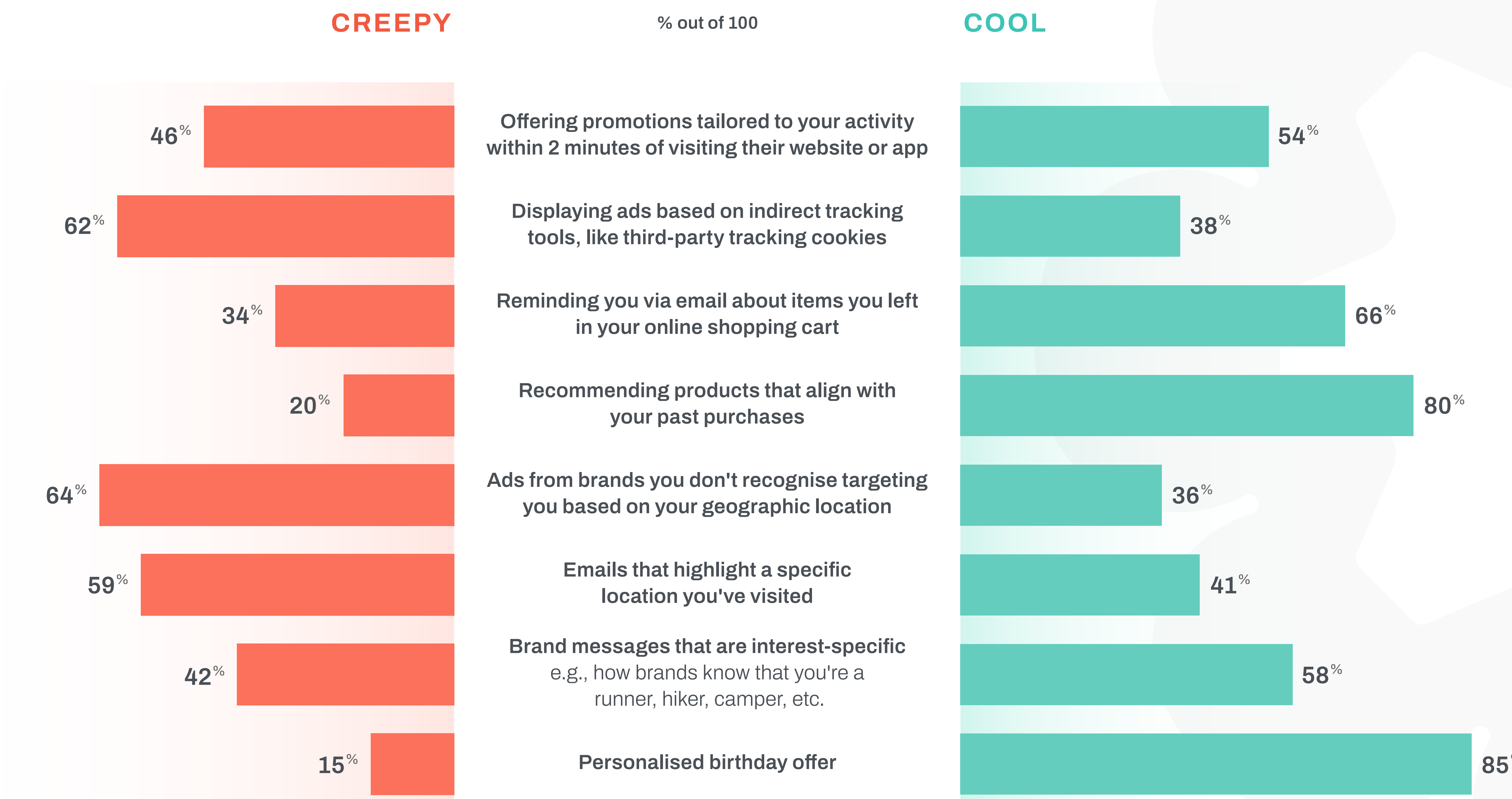
CREEPY VS. COOL

There are a variety of brand interactions that can satisfy the consumer desire for personalisation without setting off alarms.

Abandoned cart reminders, birthday offers, recommendations based on past purchases and interest-specific messages all resonate with a strong majority of consumers. Contrarily, a sizable portion of consumers find ads based on indirect tracking tools and location-targeted ads from unknown brands as decidedly “creepy.”

Of course, comfort levels with the utilisation of personal data will vary, highlighting the importance of probing for consumer preferences early on in relationships. A simple preference form that covers opt-ins and outs for data usage and a checklist for the types of messages contacts would like to receive is always good practice.

Do you find these brand interactions creepy or cool?



Consumer Behaviour Regarding Privacy

What are consumers actually doing on an individual level to protect their data privacy?

Perhaps most interestingly, in the last year, **more than half** have deleted unused mobile apps and browser extensions, while **a third or more** have tightened the privacy settings on their online accounts *and* have decided to share less about themselves online. *Deleting, tightening, sharing less.* The universal consumer method for data privacy is simple: shield the world from their data. But with cookies crumbling (even though most consumers aren't really aware), brands absolutely need the ability to convince consumers to impart their data – behaviours, preferences, motivators and the like are all critical data points for delivering robust personalisation.

Notably, these actions are fairly consistent across age groups. The Baby Boomer stereotype regarding tech-aversiveness certainly isn't present – Boomers even rank first among age groups when it comes to using two-factor authentication (2FA).

In the last 12 months, have you done the following on your mobile, tablet, or desktop PC?

53% Europe Overall

Deleted unused mobile apps and browser extensions

- 43% Gen Z
- 52% Millennials
- 57% Gen X
- 61% Boomers

46% Europe Overall

Created a strong, unique password and used two-factor authentication

- 37% Gen Z
- 45% Millennials
- 46% Gen X
- 55% Boomers

34% Europe Overall

Shared less about myself online

- 34% Gen Z
- 36% Millennials
- 32% Gen X
- 33% Boomers

33% Europe Overall

Tightened privacy settings across some of my online accounts

- 31% Gen Z
- 35% Millennials
- 33% Gen X
- 30% Boomers

30% Europe Overall

Searched for an email from a favourite brand in my spam folder and moved it to my inbox

- 27% Gen Z
- 31% Millennials
- 30% Gen X
- 28% Boomers

26% Europe Overall

Blocked search engines from tracking me or used privacy-centric search engines

- 29% Gen Z
- 27% Millennials
- 24% Gen X
- 24% Boomers

24% Europe Overall

Revoked third-party app connections to my online profiles

e.g., Facebook, Google

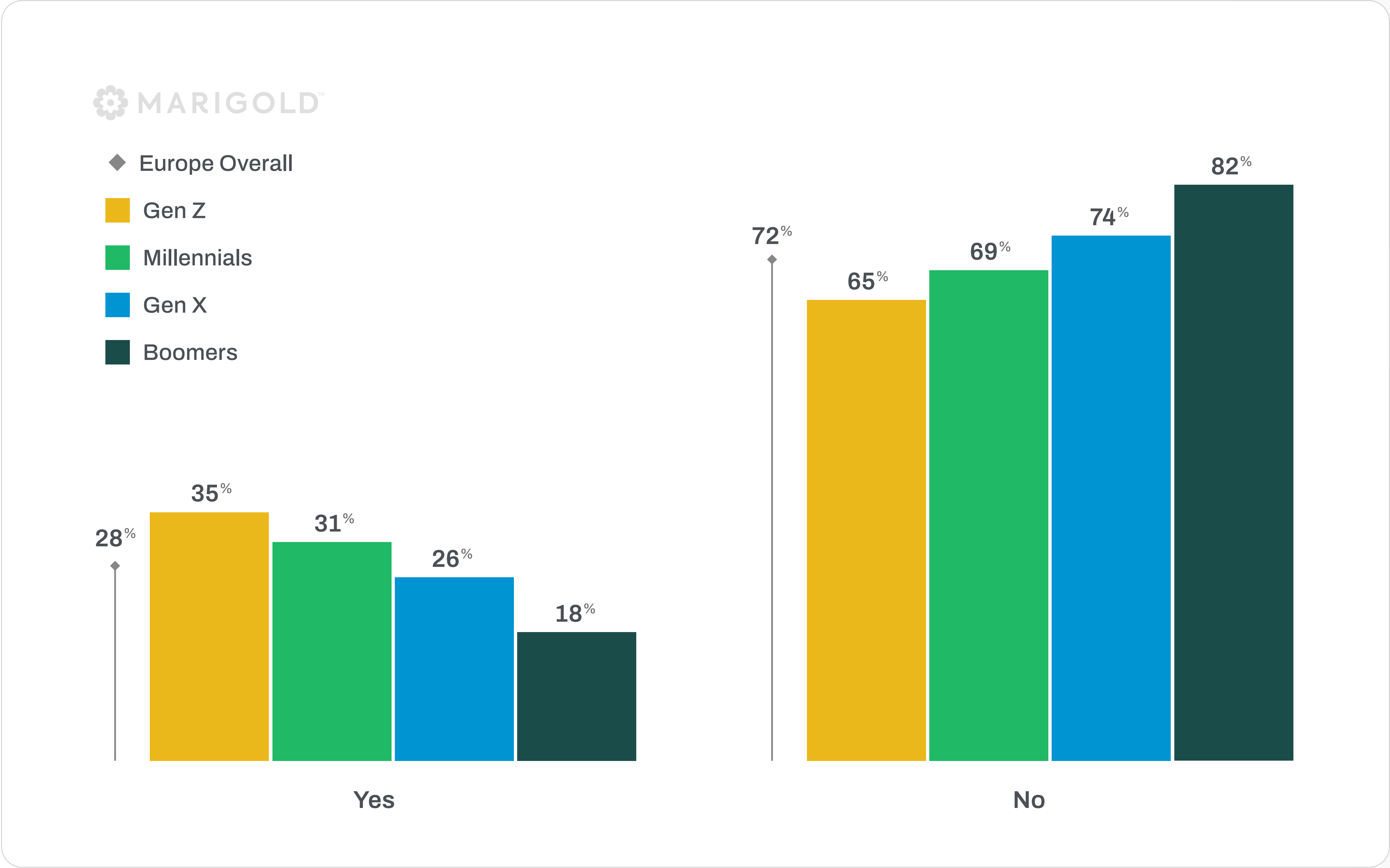
- 28% Gen Z
- 25% Millennials
- 24% Gen X
- 18% Boomers

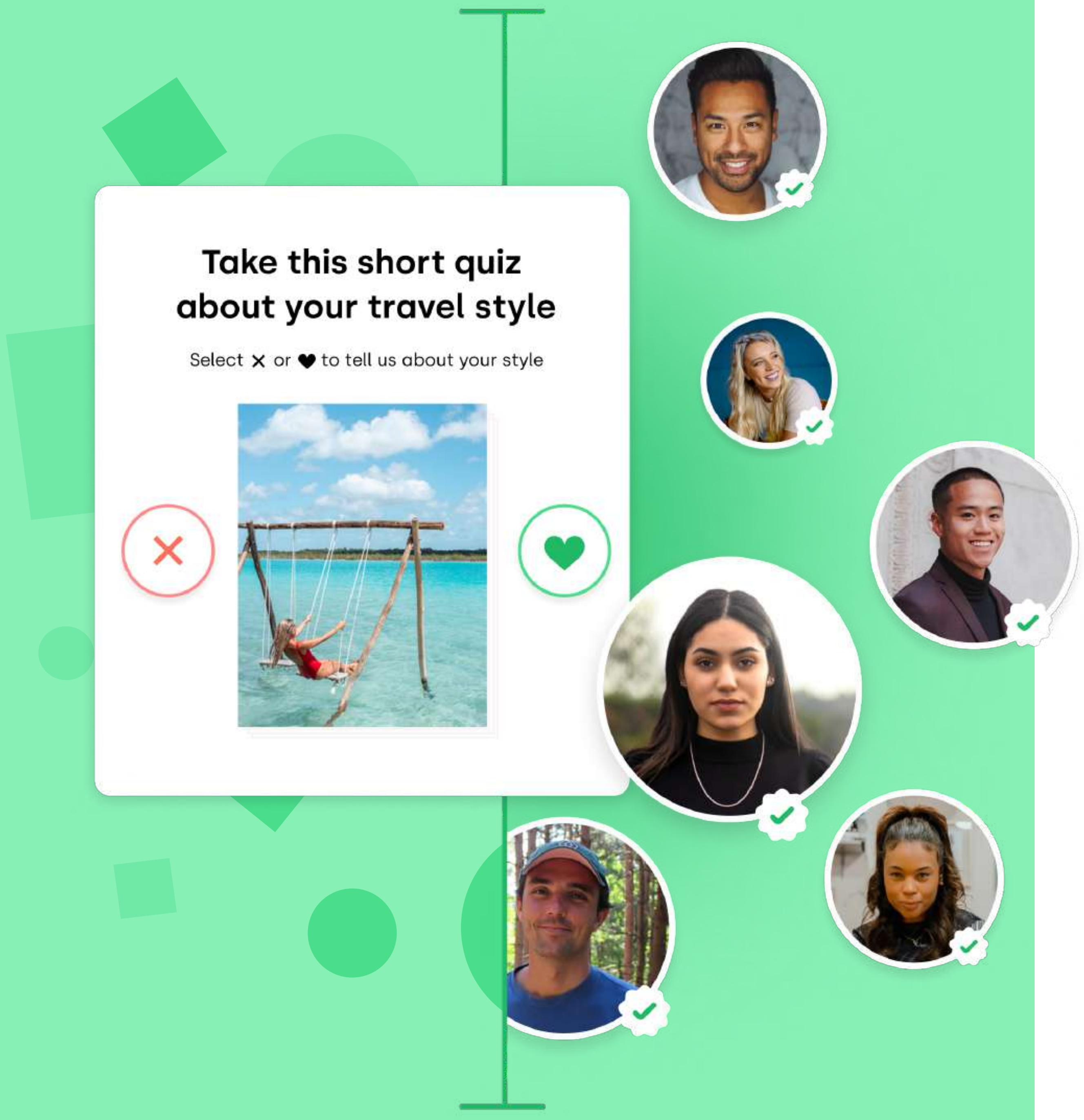
22% Europe Overall

Browsed online via a virtual private network (VPN)

- 26% Gen Z
- 24% Millennials
- 19% Gen X
- 18% Boomers

Were you aware that cookies, which track visitor activity on websites, *are being withdrawn soon?*





The Value Exchange

You need data. Consumers have it. Thankfully, the vast majority of consumers are willing participants in the value exchange. The challenge just lies in pinpointing the precise methods most successful at inspiring consumers to share said data.

The allure of saving money makes financial incentives arise as a key contender. **More than nine in ten consumers say they find discounts/coupons to be a valuable exchange for their personal data**, with loyalty points/rewards trailing closely behind.

The "value" in the value exchange doesn't have to be monetary, though. Data acquisition initiatives are a great opportunity to flex your relationship marketing muscles and make your audience feel like VIPs. Offer them exclusive content, like previews, eBooks, guides, recipes, whatever your niche may be, and make the "cost of entry" participation in a survey, poll or quiz designed to collect zero-party data.

Elsewhere, cultivating a sense of community can be a powerful tool for data collection. When customers feel like they're part of a community, they feel more willing – perhaps even *compelled* – to provide their input, opinions and perspectives. **54% of consumers** find community (like connecting with other people who like the brand) as a valuable exchange for their personal data. This number correlates closely with age generations – Gen Z are the most enthusiastic at **66%** and Boomers the least at **37%.**

Brands often provide something of value in exchange for personal data.

Which types of benefits *are the most valuable to you?*

% answering "very valuable" or "somewhat valuable"

Discounts or coupons

92% Europe Overall

- 87% Gen Z
- 92% Millennials
- 93% Gen X
- 92% Boomers

Loyalty points/rewards

90% Europe Overall

- 84% Gen Z
- 91% Millennials
- 91% Gen X
- 90% Boomers

Early and/or exclusive access to offers

84% Europe Overall

- 82% Gen Z
- 84% Millennials
- 86% Gen X
- 82% Boomers

A chance to win something

81% Europe Overall

- 83% Gen Z
- 82% Millennials
- 81% Gen X
- 76% Boomers

Unlocking content

e.g., exclusive videos

59% Europe Overall

- 56% Gen Z
- 63% Millennials
- 57% Gen X
- 47% Boomers

Community

i.e., I want to connect with other people who like the brand

54% Europe Overall

- 66% Gen Z
- 59% Millennials
- 51% Gen X
- 37% Boomers

Customer Surveys

Great surveys are the gold standard for zero-party data acquisition. Coming directly from the consumer, the data from a survey is free from much of the ambiguity that is part and parcel of third-party data. No assumptions, no stitching together narratives. Just straightforward data provided voluntarily by the consumer – a win for data integrity.

Surveys are versatile, and the use cases are extensive. Consider the following:

- ☐ **New customer survey**: A pivotal moment in the early phase of the customer's journey, this is an ideal time to enhance your customer knowledge. What are their product/service preferences? What are their communication preferences? Are they trying to achieve a particular goal? Could their career field, hobbies or lifestyle be useful information? A new customer survey can dramatically improve your ability to segment audiences.
- ☐ **Customer experience survey**: What's working for customers, and what could use improvement? This could be the experience they have interacting with your brand online, or it could be their experience with your services.
- ☐ **Future products/services survey**: Determining which products or services you should develop? Trying to identify features that are worth the investment? Launch a product survey and let customers know it's their chance to influence future offerings. To get more granular, send targeted surveys to those personas that are most critical to resonate with – these could be customers who use a particular product that is the greatest contributor to revenue or those who are the most actively engaged with your brand, as examples.
- ☐ **Lapsed customer survey**: Customers leave brands for a variety of reasons. It's a good idea to reach out and provide them an opportunity to state why they left. Leverage the information collected to bolster win-back efforts and dampen future attrition.

If you've dabbled in survey research before, you've likely heard of abandonment or drop rate.

These refer to the act of respondents exiting the survey prior to completion. We want customers to complete our surveys. So how do we do that? **Two-thirds of consumers cite they are more likely to complete a survey if it's easy to take.** This is simple enough to address – make the instructions clear, ensure the interface is intuitive, and test the survey via mobile to ensure it's mobile-optimised.

NOTE:

Make the survey's purpose clear from the outset.

It's good practice to let respondents know why you're surveying them and how their responses will help to achieve something. Aside from just being transparent, this can also yield more completions. For example, a majority of consumers cite they are more likely to complete a survey if it will be used to inform product or service development.

Another consideration is survey length.

Once you begin building out a survey questionnaire, you realise there are a slew of questions that could yield valuable data. It's easy for a survey's length to get out of hand, fast. But consumers tend to be more receptive to shorter surveys – **55% say they're *more* likely to complete a survey if it has fewer than ten questions.** Try sticking to just a handful of questions – this will reduce fatigue and make customers more open to participating in future surveys because they know the survey won't be a behemoth.

Another good practice on this front is to have colleagues take the survey before going live – ensure they take it through the actual interface that respondents will be using, rather than just perusing the doc where the questions lie. This process can help measure the level of fatigue respondents may experience, while also helping to reveal any quirky interface errors that may be present.

Factors that make a consumer *more likely to complete a survey*

The survey is easy to take
e.g., intuitive interface, mobile friendly

67% Europe Overall

- 62% Gen Z
- 68% Millennials
- 67% Gen X
- 67% Boomers

The survey will be used to inform product or service development

55% Europe Overall

- 52% Gen Z
- 55% Millennials
- 57% Gen X
- 54% Boomers

The survey has fewer than ten questions

55% Europe Overall

- 56% Gen Z
- 56% Millennials
- 54% Gen X
- 52% Boomers

The survey includes image-based questions

44% Europe Overall

- 52% Gen Z
- 47% Millennials
- 42% Gen X
- 32% Boomers

The survey is text-only
e.g., only written questions, no visuals

34% Europe Overall

- 40% Gen Z
- 35% Millennials
- 32% Gen X
- 30% Boomers

The survey has ten or more questions

32% Europe Overall

- 38% Gen Z
- 34% Millennials
- 32% Gen X
- 25% Boomers

Navigating Social Media Pessimism

Pessimism surrounding social media isn't a new phenomenon. Concerns ranging from data privacy to content moderation to mental health effects have long been closely tied to social media – its immense value in marketing has been undeniable through it all. The degree of consumer pessimism in 2024, though, is worth addressing.

Why the Pessimism Exists

There are a slew of factors contributing to pessimism.

Roughly half of consumers do not trust social media platforms with their data, while even greater numbers **feel they have been manipulated by algorithms (61%)**, don't trust the advertising they see **(63%)**, see a lot of content that doesn't interest them **(69%)**, and don't believe these platforms do enough to delete harmful content **(72%)**.

Consumer Response

Over half of consumers say they're actively engaging with social media less for the sake of their mental health and **over a third have closed or stopped using an account** in the last year in response to posts they've seen.

Why It Matters

"Consumers have some negative feelings about social media. So what? It's not like we can just abandon our social media efforts – that'd put us at a massive competitive disadvantage!" is what you're probably thinking.

It's true. The bigger story here is the importance of maintaining direct communication with your brand's audience *in addition* to your social media efforts. If consumer fatigue regarding social media does materialise into less interaction and engagement with your brand's socials, how will your customers be impacted? The answer is that the impact will be minimal if you've got an intelligent, multi-channel messaging strategy in play.

Put simply, there is safety in being able to communicate with your customers across multiple channels, like via email, SMS and mobile apps. Getting opt-ins for channels outside of social media gives you more control over your messaging and will dampen the blow in the event of reduced social engagement.

Regarding social media platforms and the security of your personal information, which of the following statements best describes your attitude?

24% Europe Overall

I don't trust social media platforms with my data at all, and I'm changing my behaviour

- 19% Gen Z
- 24% Millennials
- 24% Gen X
- 31% Boomers

34% Europe Overall

I don't trust social media platforms with my data at all, but my behaviour hasn't changed

- 37% Gen Z
- 35% Millennials
- 33% Gen X
- 31% Boomers

31% Europe Overall

I trust social media platforms to use my data more responsibly moving forward

- 32% Gen Z
- 32% Millennials
- 33% Gen X
- 27% Boomers

10% Europe Overall

My data is going to be out there no matter what, so I don't bother trying to control it

- 12% Gen Z
- 9% Millennials
- 10% Gen X
- 11% Boomers

Thinking about your opinions and use of social media channels…

% answering "agree"

72% Europe Overall

I don't think social media platforms do enough to delete harmful content

- 64% Gen Z
- 71% Millennials
- 72% Gen X
- 82% Boomers

69% Europe Overall

I see a lot of content these days which doesn't interest me

- 57% Gen Z
- 67% Millennials
- 70% Gen X
- 79% Boomers

68% Europe Overall

I'm sharing less data with platforms because it's too hard to track how it's being used

- 60% Gen Z
- 66% Millennials
- 68% Gen X
- 79% Boomers

65% Europe Overall

I'm concerned about the polarisation of political opinion on social media

- 58% Gen Z
- 63% Millennials
- 64% Gen X
- 76% Boomers

63% Europe Overall

I don't trust the advertising I see on social media

- 53% Gen Z
- 60% Millennials
- 62% Gen X
- 77% Boomers

61% Europe Overall

I feel manipulated by the algorithms and rules which control what content I see

- 53% Gen Z
- 61% Millennials
- 61% Gen X
- 67% Boomers

55% Europe Overall

I'm actively engaging less with social media for the sake of my mental health

- 53% Gen Z
- 57% Millennials
- 53% Gen X
- 54% Boomers

36% Europe Overall

I have closed or stopped using an account in the last year because I have been upset by posts I have seen

- 42% Gen Z
- 38% Millennials
- 31% Gen X
- 34% Boomers

Industry Statistics

Thinking about the brands you've made a purchase from in the last six months, *were they based in any of the following industry sectors?*

Online In-Person

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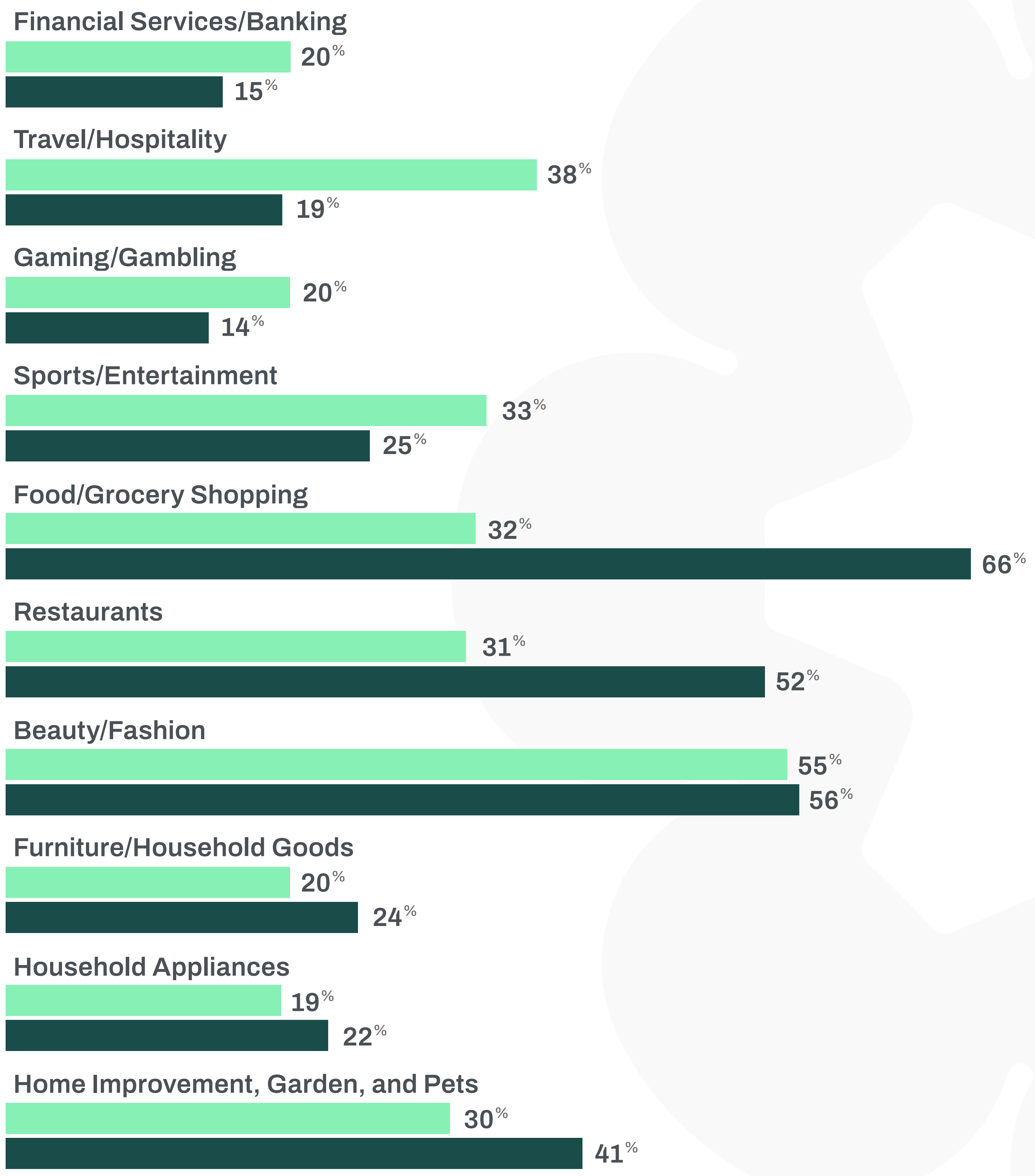
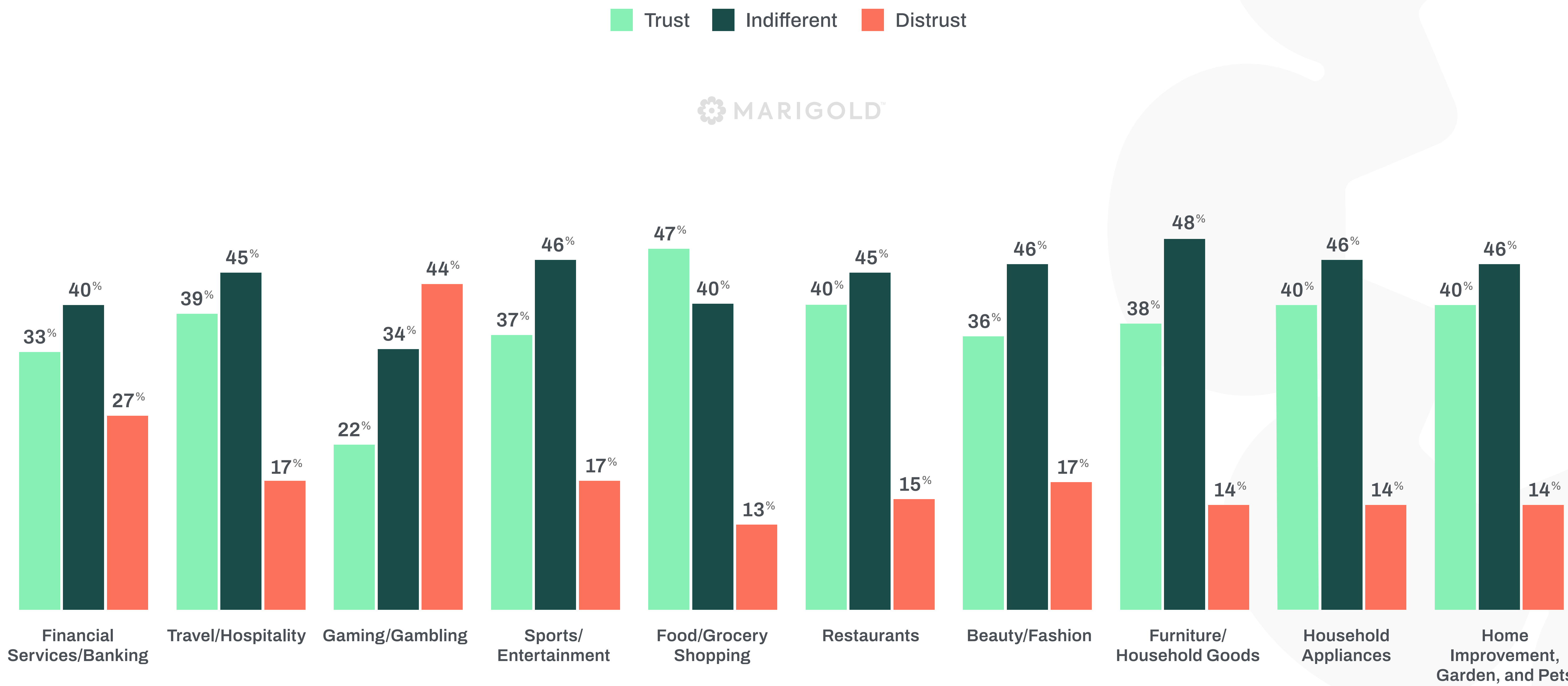


How much do you trust brands in the following industries to use your data *to provide personalised marketing and services?*



In the past 12 months have you donated to any of the following after receiving an email or message?

Charitable Organisation

23% Europe Overall

- 22% Gen Z
- 22% Millennials
- 22% Gen X
- 26% Boomers

Nonprofit Advocating for Social Causes

17% Europe Overall

- 24% Gen Z
- 18% Millennials
- 15% Gen X
- 11% Boomers

Medical Research

14% Europe Overall

- 18% Gen Z
- 13% Millennials
- 12% Gen X
- 13% Boomers

University/Higher Ed

9% Europe Overall

- 14% Gen Z
- 10% Millennials
- 8% Gen X
- 3% Boomers

Veterans' Organisation

8% Europe Overall

- 17% Gen Z
- 9% Millennials
- 5% Gen X
- 4% Boomers

Cultural Institution

6% Europe Overall

- 10% Gen Z
- 7% Millennials
- 4% Gen X
- 4% Boomers

Wrap Up

From consumer demands for personalisation to the critical importance of loyalty strategy to the creation of truly compelling offers and promotions, the need for advanced marketing technology is imperative for modern brands.

But with tech consolidation efforts growing, this marketing technology also needs robust multi-channel functionalities. **Marigold** delivers just that. Email, SMS, push notifications, mobile wallets, loyalty programmes, zero-party data acquisition – our advanced solutions span across the areas that matter. And when you consolidate your tech with a single vendor, data across channels and platforms becomes more actionable and more manageable.

Of course, advanced marketing solutions are only part of the story. Strategy is also deeply rooted in our relationship marketing approach. We offer a wide range of strategic support services, from loyalty insights to programme management to tech implementation and beyond.

If you're ready to take the next step in optimising your marketing efforts, *connect with us today*.

Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximise ROI every step of the way.

Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at **MeetMarigold.com**

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