

BEHAVIORAL DATA'S ROLE IN DIMENSIONALIZING

GEN

A REALITY CHECK



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GENERATIONALIZING CONSUMERS MATTERS

An individual's age is one of the **most common predictors** of differences in attitudes and behaviors.



THE FUTURE FALLS ON THEIR SHOULDERS AND THEY FEEL PRESSURED TO **SAVE IT.**

— The Trendera Files

MEET THE GEN Z WE KNOW TODAY



They are **diverse**

They are **resilient**

They want **peace**

They are **tech savvy**

They are **entrepreneurial**

They **don't** want to be put in a box

BUT IS THIS WHO THEY REALLY ARE?

WE'VE BEEN WRONG BEFORE:

Millennials

~~Bad work ethic~~

~~Lack loyalty~~

~~Lazy~~

— The fact is Gen Z doesn't even know who they are. **Yet.** —

THE POWER OF **BEHAVIORAL**

DATA

TO GET IT RIGHT.

DATA

PERMISSIBLE
LONGITUDINAL
COOKIE-PROOF

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CASE STUDY

**DIMENSIONALIZING
CONSUMERS BEGINS WITH
WHAT THEY DO WHEN
YOU CAN'T SEE THEM.**

A photograph of three young women in winter clothing (beanies, scarves, jackets) taking a selfie on a pier. The image is overlaid with a purple-to-pink gradient. A white diagonal line separates the text area on the left from the icons on the right.

BEHAVIORAL CONFIRMS KEY ASPECTS THAT WE ALREADY KNOW.



An activist's
mindset



Individualization
breeds identity



Heavy reliance
on digital

BUT IT ALSO GOES
SO MUCH DEEPER,

**SHOWING US THE
THINGS THEY ARE
STRUGGLING WITH...**

A man and a woman are on a skateboard in a park. The man is standing behind the woman, who is sitting on the skateboard. They are both smiling and looking towards the camera. The background shows a park with trees and buildings in the distance. The image has a purple overlay.

WHAT DOES THIS MEAN FOR BRANDS?

EARN THEIR TRUST

ENABLE GOOD DECISIONS

EVOLVE WITH THEM

TO KNOW THIS DATA EXISTS AND NOT LEVERAGE IT, IS TO WILLFULLY CHOOSE NOT TO UNDERSTAND CONSUMERS

Provide insight into an audience you know **nothing** about

Add new layers to an audience you **already know** something about

Don't take stated at **face value**



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Q&A