



Tip sheet

Boomers+: Tips for putting the research into action

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Age is an attitude: marketing to the boomers+ population outlines the vast differences, yet similarities, of baby boomers and the silent generation.

But what it doesn't explicitly say is how you can take that research and apply it to your brand. While specific recommendations depend on your audience, goals and challenges, there are a few tips that can be applied by everyone.

“The findings in this report are proof that a one-size-fits-all approach to marketing doesn't work. Brand marketers today need to get more precise than segmentation that's based on age or large-scale generalizations. We've learned for boomers+, financial situation has more of an impact on consumer behavior than age. But we've also seen that simple demographics aren't enough. Marketers need to use findings like this to think differently about data and identify the right data that will be actionable for their brand. This will enable them to better engage customers across channels through personalized marketing that drives business growth.”

Stacey Hawes
President, Data Practice, Epsilon

Epsilon expert Fritz Kessler shares his more specific views on making the most of these findings.

1 Instead of only focusing on millennials, don't forget about the 50+ population.

Everyone is talking about millennials all the time. But this report gives in-depth insight into the people that many brands are actually marketing to right now. It's not a problem of how you're going to get them, it's how can you reach them with more relevant and personalized approaches.

Why should we care about boomers? All consumers age, so it's important for marketers who want to drive lifetime value to be able to continue to speak to those people for as long as they can. Many brands think their customers are younger than they actually are. What's really important is that if a consumer identifies with your brand, your brand has an opportunity to carry out strong LTV with them. But this is only possible if you actually understand your customers.

2 Your segment focus may be incorrect.

Start understanding your customers better so you can speak to them differently and across channels. It's just that simple. There's so much more information out there about your customers than maybe you've even thought about. Applying the report will allow you to speak differently and determine the right messaging and content on a more individualized basis.

3 Omnichannel is the key.

Findings from the report are like an alarm going off for a lot of marketers as this demographic is moving into digital channels. Boomers+ are researching online but they aren't as likely to transact there, so it makes sense to have omnichannel touchpoints to ensure that you're reaching them throughout the purchase lifecycle while allowing them to transact how they're comfortable with. Whether or not they're all buying from those channels, marketers need to reach them in the channels that influence their buying decisions. And we're finally in an environment where marketers know that all channels complement each other. Organizational silos are breaking down between offline and online as marketers acknowledge that it's an omnichannel world.

4 Don't shy away from online spend.

Using this report, I would be much more inclined to not shy away from online spend, even if you want to get into a slightly older demographic. There is the myth that boomers+ aren't online. If you believe in the myth, you're eliminating critical opportunities to raise awareness for your brand and drive direct response. But again, most brands think their customers are younger than they actually are, so it's a reminder to focus on understanding the data and really understanding your customers.

5 Boomers+ are influencers.

Keep in mind that boomers+ can still be influencers for purchase. They are still people's moms and dad and maybe even grandparents, and they can be an influence on purchase behavior. There's a whole segment of millennials — subterraneans — who are living in mom's basement. Mom and dad (boomers+) are still influencing their purchases, whether it be a car or meals or it could be nagging them about saving. Even if you're not targeting boomers or silents, know that they can be a very influential group of people. They are influential not just to

BIOS:



Stacey Hawes, President, Data Practice

During her 16 year tenure at Epsilon, Stacey has driven the company's data practice to unprecedented levels of growth and customer satisfaction. In her current role as President, she is responsible for more than 500 associates that sell or support data sales to over 2,200 customers each year.



Fritz Kessler, Vice President, Epsilon Data Solutions

Fritz leads the account management and business development teams for the direct-to-consumer data solutions team. This includes working with clients in vitamins & supplements, senior hard goods, modern continuity, high-end home & garden and energy to leverage Epsilon data to provide insight, drive new customers and retain existing customers.

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