



Gen Z Shopper Study

How to Unlock Gen Z Spending Power



Webinar host + Creator panel



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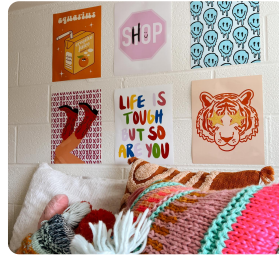
We power Creator Commerce™

LTK empowers brands to be more engaging, efficient, and effective through curated Creators. Founded by a Creator to give Creators a significant tech advantage to be a brand's power partner, LTK is the most trusted and successful influencer platform, driving billions in annual brand sales.

- First and largest curated network—only the best get to work with LTK
- Positive sentiment for 5k+ brands
- Self- to full-service influencer platform
- 100+ countries
- LTK Data: 11 years of data and insights accelerate influencer scale
- 5-star shopping app with millions of shoppers, paid media, boosting, and LTK in app Ads amplify Creator reach driving more sales and traffic



Content Sneak Peek



@bellafratto

Creator is the most trusted digital media for Gen Z



@kaceesantana

Gen Z is the most influential generation on social



@lexi.phill

Gen Z has shown short-form video is here to stay

Gen Z Shopper Study

This summarizes key findings related to:

Two important national studies conducted by LTK in July 2022 – LTK Holiday Shopper Study and LTK Inflationary Shopper Study in May 2022.

Methodology—Holiday survey conducted on July 26, 2022 from 1,056 participants and Inflation survey on May 20, 2022 with 1,052 participants.

Both studies conducted using online panels reflective of US population with 97% confidence.

Both studies were filtered to identify Gen Z responses and key characteristics of Gen Z.



Economic impact

Gen Z is the least impacted by inflation and has a more positive financial outlook.

86%

of Gen Z report their HH income has stayed the same or improved versus last year

58%

are still watching their finances more closely

vs. 64% for general population

The majority report their **buying power** is up **YoY**



@muchlovesophie

Inflation impact on buying power from past six months

MOST IMPACTED

Households with less than \$50K income

LOW IMPACT

Households with more than \$100K income

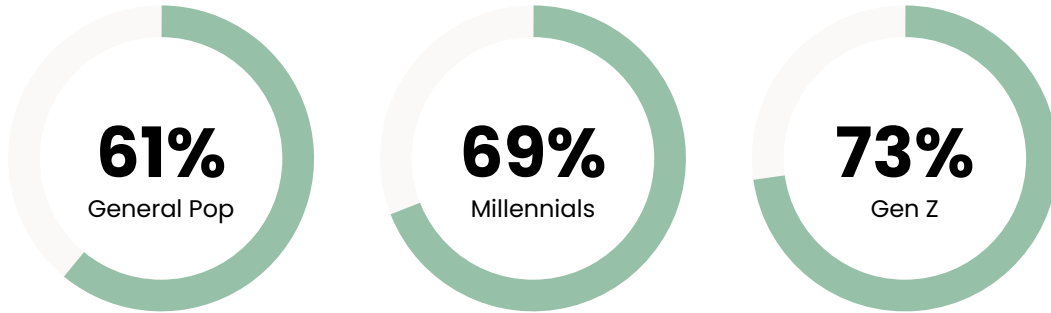
MOST IMPROVED

Gen Z buying power

Mobile Shopping and Social channel usage is highest among Gen Z

Gen Z is influenced more than any generation through content on social media.

55% will do majority of holiday shopping online
Majority of online shopping takes place on a mobile device



Gen Z shopping on their phones 12% more than the General population

99% of Gen Z Use Social Media

Top 3 Favorite Social Channels



01



02



03

93% of General Pop Use Social Media

Top 3 Favorite Social Channels



01



02



03

Creator is the most trusted digital media for Gen Z

Gen Z trusts Creators more than any other digital placement.

01 Social influencers

02 Sponsored ads on social

03 Celebrity posts

When asked to rank what influences purchase decisions, Creators outrank Social Media Sponsored Ads and Celebrity Posts

Creators are a top 3 reason they visit social media

1) To be entertained

2) To post and share things I like with my friends and followers

3) To seek out tips and advice from social media influencers I trust

90% of Gen Z follow Creators on social channels

20% higher than the General population

Top social networks for following Creators are:



01



02



03

This differs from the General population



01



02

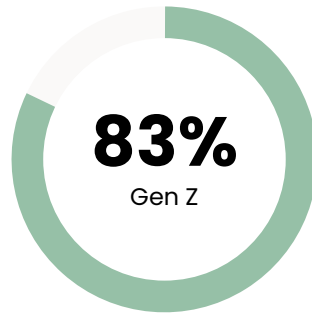
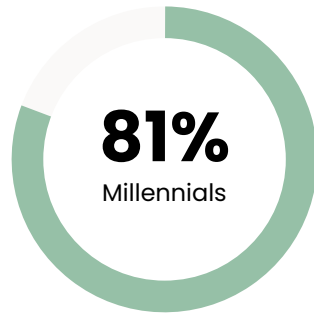
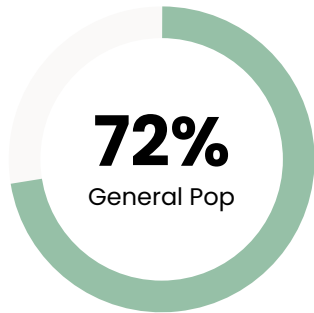


03

A shift to Creator shopping

Gen Z is the most likely to be both inspired by Creator and shop Creator through social.

Some shopping originated from social media



Gen Z reports regularly buying products from Creator recommendations

40% more than the General Consumer

71% of Gen Z shop from Influencers.
Top 3 channels:



01



02



03

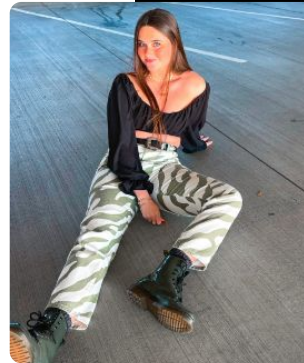
So comparing to top followed channels, this stays consistent for the top 3 with TikTok outranking YouTube for shopping

Gen Z is the most influential generation on social

As they are sharing Creator recommendations more than any generation before.

64%

of Gen Z share Creator recommendations on social
Which is 15% more than the General population



Gen Z has shown short-form video is here to stay

Short-form video is no longer a tactic to test it is becoming the key to reach Gen Z and other generations.

99%

of Gen Z watch video on social media



01



02



03

But the time spent on each network varies from where they are watching video. Gen Z spends the most time consuming social video:



01



02



03



04



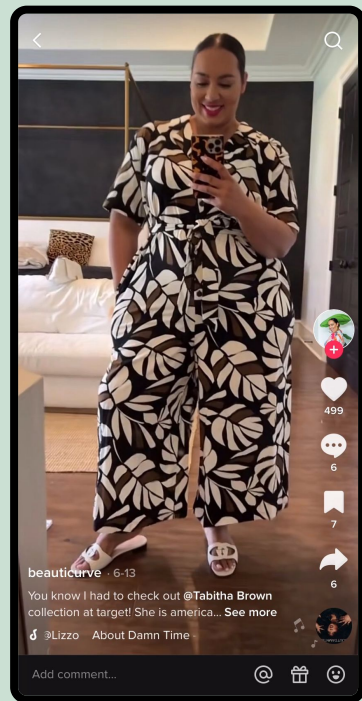
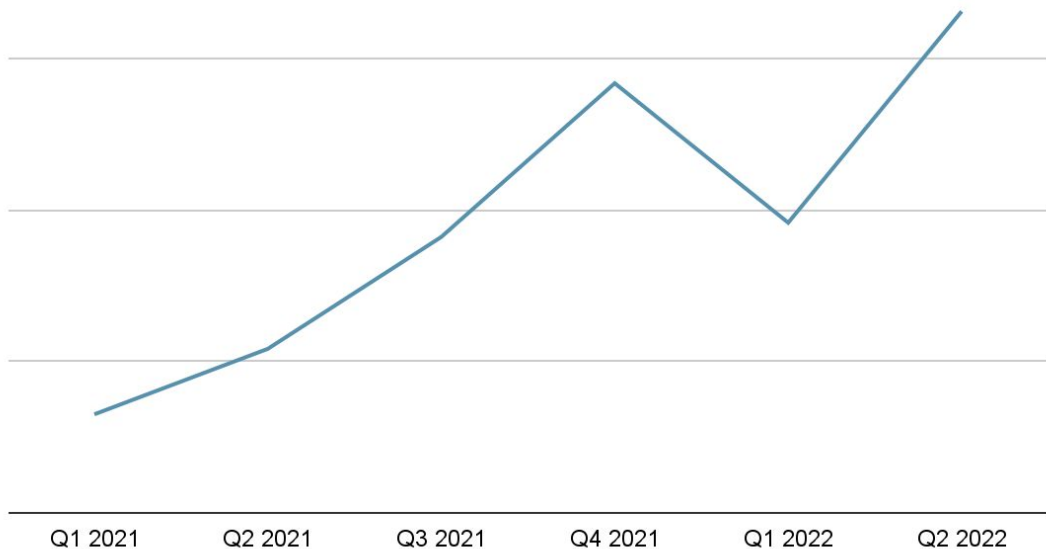
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Gen Z Impact: Video content is on the rise

With the shift of focus to Gen Z, we have seen a shift in brands focusing on short form video content in Campaigns. Overall, a significant increase in video content posted by Creators on LTK

LTK Campaign video content over time


















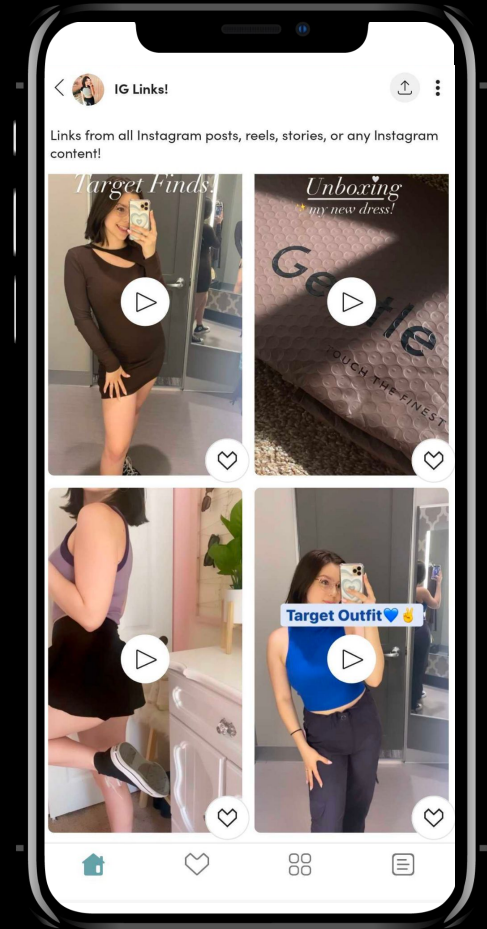
On LTK, Campaign video content drives a

**50% higher
engagement rate**
than static content

Gen Z has shown short-form video is here to stay

Where video content is consumed is not always where video content is shopped through Creator

Watch Video			
Most Time Consuming Video			
Shop from Influencers			
Following Creators			
Favorite Channels			



Gen Z Gifting for the Holiday Season

Gen Z has different shopping habits for Holiday than the General population.

Top gift categories they intend to buy from

	General Audience	Gen Z
1	Candy / Food / Gift Baskets	Beauty / Personal Care
2	Beauty / Personal Care	Candy / Food / Gift Baskets
3	Fashion, Clothes, Shoes, Accessories	Entertainment - Movies, Music, Books
4	Home Items	Fashion, Clothes, Shoes, Accessories
5	Electronics	Electronics

Gen Z's top holiday purchases will be for themselves.

Top groups Gen Z plans to make holiday purchases for in 2022

1	Myself - holiday clothing & accessories
2	My home
3	Entertaining essentials (cooking utensils, dishware, etc.)

Summary

Gen Z shopper study shows:



Least Impacted by Inflation

but the majority are still watching their purchases more than last year



Majority of shopping online,

On their phone through social media and short form video is very important to them



Creator most trusted

Gen Z trusts Creators more than social ads or celebrities



Most influential social shoppers

Nearly $\frac{2}{3}$ share Creator recommendation, highest of any generation



Gift themselves the most

The majority of their holiday spend is on themselves

Cut through the holiday noise early with influencer marketing

Holidays are booking up early this year, don't miss out!

47% of consumers will be shopping for holiday 2022 from September through mid-October according to LTK's national Holiday Shopper Study.

Contact us to discuss your holiday influencer marketing strategy and how to get started before it's too late!



LTK Connect with Creators to grow your business

LTK Connect is a self-serve product for DTC and brands of all sizes to engage creators through paid content with end-to-end campaigns and reporting.

Grow with Connect Pro Sale

September 6 – 30

First campaign funded by LTK and Save
\$3,600 through September 30.

<https://company.shopltk.com/connect>

LTK Brand Platform • #1 Influencer Platform



LTK Optimize

Turnkey Creator campaigns managed by LTK experts.



LTK Connect

Self-serve for brands who want to engage Creators for paid content with end-to-end campaigns.



LTK Launch **commissionable links**

Driving referral traffic.



LTK Benchmark

Competitive influencer benchmark analysis from 11 years of data.



LTK app

Augment reach and impressions through 8M monthly shoppers.



LTK Boost

Scale Creator reach with targeted media boosting from inside Creator's posts for more authentic reach.

What LTK Brand Partners have to say...

In a recent NPS survey, our brand partners shared what they love the most:

- “The partnership with the LTK reps!”
- “I value the campaign turnaround time, ease of casting, and the network of creators within LTK.”
- “The ability to be hands off with influencer relationships!”
- “Great team and client services, data-driven solutions, robust measurement.”
- “End to end management + open communication to continue to improve our process.”
- “The responsiveness of our account team and willingness to try new marketing approaches.”
- “Turnkey activations, a diverse influencer network and actionable learnings/insights.”
- “Performance + data backed results.”

What our brand partners value:

Ease of campaign process

Market innovation

Data-backed approach
from program kick-off
to results

The LTK team

50

NPS SCORE