

**Interview transcript with expert V.**

Interviewer: Hello, thank you for taking the time for this interview. Can you please introduce yourself?

V.: Sure, no problem. My name is V. (using initiative to respect anonymity).

Interviewer: Thank you, V. I'd like to know if your expertise in remarketing strategies is purely theoretical or if you have also applied your knowledge in practical settings.

V.: It's definitely practical. I've had hands-on experience applying remarketing strategies.

Interviewer: That's great to hear. May I ask which industry you currently work in?

V.: I'm in the education industry at the moment.

Interviewer: Thank you for sharing that. Could you let me know which country you are based in? V.: I am based in Luxembourg.

Interviewer: Interesting. Lastly, could you provide some information about the size of the company you work for?

V.: Of course. The company I work for is a small to medium-sized organization with around 10 to 49 employees.

Interviewer: How effective was remarketing for your company in achieving your marketing goals, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales?

V.: Remarketing allows you to stay top of mind with potential customers who may not have been ready to purchase initially but may be more likely to convert after being reminded of your offerings.

Interviewer: So, based on your expertise, which remarketing strategies do you find most effective?

V.: In my experience, social media and email remarketing, as well as display campaigns, have shown to be quite effective.

Interviewer: Have you ever targeted Gen Z and Gen Y customers with email remarketing campaigns? Do you see any differences in their purchasing behavior?

V.: Definitely. When targeting Gen Z customers with email remarketing, they tend to respond positively to promotional offers, personalized content, and visually engaging email campaigns. On the other hand, Gen Y customers show more interest in informative and educational content. They prefer seeing the features and benefits of the product or service being marketed in their email inbox.

Interviewer: How about display remarketing campaigns targeting Gen Z and Gen Y? Did you observe any differences in their purchasing behavior?

V.: Yes, indeed. Gen Z customers have been more receptive to interactive ads, short-form content, and brand-generated materials. They highly value research and engagement, and they prefer content that feels authentic and relatable. In contrast, Gen Y customers prefer display advertising that provides detailed product specifications and reliability.

Interviewer: What is your experience with social media remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there are differences in their purchasing behavior?

V.: Based on my experience, Gen Z customers tend to value mobile devices and prefer quick purchasing processes. They are more likely to engage with social media content that captures their attention and allows for swift actions. On the other hand, Gen Y customers prioritize gathering product information and reading reviews before making purchase decisions.

Interviewer: Have you conducted search engine remarketing campaigns targeted towards Gen Z and Gen Y customers? If so, what were your findings? Did you notice any differences in their purchasing behavior?

V.: I haven't personally conducted many search engine remarketing campaigns targeting these specific groups, so I don't have specific findings to share at the moment.

Interviewer: How about video remarketing campaigns? Can you describe your experience targeting Gen Z and Gen Y customers with videos? Do you think there is a statistically significant difference in their purchasing behavior?

V.: I believe there is a difference. From my perspective, Gen Z customers tend to engage more with short, attention-grabbing videos, whereas Gen Y customers are more inclined to watch longer videos that provide in-depth product information.

Interviewer: In your experience, what are the key purchasing behavior differences in different stages between Gen Z and Gen Y when it comes to remarketing strategies?

V.: In different stages, Gen Z customers are more likely to engage with short, attention-grabbing content and respond well to experiences that feel authentic and relatable. Gen Y customers tend to watch longer videos and prioritize gathering detailed information about the product or service being marketed.

Interviewer: Are there any remarketing strategies that have been more effective for targeting Gen Z customers compared to Gen Y, or vice versa?

V.: Generally, social media remarketing campaigns have shown to be more effective for targeting Gen Z customers. They are highly active on social media platforms. For Gen Y customers, email and search engine remarketing campaigns tend to be more effective as they appreciate receiving informative content and conducting thorough research before making purchasing decisions.

Interviewer: We are done here, I really appreciate your time and valuable ideas.