

Interview transcript with expert G.

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

G.: Certainly, my name is G. (using initiative to respect anonymity)

Interviewer: Thank you, G. It's great to have you here. 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.

G.: My expertise goes beyond theory; I've had the opportunity to apply my knowledge in practical settings as well.

Interviewer: Alright. May I inquire about the industry you currently work in?

G.: I'm currently working in the consulting industry, where I assist clients with various aspects of their marketing strategies.

Interviewer: Could you share which country you are based in?

G.: I am based in Turkey, where I have been actively involved in the local market.

Interviewer: Could you provide some information about the size of the company you work for?

G.: Certainly. The company I work for falls into the small to medium-sized category, with a team of 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?

G.: Well, remarketing can be quite effective in achieving marketing goals, but its effectiveness can be influenced by various factors. For example, the complexity of the product or service being marketed plays a role, as well as the level of competition in the market and the targeting criteria used in the campaigns. So, it's not a one-size-fits-all solution, but when executed properly, remarketing can definitely help with brand awareness, website traffic, leads, and sales.

Interviewer: Please mention which remarketing strategies are most effective based on your expertise.

G.: Based on my expertise, I've found that social media and email remarketing tend to be quite effective. Social media platforms provide a great opportunity to engage with customers who have already shown interest in your brand or visited your website. And email remarketing allows for personalized communication directly in the inbox, which can be highly effective in nurturing leads and driving conversions. Display remarketing can also be effective in reaching a wider audience and reinforcing brand messaging.

Interviewer: Do you have experience with email remarketing campaigns targeting Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these two groups?

G.: Yes, I have experience with email remarketing campaigns targeting Gen Z and Gen Y customers. In terms of purchasing behavior, I've noticed that Gen Z customers tend to respond more positively to promotional offers, personalized content, and visually engaging email campaigns. They are often driven by the desire for unique experiences and tend to be early adopters of new trends. On the other hand, Gen Y customers are more interested in informative and educational content. They prefer to see the features and benefits of the product or service being marketed in their email inbox, and they value reliability and practicality.

Interviewer: Have you conducted any display remarketing campaigns targeting Gen Z and Gen Y customers? If so, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

G.: Yes, I have conducted display remarketing campaigns targeting Gen Z and Gen Y customers. In my experience, Gen Z customers were found to be more receptive to interactive ads, short-form, and brand-generated content. These younger consumers place a high value on research and engagement, and they prefer content that feels authentic and relatable. Gen Y customers prefer more information about product specifications and reliability in display advertising. They tend to trust recommendations from peers and family members and are receptive to user-generated content. This generation is often more concerned with making informed and practical purchase decisions.

Interviewer: What is your experience with social media remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a difference in purchasing behavior between these two groups?

G.: From my experience, social media remarketing campaigns targeted towards Gen Z customers tend to be more successful in terms of generating engagement and conversions compared to Gen Y. Gen Z is more responsive to promotions and discounts offered through social media remarketing. They are active users of platforms like Instagram, TikTok, and Snapchat, and are more likely to discover and engage with brands through these channels. Gen Y, on the other hand, still responds well to social media remarketing, but they might require a more targeted approach that focuses on delivering valuable content and building trust.

Interviewer: Have you ever conducted a search engine remarketing campaign targeted towards Gen Z and Gen Y customers? If yes, can you share your findings and whether you observed a difference in purchasing behavior between the two groups?

G.: Personally, I haven't conducted a search engine remarketing campaign, so I don't have direct findings to share.

Interviewer: Can you describe your experience with video remarketing campaigns targeted towards Gen Z and Gen Y customers? Do you think there is a statistically significant difference in purchasing behavior between these two groups?

G.: In general, video remarketing campaigns can be effective in capturing the attention of both Gen Z and Gen Y customers. Videos are engaging and can convey a brand's message effectively. However, without specific data or personal experience targeting these generations with video remarketing, I can't provide detailed insights on any statistically significant differences in their purchasing behavior.

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?

G.: Both Gen Z and Gen Y have unique priorities and preferences when it comes to remarketing strategies. In the initial stages, Gen Z tends to be more receptive to visually engaging and interactive content, while Gen Y focuses more on gathering information and evaluating product specifications and reliability. As the remarketing efforts progress, Gen Z may respond well to personalized offers and experiential campaigns, whereas Gen Y may value content that provides in-depth product knowledge and comparisons.

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

G.: The effectiveness of remarketing strategies can vary depending on factors such as the product or service being marketed, as well as the customer's location, income, and interests. However, based on general observations, strategies that focus on visually engaging content, personalized offers, and unique experiences tend to resonate more with Gen Z customers. On the other hand, strategies that provide in-depth product information, reliability, and comparisons may be more effective for targeting Gen Y.

Interviewer: Thank you so much for your time and insights, you helped me a lot. I am stopping the recording here.