

Optimizing interview design

Table 5

Expert interview questions

		Questions	Adapted from
PURPOSE	Demographic information	<ol style="list-style-type: none"> 1. Can you introduce yourself? 2. Can you tell me if your expertise in remarketing strategies in digital advertising is purely theoretical or if you have also applied your expertise in practice? 3. What industry are you working in currently? 4. Can you tell me about the country you work in? 5. What is the size of the company you work for? 	Created by the researcher
		<ol style="list-style-type: none"> 6. 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? 7. Please mention which remarketing strategies are most effective based on your expertise. 	Femenia-Serra, and Gretzel. (2020)
		<ol style="list-style-type: none"> 8. Do you have an 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? 9. 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? 10. 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? 11. 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? 12. 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? 	Created by the researcher
		<ol style="list-style-type: none"> 13. 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? 14. Are there any remarketing strategies that resulted more effective for targeting Gen Z customers compared to Gen Y, or vice versa? 	Created by the researcher

Source: Composed by author based on Femenia-Serra and Gretzel. (2020) and own findings