

**Interview transcript with expert N.**

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

N.: Absolutely, my name is N. (using initiative to respect anonymity).

Interviewer: Thank you, N. 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.

N.: My expertise is mainly theoretical, focusing on the conceptual aspects of remarketing strategies rather than practical implementation.

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

N.: Currently, I am employed in the retail industry.

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

N.: I am based in Azerbaijan, where I have been involved in the local retail market.

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

N.: Certainly. The company I work for is a mid-sized organization with a staff ranging from 50 to 249 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?

N.: Remarketing has been quite effective for our company in achieving our marketing goals. It has helped us increase brand awareness, drive website traffic, generate leads, and boost sales.

Interviewer: Could you please mention which remarketing strategies are most effective based on your expertise.

N.: Honestly, social media and email remarketing have proven to be the most effective strategies.

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

N.: Yes, I have experience with email remarketing campaigns. Gen Z customers tend to respond more positively to promotional offers, personalized content, and visually engaging email campaigns. But, Gen Y customers show more interest in informative and educational content. They prefer to see the features and benefits of the product or service being marketed in their email inbox.

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?

N.: Yes, we have conducted many display remarketing ads targeting both customers. Our findings indicate that Gen Z customers are more receptive to interactive ads, short-form content, and brand-generated materials. They place a high value on research and engagement, and they prefer content that feels authentic and relatable. On the other hand, Gen Y customers prefer more information about product specifications and reliability in display advertising. They want to trust recommendations from peers and family members and are receptive to user-generated content.

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?

N.: Yes, I think there is a difference in purchasing behavior between Gen Z and Gen Y customers. In my experience, Gen Z customers value mobile devices and quick purchasing processes. They are more likely to make impulsive purchases based on social media ads. On the other hand, Gen Y customers tend to research, look through reviews, and evaluate products before making a purchase.

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?

N.: I have observed that Gen Z responds well to visually eye-catching remarketing ads with creative content, while Gen Y prefers ads with clear and concise product information.

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?

N.: In my experience, Gen Z is more likely to engage with short, attention-grabbing videos, while Gen Y prefer to watch longer videos with in-depth product information. However, further analysis would be needed to determine any statistically significant differences in 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?

N.: Gen Y is more likely to conduct product research before making a purchase, while Gen Z is more prone to impulse purchases.

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

N.: In general, social media remarketing campaigns are more effective for targeting Gen Z customers, while email and search engine campaigns are more effective for targeting Gen Y customers. However, it's important to consider individual preferences and behaviors when designing remarketing strategies.