

Interview transcript with expert B.

Interviewer: Hello, thank you for making time for this interview. Can you introduce yourself?

B.: Hello Nazrin, thank you for your invitation. My name is B. (using initiative to respect anonymity)

Interviewer: Thank you, B. 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.

B.: My expertise is mostly theoretical, although I have some practical experience as well.

Interviewer: That's interesting. May I inquire about the industry you currently work in?

B.: I work in the banking industry.

Interviewer: And could you share which country you are based in?

B.: I am based in Belgium.

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

B.: The company I work for falls within the range of 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?

B.: Remarketing has proven to be quite effective for our company in achieving various marketing goals. It has helped us increase brand awareness, drive website traffic, generate leads, and ultimately boost sales.

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

B.: In my experience, email remarketing has been one of the most effective strategies. It allows us to directly reach out to customers who have shown interest in our products or services and provide them with targeted offers and personalized content.

Interviewer: Do you have any 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?

B.: Yes, we have conducted email remarketing campaigns targeting both Gen Z and Gen Y customers. We have observed some differences in their purchasing behavior. Gen Z customers tend to respond more positively to promotional offers, personalized content, and visually engaging email campaigns. On the other hand, Gen Y customers seem to be 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.

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?

B.: Yes, we have conducted display remarketing campaigns targeting both Gen Z and Gen Y customers. Our findings suggest that Gen Z customers are more receptive to interactive ads, short-form content, and brand-generated content. They value research and engagement, and they prefer content that feels authentic and relatable. On the other hand, Gen Y customers tend to prefer more information about product specifications and reliability in display advertising. They trust the opinions of peers and family members and are receptive to user-generated content. This generation is often more focused on making informed and practical purchase decisions, and they are likely to gather more information about product features and performance before making a decision.

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?

B.: Yes, we have had experience with social media remarketing campaigns targeted towards both Gen Z and Gen Y customers. We have noticed some differences in their purchasing behavior. Gen Z customers tend to be more active on social media platforms and are more likely to engage with our remarketing ads. They are influenced by social media content, such as user-generated reviews and recommendations. On the other hand, Gen Y customers also engage with social media remarketing campaigns, but they may be more cautious and rely on a mix of online research, peer opinions, and brand reputation before making a purchase decision.

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?

B.: Yes, we have conducted search engine remarketing campaigns targeting both Gen Z and Gen Y customers. In general, we have observed similarities in their purchasing behavior when it comes to search engine remarketing. Both groups are likely to use search engines for product research and comparison. However, their preferences may vary slightly. Gen Z customers may show more interest in trending products, user reviews, and visual content, while Gen Y customers may focus more on product specifications, reliability, and trust factors.

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?

B.: Our experience with video remarketing campaigns targeted towards Gen Z and Gen Y customers has been positive overall. Both groups engage with video content, and it can be an effective way to capture their attention. However, in terms of statistically significant differences in purchasing behavior, we have not observed any significant variations between Gen Z and Gen Y customers in our video remarketing campaigns.

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

B.: From my experience, I have noticed that Gen Z customers tend to be more responsive to personalized and interactive remarketing strategies, such as social media ads and video ads. They appreciate content that speaks to their interests and preferences. On the other hand, Gen Y customers respond better to email remarketing campaigns and search engine remarketing. They value informative and reliable information, and they prefer to gather more details about the product or service before making a purchasing decision.

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

B.: Yes, there are some strategies that have shown to be more effective for targeting specific age groups. Social media remarketing campaigns are generally more effective for targeting Gen Z customers. They are more active on social media platforms and are influenced by social media content. On the other hand, email remarketing and search engine remarketing campaigns tend to be more effective for targeting Gen Y customers. They rely on informative and reliable information and prefer to conduct thorough research before making a purchase decision.

Interviewer: Thank you, B., for your valuable input. I am now stopping the recording.