

Interview transcript with expert M.

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

M.: Of course, my name is M. (using initiative to respect anonymity).

Interviewer: Thank you, M. 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.

M.: It's definitely practical. I have hands-on experience applying remarketing strategies in real-world scenarios.

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

M.: I work in the advertising services industry.

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

M.: I am based in Lithuania.

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

M.: Certainly. 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?

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

M.: Based on my expertise, social media and email remarketing, as well as display campaigns, have proven to be the most effective remarketing 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?

M.: Yes, we have experience with email remarketing campaigns targeting Gen Z and Gen Y customers. We have observed that 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 show more interest in informative and educational content.

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?

M.: Yes, we have conducted display remarketing campaigns targeting Gen Z and Gen Y 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 tend 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 groups?

M.: Yes, I do 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 responsive to social media remarketing campaigns. But, Gen Y customers prioritize gathering product information and reading reviews before making purchase decisions.

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?

M.: I don't have personal experience with search engine remarketing campaigns targeting Gen Z and Gen Y customers. Therefore, I don't have specific findings to share at this time.

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?

M.: I don't have specific experience to share regarding video remarketing campaigns targeting Gen Z and Gen Y customers. It is likely that there are differences in purchasing behavior between these two groups.

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?

M.: Well, both Gen Z and Gen Y have unique priorities and preferences in different stages when it comes to remarketing strategies. It's important to tailor the strategies to meet their specific needs and preferences.

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

M.: Dynamic remarketing has been effective for both generations. It allows us to personalize the content and offers based on their specific interests and preferences, and better engagement.

Interviewer: Thanks a lot M., you helped me a lot today. I am stopping the recording here.