

MEET THE GRADS >>

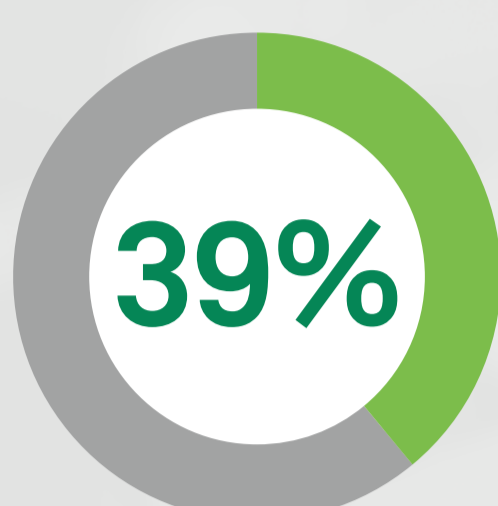
A MARKETER'S GUIDE TO UNDERSTANDING MILLENNIAL GRADS

Millennials are a complex group to understand and marketers are fascinated with cracking the code. After all, they do comprise the largest generational demographic in the U.S.¹ June has notoriously been dubbed 'college graduation' month and as these newly independent millennials embark on a new chapter in their lives, opportunities to build personalized dialogues with them exist not only for marketers but employers seeking to hire new college grads.

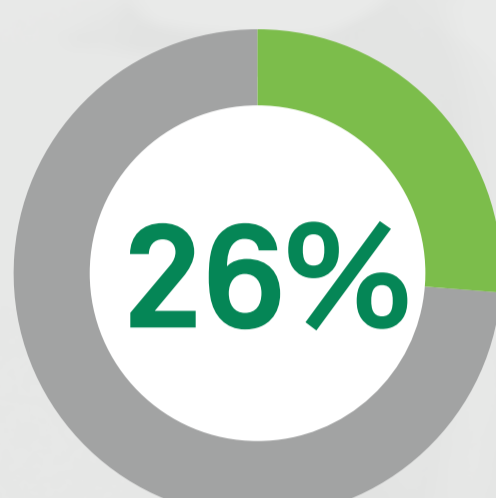


GET TO KNOW THESE MILLENNIAL GRADS

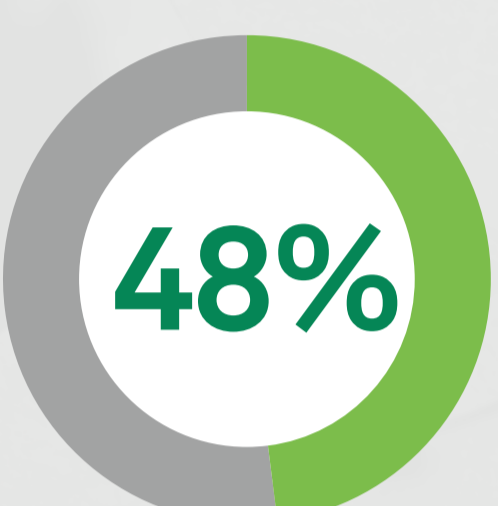
They may be just the consumer or potential employee you are seeking to engage with!



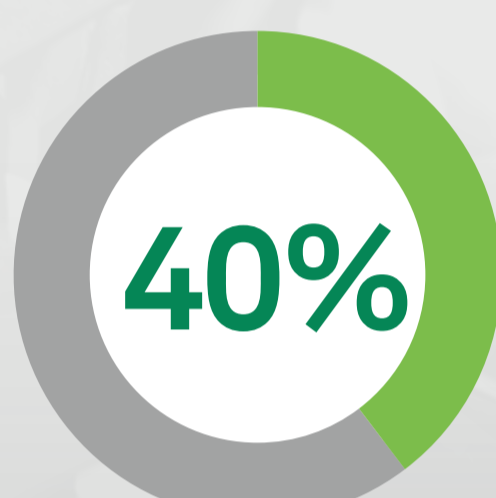
39% purchased a hardcover book, while only 7% purchased an audio book in the last year.



26% consume their liquor mostly in bars or clubs, and 18% still drink Capri Sun®.



48% have recently shopped at Home Depot® and 13% expect to buy their first home in the next year.



40% run and jog, while 7% are all about Ultimate Fighting Championship®.

MORE NON-INTUITIVE INSIGHTS

A few of the millennial grads' beverage, food and leisure preferences

15%



say Patron® is the tequila brand they drink the most

16%



have been to Chipotle® 1-5 times in the past 30 days

34%



were very interested in the NFL® in the past year

35%



went to an AMC® Movie theater in the past 6 months

64%



shopped at Target® in the past 3 months

13%



own a Honda®

ASSUMPTIONS CAN ONLY GET YOU SO FAR

Really understanding your customers and letting them participate in your brands journey has never been more important.

KNOW YOUR AUDIENCE TO SERVE BETTER ADS

1. **Employ your offline data** to target customers on digital channels
2. **Deliver a consistent message** across every customer touch point
3. **Increase your campaign reach** without sacrificing relevance
4. **Target accurately**, relying on continuously verified customer data



METHODOLOGY

Neustar's PlatformOne™ utilizes data from over 4 billion consumer transactions every day, cross referenced against 15,000 online and offline attributes with anonymized data from 220M U.S. adults across 120M households. These attributes are derived from primary and secondary research sources that help describe customers, their households and lifestyle factors including demographics, purchase behaviors, lifestyle patterns, financial profiles and media consumption.

ABOUT NEUSTAR

Neustar, Inc. is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time.

SOURCE:

1. https://www.whitehouse.gov/sites/default/files/docs/millennials_report.pdf

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