



@waikeezy



# Gen Z Shopper Study:

Insights for connecting with Gen Z through Creator Marketing.



# Creator Guided Shopping

LTK is the #1 tech-enabled power partner for Creator Guided Shopping—**millions of monthly shoppers** driving **billions in trackable sales** through the **largest Curated Creator community**, LTK Benchmark™ with **12-years of Creator data**, proprietary insights, and unparalleled consulting.

**Saks Fifth Avenue**  
**wayfair**  
**SEPHORA**  
**Walmart**  
**NORDSTROM**  
**ULTA BEAUTY**  
**Neiman Marcus**  
**THE HOME DEPOT**

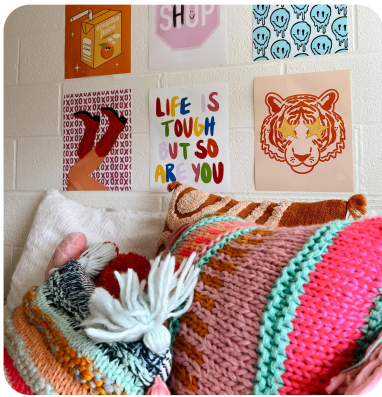


# Who is Gen Z?





## Content sneak peek



@bellafratto

Gen Z follows Creators for their authenticity, and they trust their style, too.



@muchlovesophie

Creator content is the most-trusted social media for Gen Z.



@lexi.phill

Gen Z is shopping from Creator recommendations online and in-store.

## Gen Z Shopper Study

This summarizes key findings related to two national studies conducted by LTK in March 2023: LTK Shopper Study and LTK In-Store Shopper Study.

### *Methodology*

Shopper survey conducted on March 1, 2023 with 1,104 participants, reflective of US population with 97% confidence.  
In-Store Shopper Study conducted on March 17, 2023, with 1,079 participants, reflective of US population with 97% confidence.

The study was filtered to identify Gen Z responses and key characteristics.





Gen Z shoppers are represented by various lifestyles.

Here are the ways they describe themselves:



Student



Foodie



Traveler



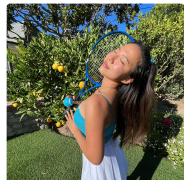
Fashion Lovers



DIY/Decorator



Pet Owners



Exercise and Fitness



Beauty Enthusiast

@oh\_anthonio, @yourpajordyn, @maria\_alfaro,  
 @tanicha, @nazyfarnoosh, @heyitsyash,  
 @gabrielabandy, @catherinemann,  
 @AngelicaSong, @kennedyfrazer



# Online behavior and social media consumption

**While Gen Z is made up of different lifestyles, their online behavior is consistent.  
What consumers from LTK's national study are saying:**



**100%**

Gen Z shops online.

Shopping-originated  
social media:

**79%**

**73%**



Gen Z watch  
Creator videos.



Purchase from Creators:

**75%**



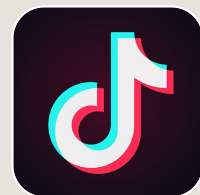
**99% of Gen Z Use Social Media**  
Top 3 Favorite Social Channels



01



02

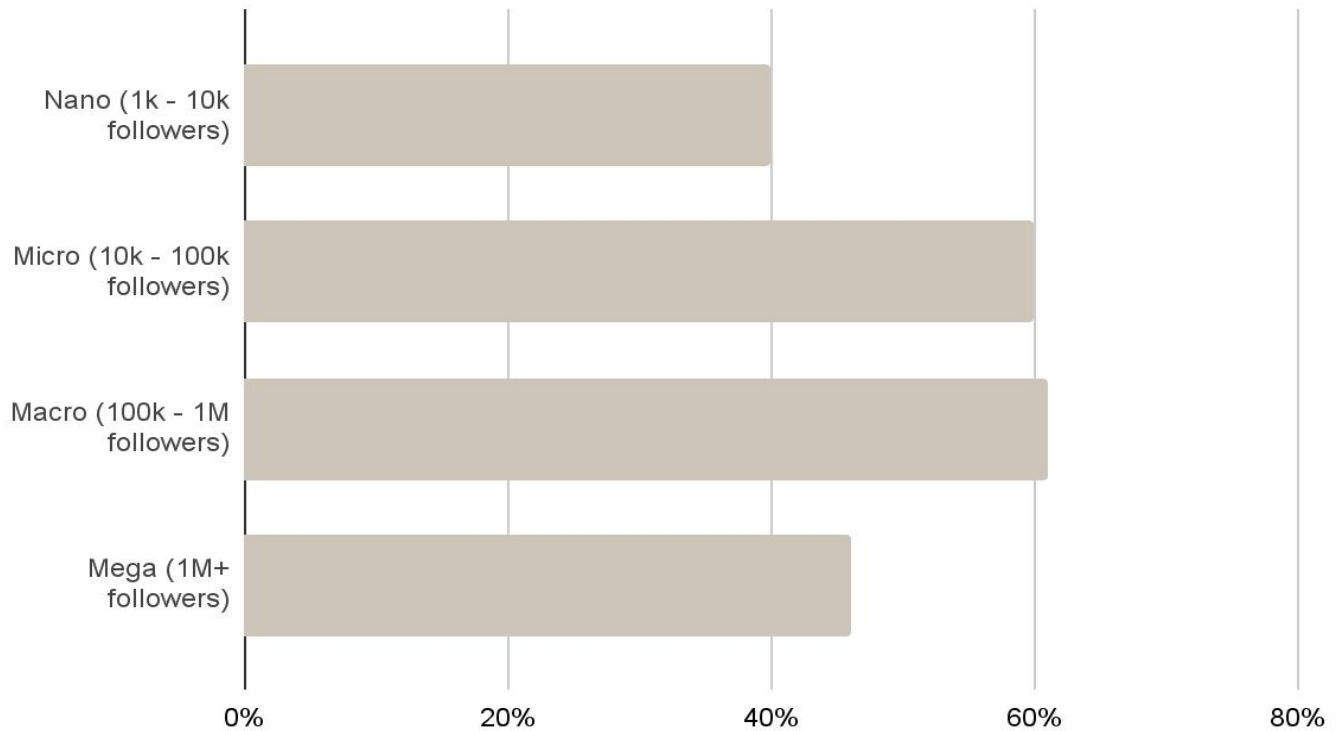


03



# Gen Z majority follows Micro and Macro Creators

**% of Gen Z that follows Creator category**



## **Gen Z follows Creators for their authenticity.**

- 01** Creator is funny.
- 02** Creator is honest.
- 03** Creator has a similar lifestyle to me.



# Creators are the most-trusted social media for Gen Z

**1st** Creators

**2nd** Social media ads

**3rd** Celebrity posts

*\*March 2023 LTK Shopper Study*



## Key Insight

Creators are **3.5X more influential** to Gen Z consumers than social media ads.

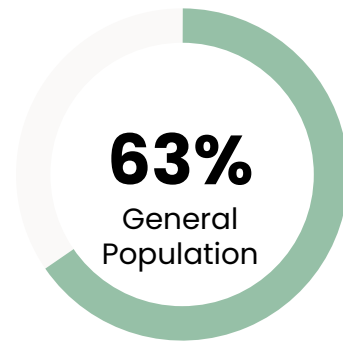
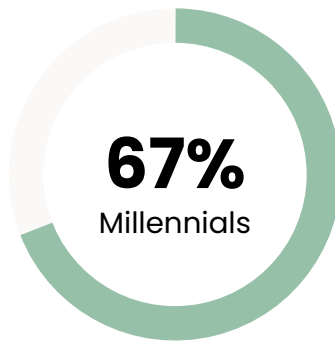
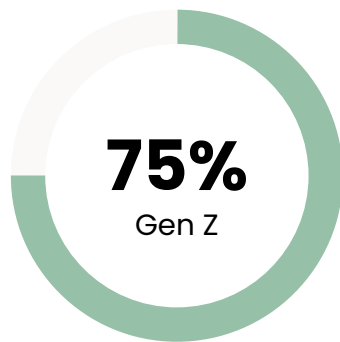
# Gen Z Shopping Habits





# Creators are driving Gen Z's shopping

**% of consumers that make purchases online recommended by Creators:**

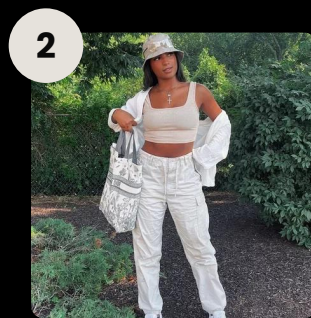


Gen Z shoppers making purchases online from recommendations by Creators is 21% greater than the General Population.

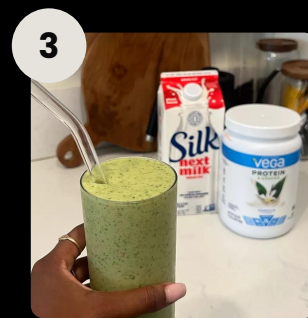
# Creators are the most-trusted social media for Gen Z



1  
Beauty/Personal care



2  
Fashion



3  
Food



4  
Electronics



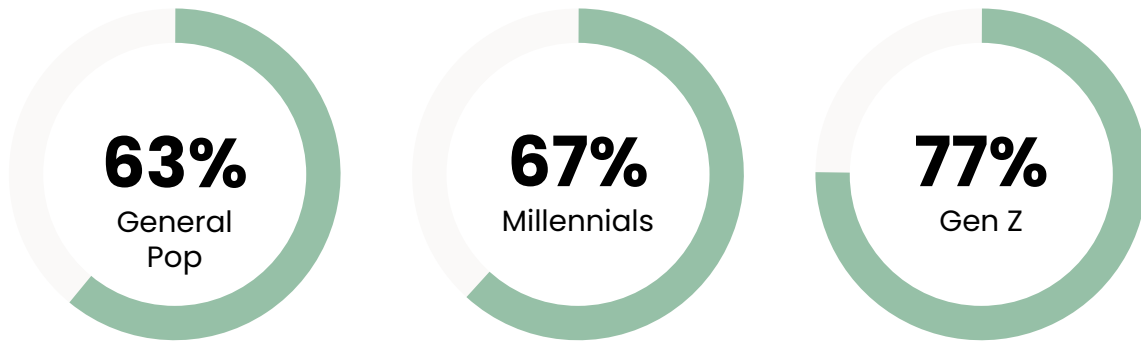
5  
Cleaning supplies



6  
Gaming

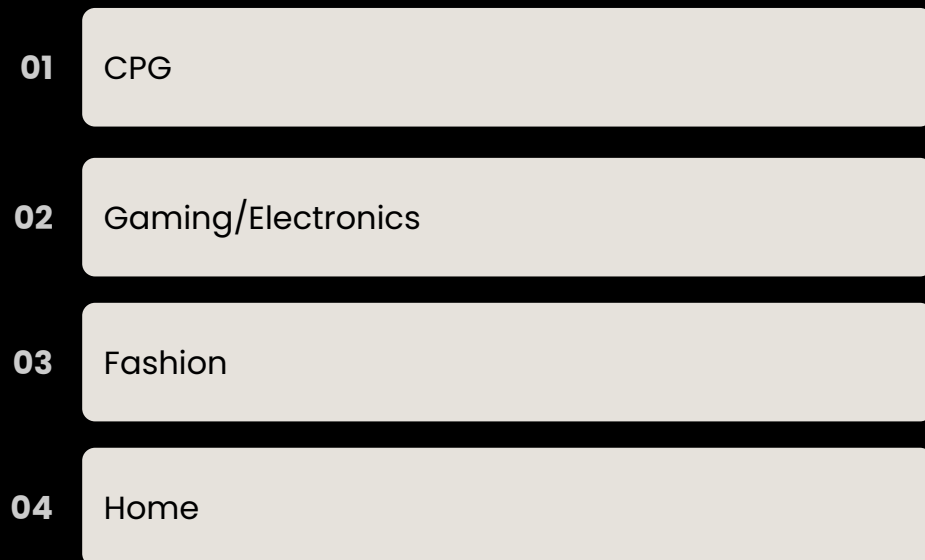
# Efficient beyond just a click

## Creators also drive shoppers in-store:



Percentage of people who shop in-store from Creator recommendations.

## Top top product categories by Gen Z from purchases in-store based on Creator recommendations:



**42%** of Gen Z have shopped at a new retail store because of a Creator recommendation.



# Gen Z looking forward to purchasing summer *beauty and fashion* trends

1



Shoes

2



Makeup

3



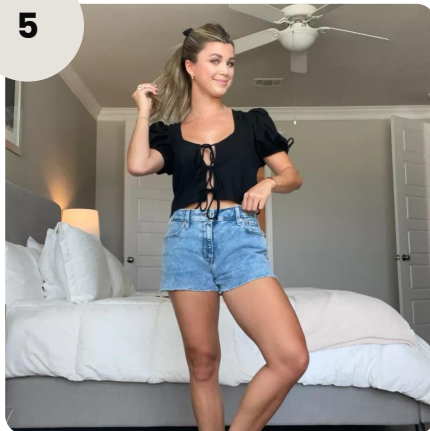
Jewelry

4



Skincare

5



Shorts

6



Swimsuits

# Gen Z's favorite shopping destinations



**63%**

shop trendy & budget- friendly brands/retailers



**43%**

shop sustainable brands vs. 32% Millennials



**33%**

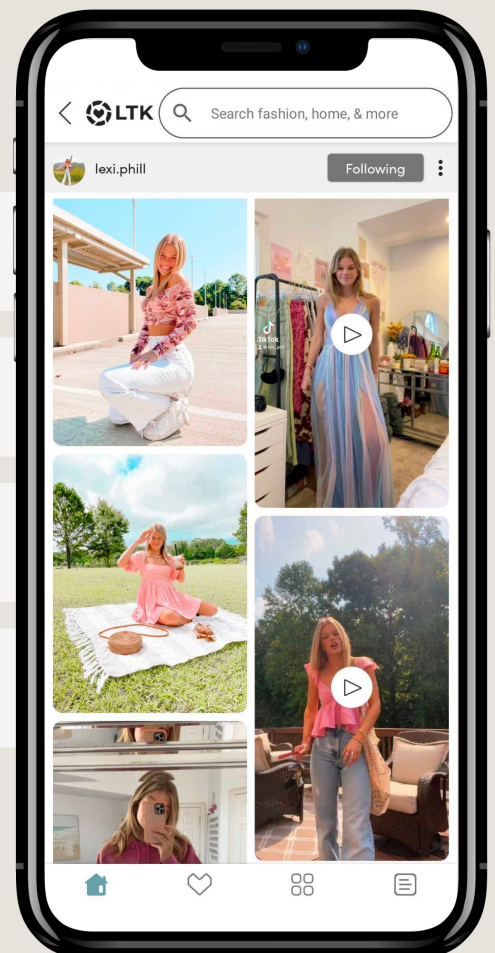
shop Resale companies vs. 23% Millennials

# Gen Z trusts Creator style

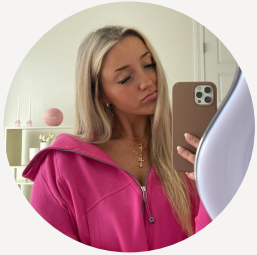
Top reasons Gen Z shops from Creators:

- 01 Authentic opinions regarding style.
- 02 Authentic opinions re: product quality.
- 03 Discovery of new products and brands.
- 04 Authentic opinions regarding fit.

Compared to General Population's top reason: Discovery of new products and brands.







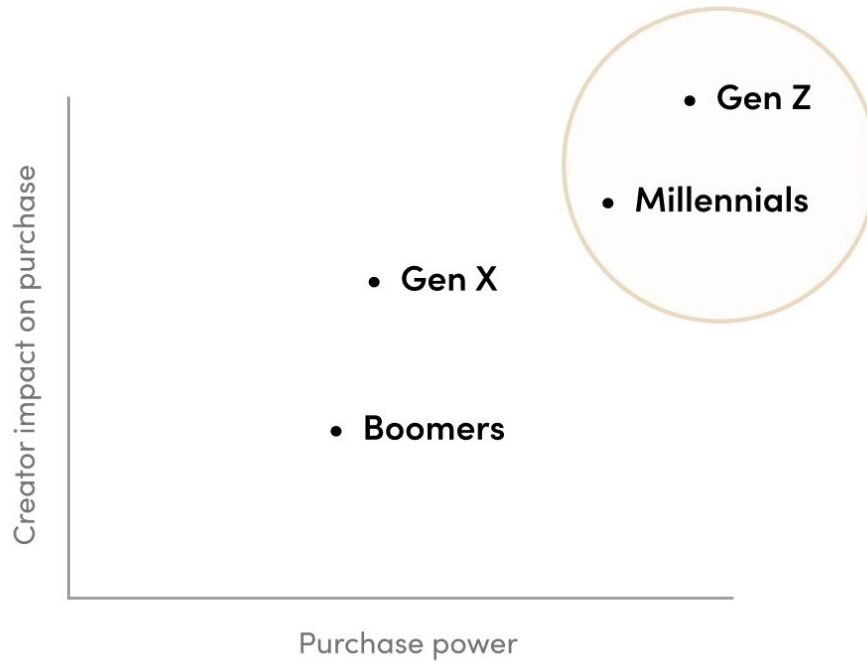
### CREATOR'S DRIVE LOWER RETURNS ON PURCHASES

Of Gen Z shoppers who watch Creator videos, *47%* say they are *less likely* to return something after seeing a Creator describe it in a video.



# Gen Z and Millennials are the least impacted by inflation

Also, they are the most engaged with Creator Commerce™.



LTK National Shopper Study Summer 2022

## Inflation impact on buying power from past 6 months:

### MOST IMPACTED

Households with less than \$50K income.

### LOW IMPACT

Millennials and households with more than \$100K income.

### MOST IMPROVED

Gen Z buying power.



# Gen Z & Creator Marketing



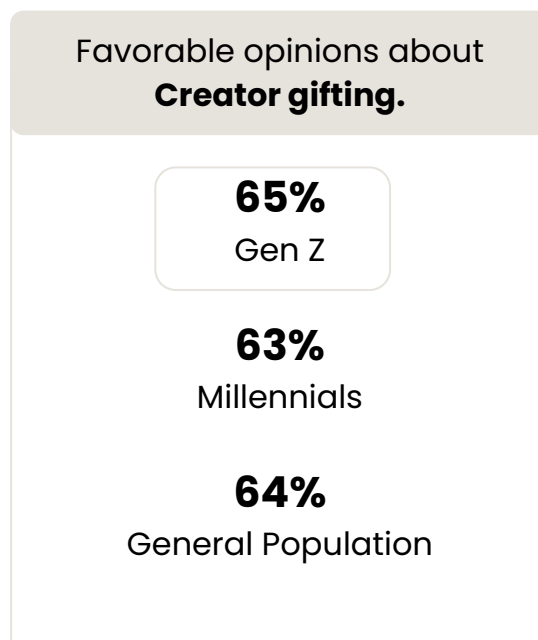
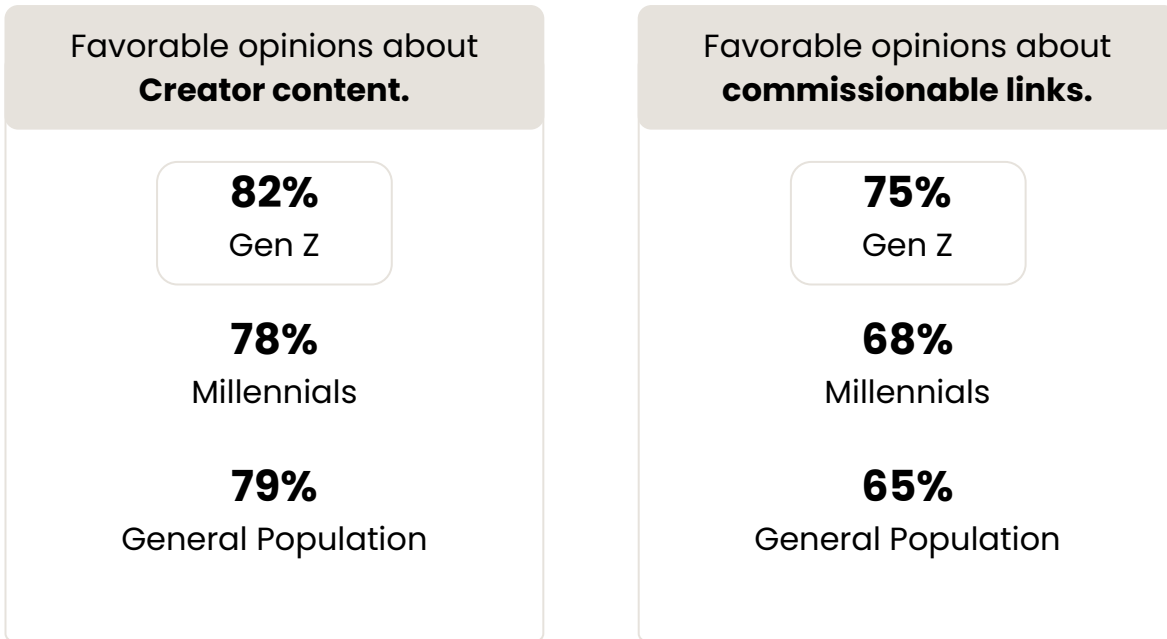
# Gen Z Creator content in action



@pheebstyle, @jennapalek,  
 @acquired.style, @marbleouslypetite,  
 @laurenloveless, @anika\_sutter,  
 @heybriaajones

# Gen Z opinions on Creator marketing

**% of Gen Z consumers that have favorable opinions of Creator marketing:**





# Gen Z as LTK Creators

**Gen Z is the fastest growing influencer generation on LTK!**

Sample of top traffic products from Gen Z Creators in **Q1 2023**:



**Abercrombie**  
Ultra High-Rise 90s Straight  
Jeans



**Stanley PMI**  
The Quencher H2.0 Flowstate™ |  
40 OZ



**DIOR**  
Lip Glow Oil



**Kosas**  
Revealer Super Creamy +  
Brightening Concealer



**Rare Beauty**  
Soft Pinch Liquid Blush



**Lululemon**  
Everywhere Belt Bag



**Aerie**  
Crossover Flare Legging



**Charlotte Tilbury**  
Flawless Filter



**Amazon**  
PAVOI 14K Gold Colored  
Lightweight Chunky Open  
Hoops



**Abercrombie**  
Traveler Mini Dress

# Gen Z linking habits

## Top brands Gen Z link to:



## Brands that over-index with Gen Z linking vs. others:



# Reaching Gen Z with video content

## What our data is showing:

**3x**

Video content drove 3X GMV growth YoY when comparing video vs. static content.

**5x**

Short-form video campaigns are up 5x YoY.



### Why is this valuable?

It elevates your product & performance and it's a macro industry shift that consumers prefer.

@clairecouvsmith

The top influencer platform in the world for  
Creator Guided Shopping

# The LTK difference





# LTK: Creator Guided Shopping

## Driving and measuring sales through LTK

LTK, the #1 tech-enabled power partner for Creator Guided Shopping, has 20M+ monthly shoppers driving \$3.6B in trackable sales for clients last year through its curated Creator community, LTK Benchmark™ with 12-years Creator data, proprietary insights, and unparalleled consulting.

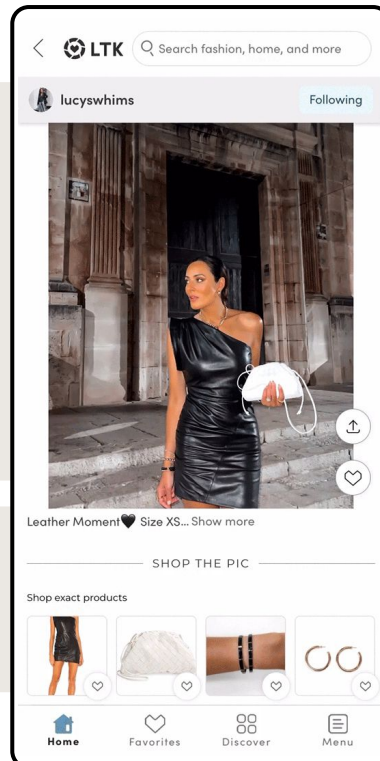
**20M+** monthly shoppers.

**\$3.6B+** in annual trackable sales.

**5-star** rated shopping app.

**6,000** brands on LTK platform.

**Hundreds of thousands** LTK curated Creators.



# Best practices for Creator Commerce™

**Benchmarking strategy** for best approach and differentiation.

**Always-on approach vs. one-off** or seasonal campaigns.

**Competitive commission rates.**

**Creator strategy** to help grow Creator base.

Strive for **short-form video content.**

Surround campaign with **ads and media boosting.**

**Special events** (LTKCon, Creator events, gifting)

**Search products and trends in-app.**

**Diversify product selection.**



# Additional partnership opportunities

**Tools to help expand reach and performance of authentic Creator content.**

## **LTK Boost™**

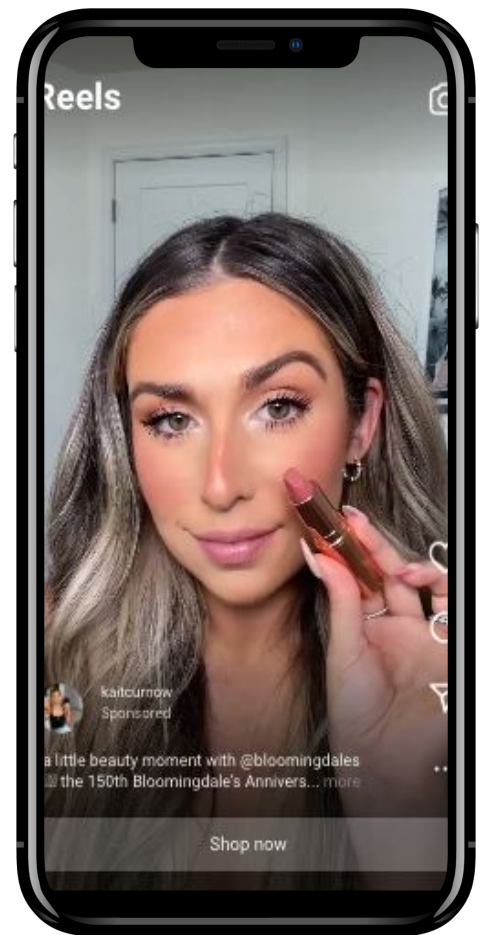
A new offering to reach incremental consumers with LTK, you can scale campaign results with ads that elevate your Creator collaborations. LTK boosts campaign content from the Creator's handle for a more organic consumer experience.

## **LTK ad placements**

Work with the LTK marketing team to customize packages for specific moments (promotion, seasonal launch, etc.) to get awareness to the broader Creator network. Plus, amplify campaign content to reach more shoppers.

## **LTK Insights™**

Partner with LTK Insights to secure a variety of incremental reporting, including benchmarking. LTK's benchmarking report will help your brand inform spend decisions and growth strategy.



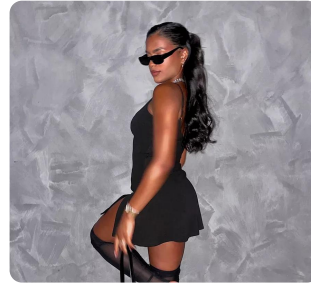


# Summary

## Gen Z shopper study shows:



@delaneychilds



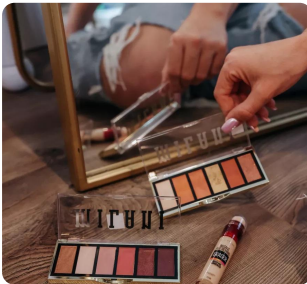
@monetmcmichael

### Creators are the most trusted.

Creators are 3.5X more influential to Gen Z consumers than social media ads.

### They trust Creators' style.

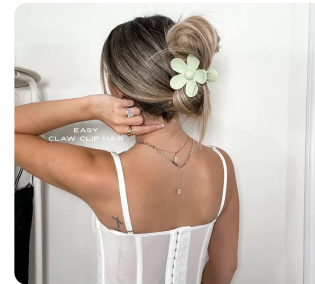
Gen Z shops from Creators because of their authentic opinions on style.



@uniquelyjulz



@waikiezy



@kaitcurnow

### Creators drive a lower return rate.

Gen Z is less likely to return something after seeing a Creator describe it in video.

### Gen Z has most-improved buying power.

Gen Z is feeling less of an impact from inflation.

### Favorable opinions on Creator marketing.

They favor content, commissionable links, and Creator gifting.



Thank you