



LTK WHITEPAPER

Gen Z Shopper Study: Insights for Connecting with Gen Z through Creator Marketing



Creator Guided Shopping

The **#1** tech-enabled power partner for Creator Guided Shopping with **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.

LTK by the numbers

20 million monthly shoppers

50 NPS Score from customers

\$3.6 billion in annual brand sales

#1 in Consideration & Preference by Martech Record 2023 Industry Survey

#1 Largest Curated Creator community

12 years of data and insights to optimize engagement

Top Ranking by Influencer Marketing Hub, G2 and Capterra

5-star rated Creator Guided Shopping App

Millions of LTK Creator posts ongoing

Gen Z Shopper Study

Study Summary

This summarizes key findings related to the two national studies conducted by LTK in March 2023: LTK Shopper Study; 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.



Online Behavior and Social Media Consumption

What consumers from LTK's national study are saying...



100%

Gen Z shop online

Shopping-originated social media

79%

73%

Gen Z watch Creator videos



75%

Purchase from Creators



99% of Gen Z Use Social Media

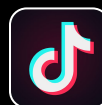
Top 3 Favorite Social Channels



01

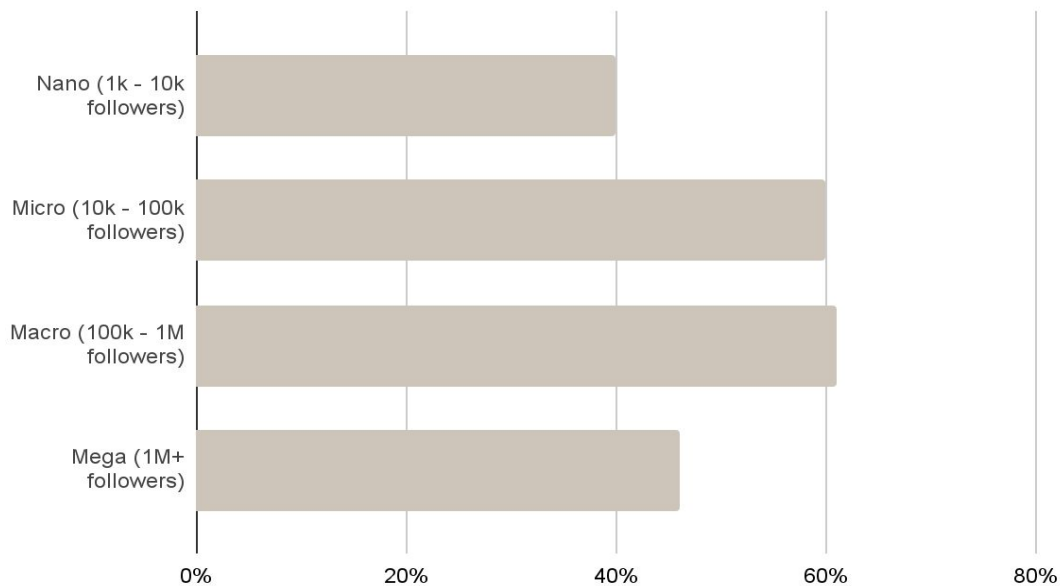


02



03

Gen Z Majority follows Micro and Macro Creators



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

- 01 Creators
- 02 Social Media Ads
- 03 Celebrity Posts

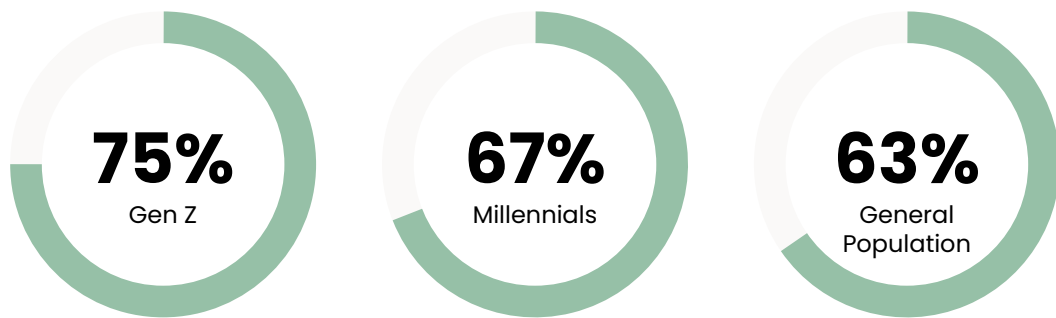


Key Insight

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

Creators are driving Gen Z shopping

% of consumers that make purchases online recommended by creators



Gen Z categories purchased from creators:

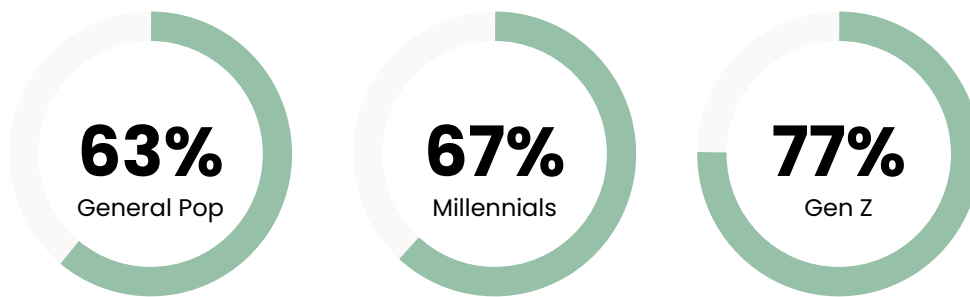
- 01 Beauty / Personal Care
- 02 Fashion
- 03 Food
- 04 Electronics
- 05 Cleaning Supplies
- 06 Gaming



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

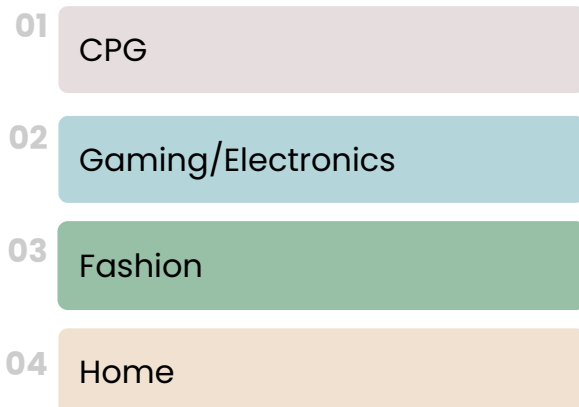
Efficient beyond just a click...

Creators drive shoppers in-store too



Percentage of people who have ever shopped in-store from Creator recommendations

Gen Z top product categories purchased in-store from Creator recommendations



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

Gen Z Shopper Study

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



1. Shoes



2. Makeup



3. Jewelry



4. Skin care



5. Shorts



6. Swimsuits

Gen Z Shopper Study

Gen Z 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 / brands
- 04 Authentic opinions regarding fit

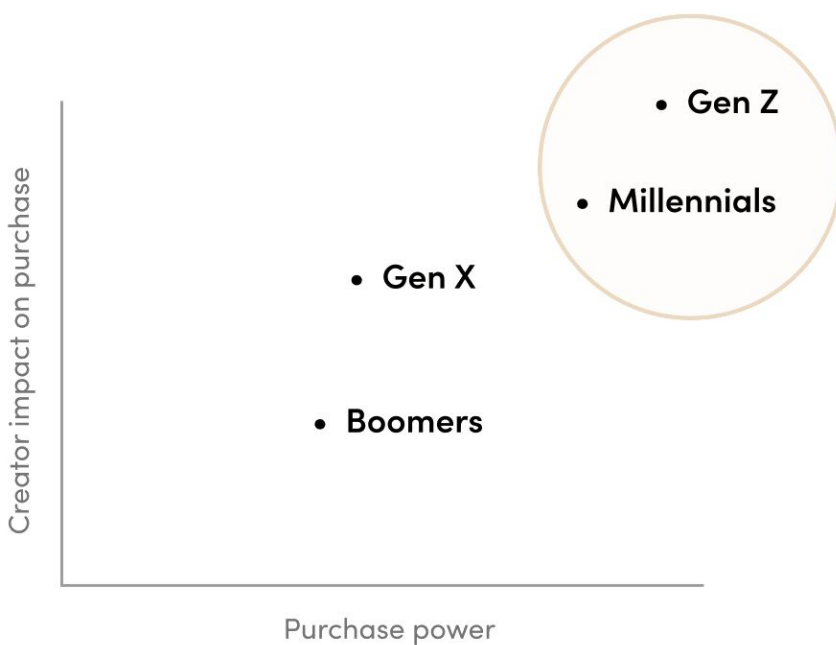
Compare to General Population's top reason
Discovery of new products/brands



Gen Z Shopper Study

Gen Z and Millennials are the least impacted by inflation

and most engaged with Creator Commerce™



Inflation impact on buying power from past six months

MOST IMPACTED

Households with less than \$50K income

LOW IMPACT

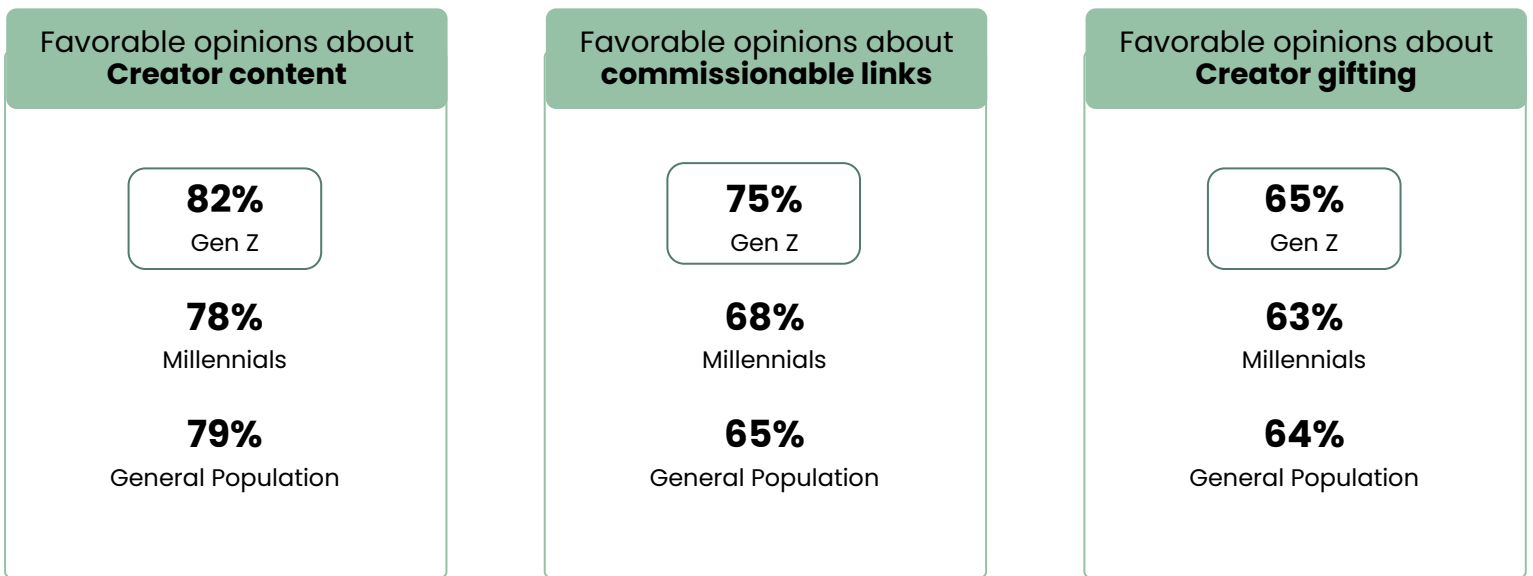
Millennials and households with more than \$100K income

MOST IMPROVED

Gen Z buying power

Gen Z opinions on Creator Marketing

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



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™. This offers 12 years of 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 & media boosting.**
- **Special events** (LTKCon, Creator events, gifting).
- **Search products and trends in-app.**
- **Diversify product selection.**



Additional partnership opportunities

To expand reach and performance of authentic Creator content.

LTK Boost™

New offering to reach incremental consumers with LTK. 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 of the year, (promotion, seasonal launch) to get awareness out to the broader Creator network. Plus, amplify campaign content to reach more consumers.

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.



Creator Guided Shopping

Thank you!

Contact us

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