

ADVERTISING TO MILLENNIALS

MEET THE 4 GROUPS MARKETERS VALUE MOST

Based on the analysis of data on the Turn platform

ADVERTISERS ARE SPENDING **500% MORE** ON MILLENNIALS VS. OTHERS

Here's how that spend breaks down by channel:

4x
AS MUCH

ON DISPLAY

4x
AS MUCH

ON SOCIAL

4.5x
AS MUCH

ON MOBILE

6x
AS MUCH

ON VIDEO

Meet the Marketers.

These industries are most actively advertising to millennials.

-  FINANCIAL SERVICES
-  TRAVEL
-  AUTOS
-  FOOD AND CPG
-  ARTS AND ENTERTAINMENT
-  HEALTH
-  ELECTRONICS
-  TELECOM

MILLENNIAL INCOME RANGES
\$ = \$49,999 and under
\$\$ = \$50,000 to \$99,999
\$\$\$ = \$100,000 and up

Meet the Millennials.

They're more than a monolithic bloc of 18- to 35-year-olds. Turn data shows there are highly specific audiences, each with its own motivations and opportunities for marketers to connect with them.



STRUGGLING ASPIRATIONALS

57%

Green, healthy, and fit. They love good food, and are always on the lookout for bargains and deals.

HOW TO REACH THEM: Promotions, limited-time offers and memberships may appeal to this comparatively fiscally challenged group; although branding efforts centered around big-ticket items can pay off long-term. (They're called "Aspirational" for a reason.)



Mike O'Neill @mike_on_the_bike · 5h
One day, you will be mine. #fixedgearfixation



← ↻ ★ 1 ...

SUCCESSFUL HOMEOWNERS

18%

The highest income among millennials and most likely to be homeowners.

HOW TO REACH THEM: Video advertising is undertutilized here; marketers should align high-impact media with an audience that's ready to spend.



Lupita Fernandes
23 minutes ago · 🌐
First night in the new place and already loving it! #ourfirsthome, #newdigs, #ourfuturebeginstoday



👍 Like 💬 Comment ➦ Share

ACTIVE AFFLUENTS

17%

Filled with families, including many new parents. Active Affluents are outdoorsy, fit foodies with a love for leisure travel.

HOW TO REACH THEM: Advertisers are underspending on mobile to reach this on-the-go audience; savvy marketers can capture attention by dialing up their mobile campaigns.



Aaron Anthony FOLLOW

♥ 144 Likes ⌚ 4d

● AaronAnthony The training wheels come off! #mylilman #allgrownup #madeforspeed



COMFORTABLE TV WATCHERS

8%

Whether it's drama, sports or news, this group loves its TV.

HOW TO REACH THEM: Consider diving deeper into the data—groups that display strong preferences may reveal unique interests marketers can cater to more specifically.



Audrey Davis @audrey_davis · 5h
Oh no #unforgotten ends tonight... Going to miss this quality fix every week. Please return! #GuiltyPleasure



← ↻ ★ 1 ...

Learn more about your audiences.

turn.com/r/millennials