



# EARNING THE ATTENTION OF MOBILE PRODIGIES

In newly commissioned research with YPulse, a leading analyst of Millennials and Gen Z in the marketplace, we asked 1,000 respondents about the mobile creative that works for them — here's what it takes to activate Mobile Prodigies; here's what they look for when they decide to interact with a mobile ad.

## WHY IT MATTERS?

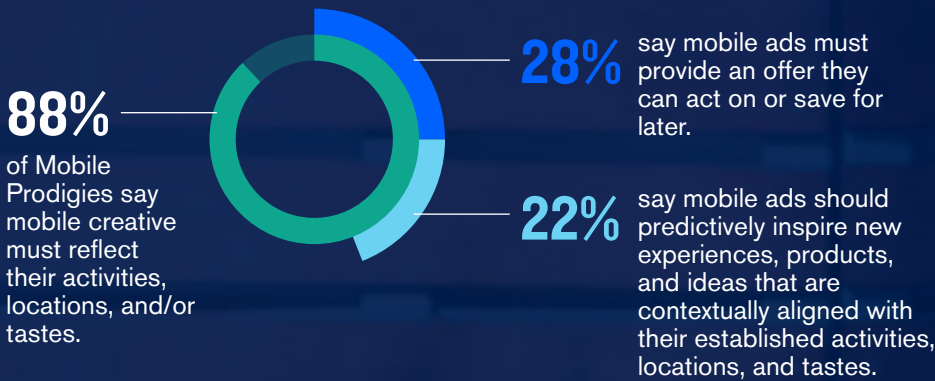
Mobile Prodigies will command billions in spending power:

**MILLENNIAL** **\$200B** in 2018<sup>1</sup>

**GEN Z** **\$29B–\$143B** by 2020<sup>2</sup>

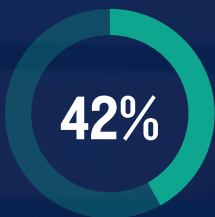
## WHAT THEY WANT

Mobile Prodigies respond to ads that reflect their wants and needs.



## DEEPER INSIGHTS

A subset of respondents offered deeper insights into their engagements with mobile creative:



said mobile ads should either never interrupt their content, always appear within their favorite apps, or always offer a discount.



said that mobile creative should be fun, reflective of their wants and needs, and/or challenge them to do something active.

## WHAT HAPPENS NEXT?

Mobile Prodigies are telling us what works when it comes to mobile ads, and they're willing to exchange information (and data) — even in a survey — if they can get a better digital ecosystem in return. We should build them the experiences for which they're asking! Read more at [verve.com/prodigies2018](http://verve.com/prodigies2018)

Sources: <sup>1</sup> Forbes (2017), <sup>2</sup> Forbes (2018)