

UNiDAYS

Tech company sees 26% lift in Gen Z sales in just one month

26%
lift in sales

Gen Z
awareness



The challenge

A tech company wanted to increase its mobile market share with digitally savvy Gen Z college and university students in the US and Europe.

Recognizing that Gen Zers present a huge opportunity for brand growth, the company sought to drive awareness and purchase intent for its most innovative products and accessories.

To generate buzz with this notoriously hard-to-engage audience, they needed to speak Gen Z's language in the most organic way possible.

The solution

The company partnered with **UNiDAYS** to create a customized Gen Z marketing strategy by:

- ◆ Leveraging **UNiDAYS' Student Verification Technology** to create a Gen Z student segmentation strategy
- ◆ Launching a **Student Incentive Program** delivered via **UNiDAYS'** private, members-only network
- ◆ Determining the right mix of **Ad Solutions** to reach Gen Z using **UNiDAYS'** first-party data with personalized and localized messaging

The results

The tech company successfully engaged Gen Z college students across all **UNiDAYS'** channels: mobile app, desktop, social, email.

They saw a dramatic **26% lift in sales** with Gen Z college and university students in the US and Europe, month over month, from December 2017 to January 2018.

About UNiDAYS

UNiDAYS, the world's leading Student Affinity Network, provides student verification technology and integrated marketing solutions to help brands connect with Gen Z. Visit www.myunidays.com/genz