



DIRECT-TO-CONSUMER RETAIL REPORT

Tapjoy

CONTENTS



Executive Summary	3
High Level Trends	4
Methodology	5
Gen Z Mobile Consumer	6
Millennial Mobile Consumers	9
Parent Mobile Consumers	12
High-Income Consumers	15
Conclusion	18



>> The Modern Mobile Gamer Has Gone Direct

Direct-to-consumer marketing is entering a golden age. New data from the Tapjoy network suggests that mobile gamers represent a high-return growth opportunity for direct-to-consumer marketers, and that DTC retail and subscription service markets have yet to reach saturation in the US.

For its fourth comprehensive Modern Mobile Gamer market intelligence report, Tapjoy surveyed 11,290 mobile consumers from the continental United States to learn more about their attitudes towards, and appetites for, direct-to-consumer products and services.

For more than 10 years we've leveraged our direct relationship with more than 900 million monthly active mobile consumers to demonstrate **just how outdated** the traditional "gamer" stereotype is. We've proven that mobile games are now **a universal pastime**, and that they are enjoyed by people of all demographic, economic, and cultural backgrounds.

Today, the trust we've earned with this audience has allowed us to present new data illustrating that not only are mobile gamers a singularly diverse audience, they're also fuelling success for the most innovative commercial brands in the modern market.

For each segment, we've included insights related to the following:

Commercial Activity

A breakdown of historical online shopping habits by product category across traditional eCommerce and subscription services

Shopping & Subscription Behaviors

Percentage breakdowns of the most common in-market behavioral trends across eCommerce and subscription services

Insights for DTC Marketers

Actionable summaries of persona-specific preferences and behaviors related to DTC products and services

Note: Survey questions covered a variety of industry verticals, but this eBook contains findings specific to retail, clothing, and lifestyle verticals. Subsequent eBooks will cover beauty and hygiene as well as food and beverage, and will be available on [Tapjoy.com](https://www.tapjoy.com).

HIGH-LEVEL TRENDS

To ensure actionable insight, our analysts took a deep dive into four major market segments that emerged from the study's findings: Gen Z, Millennials, Parents and High-Income consumers. They were selected and studied in greater detail due to their value to advertisers.



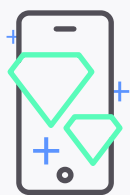
70% of all consumers surveyed are interested in trying a new subscription product or service



Nearly two-thirds of all consumers prefer to shop **directly from a brand** than through a third party retailer

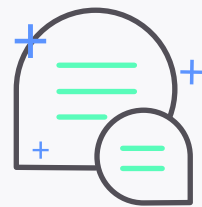


Clothing is the most popular product category for online retail shopping among consumers



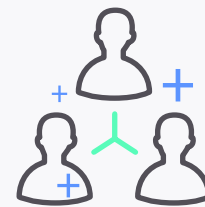
64% of consumers surveyed said they are more likely to engage with a **retail in-app rewarded ad** than a social media sponsored post

All market segments identified **convenience** as the primary deciding factor in choosing products and services to purchase. Secondary factors differed among market segments:



11,290 Respondents

The study's respondents found the survey through rewarded in-app offerwall placements



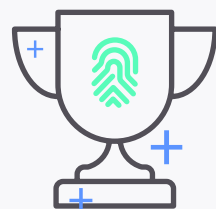
Extensive Reach

The campaign was distributed across a variety of the world's most popular games in the Tapjoy mobile ad network



Opt-in Participation

After reviewing the campaign's customized instructional information, respondents opted in to participate in exchange for virtual currency rewards



Virtual Rewards

Currency rewards are specific to each host application's virtual economy and vary in size based on each game or app's unique currency conversion rate



Cohesive Branding

Campaign branding was automatically customized to match each host app's visual language, including currency-specific iconography



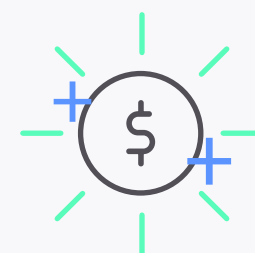
Age Verification

All respondents were required to verify that they were over the age of 18 before participating



Geographic Targeting

All respondents resided in the continental United States, as defined by their device settings at the time the survey was conducted



Budget Management

Campaign spend was throttled dynamically based on our respondent goals and survey requirements



Survey Period

Responses were collected and analyzed from multiple week-long surveys launched between October and November of 2019

GEN Z CONSUMERS



Mia, 19



Mia is a 19-year-old student from Colorado attending the University of Colorado Boulder. The commute from her parents' house in the suburbs eats up a big part of her day, and so she's looking to rent an apartment closer to campus. Her best friend Charlie was accepted out of state, but they keep in touch daily either through texting or playing Words With Friends.

With her studies keeping her busy, she has less free time than ever, and making the drive to the mall for new clothes or shoes is out of the question. Shopping online via her iPhone is a welcome alternative, and better still, it helps kill time during some of her less interesting classes. If the lecture is particularly dry, she'll play one of her favorite mobile games. When she completes rewarded offers for extra in-game currency, she always looks for fashion or beauty brand ads.

She loves brands that curate a selection of clothing based on style quiz results. So much so, she signed up for a trial subscription she found while playing Words With Friends. After receiving her first box (and loving every item inside), Mia decided to sign up for the full membership. Plus, with exam season well underway, the monthly deliveries are an exciting treat to look forward to. After making it through this semester, she's planning to purchase one of the beauty subscriptions she's been hearing about, but she's undecided which one she'll choose.

Ads Most Likely to Engage with:

- Trial or New Release Promotions
- Image or Video Gallery of Products
- Personalized Quizzes & Customization



Boulder, Colorado

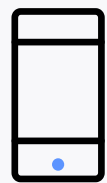
GEN Z CONSUMER PREFERENCES



Insights for DTC Marketers



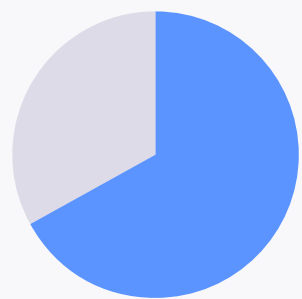
Vast majority are already heavily invested in digital commerce services, with many actively **enrolled in multiple product subscriptions**.



Convenience and time savings are major factors in deciding how they shop, and **mobile devices** are their preferred means of engagement.



Majority are **active shoppers** for clothing and lifestyle products, but brand loyalty isn't a big factor, as most shop **with multiple brands** in a given year.



67% shop online for the sake of convenience



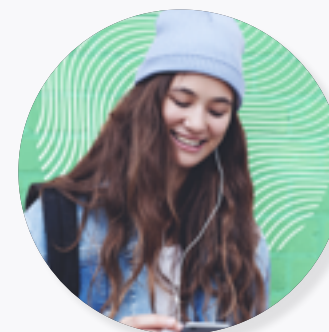
63% prefer to shop directly from a brand

Most Frequent eCommerce Purchases

1. Clothing
2. Footwear
3. Jewelry & Accessories
4. Housewares

Most Popular Subscription Categories

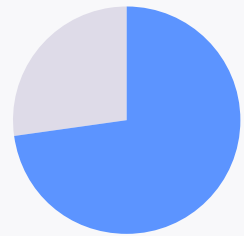
1. Women's Clothing & Accessories
2. Beauty & Hygiene
3. Home Goods & Kitchenware
4. Food & Beverage



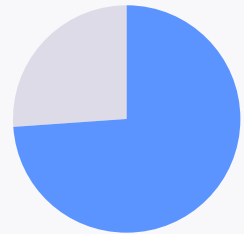
"I like finding out about new clothing brands that I come across in the games that I play daily."

Consumer Quote from the Tapjoy Network

GEN Z CONSUMER BEHAVIORS



73% purchase clothing or lifestyle products online or in-app 1 - 4 times per month



74% already use 1 - 4 different subscription services for clothing or lifestyle products

Shopping Behavior



82% have shopped for clothing or lifestyle products in the last 3 months

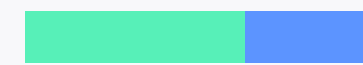


84% regularly shop for clothing or lifestyle products using their mobile device

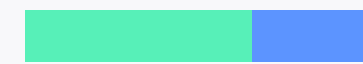


83% have purchased from 1 - 6 different clothing or lifestyle brands in the last 6 months

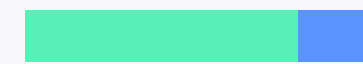
Subscription Behavior



62% said they are interested in trying a new clothing or lifestyle subscription



64% keep their clothing or lifestyle subscriptions active for 2 months or more



77% purchase subscription deliveries because of the personalized or customizable product selections



"I prefer browsing rewarded in-app offers about clothing. I'm always looking to purchase something cool."

Consumer Quote from the Tapjoy Network

MILLENIAL CONSUMERS



Josh, 29



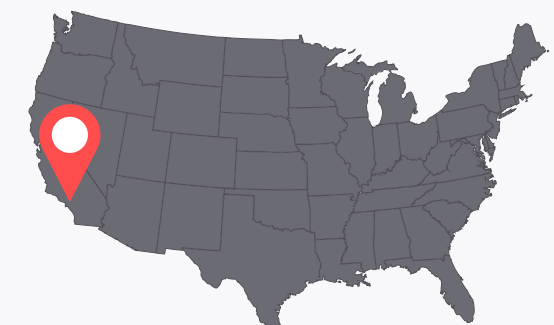
Josh's career as an executive assistant at a major Los Angeles TV studio has taken off at the age of 29. After a year in the role, he's taken on a wealth of new responsibilities and made major strides in his efforts to save for a down payment on a house in the city with his partner, with whom he's expecting his first child in only a few short months.

As a busy guy, Josh appreciates any way he can keep shopping convenient. With so many new brands to try, he relies on his mobile phone for browsing and loves that so many brands offer subscription deliveries. Menswear, delivered monthly, helps him enjoy life outside of work without having to spend time at traditional retail locations. Getting older, however, has made him budget-conscious. Before signing up, Josh compares prices and reads consumer reviews to make sure he's not wasting cash.

This month has been particularly exhausting, and Josh often finds himself unwinding with a few mobile games on the train home. He loves completing home decor challenges on Design Home. When he runs out of diamonds for a new challenge, he often opts to view some rewarded ads in exchange for more. He sees an ad for a familiar houseware and cleaning product subscription that he's been meaning to purchase but hasn't got around to yet. He clicks through, signs up, and has a welcome email in his inbox before dinner.

Ads Most Likely to Engage with:

- Trial or New Release Promotions
- Image or Video Gallery of Products
- Customer Testimonials or Reviews



Los Angeles, California

MILLENIAL CONSUMER PREFERENCES



Insights for DTC Marketers



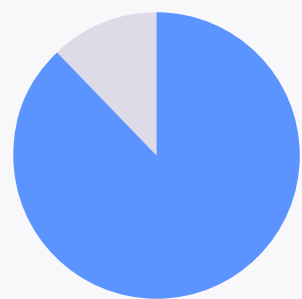
Efficiency and time commitment is a top priority, so the convenience of DTC products becomes a major selling point.



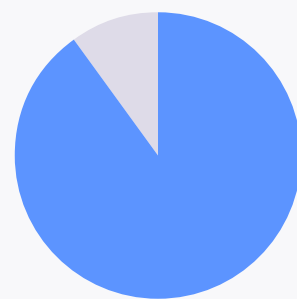
Many are more price-conscious than other consumers but have **no problem buying directly** from the brands they trust.



Most are already active DTC subscribers, and are slightly **better retained over the long-term** than younger consumers.



88% shop for clothing or lifestyle products using their mobile device



90% shop online for the sake of convenience

Most Frequent eCommerce Purchases

1. Clothing
2. Footwear
3. Housewares
4. Jewelry & Accessories

Most Popular Subscription Categories

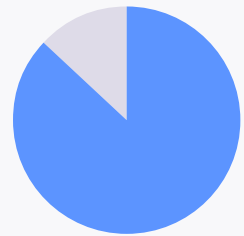
1. Women's Clothing & Accessories
2. Beauty & Hygiene
3. Home Goods & Kitchenware
4. Food & Beverage



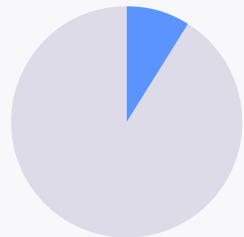
"I often look for retail in-app ad offers to engage with. With more stores closing, I'm interested in what new options are available and affordable"

Consumer Quote from the Tapjoy Network

MILLENIAL CONSUMER BEHAVIORS

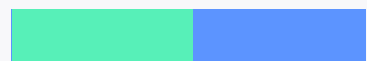


87% of millennials have shopped for clothing or lifestyle products in the last 3 months



Only **9%** don't use a subscription delivery service for clothing or lifestyle products

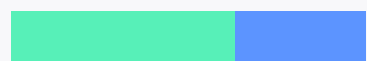
Shopping Behavior



51% have shopped for clothing or lifestyle products in the last 3 months



63% prefer to shop directly from a brand



65% said affordability is a major factor in their decision to purchase

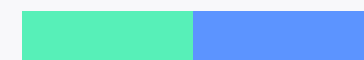
Subscription Behavior



83% already use 1 - 4 different subscription services for clothing or lifestyle products



67% are interested in trying a new subscription delivery for clothing or lifestyle products



48% report keeping their delivery subscriptions active for 4 months or more



"Retail brands are my preferred in-app ads because I do most of my clothing shopping online. I enjoy finding new styles."

Consumer Quote from the Tapjoy Network

PARENT CONSUMERS



Tanya, 45



As a busy chef at one of Houston's most popular restaurants, 45-year-old Tanya is constantly working to balance her career, family, and personal life. Summer usually signals a much-needed break, but not this year! Her eldest son is preparing to move away for college, and Tanya needs to furnish a dorm room. Meanwhile, her guitar-obsessed youngest daughter has joined a band, which means driving to and from practice and spending a few nights a month in cafes and clubs watching her play.

With so much going on, Tanya has no desire to spend her summer navigating crowded parking lots and stuffy department stores. When she has downtime, she scrolls through her favorite retail apps to check a few things off her to-do list. Dorm-sized microwave and mini-fridge? Check. New sheets and pillows without Disney princesses on them? Check. Occasionally, she'll even treat herself; vacation is coming up and she could use a new bathing suit.

As she's winding down each night, Tanya grabs her phone and plays a few rounds of the latest match-three puzzle game to help her relax. While viewing a rewarded ad, she sees a sensibly-priced clothing delivery subscription and thinks about her own wardrobe: a modest assortment of simple blouses, cardigans, slacks, and skirts she's been rotating for years. Thinking about how nice it would be to have a personal stylist and show up to work in something new, she signs up for a trial.

Ads Most Likely to Engage with:

- Trial or New Release Promotions
- Image or Video Gallery of Products
- Customer Testimonials or Reviews



Houston, Texas

PARENT CONSUMER PREFERENCES

Insights for DTC Marketers



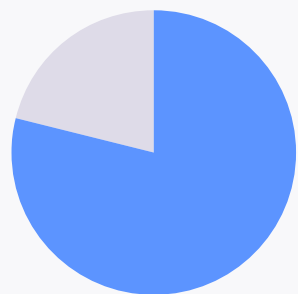
They are driven by convenience and affordability because they **prefer the ease of purchases delivered** directly to their door.



More than **three quarters are already using subscription delivery services** for clothing and household items.



They are price conscious, but **open to trying new brands** and subscription services.



79% prefer shopping online using a digital device because of convenience and home delivery

Most Frequent eCommerce Purchases

1. Clothing
2. Footwear
3. Housewares
4. Jewelry & Accessories

Most Popular Subscription Categories

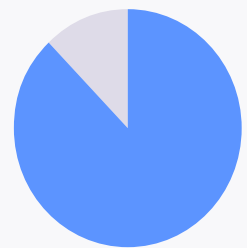
1. Women's Clothing & Accessories
2. Beauty & Hygiene
3. Children's Clothing
4. Home Goods & Kitchenware



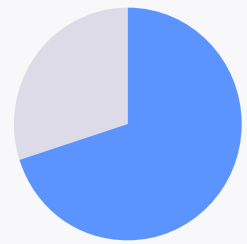
"In-app ad offers have amazing deals. When I shop online it's a big help when you're a super busy working parent."

Consumer Quote from the Tapjoy Network

PARENT CONSUMER BEHAVIORS

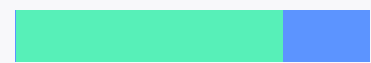


88% have shopped for clothing or lifestyle products in the last 3 months

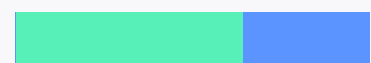


70% expressed an interest in trying new subscription delivery services for clothing or lifestyle products

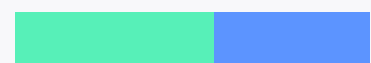
Shopping Behavior



70% have purchased from 1 - 4 different clothing or lifestyle brands in the last 6 months

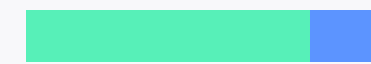


64% prefer to shop directly from a brand

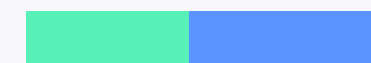


56% spend between \$50 - \$200 on clothing and lifestyle products each month

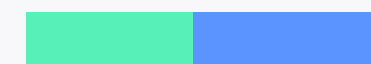
Subscription Behavior



80% currently use between 1 - 4 subscription delivery services for clothing or lifestyle products



46% spend between \$50 - \$150 on clothing or lifestyle subscription deliveries each month



47% keep their delivery subscriptions active more than 4 months



"Retail in-app ad offers are the best because you have so many selections. I can compare brands to see which are most affordable."

Consumer Quote from the Tapjoy Network

HIGH INCOME CONSUMERS



Mariah, 30



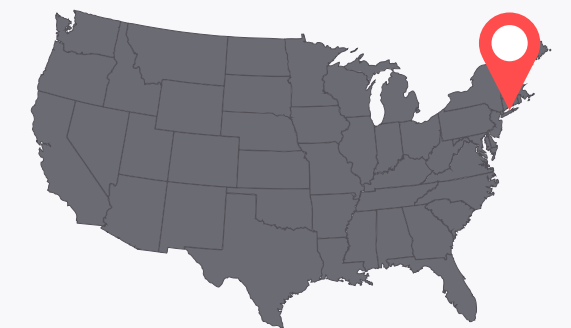
Software Engineer Mariah is single and living in Long Island. Mariah recently celebrated a couple of significant events: her 30th birthday and a promotion at work. Her career and active social life keep her busy. She makes her way into the city most weekends to catch up with her friends or meet up with a Bumble date.

Mariah's smartphone is never far from her side: it's her do-it-all device for keeping track of fitness and finances, staying in touch and entertained, and snapping impromptu photos while out and about, which is just about every day. Though she recently treated herself to a new gaming console, her roommates often use the main TV in the house, so she still finds herself playing games on her smartphone in her downtime.

Mariah's recent raise has allowed her to refresh some of the items in her closet. She's always had a great fashion sense and a passion for shoes, but that's become less of a priority as her job demands more of her attention. An ad during a late-night mobile gaming session catches her eye, she takes a quiz on her style habits. When the results lead her to a personalized fashion subscription service, she gives it a trial run. Spending an extra sixty or so dollars a month is negligible, and she'd much rather spend her limited free time on entertainment and experiences than shopping.

Ads Most Likely to Engage with:

- Trial or New Release Promotions
- Personalized Quizzes & Customization
- Image or Video Gallery of Products



Long Island, New York

HIGH INCOME CONSUMER PREFERENCES



Insights for DTC Marketers



Majority are far more **concerned with convenience and quality** than affordability.



Half buy clothing and lifestyle products/subscriptions that have **individualized results or reflect their personalities**.



One of the most commonly cited reasons they **prefer to shop digitally** is having more control over personal touches like color and design.



63% said quality of merchandise influences their decision to purchase new clothing or lifestyle products

Most Frequent eCommerce Purchases

1. Clothing
2. Footwear
3. Housewares
4. Jewelry & Accessories

Most Popular Subscription Categories

1. Women's Clothing & Accessories
2. Beauty & Hygiene
3. Home Goods & Kitchenware
4. Food & Beverage



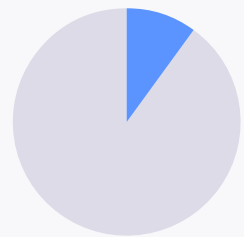
"I buy a lot of clothes so I'd rather see rewarded ad offers from clothing brands, especially if they're offering promotions."

Consumer Quote from the Tapjoy Network

HIGH INCOME CONSUMER BEHAVIORS

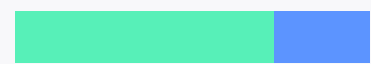


63% said they are interested in trying a new subscription delivery for clothing or lifestyle products

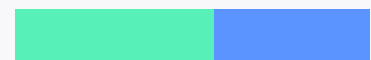


Only **10%** don't use a subscription delivery service for clothing or lifestyle products

Shopping Behavior



73% shop for clothing or lifestyle products 1 - 4 times per month



56% spend between \$50 - \$200 on clothing and lifestyle products each month



97% prefer shopping online using a computer or a digital device because of the convenience of the shopping experience and home delivery

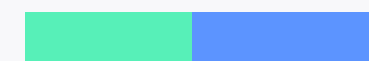
Subscription Behavior



74% currently use between 1 - 4 subscription delivery services for clothing or lifestyle products



61% spend between \$100 - \$250+ on retail subscription deliveries per month



47% purchase subscription deliveries of clothing or lifestyle products for the personalized product selection



"Retail in-app ad offers are very applicable to my interests, as I'm always looking for more brands to wear. I find it to be an easy way to find new clothes."

Consumer Quote from the Tapjoy Network

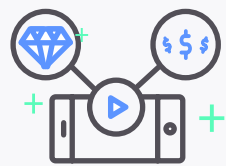
CONCLUSION



>> Connect With More Than 900 Million Mobile Consumers

So, do modern mobile gamers represent a valuable growth opportunity for direct-to-consumer marketers?

The results are clear: **Yes.**



Their experience with mobile games has prepared them to navigate digital commerce environments with ease



They trust rewarded ads to help them discover valuable new products



Their experience with subscriptions has taught them what to expect from similar offerings



They're hungry for new DTC products and services, provided they offer convenience, affordability, and personalization

At Tapjoy, we help advertisers build profitable relationships with their ideal mobile customers. Our collection of proprietary rewarded ad formats empower you to connect meaningfully through 100% opt-in, value-based ad experiences. Our dedicated mobile strategists can provide all the support you need to achieve your growth goals.

We've already helped DTC brands like these achieve mobile success:

- Dollar Shave Club
- Winc
- Ipsy
- Postmates
- And More!

Ready to get started? Click the button below to connect with a mobile strategist and set up a zero-risk test campaign today!

[CONTACT US ▶](#)