

# Online (Marketing) Performance for Generation Z

# 1

Go to them, don't wait to come to you

Research first  
Selective with their purchases  
Price sensitive

SHOPMANIA

TELEFOANE MOBILE ▾ TELEVIZOARE ▾ CAMERE FOTO ▾ PARFUMURI ▾ ANVELOPE ▾ CONFORT ▾ casti skullcandy

Rezultatele cautarii dupa "Casti skullcandy" (84)

### Rezultatele cautarii dupa "Casti skullcandy"

Anunțuri Google privind: casti skullcandy

cel.ro

**Super oferta casti**  
Peste 2000 de modele de casti. Livrare rapidă. Comandă acum!  
Livrare în 24h · Plata în rate · Reduceri de pret zilnice

Rezultate de la 1 la 40 din 84

Popularitate ▾ Pret ▴

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de la 109 RON

Skullcandy UpRock

☆ Adauga la favorite □ Compara produsele

SWITCH

139 RON  
Cost transport: 25 RON

Vezi oferta

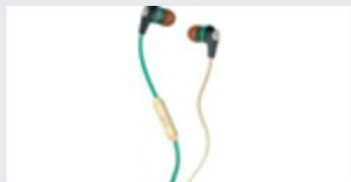
Compara 3 oferte

Skullcandy (72)

PREȚ

30 RON - 50 RON (8)  
100 RON - 300 RON (29)  
300 RON - 500 RON (9)  
70 RON - 100 RON (7)

## Sponsored



**Mai ieftin. Mai rapid.**  
cel.ro

Casti Skullcandy Riot Inkd  
Explorer Forest - 105,00 RON

**Casti Skull Candy - Forumul Softpedia**  
forum.softpedia.com ▸ ... ▸ **Dezbateri** ▾ [Translate this page](#)  
Feb 3, 2012 - 13 posts - 9 authors  
Casti Skull Candy - Salut! Un prieten si-a luat nieste casti Skull Candy Titan, pe care a dat 170 ron in aproximativ 2 luni i s-au stricat si anelazi si ...  
**Casti Skullcandy - Pros & Cons.** 6 posts 29 Oct 2013  
Căști In-Ear 18 posts 12 Jun 2013  
More results from forum.softpedia.com

**Skullcandy Uprock - Pareri - Console Games**  
www.consolegames.ro ▸ Forum ▸ General ▸ **HIFI** ▾ [Translate this page](#)  
Sep 7, 2014 - 5 posts - 3 authors  
Skullcandy Uprock - Pareri. M-ar tenta sa iau aceste casti cat is la promotie la eMAG. 90 ron de la 139. Ca aspect arata chiar bine. Ce parere ...  
**Pareri volan ps4** 10 posts 5 Jun 2015  
**Garantie SkullCandy** 2 posts 1 Sep 2013  
More results from www.consolegames.ro

**Skullcandy In-Ear Headphones Review (in Limba Romana ...**  
[https://www.youtube.com/watch?v=zgYe0l\\_omY](https://www.youtube.com/watch?v=zgYe0l_omY)  
Oct 8, 2012 - Uploaded by AndroidGiant  
Saluti Astazi fac review-ul castilor Skullcandy In-Ear. Sper sa va placa si Subscribe!)

**Casti Skullcandy - Livrare rapidă în toată țara. Rate - cel.ro**

**Ad** [www.cel.ro/](http://www.cel.ro/) ▾

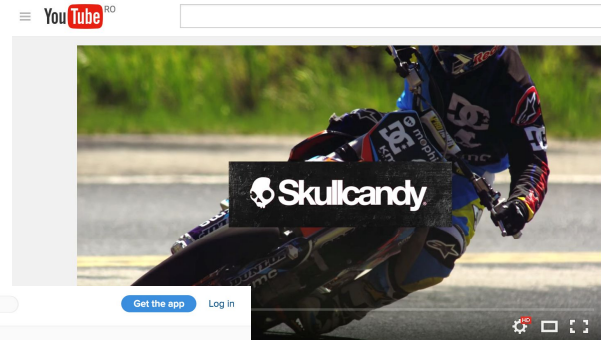
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**Skullcandy** @skullcandy

Global performance & lifestyle audio brand driven by the creativity & irreverence of youth culture.

Park City, UT  
[bit.ly/TW\\_SkullcandyF...](https://bit.ly/TW_SkullcandyF...)  
Joined April 2009

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**Happy Easter!** Turn up the #peeps 🐣  
PEEPS & COMPANY™



# 2

## Experience vs. performance

It's not the attention span, is the interest span

# KFC® #bereal

WEAR IT  
POST IT  
BE REAL

BE REAL

TRICOURI

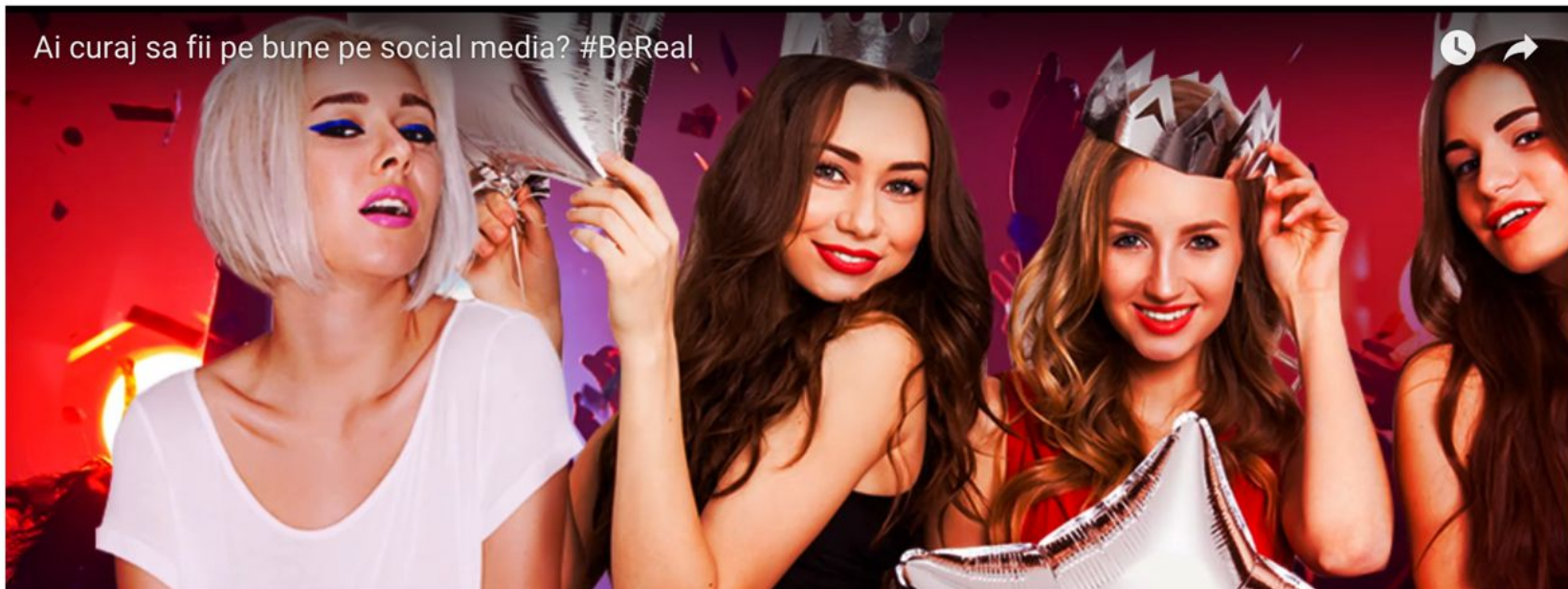
CONCURS

GALERIE

PERSONALIZARE

HAI SA NU NE MAI LUAM ASA IN SERIOS  
NOI CREDEM CA E MAI TARE SA FII PE BUNE PE SOCIAL MEDIA

Ai curaj sa fii pe bune pe social media? #BeReal



Creative concept is good, but it doesn't have to be the only thing on a landing page

We need a clean landing page, no info that distracts the user from conversion

Although we understand the need of the creative execution, “pragmatic” does the job

“What's in it for me” - should be stated clearly and not left to interpretation



# K.I.S.S.

(keep it simple, stupid)

# 3

## Wrong expectation

They are indirect buyers.

Online Budget -> Online Sales

Online Budget -> Influence

# How did people first learn of the product they purchased during product research?



Use the product filter to see product-specific insights. ×

Online via website or app



In a store, shop, showroom



Over the phone (text, phone call)



Other



## How did people use the Internet to help make their purchase decision?

Got ideas / inspiration online



Discovered relevant brands online



Compared products / prices / features online



Watched relevant videos online



Looked for opinions / reviews / advice online



Looked for / redeemed offers, coupons or promotions online



Checked where to buy / product availability online



Got locations / directions online



Made contact / requested contact (with brands, retailers) online



# 4

Focusing on one single channel/ screen

On average, they use 5 screens.  
Easily shift from one channel to another.



# Consumer Journeys Turning Extremely Complex



+ consider Mobile Phone Usage

# Conversion Path



Go beyond “last click” and see the channels that help making a conversion

# Strategies for Channel Mix

Paid Search + Organic Search -> Increased visibility

Social + Paid Search -> Generate awareness + conversion

Display + Paid Search -> Generate awareness + conversion

Affiliate + Organic Search -> Increase coverage & results

Paid Search + Organic + Paid/ Organic Social + Affiliate -> GOLD

# 5

## Need for immediacy

They are fast!  
FOMO (fear of missing out)

Fast website speed  
Fast way of reaching the product  
Fast checkout  
Fast response time  
Fast delivery

Limited quantities

Limited time to purchase

Show how many people are looking at products

Limited editions or collaboration products

Create suspense

NEW

BEST SELLERS

BACK IN STOCK

NETGEAR 90

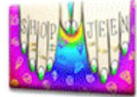
SALE

APPAREL

ACCESSORIES

LIFESTYLE

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UNDER!****ALMOST  
SOLD OUT!****HURRY!****GIFT  
CARDS!**

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